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MASTER OF BUSINESS ADMINISTRATION

**THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON REPURCHASE
INTENTION: SEQUENTIAL MEDIATION EFFECT OF SOCIAL PRESENCE AND
TRUST**

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Of the University of Ulsan

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**THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON REPURCHASE
INTENTION : SEQUENTIAL MEDIATION EFFECT OF SOCIAL PRESENCE AND
TRUST**

Advisor : Professor Ju-sik Park

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**THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON REPURCHASE INTENTION :
SEQUENTIAL MEDIATION EFFECT OF SOCIAL PRESENCE AND TRUST**


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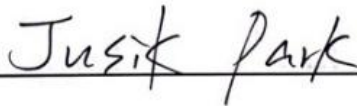
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ABSTRACT

During Covid-19 pandemic, businesses, mostly small and medium business, try to move their existence to online platform because of social distancing measures. Normally, it is challenging to gain trust and pursue the intention of the customer in online business setting. To understand more about how to achieve repurchase intention of the customer, this study examines the relationship of social media marketing activities on repurchase intention. Different from previous studies, this study investigated SMMA not as a single factor but as each of the components separately. This study also could be able to identify two important mediators in the relationship, social presence and trust. A cross-sectional survey research was done by the samples mostly composed of migrant workers from Myanmar in South Korea. Data collected from 249 samples was analyzed by SPSS and AMOS. Mediation effects were examined by Hayes PROCESS MACRO model number 6 and it was found out that social presence and trust partially sequentially mediated all the relationship between elements of SMMA and repurchase intention except for entertainment in which fully sequential mediation was found out.

Keyword: Social Media Marketing Activities, Social Presence, Trust, Repurchase Intention, Sequential Mediation.

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CHAPTER I. INTRODUCTION

Introduction

Covid 19 pandemic get many retail businesses to online especially to social media, where business can get engagement with their potential customers and try to influence them to purchase their products. Many retail businesses now create social media page such as Facebook, Instagram, Telegram, Pinterest and Twitter according to their audience and product type. Marketing activities in social media platform are done with the purpose of creating, communicating, delivering, and exchanging business offerings that can have some value to its stakeholders (Tuten & Solomon, 2015). Unlike the traditional marketing medias such as newspaper, radio, magazines and billboards etc., social media platform provides its users, both businesses and customers, a two-way communication channel where audiences can comment or give feedback about a post uploaded by businesses, and real-time conversation can also be done through messaging function of that social media. Because of its useful functions and usage of huge number of people, social media are now shifting the actions of consumers and companies from the old habits.

Kim and Ko (2010, 2012) developed the construct of social media marketing activities through surveying customers of luxury fashion brands. it was concluded that SMMA is composed of five components: entertainment, interaction, trendiness, customization, and word-of-mouth (WOM). These activities can be used as a tool in social media marketing to create new customers and maintain the current ones. Previous researches have made on the impact of SMMA on purchase intention, customer satisfaction, brand love, and brand equity (Wibowo et., al 2021, Chen and Lin 2019, Algharabat 2017 and Hafez 2021). These previous studies SMMA as a single variable containing five components. However, in this paper, the effect of all five components of SMMA will be tested separately.

With the rise of doing businesses on social media, it brings fraud and scammers, too. According to www.police.go.kr, there were 15,674 cyber fraud between February and March of 2021. Many people do not trust buying expensive items from social media such as a Facebook page. Therefore, to make businesses on social media trust from customers play an important role in customers' decision-making process. To build trust on social media, one of the most efficient

ways might be making the customers feel like they are dealing with actual person rather than a business identity. Social presence can be defined as a psychological process, which centers on warmth to conveys a felling of human contact, sociability and sensitivity (Rice and Case, 1983; Yoo and Alavi, 2001). Short et al. (1976) visual media have more social presence than written media, In small retail businesses, consumers willing to know the person they are dealing with. Furthermore, social presence for online businesses can be defined as " the extent to which the social commerce environment enables a customer to establish a personal warm, intimate and sociable interactions with others" (Zhang et al., 2014). Uploading the picture of operators and making live video and making direct conversation might enhance the customers feeling of socially presence of business even though they are remote from that business. Adding the feeling of social presence in social media page might solve the trust issue since it can imply customers with "a feeling of human contact, sociability, warmness and sensitivity embodied in a medium (Lu et al ,2016, p.226)

Even though social presence could be an integral part to gain attention from customers' by creating their trust, which can again convey to behavioral response of customers. There are very few studies of social presence as mediating factors to SMMA with its dependent variables. The present study extent the literature of social media marketing by investigating the sequential mediation effect of social presence and trust which according to our knowledge is the first time while focusing on gaining repurchase intention from consumers.

Hence this study aims to answer the following questions:

1. Will elements social media marketing activities affect directly to customer's repurchase intention?
2. How will social presence and trust sequentially mediate the relationship between social media marketing activities and repurchase intention of customers?

Chapter II. Literature Review

2.1 The Stimulus – Organism – Response (S-O-R) Theory

The stimulus – organism – response theory was initially proposed by Mehrabin and Rusell (1974) to explain how environmental factors can explain human behaviors. The theory states that the behavioral responses (R) such as repurchase intention which can be positive or negative are influenced by stimulated emotions (O), which can be initially influenced by environmental stimuli (S). This framework suggested that instead of direct causal relationship between stimuli and response, there would be affective and cognitive layers in between (Xu et al., 2014). The theory was reformed by (Jacoby, 2002) and because of its powerful exploratory nature and wide range of applications, researchers have adjusted the SOR framework according to their research contexts and incorporated with diverse factors such as cognitive and affective elements into framework (Kim et al., 2020).

There are three components include in the framework. The first “stimulus” can be defined as “the influence that arouses the individual (Eroglu, Machleit, and Davis, 2001).” In retail businesses the stimulus can be the physical characteristics of a store such as ambient and design characteristics (Chang et al., 2011), for tourism industry, authentic experience (Kim et al., 2020) and emotional experience (Jeong et al., 2020) and website quality (Kim and Lennon, 2013). However, as the development of e-commerce rises, the model was applied to study the external factors of e-commerce environment (Eroglu et al., 2003; Jiang et al., 2010; Sautter et al., 2004).

The second component of framework, organism, refers to an individual’s affective and cognitive condition and it can be said that the entire processes that conveys stimuli to become responses (Loureiro and Ribeiro, 2011). Affective position is related to the feelings and emotions of customers following the stimuli. On the other hand, cognitive position refers to “everything that goes in the consumers’ minds concerning the acquisition, processing, retention and retrieval of information” (Eroglu et al., 2001). According to Mollen and Wilson (2010), the inner state of the organism is dynamic and tiered perceptual spectrum. In the current study, there are two variables, the customer’s perception of social presence, and trust of the customer. In social media setting,

through social media marketing activities, customers could notice and feel more social presence, which can be said as cognitive that conveys the affective nature of inner state, trust.

The last part of the framework is “response” which refers to the behavioral intentions affected by organism which being aroused by stimuli. Previous studies have shown some important outcome of consumer behavior such as brand loyalty (McAlexander et al., 2002; Schau et al., 2009), brand equity (Koay et al., 2020) and impulse buying behaviors (Chang et al., 2011). In the present study repurchase intention was proposed as response. The SOR framework offers a structured approach to evaluate the impact of SMMA as an environmental stimulus on social presence and trust (organism) which subsequently effects on repurchase intention (behavior) in a social media retail setting.

2.2 Social Media Marketing Activities (SMMA)

Marketing on social media is becoming an important part for business owners and marketers as the rise of the use of social media. When we say social media, we usually think about applications like Facebook, Instagram, WhatsApp, YouTube, LinkedIn, and Pinterest. As of July 2021, Facebook has the largest share of active users with 2.853 billion, followed by YouTube with 2.291 billion (Statista 2021). These social media are run by content generated from users which can be vary from buying/selling products, entrepreneurship, political issues to venture capitalism (Greenwood and Gopal 2015). Different from traditional media, social media allows two-way communication between the enterprise and its audiences, and it can reach to a wide range of users at relatively low cost compared to traditional media like television, newspapers, magazines, and billboards etc.,

Previous studies have been done to investigate how marketing on social media can implement various businesses' strategy and success. there were some variations according to the scholars and the industries of the research. By conducting an empirical study on luxury brand customers, Kim and Ko (2012) suggested that social media marketing activities are composed of five dimensions: entertainment, interaction, trendiness, customization and WOM. Some later scholars made some variations in their studies according to their research needs. Seo and Park (2018) considered perceived risk as a component of SMMA instead of word-of-mouth. Yadav and Rahman (2017) and Koay et al., (2020) included informativeness instead of entertainment in their study. This study followed the five components of Kim and Ko (2012) like other scholars (Godey et al., 2016, Wibowo 2020 and Zollo et al., 2020)

2.1.1 Entertainment

Entertainment can be referred as the result of the fun and play emerging from social media experience (Agichtein et al., 2008). Park et al. (2009) proposed that entertainment is one of the major motives for people to use social media. People find contents from marketing activities and from businesses entertaining (Mutinga et al., 2011). According to Kang (2005), entertainment in social media is a significant component that can create positive emotions, develop participating behavior and generate intention to use continuously.

2.1.2 Interaction

In social media, interaction is a two-way communication where customers can make requests, needs, opinions and feedbacks on products and services in real time (Bilqin 2018). According to Godey et al., (2016, p.5835), interaction via social media is the exchange of opinions and sharing information among users. Interaction with customers through social media can build up friendly attention (Kim and Ko 2012). Creating the good relationship with customers can build trust and affinity between the customer and the business (Manthiou et al., 2013)

2.1.3 Trendiness

Trendiness is usually considered as providing up-to-date information about a product or service (Bruno et al., 2016). According to Mutinga et al. (2011) there would be four sub-motivations through which social media can spread trendy information. They are surveillance, knowledge, pre-purchase information and inspiration. Surveillance describes observing, and remaining updated about, one's social environment. Knowledge refers to brand-related information that consumers obtain to profit from other consumers' knowledge and expertise in order to learn more about a product or brand. Pre-purchase information denotes reading product reviews or threads on brand communities in order to make well-considered buying decisions. Finally, inspiration relates to consumers following the related information obtaining new ideas – the brand-related information therefore serves as a source of inspiration. Nowadays for information searching, consumers rely on various social media as they think it is more trustworthy

to obtain the information on social media rather than promotional activities of the companies (Mangold & Faulds, 2009)

2.1.4 Customization

Generally, the level of customization is the degree to which a service can be customized to meet the preferences of an individual (Schmenner, 1986). Zhu and Chen (2015) provide two categories of post customization: customized messages (e.g. Facebook posts) to target specific target audience and broadcasts (e.g. tweets from twitter) to target the interested audience. Customization can be used as a way to gain customer satisfaction by providing individually optimized products and services to them. Customization reveals the uniqueness of a business (Seo and Park, 2018)

2.1.5 Word-of-Mouth (WOM)

In social media context, WOM refers to the extent to which consumers of products of services pass along information and upload contents relating to their experiences about the brand (Godey et al., 2016). According to Chu and Kim (2011), the use of WOM on social media can be differentiated to three types: opinion seeking, opinion giving, and opinion passing. WOM provides stronger credibility, empathy, and relevance since there is no restrictions for consumers to pass along the information on their own social media account (Kim and Ko 2012; Jansen et al., 2009).

2.2 Social Presence (Social Presence Theory)

Social presence can be defined as the degree to which a medium is allowed a user to establish personal connection with other users (Short et al., 1976). Riva et al. (2011) divided attempts to presence, basic state of consciousness, into two approaches. The first one is **media presence**: consumers' experience to a give medium and other approach is **inner presence**: a broad psychological phenomenon. Lombard and Ditton (1977) categorized presence into six dimensions: social richness, realism, transportation, immersion, social actor within medium and medium as social as social actor. These six dimensions were again arranged into two dimensions: social presence and telepresence. Short et al. (1976) stated social presence as “the salience of the other in a mediated communication and the consequent salience of their interpersonal interactions”. The antecedents of social presence include vividness and interactivity (Kim 2015) and Sun et al., (2021)

Shopping at online environment, social presence plays crucial role since there is no or very little face-to-face between sellers and buyers (Cyr et al., 2007). Similarly, Dormann (2001) proposed that social display can help enhancing of e-commerce success. Moreover, previous research indicated that social presence has positive effect on customer engagement, human interactivity and contact (Kietzmann et al., 2012, Kruikeimeier et al., 2013). Social presence also has positive influence to gain consumer trust in online commerce setting (Alhulail et al., 2018 and Jiang et al., 2019) which in turn to induce behavioral responses for example purchase intention (Jiang et al., 2019 and Sun et al., 2021)

2.3 Trust

In the online context, trust can be said to be one of the antecedents of purchase intention over social platforms (Kim and Park, 2013). Trust can be defined as the willingness of a customer to rely on the ability of a business to perform as entitled. Purchasing products and services on social media required relatively higher level of trust compared to traditional business as the degree of uncertainty is higher. Recent study of Warner et al., (2018), proposed that perception of trust can vary according to the gender, age and amount of time spent on social media. It is also

proposed that five dimensions compose the construct of trust: benevolence, integrity, competence, identification, and concern. Trust can increase emotional bonding between buyers and sellers and influences the relationship between different variables and behavioral intentions (Hashim and Tan 2015). Khong et al. (2013) posit that trust on social media platform is also built through consumer empowerment or the presence of both psychological and structural conditions though users' perceptions of enhanced ability to share information and simply access and perform transactions on social media.

2.4 Repurchase Intention

Repurchase intention can be defined as “the subjective probability that a customer (i.e experienced customers) will continue to purchase a product from the same online seller (Chiu et al., 2012). According to Schoenbachler et al., (2004) recognizes that the purchasing decision of loyal customer is independent of the price and repurchase intention is a psychological behavior and one of the main drivers that motive customers to continue buying products and services. According to Ranaweera and Prabhu (2003), repurchase intention can also be regarded as “future behavioral intentions” that indicates the probability of customer to stay or leave their presenter service provider in the future. Previous studies had shown repurchase intention as an behavioral response which can be achieved by marketing activities in social media (Kim and Ko , 2012, Godey et al., 2016, Wibowo 2020 and Ibrahim et al., 2021) while social presence and trust act as important factors for inducing customers intention to purchase or repurchase again (Alhulail et al., 2019, Jiang et al ., 2019 and Sun et al 2021)

Chapter III Hypotheses development

3.1 The Effect of Elements of SMMA on Repurchase Intention

The main task of marketing is to “create, communicate and deliver value” (Kotler and Keller, 2016). However, social media marketing can be referred as “a process by which companies create, communicate, and deliver online marketing offerings via social media platforms build and maintain stakeholder relationships that enhance stakeholders’ value by facilitating interaction, information sharing, offering personalized purchase recommendations, and word of mouth creation amongst stakeholders about existing and trending products and services” (Yadav and Rahman, 2017).

On the other hand, the idea of repurchase intention comes from behavioral intention from the consumer which can sometimes be referred as other different words (revisit intention, customer retention, and intention to repurchase). Repurchase intention occurs when customers have good experience with brand, engagement with brand and satisfaction with the previous purchase (Ebrahim et al., 2016, and Chan et al., 2015). Entertainment is a measurement of whether a customer has fun in making interaction with the business page. Entertainment activities such as participation in lucky draw, video sharing and uploading memes, can lead consumers to enjoy their experiences on social media (Ashley and Tuten, 2015). The next element, interaction, facilitates users who contribute to business-related social media platforms in order to meet similar brand fans like them. (Kim and Ko, 2012, Godey et al., 2016). Social interaction is a significant motivator for the development of customer-generated content (Daugherty et al., 2008). Social media could be said the best place to get latest information for the customers. Research conducted by Gallagher & Ransbotham (2010) and Dessart et al., (2015) stated that trendy information will help attract consumers' attention, generate positive feelings. Customization in social media is based on the ability to provide optimized information or products to customer and this can be used to generate customer satisfaction (Ding and Keh, 2016). The last component WOM offers more relevance and credibility for customers than information provided by the marketers in promotional advertisements. From these elements of SMMA, customers could be

felt satisfied, contributed and can get trusted information which can affect their purchase intention in the future. Thus, it is hypothesized

H1a: Entertainment be likely to have positive direct effect on repurchase intention

H1b: Interaction be likely to have positive direct effect on repurchase intention

H1c: Trendiness be likely to have positive direct effect on repurchase intention

H1d: Customization be likely to have positive direct effect on repurchase intention

H1e: Word-of-mouth be likely to have positive direct effect on repurchase intention

3.2 Mediation effect of social presence between SMMA and repurchase intention

Kim (2015) reported that social presence can be influenced by the interactivity and vividness of the information provided in the social media. Since the social media platforms (in this study Facebook) provided required technologies and functions to communicate with customers with no location limit, SMMA can manipulate that customer can feel the presence sellers provide in their interactive messenger, or live video. The media richness theory says richness of information can reduce confusion and misunderstanding (Daft et al., 1987). The theory also stated that the richness of a medium can be determined by (a) immediate feedback (**interaction**), (b) multiple cues (**trendiness, word-of mouth**), (c) language variety (**customization**), and (d) personal focus(**customization**). Based on the mentioned criteria, social media could offer the most richness information, for example, in Facebook, where information can be provided in prepared text, video, audio, or direct calling, instant messaging, live-selling and video calling. Later virtual reality service can also be included (**entertainment**).

The social presence gained from SMMA makes customers experience positive emotions and these positive emotions, for example pleasure, shorten the psychological distance between customers and business and promote the loyalty and customer intention to buy (Hassanein and Herd ,2007; Gao et al., 2018). According to the S-O-R frame work, it can be suggested that, social presence (organism) enhances the effect of SMMA (external stimuli) on repurchase intention (behavioral response).

Therefore, it is hypothesized

H2a: Social presence will mediate the effect of entertainment on repurchase intention

H2b: Social presence will mediate the effect of interaction on repurchase intention

H2c: Social presence will mediate the effect of trendiness on repurchase intention

H2d: Social presence will mediate the effect of customization on repurchase intention

H2e: Social presence will mediate the effect of word-of-mouth on repurchase intention

3.3 Mediation effect of trust between SMMA and repurchase intention

One of the differences between retailing on social media and ecommerce site is that buying products require a certain level since there is no third-party witness to watch the transaction. As media richness theory says, the more the media provide the richness of information, the less uncertainty and misunderstanding. Seo and Park (2018) reported that certain factors of social media marketing activities (such as **entertainment and interaction**) could probably have direct impact on customer attitudinal factors (for example, trust). Interaction on social media between sellers and customers can develop customer trust, and in the similar way if the customer feels entertained from the interaction with the seller as well as getting the required information about the products, customers' trust may grow (Chang and Dong, 2016, Moslehpour et al., 2020). Trust tends to exist for the various types of social media that provide the newest information (**trendiness**) since customers tend to trust information the found on social media (Mangold and Faulds, 2009;) **Customization** can also strengthen the perceived value of social media page of the business and build consumer trust in brands (Dehghani and Tumer ,2015). **WOM** in social media offers relevance, empathy, and credibility for customers than information sources established by marketers (Gruen et al., 2007)

Gaining trust in online business is essential ingredients for successful long-term business relationships with customers (Doney and Cannon, 1997; Morgan and Hunt, 1994). And

Trust can impact on customer online repurchase intention (Spreng et al., 1996; Oliver and Linder 1981). Based on the previous studies showing the effect of trust on repurchase intention we hypothesized

H3a: Trust will mediate the effect of entertainment on repurchase intention

H3b: Trust will mediate the effect of interaction on repurchase intention

H3c: Trust will mediate the effect of trendiness on repurchase intention

H3d: Trust will mediate the effect of customization on repurchase intention

H3e: Trust will mediate the effect of word-of-mouth on repurchase intention

3.4 Sequential mediation effect of social presence and trust between elements of SMMA and repurchase intention

In online business context, building customer trust has always been viewed as a challenge. However, social presence is one of the useful ways to gain consumer trust as it makes the customer feel like buying from a real person even though there might be some distance. Social presence reduces the distance between customer and seller at the same time creates a chance to build trust between two parties (Lu et al., 2016). In the study of Jiang et al., (2019), there are three dimensions of social presence which can have impact on the trust on the sellers. They are social presence through interactions between consumers, social presence through interactions between consumers and merchants and social presence through interactions between consumers and commodities. Social presence through interactions customers occurs when customers interact each other on the social media platform by sharing their views on the business, giving feedback and reading the review of other people. These kinds of activities can be facilitated by interaction and word-of-mouth activities of businesses. Social presence through the interactions between consumers and merchants, and consumers and commodities can also be gained through providing update information provided by the merchants to the customers and satisfying the customers with the products with customizations as they desired. In the study of Ibrahim(2021), brand trust and brand loyalty as sequential

mediators between SMMAAs and revisit intention. However, for businesses based on social media, making customers felt socially presence and it is important way to gain customers' trust before getting to intention to purchase again. Recently several studies are reporting the positive effect of social presence on trust in various contexts (Nadeem et al., 2020; Lu et al., 2016). Although both social presence and trust act as inner state of the organism in this study, based on previous research social presence comes first before gaining trust. Thus, it is hypothesized as

Hypothesis 4a: Social presence and trust be likely to have sequential mediation effect between entertainment and repurchase intention.

Hypothesis 4b: Social presence and trust be likely to have sequential mediation effect between interaction and repurchase intention.

Hypothesis 4c: Social presence and trust be likely to have sequential mediation effect between trendiness and repurchase intention.

Hypothesis 4d: Social presence and trust be likely to have sequential mediation effect between customization and repurchase intention.

Hypothesis 4e: Social presence and trust be likely to have sequential mediation effect between word-of-mouth and repurchase intention.

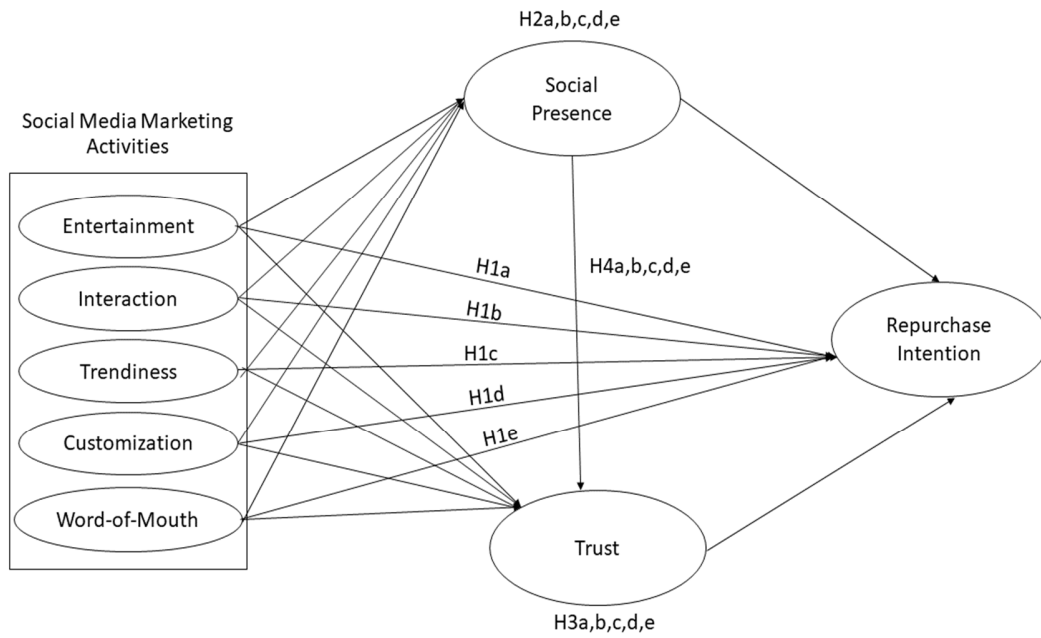


Figure 1. Research Model

Chapter IV. Methodology

4.1 Research Method

To measure the components of proposed research model, a five-point likert scale was used (1=strongly agree; 5=strongly disagree). SPSS and AMOS were applied to analyze the surveyed data. Cronbach's alpha and exploratory factor analysis (EFA) were performed to test the reliability and overall pattern of the obtained data. Process version 4.0 model number 6 is applied to test the proposed hypothesis and sequential mediation proposed research model (Hayes 2017).

4.2 Data Collection

This study used an online survey, google forms, to collect data from samples. 249 respondents answered the survey. Most of them are Myanmar immigrant workers. The data collection was done through a Facebook business page selling sim cards and mobile and computer related products in South Korea. Since the dependent variable of this study is repurchase intention, the survey question links are sent and requested from those who had bought from the seller at least once. The survey questions can be divided into two parts, the main part of the survey include the questions about the factors influencing the repurchasing intention of the customers. Five-point Likert scale with 5=strongly agree and 1=strongly disagree was used and one reverse type of question was also included. After finishing the main part, questions relating to demographic characteristics of the samples follow. 281 responses go returned before data analysis. 32 responses were deleted because of not complete or not answered appropriately.

4.3 Definition and measurement items of the construct

4.3.1 Social Media Marketing Activities (SMMA)

Kim and Ko (2012) developed 11 measurement items to measure five dimensions of SMMA. Entertainment, the degree to which the social media of a brand or shop is fun or entertaining to follow or subscribe, Interaction, extent to which the social media of a brand or shop facilitates customers to share content and views with the operator and other customers and how much easy to interact with the social media, Customization, the degree to which the social media of a brand or page offer tailored products or services to meet the requirements of a customer, Trendiness, the extent to which the social media of a brand or shop offers trendy up-to-date contents, Word-of-mouth, the degree to which the followers of subscribers of a brand or shop recommend and share their experiences on their own social media accounts. However, there were some variations in dimensions of SMMA. Even though, the original survey included 11 questions, extra questions was added based on the original ones.

4.3.2 Social Presence

In this study, social presence is defined as the degree to which a medium is allowed a user to establish personal connection with other users (Kim 2015). Survey questions were adopted from Kim (2015)

4.3.3 Trust

In this study, trust is defined as an extent to which customers rely willingly and have confidence on the Facebook of a business. Survey questions are adopted from Einwiller (2003).

4.3.4 Repurchase Intention

In this study, online repurchase intention was defined as “the subjective probability that a customer (i.e: experienced customers) will continue to purchase a product from the same online seller (Chiu et al., 2012). Survey questions were adopted from the study of Zhou et al., (2009)

Variable	Measurement Items	Source
Entertainment	There are funny contents in X Facebook Page	Kim & Ko (2012)
	Contents of X's Facebook page seems entertaining	
	It is enjoyable to follow X's Facebook Page	
Interaction	I can comment and share X's Facebook posts freely	
	It is easy to share my opinion and exchange is possible in X's Facebook posts.	

	I can interact with X Facebook via using other apps such as Viber or Kakao Talk	
Trendiness	Contents shown in X page is relatively new compared to others with same product category	
	Following X Facebook page can make me update with the products available in the market	
	X also upload or share important posts which are important to know its audiences	
	I feel like I am updated by reading and watching posts form X Facebook Page	
	X offers different product for different customers	
	In the posts, X offers also describe what type of customers can get that certain product	
	I can talk to X what type of product I want, and I can get as I want	
Word of Mouth	I would like to pass information from X's Facebook page to my friends.	
	I would like to upload content from X's Facebook page on my personal Facebook account	
	I have seen other people share contents from X's Facebook page on their personal Facebook account	
Social Presence	There is a chance of human contact in X Facebook page	Kim 2015
	There is a sense of personalness in X page	
	There is a sense of sociability in X page	
	There is a sense of human warmth in X page	
Trust	X's Facebook page is trustworthy	Einwiller (2003)

	I believe that X's Facebook page wants to be known as one that keeps promises and commitments	
	I believe that X's Facebook page is consistent in quality and service	
	I believe that X's Facebook page has high integrity	
Repurchase Intention	I intend to repurchase at X in the future	Adapted from Zhou et al 2009
	If the price is same, I would buy from X	
	I intend to purchase at X when it introduce different types of products and services	
	Even if I don't need to buy at X, I will visit X page and get information of current promotion	
	Gender	
	Age	
Demographic	Location	
	Education	
	Resident Status	
	Facebook Usage (hrs)	

4.4 Description of the Sample

The demographic characteristics of the sample include gender, age, region, education, and hours of Facebook usage. As the major population of Myanmar people are immigrant workers, 95.6% of respondents are male varying from age of 25-29 (41.8%), and 30-34 (48.6%). 41% of respondents are living in greater Seoul and Incheon area, and 26.9% are from other metropolitan cities and the rest 32.1% live in other area of the country. The details of the demographics are described in the Table 1.

TABLE 1: Description of sample

Demographic	Category	Quantity	Percentage (%)
Gender	Male	238	95.6
	Female	11	4.4
	Total	249	100
Age	20-24	11	4.4
	25-29	104	41.8
	30-34	121	48.6
	Others	13	5.2
	Total	249	100
Location	Greater Seoul Area	102	41
	Metropolitan Cities	67	26.9
	Others	80	32.1
	Total	249	100
Education	High School	102	4.1
	Vocational Diploma	98	39.4
	Bachelor's degree	8	3.2
	Others	41	16.5
	Total	249	100
Resident Status	Immigrant Workers	207	83.1
	Others	42	16.9
	Total	249	100

Facebook Usage	Up to 1 Hr	15	6
	2 Hours	49	19.7
	3 Hours	80	32.1
	4 hours	56	22.5
	5 Hours	49	19.7

Chapter V. HYPOTHESIS TESTING

To analyze the acquired data, reliability and validity test on the measurement items were conducted. And then Heyes Process Macro model number 6 was applied to perform hypothesis testing.

To check the appropriateness of the data we got, KMO and Bartlett's test were done. According to Garson (2003), the index Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) must be greater than 0.5 and test Bartlett's has a significance level $\text{sig} < 0.05$.

The results showed that the index of KMO is 0.875 which is greater than 0.5 which proves the appropriateness of data. Bartlett's inspection result is 5102.408 with significance level of 0.000 which is less than 0.05

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.875
Bartlett's Test of Sphericity	Approx. Chi-Square	5102.408
	df	406
	Sig.	0

5.1 Reliability checking of measurement items

To check the internal consistency of the measurement items, Cronbach alpha's value was calculated. The values of the Cronbach's Alpha between 0.7 and 0.8 is acceptable, between 0.8 to 0.9 is good level and above 0.9 is excellent (Cronbach, 1951)

Variables	Components	Cronbach's Appha
ENT	3	0.756
INT	3	0.827
TRD	4	0.826
CUST	3	0.935
WOM	4	0.83
SP	4	0.919
TR	4	0.847
RI	4	0.944

5.2 Validity checking of measurement items Exploratory Factor Analysis (EFA)

Exploratory factor analysis was performed according to principal components with Varimax rotation. the measurements were grouped into eight, value of total variance extracted is 77.173% which is greater than 50%; so the result is satisfactory.

Table 3. Exploratory Factor Analysis

	Component								Cronbach's Alpha	Eigen Value	% Variance	%Cumulative
	1	2	3	4	5	6	7	8				
ENT1	-.070	-.067	.096	-.051	.109	.017	.021	.826	0.756	9.207	31.749	31.749
ENT2	-.002	.148	-.038	.082	.172	.089	.045	.858				
ENT3	.159	.149	-.012	.286	.139	.237	.014	.667				
INT1	.156	.087	.051	.145	-.005	.099	.868	-.044	.827	3.026	10.435	42.184
INT2	-.038	.111	.046	-.026	.183	.035	.805	.143				
INT3	.200	.137	.046	.090	.081	.170	.845	-.014				
TRD1	.157	.170	.031	.200	.025	.560	.319	.346	.826	2.401	8.279	50.463
TRD2	.091	.188	.095	.263	.235	.675	.166	.209				
TRD3	.053	.095	.157	.084	.303	.773	.089	.054				
TRD4	.130	.144	.187	.189	.212	.812	.021	.005				
CUST1	.190	.312	.144	.796	.126	.209	.086	.066	.935	2.048	7.062	57.525
CUST2	.148	.221	.139	.850	.213	.182	.099	.077				
CUST3	.069	.249	.085	.807	.253	.191	.078	.126				
WOM1	.234	.241	.029	.381	.599	.225	.079	.089	.830	1.902	6.558	64.083
WOM2	.146	.104	.105	.240	.733	.222	.117	.137				
WOM3	.076	.053	.025	.250	.805	.129	.062	.135				
WOM4	.028	.191	-.100	-.055	.745	.201	.080	.151				
SP1	.112	.857	.106	.124	.114	.140	.121	.062	.919	1.522	5.247	69.331
SP2	.126	.852	.192	.208	.111	.121	.126	-.013				
SP3	.089	.874	.124	.184	.139	.101	.088	.077				
SP4	.072	.779	.061	.171	.106	.097	.070	.094				
TR1	.051	.061	.810	.022	.028	.172	.041	.025	.847	1.21	4.173	73.504
TR2	.154	.044	.820	.132	-.004	.045	.090	.055				
TR3	.080	.088	.849	.113	.003	.104	.039	.020				
TR4	.126	.215	.752	.017	.011	.029	-.022	-.031				
RI1	.885	.117	.072	.022	.064	.005	.049	-.046	.944	1.064	3.669	77.173
RI2	.910	.098	.140	.137	.077	.078	.074	.051				
RI3	.933	.066	.117	.095	.085	.103	.103	-.029				
RI4	.847	.099	.136	.132	.115	.149	.121	.093				

5.4 Confirmatory Factor Analysis (CFA)

To test the convergent validity of variables in this study, confirmatory factor analysis is performed. Construct reliability (CR) and average variance extracted (AVE) are used to confirm the result. As described in the table, the construct reliability of each construct is above 0.5 and the value of AVE is above the required level (Hair et al., 2010).

Table 4. Confirmatory Factor Analysis								
Variable	Item	Unstandardized Factor loading	Standardized Factor Loading	S.E	C.R	P	AVE	Construct Reliability
Entertainment	ENT2	1	0.909				0.696	0.87
	ENT1	0.786	0.625	0.089	8.846	***		
	ENT3	0.601	0.676	0.064	9.373	***		
Interaction	INT3	1	0.917				0.756	0.9
	INT2	0.936	0.648	0.086	10.91	***		
	INT1	0.93	0.842	0.065	14.395	***		
Trendiness	TRD3	1.065	0.756	0.087	12.17	***	0.72	0.911
	TRD4	1	0.797					
	TRD2	0.825	0.802	0.064	12.98	***		
	TRD1	0.524	0.647	0.051	10197	***		
Customization	CUST2	1.036	0.954	0.043	24.23	***	0.904	0.966
	CUST3	1	0.893					
	CUST1	0.927	0.888	0.044	20.93	***		
Word-of-Mouth	WOM2	1.197	0.812	0.126	9.465	***	0.687	0.897
	WOM3	1.192	0.755	0.131	9.064	***		
	WOM1	1.083	0.813	0.114	9.471	***		
	WOM4	1	0.599					
Social Presence	SP3	1.054	0.915	0.051	20.75	***	0.852	0.958
	SP2	1.002	0.916	0.048	20.76	***		

	SP1	1	0.873					
	SP4	0.785	0.742	0.055	14.22	***		
Trust	TR3	1.056	0.844	0.904	11.23	***		
	TR2	1.024	0.804	0.094	10.88	***	0.731	0.915
	TR4	1	0.684					
	TR1	0.913	0.744	0.089	10.23	***		
Repurchase Intention	RI3	1.23	0.967	0.057	21.54	***	0.855	0.96
	RI2	1.167	0.934	0.057	20.31	***		
	RI4	1.014	0.87	0.057	17.81	***		
	RI1	1	0.837					

5.5 Hypothesis Testing

To test the effect of relationships between variables, the goodness of fit for the whole model was also tested, Hu and Bentler (1999) stated that a model can be regarded as acceptable if CMIN/df ≤ 3 is good, CMIN ≤ 5 is acceptable. CFI value ≥ 0.80 is acceptable, 0.90 is good and 0.95 is excellent. GFI ≥ 0.80 is acceptable (Mulaik et al., 1989), TLI ≥ 0.90 and RMSEA < 0.08 (Browne and Cudeck, 1992).

Table 5. Model Fit Indices				
CMIN/df	GFI	TLI	CFI	RMSEA
1.836	0.846	0.931	0.941	0.058

The hypothesized direct and indirect effects were tested through a bootstrapping procedure using PROCESS procedure for SPSS version 4.0 by Hayes model number 6. It was computed 5000 bootstrap subsamples and 95% lower levels confidence intervals (LLCIs) and upper-level confidence intervals (ULCIs). Mediation effects are indicated by the indirect effects of elements of SMMA by the LLCIs and ULCIs. The results are reported in the Table.

Table 6. Hypothesis Testing							
Entertainment	Coefficient	S.E	t-value	p-value	LLCI	ULCI	Remark
ENT-> RI	0.0382	0.0828	0.4612	0.6451	0.1249	0.2012	H1a= Not Supported

ENT->SP->RI	0.0557	0.0298			0.01	0.1249	H2a= Supported	
ENT->TR->RI	0.0052	0.0197			-	0.0363	0.0441	H3a= Not Supported
ENT->SP->TR->RI	0.0169	0.0084			0.0039	0.0364	H4a= Supported	
Interaction	Coefficient	S.E	t-value	p-value	LLCI	ULCI	Remark	
INT->RI	0.2142	0.0796	2.6911	0.0076	0.0574	0.371	H1b= Supported	
INT->SP->RI	0.0625	0.0324			0.0061	0.1321	H2b= Supported	
INT->TR->RI	0.0154	0.0162			-	0.0143	0.0505	H3b= Supported
INT->SP->TR->RI	0.0215	0.0093			0.0064	0.0425	H4b= Supported	
Trendiness	Coefficient	S.E	t-value	p-value	LLCI	ULCI	Remark	
TRD->RI	0.2511	0.089	2.8233	0.0051	0.759	0.4264	H1c= Supported	
TRD->SP->RI	0.081	0.0433			0.0045	0.1732	H2c= Supported	
TRD->TR->RI	0.0522	0.0244			0.0103	0.1059	H3c= Supported	
TRD->SP->TR->RI	0.0202	0.01			0.0043	0.0431	H4c= Supported	
Customization	Coefficient	S.E	t-value	p-value	LLCI	ULCI	Remark	
CUST->RI	0.2671	0.0836	3.1953	0.0016	0.1024	0.4317	H1d= Supported	
CUST->SP->RI	0.0653	0.0492			-	0.0285	0.165	H2d= Not Supported
CUST->TR->RI	0.0373	0.0201			0.0025	0.0808	H3d= Supported	
CUST->SP->TR->RI	0.0241	0.0129			0.0043	0.0545	H4d= Supported	
Word-of-Mouth	Coefficient	S.E	t-value	p-value	LLCI	ULCI	Remark	
WOM->RI	0.2868	0.0856	3.349	0.0009	0.1181	0.4555	H1e= Supported	
WOM->SP->RI	0.0678	0.0395			-	0.0059	0.1506	H2e= Not Supported
WOM->TR->RI	0	0.0204			-	0.0404	0.0427	H3e= Not Supported

WOM -> SP->TR->RI	0.0338	0.0125		0.0126	0.0599	H4e= Supported
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The direct effect of entertainment to repurchase intention is not significant in this study. The other elements of SMMA, interaction, trendiness, customization, word-of-mouth explain, 21.42%,25.11%,26.71% ,28.68% respectively. The sequential mediation effect of elements of SMMA are, entertainment 1.69%, interaction 2.15%, trendiness 2.02%, customization 2.41% and word-of-mouth 3.38% and totally the sequential mediation accounts for 11.65%.

Chapter VI. Conclusion

6.1 Summary and discussion

This research had analyzed the sequential mediation effect of social presence and trust between elements of SMMA and repurchase intention of the customer. Based of media richness theory and Stimulus-Organism-Response framework, the results show social presence and trust show partial sequential mediation effect in elements of SMMA (interaction, trendiness, customization, and word-of-mouth) except entertainment for which social presence and trust play as fully sequential mediation. Normally, entertainment components of SMMA is related to creating interesting contents on the platform. It might increase the level of customers feel personalness. However, it could be difficult to achieve customers' trust from these entertaining contents. Entertaining contents alone could not effect significantly to repurchase intention. Similarly, customization part might increase the trust of the customers, but selling various kind of products and providing various services may have little or no impact on social presence of the seller. The results also suggest word-of-mouth also requires both mediators to achieve to convey the effect of SMMA to repurchase intention. There are three main contributions of this paper to the literature of social media marketing. First this paper could be said to be one of the few papers which identify sequential mediation effect of SMMA on repurchase intention. Second, according to my knowledge, this paper is the first paper to investigate the mediation effect of social presence in social media marketing activities research paper. The last one is that different from most of the research done in SMMA area, this paper tested the effects of SMMA not by the whole single variable but by testing of each element of SMMA.

6.2 Theoretical Implications

This study has four theoretical implications. First of all, the results of this study confirmed the sequential mediation effect which is not many in the area of SMMA studies. One major difference is that in this study all five components of SMMA is analyzed for the sequential mediation effect and it was all significant. By analyzing the sequential mediation effects in the link between SMMA and repurchase intention by each element, this stud made a huge contribution to the SMMA literature's theoretical development.

Secondly, to my knowledge, this study is the first ever study to analyze the effect of social presence as a mediator in SMMA research. This finding contributes the study of SMMA to be a bigger picture. Moreover, social presence acted as the first mediator in this study, elements of SMMA had a positive influence on repurchase intention through social presence.

Third the second path is trust-repurchase intention pathway. The analyzed results show that elements of SMMA significantly and positively influenced the online trust. This is consistent with previous studies (Kim and Ko 2010, Ibrahim et al 2021). This second path agrees with other empirical studies in SMM literature. Ibrahim et al., (2021) showed the mediation role of trust between SMMA and repurchase intention.

Finally, the results suggest that social presence and trust partially (fully) mediated the effect of elements of SMMA on repurchase intention. These findings can contribute to the literature of the S-O-R model: stimuli – organism – response. In this study environmental stimuli (elements of SMMA) exert positive effect on the emotional and cognitive reactions of an organism (social presence and trust) which, in tum, impact to become behavioral responses (repurchase intention).

6.3 Managerial Implications

The results reveal that social presence and trust as important mediators for elements of SMMA to make positive influence of repurchase intention of the customer. First, this study prove that the each element of SMMA does effect on repurchase intention of the customers.

Therefore, social media marketing managers and business owners, should try to improve their advantage elements of SMMA.

The mediation effect of social presence reminds that it is crucial important to make the customers felt the warmth and personalness while making transactions between the business pages on social media and customers. And also, social presence also important to get the trust of customers. In the case of entertainment, customization, and word-of-mouth of SMMA, it is difficult to achieve the customers' trust and repurchase intention without social presence.

Lastly, in this study elements of SMMA increases the social presence and trust of the customer which in turn impact positively on repurchase intention. The S-O-R framework implies that the key to gain behavioral responses from targeted customers, marketers should understand by using what external factors to stimulate emotions and cognitive thinking of an organisms to acquire desired behavioral outcomes.

6.4 Limitations and Future studies

This research has several limitations which can be considered as research opportunities in the future. First, the survey research is of cross-sectional study, the future research should consider longitudinal study overtime to gain an understanding of the influence of SMMA on behavioral responses (social presence, trust, and repurchase intention).

Secondly, this study only investigated only one social platform (Facebook). Further studies will benefit from researching SMMA on multiple social media platforms (like Twitter and Instagram).

Lastly, the research samples composed mainly of immigrant male workers in South Korea. The results might probably be gender bias and repurchase intention could be influenced by other unseen factors, for example, lack of choice since they are in foreign countries. Also generalizability may have been limited as getting samples from mainly one nationalities and one gender. Future studies should be including more nationalities and research should be conducted with native nationality samples.

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QUESTIONNAIRES

A. QUESTIONS FOR ANALYZING THE CONSTRUCT

Each question is measured by 5 Likert scale: (1). Strongly disagree; (2).Disagree, (3). Neutral, (4). Agree, (5). Strongly agree. The following are measurement items of each variable.

Variable 1: Entertainment

1. There are funny contents in X Facebook Page
2. Contents of X's facebook page seems entertaining
3. It is enjoyable to follow X's Facebook Page

Variable 2: Interaction

1. I can comment and share X's Facebook posts freely
2. It is easy to share my opinion and exchange is possible in X's Facebook posts.
3. I can interact with X Facebook via using other apps such as Viber or Kakao Talk

Variable 3: Trendiness

1. Contents shown in X page is relatively new compared to others with same product category
2. Following X Facebook page can make me update with the products available in the market
3. X also upload or share important posts which are important to know its audiences
4. I feel like I am updated by reading and watching posts form X Facebook Page

Variable 4: Customization

1. X offers different product for different customers
2. In the posts, X offers also describe what type of customers can get that certain product
3. I can talk to X what type of product I want, and I can get as I want

Variable 5: Word-of-Mouth

1. I would like to pass information from X's Facebook page to my friends.
2. I would like to upload content from X's Facebook page on my personal Facebook account
3. I have seen other people share contents from X's Facebook page on their personal Facebook account

Variable 6: Social Presence

1. There is a chance of human contact in X Facebook page
2. There is a sense of personalness in X page
3. There is a sense of sociability in X page
4. There is a sense of human warmth in X page

Variable 7: Trust

1. X's Facebook page is trustworthy
2. I believe that X's Facebook page wants to be known as one that keeps promises and commitments
3. I believe that X's Facebook page is consistent in quality and service
4. I believe that X's Facebook page has high integrity

Dependent variable: Repurchase Intention

1. I intend to repurchase at X in the future
2. If the price is same, I would buy from X
3. I intend to purchase at X when it introduce different types of products and services
4. Even if I don't need to buy at X, I will visit X page and get information of current promotion

B. DEMOGRAPHIC QUESTIONS

Question 1: What is your gender?

1. Male
2. Female
3. Others

Question 2: How old are you?

1. From 20 to 24
2. From 25 to 29
3. From 30 to 34
4. From 35 to 39
5. Others

Question 3: Where is your region?

1. Greater Seoul Area
2. Metropolitan City
3. Others

Question 4: What about your education?

1. High education
2. Vocational Diploma
3. Bachelor's degree
4. Others

Question 5: What is your visa type?

1. E9
2. others

Question 6: How many hours of social Media usage?

1. Up to 1 hour
2. 2 hours
3. 3 hours
4. 4 hours
5. 5 hours

အောက်ပါ မေးခွန်းများသည် ကိုရီးယားနိုင်ငံတွင်းမှာ နေထိုင်သော အလုပ်သမားများကို အဓိကထားပြီး
 ဈေးကွက် စီမံခန့်ခွဲရေး မဟာဘွဲ့စာတမ်း အတွက်ကောက်ယူခြင်းဖြစ်ပါသည်။

အပိုင်း (က) မေးခွန်း						
1	X အကောင့်တွင် ဟာသ ပို့စ်များတင်လေ့ရှိသည်။	1	2	3	4	5
2	X အကောင့်ကို follow လုပ်ထားခြင်းက ပျော်စရာကောင်းပါသည်။	1	2	3	4	5
3	X အကောင့်မှ တင်သည့် ပို့စ်များကို သဘောကျပါသည်	1	2	3	4	5
1	X အကောင့်ကို Viber နှင့် Kakao Talk ကဲ့သို့ app များမှ လည်း အပြန်အလှန် ဆက်သွယ်နိုင်ပါသည်။	1	2	3	4	5
2	X အကောင့်မှ ပို့စ်များတွင် ကွန်မန်း မန်ခြင်း / မှတ်ချက်ပေးခြင်းများလွတ်လပ်စွာပြုလုပ်နိုင်ပါသည်။	1	2	3	4	5
3	တခြားသူများနှင့် ယှဉ်ပါက X အကောင့်မှ ပို့စ်များသည် အချိန်နှင့်တပြေးညီ update ဖြစ်ပါသည်။	1	2	3	4	5
1	X အကောင့်ကို Follow လုပ်ထားခြင်းဖြင့် လက်ရှိ ဈေးကွက် Promotion များကိုသိနိုင်ပါသည်။	1	2	3	4	5
2	X အကောင့်တွင် အများပြည်သူသိသင့်သော အရေးကြီး ပို့စ်များကို တင်လေ့ရှိပါသည်။	1	2	3	4	5
3	X အကောင့်မှ ပို့စ်များကိုဖတ်ပြီး သိသင့်သိထိုက်သည်များကို အချိန်နှင့်တပြေးညီသိရသည်ဟု ခံစားမိပါသည် (ဖုန်းနှင့်ပက်သတ်၍)	1	2	3	4	5

1	Ulsan Cham အကောင့်တွင် လိုအပ်ချက်နှင့်ကိုက်ညီသော (ဖုန်းနှင့်ပက်သတ်၍ ပစ္စည်းအမျိုးအစားစုံလင်စွာ လိုင်းဖုန်း၊ လိုင်းကဒ်၊ အသားကဒ်၊ အလွတ်ဖုန်း၊ accessories) ဝယ်ယူနိုင်ပါသည်။	1	2	3	4	5
2	X အကောင့်တွင် မေးမြန်းစုံစမ်း၍ မိမိ လိုအပ်ချက်နှင့်ကိုက်ညီသည့်ပစ္စည်းကို ဝယ်ယူနိုင်ပါသည်။	1	2	3	4	5
3	X အကောင့်ကို မိမိလိုအပ်သည့် အရာများကိုပြောပေးပါက သင့်တော်သည့် ပစ္စည်းကို အကြံပြုပေးပါသည်။	1	2	3	4	5
1	X အကောင့်မှ ရောင်းကုန်နှင့် ဝန်ဆောင်မှုများကို အသိ သူငယ်ချင်းများကို ပြောပြရန် ဆန္ဒရှိပါသည်။	1	2	3	4	5
2	မိမိနှင့်ကိုက်ညီသည့် ပို့စ်များကို မိမိ အကောင့်တွင် ပြန်လည် share ပေးဖို့စိတ်ကူးရှိပါသည်။	1	2	3	4	5
3	တခြားသူများမှ X ၏ ပို့စ်များ share ထားသည်ကိုတွေ့ဖူးပါသည်။	1	2	3	4	5
4	X အကောင့်မှ ပို့စ်များ၊ Live လွှင့်သည့် ပို့စ်များအောက်တွက် သူငယ်ချင်းများကို မန်းရှင်းခေါ်ထားသည်များ တွေ့ဖူးပါသည်။	1	2	3	4	5
1	လူချင်းမတွေ့ရပေမယ့် X အကောင့်မှ ဈေးဝယ်ရသည်မှာ အပြင်မှာ လူကိုယ်တိုင်တိုက်ရိုက် ဝယ်ရသလို ခံစားရပါသည်။	1	2	3	4	5
2	လူချင်းမတွေ့ရပေမယ့် X အကောင့်၌ ဈေးဝယ်ရာတွင် ဖော်ရွေမှုရှိပါသည်	1	2	3	4	5
3	လူချင်းမတွေ့ရပေမယ့် X အကောင့် တွင်ဈေးဝယ်ရာတွင် နွေးထွေးမှုကို ခံစားရပါသည်။	1	2	3	4	5

4	X အကောင့်မှ ပစ္စည်းများကို အင်တာနက်ပေါ်မှ ဝယ်ယူသလို လူကိုယ်တိုင်တွေ့၍ ဝယ်ချင်ရင်လည်း ဝယ်လို့ရနိုင်ပါသည်။ (ဆိုင်သို့လာနိုင်ပါက)	1	2	3	4	5
1	X အကောင့်သည် ယုံကြည်ရပါသည်။	1	2	3	4	5
2	အရေးကြီး ကိုယ်ရေးအချက်အလက်များ X အကောင့်သို့ပေးရသော်လည်း စိတ်ချပါသည်။	1	2	3	4	5
3	X အကောင့်သည် ကတိတည်ပြီး ကြေငြာထားသလို ဆောင်ရွက်ပေးမည်ဟု ယုံကြည်ပါသည်။	1	2	3	4	5
4	Ulsan Cham အကောင့်ကို online ပေါ်တွင် ဝယ်သူများမှ မကောင်းသော (မကောင်းသော)မှတ်ချက်များ ပေးထားသည်ကို တွေ့ရပါသည်။	1	2	3	4	5
1	နောင် X အကောင့်တွင် ထပ်ဝယ်ဖြစ်မည်ထင်ပါသည်။	1	2	3	4	5
2	တခြားနေရာနှင့်ဈေးတူပါက X အကောင့်တွင် ထပ်ဝယ်ဖြစ်မည်ထင်ပါသည်။	1	2	3	4	5
3	X မှ ပစ္စည်းအမျိုးအစားအသစ် (သို့) ဝန်ဆောင်မှု အသစ်များ ရောင်းပါက ထပ်ဝယ်ရန် ဆန္ဒရှိပါသည်။	1	2	3	4	5
4	လတ်တလော အချိန်တွင် ဝယ်ဖို့ စိတ်ကူးမရှိသေးသော်လည်း နောင်ကျ ထပ်ဝယ်ရန် X အကောင့်ကို follow လုပ်ထားပြီး ပို့စ်များကိုဖတ်လေ့ရှိပါသည်။	1	2	3	4	5

အပိုင်း (ခ) မေးခွန်း

ကျား/မ

- 1 ကျား
- 2 မ
- 3 အခြား

အသက်

- 1 20-24
- 2 25-29
- 3 30-34
- 4 35-39

လက်ရှိနေထိုင်ရာမြို့

- 1 ဆိုးလ်အနီး တစ်ဝိုက်များမှမြို့
- 2 အခြားမြို့တော်များ
- 3 အခြားမြို့ငယ်များ

ပညာအရည်အချင်း

- 1 အထက်တန်းအောင်
- 2 Diploma တစ်ခုခုရ
- 3 ဘွဲ့ရ
- 4 အခြား

ဗီဇ အမျိုးအစား

- 1 E9
- 2 E7
- 3 D2 (or) D4
- 4 G ဗီဇ အမျိုးအစား
- 5 F ဗီဇ အမျိုးအစား
- 6 အခြား

တစ်နေ့ပျမ်းမျှ Facebook ဘယ်နှနာရီသုံးပါသလဲ

- 1 1နာရီ အထက်

2 2နာရီ

3 3နာရီ

4 4နာရီ

5 5နာရီ