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The Influence of Digital Marketing on Consumer Buying Decision of Industrial Machinery

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ABSTRACT

This study was focused on investigate the influence of digital marketing on consumer buying decisions of industrial machinery, and the study analyzes factors of digital marketing on consumer buying.This research was conducted using questionnaires. This study found that digital marketing is in a digital era in which technology has played an essential role in changing consumer behavior, and is a channel that creates opportunities for business operators. The following components that influence decision-making are websites & landing pages, content marketing, search engine optimization and social media marketing. This study also suggests that online marketing can improve buying decision of industrial machinery. Results indicated that digital marketing has positive influence to consumer buying decisions on industrial machinery by online media that offer a modernized look, impact consumer behavior, contain content that is important, buy advertising on Google to list the website on top and create visual entertainment to have a direct impact on consumer buying decisions. Thus, both digital marketing and buying decision play an imperative role in the consumption of goods, as suggested by many other authors. In this paper, first we present a short review of this research, followed by the methodology and the main results of our study. Then, we present the theoretical and managerial implications of the findings. Finally, we present the limitations of the research and some suggestions for future research.

Keywords: Digital marketing, Consumer buying decision, Industrial machinery
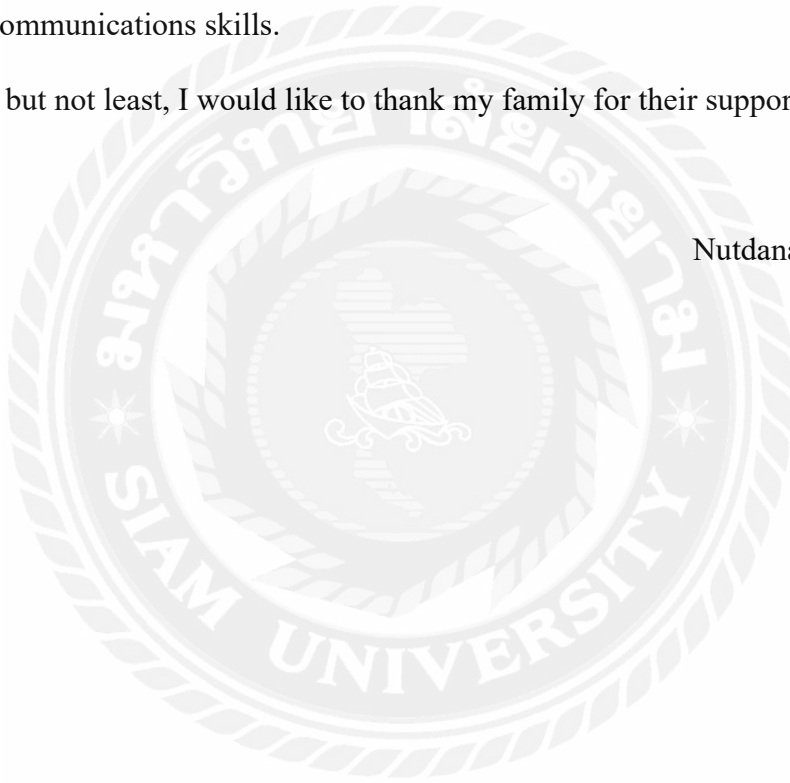
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<div align="right">Nutdanai Phuchong</div>

Content

Chapter 1

Introduction

1.1 Research Background

At present, the whole world is linked together through information technology. By wireless and wired communication. Thus, making it convenient and fast to communicate. Making a change in people's lifestyles. The internet has played an essential role in communication or even business. As a result, there is an occurrence of the online market (Use of information technology, 2018).

In Thailand, Digital Marketing has started to play a more significant role in the business during the past 3-4 years, due to the trend of consumer behavior using digital media, primarily through the internet, which is a means of communication and information search. Buy products from the beginning, searching for information to plan the purchase or comparison of product differences and prices of individual sellers. Until the end of trading Including telling experiences after using the product. Online society is a medium that significantly influences the decisions of people in Thailand and consumers in this era. At present, many businesses are turning to Digital Marketing or new media communication strategies. Which is an essential market trend for the digital age It is a revolution in traditional marketing because of the low cost but effective in reaching the target audience or customers (Digital Review by G-Able, 2018).

Industrial Machinery is a growing demand in many industries. In particular, the industry has a capacity utilization rate of more than 80 percent (The Office of Industrial Economics, 2017), causing the demand for new machinery investment. To support the current needs and needs in the future at the same time, including the industry that is highly registered in the first quarter of 2018. (The Department of Industrial) The business that is expected to have the demand for industrial machinery in the first order. There are food production and beverage industry. Processing of agricultural crops most of these businesses are SMEs entrepreneurs and have complex machines that help increase efficiency or can reduce the manual labor (Kasikorn Bank Research Center, 2017)

1.2 The problem to be investigated

This research investigating the influence of digital marketing consumer buying decision of industrial machinery. Due to Digital Marketing with industrial machinery is not very popular in Thailand, therefore encourage digital marketing to play a role in the industrial machinery business (Laohasiri S, 2018).

Industrial machinery has a high growth rate and competitiveness. Thus, allowing each company to choose Digital Marketing strategies. Used to achieve the goal Digital Marketing has played a role in modern times. Because it is a digital age in which technology comes in, it is essential to change consumer behavior and is a channel that creates opportunities for business operators. The key lies in choosing the right Digital Marketing tool to attract consumers in the changing era. Industrial machinery should find more potential customers from social media by using Digital marketing and increase the demand for machinery. This study is about Digital Marketing for consumer purchasing decisions of industrial machinery business groups. To adapt to new consumer changes and able to reach more customers (Kasikorn Bank Research Center, 2017).

1.3 The objective of the study

This study aimed to bring the concept of Digital Marketing to apply with the industrial machinery business to reach a broader client and encourage digital marketing to industrial machinery business.

1.4 The scope of the study

This research uses quantitative for study. By using the survey method with the questionnaire created and the scope of research is as follows:

1.4.1   The population in this study is internet users who live in Bangkok, with 5,592,956 people (National Statistical Office, 2018).

1.4.2   Examples used to study from the population by choosing a convenient sample Which will select consumers who can provide information and live in Bangkok and use 400 people.

1.4.3 Variables related to education include:

    1.4.3.1 Independent Variables is Digital Marketing include:

        - Website & Landing Page

- Content Marketing

- E-Mail Marketing

- Search Engine Optimization: SEO

- Social Media Marketing

1.4.4   Dependent Variable is purchase consisting of:

-Need Recognition

- Information Search

- Evaluation of Alternatives

- Purchase Decision

- Post-purchase behavior

1.4.5 Place of study for collecting information to collect target data by using the online questionnaire via the Google Form via social network by Facebook.

1.4.6 Duration of study starts from January, 2019 to March, 2019.

1.5   Research Significance

The results of the study are beneficial to the parties concerned as follows:

1.5.1 To be a guideline for organizations operating the Industrial machinery. Can apply research results to apply Digital Marketing. So that the company can penetrate the target group with precision and present the items that satisfy consumers.

1.5.2 To be a guideline for other private organizations to apply research results in order to stimulate consumer buying decisions to increase even more.

1.5.3 Add academic knowledge and research results related to factors that influence purchasing decisions, including Digital Marketing.

1.6   Definitions of Terms

1.6.1 Digital Marketing means new marketing model developed from traditional marketing. By marketing via digital channels to create marketing activities and communication with consumers.

1.6.2 Website & Landing Page means a Host or Server that is registered on the World Wide Web with a rental provider on the Internet. Then can create their own webpage.

1.6.3 Content Marketing means marketing in any form with the creation and sharing of search marketing through various forms, especially in online media.

1.6.4 E-Mail Marketing means sending the commercial message of the brand to the consumer directly. Which must have the address of the sender and the receiver via the internet system. In order to make customers aware of the decision to buy products and create loyalty to the brand.

1.6.5 Search Engine Optimization means to a database of web pages that collect search index information, web pages. In order to be ranked first in the search results display.

1.6.6 Social Media Marketing means medium on the internet Created on the basis of Web 2.0 technology that allows individuals to participate, create and exchange ideas.

1.6.7 Buying decisions mean choosing alternatives with many options. By considering and comparing various elements to get what they want.
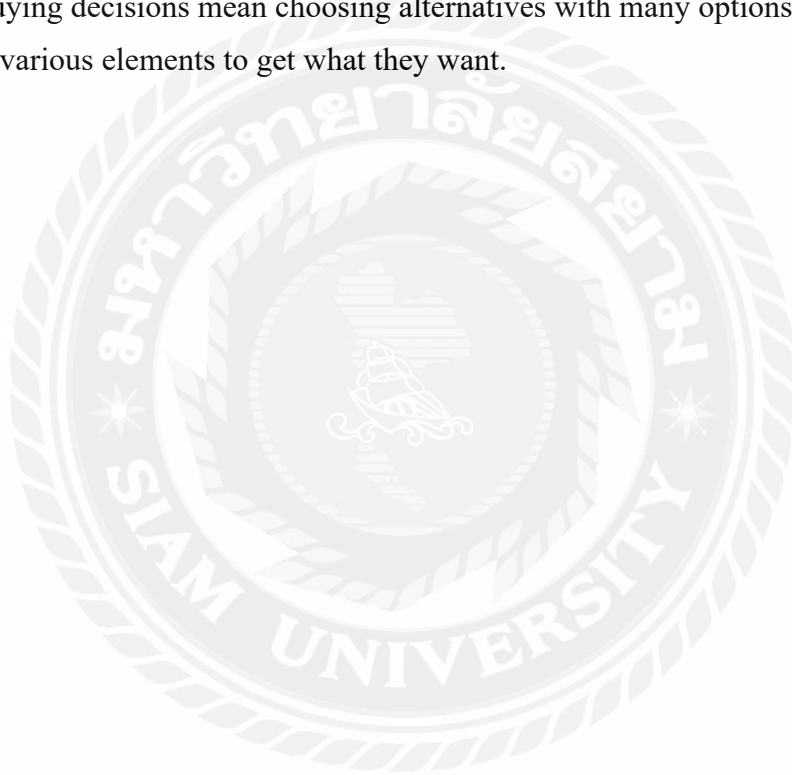
Chapter 2
Literature Review

This chapter is a concept presentation. Theories and research related to the variables of education which the research has searched from academic papers and research from various sources by dividing the contents of this chapter as follows:

2.1 Concepts and theories of Digital Marketing

2.1.1 Definition of digital marketing

2.1.2 Concepts and theories of digital marketing

2.1.3 Digital Marketing Tools

2.1.4 Objectives or goals of online marketing

2.1.5 The difference between traditional marketing and digital marketing

2.2 Concepts and theories about buying decisions

2.2.1 Definition and meaning of purchasing decision

2.2.2 The concept of buying decisions

2.1 Concepts and Theory of Digital Marketing
2.1.1 Definition of digital marketing

The meaning of digital marketing, which is a way to promote products and service by using online database channels to reach consumers in a fast time. There is a relationship with the need for privacy and cost-effectively (Reitzen, 2007).

The meaning of Digital marketing is that "future market development occurs when most marketing companies operate through digital media channels. Digital media are media that have a user identification code. Therefore, allowing marketers to communicate in two-way communication with customers continuously on an individual basis Information obtained from each customer communication Each time people learn together. Which may be beneficial to the customer continuously and consistent as the operation of the neuron network Marketers can bring information that (Wertime & Fenwick, 2008).

The meaning of digital marketing is a new marketing model developed from traditional marketing. By doing marketing via digital channels to create marketing activities and communication to consumers.

2.1.2 Concepts and theories of digital marketing

The digital world is constantly changing. Technological development results in people changing the way they choose to buy products or services. Most consumers spend their free time in the digital world and want to have more interaction. Therefore, digital marketing is a tool to reach those consumers (Ryan & Calvin, 2009).

The digital marketing has four different purposes: offering by adding value to products or services. Support for offering and use Expanding the platform, creating other brands with more dimension and participation. The last one is centered on customers from the interests and activities that customers participate. If not aware of the differences in these objectives, digital marketing will not be effective (Aaker, 2016).

2.1.3 Digital Marketing Tools

Since the present is a digital era in which technology has played an important role in changing consumer behavior and is a channel that creates opportunities for business operators. The mind of consumers in the changing era Which digital marketing tools are as follows:

2.1.3.1 Website & Landing Page

It is like a storefront that makes the target group recognize about the brand, reputation, quality, trust and confidence. The website can also be combined with marketing tools to increase communication channels. Data collection and create a network of more targeted customers, whose first page of the website is intended to invite members Invite to receive information to be a medium for distributing information. To inform the promotion and to sell products.

Definition of Website

A website is a collection of publicly accessible, interlinked Web pages that share a single domain name. Websites can be created and maintained by an individual, group, business or organization to serve a variety of purposes. Together, all publicly accessible websites constitute the World Wide Web (Techopedia, 2018).

Elements of the 8C Framework Website

Structure or working style is the ability of the website. Many researchers and website developers have developed different website structures. In order to obtain the appropriate structure and an important factor in the industrial machinery business. Can be divided into 8 areas as follows: (Dhalwani & Vu, 2008)

1. Contents are components of the website content that consists of content and information presented on the website in the form of letters, illustrations, including the use of audio and video files.

2. Context is the structure and design of the website. Is the part that makes the website interesting Which is about the color used with the website, images, and product presentation form.

3. A community is a society on the website of a group of people that consumers can contact or do other activities together on the website, including the web board, room (Apaporn, 2012).

4.Communication is a way to communicate with website owners in other ways. It is a convenient way for customers such as Call Center, Email, SMS etc.

5. The connection is the ability to link internal and external links to websites. Including the ability to search products within websites and external websites.

6. Customization is to define the style of the product characteristics to have specific characteristics that are suitable for each customer.

7. Commerce is the process of ordering products on the website, allowing customers to make product purchases more convenient and systematic (Layla, Anne & Steve, 2012).

8. Collaboration is to participate in website design and development. Such as Feedback or Comments. By using the information that can be considered to improve the website better.

2.1.3.2. Content Marketing

Content marketing is an important part for all types of marketing tools, either Offline or Online. Content must have content and entertainment simultaneously while good content must be creative, provide information. Knowledge and entertainment Invite target groups to show some behaviors, such as making a purchase or subscription. Marketers have successfully presented the idea of using internet marketing communications. Which must focus on content marketing as marketing in the form that Present the content at the point Make a difference Add value and interest Can make consumers interested in content Resulting in a positive attitude towards the product and motivation to buy.

Definition of Content Marketing

The 90 percent of consumers prefer content marketing because they are more useful than other forms of presentation. 78 percent feel that they help build good relationships with brands and consumers. And 61 percent also make consumers want to buy more products.

Therefore, content marketing is to do marketing in any form that has Create and share content marketing Through various forms, especially in online media (Taylor, 2013).

The importance of Content Marketing

The importance of content marketing is growing. It can be explained from the statistics of the fact that 60% of B2B (Business to Business) models. The entrepreneurs mention, brands with content marketing help consumers make better buying decisions, while 61% of consumers tend to buy products from companies that offer custom content (Gupta, 2014).

2.1.3.3 Email Marketing

Email marketing such as email, news, promotions, special discounts for customers, and members as a way to communicate with the main target group, which has advantages such as low cost, fast communication with the target group directly. Is a two-way communication that can interact with customers and maintain good relationships create impressions and drive sales.

Definition of Email Marketing

E-Mail Marketing is to send commercial messages to users, email or send to current customers. Usually, emails are related to advertising, sales or donations to create loyalty and brand awareness, finding new customers or allowing current customers to make quick purchases ("Email marketing", 2014).

Concept of Email Marketing

Email is recognized as a communication with marketers. To create a relationship that is allowed and real-time interaction with customers Jackson & DeCormier (1997). Email marketing is accurate in targeting and tracking emails. Also, low-cost digital processing allows companies to send large amounts of email (Wreden, 1999).

2.1.3.4 Search Engine Optimization (SEO)

Ranking of websites in the first search engine list. In order for the target group to see the website and receive interest from the target group When you click to watch first, access to products and services Resulting in easier buying decisions.

Definition of Search Engine Optimization (SEO)

According to Google's default search engine optimization guide (2010), occupying the first page (SEO) is a set of modifications and techniques. Which helps search engines collect index information and understand website content more easily.

Search Engine Optimization (SEO) is an arrangement of website or web page updates. In order to be ranked first on the search engine results page with natural or free methods Which through the target of the desired search term Which is part of marketing via search engine or Search Engine Marketing (SEM).

The concept of Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is an easy and effective way to do marketing for companies that use web pages. To achieve this, information related to the company is obtained using a search engine in a competitive business environment. Moving up to the top. Any In the search can be done using search engine optimization.

Search Engine Optimization (SEO) makes the website appear top-ranked. There are many factors that make the website move up to the top. The most effective way to attract the attention of many users is to connect with optimization. Search engines because search engine optimization is based on the right website. And can use search with search engines in order to optimize a website according to search engines, it is a must. Suitable for technical conditions (Sezgin, 2009).

2.1.3.5 Social Media Marketing

Social Media Marketing through websites that provide social media services such as Facebook, Twitter, Instagram, Google+ etc. Is a two-way communication that helps respond to the needs of the target group, Which social media is a powerful tool and influences the consumer group very much.

Definition of Social Media

Social media means electronic media Which is a medium that allows the general public to participate in creating and exchanging opinions through the internet. These media are owned by companies that provide services through their websites such as Facebook, Twitter, Wikipedia, etc. which in the way technique Social media refers to a group of programs that operate using the basics and technologies of Web 2.0 and in business. Call social media, Media created by consumers (Consumer-Generated Media or CGM) for groups of people who communicate with each other through social media Which in addition to sending news, information and exchange.

The concept of Social Media

Social Media Marketing is a form of internet marketing that uses various social networks. To create marketing communications and brand social goals. Social media marketing mainly covers activities related to social content sharing videos and pictures for marketing purposes, which is a new trend that is growing rapidly in the form that businesses can easily reach the target customers. It can also be defined as the use of social media channels to promote the company's products (Kaur, 2016).

The Goal of using Social Media in business

The explained about the goals of using social media in business as follows (Phisakchai Nirun, 2010)

1.In order to increase sales, for example, there is a warning message when there is a special discount sale only on the Follower on Twitter, or a product review by a reputable blogger and marketing influence. When impressed and told Would create a lot of purchasing power from those who read and is a channel for customers to have the opportunity to express opinions about various products or services.

2. To increase awareness through social media is to try to allow customers to participate with Marketing activities to talk to a friendly brand.

3. To know the feedback from customers is a useful business that needs to pay attention because of the resonance from customers, not just hearing two people as before, but continuing to speak. If the business does not go to know and manage correctly, it may affect the brand.

2.1.4 Objectives or Goals of Online Marketing

The explained the objectives of online marketing as follows: (Smith & Chaffey,2001)

1. To increase sales, spread to a wide range of customers.

2. To add value special privileges or news via online and receive comments or suggestions from customers.

3. To save costs in buying-selling products online.

4. To reach the target market.

5. To build relationships with customers.

2.1.5 The Difference between Traditional Marketing and Digital Marketing

The explains the difference between Traditional Marketing and Digital Marketing as follows (Schwenke, 2013).

1. Pattern: different traditional, communication, emphasizing clarity. Digital focuses on the most spread without focusing on the structure.

2. Communication methods: Traditional to 1 to many. Listeners will listen only Digital as many to many designs can be sent together.

3. Duration: Traditional, long-term use Digital is a rough plan and used quick interaction.

4. Communicating with consumers: Most traditional forms will cover the use of communication via email or phone. Digital emphasizes the speed of instant response.

5. Time period: Traditional, focusing on working hours ending, but digital work, quite free to use, to easily reach the consumer group.

Base on the ideas about digital marketing tools as a measurement tool "Digital Marketing", which includes the components of the 8C Framework website (Dhalwani & Vu 2008) the importance of content marketing (Gupta, 2014) and the concept of the social media business (Phisakchai Nirun, 2010).

In this study, from digital marketing, technology has played an important role in consumer behavior and is an opportunity for business operators to choose the right digital marketing tools to attract consumers in the changing era.

2.2 Concepts and theories about buying decisions

2.2.1 Definition and meaning of purchasing decision

The meaning of purchasing decisions is the actions of consumers to make decisions in the form of product selection in brand selection, discount and order amount for measurement of purchase decisions. Considered by three elements: mind favorite and the behavior of purchasing decisions (Schifman, 1994).

The meaning of purchasing decisions is motivation, awareness, learning, personality and attitude which will demonstrate the need and realize that there are many products to choose from the activities that consumers are involved in are related to the existing information or information provided by the manufacturer. Finally, the evaluation of those options (Kotler ,2000)

2.2.2 The concept of buying decisions

Decision Process of consumers will be different. There are different needs, but consumers will have similar buying decisions. Which the purchasing decision process is divided into 5 follows (Kotler, 2000)

1. Need Recognition

The problem arises when a person feels the difference between an ideal condition and a condition in which he feels good for themselves. And is a condition that is desirable to the real condition of things. That happened to themselves thus causing the need to fill the difference between the ideal state and the reality. The problems of each person will have different causes.

2. Information Search

When problems arise, consumers must seek solutions. By finding additional information to help make decisions from the following sources: Personal Search, Commercial Search, Public Search and Experimental Search.

3. Evaluation of Alternatives

When consumers get information from step 2, they will evaluate their choices and decide the best way. The methods that consumers use to evaluate alternatives may be evaluated. By comparing information about the properties of each product and choosing to decide to buy from a variety of brand names to be left with only one brand May depend on the belief in the brand or may depend on the past consumer experience in the past and the situation of the decision including the available options

With the idea of considering to help evaluate each alternative in order to make decisions more easily as follows: Attributes, Degree of Importance, Salient Attributes, Brand Beliefs, Utility Function and Evaluation Procedure.

4. Purchase Decision

Normally, each consumer will need information and decision-making time for each product. The difference is that some products require a lot of information, requiring a long comparison period. But some products, consumers do not need a long decision period

5. Post-purchase behavior

After purchasing, consumers will gain experience in consumption. Which may be satisfied or not satisfied If satisfied, consumers are aware of various advantages. Of products

causing repeat purchases or may suggest new customers. But if not satisfied, the consumer may stop buying that product. In the next time and may adversely affect the following, making customers buy less products as well.

From the theories described Consumer behavior is related to the purchasing decision process of consumers. The 5 Steps of the buying decision process which is related to the feeling and action of each human being, which is not necessarily the same. This is because each person has an attitude and motive from experience, awareness or stimuli. Both inside and outside are different. Such factors will affect the feelings that lead to the purchasing decision process and after-purchase behavior.

Chapter 3
Methodology

The content of the chapter describes the research methodology for this study, which uses quantitative research consisting of populations and examples. The tools used in the study of data collection, data transformation and statistical methods for use in analyzing and testing hypotheses about the relationship between defined variables.

3.1 Population

The study population is Internet users who live in Bangkok, 5,592,956 people (National Statistical Office, 2018) Because in Bangkok has the highest number of internet users (National Statistical Office, 2018).

3.2 Example

The sample used in this study is 400 consumers in Bangkok. Determining the sample size of such amount using the finished table of (Yamane, 1967) 95% confidence level and ± 5% error level, which the researcher chose to use the convenient sample selection method.

$$n = \frac{N}{1 + N(e)^2}$$

Formulas: n is example

N is population

e is sampling error

$$n = \frac{5,696,409}{1 + 5,696,409(0.05)^2}$$

n=399.97

$$n \approx 400$$

The sample used in this study 400 people

3.2.1 To proceed with the selection of samples as follows:

3.2.1.1 Find the total number of population groups Which is a consumer group in Bangkok, number 5,696,409 people ((National Statistical Office, 2018)

3.2.1.2 Determine the sample size from the finished table (Yamane, 1967) and get 400 people.

3.2.1.3 Convenience Sampling

3.2.1.4 Proportion of the number of samples is internet users and 400 social networking users in Bangkok via Facebook platform because Facebook is the most used. ("Reveal Internet usage statistics", 2016) as follows;

Facebook group of 400 people using the Google form deposit method in the off-page of the industrial machinery business group. Because there are users Facebook number 47 million ("ETDA reveals survey results", 2015).

3.3 Sampling Frame

Use questionnaires as a tool to collect data from samples, with details about creating a questionnaire in the following steps;

3.3.1 Study how to create questionnaires from documents Research and related theories

3.3.2 Create a questionnaire to ask for opinions on 3 issues:

3.3.2.1 General information about respondents

3.3.2.2 Behavior of buying products and services through e-commerce

3.3.2.3 Opinions about digital marketing by dividing 5 digital marketing tools including websites, content marketing, email, first page SEO and social media.

3.3.2.4 Opinions about purchasing decisions

3.3.2.5 Other suggestions

3.3.3 The questionnaire was created to be presented to the advisor for improvement.

3.3.4 Make corrections and present to the advisor to verify the accuracy again. For the advisor to approve.

3.3.5 Take the questionnaire to experiment with 10 samples to find the confidence value.

3.3.6 Improve and present to the advisor to approve before distributing the questionnaire.

3.3.7 Give away the questionnaire to the sample.

3.4 Sampling Mode

The research has released a questionnaire which consists of 5 parts, along with the methods to answer the following questions;

Part 1, is a question about general information of respondents, including gender, age, status, education level, occupation and average monthly income. The question is a choice question.

Part 2, is a question related to the behavior of buying products and services through the industrial machinery business.

Part 3, is a question related to opinions about digital marketing. By dividing the way

5 digital marketing tools, including websites, content marketing, email marketing, search engine optimization(SEO) and social media.

Part 4, is a question related to opinions about buying decisions.

Part 5, is a question related to other suggestions. Characteristics are open-ended questions to choose from.

3.5 Sampling Plan

It has collected data according to the following steps:

Step 1, Requesting cooperation and explaining the details of the content within the questionnaire, including how to respond to respondents.

Step 2, Take a questionnaire in an online form, posted according to the social network that has been defined, including Facebook and sent to the respondents.

Step 3, Collect, collect questionnaires and evaluate the number of questionnaires that have been returned that are complete and have the number as designed as 400 sets or not.

3.6 Data Transformation

Has determined the class of interactions for data interpretation by calculating the class to define the class by using formulas, calculations and explanations for each class as follows:

$$Class = \frac{Maximum - Minimum}{Class}$$

$$= \frac{5 - 1}{5} = 0.80$$

Classes	Data Transformation
1.00-1.80	Minimal level
1.81-2.60	Low level
2.61-3.40	Medium
3.41-4.20	High level
4.21-5.00	Highest level

3.7 Statistics for Analysis

3.7.1 The average and standard deviation are gender, age, status, education level, occupation and average monthly income.

3.7.2 Reference statistics, this is an analysis of the comparison and analysis of the relationship of data related to the variables studied, namely, digital marketing analysis on the purchasing decision of consumers in the machinery industry business.

3.7.2.1 Hypothesis 1 uses Simple Regression statistics to analyze the influence of digital marketing on consumer purchasing decisions, industrial machinery business groups.

3.7.2.1.1 Hypothesis 1.1 uses multiple regression analysis. The influence of digital marketing on the website towards consumers' purchasing decisions, industrial machinery business.

3.7.2.1.2 Hypothesis 1.2 uses multiple regression analysis. The influence of digital marketing Content marketing for consumers buying decisions, industrial machinery business.

3.7.2.1.3 Hypothesis 1.3 uses multiple regression analysis. The influence of digital marketing E-mail marketing for purchasing decisions of consumers, industrial machinery business.

3.7.2.1.4 Hypothesis 1.4 uses multiple regression analysis. The influence of digital marketing search engine optimization on, industrial machinery business.

3.7.2.1.5 Hypothesis 1.5 uses multiple regression analysis. The influence of digital marketing Social Media on consumer buying decisions, industrial machinery business.

Chapter 4
Data Analysis

Data analysis for explaining and testing hypotheses related to each variable. The data were collected from a questionnaire with a total of 400 complete answers, representing 100 percent of the total number of 400 questionnaires. The data analysis at this time, the researchers reported using Descriptive Statistics and Multivariate Statistics. In data analysis must be consistent with the basic agreement. Therefore, presenting the results of data analysis into 6 steps.

4.1 Descriptive Statistics report Frequency, Percentage, Mean and Standard Deviation.

4.2 Inferential statistics in the analysis of hypotheses as follows: Key assumptions using Simple Regression statistics for correlation analysis Sub-hypothesis using Multiple Regression Analysis in relation analysis.

4.3 Report of hypothesis testing.

4.1 Descriptive Statistics

4.1.1 General characteristics of the sample that responded to the questionnaire showing the amount and percentage

Table 4.1 General information of the sample who answered the questionnaire

Variable/Indicator	Number	Percent
1. Sex		
Male	98	24.50
Female	302	75.50
Total	400	100.00
2. Age		
Under 20 or 20	99	24.80
21-30	205	51.20
31-40	62	15.50
41-50	23	5.80
More than 50	11	2.80
Total	400	100.00
3. Status		
Single	350	87.50

Married	44	11.00
Divorced	6	1.50
Total	**400**	**100.00**
4. Education		
Lower than secondary	30	7.50
High school	72	18.00
Diploma	18	4.50
Bachelor Degree	236	59.00
Master Degree	43	10.80
Doctor Degree	1	0.30
Total	**400**	**100.00**
5. Occupation		
Students	156	39.00
Business owners	54	13.50
Private employees	142	35.50
Bureaucrats	25	6.30
House wives/ Butlers	9	2.30
Other	14	3.50
Total	**400**	**100.00**
6. Income		
Less than 10,000 or 10,000 Baht	141	35.30
10,001-20,000 Baht	151	37.80
20,001-30,000 Baht	68	17.00
30,001-40,000 Baht	12	3.00
40,001-50,000 Baht	11	2.80
Over than 50,001 Baht	17	4.30
Total	**400**	**100.00**
7. Hobby		
Surf the Internet	182	45.50
Shopping	26	6.50
Watch a movie/ Listen music	98	24.50
Read a book	25	6.30
Play sports	41	10.30

Pets	15	3.80
Other	13	3.30
Total	**400**	**100.00**

General data analysis of the sample group that responded to the questionnaire using descriptive statistics from Table 4.1 found that the sample group that responded to the questionnaire was mostly female with 302 persons, representing 75.50 percent and the rest were male. 98 people, representing 24.50 percent.

In terms of age, it was found that the majority of respondents aged 21-30 years, 205 persons, representing 51.20 percent, followed by younger or equivalent 20 years, totaling 99 people, representing 24.80 aged 31-40 years old. 62 persons, representing 15.50 percent, aged 41-50 years, 23 people, representing 5.80 percent and the lowest, aged 51 years or more, 11 people, accounting for 2.80 percent.

Regarding the status, it was found that the sample group that responded to the questionnaire mostly had 350 single status, equivalent to 87.50 percent, followed by having 44 marital status, representing 11.00 percent and the least divorce / widow status of 6 people. 1.50 percent

Regarding the educational level, it was found that the majority of respondents had education levels. 236 undergraduates, representing 59.00 percent, followed by high school students, 72 persons, accounting for 18.00 percent, 43 master's degrees, equivalent to 10.80 percent, lower than the high school students, 30 people, representing 7.50 percent. Or equivalent, 18 persons, equivalent to 4.50 percent and the smallest Ph.D., 1 person, equivalent to 0.30 percent

Regarding the occupation, it was found that the sample group that responded to the questionnaire was 156 students, representing 39.00% of the respondents. Most of them had career, private companies, 142 persons, accounting for 35.50%. 54 people, accounting for 13.50 percent, state enterprise employees / government officials, 25 persons, accounting for 6.30 percent, other occupations, 14 persons, accounting for 3.50 percent and the least 9 housewives / butlers' 2.30 percent.

As for the average monthly income, it was found that the majority of respondents had an average monthly income of 10,001-20,000 baht, 151 persons, representing 37.80 percent, followed by less than or equal to 10,000 baht, 141 persons, representing hundreds. 35.30 per

person, with income 20,001-30,000 baht, 68 persons, representing 17.00 percent, with income of 50,001 baht or more, 17 people, accounting for 4.30 percent, with income 30,001-40,000 baht, with 12 people, representing a percentage 3.00 and the least income 40,001-50,000-baht, 11 people, representing 2.80 percent.

In the hobby, it was found that the sample group. That responded to the questionnaire mostly played 182 internet users, accounting for 45.50 percent, followed by watching movies and listening to music, 98 people, accounting for 24.50 percent, playing sports / games in 41 people. 10.30 percent, shopping for 26 people, accounting for 6.50 percent, reading 25 books, accounting for 6.30 percent, 15 pets, 3.80 percent and the other smallest, 13 people, representing a 3.30 percent.

4.1.2 Information on the behavior of buying products and services through the industrial machinery business shows the necessary information, amount and percentage

Table 4.2 Information on the behavior of buying products and services through the industrial machinery business**.**

Variables/Indicators	Number	Percent
8. The reason you decide to buy products of industrial machinery		
Other persuade	26	6.50
There are interesting promotional items	163	40.80
Cheaper than the general market	123	30.80
Confident in the safety system	51	12.80
Other	37	9.30
Total	**400**	**100.00**
9. People who influence the		

decision to purchase through the industrial machinery		
Decide for yourself	278	69.50
Family	27	6.80
Friends/ Colleagues	28	7.00
Famous person	10	2.50
The notice from the people who have used the product or service before	57	14.20
Others	0	0.00
Total	**400**	**100.00**
10. Frequency of buying products or services through industrial machinery		
Not more than 1 time	145	36.30
1-2 times	182	45.50
3-4 times	47	11.80
5-6 times	16	4.00
7 times or more	10	2.50
Total	**400**	**100.00**
11. The price of the product or service selected to purchase the next industrial machinery		
Not more than 500 baht	130	32.50
501-1,000 baht	172	43.00
1,001-1,500 baht	59	14.80
1,501 baht or more	39	9.80
Total	**400**	**100.00**

12. The reason for choosing to buy products or services of industrial machinery		
Cheaper than normal market	61	15.30
Need convenience because it can choose 24 hours	199	49.80
There are many products to choose from than buying normal market	72	18.00
Can study opinions from those who have used	61	15.30
Other	7	1.80
Total	**400**	**100.00**
13. The most frequently used devices for buying product or services through industrial machinery		
Smartphones	349	87.30
Notebook/ PC	37	9.30
Tablets	14	3.50
Other	0	0.00
Total	**400**	**100.00**
14. The time when using the internet to buy		
04.01-08.00 hrs.	1	0.30
08.01-12.00 hrs.	23	5.80
12.01-16.00 hrs.	63	15.80
16.01-20.00 hrs.	154	38.50
20.01-24.00 hrs.	154	38.50

00.01-04.00 hrs.	5	1.30
Total	**400**	**100.00**
15. Types of products or services that are purchased through the industrial machinery		
Machinery	182	45.50
Machinery Equipment	98	24.50
Spare parts	46	11.50
Lathe	24	6.00
Agricultural machinery	19	4.80
Other	31	7.80
Total	**400**	**100.00**
16. Channels of industrial machinery choose to buy products and service		
Website	110	27.50
Facebook	123	30.80
Line	19	4.80
Instagram	84	21.00
Twitter	42	10.50
Other	22	5.50
Total	**400**	**100.00**

From Table 4.2, found that the sample group that responded to the questionnaire on buying behavior and services of industrial machinery business found that

The reason for choosing to buy products and services of industrial machinery business Most respondents buy Because there are 163 interesting promotional items, representing 40.80 percent, followed by having the price is cheaper than the general market in the amount of 123 persons, equivalent to 30.80 percent. Confident in the safety system, 51 people, representing

12.80 percent, others 37 persons, accounting for 9.30 percent and the smallest person. Others persuaded 26 people, accounting for 6.50 percent.

In terms of people who influence the decision to purchase products or services of industrial machinery, most respondents decide by themselves, 278 people, accounting for 69.50 percent, followed by notices from those who Used to use that product or service before 57 people, accounting for 14.20 percent, friends / colleagues, 28 people, accounting for 7.00 percent, family members 27 people, accounting for 6.80 percent and the least. 10 people with a reputation of 2.50 percent.

In terms of frequency of buying products or services of industrial machinery business per month, most respondents bought 1-2 times, totaling 182 persons, accounting for 45.50 percent, followed by less than 1 time, 145 persons, representing 36.30 percent. Buy 3-4 times, 47 people, representing 11.80 percent, buy 5-6 times, 16 people, equivalent to 4.00 percent and the least buy 7 times or more, 10 people, representing 2.50 percent.

The price of products or services that are selected for purchase of industrial machinery business per time Most respondents price 501-1,000 baht, 172 persons, equivalent to 43.00 percent, followed by not more than 500 baht, 130 persons, representing a percentage 32.50, price 1,001-1,500 baht, 59 persons, representing 14.80 percent and the lowest 1,501 baht, up 39, representing 9.80 percent.

The reason for choosing to buy the products or services of the industrial machinery business most Respondents Large, need comfort because they can choose to buy 24 hours a day, 199 people, representing49.80%, followed by a wide variety of products to choose from, more than the normal purchase in the general market, totaling 72 people, equivalent to 18.00%, cheaper than buying the conventional market in the same general market as Able to study opinions from those who have used the service before, numbering 61 persons, representing 15.30 percent and the least others, 7 persons, representing 1.80 percent

The most frequently used equipment to access the industrial machinery business Most respondents used 349 smartphones, accounting for 87.30 percent, followed by Notebook / PC 37 people, accounting for 9.30 percent and the least 14 tablets, accounting for 3.50 percent.

The time period when using the internet to buy products or services Most respondents chose to buy at 16.01-20.00 hrs., Equivalent to 20.01-24.00 hrs., 154 people, representing 38.50 percent, followed by 12.01-16.00 hrs., 63 persons, representing 15.80 percent, 08.01 -12.00 hrs., 23 persons, representing 5.80 percent, 00.01-04.00 hrs., 5 persons, representing 1.30 percent and the lowest, 04.01-08.00 hrs., 1 person, representing 0.30 percent.

The types of products or services that are most frequently purchased for industrial machinery business. Respondents Large selection of 182 machinery, equivalent to 45.50 percent, followed by machinery equipment of 98 persons, equivalent to 24.50 spare parts, 46 persons, representing 11.50 percent, others 31 persons, equivalent to 7.80 percent, lathe for 24 people, equivalent to 6.00 percent and the least agricultural machinery for 19 people, representing 4.80 percent

The channel used to purchase products or services most respondents selected 123 channels on Facebook, representing 30.80 percent, followed by websites of 110 people, accounting for 27.50 percent. Instagram, 84 people, 21.00 percent, Twitter, 42 people, accounted for hundreds. 10.50 per each, 22 others, representing 5.50 percent and minimal lines, 19 people, representing 4.80 percent.

4.1.3 Digital marketing has an influence on consumers' purchasing decisions. Industrial machinery business in Bangkok

Digital marketing information that influences consumers' purchasing decisions. Industrial machinery business group in Bangkok area of the sample who responded to the survey showed average data Standard deviation as follows:

Table 4.3 Digital marketing feedback level, website that influences consumers' purchasing decision, industrial machinery business

Digital marketing: Website & Landing Page	Mean	Standard deviation	Level of significance
1. You often visit the store's website to buy	3.58	1.06	Much
2. You often buy products on websites that have systems easy not complicated	3.69	1.01	Much
3. You often buy products on website that reliability	4.16	0.96	Much
4. You often click the banner ad to enter the first	3.06	1.06	Moderate

page and purchase products			
Total	**3.69**	**0.76**	**Much**

From Table 4.3 found that digital marketing on the overall website, the average value is 3.69. It is at a very important level. When considering the list, it is found that in most cases, you often buy products on websites that are reliable. The highest mean is 4.16, which is very important. Next is that you often buy products on websites that have the system is easy to use, not complicated, with an average of 3.96 in a very important level. You often visit the main website. Of stores in the purchase of goods, with an average of 3.58, in a very important level and the least is that you often click Advertising banner to access the homepage of the website and buying products with an average value of 3.06 is at a moderate level.

Table 4.4: Digital marketing feedback level, content marketing that influences consumers' purchasing decisions on industrial machinery business group

Digital Marketing: Content Marketing	Mean	Stand Deviation	Level of significance
5. You are always interested in content that provides information product benefits	3.94	0.92	Much
6. You are always interested in communicating with images or story with pictures	3.73	0.95	Much
7. You are always interested in graphics with content easy to understand	3.84	0.93	Much
8. You are always interested in the content and entertainment	3.61	0.96	Much
Total	**3.78**	**0.74**	**Much**

From Table 4.4 found that digital marketing in terms of content marketing, the overall picture has an average of 3.78, which is at a very important level. When considering the details, it is found that in the article you are always interested in the content that provides the information. Useful about the product with the highest mean of 3.94 at a very important level Followed by him Often interested in graphics that are short, concise, easy to understand, with an average value of 3.84. At a very important level, you are most likely interested in visual communication or storytelling. With images, the average value is 3.73, at a very significant and minimal level Is that you are always interested in content that has both content and entertainment. The average value is 3.61. It is in a very important level.

Table 4.5 Digital marketing feedback level, E-mail that influences consumers' purchasing decisions, industrial machinery business

Digital Marketing: E-mail Marketing	Mean	Stand Deviation	Level of significance
9. You receive an E-mail or newsletter feel interested	3.01	1.08	Moderate
10. You receive benefits via E-mail and impress	3.08	1.02	Moderate
11. You receive information about products and E-mail	2.80	1.00	Moderate
12. You can communicate with the store	3.21	1.08	Moderate
Total	**3.03**	**0.82**	**Moderate**

From table 4.5 Found that the overall type of marketing with compensation 3.03 was at the difficulty level in finding the details of the agreement found that in the form that can communicate with the store quickly and was awarded the money 3.21 in the level of reliability and benefits received via email and was impressed that the compensation received 3.08 is at the level of reliability. Receive email, news or promotions and receive interest at 3.01 at a satisfactory level and receive as much as possible. Receive information about products and purchase emails with a value of 2.80 at a moderate level.

Table 4.6 Digital marketing feedback level, Search engine optimization that influences consumers' purchasing decisions, industrial machinery business

Digital Marketing: Search Engine Optimization (SEO)	Mean	Stand Deviation	Level of significance
13. When searching for a store, you usually click into the website first priority	3.66	1.00	Much
14. When you find the shop on the first page respectful	3.51	1.02	Much
15. You often choose to click a website with the name of the website and enter the keyword important	3.61	1.00	Much
16. You often choose to click on websites that have advertisement Search engine such a Google	3.21	1.04	Moderate
Total	**3.50**	**0.75**	**Much**

From Table 4.6 found that digital marketing the overall dominance of the search engine optimization has an average of 3.50 at a very significant level. When considering the details, it was found that when searching for a store, you often click to enter the store website. Stay first with the highest mean of 3.66 at a very important level Next is that you often choose to click. Web sites with short web names / easy to understand and key keywords with an average of 3.61 are very important. When you find the shop on the first page, it makes the shop feel reliable with an average of 3.51. At a very important level and the least is that you often choose to click on websites that have advertisements on Search Engine websites such as google. The average value is 3.21 at a medium level of importance.

Table 4.7 Digital marketing feedback level, Social media marketing that influences consumers' purchasing decisions, industrial machinery business

Digital Marketing: Social Media Marketing	Mean	Stand Deviation	Level of significance
17. You often click to follow various social fan pages for shop information	3.65	1.03	Much
18. You feel that social media is a channel in information that convenient and fast	3.91	0.93	Much
19. Do you feel interested when seeing advertising or promotion via social media	3.55	0.95	Much
20. You often use social media to find shop	3.83	0.96	Much
Total	**3.74**	**0.79**	**Much**

From Table 4.7 found that digital marketing the overall social media image has an average of 3.74 in a very important level. When considering the details, it was found that in the sense that you feel that social media is a way to update Information that is convenient, fast With the highest mean, 3.91, in a very important level Followed by him Often use various social applications to find information and purchase products with an average of 3.83 at a very important level You often click to follow various social fan pages to get the information of the store, with an average of 3.65. At a very important level and the least is that you feel interested when seeing advertisements or product promotions through social media. With an average of 3.55 at a very important level.

4.1.4 Consumers' purchasing decisions in industrial machinery business

Table 4.8 The feedback level of Consumers' purchasing decisions in industrial machinery business

Buying Decision	Mean	Stand Deviation	Level of significance
21. You choose to buy products through industrial machinery business. Because the meet the needs and comfortable	3.94	0.90	Much
22. Do you search for information or reviews of products from the internet to help you make a purchase	3.85	0.96	Much
23. You compare product information, qualification, reliability, price and promotion to choose the best choice	3.94	0.90	Much
24. You do not spend a long time buying products through industrial machinery business	3.26	0.96	Moderate
25. You often criticize the experience gained after buying products on the internet	2.83	1.08	Moderate
26. You are satisfied with the purchase of products through industrial machinery business which will introduce	3.63	0.87	Much

others and want to buy again			
Total	**3.58**	**0.79**	**Much**

From Table 4.8, it was found that the overall decision to purchase was 3.58, which was at a very important level when considering the details found that in your selection of products through industrial machinery business Because they meet the needs and are comfortable And product data comparison, qualification, reliability, price and promotion to choose the best choice With the highest average, equal to 3.94, at a very important level Next is that you search for information or reviews of products from the internet to help make purchasing decisions. The average value is 3.85, which is in a very important level. You are satisfied with the purchase of products through the industrial machinery business. Which will be recommended to others and want to come back to buy again, with an average of 3.63 at a very important level He spent a long time in buying products through the industrial machinery business, with an average of 3.26, at a medium level of importance, and the least was that he often criticized the experience gained after purchasing products on the internet with an average of 2.83 in a moderate level.

4.2 Inferential Statistics

4.2.1 Hypothesis Digital marketing influences consumers' purchasing decisions on industrial machinery business in Bangkok

Table 4.9: Show digital marketing influence influencing purchasing decisions of consumers in the industrial machinery business group in Bangkok province with simple regression statistics

Independent Variables	B	Beta	t	Sig.
Constant	0.689		5.882	0.00
Digital Marketing	0.814	0.782	25.006	0.00

$R^2 = 0.611$, Adjust $R^2 = 0.610$, $F = 625.289$, $p < 0.05$

From Adjust R-Square (R^2) = 0.610 Explain that the purchasing decision of consumers in the industrial machinery business group in Bangkok. As a result of 61.0 percent digital marketing, the remaining 39.0 percent is a result of other unknown factors.

Statistical Hypothesis

H0: Digital marketing does not influence consumers' purchasing decisions on industrial machinery business in Bangkok.

H1: Digital marketing influences consumers' purchasing decisions on industrial machinery business in Bangkok.

From Table 4.9, it was found that the Sig. Value is equal to 0.00 which is lower than the significance level 0.05. Therefore, accepting the H1 hypothesis concludes that digital marketing has an influence on purchasing decisions of consumers, industrial machinery business in Bangkok.

When considering the coefficients in the standard score (Beta), it is found that the value is 0.782, meaning that digital marketing has a positive influence on the purchasing decision of consumers, industrial machinery business in Bangkok That is, if the digital marketing has more effect, 1 unit will affect the purchasing decision of the consumer. The industrial machinery business in Bangkok province increases 0.782 and when analyzing the independent variables, it is found that

Table 4.10: Digital marketing influences influence purchasing decisions of consumers in the industrial machinery business group in Bangkok with multiple regression analysis

Digital Marketing	Buying decision					
	B	Beta	t	Sig.	tolerance	VIF
Constant	0.681		5.854	0.00		
Website	0.080	0.095	2.156	0.03	0.486	2.059
Content Marketing	0.184	0.212	4.556	0.00	0.437	2.287
E-mail marketing	0.120	0.154	4.222	0.00	0.716	1.397
Search Engine Optimization	0.156	0.184	4.415	0.00	0.548	1.823
Social Media Marketing	0.267	0.333	7.463	0.00	0.477	2.096

$R^2 = 0.626$, Adjust $R^2 = 0.621$, F = 131.625, p , 0.05

From Adjust R-Square (R^2) = 0.621

Explain that the purchasing decision of consumers in the industrial machinery business group in Bangkok. As a result of 62.1 percent digital marketing, the remaining 37.9 percent is the result of other unknown factors.

The results of testing the influence of digital marketing influence the purchasing decision of consumers in the industrial machinery business group in the Bangkok area in each aspect. Which is a test showing the sub-hypothesis according to Table 4.10.

Sub-Hypothesis 1.1 Digital marketing on the website influences purchasing decisions of consumers in the business of industrial machinery business in Bangkok.

Hypothesis

H0: Digital Marketing The website does not influence the purchasing decision of consumers in the industrial machinery business group in Bangkok.

H1: Digital Marketing The website has an influence on the purchasing decision of consumers in the industrial machinery business group in Bangkok.

From Table 4.10, it was found that the Sig. Value is equal to 0.03 which is different from the significance level 0.05. Therefore, the assumption of H1 is concluded that digital marketing. The website has an influence on purchasing decisions consumers, industrial machinery business group in Bangkok.

When considering the coefficients in the standard score format (Beta), it is found that the value is 0.095, meaning that digital marketing. The website has a positive influence on consumer purchasing decisions. Industrial Machinery Business Group in Bangkok That is, if the digital marketing on the website has more effect, 1 unit will affect the purchasing decision of consumers, industrial machinery business group in Bangkok increased by 0.095

When considering the Variance Inflation Factor (VIF), the value is 2.059, which is less than 10 and the Tolerance is 0.486, which is greater than 0.1, indicating that the independent variable has no relationship

Sub-Hypothesis 1.2 Digital marketing in content marketing influences decision making. Consumer purchases, industrial machinery business group in Bangkok.

As follows:

H0: Digital Marketing Content marketing does not influence the purchasing decision. Consumers, industrial machinery business group in Bangkok

H1: Digital Marketing Content marketing has an influence on purchasing decisions of consumers in the industrial machinery business group in Bangkok.

From Table 4.10, it was found that the Sig. Value is equal to 0.00 which is lower than the significance level 0.05. Therefore, accepting the H1 hypothesis that digital marketing is Content marketing has an influence on purchasing decisions of consumers in the industrial machinery business group in Bangkok.

When considering the coefficients in the standard score format (Beta), it is found that the value is 0.212, meaning that digital marketing Content marketing has a positive influence on consumer purchasing decisions of industrial machinery business groups in Bangkok. That is to say, if digital marketing. In terms of content marketing, 1 unit has a greater effect on consumer purchasing decisions. The industrial machinery business group in Bangkok has increased by 0.212.

When considering the Variance Inflation Factor (VIF), the value of 2.287, which is less than 10 and tolerance is 0.437, which is greater than 0.1, indicates that the independent variable has no relationship.

Sub-Hypothesis 1.3 Digital marketing in E-mail marketing influences consumers' purchasing decisions on industrial machinery business in Bangkok.

Hypothesis

H0: Digital Marketing In terms of email, there is no influence on consumers' purchasing decisions on industrial machinery business in Bangkok.

H1: Digital email marketing influences consumers' purchasing decisions on industrial machinery business in Bangkok.

From Table 4.10, it was found that the Sig. Value is equal to 0.00, which is different from the significance level 0.05. Therefore, the H1 assumption is concluded that the digital email marketing has an influence on the purchasing decisions on consumers industrial machinery business groups in Bangkok.

When considering the coefficients in the standard score format (Beta), it is found that the value is 0.154, meaning that the digital marketing in the email has a positive influence on the purchasing decision of the consumer, industrial machinery business in Bangkok province. Digital marketing. As for the email, there is a 1 unit effect that will affect the purchasing decisions of consumers. The industrial machinery business group in Bangkok increased by 0.154.

When considering the Variance Inflation Factor (VIF), the value is 1.397 which is less than 10 and tolerance has a value of 0.716, which is greater than 0.1, indicating that the independent variable has no friendly relationship.

Sub-Hypothesis 1.4 Digital marketing in the search engine optimization influences the purchasing decision of consumers in the industrial machinery industry in Bangkok.

Hypothesis

H0: Digital Marketing On the first page, there was no influence on the purchasing decision of consumers in the industrial machinery business group in Bangkok.

H1: Digital marketing in the search engine optimization influences purchasing decisions of consumers, industrial machinery business in Bangkok

From Table 4.10, it was found that the Sig. Value is equal to 0.00 which is different from the significance level 0.05. Therefore, accepting the H1 hypothesis concludes that digital marketing. search engine optimization influences the purchase decision on consumers industrial machinery business group in Bangkok

When considering the coefficients in the standard score format (Beta), it is found that the value is 0.184, meaning that digital marketing. Search engine optimization has a positive influence on the buying decision. Consumer of industrial machinery group in Bangkok. That is, if the digital marketing of search engine optimization has more effect, 1 unit will affect the purchasing decision of the consumer, industrial machinery group in Bangkok increased by 0.184

When considering the Variance Inflation Factor (VIF), the value is 1.823, which is less than 10 and tolerance has a value of 0.548, which is greater than 0.1, indicating that the independent variable has no relationship

Sub-Hypothesis 1.5 Digital marketing in social media influences purchasing decisions. Consumer, industrial machinery group in Bangkok

There is a hypothesis as follows

H0: Digital marketing in social media does not influence the purchasing decisions of consumers, industrial machinery groups in Bangkok

H1: Digital marketing in social media influences purchasing decisions of consumers in the industrial machinery segment in Bangkok.

From Table 4.10, it was found that the Sig. Value is equal to 0.00, which is different than the significance level 0.05. Therefore, accepting the H1 hypothesis concludes that digital marketing in social media has an influence on consumer purchasing decisions of industrial machinery groups in the area. Bangkok When considering the coefficient in the standard score (Beta), it is found that 0.333 means that digital marketing in social media has a positive influence on consumer purchasing decisions of industrial machinery groups in Bangkok That is, if the digital marketing in social media has increased 1 unit, it will affect the purchasing decision of the consumer, industrial machinery group in Bangkok area, increase 0.333

When considering the Variance Inflation Factor (VIF), the value is 2.096, which is less than 10 and the Tolerance is 0.477, which is greater than 0.1, indicating that the independent variable has no relationship.

4.3 Report of Hypothesis Testing

Table 4.11: Summary of hypothesis testing on digital marketing influence on decisions marking consumers in industrial machinery in Bangkok.

Hypothesis	Hypothesis test result
Hypothesis 1 Digital marketing influences consumers' purchasing decisions on industrial machinery business in Bangkok	Consistent
Sub-hypothesis 1.1 Digital marketing on the website influences purchasing decisions of consumers in the business of industrial machinery business in Bangkok.	Consistent
Sub-Hypothesis 1.2 Digital marketing in content marketing influences decision making. Consumer purchases, industrial machinery business group in Bangkok.	Consistent
Sub-Hypothesis 1.3 Digital marketing in E-mail marketing influences consumers' purchasing decisions on industrial machinery business in Bangkok.	Consistent
Sub-Hypothesis 1.4 Digital marketing in the search engine optimization influences the purchasing decision of consumers in the industrial machinery industry in Bangkok.	Consistent

Sub-hypothesis 1.5 Digital marketing in social media influences purchasing decisions. Consumer, industrial machinery group in Bangkok	Consistent

       The hypothesis test according to Table 4.11 can be concluded that digital marketing has an influence on consumers' purchasing decisions on industrial machinery business in Bangkok. By Website, Content marketing, E-mail marketing, search engine optimization and social media have influencing the purchasing decision of consumers in the industrial machinery business group in Bangkok. When considering the influence of variables, it is found that digital marketing in the social media influence the purchasing decision of consumers in the industrial machinery business group in Bangkok rather than the Website, Content Marketing, E-mail and search engine optimization.

Chapter 5
Research Results

This research is a survey research. The objective is for digital marketing to influence the purchasing decisions of consumers, industrial machinery business groups in Bangkok. Due to various research Which had been studied in the past that the researcher did not find any research that focused on digital marketing tools that affected the purchasing decision by using the convenient sample selection method Proportion of the number of samples is internet users. And using online social networks of 400 people in Bangkok through 2 platforms, because Facebook is the most used and the second line. Tools used in the study and data collection are online questionnaires (Google form) with 100.0 percent return questionnaire. Statistics used in data analysis include Frequency, Percentage, Mean, Standard Deviation, Simple Regression and Multiple Regression at the level of importance. Statistics at the level of 0.05 are summarized as follows:

5.1 Research Results
5.2 Discussions
5.3 Recommendation

5.1 Research Results

The conclusion of the research will be presented in 2 parts as follows.

5.1.1 Summary of data analysis of Descriptive Statistics are Percentage, Mean, Standard Deviation.

5.1.1.1 General characteristics of the sample that responded to the questionnaire, the sample group that responded to the questionnaire was mostly female, age range 21-30 years, single status, bachelor degree, average income student 10,001-20,000 baht and hobby is playing the internet.

5.1.1.2 The behavior of buying products and services through industrial machinery business The sample group that answers most questionnaires decides to buy products or services for reasons because there are interesting sales promotion by self-decision. Buy products or Service 1-2 times per month, 501-1,000 baht per time, because of the need for convenience Because you can choose to buy 24 hours a day, use the Smartphone from 16.01-20.00 hrs and 20.01-24.00 hrs. And choose to buy the most fashionable products via Facebook

5.1.1.3 Digital marketing affecting consumers' purchasing decisions in the industrial machinery business group in Bangkok

The level of overall digital marketing feedback is very important. The highest average value of the content marketing is at a very important level. Followed by social media at a very important level. The website level is very important. The Search Engine Optimization is very important. And the least is that the E-mail is at a moderate level.

5.1.1.4 Buying decisions of consumers in industrial machinery business in Bangkok

The level of opinion, purchasing decision of consumers, industrial machinery business group in Bangkok. The overall picture is very important. The highest average Equal is that you choose to buy products through the business of industrial machinery. Because they meet the needs and are comfortable. And you compare product information, Qualification, Reliability, price and promotion to choose the best option at a very important level followed by searching for information or reviews of products from the internet. In order to help make purchasing decisions at a very important level You are satisfied with the purchase of products through the industrial machinery business. Which will be introduced by others and Want to re-buy again at a very important level. He did not spend a long time in buying products through the industrial machinery business at the level of significance, medium and least. He often criticized the experience gained after purchasing products on the internet at a level that is Medium importance Digital marketing influences purchasing decisions of consumers, industrial machinery business groups in Bangkok.

5.1.2 The Results of Inferential Statistics
Summary of data analysis of the hypothesis as follows
    Hypothesis 1: Digital marketing affects the purchasing decision of consumers in the industrial machinery business group in Bangkok at the statistical significance level 0.05.
    Sub-hypothesis 1.1: Digital marketing on the website influences purchasing decisions of industrial machinery businesses in Bangkok.
    Digital marketing on the website affects the purchasing decision of consumers in the industrial machinery business group in Bangkok at the statistical significance level of 0.05.

Sub-hypothesis 1.2: Digital marketing for content marketing influences purchasing decisions of consumers, industrial machinery business groups in Bangkok.

Digital marketing in content marketing affects the purchasing decision of consumers in the industrial machinery business group in Bangkok. At the statistical significance level of 0.05.

Sub-hypothesis 1.3: Digital email marketing influences consumers' purchasing decisions. Industrial machinery business in Bangkok.

Digital marketing in email affects consumers' purchasing decisions. Industrial machinery business in Bangkok with statistical significance level of 0.05.

Sub assumption 1.4: Digital marketing The Search Engine Optimization has an influence on the purchasing decision of consumers in the industrial machinery business group in Bangkok.

Digital marketing on the Search Engine Optimization affects consumers' purchasing decisions in the industrial machinery business group in Bangkok at the statistical significance level of 0.05.

Sub-hypothesis 1.5: Digital marketing in social media influences purchasing decisions of consumers, industrial machinery business groups in Bangkok.

Digital marketing in social media affects the purchasing decision of consumers in Bangkok. With statistical significance level of 0.05.

5.2 Discussions

The results of the research found that the hypothesis 1 Digital marketing has an influence on the purchasing decision of consumers in the industrial machinery business group in Bangkok with a statistically significant level of 0.05, indicating that the lifestyle of the people changes with the internet becoming more and more important, the business of industrial machinery is growing continuously. The digital marketing company to achieve its goals. Which is in line with the concept (Natthaphon P, 2015) Discussing the influence of technological advancements that include both high-speed internet and devices that access the Internet anywhere, anytime as a result, digital marketing is important which means the survival of that business. Digital marketing has a variety of tools for marketers to choose to implement marketing strategies. If choosing a variety of suitable and suitable tools will make it more successful and in line. Chen Jun Liu's, 2013) Research on the effectiveness of digital marketing communications with the Burberry brand in the Republic Chinese people. Explain that using strategies Digital marketing has a relatively small effect on increasing sales. Because of the decision to buy high fashion products there are other elements.

The results from the sub-hypothesis 1.1 found that digital marketing in website has an influence on the purchasing decision of consumers in the industrial machinery business group in Bangkok. Shows that businesses that have their own primary website make the target group have a positive attitude and credibility. Because there is a website content that offers various information to present sales Has a design structure that attracts attention and is a community that can communicate with each other comfortably Which corresponds to the concept of elements of the 8C Framework website (Yang, Kim, Dhalwani & Vu, 2008) explaining that website elements are an important factor in the industrial machinery business business. (Hernandez, 2009). Study of websites. Important factors in e-business strategies. Explain that online marketing is a success that must follow the website strategy.

The results from sub-hypothesis 1.2 found that digital marketing in content marketing influenced the purchasing decision of consumers in the industrial machinery business group in Bangkok. Shows that creating good content in marketing will create new customers to the business Due to the successful use of internet marketing communication, it must focus on content marketing. It is a tad in the form that offers content at the point create a distinct, add value and interest. Can make consumers interested in content Causing a positive attitude towards the product and the motivation to make a purchase Which is consistent with (Taylor, 2013), Explaining that consumers prefer content marketing because they are more useful than other forms of presentation and also make consumers want to buy more products and ideas about the importance of marketing oriented Content (Gupta, 2014) explains that brands with content marketing help consumers make better purchasing decisions and consumers tend to buy products. The companies that offer custom content.

The results from sub-hypotheses 1.3 found that digital marketing on email influenced the purchasing decision of consumers in the industrial machinery industry in Bangkok Shows that email is a direct contact with the target group, can quickly respond to each other Build relationships and boost sales. Which is in line (Muller, 2008). Explain that email helps increase channels for reaching consumers. To create brand identity, loyalty and make consumers more engaging with the brand, demonstrating their willingness to buy and positive advice on word-of-mouth recommendations and ideas about the types of email marketing Georgieva (n.d.) explains that email marketing can be divided into 6 categories, some of which help stimulate customer buying decisions.

The results from the sub-hypothesis 1.4 found that digital marketing in the Search Engine Optimization influenced the purchasing decision of consumers in the industrial machinery industry in Bangkok. Shows that Search Engine Optimization is like occupying the target group Because people nowadays have the behavior of using the internet to search for various information, making SEO is good for the business. Which corresponds to the concept (Sezgin,2009) Explaining that Search Engine Optimization makes the website appear top ranked in showing search results as the most effective way to attract the attention of many users and the concept (Rutz & Bucklin, 2011) Explain that consumers are still choosing to receive information online. Search Engine Optimization (SEO) is becoming increasingly important for integrated marketing communications.

The results from the sub-hypothesis 1.5 found that digital marketing in social media influenced consumers' purchasing decisions in the industrial machinery business group in Bangkok. Shows that social media is a tool that influences consumer groups with over 30 million users in Thailand Social media is a two-way communication that helps respond to the needs of the target group as well. Which is a powerful tool and influences the consumer group very much Which is consistent with the concept (Phisek N., 2010) Explaining that it is now an era in which we can search various information through the website. The opportunity for us to believe in the same media is less. To believe the words from those close to the real or influential marketing. Allowing the company to not be able to control the direction of the media, and with the development of websites that enable people to have the opportunity to Develop content by yourself. Causing social media in various forms, such as Facebook, Twitter or YouTube that allows people to create content and media to the public, interacting with others, and social media also has a variety of marketing goals, such as to Increase sales By organizing promotions through social media and also providing a channel for customers to have the opportunity to express opinions about various products or services And the research (Athitham M., 2012) studied the influence of mobile marketing with social media on consumer behavior in Bangkok Found that consumers still have a better understanding of mobile marketing with negative social media and still do not trust the information received through marketing in this channel.

5.3 Recommendation

Suggestions of the research can be divided into 2 types as follows:

5.3.1 Implementing the results

Based on the results of the research on the influence of digital marketing on consumer purchasing decisions of industrial machinery business groups in Bangkok. To be a guideline

for the industrial machinery industry in developing digital marketing strategies in accordance with the selection behavior Purchase of current customers and can use the research results to be used in marketing planning, use marketing tools to meet the goals and increase competitiveness.

Website & Landing page the entrepreneurs or companies should create a main website that has information, content, beauty of images and design. Will make the target group feel interested and have an attitude that the products and services are reliable. Also helps expand the market and increase sales opportunities. Another option is to hire a web site professional master in care, because the website is not moving and does not update new information or does not communicate with visitors, nobody wants to click.

Content marketing the entrepreneurs or companies should use people with writing skills to present information that is effective, concise, relevant, and grammatically correct. Including graphics skills. In Artworks for posting in online media to meet the needs of the target group on the basis that entertainment content. Because most people use the internet to reduce stress.

Search engine optimization (SEO) the entrepreneurs or companies should buy advertising on the Google to make the website top. In the search can help build trust and target audience into the business website. Which the website name should be short, easy to understand and consistent with the business

E-mail the entrepreneurs or companies should create a customer database. Which is considered a target group that is interested in products or services Should not be sent if not allowed because it may cause annoyance to the recipient. There should be a template that is consistent with the main website and contains information that matches the objectives you want to notify to the customer.

Social media the entrepreneurs or companies use social media to create entertainment in the content to be presented. With regular updates on various news. Have to respond to customers or open product reviews Again, choosing to advertise on various social media. In order to make people or target groups see business pages and create awareness channels of promotions.

5.3.2 Recommendation research in the next research

For the future study, it is suggested to study additional factors such as Online PR factors, Mobile & Apps Marketing factors, and Online Video & Viral factors. To use as a useful tool for strategic planning of industrial machinery business. And study other business groups to compare that digital marketing has influence on other businesses, who want to adjust to

increase online channels. That originally had only part of offline by studying the factors of other digital marketing tools that influence business such as branding, awareness building, relationship building and sales stimulation.

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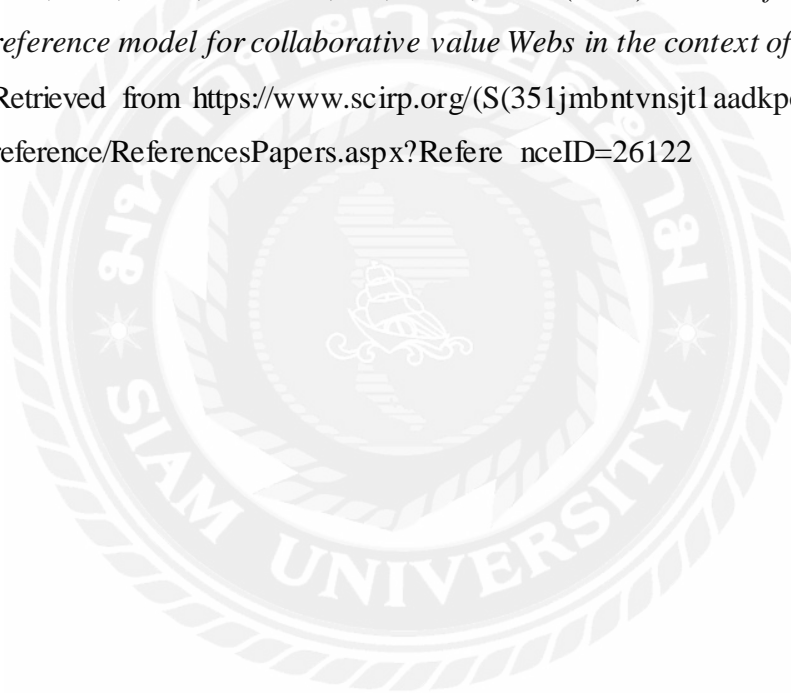
APPENDIX

Title: The Influence of Digital Marketing on Consumer Buying Decision of Industrial Machinery

This questionnaire was made with the objective of studying the influence of digital marketing on consumer buying decision of industrial machinery in Bangkok

Part 1: Personal Information

Please mark ✔ into the ☐ that corresponds to your information as much as possible

1. Sex
   ☐ 1) Male   ☐ 2) Female

2. Age
   ☐ 1) Under 20 or 20   ☐ 4) 41-50
   ☐ 2) 21-30   ☐ 5) More than 50
   ☐ 3) 31-40

3. Status
   ☐ 1) Single   ☐ 3) Divorced
   ☐ 2) Married

4. Education
   ☐ 1) Lower than secondary   ☐ 4) Bachelor Degree
   ☐ 2) High school   ☐ 5) Master Degree
   ☐ 3) Diploma   ☐ 6) Doctor Degree

5. Occupation
   ☐ 1) Student   ☐ 4) Bureaucrats
   ☐ 2) Business Owners   ☐ 5) House wives/ Butlers
   ☐ 3) Private Employees   ☐ 6) Other……………

6. Income
   ☐ 1) Less than 10,000 or 10,000 Baht   ☐ 4) 30,001-40,000 Baht
   ☐ 2) 10,001-20,000 Baht   ☐ 5) 40,001-50,000 Baht
   ☐ 3) 20,002-30,000 Baht   ☐ 6) More than 50,001 Baht

7. Hobby

☐ 1) Surf the Internet   ☐ 5) Play sports

☐ 2) Shopping   ☐ 6) Pets

☐ 3) Watch a movie/ Listen music   ☐ 7) Other……………

☐ 4) Read a book

Part 2: Behavior of buying products and services through industrial machinery business

Please mark ✓ into the ☐ that corresponds to your information as much as possible

1. The reason you decide to buy products of industrial machinery

☐ 1) Other persuade

☐ 2) There are interesting promotional items

☐ 3) Cheaper than the general market

☐ 4) Confident in the safety system

☐ 5) Other……………

2. People who influence the decision to purchase through the industrial machinery

☐ 1) Decide for yourself   ☐ 5) The notice from the people who

☐ 2) Family   have used the product or

☐ 3) Friends/ Colleagues   service before

☐ 4) Famous person

3. Frequency of buying products or services through industrial machinery

☐ 1) Not more than 1 time   ☐ 4) 5-6 times

☐ 2) 1-2 times   ☐ 5) 7 timers or more

    3) 3-4 times

4. The price of the product or service selected to purchase the next industrial machinery

☐ 1) Not more than 500 Baht   ☐ 3) 1,001-1,500 Baht

☐ 2) 501-1,000 Baht   ☐ 4) 1,501 baht or more

5. The reason for choosing to buy products or services of industrial machinery

☐ 1) Cheaper than normal market

☐ 2) Need convenience because it can choose 24 hours

☐ 3) There are many products to choose from than buying normal market

☐ 4) Can study opinions from those who have used

☐ 5) Other……………

6. The most frequently used devices for buying product or services through industrial machinery
- ☐ 1) Smartphones
- ☐ 2) Notebook/ Pc
- ☐ 3) Tablets
- ☐ 4) Other……………

7. The time when using the internet to buy
- ☐ 1) 04.01-08.00 hrs.
- ☐ 2) 08.01-12.00 hrs.
- ☐ 3) 12.01-16.00 hrs.
- ☐ 4) 16.01-20.00 hrs.
- ☐ 5) 20.01-24.00 hrs.
- ☐ 6) 00.01-04.00 hrs.

8. Types of products or services that are purchased through the industrial machinery
- ☐ 1) Machinery
- ☐ 2) Machinery Equipment
- ☐ 3) Spare Parts
- ☐ 4) Agricultural Machinery
- ☐ 5) Other…………

9. Channels of industrial machinery choose to buy products and service
- ☐ 1) Website
- ☐ 2) Facebook
- ☐ 3) Line
- ☐ 4) Instagram
- ☐ 5) Twitter
- ☐ 6) Other…………

Part 3 The opinion about digital marketing

Please mark ✔ into the ☐ that corresponds to your information as much as possible

The meaning or indication of choosing as follows

5 means the level of opinion you most agree

4 means the level of opinion you very much

3 means the level of opinion you agree moderate

2 means the level of opinion you less

1 means the level of opinion you agree the least

Opinions about digital marketing tools	Level Comments				
	Disagree ◄──────► Agree				
Website & Landing Page					
1. You often visit the store's website to buy	1	2	3	4	5
2. You often buy products on websites that have systems easy not complicated	1	2	3	4	5
3. You often buy products on website that reliability	1	2	3	4	5
4. You often click the banner ad to enter the first	1	2	3	4	5
Content Marketing					
5. You are always interested in content that provides information product benefits	1	2	3	4	5
6. You are always interested in communicating with images or story with pictures	1	2	3	4	5
7. You are always interested in graphics with content easy to understand	1	2	3	4	5
8. You are always interested in the content and entertainment	1	2	3	4	5
E-Mail Marketing					
9. You receive an E-mail or newsletter feel interested	1	2	3	4	5
10. You receive benefits via E-mail and impress	1	2	3	4	5
11. You receive information about products and E-mail	1	2	3	4	5
12. You can communicate with the store	1	2	3	4	5
Search Engine Optimization (SEO)					
13. When searching for a store, you usually click into the website first priority	1	2	3	4	5
14. When you find the shop on the first page respectful	1	2	3	4	5
15. You often choose to click a website with the name of the website and enter the keyword important	1	2	3	4	5
16. You often choose to click on websites that have advertisement Search engine such a Google	1	2	3	4	5

Social Media Marketing					
17. You often click to follow various social fan pages for shop information	1	2	3	4	5
18. You feel that social media is a channel in information that convenient and fast	1	2	3	4	5
19. Do you feel interested when seeing advertising or promotion via social media	1	2	3	4	5
20. You often use social media to find shop	1	2	3	4	5

Part 4 The opinion about buying decision

Please mark ✔ into the ☐ that corresponds to your information as much as possible

Buying Decision					
21. You choose to buy products through industrial machinery business. Because the meet the needs and comfortable	1	2	3	4	5
22. Do you search for information or reviews of products from the internet to help you make a purchase	1	2	3	4	5
23. You compare product information, qualification, reliability, price and promotion to choose the best choice	1	2	3	4	5
24. You do not spend a long time buying products through industrial machinery business	1	2	3	4	5
25. You often criticize the experience gained after buying products on the internet	1	2	3	4	5
26. You are satisfied with the purchase of products through industrial machinery business which will introduce others and want to buy again	1	2	3	4	5

Part5 Recommendation and Comments

…………………………………………………………………………………………………

…………………………………………………………………………………………………

…………………………………………………………………………………………………