Can Information Usefulness Perception Lead Users to Product Purchase Intention through Like, Share, And Live Facebook Video?

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**Abstract**  
Social media plays a very crucial role in people’s lives, especially for online sellers and consumers. Many purchasing websites benefit from the opportunities and exposure they get from their social media resources. Moreover, social media greatly affects consumer buying decisions. Online sellers must observe consumer behavior to develop more effective marketing and sales strategies. In this research, the researchers executed an empirical investigation on consumers’ purchasing intentions of fashion accessories on Facebook in Thailand. The researchers studied the advantages and drawbacks of social media. Factors influencing purchases were measured by a questionnaire distributed among 200 online customers of fashion accessory Facebook pages in Thailand. The researchers analyzed the data using ANOVA and MANOVA statistical tests. The results illustrated that *argument quality, post popularity*, and *information credibility* have the same influence on *information usefulness*. Facebook live video watching has statistically more influence on purchase intention than “shares” and “likes.”

**Keywords:** Social Media, Consumer Behavior, Marketing Strategy, E-Commerce, Facebook Business Pages, Purchase Intention, Like, Share, Usefulness, Thailand.
Introduction

Thailand is in the top 10 worldwide for social media statistics on network usage and consumer adoption growth in 2017, (LEESA-NGUANSUK, 2018). The Internet usage rate and browse time increased significantly after the arrival of 3G and 4G Internet. Similarly, boosts in communication technology and mobile applications helped facilitate the increased access to information as well as faster and more convenient online transactions. Social media became powerful marketing channels. Online business opportunities grew with the increasing number of online users. In Thailand, this is predominantly influenced by the social media platforms Facebook, Instagram, and LINE.

PWC reported that almost half of online shopper purchasing is committed directly from traders via social media. It is projected that one-third to one-half of the total of e-commerce gross-goods value comes from social platforms like Facebook, LINE, and Instagram (Kinasih, 2018). Remarkably, Bangkok has 24 million Facebook users, which makes it the most active city in the world on that application. Furthermore, the largest percentage of Thai e-commerce transactions occurs in the tourism industry such as travel, hotel, and resorts with a 24 percent share. Fashion accessories is the second-largest category with 23.3 percent.

Therefore, In order to boost online sales, the seller should provide as much information to potential consumers as possible. Sellers should give complete product information, including high-quality photographs, communicate the correct scale, product price, and accurate material specifications. Product guarantees should also be offered in case that the customer is not satisfied with the product. If consumers gain confidence in the seller, the Facebook business pages’ owners may gain an opportunity to survive and grow for small enterprises, without high costs or any risks from opening oversea branches.
Liking and sharing commercial posts on social media like Facebook can affect other users’ attitudes and interest in the advertised products (Bhattacherjee & Premkumar, 2004; Coulter & Punj, 2007). The effective spreading of information becomes a crucial factor in social media marketing success. It compels Internet users to use promotions, and it is vital for recent marketing research.

Through use of the Internet, consumers have gained resources when researching potential purchases. Consumers can Google products and comparing their quality and prices with competitors. Consequently, online sellers need to adapt and follow up on online consumer trends. Knowing Thai consumer behavior with social media use to help inform their purchase decisions can help self-employed businesses develop better communication strategies to reach their target markets.

Thai people used different reaction buttons in Facebook to express their feelings to a type of content which is not an advertised product. They used the following reactions in the corresponding percentages: 5 percent chose to “share,” 2 percent commented on the post, 91 percent chose to “like,” 12 percent chose to “laugh,” 18 percent, chose to “exclaim,” and 33 percent chose to “love,” (NORCROSS, 2018).
Facebook’s top city in terms of active users is Bangkok with 24 million. According to the statistics of e-commerce penetration (table 1), the percentage of the national population who bought something online in the past month is 51 percent and growth of mobile-commerce shoppers since 2016 to 2017 was 60 percent. The most active social media platforms are Facebook with 65 percent of all Thai people, LINE with 53 percent, and Instagram with 44 percent.

Moreover, it is possible that the 2016-2017 Internet-user growth, specifically social media users via mobile devices, which shows a 21 percent growth (table1) in Thailand may allow online sellers to expect more people to post their opinions about products online. For example, Fan & Wu (2012) discovered that when people search for information about cosmetics they want to purchase, they have exponentially more trust for Internet sources which
provide precise and concise information about the products. Besides the precision of information, the credibility of the product information in social media matters greatly to the users.

**Online Consumer behavior in Thailand**

Thais usually look for promotions on products online in department stores’ mobile applications. Moreover, it is inevitable to mention that Thais, like many other people in the world, are still struggling to make purchases online due to intangibility of the products. They feel more comfortable to have a representative to assist them in their purchases.

**Objectives**

There is little published research that portrays Thai facebook users purchasing behaviors via the facebook business pages. The researchers aims to discover the influence of the factors such as like intention, share intention, and live video watching of a post on the facebook users’ purchasing intention. the researchers studied previous research variables, and the researchers added a potential factor of Facebook consumer behavior: watching Facebook live videos. This was incorporated into the research because it allows sellers to better interact with their customers and consequently attract their intention to purchasing the products advertised on the Facebook page’s post.

**Theoretical Framework**

**Argument Quality on Information Usefulness**

Argument quality has different aspects such as e-information relevancy, accuracy, and reliability of existing comments or reviews on the Internet. Bhattacherjee and Sanford (2006), defined the argument quality as the persuasive strength which may lead the post reader to take an action. Similarly, the quality of arguments indicates consumers’ reactions toward the
usefulness of information. Chang, Yu & Lu, (2015) studied the consumers’ argument quality and source credibility and their effects on the consumers’ attitudes on the usefulness of information in posts. Argument quality denotes the influential strength of arguments in the post content (Bhattacherjee & Sanford, 2006) and is a crucial factor in receiver insight, which may lead to receiver attention (Coulter & Punj, 2007). Strong arguments create satisfactory perceptive comebacks concerning posts.

**H1a:** Argument quality has a positive effects on information usefulness.

**Post Popularity on Information Usefulness**

Furthermore, social media followers of small business pages’ opinions are greatly affected by the source credibility, which means that the high Facebook business pages credibility cause a greater positive impact on consumers’ opinions. The users are involved in the argument for the purpose of seeking advice, prices, and self-development (Eberle, Berens & Li, 2013; Dijkmans, Kerkhof & Beukeboom, 2015).

Arguments on Facebook posts likely can change other followers and message receivers’ actions via reasonable and sensible expressions (Guerrero, Andersen & Afifi, 2011). In addition, post popularity is tied up with the users’ contributions, such as the number of likes and comments, as well as sharing and response comments on posts (Oeldorf-Hirsch & Sundar, 2015). Post popularity directly impacts usefulness and ultimately impacts purchase intentions (Cheung & Thadani, 2012; Agag & El-Masry, 2016).

**H1b:** Post popularity has a positive effects on information usefulness.

**Information Credibility on Information Usefulness**

If posts are crammed with incorrect content, unrelated matter and ads, receivers may develop a negative image. When Facebook business page followers are aware of the page
concepts, it likely affects the page usefulness perception to better analyze the posted comments argument quality (Racherla & Friske, 2012).

The positive and negative feedback toward Facebook posts can be generated by almost every user on the Internet; hence, information quality and credibility plays a critical role (Hajli, 2014).

**H1c**: Information credibility has a positive effects on information usefulness.

**Information Usefulness On Like**

It is important to understand what motivates people to share and seek so that we can help community administrators to improve their services (Park, Leung, & Konana, 2014). Concerning information sharing, various theories suggest that economic and non-material returns are the primary motivators that drive people to contribute in these environments. We conjecture that the two behaviors are caused by two behavioral intentions—intention to share and intention to seek information (Fishbein & Ajzen, 1975).

The contributors believe that they are part of the community and communal gains outweigh their personal gains. The strong sense of belonging makes people believe that they should contribute to the community without monetary reward (Koh, Hu, & Clemons, 2010).

**H2a**: Information usefulness has a positive effects on like.

**Information Usefulness on Share**

Furthermore, social media websites facilitate the dissemination of eWOM information among the huge amount of people (Sohn, 2014) Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. International journal of Advertising, 30(1), 47-75.
In an online environment, the perceived usefulness of the gathered information plays an interesting role in determining whether a user is inclined towards a specific brand or service rather than another (Schiffman & Kanuk, 2007).

Schiffman, L. G., & Kanuk, L. L. (2007). Purchasing behavior. Thus, if a user perceives information about a brand positively, the user would be more favorably predisposed to that brand. Similarly, if a user perceives information about a brand negatively, the user would be more unfavorably predisposed to the brand. Brand attitude, one of the most widely examined constructs in consumer behavior, captures this predisposition. Brand attitude refers to an individual’s internal evaluation of an object such as a branded product (Faircloth et al., 2001). Faircloth, J. B., Capella, L. M., & Alford, B. L. (2001).

H2b: Information usefulness has a positive effects on share.

Information Usefulness on Live Video Facebook Post

And a function of salient beliefs that individuals retain in their memory and activate during a purchase decision. In essence, a third party forum is a virtual community which provides an interactive platform for online consumers to share their evaluation and recommendation toward a product/service (Cheung, Luo, Sia, & Chen, 2009). Facebook users express “like” or “share” actions once they have an interest in posts consistent with their personal expectations (Hajli, 2014). The posts which receive more “likes” may attract more attention; consequently, these sites are more likely to gain more shares (de Vries, Gensler & Leeflang, 2012). In this research, which investigates users of some fashion accessory Facebook pages, consumers view post comments to decide which products are useful. When the post receivers find the information in the posts useful, they may press “like” or “share.” Additionally, they “like,” “share,” and watch the live video posts only if they find the post interesting or pleasing.
**H₂:** Information usefulness has a positive effects on live video Facebook post.

**Like, share and live video Facebook posts on purchase intention.**

Although social media commercial pages are key occurrences in e-commerce literature, few studies have examined the concepts of “like,” “share,” argument quality, and users’ purchasing behavior. Wynne (2018) emphasized direct online interaction via live social media videos to influence the users more. He recommended that social media business page runners not make the page be his/her SOLE crisis response bureau, which means that someone from the business page must respond to the customers when they comment, ask, require some information.

**H₃a:** Like the Facebook post has a positive effects on purchase intention.

(Hajli, 2014) those social medias in where consumers have social interaction, members can get familiar with each other, and they can provide a potential source of trust (Chang, Yu & Lu, 2015). This trust can significantly affect the users’ intention to buy (Munar & Jacobsen, 2014). Consequently, it is vital for small online businesses to have a marketing model adjusted to social media commerce (Huang & Benyoucef, 2013; Tajvidi, Wang, Hajli & Love, 2017).

**H₃b:** Share the Facebook posts has a positive effects on purchase intention.

Online transactions can be considered as an activity in which the process of information retrieval, information transfer, and product purchase have taken place (Munar & Jacobsen, 2014). Innovative consumers are expected to have more favorable attitudes toward online clothes shopping (Hussain, Ahmed, Jafar, Rabnawaz & Jianzhou, 2017).

**H₃c:** Live video Facebook posts has a positive effects on purchase intention.

### Methodology
The researchers created an e-survey designed for users who have followed targeted commercial Facebook pages and purchased goods during the last six months. The researchers received data through the analysis of ten Facebook fashion accessory merchant pages in Thailand and measured the data by applying the 5-Likert scale. The researchers chose to use the convenience sampling method. Images and video from March–April 2018 was analyzed from the commercial Facebook pages. This research used adapted questionnaires from previous research to distribute in Thailand. The final survey consisted of 200 respondents.

**Conceptual Framework**

![Conceptual Framework Diagram]

*Figure 1 The modified conceptual framework.*


*Hence,* the researcher concluded that the questionnaire used in this research was reliable and will apply to collect all primary data for this study.

**Result**

*Table 2. The Descriptive Statistics of Facebook business pages post receivers in Thailand.*
The researchers discovered about the post popularity; many respondents believe in that the products posts with more sharing are popular (Mean: 4.02, SD: 0.746) on information credibility respondents mainly believe that the posts are considerable (Mean: 3.81, SD: 0.704) On argument quality the product in the post is helping to my regular shopping via Facebook. Information usefulness, I believe Facebook fashion accessories pages are generally useful.

Table 3. Tests of Between-Subjects Effects post popularity, source credibility, argument quality on information usefulness.

<table>
<thead>
<tr>
<th>Source</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>25.424a</td>
<td>93</td>
<td>.263</td>
<td>1.572</td>
<td>.012</td>
</tr>
<tr>
<td>MeanPOP1</td>
<td>572.291</td>
<td>1</td>
<td>572.291</td>
<td>3426.578</td>
<td>.000</td>
</tr>
<tr>
<td>MeanINC1</td>
<td>2.239</td>
<td>10</td>
<td>.224</td>
<td>1.340</td>
<td>.009</td>
</tr>
<tr>
<td>MeanARQ1</td>
<td>3.260</td>
<td>11</td>
<td>.296</td>
<td>1.775</td>
<td>.007</td>
</tr>
<tr>
<td>MeanPOP1 * MeanINC1</td>
<td>2.359</td>
<td>7</td>
<td>.337</td>
<td>2.018</td>
<td>.001</td>
</tr>
<tr>
<td>MeanPOP1 * MeanARQ1</td>
<td>3.229</td>
<td>18</td>
<td>.179</td>
<td>1.074</td>
<td>.088</td>
</tr>
<tr>
<td>MeanINC1 * MeanARQ1</td>
<td>2.123</td>
<td>13</td>
<td>.163</td>
<td>.978</td>
<td>.078</td>
</tr>
<tr>
<td>MeanINC1 * MeanARQ1</td>
<td>1.725</td>
<td>11</td>
<td>.157</td>
<td>.939</td>
<td>.056</td>
</tr>
<tr>
<td>Error</td>
<td>.109</td>
<td>2</td>
<td>.054</td>
<td>.326</td>
<td>.072</td>
</tr>
<tr>
<td>Total</td>
<td>17.704</td>
<td>106</td>
<td>.167</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corrected Total</td>
<td>42.127</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note. The null hypothesis is accepted the significance 0.072 (shown in table 2), which means that the three factors argument quality, post popularity, and information credibility don’t
have any different influence on information usefulness. Consequently, $H_1$ is rejected. “A three-way between-subjects ANOVA” was conducted to compare the effect of argument quality, post popularity, and information credibility on information usefulness of Facebook fashion accessories pages posts.

Table 4. Tests of Between-Subjects Effects information usefulness on Facebook business pages post’s share, like, and live video watching

<table>
<thead>
<tr>
<th>Source</th>
<th>Dependent Variable</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corrected Model</td>
<td>MeanFLIK1</td>
<td>48.603a</td>
<td>13</td>
<td>3.739</td>
<td>13.159</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>MeanFSH1</td>
<td>11.869b</td>
<td>13</td>
<td>.913</td>
<td>3.048</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>MeanFLIV1</td>
<td>13.271c</td>
<td>13</td>
<td>1.021</td>
<td>3.562</td>
<td>.000</td>
</tr>
<tr>
<td>Intercept</td>
<td>MeanFLIK1</td>
<td>583.938</td>
<td>1</td>
<td>583.938</td>
<td>2055.220</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>MeanFSH1</td>
<td>566.508</td>
<td>1</td>
<td>566.508</td>
<td>1891.077</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>MeanFLIV1</td>
<td>457.675</td>
<td>1</td>
<td>457.675</td>
<td>1597.089</td>
<td>.000</td>
</tr>
<tr>
<td>MeanINU1</td>
<td>MeanFLIK1</td>
<td>48.603</td>
<td>13</td>
<td>3.739</td>
<td>13.159</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>MeanFSH1</td>
<td>11.869</td>
<td>13</td>
<td>.913</td>
<td>3.048</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>MeanFLIV1</td>
<td>13.271</td>
<td>13</td>
<td>1.021</td>
<td>3.562</td>
<td>.000</td>
</tr>
<tr>
<td>Intercept</td>
<td>MeanFLIK1</td>
<td>52.847</td>
<td>186</td>
<td>.284</td>
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<td></td>
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<tr>
<td></td>
<td>MeanFSH1</td>
<td>55.720</td>
<td>186</td>
<td>.300</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>MeanFLIV1</td>
<td>53.302</td>
<td>186</td>
<td>.287</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Error</td>
<td>MeanFLIK1</td>
<td>2949.688</td>
<td>200</td>
<td>.997</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MeanFSH1</td>
<td>3160.500</td>
<td>200</td>
<td>.403</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MeanFLIV1</td>
<td>2547.000</td>
<td>200</td>
<td>.284</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>MeanFLIK1</td>
<td>101.450</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MeanFSH1</td>
<td>67.589</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MeanFLIV1</td>
<td>66.573</td>
<td>199</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

a. $R^2$ Squared = .479 (Adjusted $R^2$ Squared = .443)
b. $R^2$ Squared = .176 (Adjusted $R^2$ Squared = .118)
c. $R^2$ Squared = .199 (Adjusted $R^2$ Squared = .143)

Note. Results show the $H_2$ null hypothesis is rejected with significance reliability level of .000, which indicates that there is different influence of information usefulness on like, share and video watching intention. The highest mean is allocated to the variable Facebook post like intention with mean=3.739, after that Facebook live video watching with mean=1.021, and lastly Facebook post share intention with mean=0.913.

Table 5. Tests of Between-Subjects Effects Facebook business pages post’s share, like, and live video watching on purchase intention.

Tests of Between-Subjects Effects
Dependent Variable: MeanPUI1

<table>
<thead>
<tr>
<th>Source</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corrected Model</td>
<td>101.731a</td>
<td>102</td>
<td>.997</td>
<td>4.600</td>
<td>.000</td>
</tr>
<tr>
<td>Intercept</td>
<td>815.584</td>
<td>1</td>
<td>815.584</td>
<td>3761.416</td>
<td>.000</td>
</tr>
<tr>
<td>MeanFLIK1</td>
<td>9.777</td>
<td>9</td>
<td>1.086</td>
<td>5.010</td>
<td>.000</td>
</tr>
<tr>
<td>MeanFSH1</td>
<td>787</td>
<td>9</td>
<td>.087</td>
<td>.403</td>
<td>.081</td>
</tr>
<tr>
<td>MeanFLIV1</td>
<td>7.031</td>
<td>7</td>
<td>1.004</td>
<td>4.633</td>
<td>.000</td>
</tr>
<tr>
<td>MeanFLIK1 * MeanFSH1</td>
<td>3.818</td>
<td>14</td>
<td>.273</td>
<td>1.258</td>
<td>.048</td>
</tr>
<tr>
<td>MeanFLIK1 * MeanFLIV1</td>
<td>14.052</td>
<td>21</td>
<td>.669</td>
<td>3.086</td>
<td>.000</td>
</tr>
<tr>
<td>MeanFSH1 * MeanFLIV1</td>
<td>6.514</td>
<td>18</td>
<td>.362</td>
<td>1.668</td>
<td>.059</td>
</tr>
<tr>
<td>MeanFLIK1 * MeanFSH1 * MeanFLIV1</td>
<td>961</td>
<td>4</td>
<td>.240</td>
<td>1.109</td>
<td>.019</td>
</tr>
<tr>
<td>Error</td>
<td>21.032</td>
<td>97</td>
<td>217</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Note. The $H_3$ null hypothesis is rejected with significance level of 0.019 (shown in table 2), which indicates that there are differences in influencing variables such as “like,” “share,” and Facebook live video watching on dependent variable purchase intentions. In overall, this means that liking the Facebook commercial post has the highest mean=1.086 which literally means the highest effect on purchase intention of the products. And after, watching the Facebook live video with mean=1.004, and finally sharing the Facebook 1.086book with mean=0.087. The three factors can facilitate the argument that quality, post popularity, and information credibility don’t have any influence difference on information usefulness.

**Conclusions**

This paper indicated Thai customers’ purchasing behavior on fashion accessory Facebook pages plays a vital role for business and marketing in this new era of technology. Moreover, social media like Facebook is often used for not only communication but also for shopping. Hence, variables such as argument quality, post popularity, and information credibility don’t have any discernable influence differences on information usefulness of the Facebook fashion accessory pages posts which is supported by Bhattacherjee and Sanford (2006); Chang, Yu & Lu, (2015); Eberle, Berens & Li, (2013); Dijkmans, Kerkhof & Beukeboom, (2015); Guerrero, Andersen & Afifi, (2011); Racherla & Friske, (2012); Oeldorf-Hirsch and Sundar (2015); Cheung and Thadani (2012); Agag El-Masry (2016).

Results show that there is an influence difference of information usefulness on “like,” “share,” and live watching intention which is supported by Hajli (2014); de Vries, Gensler and Leeflang (2012).

Furthermore, there are differences in influencing variables such as “like,” “share,” and Facebook live video watching on dependent variable purchase intentions, which means that the three factors argument quality, post popularity, and information credibility don’t influence the
differences on information usefulness supported by Hussain et al. (2017); Wynne (2018); Chang et al. (2015); Tajvidi et al. (2017); Munar and Jacobsen, 2014).

**Limitations and Future Research**

Future research should explore such Facebook business pages or compare different types of pages. Second, the sample in this research consists of followers of only one page. Future studies should explore several pages across different countries. Third, this research uses an online questionnaire, making it difficult to analyze post popularity and determine why users forward posts. In the future, qualitative research may focus on page popularity. Finally, this research mainly analyzes the popularity cohesion and diffusion effects of posts. Branding positions and profit models should be part of future research. Researchers should also examine any link between like intention toward a post and, and they should analyze the progress from like intention of pages to that of administrators’ websites or blogs.

**References**


