

Success factor of facebook purchasing for SSRUIC people

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Abstract

This research, for the purpose of understanding what is the factor that makes Facebook successful to the purchasing channel of people on campus. The researchers randomly selected samples from the number of 40 people in SSRUIC and capture data and analyze themselves. By using statistical values such as percentages (percentage). The results showed that people in SSRUIC use Facebook quite high because students have a relatively low income. Facebook is a free-cost alternative for SSSRUIC students. And found that people in SSRUIC interviewed that Facebook is a network that is not safe in some cases. This factor affects the decision to sell through Facebook. The elements of Facebook as a whole are satisfied with the majority of people in SSRUIC and accept that Facebook can be purchasing channel.

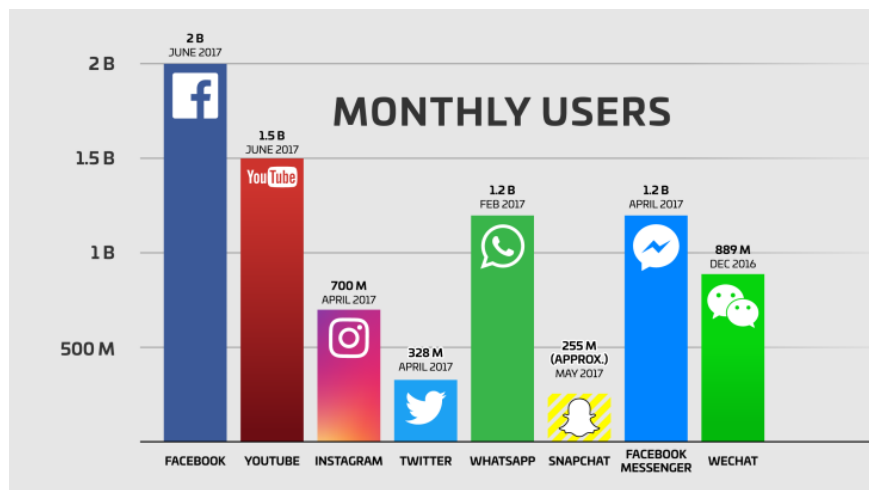
Keywords: Facebook purchasing channel , online business , successful factor

Introduction

This research aims to research on the success of social media Facebook of purchasing, or communication management to the successful progress of the present and to study their operational efficiency to study and learn about the operational dimension to the success of Facebook at distribution purchasing. Before doing business using knowledge from this research to prepare for business. How many factors to lead consumer choose facebook to purchasing. And aim of this study is to achieve and understanding about the key success factors of a marketing campaign in social media by identifying those key factors Facebook. According to the management communicate successful. Currently, Social Network (Social Network) has a great influence and is very popular with the online world. Social media is a tremendous way to increase your business and generate leads and sales. Facebook is the most popular social network in the world. Facebook is a community of online communities. Is a

good marketing tool, low cost, high efficiency And reach the target group as well as expand the group of both new and old customers effectively and quickly. Various shops Turned to use online marketing via Facebook more.

Facebook the largest social app in terms of logged in users and other application above YouTube's 1.5 billion, We Chat's 889 million, Twitter's 328 million and Snapchat's estimated 255 million. Beyond YouTube, only Facebook's other apps have more than 1 billion, including Whats App and Facebook Messenger, with 1.2 billion each. Instagram might soon join that club as it recently rocketed past 700 million. From the data, notice that Facebook has the highest ranking and has started service before.



The graph shows the frequency value, the number of users, each application, the Facebook network has the highest frequency value.

This graph from link:

https://l.facebook.com/l.php?u=https%3A%2F%2Ftechcrunch.com%2F2017%2F06%2F27%2Ffacebook-2-billion-users%2F%3Ffbclid%3DIwAR298hbnrR6vJEKrho0PEMPKKeV_5zYcFIkFY-yfexf3frRs-lubsUH3Kvs&h=AT0ejyYZ62MpKb2a6or11RIJuw5LkDWFVqB97ghzBz_ifduQuNiWg2YsZHG30TkjUhRyM3uHZqbLaFUYZDKeA2s87cPk0HCcTG0a-K_BHAFZ0zlxNiE7Hw431SgCSKXfa48

Thirteen years after launching and less than five years after hitting 1 billion, Facebook now has 2 billion monthly active users. Facebook is a social network that has more users. Two billion people around the world Therefore is the target of distribution channels for many marketers. so this is factors to lead business facebook have many factors to success lead people use. People Spend a Ridiculous Amount of Time on Social Media Facebook is too huge for a business of any size to ignore. Facebook has a large, engaged user base that spends a ridiculous amount of time there every single day of every month.and The average person spends 28 percent of time online on social networksor 1.72 hours per day.

In addition to various benefits and the number of users, Facebook is also the area of many advertising channels. Facebook's usage patterns are quite wide, therefore Facebook is a large space for advertising brand of product of many groups of seller. This can answer the marketing needs of customers. Facebook also plans to give businesses more metrics on their Stories performance to convince them the feature is worth their ad money. a factor that makes it possible to meet the objectives of trading in communication technology channels.

CEO Mark Zuckerberg warned that Facebook must ensure “that ads are as good in Stories as they are in feeds. If we don’t do this well, then as more sharing shifts to Stories, that could hurt our business.” Despite criticism that the feature is obtrusive and redundant with Instagram Stories, Facebook is proving there’s no retreating from the ephemeral slideshow format. And Snapchat could see ad spend slip over to Facebook, especially since the big blue social network has so much targeting data on us.

Purpose of study

This research aims to study the factors that make Facebook successful in trading channels. The reason Facebook has made people interested in choosing Facebook for doing business is more than other brands. Why do people choose Facebook over E-market or offline marketing? Why Facebook is the most successful network in marketing The research objectives are as follows:

objective

- Facebook is a good choice or not for purchasing channels
- Facebook promotion has an effect on purchasing decisions of people in ssruic
- Facebook's option system can help people in ssruic to purchasing in Facebook

Research Question

- How Facebook is a network that affects use of purchasing channel in SSRUIC people in daily life.
- Facebook is a network system that is suitable for the purchasing of SSRUIC people.

Hypothesis

- factor of Facebook can influence the choice of purchasing channels for Facebook users in SSRUIC.
- Facebook can answer the usage or purchasing of people in SSRUIC.

Chapter 2 : Literature review

Facebook is the largest social networking site in the world. It was founded in 2004 but opened to the public in 2006 where it has risen to become unmatched social networking tool. As of 2017, which suggests why its monthly revenue continues to upsurge. It has continued to improve the features of the website by adding more and more user-friendly features that augur well with the needs of the users. Facebook not only has more than two billion users, but continues to create a portfolio of applications such as apps (Whatapp), Instagram (Instagram) And Messenger (Messenger). The challenge is to advertise to balance the amount of users. Adding useful features like the pay system will allow users to spend time with Facebook longer than ever. Which means the opportunity for the brand to come in to advertise and can also make the trade faster and more realistic as well. Nowadays, new trends that are happening in today's world have changed the way consumers find products, information and experiences. Completely This trend is People spend more time on mobile phones and in apps.

Mobile makes people easier to access Facebook. Making trading easier between sellers and buyers than before .Smartphone has become more and more active, resulting in acceptance of mobile phones around the world. how Facebook has reached almost a billion users. It continues with a roadmap for how the plan of Facebook's future growth to two billion and beyond have already been planted. the internet is often that it seems to consist entirely of a site called Facebook. there will be more mobile phones on earth than people, and 73% of those phones will be something other than smartphones. By 2008, Facebook executives realized that one way to maintain its meteoric growth was to make it easy and free to access Facebook on devices like these, so smartphone is one way factor purchasing and

sell of facebook connection with smartphone by application facebook,whatapp or messesger to successful.

Facebook has a greater role and influence in many countries around the world. When Facebook became part of the global market. Creating a distribution channel for businessmen who want to invest low in selling products through the website, causing many advantages to those who want to invest is not high. Facebook is a low-cost marketing strategy.High cost marketing activities through other channels Low investment can be used on Facebook at a small cost. Making it suitable for small to medium sized businesses with limited marketing budgets. Large businesses can also experiment with Facebook marketing ideas and themes before making larger campaigns. The Facebook page is a place where you can publish your business name, address and contact details and briefly explain about your products and services. That tend to attract other Facebook users and create interest in what you do. Like allowing you to post Facebook messages, allowing you to upload photos and videos from your business. This is an effective way to communicate with customers and potential customers, allowing them to see your products or services without having to go to your location. Facebook also allows users to take a 'tag' image to indicate whether or not Facebook friends appear. This function can be used to promote your business. For example, the tour operator can post photos on the group's rafting page and invite each participant to tag their photos in the photo. Each tagged image will appear as an update to the participant's Facebook account, which their friends will agree to. This will increase the level of interest in your image and business.

In addition Facebook have Benefits of Marketing on Facebook to meet the needs of customers including:

- 1) Help promote new products and services Presenting corporate information And create a large number of new customers in a short time
- 2) Helping to create a brand that is more known
- 3) Save costs for promoting products with lower costs and costs. When compared to advertising through other media
- 4) Reach the target customers well

Facebook is still the most popular social networking site for marketers.According to the Salesforce 2015 State of Marketing report, Facebook is still the #1 social channel for marketers in 2015. With 80% of marketers currently using the platform, not being

active on Facebook. Marketers also stated that Facebook is one of their top 10 most effective channels, with 73% saying it's very effective/effective for marketing purposes. Facebook dominates social sales. An average of 85% of orders coming from social media are from Facebook. Industries that tend to be the most successful on Facebook include photography, sports and rec, pet supplies, dropshipping and jewelry and watches. While the average order value from Facebook referrals can't beat Pinterest's \$66.75, Facebook still comes in strong at an average of \$55 per order.

Chapter 3

Research Methodology

The purpose of this study is to study the factors that make Facebook successful in trading channels. Is a study of factors affecting motivation and factors. Facebook marketing that affects the decision to buy products and services of consumers by using questionnaires. (questionnaire) is a tool for data collection and data analysis and evaluation. In order to get answers that meet the educational objectives.

Population and sample sampling

The population studied in this research is Facebook user in Rajabhat Suan Sunandha International University around 20 people.

Creating tools for research

The tools used in the aggregation of data are questionnaires (questionnaire) about Incentives and marketing factors on Facebook that affect decision making as a distribution channel or product purchase.

Part 1: General question

Please mark the answer page you want in and fill in the space provided.

1. What is your gender?

- Male
- Female

2. Your Age is?

- Less than 20 years
- 21- 30 years
- 31- 40 years
- More than 40 years

3. Education status

- Less than Bachelor degree
- Bachelor

- More than Bachelor degree
- ETC

4. What is your monthly income (THB) ?

- Less than 5000
- 5000 – 10000
- 10000 – 20000
- More than 20000

5. Which of the following format you prefer to purchase ?

- Department store
- Convenient store
- Social store

6. Which kind of communication following format you prefer to purchase ?

- Facebook
- Intragram
- Line
- Shoppee
- Lazada
- JD central
- ETC

7. How long do you spend time on Facebook per day ?

- None
- 5 – 10 minutes
- 10 – 30 minutes
- 30 minutes – 1 hour
- 1 – 2 hour
- 2 – 3 hour
- 3 – 4 hour
- 4+ hour

Part 2: Questionnaire

| Facebook is a good choice for purchasing channels | Strongly Agree | Agree | Neither | Disagree | strongly Disagree |
|---|-----------------------|--------------|----------------|-----------------|--------------------------|
| 1. Facebook has a high number of users, making it easy for customers to access online stores | | | | | |
| 2. Facebook can easily access or disclose personal information, resulting customer can easy access to online stores | | | | | |
| 3. Facebook has been serving for longer than other networks, making it generally known. Making Facebook suitable for online sales | | | | | |
| 4. Facebook has a high security system. | | | | | |
| 5. Social flows using Facebook affect your purchasing. | | | | | |
| 6. Facebook remains long-term, suitable for long-term purchasing channels. | | | | | |

Facebook promotion has an effect on purchasing decisions

| | | | | | |
|--|--|--|--|--|--|
| 1. social flows of products in Facebook can promote your store. | | | | | |
| 2. Facebook is easy to access, can make customers know your store or yourself. | | | | | |
| 3. Facebook is safe enough for your purchasing. | | | | | |
| 4. Facebook is suitable for long-term purchasing. | | | | | |
| 5. Facebook has improved the system for you to purchsing more easily. | | | | | |
| 6. starting a facebook business page with free costs. | | | | | |

1. Do you think facebook achieve better results to purchasing for you.

Yes

No

2. Is Facebook is your first option to use for purchasing products.

Yes

No

Facebook's option system can help you to purchasing in Facebook

| | | | | | |
|---|--|--|--|--|--|
| 1. Facebook fan page makes your shop easier to show in social media. | | | | | |
| 2. Facebook fan page makes your shop easier to show in social media. Facebook's sharing system makes it easy to distribute product information to others. | | | | | |
| 3. Facebook's live video is a system that helps promote the sale of products, helping people reach easier. | | | | | |
| 4. Facebook has enough options for online trading. | | | | | |
| 5. Facebook functions are safe for your purchasing. | | | | | |
| 6. Facebook always developing their website. | | | | | |

Do you have any recommendation?

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Chapter 4

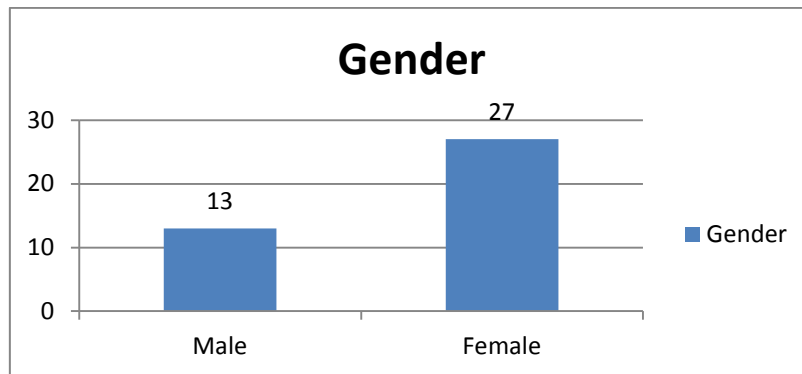
Results and finding

This research aims to study Success factor of facebook purchasing for SSRUIC people. To explore whether Facebook is a good choice. The sample used in the study consisted of 40 students or people in SSRUIC.

Part 1: General question

Graph 1

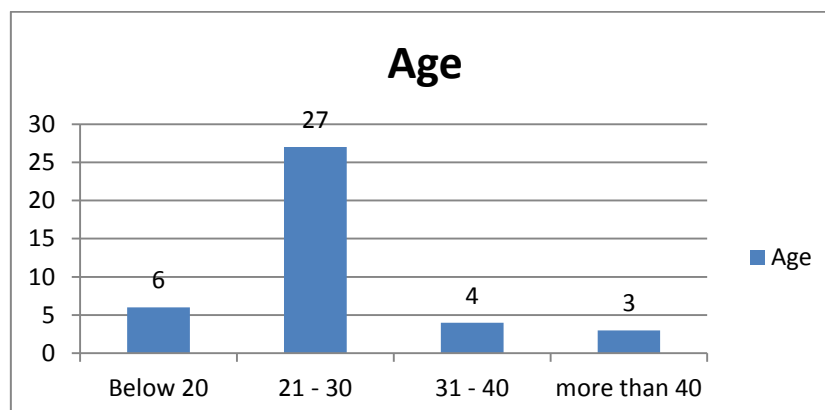
Number and percentage of general information of respondents classified by gender



From Graph 1 know how much gender each people who make a query There are 13 males, 32.5 per cent and 27 males, 67.5 per cent.

Graph 2

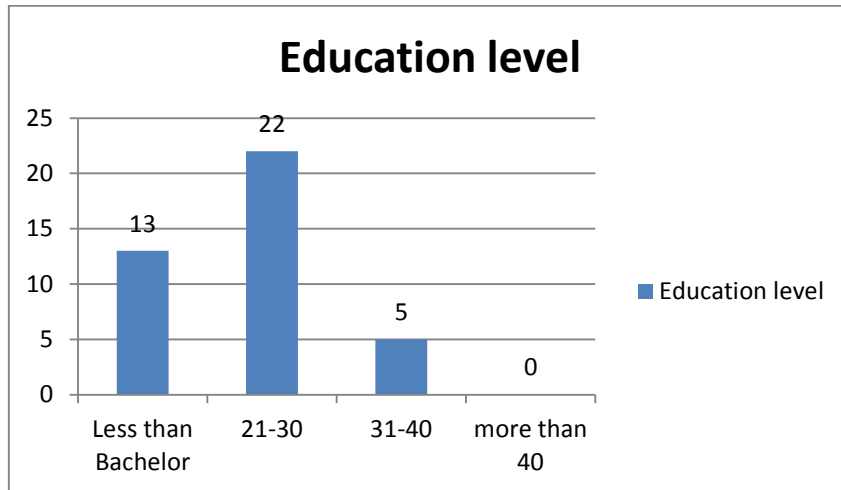
Number and percentage of general information of respondents classified by Age



From Graph 2 know how much Age each people who make a query There are below 20 year have 6 people or 15 %, 21-30 year 27 people or 67.5%, 31-40 year have 4 people or 10%, more than 40 year have 3 people or 7.5 %.

Graph 3

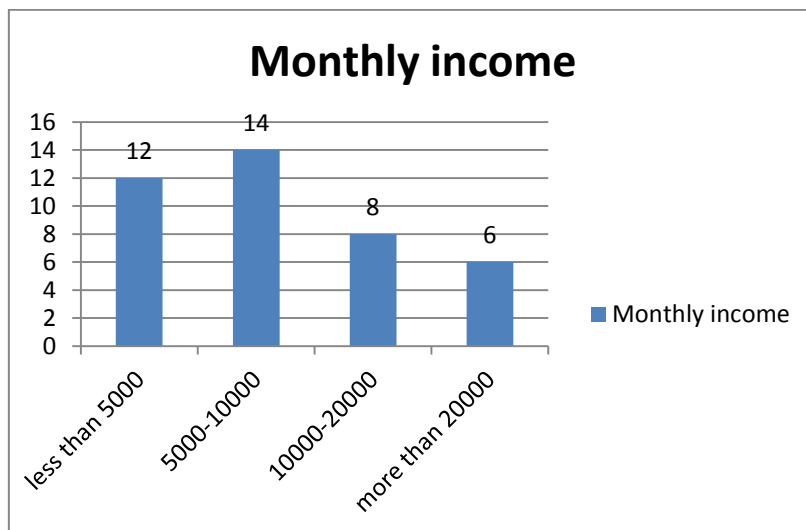
Number and percentage of general information of respondents classified by Education status



From Graph 3 know how much Education status each people who make a query There are less than Bachelor degree have 13 people or 32.5 %, Bachelor have 27 people or 67.5%, More than Bachelor degree have 5 people or 12.5 %, other have 0 people or 0%.

Graph 4

Number and percentage of general information of respondents classified by Education status



From Graph 4 know how much monthly income each people who make a query There are less than 5000 have 12 people or 30 %, 5000-10000 have 14 people or 35%, 10000-20000 have 8 people or 20 %, more than 20000 have 06people or 15%.

Graph 5

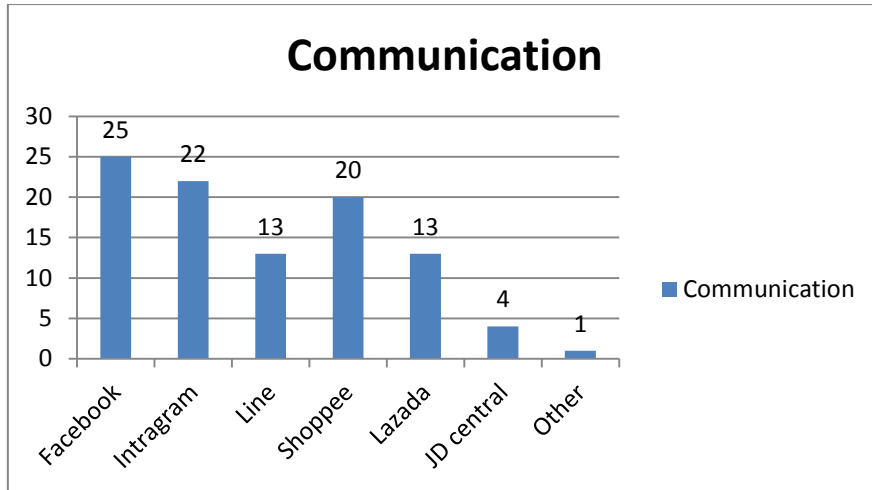
Number and percentage of general information of respondents classified by format prefer to purchase.



From Graph 5 know how much store each people who make a query There are Department store have 15 people or 37.5 %, Convenient store have 5 people or 12.5%, Social store have 20 people or 50 %.

Graph 6

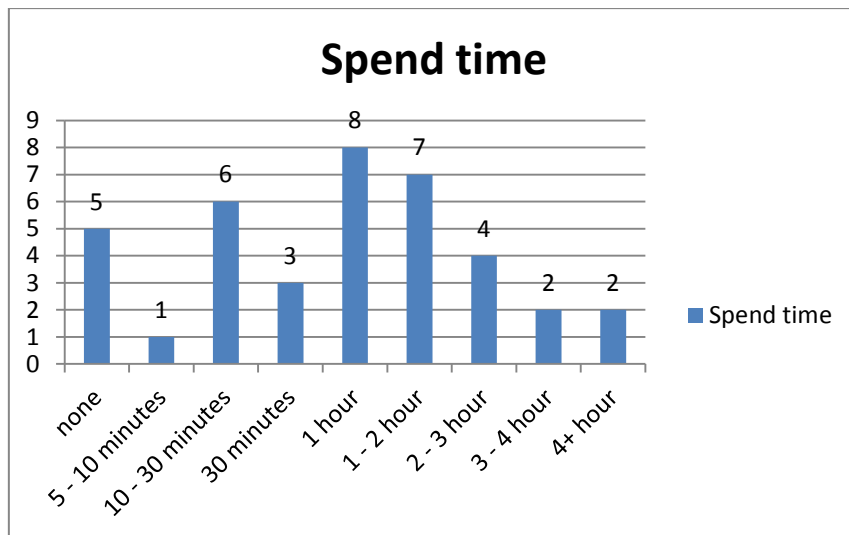
Number and percentage of general information of respondents classified by communication format purchase.



From Graph 6 know how much communication format purchase of each people who make a query There are Facebook have 25 people or 62.5 %, Intragram have 22 people or 55%, Line have 13 people or 32.5 %,Shoppee have 20 people or 50 %,Lazada have 13 people or 32.5 %,JD central have 4 people or 10 %,Other have 1 people or 2.5%.

Graph 7

Number and percentage of general information of respondents classified by people spend time on facebook perday.



From Graph 7 know how much people spend time on facebook perday who make a query There are none have 5 people or 12.5 %, 5 – 10 minutes have 1 people or 2.5%, 10 – 30 minutes have 6 people or 15 %,30 minutes have 3people or 7.5 %,1 hour have 8 people or 20

%,1 – 2 hour have 7 people or 17.5%,2 – 3 hour have 4 people or 10%,3 – 4 hour have 2 people or 5%,more than 4 hour have 2 people or 5%.

Part 2 : This table shows the results of the average frequency of Dichotomous Scales from students in SSRUIC.

| | Strongly Agree | Agree | Neither | Disagree | Strongly Disagree | |
|-----------|----------------|-------|---------|----------|-------------------|------|
| Questions | 5 | 4 | 3 | 2 | 1 | Mean |
| 8 | 13 | 23 | 4 | 0 | 0 | 4.23 |
| 9 | 24 | 17 | 5 | 0 | 0 | 5.08 |
| 10 | 13 | 20 | 6 | 1 | 0 | 4.13 |
| 11 | 9 | 18 | 12 | 1 | 0 | 3.88 |
| 12 | 10 | 25 | 5 | 0 | 0 | 4.13 |
| 13 | 18 | 18 | 3 | 1 | 0 | 4.33 |
| 14 | 13 | 25 | 2 | 0 | 0 | 4.28 |
| 15 | 10 | 27 | 3 | 0 | 0 | 4.18 |
| 16 | 13 | 17 | 9 | 1 | 0 | 4.05 |
| 17 | 8 | 26 | 5 | 1 | 0 | 4.03 |
| 18 | 11 | 22 | 7 | 0 | 0 | 4.1 |
| 19 | 15 | 20 | 5 | 0 | 0 | 4.25 |
| 20 | 12 | 25 | 3 | 0 | 0 | 4.23 |
| 21 | 14 | 22 | 4 | 0 | 0 | 4.25 |
| 22 | 10 | 25 | 5 | 0 | 0 | 4.13 |
| 23 | 7 | 22 | 11 | 0 | 0 | 3.9 |
| 24 | 4 | 23 | 12 | 1 | 0 | 3.75 |
| 25 | 13 | 21 | 6 | 0 | 0 | 4.18 |

From question number 8 – 13 in the topic of facebook is a good choice for purchasing channels .The results of the survey are The frequency is around 4.00 Shows that students in the SSRUIC agree with Facebook as a good alternative to being a purchasing channel. but in

choice number 11 People feel neither to Facebook's security system. Most of the people answer that the Facebook system is easily accessible and therefore not a private area at the same time.

From question number 14 – 19 in the topic of facebook promotion has an effect on purchasing decision . The results of the survey are The frequency is around 4.00 Shows that students in the SSRUIC agree with facebook promotion has an effect on purchasing decision .

From question number 20 – 25 in the topic of Facebook's option system can help to purchasing in Facebook. The results of the survey are The frequency is around 4.00 Shows that students in the SSRUIC agree with Facebook's option system can help to purchasing in Facebook. . but in choice number 23 and 24 have some People feel neither to Facebook has enough options for online trading and Facebook functions are safe for your purchasing.

Chapter 5

Conclusion Discuss the results and Suggestion

the study research of Success factor of Facebook purchasing for SSRUIC people

Studying about satisfaction in using information technology services of facebook to prchasing decision In 3 aspects :

- Facebook is a good choice or not for purchasing channels
- Facebook promotion has an effect on purchasing decisions of people in ssruic
- Facebook's option system can help people in ssruic to purchasing in Facebook

The researcher used survey research method by collecting data from

Population is SSRUIC people by using questionnaires Is a tool for collecting data Which can collect 40 sets of data for data analysis, use the method Find the percentage and mean. From research, finding information from data searching and questionnaires The results from the analysis of data analysis can be summarized as follows:

Facebook can influence the purchasing of people SSRUIC. From surveys, questionnaires and calculations. People in the university agree that Facebook is the network used for purchasing. Facebook can influence the purchase of SSRUIC people from questionnaires and calculations. People in SSRUIC agree that Facebook is the right network to purchasing. Is a good choice to purchasing and influence spending of people on campus. Although people in SSRUIC are purchasing on other networks as well. Although Facebook can be an option that affects the spending of people on campus. In terms of Facebook's function system, people in SSRUIC agree with the current Facebook system, but there are some people who disagree or don't choose to use Facebook for spending because Facebook has Inadequate sales and security systems In addition, people in SSRUIC choose to use other networks besides Facebook for spending as well. Therefore affecting people to divert other networks From the survey results, Facebook can still influence the choice of people in SSRUIC. Although there is some impact on the function system but Facebook can dominate the network that many people in the university use. Because social factors and the system of most Facebook members can play a role and have more influence on the people in SSRUIC than other networks.

