

## THE RELATIONSHIP BETWEEN DIGITAL MARKETING, CUSTOMER RELATIONSHIP MARKETING (CRM), AND ONLINE PURCHASE INTENTION : The Case of Facebook Live in Thailand

Chotipong Sansern <sup>1</sup>, Supaprawat Siripipatthanakul <sup>2</sup>, Bordin Phayaphrom <sup>3</sup>

<sup>1</sup>, European International University, France

<sup>2,3</sup> Manipal GlobalNxt University, Malaysia

<sup>3</sup> Advanced Executive Management School, Bangkok

Corresponding email: [aum.chotipong@gmail.com](mailto:aum.chotipong@gmail.com)

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**Abstract.** This research investigated the relationship between digital marketing, customer relationship marketing (CRM), and online purchase intention among Facebook Live customers in Thailand. The online survey was distributed and collected data from 355 Facebook Live customers in Thailand by convenience sampling adopting the quantitative method. The data was analysed using SPSS for descriptive analysis and the partial least structural equation model (PLS-SEM) for hypothesis testing. The findings supported the relationship between digital marketing and online purchase intention through the mediating role of customer relationship marketing (CRM) among Facebook Live customers. This study may benefit business owners and online marketers to respond to Facebook live customers' needs to improve their marketing management. Therefore, online shopping sites should pay attention to digital activities, especially digital marketing, and customer relationship marketing (CRM) because these factors influence online purchase intention among Facebook Live customers in Thailand. Moreover, the results could be applied in the online shopping marketplace strategies to improve online purchase intention through digital marketing and customer relationship management (CRM).

**Keywords:** *digital marketing, customer relationship marketing (CRM), online, purchase intention.*

### INTRODUCTION

Facebook is widely used as a popular platform and a live broadcasting tool among social media marketers. The interactive capability enhances the effective communication between the broadcaster (e.g., seller) and the audience (buyer). The audience and broadcaster can communicate and respond in real time. Facebook live streaming has gained popularity recently and has been fully embraced by numerous businesses of all sizes as a tool for their online marketing strategies (Kang et al., 2021). Facebook Live is a term for a social media platform that is used in contemporary culture to communicate and broadcast instant live video over the internet using online audio and video streaming. In Thailand, Facebook Live is used extensively for social media marketing by many users. The main objective is to increase consumer interactivity and increases their interest in purchasing the product via Facebook Live (Mason et al., 2021). Since the growth in the popularity and social market of

the live streaming platform in Thailand has increased dramatically many studies have highlighted the practice of using streaming video on social media, and social commerce the online marketing. Thus, this research examined the behaviors of various audiences in Thailand through online survey research related to the relationship between digital marketing, customer relationship marketing (CRM), and online purchase intention via Facebook Live in Thailand.

### **Research Objective**

The research investigates the relationship between digital marketing, customer relationship marketing (CRM), and online purchase intention via Facebook Live in Thailand.

### **Research Question**

How does the structural equation model explain the relationship between digital marketing, customer relationship marketing (CRM), and online purchase intention via Facebook Live in Thailand?

### **METHOD**

The relationship between digital marketing, customer relationship marketing (CRM), and online purchase intention via Facebook Live in Thailand was conducted by using closed-ended questionnaires (Likert's Rating Scale) to gather data. Testing was done on measuring instruments to determine their reliability and validity. It is critical to understand that the validity of an instrument refers to how well it measures the researcher's conceptual framework or hypothesis (Limna et al., 2022). The main variables in this study were evaluated using a five-point Likert Scale ranging from 5 (strongly agree) to 1 (strongly disagree). The demographics of those who responded to the survey questions were based on the study of Kanyama et al. (2022). The questionnaire items in Digital Marketing and Customer Relationship Marketing (CRM) were based on the study of Dastane (2020). The questionnaire items on online purchase intention were based on Dastane (2020), Nuanchaona et al. (2021), Phetnoi et al. (2021), and Bootsumran et al. (2021).

The study's population was undetermined in the number of Facebook Live customers in Thailand. The respondents were Thai, over 18 years old, and lived in Northern, Central, Eastern, North-eastern, Southern, and Western Thailand. It is necessary to collect a minimum of 200 cases at  $p=0.5$  by convenience sampling for a sample error at a 5 % confidence level of 95 %. (Siripipatthanakul, 2022). This study's total number of respondents was three hundred and fifty-five (355). The researchers gathered the information through online self-administered questionnaires (Google Form Survey). The study's purpose was explained to the respondents before the online questionnaire distribution to participate. The data collection duration was between February 15<sup>th</sup>, 2022, and June 22<sup>nd</sup>, 2022. The respondents' demographics were analyzed using descriptive statistics (frequency and percentage). Mean analysis and standard deviation were used to calculate each variable's results and questionnaire items. Cronbach's Alpha was used to determine the reliability of the data set at 0.6. The validity test was carried out using factor loadings and was set at 0.6 following the recommendation of Sitthipon et al. (2022). The completed data was analyzed using a structural equation model (SEM) to test the hypotheses. There were six demographic profile questions and fourteen questions for three variables adopting the Google form survey and

three hundred and fifty-five (355) respondents of Facebook live customers in Thailand were collected in this study.

## **RESULTS AND DISCUSSION**

### **RESULTS**

#### **Facebook Live Platform**

The social networking website or mobile application, Facebook, has gained enormous popularity. One of the popular features on Facebook is the Facebook Live Platform. The Facebook live platform is a very popular program for using live broadcasts or streaming on Facebook and real-time broadcasting is instant communication between the broadcaster and the audience (Raman et al., 2018). The ability to have real-time interaction with the audience's expression through comments or emotions enables the broadcaster to understand the customer's needs and respond (Kang et al., 2021). The live-streaming platform has recently become a popular selling channel for sellers, freelancers, and organizations levels across all industries as a real-time channel to interact with customers (Jakwatanaham et al., 2022). Most popular social media platforms, such as Facebook, YouTube, Instagram, and TikTok made live streaming into the selling method and made it even easier for Small and Medium Enterprises (SMEs) to use as a selling channel live stream. These platforms have enabled brands and organizations to connect and deeply interact with their audiences. Therefore, this research intends to research and investigate the relationship between digital marketing, customer relationship marketing (CRM), and online purchase intention and its effect on the behaviors of Facebook Live users.

#### **Digital Marketing**

Digital Marketing is any strategy that uses electronic devices to communicate with the target customers and evaluate the received feedback. In practice, often refers to marketing campaigns that appear on the computer, mobile phones, tablets, and other devices this form of marketing can be done in a variety of formats (Bala, & Verma, 2018). Its definitions also include online video streaming, display Ads and social media posts, etc. In some contexts, digital marketing refers to a marketing strategy in which sellers, freelancers, and every organization across all industries, and users can create, share content on social media, and are connected within the online network or online community (Pangestu & Suryoko, 2016). Digital marketing provides extensive reach to customers at a low cost (Tancharoenwong et al., 2018). Thus, digital marketing in a social media context is the predictor to increase online purchase intention among Facebook Live customers.

#### **Customer Relationship Marketing (CRM)**

The global social media trends and innovations are related to marketing communication and information technology. The way of communication between sellers and audiences via social media became significantly changed recently. The use of social networks such as Facebook Live, YouTube, TikTok, and other interactive communication platforms for becoming a big trend in the world (Tsiakis, 2015; Yasmin et al., 2018). Customer relationship management (CRM) using social media are a crucial digital tool that can help

the marketer reach new customer and give better service to existing customers using digital social media technologies (Bagó & Voros, 2011). Therefore, CRM on social media platforms such the Facebook Live is a very important business practice. Because Facebook Lives always updates new services and products to customers to develop ongoing customer relations. The customer relationship marketing activities will combine the same query of whether consumers are interested in buying the product and interacting with customers via the Facebook live platform.

### **Online Purchase Intention**

Online purchase intention can be identified as a situation where a customer is willing and plans to make online purchase transactions. This situation happens when customers search for products or services, select or purchase products via the Internet, or online platforms, or are interested to watch Facebook live streaming (Pavlou, 2003). It was found that customers were concerned about personal information and privacy; many customers do not use an online shopping platform or avoid shopping via a live streaming platform. The buying behavior of online customers is related to how customers make their decisions on what products or services to purchase online. The Internet affects customer decision-making behavior in all three stages pre-purchase, purchase, and post-purchase (Sheth & Mittal, 2004). Customer online purchase intention on online shopping websites, mobile applications, or live streaming platforms could determine the power of a customer's intention to do a purchasing behavior via the Internet (Salisbury et al., 2001). Therefore, online purchase intention in this study refers to the intention to be a Facebook Live customer in the future due to digital marketing and customer relationship management (CRM).

### **Partial Least Square Structural Equation Modeling (PLS-SEM)**

Nowadays have many analysis techniques, and the empirical validation of theoretical concepts in social science and business research information has changed. An instrument for estimating conceptual models linking two or more latent constructs has emerged in structural equation modeling (SEM). The practicality of the partial least square structural equation modeling (PLS-SEM) in estimating a complicated model is presented, drawing on the philosophy of authenticity and the methodology of modeling hypotheses (Kaewnaknaew et al., 2022). The practicality of the PLS-SEM in estimating a complicated model is presented, drawing on the philosophy of authenticity and the methodology of modeling hypotheses. The results support the utility of PLS-SEM as a profitable tool for evaluating a complicated, hierarchical model in the domain of data analytics rate (Akter et al., 2017). Thus, PLS-SEM allows for the combination of explanation and prediction. The primary concern is in most business and social science research in general and in many other fields (Hair et al., 2019).

### **Research Hypotheses**

*H1: Digital marketing significantly impacted customer relationship marketing (CRM) among Facebook Live customers.*

*H2: Digital marketing significantly impacted online purchase intention among Facebook Live customers.*

*H3: Customer relationship marketing (CRM) significantly impacted online purchase intention among Facebook Live customers.*

*H4: Customer relationship marketing (CRM) was a significant mediator between digital marketing and online purchase intention via Facebook Live.*

### Conceptual Framework

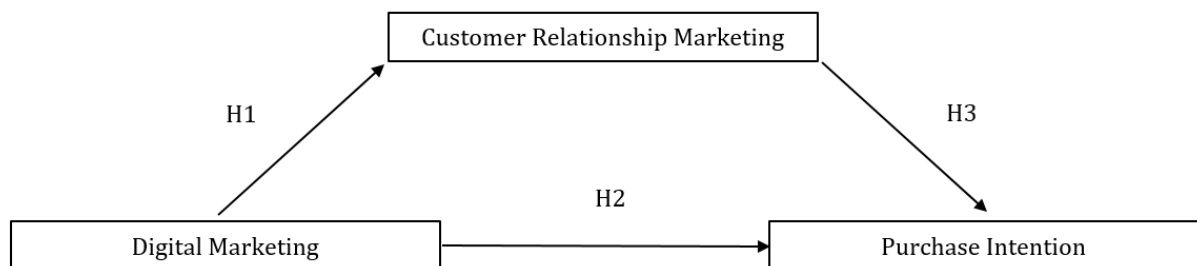


Figure 1: Conceptual Framework

**Table 1. Demographic Characteristics of the Respondents (n=355).**

Demographics		Frequency	Percentage
<b>Gender</b>	Female	171	48.2%
	Male	184	51.8%
<b>Age</b>	18-25 years old	63	17.7%
	26-30 years old	74	20.8%
	31-35 years old	125	35.2%
	36 years old or over	93	26.2%
<b>Marital Status</b>	Single	237	66.8%
	Married	113	31.8%
	Divorced/Widowed	5	1.4%
<b>Education</b>	Below bachelor's degree	45	12.7%
	Bachelor's degree	197	55.5%
	Master's degree	97	27.3%
	Doctoral Degree	16	4.5%
<b>Income</b>	10,000 THB or lower	40	11.3%
	10,001-20,000 THB	23	6.5%
	20,001-30,000 THB	48	13.5%
	30,001-40,000 THB	64	18.0%
		180	

	40,001 THB or over		50.7%
<b>Resident Region</b>	Northern	73	20.6%
	Central	249	70.1%
	Eastern	11	3.1%
	North-eastern	9	2.5%
	Southern and Western	13	3.6%
<b>Total</b>		355	100%

Three hundred and fifty-five (355) respondents of Facebook live customers in Thailand, completed online questionnaires, which were coded and analysed. The findings revealed that most respondents were male (51.8 %), single (66.8% %), age ranged between 31-35 years old (35.2%), had education bachelor's degree (55.5 %), and earned an income of more than 40,001 baht (50.7 %). The demographics represented Facebook live customers in Thailand

**Table 2: Item Loadings, Cronbach's Alpha, and Average Variance Extracted (n=355)**

Items	Factor Loadings	Mean	Standard Deviation
<b>Digital Marketing</b> Cronbach's Alpha=0.919 and AVE=0.713			
1. Digital marketing helps me in searching right product via Facebook live.	0.879	3.63	0.937
2. Digital marketing via Facebook live provides me with quality information.	0.890	3.52	0.928
3. Product information on Facebook live is reliable.	0.771	3.46	0.933
4. It's easy to do comparisons of the products on Facebook lives.	0.811	3.48	0.966
5. Customers' opinion exchange with others is possible through Facebook live.	0.837	3.62	0.932
6. Digital marketing via Facebook is convenient for me.	0.871	3.57	0.966
<b>Customer Relationship Marketing (CRM)</b> Cronbach's Alpha=0.909 and AVE=0.732			
7. Facebook live marketing attends to my complaints promptly.	0.817	3.52	0.955
8. Facebook live marketing has really attracted me.	0.869	3.50	1.064
9. Facebook live always updates new services and products.	0.846	3.58	0.981
10. Facebook live marketing response to my needs.	0.881	3.47	1.017
11. Facebook live marketing pays attention to developing ongoing customer relations.	0.865	3.66	0.936
<b>Online Purchase Intention</b> Cronbach's Alpha=0.845 and AVE=0.765			

12. I would intend to become a Facebook live shopper.	0.820	3.41	1.063
13. My willingness to become Facebook live shopper is based on online shop marketing.	0.907	3.66	0.991
14. My intention to be a Facebook live shopper depends on maintaining customer relationships.	0.894	3.71	0.958

**Table 3. The Goodness of Model Fit (n=355)**

Saturated Model	SRMR= 0.0791
Estimated Model	SRMR= 0.0791

**Table 4: R-Squared (n=355)**

Construct	Coefficient of Determination (R <sup>2</sup> )	Adjusted R <sup>2</sup>
Customer Relationship Marketing	0.7508	0.7501
Purchase Intention	0.7755	0.7742

**Table 5: Effect Overview (n=355)**

Effect	Beta	Indirect Effect	Total Effect	Cohen's f <sup>2</sup>
Digital Marketing -> Customer Relationship Marketing	0.8665		0.8665	3.0123
Digital Marketing -> Purchase Intention				
Customer Relationship Marketing -> Purchase Intention	0.3528	0.4827	0.8355	0.1381
	0.5571		0.5571	0.3445

**Table 6: Total Effects Inference (n=355)**

Effect	Original Coefficient	Standard Bootstrap Results					Percentile Bootstrap Quantiles		
		Mean Value	Standard Error	T-Value	P-Value (2-Sided)	P-Value (1-Sided)	0.5%	2.5%	97.5%
Digital Marketing -> Customer Relationship Marketing	0.8665	0.8676	0.0180	48.2258	0.0000	0.0000	0.8150	0.8298	0.8991
Digital Marketing -> Purchase Intention	0.8355	0.8363	0.0208	40.1640	0.0000	0.0000	0.7720	0.7929	0.8738
Customer Relationship	0.5571	0.5559	0.0700	7.9605	0.0000	0.0000	0.3772	0.4175	0.6929



Marketing -> Purchase  
Intention

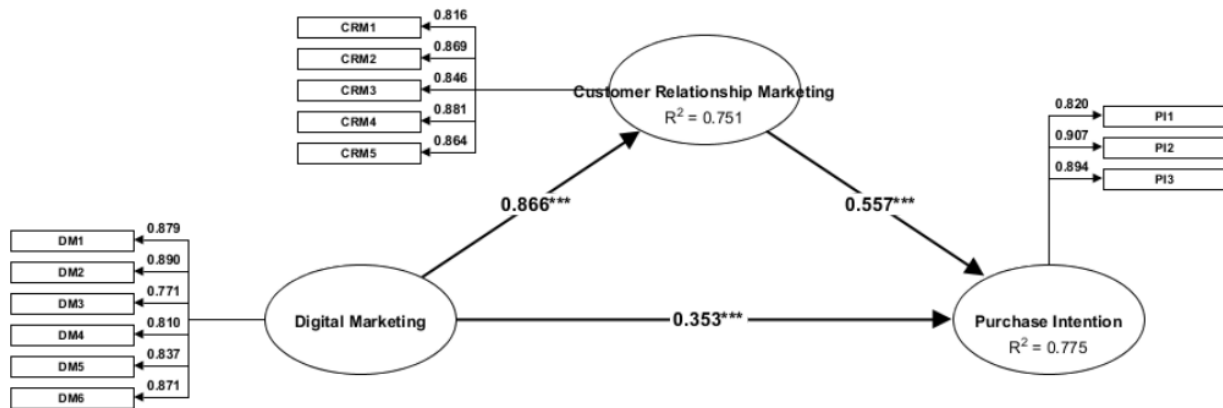


Figure 2: PLS-Structural Equation Model of the Study

Digital marketing can predict customer relationship marketing (CRM) at  $\beta=0.866$ , and  $p<0.001$  (Two tails at 0.000 and one tail at 0.000). Thus, H1 was supported. Digital Marketing can predict online purchase intention among Facebook Live customers at  $\beta=0.353$ ,  $p<0.001$  (Two tails at 0.000 and one tail at 0.000). Thus, H2 was supported. Customer relationship marketing (CRM) can predict online purchase intention among Facebook Live customers at  $\beta=0.557$ ,  $p<0.001$  (Two sides at 0.000 and one side at 0.000). Thus, H3 was supported. Customer relationship marketing is a significant mediator between digital marketing and online purchase intention via Facebook Live by 75.1% ( $R^2=0.751$ ). Thus, H4 was supported. Overall, the study's conceptual framework can explain the online intention via Facebook Live by approximately 77.5% ( $R^2=0.775$ ). Overall, the study's conceptual framework can explain the online intention via Facebook Live by approximately 77.5% ( $R^2=0.775$ ).

Table 7: Summary of Hypothesis Testing

Hypotheses	Results	Actions
H1: Digital Marketing -> Customer Relationship Marketing	$\beta=0.866$ at $p<0.001$	Accepted
H2: Digital Marketing -> Online Purchase Intention	$\beta=0.353$ at $p<0.001$	Accepted
H3: Customer Relationship Marketing -> Purchase Intention	$\beta=0.557$ at $p<0.001$	Accepted
H4: Customer Relationship Marketing is a significant mediator between Digital Marketing and Purchase Intention.	$R^2=0.751$ at $p<0.001$	Accepted



## **DISCUSSIONS**

### **Digital marketing significantly impacted customer relationship marketing (CRM) among Facebook Live customers (H1)**

This study supported Nawaz & Kaldeen (2020) that digital marketing is one of the most widely used marketing strategies, especially via social media and email marketing. In addition to their usability and robustness, social media and email marketing had been found to be highly effective at fostering customer engagement, the factor that determines the frequency of customers' purchase intention. The finding was also confirmed Erlangga (2021) that social media marketing has a significant impact on SME product purchasing decisions. There is an overall positive relationship between social media marketing variables and the purchasing decisions of small and medium-sized enterprises (SME) product buyers. The results supported Kaihatu (2020) that digital marketing impacted consumer engagement and purchase intent, consumer engagement impacted purchase intention, and consumer engagement mediated the relationship between digital marketing and purchase intention. It also confirmed Dastane (2020) that digital marketing had a notable and positive effect on online purchase intention (Dastane, 2020). Thus, H1 was supported.

### **Digital marketing significantly impacted online purchase intention among Facebook Live customers (H2)**

The findings supported Liao, Widowati & Puttong, (2022) that Facebook Live is the most popular social media platform in Thailand. Live streaming is the technology of leisure, entertainment, or communication that broadcasts instantaneous images/video on the Internet, considering the proliferation of online audio and video platforms in contemporary society. Due to the increasing popularity and market potential of live streaming, several studies have emphasised the transition of streaming from its audio and video broadcasting role in social media/social network leisure and entertainment to social commerce and business growth. The results confirmed Hendriyani & Auliana (2018) that companies have been compelled by digitalization to transform their platforms into digital ones so that they can provide online service 24 hours a day, seven days a week. The findings confirmed by Zhang et al. (2020) that according to decreasing psychological distance and perceived ambiguity, a live marketing strategy can increase customers' online purchase intent. In addition, the type of product moderates the effect of Live marketing on perceived uncertainty. Thus, H2 was supported.

### **Customer relationship marketing (CRM) significantly impacted online purchase intention among Facebook Live customers (H3)**

The finding supported Khoa, NGUYEN & NGUYEN (2020) that the relationship between the customer and the fashion store, as well as the intention to repurchase designed fashion products, are positively affected by social media marketing and the fashion store's atmosphere. Customer relationship management positively impacted the intention to repurchase designed fashion products. Confirmation of customer relationship management and customer repurchase behaviour in the fashion industry (Khoa, NGUYEN & NGUYEN, 2020). The results confirmed Mpinganjira (2014) that the online market makes it difficult for retailers to differentiate themselves based on the traditional marketing mix elements. However, online retailers can increase their chances of customer retention by focusing on

relationship management issues. The findings supported Belleau et al. (2007) that customer attitudes have a positive impact on purchase intentions and customer decisions making. Also, the results supported Hermenda et al. (2019) that the sensations or perceptions of online products or services when they use the Facebook live platform are crucial. Thus, H3 was supported.

#### **Customer relationship marketing (CRM) is a significant mediator between digital marketing and online purchase intention via Facebook Live (H4)**

The impact of digital marketing efforts on business performance during the COVID-19 pandemic, given that digital technologies have enabled businesses to engage and interact with customers remotely, and that this impact has been bolstered by customer relationship management (Mehralian & Khazaei, 2022). The finding supported Calixto (2021) that digital marketing influenced customer relationship management (CRM). Using the model of structural equations, it was determined that digital marketing had a substantial impact on customer relationship management (Oré Calixto, 2021). Digital marketing had a significant and positive effect on online purchase intention. However, the effect of CRM as a mediator was found to be insignificant. The study contributed to the body of knowledge by providing a structural model of digital marketing and purchase intention to measure the impact of digital marketing on online purchase intention in the context of Malaysian e-commerce (Dastane, 2020). Customer relationship management focuses on the interaction and relationship between a business and its customers. In today's competitive business environment, it is widely acknowledged that CRM strategies improve interactions with customers and sales prospects (Hasanat, Hoqueb & Hamid, 2019). Thus, H4 was supported.

#### **CONCLUSION**

The study explained the relationship between digital marketing, customer relationship marketing (CRM), and online purchase intention among Facebook Live customers in Thailand. This study investigated the impact of customer purchase intention on the Facebook live platform in Thailand. Especially among online sellers, buyers, and business owners and this study may benefit business owners, online sellers, and Facebook live customers to improve business models and purchase intention through determinant factors of digital marketing and the mediating effect of customer relationship management (CRM). Significantly more respondents could explain a trend of purchase intention by responding to customers' needs with the Facebook Live platform and information for future business decisions. The findings confirmed the mediating role of customer relationship marketing (CRM) in the relationship between digital marketing and online purchase intention. Marketers could improve digital marketing by helping customers searching the right product via Facebook live. The marketers could enhance customer relationship marketing because Facebook live marketing pays attention to developing ongoing customer relations. Moreover, online purchase intention on Facebook live could be measured by using the intention to be a Facebook live shopper depending on maintaining customer relationships and digital marketing.

#### **LIMITATION AND RECOMMENDATION**

This study was a quantitative study. It may not be included the insight information. Thus, the qualitative approach could be considered for further study. Also, more variables

should be added for further research to better explain in generalised relationship phenomenon.

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