-RESEARCH ARTICLE-

BRAND LOYALTY IN SOCIAL MEDIA EVIDENCE OF HEALTHY RICE IN THAILAND

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─**Abstract**─

Communication via social media plays a crucial function in marketing. It can foster a positive relationship with consumers by sending them content that stimulates their motivation. This process can influence the purchasing decisions of consumers. This investigation investigates Social media marketing activities (SMMA), customer experience (CX), customer satisfaction (CS), brand awareness (BA), and brand loyalty. This study aims at Brand Loyalty, Customer Expwiller Satisfaction, and Brand Awareness via Social Media Users. This is consistent with empirical data and the Structural Equation Model (SEM) of Factors Influencing the Creation of Commercial Loyalty.

Keywords: Social Media Marketing Activities, Customer Experience, Confirmatory Factor Analysis, Rice for Health

1. INTRODUCTION

By 2025, the global E-Commerce market will generate revenues of approximately US$ 5.55 trillion in 2022. Additionally, global revenue will increase by approximately 24.5

percent. In addition, India is the quickest country in the world to establish an E-Commerce business (Step Academy, 2022).
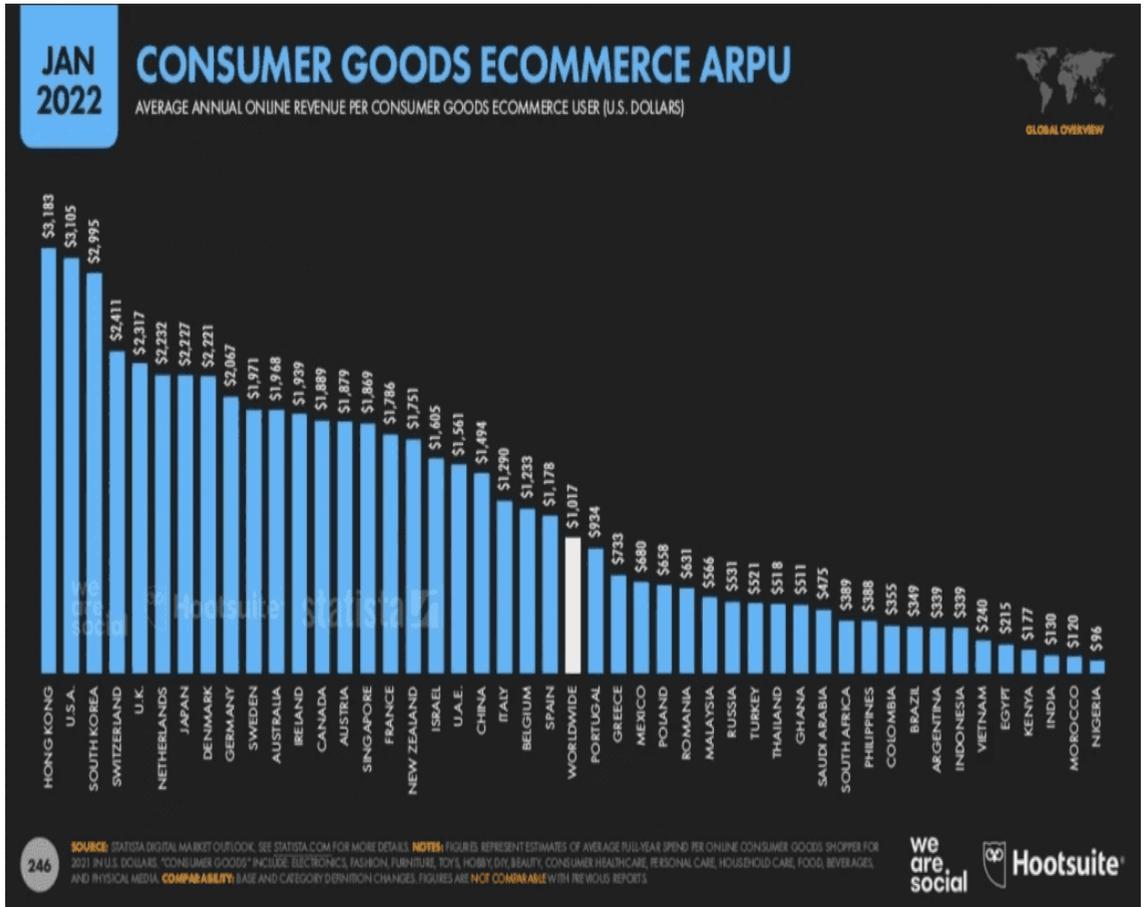
Figure 1. Online shopping of people around the world
Source: We are Social, 2022.

Each year, the global population spends a significant amount of money on online purchasing, including Hong Kong ($3,183), the United States ($3,105), and South Korea ($2,998). It can be seen that the online purchasing behavior of goods on the global market has fascinating numerical characteristics (We are social, 2022). For the development of online trading, this purchasing method has grown steadily each year, demonstrating that technology and the internet are crucial to the success of businesses and entrepreneurs. Small businesses can use accessible transportation to compete with larger businesses.

(Praditsuwan & Karnreungsiri, 2018; Jamjang & Kraiwanit, 2019) The digital era must create interest and attraction by providing a brief, impressive medium for consumers to share brand information and the success of the brand. (Vipaporn et al., 2019) An

expanding number of businesses are utilizing social media for their marketing content. Companies can effectively interact and communicate with customers. This can offer and maintain excellent customer relationships. In addition, a company can enhance customer service, sales promotion, and internal communications with employees to increase employee engagement. Social media platforms, such as Facebook, Instagram, YouTube, and Twitter, etc., facilitate direct communication at a low cost (Seo and Park, 2018; Karamian et al., 2015; United States Agency for International Development, 2014).

This purchases goods through the fourth-largest online channel in the world, an increase of 42.8% compared to the previous year (We Are Social, 2021) because products reach more target groups. Online content and network are integral to daily existence for many Internet users. It has also garnered great interest from social media researchers and marketers (Pourkhani. et al., 2019). Impact and product evaluation can be enhanced by acknowledging social media usage, awareness, interaction, and online community interaction (Divedi et al., 2019). Customers are always willing to transfer to a new brand if a better deal exists. Online platforms are always subject to brand evolution (CMMU, 2020).

It is human nature to discover new things and explore new areas. In addition, purchasing products online is simple and convenient because clients can examine the internet for product information. By searching for information, locating various products, and comparing prices, it is simple to purchase goods online. Thus, making decisions when purchasing products online is simpler, allowing them to switch brands frequently. In addition, the use of online media decreases brand loyalty among consumers (Yong et al., 2019). The company can make the business accessible to many people, with the evaluation's outcome influencing the brand's value to compete with rivals (Seo and Park, 2018). According to Mamood and Korpong (2016), brand loyalty is an essential marketing objective because it influences purchasing behavior and decision-making.

The research focuses on the significance of utilizing online social media to cultivate brand loyalty among entrepreneurs or rice farmers to construct a strategic model of social media marketing activities (Social Media Marketing Activity). In addition, customer experience (Customer Experience) can generate customer satisfaction and raise brand awareness, resulting in a sustainable competitive advantage and brand loyalty among rice consumers. This study aimed to investigate and analyze the positive factors of brand loyalty through online media regarding rice for health in Thailand.

2. LITERATURE REVIEW

Consumer behavior is a stimulus that influences the purchasing decision and drives the purchase intention. In addition, this study of consumer behavior in the E-commerce industry employs another theory (Linlin Zhu et al., 2020; Islam and Rahman, 2018). The S-O-R model analyzes emotional states or commercial strategies that generate consumer experience and customer purchase intent via online channels. In addition, the researcher

presents the theory mentioned above to comprehend and assess the relationship between each variable and define the research's conceptual framework.

Image 2 Research Framework for Brand Loyalty Via Social Media, Healthy Rice in Thailand
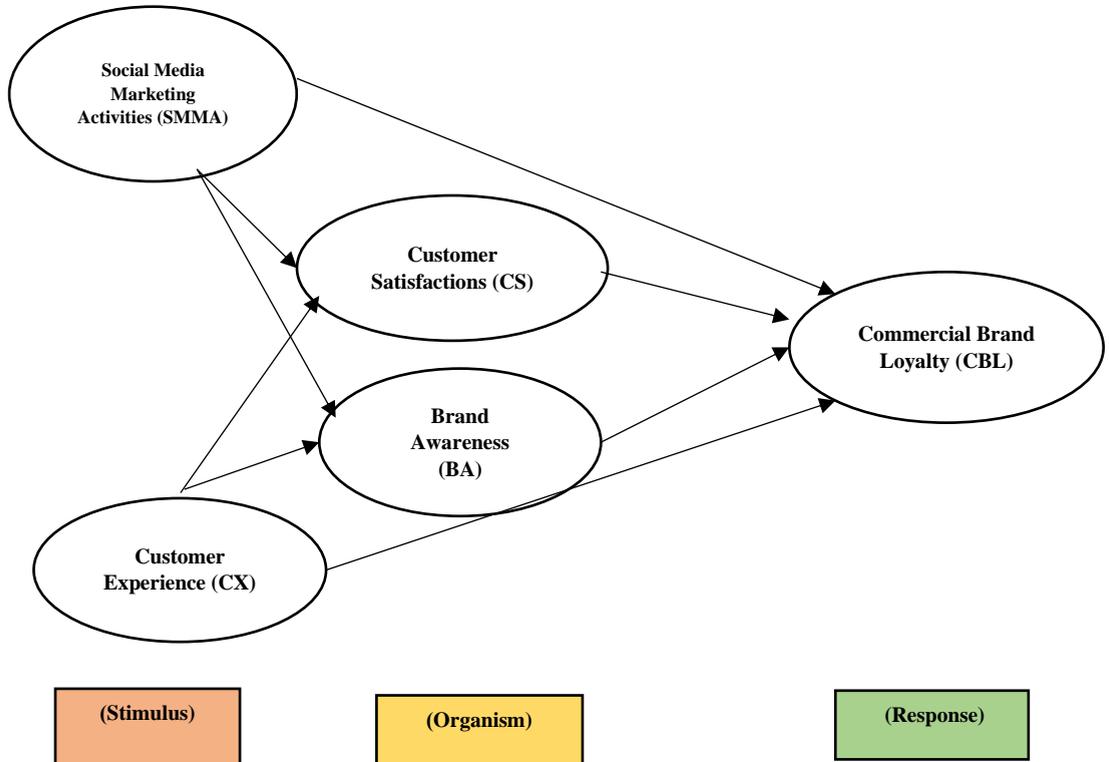
Source: Researcher, 2022

2.1   S-O-R Model Concept

The S-O-R model (SOR Model: Stimulus-Organism-Response Model) is a consumer behavior concept that can be applied to evaluate social media's influence on consumer behavior toward online purchases. This SOR model consists of Stimulus, Organism (consumer brand participation), and Response (behavior response) to demonstrate the effectiveness of advertising. Stimulate (S) and Comments (Organisation) seek to elicit a response to stimuli presented to consumers (Shen et al., 2014). Response (Response: R) is brand loyalty and purchase intention (Mehta, 2000); this concept is a reflection of thinking (Cognitive) and feelings (Affective); it is what occurs before the behavior that responds to external stimuli and affects the inner feelings of the individual (Mehrabian and Russel, 1974). It also affects the intent to purchase (Jayasingh and Venkatesh, 2016).

2.2   Social Media Marketing Event Ideas

Social media marketing (SMM) refers to promoting products by exchanging various content types in a digital network, allowing products and services to reach many consumers via online channels. The company develops a distinctive profile on a social media platform (Planform Social Media) or a smartphone application designed and maintained by a social media company. User profiles can be linked to the profiles of other users and organizations to form a network (Obar and Wilde, 2015). The traditional marketing direction has shifted from sales promotions, advertising, and sales by salespeople to social media marketing activities in the form of social media (Social Media Platform), a social network (Social Network), or a virtual world (Appel et al., 2020).

2.3   The Customer Experience Concept

To differentiate a market, the concept of consumer experience has received significant attention from academics, researchers, and marketers in recent years. One method to maintain market share is to captivate consumers by providing direct and indirect means for customers to have a memorable experience. The customer experience seeks to drive the company's success by creating a consumer experience distinct from the competition to increase consumers' willingness to pay (Laming and Mason, 2014). In addition, Schmitt, B. H. (1999) originated the concept built upon Theodore Levitt's (1960) concept that centered on marketing content, giving importance to consumers, and expanding new marketing guidelines. In addition, numerous studies on customer service experience have been conducted (Jin and Lee, 2015; Janawade et al., 2015).

2.4   The Customer Satisfaction Concept

In recent years, academicians, researchers, and marketers have paid considerable attention to the concept of consumer experience to differentiate a market. Providing direct and indirect opportunities for customers to have a memorable experience is one way to maintain market share. To increase consumers' willingness to pay, the customer experience aims to drive the company's success by creating a different consumer experience (Laming and Mason, 2014). In addition, Schmitt, B. H. (1999) originated the concept based on Theodore Levitt's (1960) marketing content, consumer importance, and expansion of new marketing guidelines theory. In addition, numerous studies have been conducted on customer service experience (Jin and Lee, 2015; Janawade et al., 2015).

2.5   Theory of Brand Awareness

Brand Awareness is a process and the perception of a consumer's ability that influences their decision-making. Consumers make purchasing decisions by handling, differentiating, summarizing, interpreting, and inducing quality perception in memory (Rungtrakulchai, 2018) and by being able to recall brand distinctiveness (Aaker, 1991)

and (Keller, 2003). Consumers can identify and distinguish products based on their brand recognition. Consumers' ability to construct a positive mental image of a brand could positively affect its brand value (Numbang and Pasunan, 2016). The greater the customer's familiarity with the brand, the greater its awareness. The mental representation of a brand or a consumer's capacity to differentiate between products. (Kotler, P., & Keller, K. L., 2012; Aaker, 1991; Kotler, P., & Keller, K. L., 2012; Kotler, P., & Keller, K. L., 2012; Aaker, 1991). Brand recognition is also a direct consequence of consumer awareness.

2.6   Theory of Brand Loyalty

Brand Loyalty is essential for accomplishing business objectives and ensuring the longevity of a company. It also relates to the brand and results from the emotional intention to identify behavior. This occurs only when consumers are encouraged to interact with the brand (Hollebeek, 2013; Chan et al., 2014). Constant consumer satisfaction with the product results in repeated purchases of commodities and services (Oliver, 2014). Moreover, more consumers interact with the brand. More consumers can be built to the company with customer loyalty by establishing trust (Shafiq et al., 2019) and Branding Trust (Biscaia et al., 2017). Acquiring new customers will be more expensive than retaining existing ones (Kant & Jaiswal, 2017), with the loss of customers to competitors indirectly impacting sales (Ahmad et al., 2019).

2.7   This Research has the Following Hypothesis

Marketing tools that increase customer engagement include social media marketing activities. Social media influences customer satisfaction in online purchasing, and an organization's online convenience can increase customer satisfaction (Dwivedi et al., 2020; Zhan et al., 2016).

Activities in Social Media Marketing, Customer Satisfaction, and Brand Awareness

Social media marketing activities significantly impact brand value and intent to purchase. Numerous studies have examined the effects of social media marketing activities in various contexts, including entertainment, interaction, modernity, customization, etc. Moreover, SMMA has a secondary impact on perceived value and satisfaction. Simultaneously, social identity and perceived value directly impact satisfaction, which in turn influences deliberate consistency, deliberate involvement, and purchasing intent (Kim et al., 2012). Moreover, SMMA has a positive impact on brand awareness, including brand image and word of mouth (Chen et al., 2019), based on the following hypotheses:

Hypothesis 1: Social media marketing activities have a positive relationship with customer satisfaction.

Hypothesis 2: Social media marketing activities have a positive relationship with brand awareness.

Hypothesis 8: Social media marketing activities and brand awareness positively relate to commercial brand loyalty.

From a review of the literature, social media marketing activities and brand loyalty include both behavioral and attitude loyalty (Algharabat, 2017; Ibrahim & Aljarah, 2018), which is consistent with the findings of Algharabat (2017) and Ismail (2017). (Kim & Ko, 2012; Ismail, 2017) Both variables positively correlate, indicating that social media marketing activities directly communicate between consumers and brands. Customer loyalty is derived from customer satisfaction as trust in the corporate brand (Razak & Shamsudin, 2019). Customers will trust the brand if they are satisfied with the service. Consequently, they tend to spend more on goods (MF Shamsudin, Razak, et al., 2018), presuming:

Hypothesis 5: Social media marketing activities positively correlate with commercial brand loyalty.

Hypothesis 7: Social media marketing activities and customer satisfaction have a positive relationship with commercial brand loyalty.

Customer experience and Customer Satisfaction, Brand Awareness, and Brand Loyalty

Based on a review of the relevant literature, customer experience influences consumer behavior regarding customer satisfaction, word of mouth, and brand loyalty. The customer experience can increase customer satisfaction and brand loyalty (Caruana, 2002; Puccinelli et al., 2009; Verhoef et al., 2009). In addition, consumers desire to repeat positive experiences, affecting customer satisfaction and brand loyalty (Klaus & Maklan, 2013; Nvyseen et al., 2013). Consequently, the recent study investigated the direct relationship between the customer experience quality dimension and brand customer loyalty satisfaction. This investigation proposes the following hypotheses:

Hypothesis 3: Customer experience has a positive relationship with customer satisfaction.

Hypothesis 4: Customer experience has a positive relationship with brand awareness.

Hypothesis 6: Customer experience has a positive relationship with commercial brand loyalty.

Hypothesis 9: Customer experience and satisfaction positively relate to commercial brand loyalty.

Hypothesis 10: Customer experience and brand awareness were positively related to commercial brand loyalty.

3.   RESEARCH METHODOLOGY

3.1   Population and Samples

This study employs Hair et al. (1995)'s method for determining the sample size, which suggested that the optimal sample size was between 200 and 300. In addition, Comrey and Lee (1992) and Hair et al. (2010) indicated that the sample size in research should be 10 to 20 times the number of observed variables. There are 60 observational variables, which results in 1,200 samples when multiplied by 20 for observational variables. This minimum sample size can be used in the analysis employing the Structural Equation Model (SEM) technique based on the calculation result. Selective sampling (Purposive Sampling) is used to select a group of consumers who purchase online products as a sample. Research samples comprise 20-59-year-old healthcare professionals and consumers who shop via social media (ETDA, 2021).

3.2   Data Collection

This study includes 1,200 total samples. The sample size is sufficient and greater than the minimum required for the Structural Equation Modeling analysis (Structural Equation Model: SEM) and for validating the completeness and accuracy of consumer questionnaire data and correct data, totaling 1,211 samples.

3.3   Data Analysis

Using descriptive statistics with an introduction consisting of minimum values (Minimum Value: Min), maximum values (Maximum Value: Max), mean (Mean: X), and standard deviation (Standard Deviation: SD) calculated using the Structural Equation Model (SEM) technique. Health-related rice products in Thailand are influenced by social media marketing and the development of consumer satisfaction, brand recognition, and brand loyalty.

4.   RESEARCH RESULTS

The results of the weight analysis that the query had on the components by setting Factor Loading to greater than 0.4 are displayed in Table 1 as five components extracting a total of sixty variables. The range of factor loading weights for the first component's 15 variables is between 0.658 and 0.734. The second component contains 21 variables with a factor loading weight analysis range of 0.664-0.750.

The range of weight analysis on Factor Loading for the third component's 11 variables is between 0.664 and 0.752. The range of weight analysis on Factor Loading for the fourth component's seven variables is between 0.672 and 0.727. The fifth component has six variables with a factor loading weight analysis range of 0.602 to 0.709. The evaluation of the measurement model provides solid evidence that all latent variable definitions are accurate and reliable.

Table 1. The Weight of the Components of the Brand Loyalty Strategy for Rice in Thailand. Via Social Media

Constructs and Scale Items	Component				
	Social Media Marketing Activities (SMMA)	Customer Experience (CX)	Customer Satisfaction (CS)	Brand Awareness (BA)	Commercial Brand Loyalty (CBL)
sm1 You like having fun and watching healthy rice products on the media. online	. 698				
sm2 You are interested in the content of healthy rice products on online media.	. 718				
sm3 You buy healthy rice products through online media. due to search easy information	. 693				
sm4 You buy healthy rice products through online media because the store can be customized or change information	. 665				
sm5 You buy healthy rice products through online media. You can express Comment your opinions on online media easily.	. 658				
sm6 You can share information. Discuss ideas with other people who buy. healthy rice through online media conveniently	. 687				
sm7 You buy healthy rice products through online media. because the current content display (Information is updated)	. 701				
sm8 You buy healthy rice products through online media. the shop can Always display up-to-date product information	. 683				
sm9 You are welcome to pass on healthy rice information about the brand, product,/ Services from online media to my friends.	. 697				
sm10 You can upload, reduce/repost healthy rice content from online media. on blogs or social media	. 672				
sm11 Do you like healthy rice advertisements that are released online? able to motivate	. 684				
sm12 You saw an advertisement for healthy rice released through online media. interesting to make a purchase decision	. 702				
sm13 You have seen advertisements for healthy rice released through online media as positive or affect your interests	. 696				
sm14 You see that buying healthy rice products through online media does not damage	. 712				
sm15 You see that buying healthy rice products through online media gives confidence. on-time delivery	. 734				
cx1 You want healthy rice through online media that can choose/ Compare between available product options.		. 701			
cx2 Would you like to receive healthy rice offers from online media with more variety than a single product		. 750			
cx3 You feel that online media for healthy rice products has a very simple process.		. 668			
cx4 You feel that the online media of healthy rice quickly gives you what you need.		. 664			
cx5 You as healthy rice sold online more than any other store, which relates to you.		. 717			
cx6 You are confident in healthy rice with expertise. And there are recommendations for stores on online media.		. 721			
cx7 You see that the whole process of healthy rice through online media is easy.		. 719			
cx8 You see that you used to deal with healthy rice before. Make you get the product you want		. 708			
cx9 You see that healthy rice selling online is flexible. And take care of your needs		. 698			
cx10 You see that the online media for healthy rice is modern. Safe and reliable		. 712			
cx11, the online media of healthy rice, has solved customer problems. If an error occurs		. 710			
cx12 You see that the posting of healthy rice through online media can stimulate your senses		. 728			
cx13 You find the participation of healthy rice products (such as commenting and sharing) on online media very interesting.		. 697			
cx14 You saw that the online media of healthy rice tried to make me interested in the product.		. 706			

Table 1. Continued

Item				
cx15 You see that healthy rice online media can arouse your curiosity.	. 711			
cx16 You see that postings of healthy rice online try to put you in the mood.	. 724			
cx17 You see that healthy rice through online media enables you to respond emotionally	. 686			
cx18 You see that healthy rice through online media tries to make you think about your lifestyle.	. 716			
cx19 You see that healthy rice has passed. Online media reminds you of activities you can do.	. 729			
cx20 You see that healthy rice is sold online, trying to remind you of your relationship with other customers.	. 713			
cx21, you can connect with other customers who buy healthy rice products online.	. 707			
cs1 You are satisfied with providing the required information. Accurate when buying healthy rice products online		. 690		
cs2 You are satisfied with online media providing sufficient information about healthy rice.		. 752		
cs3 You are satisfied with the results of the healthy rice online channel providing useful information.		. 709		
cs4 You are satisfied with the information about healthy rice that is clear.		. 662		
cs5 You are satisfied with buying healthy rice products through online media because it is an easy-to-use channel.		. 709		
cs6 He was satisfied with buying healthy rice products online because he felt friendly with him.		. 704		
cs7 You are satisfied with the information about buying healthy rice products online with the timely demand.		. 708		
cs8 You are satisfied with the information about buying healthy rice products online because it is modern.		. 697		
cs9 You are satisfied with buying healthy rice products through online media. Because it is safe		. 696		
cs10 You see that buying healthy rice products online has a system and mechanism to secure financial transactions.		. 664		
cs11 You are satisfied and confident in making healthy rice payment transactions through the online shopping system.		. 678		
ba1 You know about healthy rice products through various online media.			. 688	
ba2 You like healthy rice products because they are certified.			. 727	
ba3 You like the presentation. Telling the story of buying healthy rice online			. 711	
ba4 Do you think providing information, product images, answering questions, explaining, and details of buying healthy rice online is all good?			. 672	
ba5 Do you think that buying healthy rice products online meets all needs?			. 697	
ba6 Do you think healthy rice products look new? And have good product reviews			. 718	
ba7 Do you think that you would recommend healthy rice products to people around you? Along with supporting and coming back to buy again and again regularly			. 726	
bl1 You will buy products through online media again. Due to the quality of rice products for good health				. 602
bl2 You will buy healthy rice products through online media. Because of the good service				. 633
bl3 You will buy healthy rice products through online media. Because the price of the product is suitable for the quality of the product				. 635
bl4 You buy healthy rice products through online media because you like them. and have good overall satisfaction				. 672
bl5 You intend to buy healthy rice products through online media.				. 709
bl6 You will recommend other people to buy healthy rice products through online media.				. 652

Table 2. Provides a Summary of the Variables' Confirmatory Factor Analysis Results. Model Consistency Index Theoretical Versus Empirical Data before and after Adjusting the Model to be Suitable (Modified Model)

Consistency Index	criteria for consideration	before adjusting the model		after modeling	
		Statistics	consistency	Statistics	consistency
X^2	There was no statistical significance at the .05 level.	3477.73	-	1204.76	-
df	-	1701	-	1 694	-
p-value	P>0.05	0. 00	-	1.00	-
X^2 / df	X^2 / df < 2	2.04	not qualify	0.71	qualify
CFI	The value approaches 1.0.	0.97	qualify	1.00	qualify
GFI	The value approaches 1.0.	0.92	qualify	0.97	qualify
AGFI	The value approaches 1.0.	0.91	qualify	0.97	qualify
RMSEA	value approaching 0.0	0.0 29	qualify	0.0 00	qualify

The results of a structural equation model analysis of the factors influencing the development of commercial loyalty After modifying the model, it was discovered that a structural equation model of factors influencing retail loyalty had been generated. The result reveals a chi-square (X2) value of 1204.76, statistically significant at the p-value threshold of 1.00.

The relative chi-square (X2/df) = 0.71, the relative conformity factor index (CFI = 1.00, GFI = 0.97, and Adjusted GFI (AGFI) = 0.97, and the square root of the mean square error of estimation (RMSEA) = 0.000 met all criteria. Because the model is consistent with empirical data, it was determined that the analysis results were appropriate and completed the evaluation criteria.

Considering the total influence, it was found that the independent variables have a relationship with commercial products consisting of social media marketing activities, customer experience, customer satisfaction, and brand awareness with the total influence values 0.95, 0.93, 0.59, and 0.42 orderly.

5. DISCUSSION AND CONCLUSION

Brand loyalty fostered via social media for healthful rice products in Thailand. Factors Consistent with the research of Chanantakanok et al. (2022), social media marketing activities significantly impact commercial brand loyalty in the context of healthful rice products in Thailand. Bangkok beauty clinics' purchasing intentions for repeat service use as influenced by social media marketing activities. Following research (Cheung et al., 2019; Manthiou et al., 2013), the elements of social media marketing activities by

the element, namely the entertainment aspect, are viewed as contributing to a fun and relaxed consumer experience (Cheung et al., 2019; Manthiou et al., 2013).

Figure 1. Model of the Model after Adjusting the Model
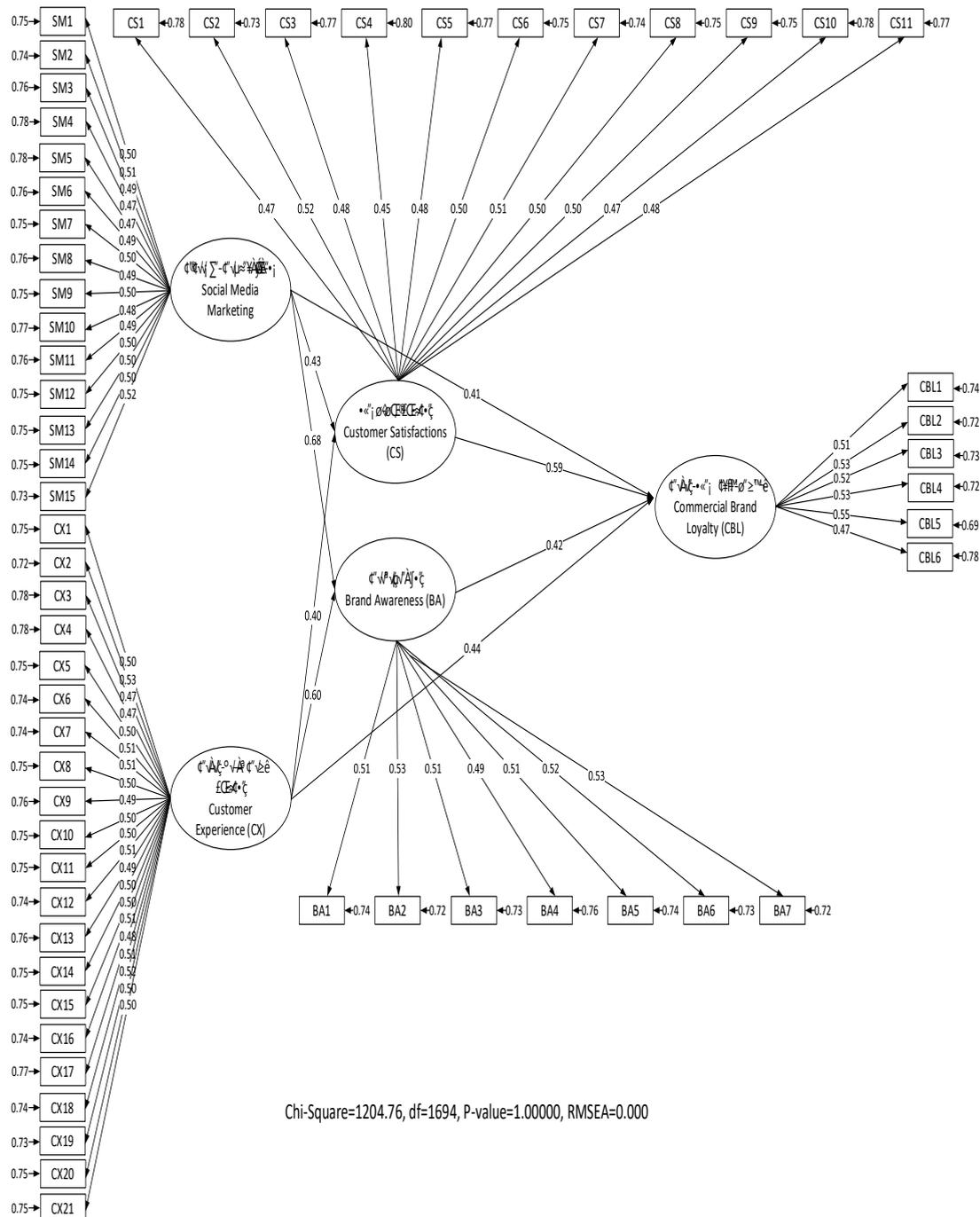
Table 3. Results of Direct Affect Analysis, Indirect Affect Analysis, and the Total Effect between the Variables

Dependent Variable	Effects	Independent variable			
		Customer Experience (CX)	Customer Satisfaction (CS)	Brand Awareness (BA)	Commercial Brand Loyalty (CBL)
Social Media Marketing Activities (SMMA)	Direct Effect	-	0.43	0.68	0.41
	Indirect Effect	-	-	-	0.54
	Total Effect	-	0.43	0.68	0.95
Customer Experience (CX)	Direct Effect	-	0.40	0.60	0.44
	Indirect Effect	-	-	-	0.49
	Total Effect	-	0.40	0.60	0.93
Customer Satisfaction (CS)	Direct Effect	-	-	-	0.59
	Indirect Effect	-	-	-	-
	Total Effect	-	-	-	0.59
Brand Awareness (BA)	Direct Effect	-	-	-	0.42
	Indirect Effect	-	-	-	-
	Total Effect	-	-	-	0.42

Following the research of Godey et al. (2016) and Zhu and Chen (2015), aspects of decoration can be personalized through small groups, and only interested consumers will receive broadcast media releases. The interactivity of content exchange Through media, content modernity, up-to-date brand content, news, brand information, and interactions can be generated. Data consisting of Prasetyo et al. (2020) is used to disseminate advertisements for healthful rice products. Consistent with Viola et al.'s (2020) findings, product risk perception and word-of-mouth correlate with online communication.

Additionally, social media marketing activities, then customer experience. Influence brand loyalty in the context of healthy rice products in Thailand with a total of nine factors, such as product experience, result-oriented, building relationships with customers, and managing experience at the time of service, supported by the research of Schee, V. (2020), Rajnish et al. (2017), and Schmitt (1999). sensory experience, sensory experience, experiential action, and experiential association. Creating a customer experience that can make a difference and generate the highest level of long-term satisfaction is essential. This is consistent with Chamaiporn and Pathompong's (2022) study on the effect of integrated marketing communications and customer satisfaction on ABC fertilizer brand loyalty. It is the consumer perception process that influences the purchase decision process, causing the consumer to remember and be able to recall a brand's identity (Aaker, 1991; Keller, 2003). Jirangrug and Komm (2022) discovered that brand awareness and brand perception with association quality affect the image and satisfaction of Starbucks coffee. According to Phijaranakul's research (2022), brand awareness and brand image with trust affect the brand loyalty of Thai beauty clinics. Moreover, brand awareness enables consumers to recognize and differentiate products across all four loyalty-related variables for the healthful rice brand in Thailand.

6. RECOMMENDATION

This research is a method for fostering brand loyalty via social media. Focusing on enhancing and developing business and management creates consumer satisfaction and brand awareness, allowing consumers to make repeat purchases and tell or recommend others. Trades enable the organization to attain its objectives and maintain continuous, sustainable sales.

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