

# Influencing Factors of purchase Intention for advertising on Social media platforms in Beijing China

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## ABSTRACT

The research was to investigate actual to study influencing factors of purchase Intention for advertising on social media platforms in Beijing China. The conceptual framework was developed from the literature review and survey in the area and other contemporary research in purchase intention. Accordingly, the researchers consider the importance of the factors of perceived value, perceived ease of use, perceived usefulness, behavioral intention, and purchase intention. In this the researchers employed the quantitative research approaches. The instruments of research were steps of a questionnaire. Data were collected from 300 people who are small entrepreneurs who come to buy advertising on social media platforms in Beijing China. The data collected were analyzed using multiple regression analysis and on the basis of observing the actual purchase intention of the organizations studied through all operational links in the marketing management.

Findings are as follows: Applications of perceived value, perceived ease of use, perceived usefulness were explanatory of the variance in behavioral intention at 54.3 percent ( $R^2 = 0.543$ ) and behavioral intention were explanatory of the variance in purchase intention at 43.1 percent ( $R^2 = 0.431$ ). Each factor involves significant aspects with the total being 23. All aspects should be addressed if problems are to be successfully solved over the long haul.

**Keywords:** behavioral intentions, purchase intention, Social media Platforms

## INTRODUCTION

Most current research on the use of advertising on Social media Platforms focuses on consumers' purchase intentions to use advertising on Social media Platforms and their intentions to patronize stores and less interest in continued use by consumers. Due to the nature of advertising on Social media Platforms, the involvement of service personnel is no longer required. Most research on advertising on Social media Platforms has focused on the impact of lack of interaction between service personnel or on consumer demand for interaction with service personnel on advertising on Social media Platforms. There are a number of academics. Less attention has been paid to the impact of consumers' interactions with other consumers in the same trading space on the use of advertising on Social media Platforms.

Chinese social media trends and usage are drastically different compared to their Western counterparts. For starters, China's social media audience is large enough for companies and brands to carve out a following that may be as large as entire countries elsewhere. There's also a ton of diversification between the top Chinese social media sites. For example, there may be as many as 10 popular social video sites, but each one caters to a very specific audience. There are also tons of communication-focused apps, including WeChat, QQ, and MOMO. Each of these has earned its place in the Chinese social media scene. Many of the popular Chinese social media options take a multipurpose format. WeChat, for instance, is a top choice for messaging, e-commerce, live streaming, playing games with friends, reserving a taxi, and a myriad of other tasks. Users can also download mini-programs (kind of like apps)

that run inside the larger WeChat ecosystem. Of course, this also means that competition is fierce in the Chinese social market. With so many apps and more than three times the user base compared to the USA, brands will need no shortage of creativity to make an impact.

## METHODOLOGY

The study of Influencing Factors of purchase Intention for advertising on social media platforms in Beijing China, the researcher has studied documents, textbooks, concepts, theories, and related research consistent with the study's objectives. This research is quantitative research in the format is survey research. The research tool was a questionnaire. Data was collected by instrument-based interviews. The population is small entrepreneurs in Beijing China, the total number of entrepreneurs is 1,205 people in Beijing, China. The survey sample was 300 residents from small entrepreneurs in Beijing, China. The researchers used a simple random sampling method to conduct a random sample size, as determined according to the Taro Yamane formula (Yamane, 1973). The researchers conducted a simple random sampling calculation using the Taro Yamane formula, and based on the calculation results, the number of samples was 300. The confidence level is 95%. The tolerance of the sample is at the level of 0.05. Multiple Regression Analysis to test the influence of variables between perceived value, perceived ease of use, perceived usefulness, behavioral intention, and purchase intention.

## RESULTS

Determination of instrument confidence.

Reliability Test (Reliability) The researcher used the revised questionnaire to try out the researcher (Try Out) with small entrepreneurs who buy advertising on social media platform in Beijing 30 people who are not a sample group. Internal consistency was tested using composite reliability and Cronbach' Alpha coefficients, where the researchers analyzed the reliability coefficients of each question and each measure. The alpha value is between 0.5 – 0.65, which is a moderately reliable value. And at values from 0.7 and up, it has quite high reliability. But if it is below 0.5, it is less reliable. Normally, the criterion used to measure these two values should not be less than 0.6 (Cronbach, 1990).

Validity checking after collecting the data, the researchers checked their validity using the corrected Item-total correlation. Which is a measure of the correlation between the score of any question and the total score of the category in which the question appears, in the calculation process, the total score must be adjusted by deducting the data value of any question issued in order to prevent the information of the questionnaire from appearing in both places. The decision criteria were that the correlation must not be less than 0.70.

The reliability and validity test results are shown in the following table.

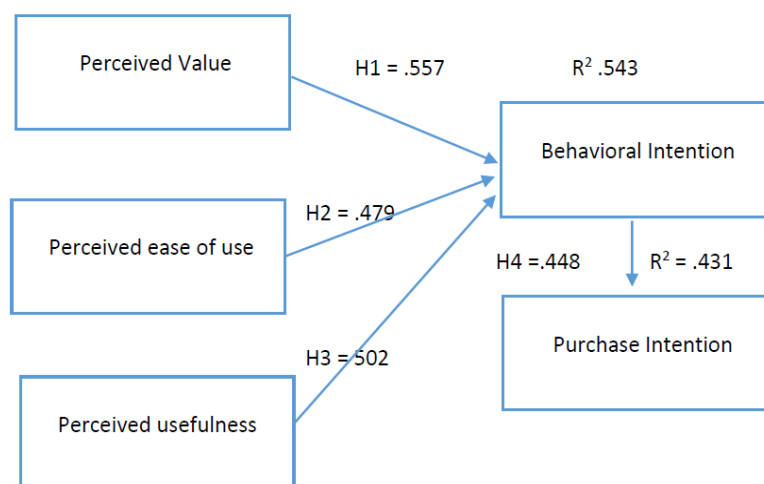
Table 1 Results of testing reliability and validity by statistical methods

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
<b>Perceived usefulness</b>		0.948
1. I can get my sale done smoothly with the use marketing advertising on social media platforms	0.885	
2. I can sale I want according to using the marketing advertising on Social media Platforms	0.759	
3. Marketing advertising on social media platforms has improved my efficiency when selling.	0.858	
4. It's cost-effective to using marketing advertising on social media platforms.	0.898	
5. I enjoy using marketing advertising on social media platforms.	0.854	
<b>Perceived ease of use</b>		0.888
1. It is very easy for me to selling products using the marketing advertising on social media platforms.	0.897	
2. I can learn to selling products through the marketing advertising on social media platforms in just a few minutes.	0.843	
3. It only takes me a few minutes to selling products through the marketing advertising on social media platforms.	0.899	
4. I can selling products through the marketing advertising on social media platforms while relax traveling	0.891	
<b>Perceived usefulness</b>		0.903
1. I know that purchasing marketing advertising on social media platforms is convenient.	0.869	
2. I know that purchasing marketing advertising on social media platforms is financially safe.	0.898	
3. I know that purchasing marketing advertising on social media platforms will be done delivered quickly.	0.878	
4. I know that purchasing marketing advertising on social media platforms receives the correct product according to the order	0.932	
5. I know that purchasing marketing advertising on social media platforms is no have problem or damage.	0.858	

<b>Behavioral intention</b>		0.867
1. I have an intention to purchasing marketing advertising on social media platforms only.	0.799	
2. I intend to shop marketing advertising on social media platforms even though there are many alternatives.	0.829	
3. I have the intention the purchasing marketing advertising on social media platforms even though I find the same product at another store.	0.768	
4. I intend to recommend purchasing marketing advertising on social media platforms to friends and relatives.	0.835	
<b>Purchase Intention</b>		0.922
1. I have planned in advance to buy marketing advertising on social media platforms for a long time.	0.944	
2. I has already thought and selected the design of marketing advertising on social media platforms in mind before.	0.854	
3. I sacrifice my precious personal time to buy marketing advertising on social media platforms.	0.827	
4. I use my personal vacations to buy marketing advertising on social media platforms.	0.877	
5. I prepare a large amount of money to buy marketing advertising on social media platforms.	0.786	

To study Influencing factors of purchase Intention for advertising on Social media Platforms in Beijing China

The results of the study of Influencing factors of purchase Intention for advertising on social media platforms in Beijing China are as follows:



**Figure 4** Results of path analysis

**Source:** Chang et al., 2013; Chang, Yan & Tseng, 2012; Endri et al, 2020; Fatima, Khan & Masico, 2017; Kim, Chun & Song, 2009

## Research hypothesis testing

The researcher formulates research hypotheses for testing in accordance with the route equation according to the route analysis model with the following equations and assumptions:

$$BEI = \beta_0 + \beta_1 PEV + \beta_2 PEE + \beta_3 PEU + \zeta_1 \dots \dots \dots (1)$$

$$PUI = \beta_0 + \beta_4 BEI + \zeta_1 \dots \dots \dots (2)$$

H1: Perceived Value has positive direct effect on behavioral intention

H2: Perceived ease of use has positive direct effect on behavioral intention

H3: Perceived usefulness has positive direct effect on behavioral intention

H4: Behavioral intention has positive direct effect on purchase intention

**Table 2** Hypothesis Testing Results

Path	Path coefficient t	t-stat	p-value	Hypothesis
H1: Perceived Value → behavioral intention	0.557	6.392** *	0.000	support
H2: Perceived ease of use → behavioral intention	0.479	5.440** *	0.000	support
H3: Perceived usefulness → behavioral intention	0.502	6.899** *	0.000	support
H4: Behavioral intention → purchase intention	0.448	5.248** *	0.000	support

**Table 3** Influence of variables affecting purchase intention

Variable	R square	Effect	Variable			
			PEV	PEE	PEU	BEI
BEI	0.543	Direct Effect	0.557	0.479	0.502	0.387
		Indirect Effect	N/A	N/A	N/A	N/A
		Total Effect	0.227	0.189	0.432	0.387
PUI	0.431	Direct Effect	N/A	N/A	N/A	0.448
		Indirect Effect	0.249	0.215	0.225	N/A
		Total Effect	0.249	0.215	0.225	0.448

From the table of hypothesis test results

**Hypothesis 1** found that Perceived Value (PEV) has a direct influence on Behavioral intention (BEI), true to the hypothesis. The path coefficient is equal to 0.557 and the t-statistics value is 6.392. The p-value is close to 0.000, which is a statistically significant value.

**Hypothesis 2** found that Perceived ease of use (PEE) has a direct influence on Behavioral intention (BEI), true to the hypothesis. With a path coefficient of 0.479, a t-statistics value of 5.440, the p-value is close to 0.000, which is a statistically significant value.

**Hypothesis 3** found that Perceived usefulness (PEU) has a direct influence on Behavioral intention (BEI), true to the hypothesis. It has a path coefficient of 0.502, a t-statistics value of 6.899 and a p-value close to 0.000, which is a statistically significant value.

**Hypothesis 4** found that behavioral intention (BEI) has a direct influence on purchase intention (PUI), true to the hypothesis. It has a path coefficient of 0.448, a t-statistics value of 5.248 and a p-value close to 0.000, which is a statistically significant value.

The significance level was tested at 0.01.

Table 4. Summary of hypothesis test results

hypothesis	results	Path coefficient	R <sup>2</sup>
H1: Perceived Value has positive direct effect on behavioral intention	Accept	0.557	0.543
H2: Perceived ease of use has positive direct effect on behavioral intention	Accept	0.479	0.543
H3: Perceived usefulness has positive direct effect on behavioral intention	Accept	0.502	0.543
H4: Behavioral intention has positive direct effect on purchase intention	Accept	0.448	0.431

## CONCLUSION

The study of Influencing Factors of purchase Intention for marketing advertising on Social media Platforms in Beijing China was based on regression equation analysis. It was found that checking the preliminary terms of linearity and checking the regression coefficient had a positive linear relationship between the variables. All 5 factors including perceived value, perceived ease of use, perceived usefulness, behavioral intention, and purchase intention were positively linear, which was consistent with agreement. It was also found that there were mutually positive influences perceived value, perceived ease of use, perceived usefulness, behavioral intention, and purchase intention. There is a positive direct influence on purchase intention, indicating that the results of the study confirm the consistency of the purchasing marketing advertising on Social media Platforms in Beijing, purchase intention variable that is consistent and has a real interplay and can be used in behavioral intention to use in the purchasing marketing advertising on Social media Platforms in Beijing, China.

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