



A development of marketing strategies for social media as a marketing tool: A cases of Shopee and Lazada platforms

Boonnapa Potisawang¹ and Phunpiti Bhovichitra²

¹ Student – International Digital Business International College Rangsit University, boonnapa.p63@rsu.ac.th

² Supervisor – International Digital Business International College Rangsit University, phunpiti.b@rsu.ac.th

ABSTRACT

Social media becomes a part of people's daily routine and becomes more influential to the behavior of consumers. Many businesses inevitably use social media as a channel to increase their revenues. However, many existing offline companies are suddenly coming to terms with troubles turning themselves into online forces to change their marketing strategies. The purpose of this research is to explore the influence of social media on consumer behavior, to determine behaviors of consumers on online shopping platforms, to identify the difference in decision making process between offline and online, and to study the change in marketing strategies affected by rapid growth of social media. The online screening question is handed out to qualify 27 participants who have experienced online shopping platforms and are over 18 years old. The result shows that social media is influential in terms of incentivizing and introducing products, the behavior of online shoppers are varied by age, the decision making process between offline and online shopping is not considerably different, and the most effective marketing strategies are search engine optimization, social media advertising, user experiences and user interfaces. The suitable way to do marketing for different age groups is pointed out within the discussion including the factors that accelerate their decision making process.

Keywords: Social Media Marketing, Marketing Tools, Online Shopping Platforms, Electronic Marketplace

1. Introduction

In the past few years, the development of social media does not have this much effect on any subjects in education fields until it starts to change human behaviors as daily. Since the innovation and technological development slightly get involved in their routine, many academic researchers then turn their faces to focus on academic theoretical amendment in order to analyse the changing in behaviors. Before this era, back to the period when the number of retail stores grew rapidly, every type of business was trying to enter the market by having their products on the store shelves. By the term 'retail stores', it includes hypermarkets (BigC, Lotus, and Central), supermarkets (Gourmet market and Tops), convenience stores (Familymart and Seven-Eleven). In 2000-2010, the estimated number of retail stores and supermarket growths were 400% and 200% respectively (Schaffner, Bokal, Fink, Rawls, and Schweiger, 2005). Fast Moving Consumer Goods (FMCG) industry can show a transformation of



path to enter the market. This is only to reflect a big and clear picture for many products in the online market right now. It's not only those new products who get in the market via online channels but many big existing retail businesses are also driving themselves to the online channels too, Shopee and Lazada, for example.

1.1 History of electronic marketplace or online marketplace

It starts when digital work becomes recognised during 2014-2015 (Schlagwein, 2018). At that time, the marketplaces like hypermarkets, supermarkets and convenience stores were steadily making income because they're major intermediaries of many products from many big brands (Schaffner, Bokal, Fink, Rawls, and Schweiger, 2005). The products in these marketplaces include household goods, furniture, dairy products, fresh foods, clothes, utilities, cosmetics, pharmaceuticals stores, personal care products, and etc. However, Stockdale and Standing (2004) suggested that the electronic involvement in the business industry has changed the mechanism of the traditional marketplace. Meaning the products and services are traded in exchange for money, but the internet can facilitate the trading procedure and reduce methods in businesses.

In Thailand, Xie (2017) claimed that there are many major e-commerce platforms in Thailand (Lazada, Shopee, and WeLoveShopping) but they do not seem to be recognised and popular methods for Thai consumers at that time because of perception of high risks, bad product experiences, and negative reviews. Besides, cultures shape behaviors which can be differentiated by families or regions (Cleveland, Naghavi, and Shafia, 2017). Nevertheless, a couple years later, COVID19 outbreak has changed the whole situation of these online platforms by rapidly increasing their revenues and users. Chayomchai, Phonsiri, Junjit, Boongapim, and Suwannaputit (2020) stated that "when the intention to use is higher, it will result in real use is higher too, especially during the crisis that people need to stay at home all the time". Contrastingly, at the end of the year, these companies of online popular marketplaces in Thailand are announced for a big number of net losses since the year they have started.

1.2 Comparing between offline and online marketing and strategies

Understanding the differences of consumer purchasing decisions and behaviors from traditional shopping (offline) and online shopping is now completely significant in order to formulate new online marketing strategies (Degeratu, Rangaswamy, & Wu, 2000). Alba et al. (1997) point out that a key difference between online and offline shopping is the ability of online consumers to obtain more information about both price and non-price attributes. Moreover, Peterson, Balasubramanian, & Bronnenberg (1997), mentioned that the internet as a media can be considered as channel intermediaries which perform three tasks including distribution channels facilitating physical exchanges of goods and services, transaction channels generating sale activities, and communication channel exchanging the information between buyers and sellers.

It totally changes the process of market entering for many brands and products. The conceptual framework Figure 1 underneath is expressing the changes of the market from the previous era to the internet era



showing that the internet is influencing a new model of social media marketing strategies. Instead of handing out brochures and newspapers to gain massive numbers of people to see products, in the internet era, the business uses social media which seems to be cheaper and effective.

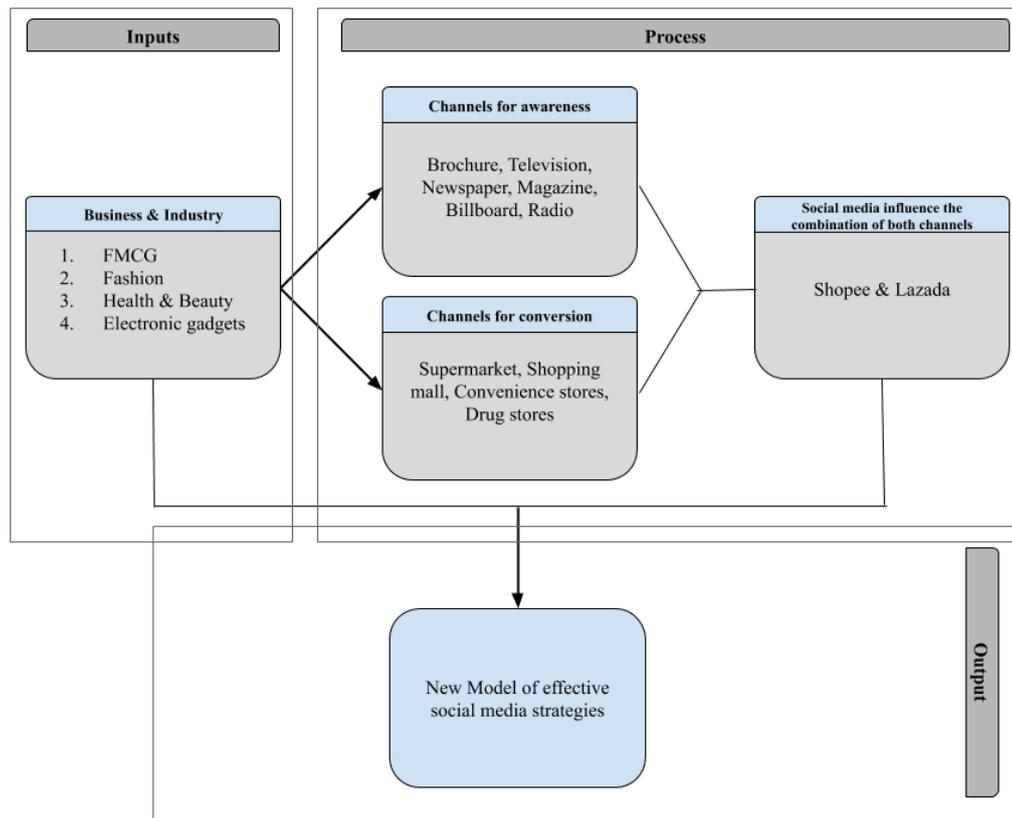


Figure1: Conceptual framework

Source: Author

The conceptual framework here is describing that the business now can just launch a brand new product to these online marketplaces containing low-cost entering and more suitably for consumer behaviors.

These discussions lead to several research questions consisting of 1) What are the changes in consumer behaviours according to social media influence?, 2) What are the strategies that need changes due to the alteration in social media consumption, 3) What are the patterns of behaviours that most online shopping users contain?, and 4) What are the differences between offline and online shopping decision making processes?

2. Objectives of the study

- 2.1 To explore the influences of social media to the consuming behaviours
- 2.2 To identify the behaviour of the customers on online shopping platforms



2.3 To determine the difference of decision making process of customers between offline and online

2.4 To study the change of marketing strategies which is affected by continuous growth of social media influence

3. Methods

The interview procedure contained two phases to ensure the interview questions were appropriately designed to address the research questions: an online screening question and the main study. This research conducted an online screening question using an electronic questionnaire that was open to the public. The online screening question is posted on popular social media platforms including Facebook, Instagram, Twitter, and LINE in order to select participants. The research setting location is targeting specifically within Thailand, where statistically considered as high usage of social media (Mahittivanicha, 2021). To qualify the respondents who consented to participate in the online screening question, they answered 2 parts of screening questions: (1) demographic profiles including age; career; place of residence; income; employment status; educational level; and hobby, (2) Online shopping behaviors consist of social media accounts; online shopping platforms; factors of decision making; and problem of shopping online. Only respondents who have experienced the online shopping platforms and over 18 years old are qualified. The qualified respondents participate in an interview (Table 1).

Table1: A set of interview questions

Parts	Questions
I. Consumer online shopping behaviours	<ol style="list-style-type: none">How much is your average price per basket?Reasons that make you become an online shopper?Please, explain your shopping behaviors (the process when you shop)Which channel of social media do you usually see the ad?Which channel is considered as an effective channel to shoot the ad and lead you to a purchasing decision?What kind of ad is the most effective to your decision making process?Is there any difference between shopping offline and online? How?



Parts	Questions
	h. How does social media change your shopping behaviors?
II. Consumers' point of view	i. What do you think about the Shopee & Lazada platforms? j. In your opinion, what are the advantages of Shopee & Lazada k. Disadvantages of Shopee & Lazada l. How Shopee and Lazada can be developed to serve customers' needs

This research is an interview-based research because the research is focusing on the e-marketplace users and consumer insight. These interview questions lead to interviewees to talk about their experiences and opinion about online shopping and marketplaces. All their verbal and non-verbal communication during the interview will be observed to help analysing the effect of social media and the effectiveness of marketing strategies from customer perspectives.

Samplings

There are 27 qualified participants to conduct online personal face-to-face interview who have experienced Thai e-commerce platforms, sampling are teenagers to adults between 18-50 years old who have done the online screening question and gave consent. These groups of sampling are students, early working age adults, and adults who live in Thailand. The number of samples are 10 qualified people from 18-25 year old, 13 people from 26-35 year old, and 4 from 36-50 years old. All the interviews were recorded through voice memo where each interview lasts approximately 45-60 minutes. The voice memo along with the name and information of the interviewee will be kept confidential and replaced by a name code when they are mentioned in the research result.

Data analysis

The purpose of the interview is to study the attitudes of social media consumers and effective online marketing strategies towards Thai e-commerce shopping platforms. All the answers will be summarised and analysed using marketing strategies and Engel, Blackwell and Kollat (EKB) theoretical frameworks. The qualitative answers will be summarized to highlight the key findings from the participants' answers regarding their online shopping behaviors, experiences, and perceptions.



4. Results

The background information of 27 participants in the interview whose ages are within 18-50 year old, has experienced online shopping platforms, and agreed to participate in this interview are shown as Table 2 below. The participants are classified as 3 groups including: (1) participants who are 18-25 years old; (2) participants who are 26-35 years old; (3) participants who are 36-50 years old.

From all the qualified participants, the majority of the interviewee is 26-35 years old or Group 2 (13 participants), followed by 18-25 years old or Group 1 (10 participants), and the minority is the adult group who is 36-50 years old or Group 3 (4 participants).

4.1 Demography and Shopping Behaviors

4.1.1 Group 1 participants aged 18-25 years old.

The majority of this group of participants are males whose income range are between 10,000-25,000 baht. They're students spending most of their time on Instagram. This group prefer Shopee with average spending per time are 500-1,000 baht. This group's shopping behaviors are continuous as is their routine, working with social media algorithms.

The participant No.01 said *"mostly when I shop online, I go to the app and search for what I'm looking for, take a lot of time for me to decide, but Facebook after that is going to turn itself to be a reminder of what is on my to-buy lists"* – he laughed. *"So, I just need to go back and get it"*, he said.

The reason that the majority of this group of participants become online shoppers is because of the COVID-19 pandemic lockdown in early 2020. Others, No.01, 04, and 10 have been shopping online before.

Furthermore, the online shopping behavior of this group is similar where they go directly to the e-marketplace platform that they normally use to search for products that they want. Some of them switch between apps to compare the price and see the reviews under the posts. They're not actually impacted by ads on social media at all. Moreover, some of them (no.04 and 08) claimed that the ads on social media are very annoying for them which negatively impact the brands. No.4 said *"do it on the selling platforms, if they're in Lazada, pay Lazada to have their brand pop up first"*. For participants No.03, 04, 07, and 08 they're influenced by those influencers on Instagram. While, others just mentioned that they saw it from Instagram and look for it when they want to buy. Similarly, it works the same way on Facebook and Twitter where it links participants No.05, 06, 09 and 10 to Shopee.

4.1.2 Group 2 participants aged 26-35 years old.

The majority of this group are males who are employed fulltime which 20,000-30,000 baht income ranges. They spend times on Facebook, preferring Shopee than other platforms where average spending are placed between 1,000-1,500 baht. The reason this group started shopping online is because of their friend recommendation and social media advertisement. Only some of them have experienced online shopping from international platforms



like Amazon.com and Ebay. For example, no.12, 13, and 14 experienced international online shopping websites before. Others, participants no.11, 15, 17, 18, 20, and 23 see the variety of products on the application which is very simple to find on the application search box which takes a lot less time consuming in that process. No.17, 18, 20 also see people around them using it, so they use it too. No.19 and 21 start online shopping because they see it cheap from the advertisement of the application on their smartphones. No.16 and 22 don't have other reasons but conveniences only because they can shop from anywhere at any time.

The shopping behavior of this group is not different from Group1 participants, most of them search for what they want, check on price, reviews, and credibility of the shop before they make a decision. Otherwise, they just go to the apps and see what they're going to buy.

The social media channels that this group usually sees ads are Instagram, Facebook, and Tiktok. Participants No.12, 15, 16, 17, 19, and 20 usually see ads on Facebook mostly. The most effective ads for them are interesting contents on Facebook from Facebook pages.

No.19 claimed that *"It becomes more interesting when the Facebook page reviews a product on their page because it makes the product and the shop more reliable"*.

While participants No.11, 14, 18, 21, and 23 don't see ads on Instagram more often but, they prefer to see it from Instagram. They all were asked about Facebook too but, these participants have their point that Instagram ads are not interrupting their activities.

No.22 oftenly sees ads on Tiktok which are reposted on other platforms again. She does not find it interesting at all. Lastly, No.13 has different behavior from other participants. He uses social media like LINE and Facebook but he doesn't spend much time on it. The channel that he usually sees ads on is Facebook but none of them affects his decision making when he's going to buy any product at all.

4.1.3 Group3 participants aged 36-50 years old.

All participants from this group are working fulltime, majority is female with 35,000-50,000 baht income range. They spend time in LINE, shopping online via Shopee with average spending per time is 500-1,000 baht. The reason this group started shopping online is identical to the COVID19 pandemic. The instance answer from No.25, said *"I have no choice at that time. We all are forced to learn how to shop online because we can't go out. Everything is closed"*. The shopping behavior of this group is not much different, they have been shopping very often both offline and online. The social media channel that they see ads on is Facebook most often for all the participants.

According to No.25's answer that she moved to another application, she said *"because those ads are convincing, to stop buying I need to move"*. The most effective advertisement for the decision making process for this group is video reviewing. The majority of the participants explained that they like to see videos explaining



about experiences other customers get from the product, the price of the product, and the actual products on the screen.

4.2 Differences between offline and online shopping

4.2.1 Group1 participants aged 18-25 years old.

The differences between these two channels are conveyed very clearly by the participants that online shopping offers cheaper price and convenience. The points mentioned in the interview within the scope of the term convenience are defined as no need of travelling and shortening the process of information search. They can even go to Google.com, search for the product, and the price of the same product from different platforms will be shown for them. Another convenience is that they don't need to go to the stores by themselves which is a lot easier for some of them. No.09 mentioned the variety of products in online shopping platforms and said "*some clothes are unable to be found offline*". No.02 and No.10 think that offline and online shopping in terms of the process have no difference but some items like household products are still preferred to buy from offline stores. However, No.05, 06, and 08 do consider time consuming during the delivery process.

No.01 thinks it is easier in terms of time saving and process saving because the "*offline stores need people to walk around, line up to the cashier, pay for the products, walk back to the car*". On the other hand, No.03 and 04 complained about the delivery price which charged very high, making them think about going to buy it at the stores.

4.2.2 Group2 participants aged 26-35 years old.

The differences that this group recognized are prices, product varieties, and time consuming. Many participants in this group mentioned the cheaper prices on online shopping platforms compared to the offline stores. The participants who think shopping online is cheaper are No.14, 15, 17, 18, 19, and 21. No.23 thinks that online shopping is safer than offline shopping because the terms of use are clearly written down on the website and he can see it for himself.

No.11, 14, 18, 20, and 23 think the difference is product varieties. The term product variety that they mentioned means that online shopping platforms contain many products on the application and also the same products from different brands.

Next, No.12, 13, 16, and 22 think online shopping needs less time, the key point is that they can buy it anywhere and anytime.

No.13 said "*From my experience, I went to Kho-Chang and ordered a book shelf for my mom who stayed at home. It was great though because she couldn't drive. So online shopping apps are good for me*".

This show his perception towards online shopping that it is more convenient according to his experience.



4.2.3 Group3 participants aged 36-50 years old.

This group notices differences from offline and online shopping because they have been shopping offline for their whole life. They do perceive it convenient to shop online but they still don't trust the payment process such as credit card registering and giving personal information. They are afraid of the time consuming delivery process, most of them prefer cash on delivery when they shop online.

No.25 claimed that *“Online is convenient, pretty convenient actually. I don't have to drive to places to buy what I want like when I want vietnamese sausage from Ubon Ratchathani. I don't have to wait for my friends or my relatives to go get it. I can order it from Shopee”*.

Although this participant is older than the participants from Group2, she still perceives online shopping platforms as convenience.

4.3 Consumer perception of social media influence shopping behavior

4.3.1 Group1 participants aged 18-25 years old.

All participants from this group perceived convenience in terms of time-saving. Other than these comments from the full-time working participants, there is an answer from participant No.02 that stated directly the point of change in shopping behavior.

Participant No.02 claimed that *“social media changed my thought about the delivery charge, to be honest, I used to be concerned about the delivery price a lot but I think I get used to it now because the majority of people are also using this service”*.

Clearly, social media does influence people to get use to the delivery charge. It slightly change people mind since people are allowed to see other people's perception towards it.

4.3.2 Group2 participants aged 26-35 years old.

Participants from this group mentioned about the changes in behaviors more clearly, but they mentioned mostly about social media. However, there are some points to conclude as social media influencers impact their decision making and seeing products on social media can incentivize their needs.

No.11 mentioned that *“On social media nowadays, there are a lot of net-idols (micro-influencers) who are very good looking. When they post about products that they recommend to use, it's quite convincing. Especially, in Thailand, we have like..beauty standards expecting people to look like them to be called handsome or beautiful. That's why those net idols become more powerful on social media”*.

No.15's answer is interpreted similarly to No.11, only influenced by different social media platforms.

There are six participants including No.12, 14, 15, 18, 19, and 21 who talk about social media as incentives because it not only makes them known for products, but also makes people aware of that product's



existence in the market. No.12, 14, and 15 reveal their answers that social media is a replacement channel for television and other channels for advertisement. In contrast, No.13 seems not to be affected by social media at all.

4.3.3 Group3 participants aged 36-50 years old.

They think that social media doesn't change their shopping habits that much because they were talking about the pandemic. No.24 mentioned that she considered herself using social media very often. No.24 *"I can buy kitchen tools from my office when I was in the meeting"*, she laughed, *"it's too convenient"*.

No.26 explained that *"I think social media makes me see more products in the market and I can see more options that I can choose. Well..I buy online products more and more often but I still prefer to buy it offline if it's anything that I need to try on like shoes, clothes, and belts"*.

This participant perceive social media as a channel to explore some new products, but traditional shopping is unable to replace when it's a product that require fitting.

4.4 Perceptions on Shopee and Lazada shopping experience

4.4.1 Group1 participants aged 18-25 years old.

The key points of people who like Shopee are the payment process and live-chat with sellers. No.01 thinks the interface of Shopee is easy to use which is less complicated than Lazada. No.02 mentioned about the delivery charge that Shopee is lower than Lazada. No.05 thinks products in Shopee offer a lower price. No.06, 09, and 10 feel more familiar with Shopee than Lazada, meaning that they go to Shopee first when they want to buy something.

However, these participants mentioned the payment process of Shopee that they feel more secure than Lazada because Shopee will hold their money on their company process until they receive the package and confirm the payment. They think it is the advantage of Shopee to have this service because Lazada doesn't have it. Some participants suggested that there's no guarantee that the products from Shopee are authentic. No.05 mentioned that *"On Lazada, they have Lazmall where products there are guaranteed authenticity"*. Then, these participants reveal that Shopee can develop itself by verifying the seller, the authenticity of products, and control on product quality. Other than that, participants have mentioned that the interface of Shopee is fine, but it is going to be better to develop to be more user friendly.

On the other hand, No.03 thinks the interface of Lazada is easier to use and he's more familiar with it. No.08 also likes the monthly promotions of Lazada because he said it's really cheap. No.07 thinks the process of buying in Lazada is convenient and the product quality is good. Additionally, no.04 and 07 feel that the reviews on Lazada are real and trustworthy.

The advantages of Lazada includes Cash on Delivery (COD) mentioned by No.08. Participant No.04 mentioned that Lazada first page is offering promotions like discount code and free delivery code. He thinks it's



good to motivate people to buy. No.07 claimed that Lazada has more brands on the application than other platforms. The common disadvantages were mentioned by their experience including late delivery, hard to contact the customer service in person, and discount codes are sometimes unable to be used. Afterward, the development that they're expecting to see from Lazada is certainly the problem they're concerned about.

4.4.2 Group2 participants aged 26-35 years old.

All participants from this group have experienced both Shopee and Lazada, although some of them don't like either of them the most. There are participants No.12, 14, 17, and 23 who like Amazon.com and LINE GiftShop; however, these participants are able to answer the questions in this part. This group's opinions about Shopee and Lazada were varied. No.12 claimed that *"both platforms are giving short explanations about products sometimes because I shop on Amazon and it provides a lot of information about that product actually"*. No.17 suggested that *"They both are fine for me because I use them too but I like Line GiftShop the most because it uses Face ID to confirm payment"*. No.14 and 23 answers are identical to No.12 mentioning about the product descriptions that they satisfy more in that way Amazon.com does.

There are many participants from this group who think the interface of Shopee is nicer or easier to use than Lazada. No.18 suggested that *"Shopee has Flash Sale every 4 hour in a day. I can choose what I want in any time and buy it when it's on the Flash Sale time. Lazada has Flash Sale too but it's 3 times a day as I can remember"*. No.21 said *"Shopee is cheaper for me. Lazada has a higher delivery fee and lack of delivery choice sometimes"*. No.19 and 22 both talked about promotions of Lazada where they collect discount codes and use it.

Some of the participants have already mentioned the advantages and disadvantages of Shopee and Lazada in their answers for the previous question including transportation choices, prices, promotion, and interfaces of the application. However, there are some participants who are very clear about the advantages of Shopee. No.16 said *"Recently, I oftenly use Shopee and it opened 15,000 baht as credits for me. It's like a credit card. I can buy products within the app and pay later within 1-3 months called 'S payer service' 0.26% monthly interest. It just launched not long ago"*. No.21 claimed that *"Shopee has done a good job on SEO marketing. Website is convenient for people who are not familiar with technology and online"*.

Contrastingly, some participants experienced some drawbacks from Shopee such as unqualified sellers, authentication of products, counterfeit products, and unmatched pictures and real products. The advantages and disadvantages of Lazada, some of them are included in the answers from the previous question. However, according to No.19 and 22 who talked about Lazada promotion, No.22 also complained about the previous version of Lazada that she doesn't need to play any game to collect discount codes at all.



4.4.3 Group3 participants aged 36-50 years old.

Participants from this group like Shopee more than Lazada including No.24, 25, and 27. The way they think about Shopee is easy to use when they can register the application. On the other hand, No.26 prefers Lazada more than Shopee because of its ease of payment process.

The advantage of Shopee in their opinion is that, cheaper price, fast delivery, service and security of the payment, and is easy to use compared to Lazada. No.27 also talked about the live-chat feature in Shopee that makes her more comfortable to buy when she can talk to the seller. No.26 has already implied the disadvantage of Shopee above as his experience. Additionally, he recommended Lazada to deliver packages faster.

5. Discussion

The result of this study does partly comply with Degeratu, Rangaswamy, & Wu (2000) that to formulate new marketing strategies, the difference of consumer purchasing decision needs to be understood; however, it does not completely agree to the word new marketing strategies. Although the completely different marketing strategies between offline and online are expected, the result has shown that the previous marketing strategies are still practical. It just needs to be reprioritized among the different tools of marketing.

5.1 Influence of social media on consuming behaviors

Social media can incentivize the needs of people in every generation, according to the results, depending on which form of social media that each generation consumes. Consistently, Pütter (2017) stated that what demonstrated on social media posts influences purchasing intention. Facebook and Instagram micro-influencers affect the participants' needs for products. While different age groups are affected by different influencers due to their needs in a particular life stage. However, the participants from Group3 were introduced to many products by social media consumption. Moreover, social media advertisements and those influencers facilitate the process of information search and evaluation by providing links to online marketplace applications.

It changes behaviors and perceptions of consumers toward shopping because people now can shop from anywhere and anytime that they want. Certainly, convenience is obviously one of the outstanding benefits of online shopping. According to Forsythe, Liu, Shannon, and Gardner (2006) revealed that “shopping convenience is perceived to be the ability to shop almost anytime from a variety of locations without visiting a store”. Additionally, from the same research, it also mentioned that online shopping includes the benefit of easement which avoids physical and emotional difficulties (Forsythe, Liu, Shannon, and Gardner, 2006). Besides, the results from the participants indicated a point of view that they become more secure when they can talk and communicate about the problems and products they’re buying through online channels.



5.2 Behavior of the consumers on online shopping platforms

This part is to observe the differences between online shopping behavior of each age group in order to analyse the different behaviour and answer the research question. Group1 (18-25 years old) searches and receives information from several channels, most of them prioritize convenience, price, product, security and service respectively. Group2 (26-35 years old) also both searches and receives information from numbers of channels, but the consideration of this group on shopping behavior is different. They concern product, convenience, price, security and service respectively. Group3 (36-50 years old) doesn't search, only receives information from limited sources prioritizing security and service followed by product, price, and convenience respectively.

5.3 Difference in decision making process of consumer between offline and online shopping

The decision-making process of the consumer shows that the process between offline and online shopping are not much different. It relies on the same process started from need recognition in which Group1 and Group2 can recognize their needs faster than Group3 because they perceive psychological value from being trendy and appreciated by their friends on social media. Harter (2012) mentioned that comments on social media can predict the level of adolescence self-esteem. Hence, these two groups are actually aware of the effect of social media usage, but they're still being influenced by social media influencers.

Comparison on the information searching stage, online shopping shortens the procedure of information searching literally. Some online stores, for example, LINE official accounts for sellers can send auto messages telling product information and alternative to buy directly to the customer within a minute. Search engines like Google point out directly to e-marketplace websites where the products are available. At this point, offline shopping is taking more time to reach the next step. In addition, online shoppers can compare the price of a product between platforms. When offline shopping takes way longer than that to compare prices in order to search for their desired products (Bagla, 2017).

Evaluation on alternatives is still complicated between age group and products they need to buy due to the different life stages. From the interview, the participant in Group1 has a potential to reject online shopping as an alternative according to the time consumed on the delivery process. Group2 has a higher possibility to cut off offline shopping from their routine because they found it easier to shop online especially when they're employed full-time. Bagla (2017) suggested that instead of driving around to visit the store and come back, online shoppers are allowed to sit and shop from anywhere.

Purchase decisions for online shoppers are accelerated by e-marketplace promotion and discount codes where both Shopee and Lazada platforms offer. Katawetawaraks & Wang (2011) referred to Rox (2007) that online shoppers can be offered promotions and lower prices than offline stores. According to the interview, all the participants confirmed that products on the online shopping platforms are cheaper and more varied.



Post-purchase behaviors for online shopping show that shoppers find it easier and safer in terms of after sale service because they're allowed to contact and communicate with customer service representatives of each particular platform in case any problem occurs. Additionally, in other ways, offline shopping takes plenty of time exceeding the online process. Hermes 2000, suggested that customer service is the factor that generates customer satisfaction.

5.4 Marketing strategy affected by the growth of social media consumption

According to Figure1, the new model of effective marketing strategy includes search engine optimization, social media advertising, user experiences and user interfaces (UX/UI). From the interview answers, search engines become a part of the process for their shopping especially for Group1 and Group2 participants. Husain, Sani, Ardiansyah, and Wiliani (2020) claimed that "implementing SEO strategy precise for online store businesses can describe be potentially increase visitor traffic and rankings in a relatively short time" (p. 56).

However, the older generation doesn't search at all. They spend most of their time watching videos on social media including influencers and product instructions. Hence, the video on social media should be entertaining to be effective in terms of marketing strategy. In addition, social media advertising here includes reviews in comments, pictures and posts about products with cheaper prices. Nuseir (2020) revealed "customers feel they have an individual space in social media, and because the businesses that advertise on social media use personalised messaging to their advantage" (p. 134).

User experience and user interfaces were mentioned by all groups of the participants regardless of ages. In this case, the UX/UI depends on each particular application since most of the participants in this research have experienced them both. User experiences, in this case, are the features of each application such as payment holding, called Shopee Guarantee, which outstandingly satisfy their users. While user experience from Lazada, they are exceedingly satisfied with LazMall because it guarantees authenticity of products on the application within this feature. According to Leung, Bai, and Stahura (2015) claimed that "a positive hotel social media experience will lead to positive attitude- toward-social-media-page and positive attitude-toward-hotel-brand; thus, a hotel customer's intention to book this hotel room and to recommend this hotel brand online will increase" (p. 161). Lastly, user interface is also important to keep user playing around in the application which potentially increases sales. Yoon (2020) stated that "UI functional factors partially affect advertising effects, and advertising effects have been found to affect satisfaction" (p. 97).

6. Conclusion

Consequently, social media is influential to consuming behavior in terms of incentivizing and introducing products to its users. It also changes their shopping perspective and behavior since they're able to shop from anywhere and anytime. The behavior of shoppers on online shopping platforms are varied by age. Younger



consumers prefer to search for their desired products. On the other hand, older consumers prefer to see entertaining videos, instruction videos, and advertisements on social media to receive information. The decision making process between offline and online shopping is not considerably different but online shopping platform promotions, convenience, and accessibility to information do accelerate the process of consumer decision making process. Therefore, the marketing strategies that should be focused on consist of search engine optimization, social media advertising, user experiences and user interfaces (UX/UI).

In addition, since, this research is focused on social media as a marketing tool from the perspective of users only. It is recommended that future study be carried out on other marketing tools on other platforms including the online marketplaces to see which one is the most effective channel to do the marketing on each generation of users. Besides, the future research could explore different types of promotional strategies on each platform to see whether it's matched consumer preferences in order to utilise them. It should involve the perspective of sellers on the marketplace platforms to acknowledge the process in order to project a clearer understanding of marketing strategies for other future sellers. Lastly, it should include the study of the advertisement of the online marketplaces because it is one of the factors that make the online marketplaces successful.

References

- Alba, J.W., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A., Wood, S., (1997). Interactive home shopping: consumer, retailer, and manufacturer incentives to participate in electronic marketplaces. *Journal of Marketing*, 61, 38–53.
- Bagla, D. (2017). Online vs offline shopping. *International Journal of Creative and Innovation*. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3681288
- Chayomchai, A., Phonsiri, W., Junjit, A., Boongapim, R., & Suwannaput, U. (2020). Factors affecting acceptance and use of online technology in Thai people during COVID-19 quarantine time. *Management Science Letters*, 10(13), 3009-3016.
- Cleveland, M., Naghavi, P., & Shafia, M. A. (2017). Globalization, culture, consumer disposition, and consumption: The case of Iran. In: Campbell C. L. (eds). The customer is not, always right? Marketing orientations in a dynamic business world. Development in marketing science. *Proceedings of the Academy of Marketing Sciences*, Cham.
- Degeratu, A. M., Rangaswamy, A., & Wu, J. (2000). Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes. *International Journal of research in Marketing*, 17(1), 55-78.
- Forsythe, S., Liu, C., Shannon, D., & Gardner, L. C. (2006). Development of a scale to measure the perceived benefits and risks of online shopping. *Journal of interactive marketing*, 20(2), 55-75.
- Harter, S. (2012). The construction of the self: Developmental and sociocultural foundations. Guilford.



- Hermes, N., (2000) “Fiscal decentralisation in developing countries”, Review of medium_being_reviewed_title_of_work_reviewed_in_italics. *De Economist*, 148(5), 690-692.
- Husain, T., Sani, A., Ardhiansyah, M., & Wiliani, N. (2020). Online Shop as an interactive media information society based on search engine optimization (SEO). *International Journal of Computer Trends and Technology (IJCTT)*, 68(3), 53-57.
- Katawetawaraks, C., & Wang, C. (2011). Online shopper behavior: Influences of online shopping decision. *Asian Journal of Business Research*, 1(2).
- Leung, X. Y., Bai, B., & Stahura, K. A. (2015). The Marketing Effectiveness of Social Media in the Hotel Industry: A Comparison of Facebook and Twitter. *Journal of Hospitality & Tourism Research*, 39(2), 147–169. <https://doi.org/10.1177/1096348012471381>
- Mahittivanicha, N. (2021, February 07). *Thai social media usage: Statistic and behaviour inq1/2021*. Retrieved March 24, 2021, from <https://www.twfdigital.com/blog/2021/02/social-media-stats-behaviors-thai-q1-2021/>
- Nuseir, M. T. (2020). Is advertising on social media effective? An empirical study on the growth of advertisements on the Big Four (Facebook, Twitter, Instagram, WhatsApp). *International Journal of Procurement Management*, 13(1), 134-142.
- Peterson, R. A., Balasubramanian, S., & Bronnenberg, B. J. (1997). Exploring the implications of the internet for consumer marketing. *Journal of the Academy of Marketing Science*, 25(4), 329–346. <https://doi.org/10.1177/0092070397254005>
- Pütter, M. (2017). The impact of social media on consumer buying intention. *Marketing*, 3(1), 7-13.
- Rox, H. (2007). Top reasons people shop online may surprise you. Retrieved from http://www.associatedcontent.com/article/459412/top_reasons_people_shop_online_may.html?cat=3, Associatecontent.com
- Schaffner, D. J., Bokal, B., Fink, S., Rawls, K., & Schweiger, J. (2005). Food retail-price comparison in Thailand. *Journal of Food Distribution Research*, 36(856-2016-57477), 167-171.
- Schlagwein, D. (2018). The history of digital nomadism. In *6th international workshop on the changing nature of work CNOW*.
- Stockdale, R., & Standing, C. (2004). Benefits and barriers of electronic marketplace participation: an SME perspective. *Journal of Enterprise Information Management*, 17(4), 301–311. [doi:10.1108/17410390410548715](https://doi.org/10.1108/17410390410548715)
- Xie, M. L. (2017). Why Thai consumers are not shopping online yet? The various roadblocks facing E-commerce in Thailand (Doctoral dissertation, Thammasat University).
- Yoon, H. (2020). A Study on the Functional Factors, Advertising Effect, and Satisfaction of Smartphone-based Shopping Brand App UI. *The Journal of the Institute of Internet, Broadcasting and Communication*, 20(5), 97-105.