
The Impact of Social Media Advertising on Thai Consumers' Purchase Intention of White Goods

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Abstract

As Chinese white goods brands expand in Thailand, understanding the impact of social media advertising dimensions on consumer behavior is essential. This study investigates how social media advertising dimensions—interactivity, informativeness, relevance, and reliability—influence Thai consumers' purchase intention, while examining consumer involvement as a mediator. Adopting a quantitative approach, data were analyzed via SPSS and AMOS within the SOR framework. The results reveal that all social media advertising dimensions significantly drive purchase intention, with interactivity and relevance being the primary factors. Furthermore, consumer involvement is confirmed to play a mediating role, specifically showing partial mediation at the aggregate level while exhibiting full mediation for certain social media advertising dimensions. The study concludes that social media advertising dimensions play a significant role in consumer decision-making. To enhance performance, brands should focus on interactive, localized, and highly relevant content to deepen consumer involvement and trust.

Keywords: *White Goods, Social Media Advertising Dimensions, Consumer Involvement, Purchase Intention*

1. Introduction

In the digital era, social media has significantly transformed marketing communication. With the rapid growth of internet technologies and the widespread use of smartphones, social networking platforms have become important channels through which companies interact with consumers. Social media advertising enables firms to deliver promotional messages directly to users while also allowing interactive communication between brands and consumers.

Compared with traditional advertising channels, social media advertising offers several advantages. Users can actively engage with advertising content through functions such as sharing, commenting, and liking, which enhance communication efficiency and strengthen relationships between companies and consumers. Previous studies have shown that social media advertising can significantly influence consumer attitudes and purchasing behavior by providing informative, entertaining, and interactive content (Alalwan, 2018; Hussain, 2022).

Researchers have suggested that several characteristics determine the effectiveness of social media advertising. These characteristics commonly include informativeness, relevance, interactivity, and reliability (Kothari et al., 2025). Informative advertisements provide consumers with useful product knowledge and reduce uncertainty during the decision-making process. Informative and interactive content attracts consumer attention and enhances emotional engagement, while interactive features enable consumers to communicate directly with brands. Such interactions may strengthen trust and improve the overall effectiveness of marketing communication.

At the same time, consumer involvement has been widely recognized as an important factor influencing consumer decision-making. Consumer involvement refers to the degree of personal relevance or importance that consumers attach to a product or purchasing decision (Krugman, 1965). When consumers perceive a product as highly relevant to their needs, they tend to invest more time and cognitive effort in searching for information and evaluating alternatives. As a result, higher levels of involvement often lead to stronger purchase intentions and more deliberate decision-making processes.

Previous research has also suggested that consumer involvement can mediate the relationship between marketing stimuli and consumer behavior (Khan, 2022). Marketing stimuli such as advertising content, product information, and promotional messages may increase consumers' attention and engagement with products. When consumers become more involved in the decision-making process, they are more likely to develop favorable attitudes toward the advertised products, which may ultimately influence their purchase intention toward white goods.

Purchase intention refers to a consumer's willingness or likelihood to purchase a particular product in the future and is widely regarded as a strong predictor of actual purchasing behavior (Fishbein & Ajzen, 1975). In marketing research, purchase intention is often used as an indicator to evaluate the effectiveness of marketing communication strategies. With the rapid development of digital marketing, studies have shown that social media advertising plays an increasingly important role in shaping consumers' purchase intentions by influencing their attitudes, perceived value, and trust (Ao et al., 2023; Dai et al., 2024).

In the global home appliance industry, China has become one of the largest exporters of white goods. According to industry statistics, China's white goods exports reached approximately USD 128.64 billion in 2024, representing a 14.8% increase compared with the previous year. Thailand has emerged as one of the fastest-growing markets, with export growth reaching approximately 23.7%. However, Japanese and Korean brands such as Mitsubishi Electric, Samsung, LG, and Panasonic continue to dominate the high-end segment of the Thai home appliance market.

Although existing studies have examined the influence of social media marketing on consumer behavior, relatively few studies focus on durable household products such as white goods in emerging markets. Therefore, this study investigates the relationship between social media advertising and Thai consumers' purchase intention toward white goods. In particular, the study explores the mediating role of consumer involvement using the Stimulus–Organism–Response (S–O–R) framework. By examining these relationships, the study aims to provide theoretical insights and practical implications for companies seeking to expand their presence in the Thai home appliance market.

2. Objectives

- 1) Do social media advertising dimensions significantly influence overseas consumers' purchase intention toward Chinese white goods brands?
- 2) Does consumer involvement significantly influence overseas consumers' purchase intention toward Chinese white goods brands?
- 3) Does consumer involvement play a mediating role between social media advertising dimensions and overseas consumers' purchase intention toward Chinese white goods brands?

3. Research Hypotheses

Prior studies have consistently identified informativeness, relevance, interactivity, and reliability as the core dimensions that determine the effectiveness of social media advertising (Alalwan, 2018; Kothari et al., 2025). For high-value durable goods such as white goods, these advertising dimensions can reduce information asymmetry, enhance consumer trust, and directly drive purchase intention, which provides empirical support for the direct effect hypothesis in this study.

Consumer involvement is widely recognized as a key determinant of consumer decision-making (Khan, 2022). In the context of durable goods, high consumer involvement encourages deeper information processing and lowers perceived risk, which in turn significantly and positively promotes consumers' purchase intention (Klein, 2021). This line of research forms the theoretical basis for the hypothesis regarding the direct impact of consumer involvement on purchase intention.

Under the SOR framework, marketing stimuli can shape behavioral responses through internal psychological states (Mehrabian & Russell, 1974). Existing evidence shows that high-quality social media advertising can effectively elevate consumer involvement (Bilal et al., 2021), and involvement further serves as a critical mediator linking advertising stimuli to purchase intention (Yoong & Lian, 2019). These findings support the mediating mechanism proposed in this study.

Based on the above theories and relevant literature, this study proposes the following research hypotheses (corresponding to the paths in Figure 1):

H1: Social media advertising dimensions (informativeness, relevance, interactivity, reliability) have a significant positive impact on Thai consumers' purchase intention toward white goods.

H2: Consumer involvement has a significant positive impact on Thai consumers' purchase intention toward white goods.

H3: Social media advertising dimensions (informativeness, relevance, interactivity, reliability) have a significant positive impact on consumer involvement.

H4: Consumer involvement plays a significant mediating role in the relationship between social media advertising dimensions (informativeness, relevance, interactivity, reliability) and Thai consumers' purchase intention toward white goods.

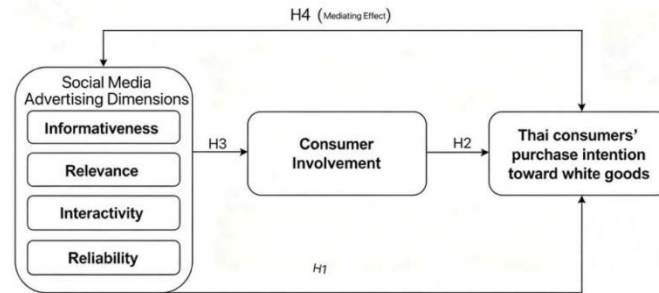


Figure 1 Conceptual Framework with Hypothesized Paths (H1–H4)

Measurement items were adapted from validated scales (Zaichkowsky, 1985; Fishbein & Ajzen, 1975) with a 5-point Likert scale, and confirmed to meet academic reliability (Cronbach's $\alpha > 0.7$) and validity standards via expert review and pre-test.

Data were collected from Thai adult social media users through convenience sampling via online surveys. SPSS was used for descriptive statistics, reliability analysis, correlation analysis, hierarchical regression and stepwise regression to test the mediating effect. AMOS was employed for Confirmatory Factor Analysis (CFA) to verify the structural validity and model fit of the measurement scale.

Data were collected via an online questionnaire distributed on Rednote, WeChat and LINE from September 1 to 10, 2025. Of 400 distributed questionnaires, 370 were returned and 360 valid samples were retained, with an effective response rate of 97.3%.

4. Results and Discussion

4.1 Results

Table 1 Demographic Characteristics of Valid Samples

Category	Group	Frequency	Percentage (%)
Gender	Male	123	34.2
	Female	237	65.8
Age	Under 23 years old	102	28.3
	23–28 years old	95	26.4
	29 years old and above	163	45.3
Education Level	High school and below	108	30.0
	College	115	31.9
Occupation	Bachelor's degree and above	137	38.1
	Worker	77	21.4
	Teacher	75	20.8
	Enterprise employee	68	18.9
	Student	56	15.6
	Self-employed	45	12.5
Monthly Income	Others	39	10.8
	Below 20,000 THB	117	32.5
	20,000–30,000 THB	90	25.0
	30,001–40,000 THB	81	22.5
	Above 40,000 THB	72	20.0

Demographic analysis shows: 65.8% female, 34.2% male; 54.7% aged under 28; most with college education or above; diverse occupations dominated by workers (21.4%) and teachers (20.8%); 25% with monthly income of 20,000–30,000 THB.

Overall, the sample is characterized by a higher proportion of female respondents, a relatively young age structure, and a relatively high level of education.

Reliability was tested via Cronbach's α and Composite Reliability (CR), with all values above the 0.7 threshold, indicating excellent internal consistency of the scales. Convergent validity was verified via Average Variance Extracted (AVE), with all AVE values above the 0.5 academic standard, as detailed in Table 2.

Table 2 Reliability and Convergent Validity Results

Construct	Cronbach's α	CR	AVE
Social Media Advertising Dimensions	0.882	0.891	0.572
- Informativeness	0.821	0.830	0.620
- Relevance	0.810	0.818	0.601
- Interactivity	0.802	0.811	0.589
- Reliability	0.845	0.852	0.657
Consumer Involvement	0.746	0.762	0.521
Purchase Intention	0.789	0.801	0.583

Reliability and validity tests were conducted to ensure data quality. As shown in Table 2, all Cronbach's α and Composite Reliability (CR) values were above the 0.7 threshold, and all Average Variance Extracted (AVE) values exceeded 0.5, indicating good internal consistency and convergent validity of the scales. The measurement model showed excellent structural validity: the KMO value was 0.937, Bartlett's test of sphericity was significant ($\chi^2=2519.115$, $df=210$, $p < .001$), and Confirmatory Factor Analysis (CFA) yielded a good model fit ($\chi^2/df=1.603$, $RMSEA=0.041$, $GFI=0.923$, $CFI=0.953$). Discriminant validity was confirmed via the Fornell-Larcker criterion, and it was found that the square root of the Average Variance Extracted (AVE) for a construct is greater than the bivariate correlation with any other construct in the model, suggesting that each construct measures a distinct concept and there should be no serious multicollinearity problem. No severe multicollinearity was detected (all correlation coefficients <0.8 , VIF values <2.0).

Hierarchical linear regression was used to test the study's core hypotheses. As shown in Table 3, social media advertising dimensions had a significant positive impact on Thai consumers' purchase intention toward white goods ($\beta=0.482$, $p < .001$), supporting H1; consumer involvement positively predicted purchase intention ($\beta=0.574$, $p < .001$), supporting H2; social media advertising dimensions also had a significant positive effect on consumer involvement ($\beta=0.689$, $p < .001$), supporting H3.

Table 3 Direct Effect Hypothesis Testing Results

Hypothesis	Independent Variable	Dependent Variable	Standardized β	t	p	Test Result
H1	Social Media Advertising Dimensions	Purchase Intention	0.482	10.342	$p < .001$	Supported
H2	Consumer Involvement	Purchase Intention	0.574	13.310	$p < .001$	Supported
H3	Social Media Advertising Dimensions	Consumer Involvement	0.689	18.267	$p < .001$	Supported

Note. $**p < .001$ (two-tailed)

Stepwise regression was conducted to test the mediating effect of consumer involvement proposed in H4, with results shown in Table 4. After including consumer involvement in the model, the direct effect of social media advertising dimensions on purchase intention remained significant but decreased ($\beta=0.175$, $p < .001$), while consumer involvement remained a significant positive predictor ($\beta=0.445$, $p < .001$). This confirms that consumer involvement plays a significant partial mediating role, accounting for 63.6% of the total effect, thus H4 is fully supported.

Table 4 Mediating Effect Test Results

Step	Dependent Variable	Independent Variable	Standardized β	t	p
1	Purchase Intention	Social Media Advertising Dimensions	0.482	10.342	p < .001
2	Consumer Involvement	Social Media Advertising Dimensions	0.689	18.267	p < .001
3	Purchase Intention	Social Media Advertising Dimensions	0.175	3.521	p < .001
		Consumer Involvement	0.445	8.942	p < .001

Note. **p < .001 (two-tailed)

Supplementary dimension-level analysis found that reliability had the strongest positive effect on both purchase intention ($\beta=0.470$) and consumer involvement ($\beta=0.651$) among the four dimensions of social media advertising dimensions. Informativeness, relevance and interactivity affected purchase intention fully through the mediating role of consumer involvement, while reliability had both direct and indirect effects.

In summary, while the aggregate model indicates a partial mediation, the dimension-level analysis reveals that the mediating mechanism is more nuanced. Specifically, informativeness, interactivity, and relevance are fully mediated by consumer involvement. The significant direct path observed in the aggregate model is primarily driven by the reliability dimension, which retains a strong direct influence on purchase intention.

4.2 Discussion

This study is grounded in the SOR framework and involvement theory, and examines the impact of social media advertising dimensions (informativeness, relevance, interactivity, reliability) on Thai consumers' purchase intention toward white goods, as well as the mediating role of consumer involvement. All four core hypotheses proposed in this paper are fully supported by empirical results.

The core findings are fully consistent with the study's theoretical logic: first, social media advertising dimensions have a significant positive impact on Thai consumers' purchase intention toward white goods (Alalwan, 2018; Xu, 2006), with reliability as the strongest driving dimension, which fits the risk-averse consumption characteristics of high-involvement durable goods (Klein, 2021). Second, consumer involvement not only has a significant positive direct effect on purchase intention (Tang & Wei, 2023; Yan, 2022), but also plays a significant partial mediating role between social media advertising dimensions and purchase intention, verifying the complete "stimulus-organism-response" path in Thailand's cross-cultural marketing context (Mehrabian & Russell, 1974; Khan, 2022). Further dimension-level analysis aligns with the study's supplementary test: informativeness, relevance and interactivity affect purchase intention fully through the mediating role of consumer involvement (Bilal et al., 2021; Yoong & Lian, 2019), while reliability exerts both direct and indirect effects.

Theoretically, this study fills the research gap on social media advertising dimensions effects for durable goods in Thailand's emerging market, extends the cross-cultural application of the SOR framework and involvement theory (Zaichkowsky, 1985), and clarifies the heterogeneous action paths of different social media advertising dimensions, enriching cross-cultural marketing research.

Practically, the findings provide targeted localized strategies for Chinese white goods brands expanding in the Thai market: prioritize the authenticity and reliability of social media advertising dimensions to build core brand trust; optimize localized content and interactive design to enhance consumer involvement; improve advertising relevance through precise targeting, so as to break market competitive barriers and lift marketing conversion efficiency.

5. Conclusion

Against the backdrop of Chinese home appliance brands accelerating overseas expansion into Southeast Asia, Thailand has become a core strategic market with its high social media penetration and growing durable goods demand. To fill the research gap on how social media marketing drives local consumers' purchase intention

toward white goods, this study constructs a theoretical framework based on the SOR framework and involvement theory, with social media advertising dimensions as the stimulus, consumer involvement as the organism, and purchase intention as the outcome. Based on 360 valid samples collected in Thailand, this study empirically tests the proposed hypotheses through reliability and validity tests, regression analysis and mediating effect tests.

5.1 Core Research Findings

All four core hypotheses of this study are fully supported. First, social media advertising dimensions (informativeness, relevance, interactivity, reliability) have a significant positive impact on Thai consumers' purchase intention toward white goods, with reliability as the most influential dimension, which fits the risk-averse decision-making logic for high-involvement durable goods in Thailand's market dominated by established Japanese and Korean brands. Second, consumer involvement not only has a significant direct positive effect on purchase intention, but also plays a significant partial mediating role between social media advertising dimensions and purchase intention, fully verifying the "stimulus-organism-response" transmission path in cross-cultural marketing. Specifically, informativeness, relevance and interactivity affect purchase intention fully through consumer involvement, while reliability exerts both direct and indirect effects.

5.2 Theoretical Contributions

This study makes three key theoretical contributions. First, it fills the research gap on social media advertising dimensions effects in Thailand's white goods market, providing empirical evidence for social media marketing research in Southeast Asian durable goods markets. Second, it integrates the SOR framework and involvement theory, reveals the mediating mechanism of consumer involvement between social media advertising dimensions and purchase intention, and extends the cross-cultural application of the two theories. Third, it clarifies the heterogeneous action paths of the four core dimensions of social media advertising dimensions, enriching dimensional research on social media advertising dimensions for durable goods.

5.3 Practical Implications

This study provides targeted localized strategies for Chinese white goods brands in the Thai market. Brands should prioritize the reliability of social media advertising dimensions content, highlight product quality certifications, localized after-sales commitments and real user reviews to build core brand trust. Meanwhile, brands should optimize localized advertising content and interactive design, and improve advertising relevance through precise targeting, to boost consumer involvement and ultimately enhance marketing conversion efficiency.

6. Limitations and Future Research

Despite the theoretical contributions and practical implications, this study has several limitations that also provide clear directions for future research.

6.1 Research Limitations

First, there are limitations in sample representativeness. Data were collected via convenience sampling, with samples concentrated on young urban social media users in Thailand's core cities; rural residents and middle-aged and elderly consumers, who are key decision-makers for durable goods, are underrepresented, limiting the generalizability of the findings. Second, the cross-sectional research design can only capture variable relationships at a single time point, and cannot reveal the long-term dynamic effects of social media advertising dimensions or fully clarify causal relationships. Third, this study only examines the mediating role of consumer involvement, without incorporating potential moderating variables or distinguishing the heterogeneity of different white goods categories. Fourth, the research context is limited to Thailand's white goods market, so the cross-category and cross-national applicability of the findings remains to be verified.

6.2 Future Research Directions

Corresponding to the above limitations, this study proposes targeted future research directions. First, optimize the sampling design, adopt stratified random sampling to expand sample coverage of different regions, age groups and socioeconomic backgrounds, and improve sample representativeness. Second, adopt longitudinal panel designs and randomized controlled experiments to enhance causal inference and track the dynamic effects of social media advertising dimensions. Third, incorporate potential moderating variables to construct a moderated mediation model, and explore the boundary conditions of the theoretical framework. Fourth, expand the research context to other Southeast Asian countries and other high-involvement product categories for comparative research, to enhance the external validity of the findings. Finally, conduct in-depth research on the heterogeneous effects of the four dimensions of social media advertising dimensions, to provide more refined guidance for brand marketing resource allocation.

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