Communication Exposure Behavior of Influencers in Social Networks

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ABSTRACT

Abstract—This research aimed to study online social media marketing consisting of entertainment, interaction, trendiness, customization, and electronic word of mouth influenced the satisfaction of purchasing through social media platform. The sample group consisted of 400 consumers who has shopped through social media platform, selected from the population using multi-stage sampling method. Data was collected using the generated questionnaires with the validity and reliability tested. The statistics used in the analysis were mean, standard deviation, Pearson correlation coefficient and Multiple regression analysis. The results of the research revealed that the respondents emphasized on entertainment, interaction, trendiness, customization, and word of mouth be able to jointly predict the satisfaction of purchasing products through the social media platforms, which all variables were able to explain the variance of purchase satisfaction through the social media platforms 51.12 percent. The multiple regression coefficients as standard scores, it was found that the highest multiple regression coefficients were interaction (β=0.257), followed by trendiness (β=0.226), electronic word of mouth (β=0.159), and entertainment (β=0.124), respectively.

Keywords—Communication exposure behavior, Influencers, Social media

INTRODUCTION

Nowadays, social networks have become a part of life, enabling human beings to communicate. share ideas express feelings, trade, find new friends. At present, there are various social networks such as Facebook, Twitter, Instagram, etc. More than 57 million of Thai people have access to the Internet and 51 million people use the social media on a regular basis. Thai population in the adult group has a mobile phone. Nearly everyone uses the Internet via smartphones, 71%, on average, use the Internet 9 hours 11 minutes a day, spend 3 hours 11 minutes a day on social networks. 51 million Thai population use it. Social media used via mobile phone as many as 49 million Thai people have 10.5 social media accounts per person, ranked in the top 5 in the world. A large group of social media users in Thailand ranged from 18 to 24 years old and 25 to 34 years old (Office of the National Economic and Social Development Board, 2020).

Social media is a form of communication that reaches audiences of all levels. Nowadays, social media is a popular medium for public relations and has continued to progress. It also tends to be more popular in the future. Organizations use social media to promote their products and services. to help enhance Traditional public relations original to be effective Public relations under the trend of social media should pay more attention to changes in public relations operations for public relations communications. including the content issues presented as well as a form of social media use for public relations, bringing reputation, reputation and organizational support.

The main reason why consumers decide to buy more products and services is from the entry of the media social media that has come to change the behavior of life in acknowledging news with a large amount of information that can be passed to consumers quickly. Consumers can also express their opinions, forwarding them to friends, or even people who are not familiar with them before can access this information. Influencers who come from ordinary people but who have experience in using that product and service, able to convey information in detail, widely known and has been widely accepted It has a high credibility and with social media communication channels, it is possible to communicate with a large number of people more quickly than original channels.

From the results of research showing the importance of influencers involved in online shopping decisions has been concluded that consumers will be exposed to in the form of reviews from influential in the media online on average 2-3 times a week. Each time it takes no more than 1 hour following the influencers in online media in terms of going to eat at restaurants that are popular. The influential people wrote their reviews in the social media

and also the behavior of word of mouth as well. Consumers will express their satisfaction with the content of influencers by means of likes, comments and shares. Moreover, it is a beautiful picture that will encourage consumers to act or read the content to the end (Udomsilp, 2014). There are interactions by means of likes, comments and shares.

From the background and importance of the problems mentioned above, therefore, the researcher is interested in studying the communication exposure behavior of influencers in social networks. This will be beneficial to the entrepreneurs who sell products to apply effectively in marketing by using thought influencers in social networks which will affect the ability to compete efficient businesses and more sales.

LITERATURE REVIEWS

Public Relations Communication

Cutlip (1994) outlined some important considerations and principles for implementing public relations. In summary, the 7 C's of public relations communication can be summarized as follows:

1. Credibility: Communication begins with an atmosphere of belief. This atmosphere is created by the operations of the various organizations reflecting a strong desire to serve stakeholders and society. The recipient must have confidence in the sender and the Consider the credibility of the data source.

2. Context: Communication must be consistent with the reality of the situation at that time. Communication tools will only complement everyday speech and actions. In addition, communication must include the participation of the audience and must confirm not conflicting messages. Effective communication requires appropriate harmony with a supportive social environment.

3. Content: The message communicated must be meaningful for the audience and must be consistent with the beliefs and attitudes of the audience. The content communicated must be relevant to the situation of the audience. People generally choose to receive useful information for themselves and the content presented determines the audience's target audience.

4. Clarity: The message used for communication must be easy to understand, and the words used must have meanings that the receiver and the messenger understand the same. Incomprehensible and complex messages must be to be streamlined and smooth. Multiple forwarded communications must be easy to understand to prevent misunderstandings. Organizations must communicate with clarity, without ambiguity.

5. Continuity and Consistency: Communication is a never-ending process, it has to be repeated in order to be absorbed in communication with ever-changing patterns, resulting in learning and persuasion must be consistency.

6. Channels: The messenger should use the communication channel that the receiver uses and accepts. Creating a new communication channel can be difficult, time consuming, and expensive. Different communication channels affect media efficiency differently. The messenger should choose a communication channel that can reach the target consumers. In some public relations, various types of communication channels may be used together.

7. Capability of audience: To communicate effectively, the messenger must pay take into account the ability of the recipient. Communication is most effective when the recipient requires no effort or minimal effort to receive the message. Factors related to the readiness of the recipient such as reading ability and prior knowledge, so language skills are essential.

Currently, communication through social networks is becoming popular. Because it is a gathering of people to chat and exchange information and experiences through various forms of media such as pictures, videos, texts on the Internet. Popular social media such as Facebook, Instagram, Twitter, Line, YouTube, etc. An influencer is a person who has a large following or reputation on social networks who is an expert on a particular subject. These influencers influence others by means of communication. People who are thought followers receive information about goods and services from thought influencers through word of mouth. Therefore, the communication of thought influencers in social networks is a form of communication and a method for creating content about information of thought influencers in social networks until the content is spread and has a large number of followers (Panyatranon, 2017).

METHODS

The target population were people who use social networks and live in Bangkok which unknown the exact number of populations. The sample size was determined by using the formula for estimating the proportion of the population in cases where the population is unknown, the 95 percent confidence level and the 5% error level were determined. The sample group was 385 people. The sampling method uses Purposive Sampling and Convenience Sampling from people in popular social networking groups including Facebook, Twitter, Instagram, Line and YouTube.

The research tool was a questionnaire. which the researcher has created to study the personal information, communication of influencers in social networks and social media exposure behavior. It is a questionnaire of the estimation scale type of Likert's 5 levels scales: strongly agree, agree, moderately agree, disagree, and strongly disagree. The data collection used questionnaires that were tested for the validity and reliability of the questionnaires. Statistics used in data analysis, the researcher used descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation. As well as the inferential statistical analysis was used to test research hypotheses by using Pearson correlation coefficient analysis and Multiple regression analysis.

RESULTS

Descriptive results

The results of the research can be concluded that the sample group is consumers who have shopped through social media and live in Bangkok, total of 300 samples. Most of them are female, age between 21-30 years old, marital status, educational level at the bachelor's level, worked as employees of private companies, monthly personal income between 20,001-30,000 baht.

The opinions of influencers' public relations communication which consist of Credibility, Context, Content, Clarity, Continuity and Consistency, Channels, and Capability, found that the respondents emphasized on the aspect of the Content had the most average, followed by the aspect of Context, Channels, Clarity, Capability, Continuity and Consistency, and Credibility, were at a high level in all aspects.

Hypothesis testing results

The research hypothesis was personal data, including gender, age, status, educational level, occupation, and average monthly income have different exposure of influencers in social network. The results found that the respondents which were different gender, age, status, educational level, occupation, and average monthly income, had different exposure of influencers in social network.

CONCLUSION AND FUTURE WORK

Conclusion and discussion

The results revealed that the opinions of influencers' public relations communication which consist of Credibility, Context, Content, Clarity, Continuity and Consistency, Channels, and Capability, found that the respondents emphasized on the aspect of the Content had the most average, followed by the aspect of Context, Channels, Clarity, Capability, Continuity and Consistency, and Credibility, were at a high level in all aspects. This was consistent with the research of Thongchujai (2020) found that the communication of influencers in social networks overall and each aspect were at high level. When considering the aspect of Context in which the respondents agree the most. It was found that overall was at a high level. When considering each item, it was found that the respondent agreed with the use of appropriate language, politeness, and easy to understand was the most, followed by the presentation of information about the product at the right time, and information about products that are suitable for the target group is presented. In addition, in the aspect of reliability found their opinions about the communication of influencers in social networks on credibility which the respondents agreed the least, overall was moderate level. When considering each item, it was found that information about the product offer was credibility, followed by the personality of the influence of ideas in social networks is reliable, and expertise in the products of influential people in social network.

The results revealed that personal data, including gender, age, status, educational level, occupation, and

average monthly income have different exposure of influencers in social network. The results found that the respondents which were different gender, age, status, educational level, occupation, and average monthly income, had different exposure of influencers in social network. This is in the line with Sereerat (2007) stated that demographic characteristics include gender, age, family size, status, education, income and occupation, which are the criteria that marketers use to segment the market. This is because differences in demographics in each factor can result in different sub-groups' preferences for shopping and service. This may be because communication on social network require expertise or knowledge to find products. It is also a product that is sold through an application and is also a fashion product. This is not suitable for all groups of customers with different demographic factors. Moreover, this is consistent with Kotler (2016) concept of consumer behavior that know how to promote marketing in accordance with the purchase opportunity of consumers. Including Meechinda (2010), Watcharachaikul (2018) and Thongchujai (2020) found that the perception of demand arises from the fact that consumers perceive the difference between things and what you have currently, which encourages an incentive to make a purchase decision which offer different information to emotionally motivated marketing strategies. Rational motivated advertising must provide complete details about the product or service, while emotionally motivated marketing strategies emphasize consumers' perceptions of the product or service. This was consistent with the research of Thongchujai (2020) on communication of influencers on social networks and social media exposure behaviors related to buying decisions on smartphones, it was found that the personal data of consumers, namely gender, average monthly income education level, occupation, status, frequency of social media use per day, length of use of social media each time, and types of social media using the most, make different smartphone purchase decisions. This may be because communication presented by social influencers will be able to present complete details, both content and links to various contexts according to the needs of target customers. They able to communicate information that is important clearly using words that are easily understood and convey the same understanding, and with warnings for the recipient to absorb.

Recommendations and future work

Recommendations obtained for applying the research results were that entrepreneurs should use demographic data to analyze different consumer needs as criteria for market segmentation and take advantage of different demographic factors to find the needs of a small market segment and to formulate marketing strategies which using influencer to meet the needs of target consumers appropriately. Moreover, influencer should take into the principles of good communication, especially in the aspect of credibility which communication should begin with an atmosphere of belief. This atmosphere is created by the operations of the various organizations reflecting a strong desire to serve stakeholders and society. The recipient must have confidence in the sender and the consider the credibility of the data source. Moreover, credibility can be built on behavior and actions of the messenger, which when the receiver sees the intention, there will be confidence. When the messenger is reliable, it will affect the information that is communicated as well, causing the recipient to trust and two-way communication is important and effective communication.

For further research should be studied in conjunction with other relevant or expected factors influencing purchasing decisions in order to gain more insights covering all dimensions. In addition, it should study in other population groups or other areas to get wider and more comprehensive information and compare the differences of each area.

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