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## The Causal Factors Affecting the Purchase Intention of Lava Durian Sisaket Consumers in Thailand

Rattawit Angkhasakulkiat<sup>1</sup>, Phisan Sookkhee<sup>2</sup> and Sirikanlaya Sookkhee<sup>3</sup>

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### ABSTRACT

This research aims to study the causal factors that affect the purchase intention of consumers of Lava Durian Sisaket in Thailand. A survey research methodology was utilized, gathering data via questionnaires by interviews. The research sample consisted of 85 buyers of Lava Durian Sisaket from the durian trading website. Statistics used to analyze the data include percentages, means, standard deviations, and multiple linear regression analysis. The dependent variable in this study is purchase intention (PI), while the independent variables are supply chain management (SCM), digital and social media marketing (DSMM), and brand equity (BE). The result found that digital and social media marketing (DSMM) has a notable impact on the purchase intention of consumers of Lava Durian Sisaket in Thailand, with a statistical significance at the 0.01 level. Insights from open-ended questionnaire responses indicate that customers perceive digital and social media marketing to be a strong factor influencing their purchase intention. Digital and social media marketing allows consumers in other provinces to purchase authentic and affordably priced durians directly from the orchards, thus eliminating the need for intermediaries. Online marketing platforms also provide access to store reviews from customers, aiding decision-making and enabling customers to assess the quality across different vendors. Additional recommendations for enhancing consumer purchase intentions include implementing cash-on-delivery payment options to reduce the risk of fraud and providing explicit product warranty details.

*Keywords: Purchase Intention, Supply Chain Management, Digital and Social Media Marketing, Brand Equity, Lava Durian Sisaket*

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<sup>1</sup> Ph.D. Student, Technology Management and Innopreneurship, Chulalongkorn University,  
E-mail: 6481032720@student.chula.ac.th

<sup>2</sup> Assistant Professor, Faculty of Liberal Arts and Sciences, Sisaket Rajabhat University,  
E-mail: phisan.s@sskru.ac.th

<sup>3</sup> Assistant Professor, Faculty of Education and Human Development, Sisaket Rajabhat University,  
E-mail: sirikanlaya.s@sskru.ac.th

## **Background and Significance of the Research Problem**

The durian, often celebrated as the “King of Fruits”, is a globally renowned economic crop of Thailand. Leading the world in durian production, Thailand reported a yield of 1,017,097 tons in 2019 from an area spanning 1,500,171,200 square meters, generating an annual revenue exceeding 100 billion baht (Ministry of Commerce, 2019). Durian cultivation in Sisaket Province began in earnest in 1988, with the province achieving its first durian yield in 1994. Sisaket Province has unique soil conditions, particularly in Kantharalak, Khun Han, and Sri Rattana Districts, which have a climate conducive to growing durians similar to that of Chanthaburi Province. In 1985, the Mon Thong durian variety was introduced for cultivation in Khun Han District, where it thrived, producing high yields and fruits of excellent quality (Department of Intellectual Property, 2018).

Currently, the Lava Durian Sisaket stands as a celebrated economic fruit tree unique to Sisaket Province which is distinct from durians of the eastern and southern regions of Thailand. It has thin skin, thick and fine-textured flesh, minimal fiber, a sweet taste with a subtle aroma, and small shriveled seeds. It has gained widespread popularity among consumers through social media. This distinction is attributed to the region’s terrain, featuring fertile red soil derived from ancient volcanic rocks, particularly weathered basalt rich in minerals. This characteristic area has high mountains and gentle slopes, ensuring excellent soil drainage which is exclusive to Khun Han District, Kantharalak District, and Si Rattana District in Sisaket Province. This unique terroir led to the declaration by the Department of Intellectual Property and the Ministry of Commerce recognizing the Lava Durian Sisaket as a Geographical Indication (GI) on June 27, 2018 (Department of Intellectual Property, 2018). Consequently, sellers are prohibited from marketing durians from other areas under the “Lava Durian Sisaket” unless it originates from the registered orchards within these three districts.

In 2022, Sisaket Province reported that 2,350 farming households were cultivating durians across an area of 24.18 square kilometers, of which 9.15 square kilometers were already fruit-bearing, and 15.02 square kilometers had yet to yield. The expected durian production was projected at 7,522 tons, marking an increase of 2,758 tons, which is 57.8 percent more than the previous year's production. This rise is attributed to an expansion of productive area by 3.37 square kilometers, or 58 percent more than the previous year's productive land. The anticipated average yield per rai for the current year is 1,315 kilograms (Folk Technology, 2022). Lava Durian Sisaket typically enters the market during June and July each year. There is an expected annual increase in the amount of Lava Durian Sisaket entering the market, which could potentially lead

to a decline in selling prices due to market oversupply and heightened competition. Buyers are presented with more choices, including Lava Durian Sisaket and other regional varieties available simultaneously. To navigate the challenges of the domestic durian market and address the issues of oversupply, it is crucial to encourage farmers and traders of Lava Durian Sisaket to expedite the implementation of processes that enhance purchase incentives. This research aims to identify the causal factors that affect the purchase intention of consumers of Lava Durian Sisaket in Thailand. The factors obtained from the study are used as important variables to retain existing customers and attract new buyers, thereby broadening the market reach even further.

The author focuses on studying the factors influencing Purchase Intention because the findings can be used to forecast future purchasing decisions and develop effective marketing strategies. This knowledge will empower Lava Durian Sisaket to maintain its competitiveness in the sustainable durian market, thereby providing stable income for farmers.

### **Research Objective**

This study aimed to identify the causal factors affecting the purchase intention of Lava Durian Sisaket consumers in Thailand.

### **Scope of Research**

1. Scope of Content: The study examines three independent variables - Supply Chain Management (SCM), Digital and Social Media Marketing (DSMM), and Brand Equity (BE) that affect Purchase Intention (PI) as the dependent variable.

2. Scope of Population: The population consists of 581 buyers in the database of the Lava Durian Sisaket trading website [www.lavadurian.com](http://www.lavadurian.com). The sample size, approximately 85 people, was determined using Yamane's (1973) equation and selected through simple random sampling.

3. Scope of Time: This research was conducted during the period from August to November 2023.

### **Literature Review**

#### **Supply Chain Management (SCM)**

A supply chain is a network comprising various organizations involved from the start to the end of production engaging in distinct processes and activities to create value in the form of goods or services for the end consumer (Christopher, 1998). Sirisoponsin et al. (2006) also

define the supply chain as a network of geographically dispersed businesses that operate independently but with joint planning to provide products or services to customers. This encompasses the entire scope from product or service innovation and development, sourcing of raw materials, production, and storage, to the delivery of goods or services to consumers. Beers, Beulens, & van Dalen (1998) describe it as a network of organizational connections aimed at satisfying customer needs, linking the fulfillment of these needs with various mediums and the entry of goods into the market. Prahiawan et al. (2022) researched the effect of perceived quality in the supply chain and the country of manufacture on Indonesian consumers' intentions to purchase smartphones. Their study revealed a positive and significant relationship between supply chain quality perception and consumers' purchase intentions. This is corroborated by the study of Supun M. et al. (2021), which investigated the impact of supply chain visibility on consumers' intentions to buy organic food. In conclusion, the definition of Supply Chain Management refers to the management of business processes through collaborative planning and execution of providing goods or services to customers. The operations within a supply chain encompass planning for demand and supply management to allocate resources according to customer needs, sourcing raw materials and services to meet operational plans and customer requirements, managing production systems, managing product delivery to customers according to plans and requirements, and handling product returns including analysis of damage causes. The study indicates that the extent of information about the supply chain provided to consumers significantly influences their purchase intentions. Moreover, the availability of timely, rapid, and easy access to information is found to affect consumers' purchasing decisions. Based on these findings, the following hypothesis is proposed:

H1: Supply Chain affects Purchase Intention positively

### **Digital and Social Media Marketing (DSMM)**

Digital and Social Media Marketing involves leveraging social media and digital technology to deliver content in an interactive, two-way communication format that users can access easily and quickly. This marketing approach is aimed at creating and disseminating relevant and valuable information to engage a target audience and stimulate awareness and information-seeking, ultimately boosting business profits (The A Group, 2013; Holliman & Rowley, 2014). Nowadays, marketers use social media and digital channels in many forms, including images, short films, e-books, etc. In this digital era, content marketing is specifically any information that consumers encounter and engage with on e-commerce platforms, whether it is text, visuals, or interactive experiences (Holliman & Rowley, 2014). Communicating product information to

target buyers remains the core purpose of marketing (Milovanovic & Ivanisevic, 2014). Digital and Social Media Marketing strategies offer numerous benefits, such as cost efficiency and the ability to reach a broader audience and they contribute to building consumer trust in e-commerce environments (Holliman & Rowley, 2014). Swain & Cao (2013) discovered that social media usage significantly affects the supply chain, prompting changes in strategy to secure a competitive edge. Majeed, Owusu-Ansah, and Ashmond (2021) explored social media's influence on purchasing intentions and the intermediary role of brand equity. Similarly, Phuthong & Chotisirikhunwat (2018) investigated the effects of marketing via social media and digital on brand value and customer engagement in the airline industry. Their findings indicated that social media and digital marketing factors significantly boost brand awareness and brand image. Digital and Social Media Marketing refers to marketing that utilizes social media and digital technologies to present content marketing in an interactive two-way communication format. This study references Digital and Social Media Marketing factors from the research of Phuthong & Chotisirikhunwat (2018), which comprises 5 elements: 1) Customization 2) Entertainment 3) Interaction 4) Perceived Risk and 5) Timeliness. Moreover, the evidence suggests that social media maintains a positive correlation with both Brand Equity and Purchase Intentions. Consequently, the following hypothesis is proposed:

H2: Digital and Social Media Marketing affects Purchase Intention positively

### **Brand Equity (BE)**

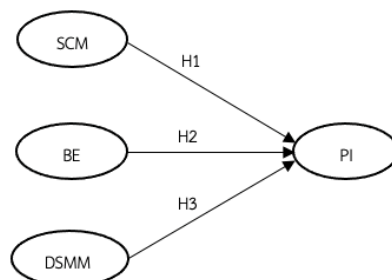
Brand equity is an image distinct from the product itself. Barwise (1993) and Aaker (1996) define brand equity as the set of assets and liabilities linked to a brand's name, which is a symbol that enhances or diminishes the value that a product or service provides to a firm. Keller (1998) focuses on the marketing aspect of brand equity which is described as the influence of brand knowledge on consumer response to the marketing of that brand. Jalilvand, Samiei, & Mahdavinia (2011) investigated the effect of brand equity dimensions on purchase intention and found that brand equity significantly impacts consumers' intentions to purchase products. Rungsisawat & Sirinapatpokin (2019) studied the impact of brand equity on consumer purchase intent, revealing that brand loyalty and brand association are significantly correlated with purchase intention, while brand awareness and perceived quality are not. Similarly, Roozy Arastoo & Vazifehdust (2014) examined the effect of brand equity dimensions (brand association, brand awareness, perceived quality, and brand loyalty) on consumer purchase intention, finding that only brand loyalty has a positive effect on purchase intention. In conclusion, the definition of brand equity in this research applies Aaker's (1991) basic concept model, defining brand

identity as the unique set of brand associations that represent what the brand stands for and imply a promise to customers which emphasizes four dimensions: Brand Awareness, Perceived Quality, Brand Association, and Brand Loyalty. Based on these findings, the following hypothesis is proposed:

H3: Brand Equity affects Purchase Intention positively

### **Purchase Intention (PI)**

Purchase intention is the cognitive process whereby consumers choose from a range of options. When the customer are faced with various product and service choices, their decisions are based on information available and the constraints of their situation. Zeithaml, Parasuraman, & Berry (1990) noted that purchase intention signals the likelihood of utilizing a service which reflects one dimension of consumer loyalty. This loyalty encompasses four facets: purchase intention, word-of-mouth communication, price sensitivity, and complaint behavior. Consequently, purchase intention arises when a consumer has evaluated and used a brand, is satisfied with the experience, and holds a positive attitude toward both the brand and its company. This satisfaction translates into behavioral patterns such as repeated purchases and a predisposition to choose the same service provider as the first option. In the context of this research, the purchase intention refers to consumers' attention or determination in purchasing Lava Durian, based on Ajzen & Fishbein (1980) concept. Intention refers to the deliberate tendency to purchase Lava Durian, where interested consumers search for product information, consult experienced buyers, and have confidence in Lava Durian quality. Try refers to the deliberate tendency where interested consumers attempt to compare prices, study product information and quality. Plan refers to the deliberate tendency in which interested consumers research sales locations, study delivery methods, payment options, and various protections when considering purchasing Lava Durian. Considering the various variables discussed and the goals of the study, the conceptual model of this research is shown in Figure 1.



**Figure 1** Conceptual Model

## Research Methodology

### Sampling and Data Collection

The researcher determined the sample size by employing an equation by Yamane (1973) proposed at a confidence level of 90% and a precision level of 10%. Where  $n$  is sample size or respondents for this study,  $N$  is a population size consisting of 581 buyers in the database of the Lava Durian Sisaket trading website [www.lavadurian.com](http://www.lavadurian.com).,  $e$  is the level of precision (at a 90% confidence level or 0.10 precision level). The following formula was used to determine the sample size:

$$n = N / (1 + Ne^2)$$

$$n = 581 / (1 + 581 (0.10)^2)$$

$$n = 85.31$$

The sample size was approximately 85 people. This research employs a simple random sampling method by creating a sampling frame that assigns numbers 1-581 to all buyer names. A computer program or random number table was then used to select 85 samples, with each name having an equal chance of being selected. For data collection, the researcher chose telephone interviews due to the geographical dispersion of the sample group. This method helps save both costs and travel time while enabling quick and efficient data collection.

### Variables and Questionnaire Design

The dependent variable in this study is purchase intention (PI) with 3 items adapted from Ajzen & Fishbein (1980) while independent variables are supply chain management (SCM) with 5 items adapted from Suharitdamrong (2003), Digital and Social Media Marketing (DSMM) with 5 items adapted from Phuthong & Chotisirikunnawat (2018), and brand equity (BE) with 4 items adapted from Aaker (1991). All items were evaluated on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Details of the variables are shown in the Table 1.

**Table 1** Measurement Items

Variables	Measurement Item	Scale	Source
Supply Chain Management (SCM)	SCM1: Plan	five-point scale	Suharitdamrong (2003)
	SCM2: Source	1=strongly disagree	
	SCM3: Make	disagree	
	SCM4: Delivery	5=strongly agree	
	SCM5: Return		

**Table 1** (Continued)

Variables	Measurement Item	Scale	Source
Digital and Social Media Marketing (DSMM)	DSMM1: Customization	five-point scale	Phuthong & Chotisirikunnawat (2018)
	DSMM2: Entertainment	1=strongly disagree	
	DSMM3: Interaction	5=strongly agree	
	DSMM4: Perceived of Risk		
	DSMM5: Timelines		
Brand Equity (BE)	BE1: Brand Awareness	five-point scale	Aaker (1991)
	BE2: Perceived Quality	1=strongly disagree	
	BE3: Brand Association	5=strongly agree	
	BE4: Brand Loyalty		
Purchase Intention (PI)	PI1: Intention	five-point scale	Ajzen & Fishbein (1980)
	PI2: Try	1=strongly disagree	
	PI3: Plan	5=strongly agree	

The questionnaire was used as a tool for data collection. Respondents will participate voluntarily, and their information will remain confidential. The researcher maintains strict confidentiality of the data. The questionnaire consists of three parts: Part 1 collects personal information from respondents; Part 2 assesses their opinions on four variables: SCM, DSMM, BE, and PI; and Part 3 includes open-ended questions regarding factors that influence the purchase intention of Lava Durian Sisaket in Thailand. The questionnaire was measured for content validity by five experts, revealing an objective item congruence index ranging from 0.67 to 1.00. The questionnaire was tried out by a population that was not a sample unit of 30 people. This tryout was conducted to determine the reliability of the questionnaire using Cronbach's alpha coefficient, which resulted in an entire questionnaire reliability of 0.946.

### Data Analysis

The data was collected over a three-week period in November 2023. Statistics used in quantitative data analysis included percentages, averages, standard deviations, and multiple regression analysis was applied to obtain meaningful results using Statistical Package for Social Sciences. The qualitative data from the open-ended questionnaire were analyzed and the findings were summarized.



## Results

### Respondents' Characteristics

As shown in Table 2, the sample consisted of 55.29% female, and 44.71% male respondents, with the majority in the age group ranging from 40-49 years old (38.82%) and closely followed by those aged 30 - 39 years old (25.88%). The most common occupation was Government Service (28.24%), followed by Private Work (24.71%). Furthermore, the highest percentage income ranges from 15,001-25,000 Baht (27.06%), with the next largest group income more than 45,000 Baht (24.71%).

**Table 2** Characteristics of the Sample

Demographics Respondents		Number	Percentage
Gender	Male	38	44.71
	Female	47	55.29
Age Group	Younger than 20 years old	1	1.18
	20-29 years old	16	18.82
	30 - 39 years old	22	25.88
	40-49 years old	33	38.82
	Older than 50 years old	13	15.29
Occupation	Farmer	11	12.94
	Government Service	24	28.24
	State Enterprise	3	3.53
	Private Work	21	24.71
	Personal Business	8	9.41
	Others	18	21.18
Income (Bath/Month)	Below 15,000	20	23.53
	15,001-25,000	23	27.06
	25,001-35,000	12	14.12
	35,001-45,000	9	10.59
	More than 45,000	21	24.71

### Descriptive Statistics of Variables

Table 3 presents descriptive statistics of variables used. It is found that the purchase intention (PI) has an overall mean of 4.18, a standard deviation of 0.50. When considering all independent variables, it was found that supply chain management (SCM) has the highest average opinion, an overall mean of 4.00, a standard deviation of 0.37, followed by Digital and Social Media Marketing (DSMM) with a mean of 3.94, a standard deviation of 0.44, and the side with the least average is brand equity (BE) with a mean of 3.77 and a standard deviation of 0.76, respectively.

**Table 3** Descriptive Statistics of Variables

Measurement Item	Mean	Standard Deviation
<b>Supply Chain Management (SCM)</b>	<b>4.00</b>	<b>0.37</b>
SCM1: Plan	4.35	0.49
SCM2: Source	4.05	0.68
SCM3: Make	4.05	0.66
SCM4: Delivery	4.01	0.55
SCM5: Return	3.57	0.85
<b>Digital and Social Media Marketing (DSMM)</b>	<b>3.94</b>	<b>0.44</b>
DSMM1: Customization	3.90	0.48
DSMM2: Entertainment	3.73	0.70
DSMM3: Interaction	4.05	0.61
DSMM4: Perceived of Risk	3.99	0.49
DSMM5: Timelines	4.04	0.59
<b>Brand Equity (BE)</b>	<b>3.77</b>	<b>0.76</b>
BE1: Brand Awareness	3.51	0.97
BE2: Perceived Quality	4.15	0.71
BE3: Brand Association	3.88	0.72
BE4: Brand Loyalty	3.54	1.05
<b>Purchase Intention (PI)</b>	<b>4.18</b>	<b>0.50</b>
PI1: Intention	4.41	0.58
PI2: Try	4.34	0.71
PI3: Plan	3.79	0.70

Table 3 shows that when considering each aspect, it is found that the overall Supply Chain Management (SCM) has a high level ( $\bar{X} = 4.00$ , S.D. = 0.37), the Digital and Social Media Marketing (DSMM) has a high level ( $\bar{X} = 3.94$ , S.D. = 0.44), and the Brand Equity (BE) has a high level ( $\bar{X} = 3.77$ , S.D. = 0.76) and Purchase Intention (PI) is at a high level ( $\bar{X} = 4.18$ , S.D. = 0.50).

#### Correlation Analysis and Multiple Regression Analysis

Table 4 shows the correlation coefficient of causal factors with purchase intention of Lava Durian Sisaket of consumers in Thailand. It was found that the supply chain management had a relationship with purchase intention that was not statistically significant at the 0.01 level and had a very low relationship ( $r = 0.210$ ). The Digital and Social Media Marketing demonstrates with purchase intention with statistical significance at the 0.01 level and has a moderate relationship ( $r = 0.468$ ). Brand equity value has a relationship with purchase intention. It is statistically significant at the 0.01 level and has a moderate relationship ( $r = 0.380$ ).

**Table 4** Correlation Analysis

Variables	SCM	DSMM	BE	PI
SCM	1.000	-	-	-
DSMM	0.377**	1.000	-	-
BE	0.420**	0.588**	1.000	-
PI	0.210	0.486**	0.380**	1.000

Notes: \*\*  $p < 0.01$

As shown in Table 5, the Tolerance values of the variables was not close to 0, being 0.798, 0.634, and 0.609 ( $> 0.50$ ), respectively. The variance inflation factor (VIFs) ranged between 1.254 and 1.643 which were smaller than the threshold of 10 (Hair et al., 1992). Therefore, it can be concluded that all independent variables do not have a relationship with each other. It can be assumed that the relationship among all independent variables does not cause Multicollinearity. Among the causal factors affecting the purchase intention of Lava Durian Sisaket of consumers in Thailand, found that only Digital and Social Media Marketing (DSMM) showed statistical significance at the 0.01 level. It can be written as a forecasting equation as follows:

$$\hat{y} = 2.059 - 0.003SCM + 0.451DSMM + 0.095BE$$

When all variables were entered into the forecasting equation, the result showed a multiple correlation coefficient ( $R$ ) = 0.250. The Coefficient of determination ( $R^2$ ) was 0.500, implying that the regression equation can explain 50% of the variation in purchase intention.

**Table 5** Multiple Regression Analysis

Model	Unstandardized		Standardized	t	p	Collinearity		
	Coefficients		Coefficients			Statistics	Tolerance	VIF
	B	Std. Error	Beta					
Constant	2.059	0.592	-	3.481**	0.001	-	-	
SCM	-0.003	0.146	-0.002	-0.020	0.984	0.798	1.254	
DSMM	0.451	0.136	0.402	3.325**	0.001	0.634	1.577	
BE	0.095	0.081	0.145	1.173	0.244	0.609	1.643	

Dependent Variable: PI,  $R^2 = 0.500$ ,  $R = 0.250$ , \*\*  $p < 0.01$

### Hypothesis Testing

The hypotheses of causal factors influencing Purchase Intention (PI) can be accepted when it has a t statistic value greater than t table or  $p < 0.01$ . The test results showed that all alternative hypotheses can be accepted significantly. The following is a description of the explanation of the test results.

1. Supply Chain Management (SCM) has no significant effect on Purchase Intention (PI) ( $b = -0.003$ ,  $p = 0.984$ ). Hence, H1 is not accepted.

2. Digital and Social Media Marketing (DSMM) has significant effect on Purchase Intention (PI) ( $b = 0.451$ ,  $p = 0.001$ ). Hence, H2 is accepted.

3. Brand Equity (BE) has no significant effect on Purchase Intention (PI) ( $b = 0.095$ ,  $p = 0.244$ ). Hence, H3 is not accepted.

Consequently, hypothesis 2 is supported while hypotheses 1 and 3 are not supported as shown in Table 6.

**Table 6** Path Coefficient

Hypothesis	Hypothesis Path	Path Coefficient	t	p	Result
H1	SCM → PI	-0.003	-0.020	0.984	Rejected
H2	DSMM → PI	0.451	3.325**	0.001	Accepted
H3	BE → PI	0.095	1.173	0.244	Rejected

Notes: \*\*  $p < 0.01$

The following summarizes customer feedback from open-ended questionnaires regarding each factor:

### **Supply Chain Management (SCM)**

The supply chain management of Lava Durian Sisaket through online channels demonstrates systematic data management, featuring comprehensive product details including prices, weights, and warranties. This online selling system reduces intermediary steps, enabling consumers, particularly those in other provinces, to order directly from orchards. Additionally, the store rating system helps build customer confidence. However, some aspects need improvement in customer communication and product review systems to enhance supply chain management efficiency.

### **Digital and Social Media Marketing (DSMM)**

Online purchasing channels for durians provide convenience and enable direct access to orchard products without middlemen, making authentic durians more accessible and affordable. The platform offers diverse options in size, breed, quality, and price to match customer preferences. Store review systems and ratings help buyers make informed decisions through quality comparison. Additionally, secure payment options like cash-on-delivery and comprehensive warranty policies strengthen customer confidence and encourage purchasing decisions. These features collectively create an efficient and trustworthy online marketplace for durian trading.

### **Brand Equity (BE)**

The Lava Durian Sisaket is distinguished by its crisp texture, rich creamy taste, mild aroma, and firm flesh, unlike the mushy flesh of durians from other regions. Buyers consider the price reasonable given its large size, quality, and unique cultivation in volcanic soil. Despite high prices and shipping costs, consumers maintain strong confidence in the product due to its superior taste and quality, though purchase volumes may vary based on income levels.

### **Discussion**

This study's results show that Digital and Social Media Marketing (DSMM) has a considerable impact on the buying intentions of Lava Durian Sisaket consumers in Thailand. This aligns with the findings of Phuthong & Chotisirikhunwat (2018), which demonstrated that marketing through digital and social media platforms significantly and positively affects both brand awareness and brand image. Furthermore, it was discovered that social media positively correlates with Brand Equity and Purchase Intentions. Wangpo & Wangmo (2021) investigated the impact of social media marketing on consumer purchase intentions, with a focus on the intermediary effect of brand equity. Their research indicated that marketing through social media

channels has a positive influence on the dependent variables, which include brand awareness, brand image, and the intention to purchase. The study concluded that both brand awareness and brand image serve as partial mediators in the relationship between social media marketing and the intention to purchase. Abzari, Ghassemi, & Vosta (2014) examined how social media affects customers' attitudes toward brands and their purchase intentions. Their research showed that both traditional advertising and social media significantly influence brand attitude, with social media having a greater effect.

Additionally, they found that a positive brand attitude substantially influences purchase intention. Lee & Samanta (2023) delved into how pop-up stores affect consumer attitudes and behaviors in the transition from online to offline retail. Their findings suggest that an engaging store atmosphere and elements of surprise can elevate customer experiences, heighten brand awareness, and spur word-of-mouth referrals, all contributing to increased purchase intentions. Moreover, marketing incorporating Digital and Social Media Marketing strategies offers several benefits, such as cost-effectiveness and the ability to reach a broader consumer base, while also fostering trust in e-commerce product purchases, as noted by Holliman & Rowley (2014). Swain and Cao (2013) discovered that social media's utilization markedly influences supply chain management, prompting strategy shifts within the supply chain to secure a competitive edge. In a separate study, Wang, Sun, & Hou (2021) explored the role of perceived usefulness as an intermediary between emotional interaction (specifically, familiarity and intimacy) and purchase intention. Their results indicate that both familiarity and intimacy have a positive impact on users' purchase intentions within the realm of social commerce.

Research has demonstrated that online marketing influences purchase intention in the domestic market. The online marketing framework provides a strategic approach to enhance product visibility online and stimulate further purchase intentions. Jamil et al. (2022) studied the impact of social media marketing activities on consumer intentions, including their decision to continue engagement, participate, and purchase. The findings reveal that these marketing activities significantly influence user intentions. Moreover, social identification and satisfaction are mediating factors in the relationship between social media activities and user intentions, offering marketers insights on how to engage customers and foster their purchase intention.

In the current digital landscape, online marketing is crucial for adapting businesses to evolving consumer traits and behaviors. It plays a vital role in the economy by broadening market opportunities and reaching a broader customer base. With the upward trend in online shopping, maintaining a robust online presence is indispensable for businesses. Online marketing

employs a variety of tools and tactics to sway consumer purchasing choices, including engaging in online dialogues, utilizing email advertising, and leveraging word-of-mouth marketing. Marketers are tasked with the dual goal of retaining existing customers and devising innovative methods to attract new ones (Sharma, 2021). Through such strategies, the purchase process can be expedited, and a wider customer base can be tapped. The digital marketing realm offers the advantage of readily tracking and monitoring results, enabling quick market analysis. It also allows for immediate insights into customer reaction rates and the efficacy of marketing campaigns, aiding in the strategizing of future endeavors more effectively (Bhosale, Raverkar, & Tamondkar, 2020). Furthermore, a study on online marketing strategies for augmenting sales revenue in small retail businesses has shown that such strategies can boost revenue and sustain market competitiveness. They are also known to foster social advancement by creating more employment opportunities and yielding broader benefits for employees and the community at large (Locket, 2018).

### **Suggestions:**

#### 1. Utilization of research

Based on this study's findings, the development of Digital and Social Media Marketing (DSMM) influences purchasing intention for Lava Durian Sisaket Consumers. The utilization aspects can be presented as follows.

1.1 Investments in digital platforms or investments in digital marketing campaigns should be increased to capitalize on their positive impact on purchase intent. Organizations should use various digital channels to increase visibility and customer engagement.

1.2 Interactive content such as videos, infographics, and customer reviews should be developed to capture and retain consumers' attention.

1.3 Social media should be used to strengthen their presence on social media platforms by regularly updating your content and engaging with your followers.

#### 2. Further Research

2.1 Conduct a long-term study to observe changes in consumer behavior and purchase intentions over time.

2.2 Study other factors that may influence purchase intentions, such as economic conditions, cultural influences, and seasonal variations, etc.

2.3 Conduct a comparative study with other durian varieties in the region to find unique selling points and competitive advantages of Lava Durian Sisaket.

## Limitations

1. As this research was conducted exclusively with participants from the website www.lavadurain.com trading platform database, the findings may not be generalizable to customers who are not registered on the website.

2. Due to the difficulty in collecting questionnaires in this research, the study used a small sample size. The research results may not comprehensively cover all information about Lava Durian Sisaket buyers. In the future, the researchers expect to expand the study results to include a broader and more comprehensive sample of buyers.

3. Due to the geographical dispersion of the sample and the inconvenience of long-distance travel for data collection, the researcher chose to conduct telephone interviews to gather data, which presents a study limitation. The sample may be biased towards individuals who have telephones and are available to receive calls only, and the researcher cannot control respondents' answers or decisions to discontinue the interview.

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