

The Relationship between Online Advertisement Communication and Purchasing Process : A Case of Thai Vietjet Airline

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Abstract

This research aimed to study the relationship between online advertisement communication and purchasing process: a case of Thai Vietjet Airline. The researcher applied the questionnaire instrument and distributed the questionnaires to 400 respondents. The questionnaires consisted of 4 parts as 1) personal data 2) online advertisement communication and 3) AIDA model (purchasing process) and suggestions. The data analysis included descriptive statistics such as frequency, percentage, mean and standard deviation and inferential statistics such as Pearson's Correlation. The result of the study found that overall online advertisement communication perception was at a moderate level ($\bar{X} = 3.18$). Overall, the AIDA model (purchasing process) was at a moderate ($\bar{X} = 3.16$). The relationship of online advertisement communication and purchasing process analyzed by Pearson's Correlation at a significance level of 0.05 was high ($r = 0.81$). The suggestion showed the online advertisement of Thai Vietjet Airline should increase more brand awareness.

Keywords: Online Advertisement Communication, AIDA Model

Introduction

Advertisement is one of tools in marketing communication strategies. It aims to reach a number of audience, readers, listeners or mass. It can be presented via numbers of media such as television, radio, newspaper, etc. The advertisement is considered as the traditional and one-way communication. Therefore, it lacks participation and two-way-communication; particularly print ad, bill board and newspaper. Hence, marketing communicators realize that they should have more interactive and update communication tool to use.

Online advertisement is one of the most effective tools in attracting new generations and consumers because of its time and place utilities. This communication can reach mass and niche audience or receivers with less constraint of time and place, particularly when mobile and internet-attached devices are on hands of the consumers. The traditional media, therefore, becomes less attractive in term of newness and exciting when comparing to the online advertisement. Popular online advertisement appearing on a number of channels such as Twitter, website, Facebook, Instagram, etc. provide personalized services, interactive communication with less cost. The statistics showed that 41,000,000 Facebook, 5,300,000 Twitter and 7,800,000 Instagram and 33,000,000 Line used and owned by Thai people (Choorit and Witthawassamrankul, 2017)

Thai Vietjet Air is one of the well-known airlines found in 2014. It operates the routes from Thai-to-Vietnam, Cities in Thailand, India, Singapore, and Taiwan. The airline has grown its business rapidly because of its cost leadership strategy and event marketing. This research aimed to study the relationship

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between online advertisement communication and purchasing process: a case of Thai Vietjet Airline. The expected results of the study were to improve the online advertisement communication of Thai Vietjet Airline.

Research Objective

To study the relationship between online advertisement communication and purchasing process: a case of Thai Vietjet Airline

Research Hypothesis

There is a relationship between online advertisement communication and purchasing process: a case of Thai Vietjet Airline.

Benefits of the Study

To obtain the online advertisement communication data in order to develop an effective marketing communication planning of Thai Vietjet Air.

Literature Review

Several concepts and theories have been used in the study such as online advertisement and channels and AIDA Model (Purchasing Process)

2.1 Online Advertisement and Channels

Online advertisement is a form of promotion that uses internet and World Wide Web to deliver marketing message to attract, retain and enhance the customers (Mishra and Mahalik, 2017). It can reach to customer individually by popular devices such as mobile phones, notebook and meet the modern lifestyles of consumer nowadays.

Online advertisement has been sent to non-traditional channels, such as televisions, radios, print-ad, etc. Therefore, it approaches to the new generations who prefer social networks and interactive communication. Online advertisement can send the information, news, message with updated information. It can communicate with customers personally with immediate response. Online advertisement used in numbers of popular channels such as Twitter, YouTube, Line, Instagram, Facebook, etc. with different consumer segmentation in each channel, such as demographic segmentation, such as age, lifestyle, generation, etc. In addition, online advertisement increased more social network and social marketing activities for customers and customer responses. Brand equity and reputation have been added up because of the social network and social marketing activities (Seo and Park, 2018 ; Jaruwan, 2012). Therefore, the airline business should use online advertisement as the new option since it approaches to the customers directly, personally and faster. The online advertisement, in addition, can also create better image for the airline and at the same time it encourages more participation of the customers.

2.2 AIDA Model (Purchasing Process)

AIDA model stands for A-Attention, I-Interest, D-Desire and A-Action. It follows the step of purchasing process. AIDA Model is used to measure the purchasing process, particularly in advertisement. It has been introduced in a number of communication theories. Though, AIDA model is simplistic and understandable for the communication, it was criticized that the model is linear and hierarchical response process (Huey, 1999)

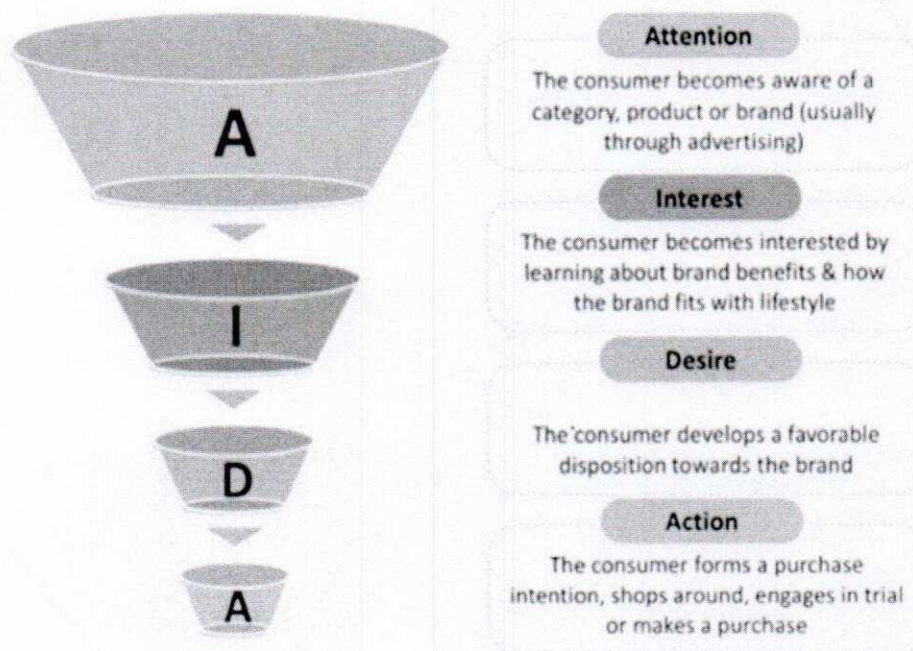


Figure 1. AIDA Model, 2021

Source: <https://outstandingtraffic.com/aida-model-of-marketing-apple/>

Conceptual Framework

Independent variable was personal factors such as gender, age, education level, occupation, monthly income, perception and marketing communication of online advertisement and dependent variable was the response or purchasing process as A:Attention, I: Interest, D: Desire and A: Action. (Ullal and Hawaldar, 2018).

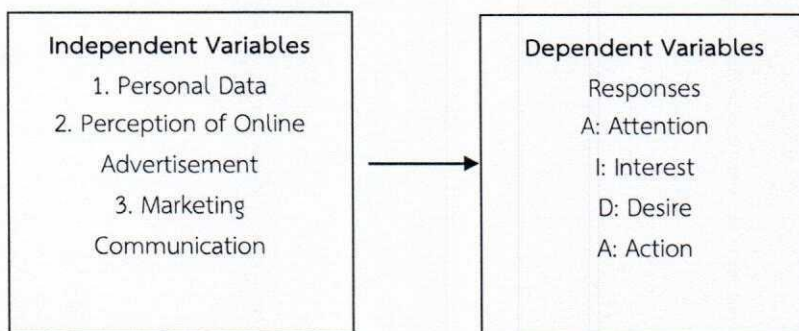


Figure 2: Conceptual Framework

Research Method

The research instrument in this study is the questionnaires developed by the researcher. It consisted of 4 parts as 1) personal data 2) online advertisement communication 3) AIDA model (purchasing process) and 4) Suggestion. The population of the research is Thai people. The research applied convenience sampling and the sample size is 400 by using Taro Yamane's formula. Likert's Scale was applied with the range of 5-1 (highest-lowest). The score range indicated below as:

4.21-5.00 = Highest

3.41-4.20 = High

2.61-3.40 = Moderate

1.81-2.60 = Low

1.00-1.80 = Lowest

Pearson's Correlation is used to analyze the relationship of online advertisement and AIDA model (Purchasing Process). The measurement was

0.70 -1.00 =High

0.30-0.69 =Moderate

0.01-0.29 =Low

Quality Instrument

The researcher proved the content validity by asking 3 experts to validate the questions and then had a tryout with 40 sets of questionnaires to the similar samples. The Cronbach's Alpha was 0.93.

Data Analysis

1. To analyze the personal data such as gender, age, education level, occupation, monthly income by using frequency and percentage.
2. To analyze the data of online advertisement communication of Thai Vietjet Air by using mean and S.D.
3. To test hypothesis with the inferential statistics as Pearson's Correlation.

Data Collection

The duration of the study was in September, 2021

Result of the Study

This research used the questionnaire as the instrument for data collection. The results of the study divided into 4 parts as showed in the following table.

Part 1: Personal Data

Part 2: Communication of Online Advertisement of Thai Vietjet Airline

Part 3: AIDA Model (Purchasing Process)

Part 4: Other Suggestion

Table 1: Personal Data of the Study

Personal Data	
Gender	Percentage
Male	42.00
Female	58.00
Total	100.00
Age	Percentage
18-29	49.00
30-39	21.25
40-49	14.75
50-59	7.50
60 years and above	4.00
Total	100.00

Table 1: Personal Data of the Study (Continued)

Personal Data	
Education	Percentage
Lower than grade 12	1.50
Grade 12 and equivalent	17.50
Bachelor degree	71.00
Master degree	8.25
Doctoral degree	1.75
Total	100.00
Occupation	Percentage
Student	46.50
Government Officer	9.00
Company Employee	23.00
Business Owner	6.00
Freelancer	12.00
Total	100.00
Monthly Income	Percentage
Less than or equal to 9,000 Baht	28.00
9,001-15,000 Baht	20.75
15,001-20,000 Baht	19.25
20,001-25,000 Baht	16.25
More than 25,000 Baht	15.75
Total	100.00
Online Channel Preference	Percentage
Facebook	57.00
Line	16.00
Instagram	10.25
Twitter	9.00
YouTube	7.75
Total	100.00
Frequency of Online/Internet Use Per Day	Percentage
Less than 1 hour	4.00
2-3 hours	15.75
4-5 hours	29.50
5 hours or more	50.75
Total	100.00
Time of Online/Internet Use	Percentage
00:01-06:00	3.25
06:01-12:00	17.75
12:01-18:00	32.75
18:01-24:00	46.25
Total	100.00

Gender: 168 males (=42%) and 232 females (=58%)

Age: Mostly, the respondents' age was 18-29 years old (196 samples and 49%), then 30-39 years old (85 samples and 21.25%), 40-49 years old (59 samples and 14.75%), 50-59 years old (30 samples and 7.50%) and 60 years and above (16 samples and 4%).

Education level: For education level, the respondents were in a bachelor degree (284 samples and 71%), then grade 12 and equivalent (70 samples and 17.50%), master degree (33 samples and 8.25%), a doctoral degree (7 samples and 1.75%) and lower than grade 12 (6 samples and 1.50%) respectively.

Occupation: Respondents were students (186 samples and 46.50%), followed by company employees (92 samples and 23%), freelancers (48 samples and 12%), government officers (36 samples and 9%), business owners (24 samples and 6%) and others (14 samples and 3.50%).

Online Channel Preference: Respondents preferred Facebook (228 samples and 57%), Line (64 samples and 16%), Instagram (41 samples and 10.25%), Twitter (36 samples and 9%), and YouTube (31 samples and 7.75%).

Frequency of Online/Internet Use per Day: Respondents' frequency of online/internet use per day was 5 hours or more (203 samples and 50.75%), then 4-5 hours (118 samples and 29.50%), 2-3 hours (63 samples and 15.75%) and less than 1 hour (16 samples and 4%).

Time of Online/Internet Use: respondents mostly used online/internet at 18:01-24:00 (185 samples and 46.25%), followed by 12:01-18:00 (131 samples and 32.75%), 06:01-12:00 (71 samples and 17.75%) and 00:01-06:00 (13 samples and 3.25%).

Table 2: Online Advertisement Communication of Thai Vietjet Air

Online Advertisement Communication	\bar{X}	S.D.	Meaning
1. Achieved goal of online advertisement	2.95	0.98	Moderate
2. Impression from online advertisement	3.05	0.99	Moderate
3. Perception of online advertisement	2.87	0.96	Moderate
4. Positive attitude from online advertisement	2.87	0.99	Moderate
5. Know many channels of online advertisement	3.00	1.06	Moderate
6. Share information of online advertisement to others	2.77	1.07	Moderate
7. Understand message of online advertisement	3.05	1.01	Moderate
8. Online advertisement provides necessary information	3.14	1.08	Moderate
9. Online advertisement meets your airline service need	4.07	0.80	High
10. Language in use of online advertisement is proper and effective	3.14	0.97	Moderate
11. Knowledge of promotion appears on the online advertisement	3.19	1.01	Moderate
12. Online advertisement increases participation of viewers	3.22	0.86	Moderate
13. Expectation of online advertisement	3.33	1.03	Moderate
14. Interaction with users at any time	3.03	1.00	Moderate
15. Immediate responses and inquiry	3.08	0.89	Moderate
Total	3.18		Moderate

Overall, the online advertisement communication of Thai Vietjet Air was at a moderate level (\bar{X} =3.18). The highest score was on online advertisement meets the customer service needs at a high level (\bar{X} =4.07) and the lowest score was on sharing information of online advertisement to others was at moderate level (\bar{X} =2.77). The highest score on AIDA model (or purchasing process) was Action (A) at moderate level (\bar{X} =3.23).

Table 3: Hypothesis Testing Results

AIDA Model	r	Meaning
1.Attention (A)	0.79*	High
2.Interest (I)	0.79*	High
3.Desire (D)	0.81*	High
4.Action (A)	0.82*	High
Total	0.81	High

The hypothesis testing results showed that the relationship between online advertisement communication and purchasing process (AIDA model) was at a moderate level (r=0.81) at a significance level of 0.05. The highest was action (A), which was 0.82, then desire (D) was 0.81, and then the Attention (A) and Interest (I) was equally at 0.79.

Conclusion and Discussion

The conclusion was the online advertisement of the Airline needs to put more efforts in attracting customers and sends the memorable messages, which creating impacts for information spreading. Based on the study, the customers learned the information of the service from the online advertisement. They have attention to the service at the beginning. Overall, the online advertisement communication of Thai Vietjet Air was at a moderate level (\bar{X} =3.18). The highest score was on online advertisement meets the customer service needs at a high level (\bar{X} =4.07) and the lowest score was on sharing information of online advertisement to others was at moderate level (\bar{X} =2.77). The highest score on AIDA model (or purchasing process) was Action (A) at moderate level (\bar{X} =3.23). The relationship between online advertisement communication and purchasing process (AIDA model) was at a moderate level (r=0.81) at a significance level of 0.05. This means that the online advertisement met the customer service needs but low for sharing. It means that there is low impact of words-of-mouth and spreading information. The result of suggestions found that the customers seek information from online advertisement and they found the knowledge benefits of online advertisement from interaction and communication, rather than emotional attachment. This corresponds with the result of online advertisement communication perception and AIDA model (purchasing process) level that mostly customers put the score more on cognitive element and this also showed in the correlation results that customers know the advertisement but they lack of spreading and sharing information. The design for online advertisement should increase more impact, rather knowing the information and benefits. The online advertisement should go on more to the second phase as to create the image for memory and words-of-mouth. The effective online advertisement communication should be focusing on content creation, which is memorable and encouraging spreading information for the viewers, such as using celebrity, influencers.

Recommendations

The results of the study showed that customer has low score on sharing information and emotional attraction to the online advertisement. The major purposes of online advertisement meet sales and interactive service. Therefore, the research result user should put more importance how to increase attachment of online advertisement by emotional attachment and brand awareness. This will help the customers share more information and increase repetitive use of customers. The future recommendation was the airline develops the content or message to increase emotional attachment.

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