



Influence of Motivation and Confidence on Consumers' Purchase Decisions through Social Media: A Case Study in Thailand

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Abstract

This study aimed to examine the relationships between consumer motivation, trust, and the purchase decision-making process through social media platforms among consumers in Nakhon Si Thammarat Province. The sample consisted of 400 consumers who had prior experience purchasing products via social media, with data collected using an online questionnaire. The data were analyzed using descriptive statistics—frequency, percentage, mean, standard deviation—as well as t-tests and one-way ANOVA. The results revealed that most respondents were female, held education levels below a bachelor's degree, worked in the private sector, and earned between 15,001 and 25,000 baht per month. TikTok emerged as the most frequently used platform for online purchases. The primary motivational factors influencing purchasing behavior were document management and novelty, while service quality and brand image were the most emphasized trust-related factors. Within the purchase decision-making process, problem recognition and evaluation of alternatives were rated as the most important stages. Hypothesis testing showed that demographic factors had no significant effect on purchase decisions. However, surveillance motivation was significantly related to information seeking and evaluation of alternatives, while escape motivation influenced post-purchase behavior. Additionally, brand image negatively affected problem recognition, whereas information seeking had a positive effect on purchase decisions. Based on these findings, it is recommended that marketers prioritize TikTok-based marketing strategies by enhancing consumer motivation and trust through a focus on quality and brand image, thereby stimulating purchasing decisions through social media channels.

Keywords: Motivation, Trust, Purchase Decision-Making, Social Media

1. Introduction

In the contemporary digital era, social media platforms play a pivotal role in shaping consumer behavior globally. This influence has significantly accelerated the growth of online purchasing behaviors, particularly in the aftermath of the COVID-19 pandemic, which served as a catalyst for shifting consumer practices toward a more digitally driven economy (Thansettakij, 2023) ^[22]. According to a report by Krung Thai COMPASS Research Center, the number of e-commerce users in Thailand rose from 30.7 million in 2019 to 41.5 million in 2023, with the average online spending per person nearly tripling from 2,970 baht in 2019 to 8,840 baht in 2023 (Thansettakij, 2023) ^[22].

Further data from We Are Social and Hootsuite (2024) ^[24] indicates that 49.10 million Thais, accounting for 68.3% of the population, actively use social media, with an average daily usage of 2 hours and 31 minutes. These figures underscore the profound integration of social media into everyday life. Additionally, a report from Kasikorn Bank (K-Bank) highlighted that the social commerce sector in Thailand was valued at 137 billion baht in 2018, comprising approximately 45% of the country's B2C e-commerce market.

The convergence of e-commerce and social media capabilities enables businesses to deliver products and services rapidly and extensively while fostering interactive engagement with consumers.

Today's consumers are increasingly bypassing traditional in-store comparisons in favor of online research through platforms such as Facebook, Line, TikTok, and Instagram. These platforms have evolved to incorporate commercial functions tailored to consumer preferences, such as Facebook Marketplace and Instagram Ads. TikTok, in particular, has demonstrated rapid growth following the launch of its e-commerce platform (Techasriamornrat, 2023) [29]. Although many consumers do not immediately finalize purchases via social media, these platforms serve as vital tools for information seeking and brand engagement.

Given the steady expansion of social media-based purchasing, this study-focusing on the relationship between consumer motivation and trust in the purchase decision-making process via social media among consumers in Nakhon Si Thammarat Province-holds significant relevance. The findings aim to provide strategic insights for businesses to enhance online brand awareness, stimulate purchasing behavior, and foster positive word-of-mouth in Thailand's rapidly evolving digital economy.

2. Literature Review

This study, which investigates the relationship between motivation and trust in consumers' purchase decision-making processes via social media in Nakhon Si Thammarat Province, is grounded in an extensive review of literature, academic theories, and empirical research. The literature reviewed informed the development of the study's hypotheses and conceptual framework as follows.

2.1. Concepts and Theories Related to Demographic Characteristics

Demographics refer to the study of human characteristics in relation to social, cultural, economic, and other factors. These characteristics include gender, ethnicity, religion, place of residence, language, education level, marital status, number of children, employment status, occupation, and income. Demographic studies focus on the size, composition, distribution, and changes within populations, emphasizing key attributes such as gender, age, marital status, education, religion, ethnicity, and occupation. Each demographic factor plays a distinct role in influencing consumer behavior and is elaborated upon as follows:

1. **Gender:** Gender differences influence communication behaviors. Women are generally more inclined to receive and disseminate information, whereas men tend to prioritize relationship-building through communication. Gender-specific thoughts, values, and attitudes are shaped significantly by cultural and societal norms.
2. **Age:** Age affects communication patterns and decision-making behaviors. Older individuals tend to possess more experience, exhibit greater prudence, and demonstrate cognitive processes that differ from those of younger individuals.
3. **Education:** Educational attainment plays a vital role in shaping individual decision-making behaviors. Individuals educated in different eras or systems are likely to hold diverse perspectives, ideologies, and needs. Educational institutions and educators also contribute significantly to shaping students'

personalities and thought processes.

4. **Occupation:** Occupation influences individual preferences for goods and services. For example, farmers often prioritize essential commodities for livelihood, office workers may focus on products related to personal image, and civil servants tend to prefer practical goods. Marketers must understand occupational demands to tailor offerings effectively.
5. **Income:** Income or economic status directly affects purchasing power and consumer decision-making. Individuals with lower incomes typically prioritize essential and price-sensitive goods, while those with higher incomes tend to opt for premium-quality products and brand-oriented choices. Income often correlates with education and occupation, as higher educational attainment generally leads to higher earning potential.

2.2. Conceptual Framework of Consumer Behavior Analysis

Consumer behavior analysis refers to the study of factors influencing consumers' purchasing decisions regarding products and services. The goal of such analysis is to enable marketers to effectively respond to consumer needs and cultivate loyalty that leads to repeat purchases (Thongchai Santiwong, as cited in Sirilak Khampueng). One of the commonly adopted approaches to analyzing consumer behavior is the 6W1H framework, which includes: Who (who is in the target market), What (what do consumers buy), Why (why do they buy), Who (who is involved in the decision-making), When (when do they buy), Where (where do they buy), and How (how do they make the purchase) (Philip Kotler, 1997, as cited in Siriwan Serirat, 2007). The Consumer Behavior Model, also known as the Stimulus-Response Theory (S-R Theory), is commonly used to explain the motivational drivers and decision-making processes behind consumer purchases. This model comprises three key components: stimuli, the black box, and responses.

Stimuli are divided into two categories: marketing stimuli—such as product, price, place, and promotion—and external environmental factors such as economic conditions, technological advancements, social influences, political situations, legal systems, and cultural norms. These stimuli enter the consumer's "black box," which represents internal factors, including cultural, social, personal, and psychological characteristics. These internal factors interact to generate a consumer response, which may be either positive or negative. A positive response leads to a purchase decision, which is manifested in product choice, brand selection, choice of store, timing of purchase, and quantity purchased. Conversely, a negative response results in the decision not to proceed with the purchase.

2.3. Concepts and Theories of Online Purchase Motivation

Motivation is a critical factor influencing consumers' online purchase decisions. It stimulates the desire to acquire products or services and contributes to the development of long-term brand relationships (Berger, 2014). In the digital era, social media plays an increasingly significant role as a marketing communication tool. Its perceived credibility and ability to meet users' needs directly influence attitudes and brand loyalty. This aligns with the Uses and Gratifications Theory, which explains media selection and user behavior (Sheehan, 1999; Haridakis, 2005) [10].

Sundar and Limperos (2013) categorized media-use

motivations into two main groups: traditional motivations such as entertainment and information-seeking, and contemporary motivations such as navigability and interactivity. Similarly, Menon (2022) ^[7] found that motivations like self-promotion, entertainment, and escapism significantly influence online media usage, particularly user engagement and content creation. Therefore, understanding consumers' motivations enables marketers to design more effective strategies to stimulate purchase decisions and foster brand loyalty through social media platforms.

2.4. Concepts and Theories of Trust

Trust is another crucial determinant of consumer behavior. According to Moorman, Deshpande, and Zaltman (1992) ^[4], trust refers to the willingness to rely on a business partner or organization, which is shaped by perceptions of credibility, integrity, and benevolence. This view is consistent with Morgan and Hunt (1994) ^[27], who describe trust as the degree to which customers believe that their goals and expectations will be fulfilled. Additionally, Larzelere and Huston (1980) ^[26] emphasize that trust encompasses consistency, accountability, and fairness. Mishra further highlights that trust can enhance both motivation and employee performance within organizations.

Trust is also closely associated with perceived service quality and website credibility. Parasuraman, Zeithaml, and Berry (1988) ^[16] identify five key service quality dimensions—reliability, responsiveness, assurance, empathy, and tangibles—all of which influence customers' perceptions and confidence in using a service. In online contexts, Nielsen asserts that transparent and user-friendly websites help build consumer trust. From a brand image perspective, Kotler (2009) explains that effective brand development enhances trust and facilitates purchase decisions. In summary, trust plays a vital role in building and sustaining long-term relationships between consumers and organizations, through both service

quality and brand image.

2.5. Concepts and Theories of Purchase Decision-Making

The consumer decision-making process typically consists of five key stages: problem or need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. It begins when a consumer becomes aware of a problem or need—for example, due to product depletion, changes in family circumstances, or exposure to marketing stimuli. The consumer then seeks additional information to support the decision-making process from various sources such as reference groups, sales personnel, mass media, and personal experience (Sereerat *et al.*, 1998). During the evaluation stage, consumers compare alternatives based on product attributes, benefits, perceived importance, brand credibility, and expected satisfaction in order to select the most suitable option. The decision to purchase depends on the level of information required and the amount of time the consumer dedicates to evaluating alternatives, which varies by product type. After the purchase, consumers assess their satisfaction with the product experience, which influences future repurchase behavior or word-of-mouth referrals.

Additionally, the purchase decision involves nine specific sub-decisions: the desired level of need, product category, product type, product design, brand, vendor, quantity, timing, and method of payment. From the literature review and theoretical exploration, it is evident that online purchase behavior via social media is influenced by a combination of factors, including demographic characteristics. Simultaneously, motivations for using social media—such as entertainment, escapism, or social expression—play an important role in shaping consumer behavior. Moreover, trust in service quality, website credibility, and access to comparative product information are critical factors that significantly impact online purchasing decisions.

Table 1: Summary of Observable Variables and Their Operational Definitions

Variable	Component	Indicator	Reference	
Demographic Factors	Gender	Represents whether the respondent identifies as male or female.	Supanya Chaichan (2008)	
	Education Level	The highest level of education attained, influencing the purchasing decision process.		
	Occupation	The type of job or activity the individual engages in for income, which affects product and service needs.		
	Income	Monthly income of an individual, reflecting purchasing power and consumption behavior.		
Motivation	Self-Promotion	Motivation to present oneself positively or manage one's image on social media.	Menon (2022) ^[7]	
	Entertainment	Motivation to use social media for relaxation, enjoyment, or entertainment.		
	Escapism	Use of social media to escape boredom or real-life problems.		
	Surveillance	Using social media to monitor news, trends, or areas of interest.		
	Novelty	Interest in new, unique, or unconventional content.		
	Documentation	Use of social media to archive or record personal memories such as photos or videos.		
Trust	Trendiness	Motivation driven by a desire to follow current trends or gain social acceptance online.	Parasuraman, Zeithaml & Berry (1988) ^[16]	
	Service Quality	Perceived accuracy, speed, and consistency of the service received, aligning with expectations.		
	Website Credibility	The extent to which consumers trust the website's security, transparency, and displayed information.		Nielsen (2000)
	Brand Image	Consumers' perception of the brand's uniqueness, value, and reliability.		Arai, Ko & Ross (2014); Kotler (2009)
	Information Comparison	The behavior of consumers in seeking and comparing product information from multiple sources before making a purchase decision.	Loro & Mangiaracina (2022)	

2.6. Development of Hypotheses and Related Studies

A review of existing literature indicates that motivation and trust play crucial roles in influencing consumer purchasing decisions via online channels, especially through social media, which continues to gain popularity. The study by Chonlada Mongkolwanich (2020) revealed that trust in service quality, product image, and website credibility significantly affects purchasing decisions, particularly among younger consumers. Similarly, the research of Samphao Meeboon and Saowanee Samantreep (2023) found that brand trust, website reliability, and service quality clearly influence purchase behavior among working-age consumers. With regard to motivation, studies by Prinn Mungprasitichai (2022) ^[17] and Menon (2022) ^[7] indicated that motivations such as self-promotion, entertainment, and modernity influence user engagement and product purchases via Instagram Reels, especially among younger female users. Moreover, demographic characteristics such as gender, income, education level, and occupation also affect purchasing behavior, as shown in the works of Siriwan Phruktara (2020) and Nathaporn Singngern (2021), which

found significant behavioral differences based on these foundational factors. Concurrently, Li Gu *et al.* (2022) categorized TikTok users' motivations into distinct groups and found that users motivated by escapism and novelty tended to engage more frequently and exhibited greater purchasing behavior. These findings highlight the importance of psychological and behavioral analysis on each platform to understand current digital consumer behavior.

These studies form an essential foundation for supporting the research titled "The Relationship Between Motivation, Trust, and the Purchase Decision-Making Process via Social Media Among Consumers in Nakhon Si Thammarat Province." The study emphasizes a multi-dimensional analysis of demographic factors, motivation, and trust, enabling the researcher to develop more precise and effective online marketing strategies that align with consumer behavior.

Based on the literature review, the conceptual framework of the study "The Relationship Between Motivation, Trust, and the Purchase Decision-Making Process via Social Media Among Consumers in Nakhon Si Thammarat Province" is illustrated in Figure 1.

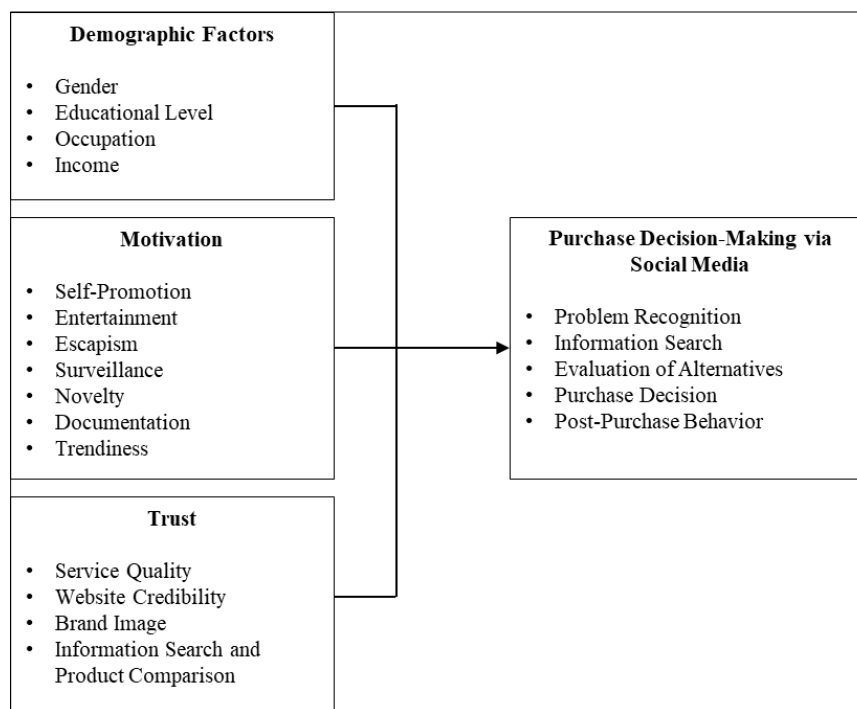


Fig 1: Conceptual Framework of the Study

Findings from related literature provided a foundational basis for identifying variables and developing research hypotheses concerning the influence of demographic factors, motivation, and trust on the purchase decision-making process via social media among consumers in Nakhon Si Thammarat Province. These insights contribute to the formulation of strategic marketing initiatives aimed at enhancing online brand awareness, stimulating purchase decisions, and encouraging word-of-mouth promotion. Accordingly, the following research hypotheses were developed:

Hypothesis 1 (H1): Differences in demographic factors affect variations in the purchase decision-making process via social media.

Hypothesis 2 (H2): Consumers' motivations are associated with the purchase decision-making process via social media.

Hypothesis 3 (H3): Consumers' trust factors are associated

with the purchase decision-making process via social media.

3. Research Methodology

3.1. Research Design

This study employed a quantitative research approach aimed at examining the relationship between motivation, trust, and the purchase decision-making process via social media among consumers in Nakhon Si Thammarat Province. A questionnaire was used as the primary instrument for data collection, targeting a sample of 400 consumers who had prior experience purchasing products via social media. The research instrument was developed based on established theories, concepts, and previous studies and subsequently evaluated for validity and reliability prior to data collection. The data were analyzed using both descriptive statistics and inferential statistics to test the three proposed hypotheses.

The research design was carefully structured to align with the conceptual framework and ensure that the findings would be strategically applicable for enhancing digital marketing practices.

3.2. Research Instrument

The research instrument used in this study was a questionnaire, which was developed based on a review of relevant theories, concepts, and previous studies. The questionnaire consisted of five sections: (1) demographic information, presented in the form of closed-ended questions; (2) consumer purchase behavior via social media; (3) motivational factors influencing the purchase decision process via social media; (4) trust-related factors affecting the purchase decision process; and (5) the purchase decision-making process itself. Sections three through five used an interval scale with a five-point Likert rating scale. The scale interpretation was calculated based on the principle of range width. The instrument was validated for content validity by three experts using the Index of Item-Objective Congruence (IOC), with items scoring an IOC of 0.50 or higher being retained. Reliability was tested using Cronbach's Alpha, with acceptable values set at 0.67 or higher. Data collection was conducted using both primary and secondary sources. Primary data were collected through an online questionnaire distributed via Google Forms to respondents with experience in purchasing through social media. Secondary data were gathered from academic books, research articles, theses, and

other relevant documents.

3.3. Data Analysis Methods

Data were analyzed using the Statistical Package for the Social Sciences (SPSS). Two levels of statistical analysis were employed. First, descriptive statistics, including percentage, arithmetic mean, and standard deviation, were used to summarize demographic data and responses related to motivation, trust, and purchasing decisions. Second, inferential statistics were applied to test the research hypotheses. An independent samples t-test was used to examine differences between two independent groups, while one-way analysis of variance (ANOVA) was employed to compare means across more than two independent groups. In addition, Pearson's product-moment correlation coefficient was used to assess the relationships between motivation, trust, and the purchase decision-making process.

4. Research Results

4.1. General Information of the Respondents

The analysis of demographic characteristics of 400 respondents revealed that the majority were female (54.75%), followed by male (45.25%). Most respondents held education levels below a bachelor's degree (52.20%), were employed in the private sector (34.50%), and had a monthly income between 15,001 to 25,000 THB (27.00%), as shown in Table 2.

Table 2: Demographic Characteristics of the Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	181	45.25
	Female	219	54.75
	Total	400	100.00
Education Level	Lower than Bachelor's Degree	210	52.20
	Bachelor's Degree or Equivalent	144	36.00
	Higher than Bachelor's Degree	46	11.50
	Total	400	100.00
Occupation	Student	62	15.50
	Government/State Enterprise Employee	81	20.25
	Private Company Employee	138	34.50
	Entrepreneur/Freelancer	83	20.75
	Others	36	9.00
	Total	400	100.00
Monthly Income	≤ 15,000 THB	71	17.75
	15,001 – 25,000 THB	108	27.00
	25,001 – 35,000 THB	96	24.00
	35,001 – 45,000 THB	66	16.50
	45,001 – 55,000 THB	42	10.50
	> 55,000 THB	17	4.25
	Total	400	100.00

4.2. Consumer Behavior in Purchasing Products via Social Media

The analysis of purchasing behavior via social media revealed that the majority of respondents (65.50%) purchased products through TikTok. The most frequently purchased

items were technology and electronic accessories (30.75%). Most respondents reported purchasing 1–2 times per month (40.25%) and typically spent less than 500 THB per transaction (40.00%), as shown in Table 3.

Table 3: Consumer Behavior in Purchasing Products via Social Media

Behavioral Variable	Category	Frequency (n)	Percentage (%)
Social Media Purchase Channel	Facebook	45	11.25
	Line	47	11.75
	TikTok	262	65.50
	Instagram	31	7.75
	Others	15	3.75
	Total	400	100.00
Type of Product or Service	Fashion and Beauty Products	85	21.25
	Food and Beverage	64	16.00
	Household Items / Decorations	29	7.25
	Technology and Accessories	123	30.75
	Medicine or Health Supplements	40	10.00
	Others	59	14.75
	Total	400	100.00
Purchase Frequency (per month)	1–2 times	161	40.25
	3–4 times	145	36.25
	5–6 times	56	14.00
	More than 6 times	38	9.50
	Total	400	100.00
Spending per Purchase (in THB)	Less than 500	168	40.00
	500 – 1,000	130	32.50
	1,001 – 2,000	70	17.50
	More than 2,001	32	8.00
	Total	400	100.00

4.3. Motivation and the Purchase Decision via Social Media

The analysis of motivation and purchase decision behavior showed that the highest average score was for document

management motivation (M = 3.058, S.D. = 0.825), followed by novelty (M = 3.054, S.D. = 0.810). The lowest was modernity motivation (M = 2.918, S.D. = 0.797), as shown in Table 4.

Table 4: Motivation and the Purchase Decision via Social Media

Motivational Factor	Mean	Standard Deviation (S.D.)
Self-Promotion	3.012	0.794
Entertainment	2.969	0.816
Escapism	2.971	0.780
Surveillance	2.941	0.822
Novelty	3.054	0.810
Documentation	3.058	0.825
Trendiness	2.918	0.797

4.4. Trust and the Purchase Decision via Social Media

The analysis of trust factors related to purchase decisions revealed that service quality had the highest average score (M

= 3.022, S.D. = 0.617), followed by brand image (M = 2.995, S.D. = 0.788), while website credibility scored the lowest (M = 2.929, S.D. = 0.803), as shown in Table 5.

Table 5: Trust and the Purchase Decision via Social Media

Trust Factor	Mean	Standard Deviation (S.D.)
Service Quality	3.022	0.617
Website Credibility	2.929	0.803
Brand Image	2.995	0.788
Information Search and Product Comparison	2.981	0.824

4.5. Purchase Decision-Making Process via Social Media

The analysis of the purchase decision-making process indicated that problem recognition received the highest average score (M = 3.004, S.D. = 0.794), followed by

evaluation of alternatives (M = 2.983, S.D. = 0.841). The lowest score was for information search (M = 2.958, S.D. = 0.819), as shown in Table 6.

Table 6: Purchase Decision-Making Process via Social Media

Decision-Making Process	Mean	Standard Deviation (S.D.)
Problem Recognition	3.004	0.794
Information Search	2.958	0.819
Evaluation of Alternatives	2.983	0.841
Purchase Decision	2.976	0.834
Post-Purchase Behavior	3.000	0.803

4.6. Hypothesis Testing

The results of hypothesis testing for Hypothesis 1 showed that demographic factors such as gender, education level,

occupation, and monthly income had no statistically significant effect on the purchase decision-making process via social media, as presented in Table 7.

Table 7: Summary of Hypothesis Testing: Demographic Factors and the Purchase Decision

Hypothesis	Independent Variable	Dependent Variable	Test Result	F-Statistic	Sig.
1	Gender	PER	Rejected	F = 0.285	0.594
2	Education Level	PER	Rejected	F = 0.939	0.441
3	Occupation	PER	Rejected	F = 1.014	0.400
4	Monthly Income	PER	Rejected	F = 1.795	0.113

Note: Statistically significant at the 0.05 level.

The results for Hypothesis 2 revealed that surveillance motivation had a positive correlation with information search ($r = .108, p < .05$) and evaluation of alternatives ($r = .134, p$

$< .01$). Additionally, escape motivation was positively correlated with post-purchase behavior ($r = .105, p < .05$), as shown in Table 8.

Table 8: Correlation Coefficients between Motivation and the Purchase Decision via Social Media

Motivation	Purchase Decision through Social Media				
	Problem Recognition	Information Search	Evaluation of Alternatives	Purchase Decision	Post-Purchase Behavior
Self-Promotion Pearson Correlation Sig. (2-tailed)	0.019 0.700	0.022 0.658	-0.033 0.509	-0.102* 0.042	0.073 0.143
Entertainment Pearson Correlation Sig. (2-tailed)	0.022 0.659	-0.079 0.116	-0.019 0.705	-.129** 0.010	0.039 0.431
Escapism Pearson Correlation Sig. (2-tailed)	0.010 0.848	0.016 0.751	0.068 0.177	-0.093 0.063	0.105* 0.035
Surveillance Pearson Correlation Sig. (2-tailed)	0.092 0.066	0.108* 0.031	0.134** 0.007	0.004 0.943	-0.111* 0.026
Novelty Pearson Correlation Sig. (2-tailed)	0.041 0.416	-0.068 0.175	-0.086 0.087	0.032 0.523	-0.005 0.925
Documentation Pearson Correlation Sig. (2-tailed)	0.060 0.231	-0.040 0.424	0.014 0.783	0.018 0.722	-0.011 0.821
Trendiness Pearson Correlation Sig. (2-tailed)	0.017 0.737	-0.040 0.426	0.016 0.752	0.073 0.146	-0.029 0.561

Statistically significant at the .05 level ($p < .01$)

The results for Hypothesis 3 demonstrated that brand image was negatively correlated with problem recognition ($r = -.116, p < .05$), while information search was positively

correlated with the overall purchase decision process ($r = .112, p < .05$), as presented in Table 9.

Table 9: Correlation Coefficients between Trust and the Purchase Decision via Social Media

Trust Factors	Purchase Decision through Social Media				
	Problem Recognition	Information Search	Evaluation of Alternatives	Purchase Decision	Post-Purchase Behavior
Service Quality Pearson Correlation Sig. (2-tailed)	-0.036 0.468	0.036 0.469	-0.007 0.892	0.040 0.428	-0.015 0.762
Website Credibility Pearson Correlation Sig. (2-tailed)	0.017 0.740	0.042 0.407	0.050 0.320	0.085 0.090	-0.095 0.056
Brand Image Pearson Correlation Sig. (2-tailed)	-0.116* 0.020	-0.078 0.121	0.013 0.790	0.020 0.694	-0.071 0.157
Information Search Pearson Correlation Sig. (2-tailed)	-0.019 0.710	0.007 0.895	-0.011 0.821	0.112* 0.025	-0.008 0.873

Statistically significant at the .05 level ($p < .01$)

5. Discussion

The study confirms that motivation and trust significantly influence consumer purchasing decisions via social media, particularly through the TikTok platform. These findings align with Song (2023), who found that perceived value and trust impact repurchase intentions on TikTok. Similarly, the research by Thiwaphan Sutham and Tikhamporn Phanlukdet (2023) revealed that marketing mix factors influence Gen Z purchasing behavior, with consumers prioritizing service quality and brand image—consistent with the service quality framework of Parasuraman, Zeithaml, and Berry (1988) ^[16] and the findings of Chonlada Mongkolwanit (2020) ^[2], which demonstrated that trust in product quality, brand image, and website credibility significantly affects purchase decisions. Additionally, this study highlights the role of surveillance and escape motivations in shaping different stages of the purchase decision-making process. These findings correspond with Sundar and Limperos (2013), who categorized media usage motivations into traditional and contemporary groups, as well as with Li Gu *et al.* (2022), who found that TikTok users driven by escape and novelty motives were more likely to exhibit purchasing behavior. However, the current study found no significant influence of demographic variables on purchasing decisions, which contrasts with the findings of Siriwan Pruektara (2020) and Nathaporn Singngern (2021), who reported that basic demographic factors affected consumer behavior. This discrepancy may be attributed to the present study's geographic limitation to consumers in Nakhon Si Thammarat, possibly reducing the visibility of demographic variability.

5.1. Recommendations Based on Research Findings

1. Entrepreneurs should prioritize enhancing consumer motivation and trust in purchasing products via social media, particularly with regard to service quality, brand image, and motivational dimensions such as surveillance and escape, which were shown to significantly influence purchasing decisions.
2. As the findings indicate that TikTok is the primary platform through which consumers make purchasing decisions, businesses are encouraged to design marketing strategies and content tailored to this platform in order to effectively reach target customer groups.

5.2. Recommendations for Future Research

1. Future studies should investigate consumer behavior and motivational factors specific to each type of social media platform, enabling comparative analyses and more targeted marketing strategies.
2. The scope of research should be expanded to include different consumer groups or geographic regions to explore potential variations in behavior and influencing factors associated with online purchasing decisions via social media.
3. Additional variables such as brand loyalty, perceived risk, and consumer attitudes should be examined to provide a more comprehensive understanding of online consumer behavior.

6. Conclusion

The findings of this study indicate that the majority of consumers in Nakhon Si Thammarat Province purchase products via TikTok, with the highest motivational drivers being document management and novelty. Consumers place

particular emphasis on service quality and brand image when making purchasing decisions. The decision-making process is most influenced by problem recognition and evaluation of alternatives. Demographic factors were found to have no significant impact on purchase decisions. Furthermore, surveillance motivation was positively associated with the processes of information search and evaluation of alternatives, while escape motivation was linked to post-purchase behavior. Brand image was negatively correlated with problem recognition, whereas information search was positively correlated with the overall purchase decision via social media.

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