



# Motives of social media use for online marketing: A uses and gratification approach

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**Abstract:** Community enterprises in Thailand seek to grow their online market through social media deployed in their marketing activities. However, little is known about their motives and transformation of the online marketing landscape and entrepreneurial practices. Drawing upon the Uses and Gratifications (UG) approach, this study explored the gratification niches of social media as an innovative online marketing tool for community enterprises. In the first step, we developed a focus group to understand motives of using social media for online marketing to assess users' gratifications. Next, we conducted a survey with a sample of 400 users, in-depth interviews and a Strength, Weakness, Opportunity, and Threat (SWOT) analysis to draw insights of keys to ensure high profitable growth. The finding revealed that new users had high gratifications with using social media for online marketing and customer trust, electronic satisfaction and trust, product characteristics, quality of online marketing, social information, value perceived by customers, electronic loyalty, online marketing tools, and soft skills and communication. However, their gratifications contradict their awareness of online marketing risks. This study came with implications in line with UG process, social and content aspects.

**Keywords:** Uses and gratifications, Motives for social media use, Online marketing, Community enterprises

## 1. INTRODUCTION AND OVERVIEW

Due to the digital advances, community enterprises in Thailand have begun to engage their online customers through social media like Facebook, Line, and other applications. This phenomenon has transformed the landscape of community enterprise marketing ecology, and little is known about this transformation. UG, an established communication theory which was built upon various prior theories and later adopted by scholars of online marketing and innovation, can help understand motives of social media use for online marketing. However, UG differ based on location and audience. It is, therefore, essential to specifically explore the community enterprises' UG of particular context to gain insights of theoretical contributions and marketing implications of the context.

A call for an in-depth investigation of online marketing is essential, especially in a strategic context where a new approach to reach global customers has been deployed. In this paper, we proposed a new area of research in online UG marketing for local community enterprises in Thailand. In line with prior study, this study looked at online marketing as a science, rather than a simple tool, because we aimed to gain an understanding of social media users' motives of community enterprises to draw key insights which can ensure high profitable growth. It also aimed to theorize UG for online marketing community enterprises

in the context where online marketing is detrimental and hard to beat. Three research questions were addressed: 1) What are motives of community enterprises' use of social media marketing? 2) What are key insights to ensure high profitable growth? 3) What are the implications of UG for online marketing community enterprises?

## 2. REVIEW OF RELATED LITERATURE

### A. UG online marketing

Scholars have noted that online marketing has potential impacts on motives and gratification of online users [1] [2] [3] [4] [5] noted that digital innovation is transforming the behaviors, attitudes, and beliefs of consumers across the globe. [6] also confirmed that the use of the internet and social media has transformed consumer behaviors in the ways which marketing is growing.

Scholars have assumed that social media marketing offers prospective opportunities to business through lower costs, improved brand awareness and increased sales. However, investigation into motives is scanty and scantier is transformation of the online marketing landscape and entrepreneurial practices. It is timely to focus on this area.

### B. Motives of social media use for online marketing

To gain insight and understand motives of social media use for online marketing, several scholars [7] [8] [9]



[10] have proposed UG, a popular and well-established communication theory developed from a variety of prior communication theories, as a feasible approach to understand marketing implications of social media. In addition, several researchers have verified the impacts of users' gratification on myriad of social media and applications deployed in marketing activities to create brand awareness, reach, and engage global customers, and increase business profits. The media include crowdsourcing application [11], Wikipedia, YouTube, Facebook, Second Life, and Twitter [12], Facebook [13], integrated online media (e.g., networking platforms, and using blogs, social media tools, and promotional tools) [14].

Other researchers have moved further to explain why users are gratified with fostering relationships with customers through social media, especially creating brand fan pages. According to [15], what motivates user participation and consumption comprises like, dislike, comments and uploaded videos for socialization, information seeking, and relaxing entertainment. Similarly, [16] earlier explained in detail that brand fans like brand posts at brand fan pages or comment on them. They concluded that liking and commenting, vividness, interactivity, and position of a brand post are drivers of brand post popularity.

### C. Potential influence on selling and purchasing intentions

Understanding of influence on selling and purchasing intentions helps to get insights of the marketing motives. Several scholars examined varying factors that potentially influence selling and purchasing intentions toward virtual goods and actual purchase. For instance, [17] proposed 80 potential factors derived from firm characteristics, finance, informality, infrastructure, innovation, technology, regulation, taxes, trade, and workforce concerning Small and Medium Enterprises (SMEs). However, [18] found no influence of income on online purchasing.

Other researchers pinpoint key factors. [19] highlighted influence of technological and environmental contexts on the intentions of social media users. Many researchers focus on influence of demographic data. [20], for example, found influence of age while [21] elaborated on age and found correlation between age and trendiness and gender and escapism. They concluded that women tend to addict to more escapism than men. Similarly, [22] highlighted insights of gender differences, revealing that women are motivated by the ability to gain social information and maintain close ties while men are motivated by the ability to gain general information. These findings are useful when incorporating online marketing strategic planning and skills. Among these are agile innovative management skills [?], models like capability maturity models for developing enterprise intelligence [23] and Aware, Interest, Search, Action, Share (AISAS) based model [24], and the online applications like Tree of Science (ToS) [?].

Last key factors involve social needs. Several scholars [25], [26], [27] have assumed that social needs as a

cornerstone of online marketing strongly influence online marketing through social media contents, language usage, and interactions through information sharing among members of similar interests. Constantly creating relevant and valuable content with the intent to change or reinforce consumer behavior can influence social need of consumers' mobile shopping intensity [28], [29] and attract new customers and retain existing customers [30].

## 3. RESEARCH MODEL

This research model was built upon Uses and Gratifications Theory (UGT) incorporating social media online marketing key insights.

## 4. METHODOLOGY

### A. Design of the study

This study was based on a mixed method. The data collection followed these procedures: a focus group, a questionnaire, a SWOT analysis, and in-depth interviews. The data were collected during January–March 2021. The subjects for a focus group were 10 entrepreneurs. The samples were 400 community enterprise entrepreneurs who have currently adopted social media marketing. These samples were selected by stratified random sampling and the number of samples was determined by Krejcie Morgan formula. Three experts' opinions to evaluate online marketing based on UG were also included.

### B. Instrument for data elicitation

#### 1) Focus group

This instrument aimed to understand entrepreneurs' motives for reaching global customers and their current positions through open discussion.

#### 2) Questionnaire

The questionnaire constructed aimed to evaluate entrepreneur gratification with the use of online marketing for community enterprises on a wide range of attributes from the focus group. A Likert-scale questionnaire included demographic data of the respondents and feedback on these issues: community enterprise users' gratification with online marketing strategies, product characteristics, online marketing quality, perceived values, social information, electronic satisfaction, electronic trust, electronic loyalty, online marketing tools, online marketing success, successes on work process and success on learning and growth.

#### 3) SWOT analysis

SWOT analysis aimed to draw key insights drawn from the responses of the questionnaire. Strengths refer to what users perform well and are gratified with (e.g., capacity, resources, and well-performing products). Weaknesses refer to what prevent users from performing well (e.g., underperforming products and resources they lack). Opportunities refer to competitive advantages (e.g. technology to improve operations and new market segments). Threats refer to potential harms to their enterprise (e.g., threatening competitors, rules, regulations, and trends).

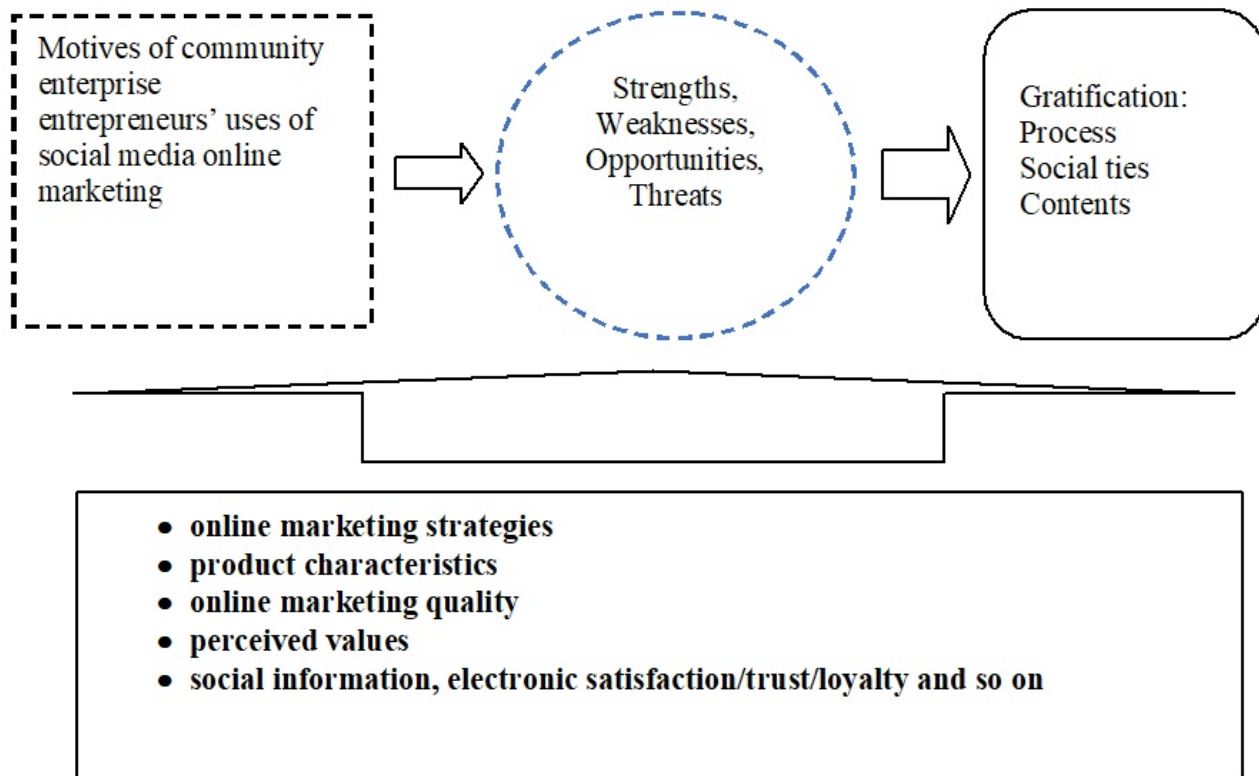


Figure 1. UG model of community enterprise motives and social media online marketing

#### 4) In-depth interviews

In-depth interviews had two objectives: to draw insights of questionnaire respondents on crucial issues (e.g., awareness of personal information risks of online marketing) and experts' opinions of website contents in three UG categories (e.g., content, process, and social gratification).

#### C. Data analysis

The qualitative and quantitative data drawn from all instruments were compared and analyzed to draw the conclusion of the study.

#### D. Reliability and validity check

The questionnaires were constructed in response to the purposes of the study and adjusted according to the five reviewers' advice for contents validity check and the Item-Objective Congruence (IOC) evaluation. The reliability check was tested by the Alpha Cronbach's Coefficient test. The value was 0.79, indicating moderate value. Experts' opinions of social media evaluation were compared according to triangulation.

### 5. RESULTS OF THE STUDY

#### A. Demographic data of the respondents

Table I shows demographic data of the respondents. The majority of the respondents are female (79.68%), are more

than 40 years old (52.94%), hold under bachelor's degree (52.94%), earn between 20,000 and 50,000 THB (46.79%), use Facebook (97.44%), sell processing, and food products (35.29%), and sell online for cost savings (80.77%).

#### B. Motives for social media marketing uses

##### 1) Motives of community enterprise's uses of social media marketing based on the questionnaire

Table II shows the entrepreneurs' compliance with online marketing strategies. The overall mean scores are high ( $\bar{x}=4.13$ ). In details, the five highest mean scores are electronic satisfaction ( $\bar{x}=4.24$ ), product characteristics ( $\bar{x}=4.23$ ), electronic trust ( $\bar{x}=4.23$ ), online marketing quality ( $\bar{x}=4.17$ ) and social information ( $\bar{x}=4.16$ ) respectively.

Table III shows the product characteristics. The overall mean scores are high ( $\bar{x}=4.23$ ). In details, three highest mean scores are classification of products into categories ( $\bar{x}=4.50$ ), obvious price ( $\bar{x}=4.33$ ) and product warranty ( $\bar{x}=4.28$ ).

Table IV shows the quality of the online marketing. The overall mean scores are high ( $\bar{x}=4.17$ ). In details, three highest mean scores are easiness ( $\bar{x}=4.40$ ), privacy ( $\bar{x}=4.25$ ), security ( $\bar{x}=4.24$ ) and attractive design ( $\bar{x}=4.12$ ).

Table V shows the perceived values. The overall mean



TABLE I. Demographic data of the respondents

Demographic data	Items	Number	Percentage
Gender	male	81	20.32
	female	319	79.69
Age	Less than 30 years old	39	9.63
	30 – 35 years	53	13.37
	36 – 40 years	96	24.06
	more than 40 years old	212	52.94
Education	under bachelor's degree	212	52.94
	Bachelor's degree or equivalent	165	41.18
	postgraduate	23	5.88
Average monthly income	less than 20,000 THB	135	33.69
	20,000-50,000 THB	187	46.79
	50,001-60,000 THB	59	14.71
	more than 60,000 THB	19	4.81
Distribution channel	Line	305	76.28
	Facebook	360	97.44
	Instagram	54	13.46
	Lazada	46	11.54
	Shopee	56	14.10
	Products and services Which group are you in?	Crop production	57
	Livestock production	13	3.21
	Fishery production	4	1.07
	Processing and food products	141	35.29
	Woven fabric/clothing products	57	14.17
	Wickerwork	26	6.42
	Artificial flowers	4	1.07
	Machinery	0	0
	Souvenirs/souvenirs	11	2.67
	Herbal products	20	5.08
	Drinks	11	2.67
	Jewelry	2	0.53
	Woodwork/furniture	5	1.34
	Leather	1	0.27
	Production of inputs	12	2.94
	Pottery	1	0.27
	Metal Artifacts	1	0.27
	Grocery products	25	6.5
	Community shop	1	0.27
	Community Savings	1	0.27
	Travel	4	1.07
	Health	1	0.27
	Labor services	2	0.53
The main reason you sell products through social media	No storefront	256	64.10
	Cost savings	323	80.77
	Reaching out to customers	36	8.97
	Can be done anywhere, anytime	46	11.54
	Can do all career paths	0	0.00
	Able to generate regular income	3	0.64

TABLE II. Mean scores and standard deviation of community enterprise entrepreneurs' compliance with online marketing strategies

Online marketing strategies	$\bar{x}$	S.D.	Level of compliance
Product characteristics	4.23	0.49	High
Quality of online marketing	4.17	0.57	High
Value perceived by customers	4.08	0.38	High
Social information	4.16	0.41	High
Electronic Satisfaction	4.24	0.56	High
Electronic trust	4.23	0.51	High
Electronic Loyalty	4.06	0.62	High
Online Marketing Tools	4.03	0.42	High
Total	4.13	0.31	high

TABLE III. Mean scores and standard deviation of product characteristics

Product characteristics	$\bar{x}$	S.D.	Level of performance
Classification of products makes it easy to find the product the customers are looking for.	4.19	0.65	High
The price of each product is clearly set.	4.33	0.52	High
Classification of products into categories makes it possible to evaluate different products.	4.50	0.53	High
You have a product warranty.	4.28	0.72	High
Total	4.23	0.49	high

TABLE IV. Mean scores and standard deviation of online marketing quality

Quality of the online marketing	$\bar{x}$	S.D.	Level of performance
Your online store is secure.	4.24	0.68	High
Your online store is private.	4.25	0.67	High
Your online store is easy to use.	4.40	0.63	High
The design of your online store is attractive.	4.12	0.74	High
Total	4.17	0.57	High

TABLE V. Mean scores and standard deviation of perceived values

Perceived values	$\bar{x}$	S.D.	Level of performance
New experiences and no psychological constraints	4.42	0.59	High
Convenience	4.50	0.53	High
Pleasure and enjoyment	4.53	0.55	Highest
Awareness of personal information risks	3.75	0.53	High
Total	4.08	0.38	High

scores are high ( $\bar{x}= 4.08$ ). In details, three highest mean scores are pleasure and enjoyment ( $\bar{x}=4.53$ ), convenience ( $\bar{x}= 4.50$ ), and new experiences and no psychological constraints ( $\bar{x}= 4.42$ ).

Table VI shows the social information. The overall mean scores are high ( $\bar{x}=4.16$ ). In details, three highest mean scores are collecting positive and negative feedback for improvement ( $\bar{x}=4.20$ ), consult with family members in online marketing ( $\bar{x}=4.16$ ), and need a celebrity to review your products or service ( $\bar{x}=4.12$ ).

Table VII shows the electronic satisfaction. The overall mean scores are high ( $\bar{x}=4.25$ ). In details, three highest mean scores are great experiences in selling products online

( $\bar{x}=4.29$ ), positive attitudes towards selling products online ( $\bar{x}= 4.27$ ), and right decision to sell products online ( $\bar{x}= 4.20$ ).

Table VIII shows the electronic trust. The overall mean scores are high ( $\bar{x}=4.23$ ). In details, three highest mean scores are consumer trust ( $\bar{x}=4.27$ ), commitment in transactions with customers ( $\bar{x}=4.26$ ), and assured risks ( $\bar{x}=4.19$ ).

Table IX shows the electronic loyalty. The overall mean scores are high ( $\bar{x}=4.06$ ). In details, three highest mean scores are confidence in your customer satisfaction and loyalty ( $\bar{x}=4.12$ ), customer reference of your products or services ( $\bar{x}=4.03$ ), and sales promotion, discounts, and drives ( $\bar{x}=4.00$ ).



TABLE VI. Mean scores and standard deviation of social information

Social information	$\bar{x}$	S.D.	Level of performance
Collect positive and negative feedback for improvement	4.20	0.43	High
Consult with family members in online marketing	4.16	0.43	High
Need a celebrity to review your products or service	4.12	0.51	High
Total	4.46	0.41	High

TABLE VII. Mean scores and standard deviation of electronic satisfaction

Electronic Satisfaction	$\bar{x}$	S.D.	Level of performance
Right decision to sell products online	4.20	0.65	High
Positive attitudes towards selling products online	4.27	0.65	High
Great experiences in selling products online	4.29	0.61	High
Total	4.25	0.56	High

TABLE VIII. Mean scores and standard deviation of electronic trust

Electronic trust	$\bar{x}$	S.D.	Level of performance
Consumer trust in you	4.27	0.57	High
Commitment in transactions with customers	4.26	0.57	High
Assured risks	4.19	0.62	High
Total	4.23	0.51	High

TABLE IX. Mean scores and standard deviation of electronic loyalty

Electronic loyalty	$\bar{x}$	S.D.	Level of performance
Confidence in your customer satisfaction and loyalty	4.12	0.63	High
Customer reference of your products or services	4.03	0.61	High
Sales promotion, discounts, and drives	4.00	0.72	High
Total	4.08	0.38	High

Table X shows the online marketing tools. The overall mean scores are high ( $\bar{x}=4.02$ ). In details, three highest mean scores are Facebook ( $\bar{x}=4.82$ ), Line ( $\bar{x}=4.58$ ), and Lazada ( $\bar{x}=4.57$ ).

Table XI shows the online marketing success. The overall mean scores are high ( $\bar{x} = 4.04$ ). In details, three highest mean scores are customer ( $\bar{x} = 4.19$ ), financial management ( $\bar{x} = 4.09$ ), and work processes in the organization ( $\bar{x} = 4.01$ ).

Table XII shows the successes on financial management. The overall mean scores are high ( $\bar{x} =4.09$ ). In details, three highest mean scores are more revenue ( $\bar{x} =4.14$ ), increase in sales ( $\bar{x}=4.13$ ), and more profits ( $\bar{x}= 4.07$ ).

Table XIII shows the successes on customers. The overall mean scores are high ( $\bar{x} = 4.19$ ). In details, three highest mean scores are increase in new customers ( $\bar{x} =4.21$ ), customer satisfaction ( $\bar{x} =4.18$ ) and maintenance of customer relationship ( $\bar{x}= 4.17$ ).

Table XIV shows the successes on work process. The

overall mean scores are high ( $\bar{x} = 4.19$ ). In details, three highest mean scores are efficient product management ( $\bar{x}= 4.21$ ), efficient product management ( $\bar{x}=4.08$ ) and efficient customer management ( $\bar{x}=4.00$ ).

Table XV shows the successes on learning and growth. The overall mean scores are high ( $\bar{x} = 3.98$ ). In details, three highest mean scores are satisfaction with the working attitude of your community enterprise members ( $\bar{x} = 4.10$ ), support for learning and work skills ( $\bar{x} =4.09$ ) and application of technology and innovation to improve and develop services ( $\bar{x}= 4.06$ ).

## 2) Key insights to ensure high profitable growth

SWOT analysis drawn upon survey and in-depth interviews highlights these key insights to ensure high profitable growth.

On strengths, one is the community enterprise entrepreneurs' high compliance with online marketing strategies in these aspects: electronic satisfaction and trust, product characteristics, quality of online marketing, social information, value perceived by customers, electronic loyalty,



TABLE X. Mean scores and standard deviation of online marketing tools

Online marketing tools	$\bar{x}$	S.D.	Level of performance
Do you think Line application useful?	4.58	0.57	Highest
Do you think Facebook useful?	4.82	0.43	Highest
Do you think Instagram useful?	4.10	0.49	High
Do you think Lazada useful?	4.57	0.62	Highest
Do you think Shopee useful?	4.39	0.86	High
Do you think JD Central useful?	3.47	0.69	Moderate
Total	4.02	0.42	High

TABLE XI. Mean scores and standard deviation of online marketing success

Online marketing success	$\bar{x}$	S.D.	Level of performance
Financial management	4.09	0.40	High
Customer	4.19	0.53	High
Work processes in the organization	4.01	0.60	High
Learning and growth	3.98	0.48	High
Total	4.04	0.35	High

TABLE XII. Mean scores and standard deviation of online financial management success

Successes on financial management	$\bar{x}$	S.D.	Level of performance
Increase in sales when compared to offline	4.13	0.35	High
Get more profits than offline sales	4.07	0.52	High
Get more revenue from new customers	4.14	0.65	High
Manage finances more efficiently	4.07	0.65	High
Get more return on investment	4.05	0.64	High
Total	4.09	0.40	High

TABLE XIII. Mean scores and standard deviation of success on customers

Success on customers	$\bar{x}$	S.D.	Level of performance
Customer satisfaction with purchase	4.18	0.70	High
Customer loyalty	4.16	0.69	High
Maintenance of customer relationship	4.17	0.60	High
Increase in new customers	4.21	0.59	High
Total	4.19	0.53	High

TABLE XIV. Mean scores and standard deviation of success on customers

Work process in the organization	$\bar{x}$	S.D.	Level of performance
Efficient financial management	4.00	0.67	High
Efficient customer management	4.08	0.53	High
Efficient product management	4.21	0.68	High
Channels always available for customer inquiry	3.98	0.62	High
After-sales services available for customers	4.01	0.65	High
Total	4.01	0.60	High



TABLE XV. Mean scores and standard deviation of success on learning and growth

Learning and growth	$\bar{x}$	S.D.	Level of performance
Increase in learning and development of your community enterprise members	3.91	0.55	High
Satisfaction with the working attitude of your community enterprise members	4.10	0.62	High
Increase in knowledge and skills in online marketing	4.02	0.60	High
Support for learning and work skills	4.09	0.60	High
Application of technology and innovation to improve and develop services	4.06	0.57	High
Total	3.98	0.48	High

and online marketing tools. Another strength is soft skills and communication because there was a high proportion of female users and half of the respondents were middle age with under bachelor's degree. These respondents used more than one channels, and two most frequent used social media were Facebook and Line. These are valuable human resources. Also, outperforming products are processing and food products. The last strengths encompass the characteristics of products. The characteristics comprise classification of products into categories which makes it possible to evaluate different products and easy to find the product that the customers are looking for, the price of each product that is clearly set, and a product warranty. Additionally, the respondents were gratified with online marketing quality in these aspects: security, privacy, easiness to use and attractiveness of design.

However, there were potential weaknesses. The numbers of male entrepreneurs were only one fifth of all respondents. Male entrepreneurs, especially the spouses of the female respondents, should be motivated to join their family business to increase sales and market segments. Also, the number of respondents under 40 years old and hold bachelor's degree and higher were still low.

Young and higher educated people can help improve core operations and new market segments. In-depth interviews revealed that one third of male family members prefer other jobs such as in their fields, farms and factories to online markets and their children work or study in other cities.

Despite of weaknesses, there are prospective opportunities if younger entrepreneurs join their family enterprises so as to approach customers of their ages who may be new market segments. In addition, these young ones can help improve operations because they are more familiar with global platforms like Instagram, Lazada and Shopee than their parents. To expand distribution channel, they should try other global platforms. Products like crop, livestock and fishery production which have been the major offline products were still underperforming. Their agriculture-related products were severely underperforming.

Major threats encompass their unawareness of personal risks. Though the results of the questionnaire were gratifying, in-depth interviews revealed that they were unaware

of regulations, competitors and consumer trends that may threaten operations. Even more seriously, their unawareness of their personal risks is contradictory to the high electronic trust that consumers have in them, their commitment in transactions with customers and their assured risks. Most seriously, they were gratified with their customer satisfaction and loyalty of their products or services, sales promotion, discounts and in their customer reference of your products or services. These contradictions (between their cornerstone unawareness of threatening risks, regulations, competitors and consumer trends, consumer trust and consumer loyalty) may cause devastative damages to their business in the long run. These contradictions were supported by the survey that their online learning and growth scored lower than average and lower than other successes (e.g. customer, financial management, and work processes in the organization). To overcome these threats, the community entrepreneurs should be trained to gain more knowledge of rules and regulations to raise their awareness of personal risks that can threaten their operations. In in-depth interviews, they reasoned that they need to increase in learning and development of their community enterprise members, especially application of technology and innovation to improve and develop selling and services to increase in knowledge and skills in online marketing, and other support for learning and work skills.

### 3) Implications for UG for online marketing community enterprises

The implications which could be drawn from the results of survey, in-depth interview and experts' opinions of websites can be summarized and classified into these three UGT process, social and content aspects.

On process, users gain gratifications with online marketing because it saves cost and they do not have and need storefront. Such marketing can reach out to global customers anywhere and anytime. Also, the users gain gratifications from the experience of online marketing process. They have great experiences in selling products online, think they make right decisions to sell products online and thus have positive gratifications with selling products online. More importantly, selling their products online has led them to successes on financial management. They have received, get more sales, higher revenues, profits and return on investment from new customers than offline sales. This effective online marketing process has made their customers





gratified with purchase and thereby maintaining good customer relationship and loyalty. Lastly, they gained success on work process in their enterprise and gratification with efficient financial, customer, product management due to availability of channels available for customer inquiry and after-sales services.

On social aspects, the users encompass a wide range of forming and deepening social ties between users and customers. Such ties were formed by providing social information positive and negative feedback collected from customers and consults with family members for improvement. Additionally, ties between users and customers were deepened by personal value-oriented values of convenience to online access. Users and customers were gratified with pleasure, enjoyment, and no psychological constraints from new experiences of online purchasing. Progressively, sellers need celebrities to review their products or service. This economic value-oriented notion indicates their attempts to create brand-building of their products or services, to reach and increase massive new customers, and to expand new market segments. The popularity of celebrities can be a powerful marketing channel for communicating a brand through a celebrity spokesperson and a promotional tool for boosting brand awareness.

On contents, experts' gratifications of platform focused on what performs well and what needs to be improved.

In the Facebook of a public organization, there are no notifications of product quality guarantee. The website is old-fashion, unattractive clear and inconspicuous. The text is too small and unclear. In Line shopping platform, products are not classified into categories and there are a wide variety of products. In Shopee and Lazada, more popular brands, their product characteristics are clearly categorized products that can be easily searched. Product information is up-to-date. There is a wide selection of products. Also, product prices and product guarantees can be compared.

In the quality of the online market, payment system is standard, safe, reliable and available on various paid and prepaid options. Most importantly, customer data is kept private. The access is easy by adding keys in the product information. A two-way communication channels with entrepreneurs are also provided to retain relationship and deepen social ties.

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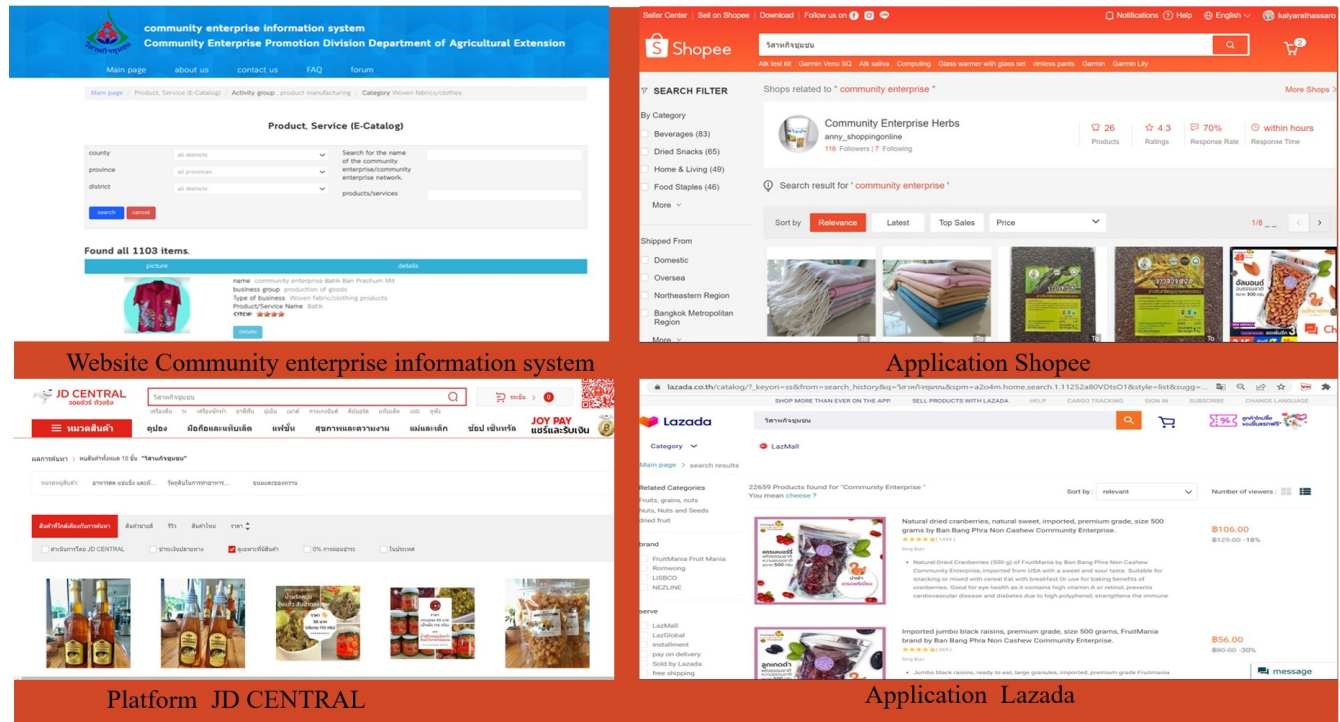


Figure 2. Products of community enterprise online marketing in social media

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