

# Serial Mediation of Customer Satisfaction and Continuance Intention in the Relationship between Motivations and Purchase Intention of Promotional Facebook Page Users in Thailand

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## ABSTRACT

Social media platforms have evolved from personal communication tools to essential commercial channels. The rapid interaction capabilities facilitate close and fast communication between consumers and businesses. The effectiveness of social media fosters the popularity of digital marketing through social media. Currently, types of affiliate marketing or social media that feed information, deals, and promotions have become widespread. Then, the study examines the factors of use and gratifications of promotional Facebook page usage and the mediating roles of customer satisfaction and continuance intention on the relationship between motivations and purchase intention. The primary data was collected using purposive sampling and a questionnaire survey. A sample of 306 respondents subscribed, liked, and visited promotional Facebook pages at least once a month. Structural equation model analysis was employed to confirm the proposed model. The research findings revealed the effect of utilitarian value, information consumption, and social and entertainment value on purchase intention through a full mediation effect of customer satisfaction and continuance intention. The study provides several critical theoretical contributions for academic and managerial implications. The study makes a theoretical contribution with Uses and Gratifications (UGT) to elucidate motivations, Expectation-Confirmation Theory (ETC) to clarify the role of purchase intention, and Expectation-Confirmation Model in the context of IT (ECM-IT) to explain the foundation of the proposed

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model. The study emphasizes the importance of considering various motivations, such as entertainment value, utilitarian value, social value, and information consumption when creating content on social media platforms. This is necessary to improve customer satisfaction, continuance, and purchase intention, as these crucial factors influence purchase decisions.

**Keywords:** Uses and Gratifications, Continuance Intention, Purchase Intention, Promotional Facebook Page, Social Media

# อิทธิพลคั่นกลางแบบอนุกรมของความพึงพอใจและความตั้งใจ ในการใช้สื่ออย่างต่อเนื่องที่เป็นปัจจัยเชื่อมโยงอิทธิพลของ แรงจูงใจในการใช้สื่อและความตั้งใจของผู้ใช้งานเฟซบุ๊ก สำหรับโปรโมชันในประเทศไทย

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## บทคัดย่อ

การเปลี่ยนแปลงของการใช้งานสื่อสังคมออนไลน์เริ่มถูกใช้งานตั้งแต่การสื่อสารส่วนบุคคล จนกระทั่งมาสู่การสื่อสารเพื่อธุรกิจการค้า ทำให้ธุรกิจต่าง ๆ มีปฏิสัมพันธ์และการสื่อสารที่รวดเร็วและใกล้ชิดกับลูกค้ามากขึ้น สื่อสังคมออนไลน์จึงถูกใช้เป็นเครื่องมือในการทำตลาดดิจิทัลที่แพร่หลายและได้ประสิทธิภาพ และในปัจจุบันการตลาดแบบพันธมิตร หรือสื่อสังคมออนไลน์ที่ให้ข้อมูลเกี่ยวกับการส่งเสริมการขายและข้อเสนอพิเศษเริ่มเป็นที่นิยมและมีจำนวนผู้ติดตามมากขึ้น ดังนั้นการวิจัยครั้งนี้มีวัตถุประสงค์ เพื่อศึกษาตัวแปรของการใช้ประโยชน์และความพึงพอใจในการสื่อสารของเฟซบุ๊กสำหรับโปรโมชัน และศึกษาอิทธิพลคั่นกลางแบบอนุกรมของความพึงพอใจและความตั้งใจในการใช้สื่ออย่างต่อเนื่องที่เป็นปัจจัยเชื่อมโยงความสัมพันธ์ระหว่างแรงจูงใจในการใช้สื่อและความตั้งใจของผู้ใช้งานเฟซบุ๊กเพื่อกำหนดการขยาย ครั้งนี้ผู้วิจัยได้ใช้รูปแบบการวิจัยเชิงปริมาณ โดยใช้แบบสอบถามเก็บข้อมูลจากกลุ่มตัวอย่างที่ก่อกำหนดตาม กด.โลก และเคยเข้าชมเฟซบุ๊กสำหรับโปรโมชัน จำนวน 306 ราย และวิเคราะห์ด้วยโมเดลสมการโครงสร้าง ผลการวิจัยพบว่า คุณค่าเชิงอรรถประโยชน์ ความสามารถในการบริโภคสื่อและข่าวสาร คุณค่าด้านสังคมและคุณค่าด้านความเพลิดเพลินส่งผลกระทบต่อความตั้งใจซื้อ โดยผ่านตัวแปรคั่นกลางคือ ความพึงพอใจของลูกค้าและความตั้งใจในการใช้สื่ออย่างต่อเนื่อง งานวิจัยนี้มีการนำเสนอทั้งประโยชน์ทางวิชาการและทางด้านการจัดการ ซึ่งการวิจัยนี้ยืนยันการประยุกต์ใช้ทฤษฎีเกี่ยวกับการใช้สื่อเพื่อการใช้ประโยชน์และความพึงพอใจแรงจูงใจในการใช้สื่อ (Uses and Gratifications Theory) ซึ่งเป็นแรงจูงใจในการบริโภคสื่อและข่าวสาร ทฤษฎีการยืนยันความคาดหวัง (Expectation-Confirmation Theory) เพื่อยืนยันบทบาทของความตั้งใจซื้อ และประยุกต์ใช้โมเดลความตั้งใจใช้งานอย่างต่อเนื่อง (Expectation-Confirmation Model in the context of IT, ECM-IT) ในการอธิบายความสัมพันธ์แบบอนุกรมคั่นกลางของความพึงพอใจของลูกค้า ความตั้งใจในการใช้สื่ออย่างต่อเนื่อง และความตั้งใจซื้อ ซึ่งสามารถพิจารณาใช้ในงานวิจัยในอนาคตได้ นอกจากนี้ งานวิจัยเน้นการให้ความสำคัญของแรงจูงใจในการบริโภคสื่อและข่าวสาร อาทิเช่น คุณค่าด้านความเพลิดเพลิน คุณค่าเชิง

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อรรถประโยชน์ คุณค่าด้านสังคม และความสามารถในการบริโภคสื่อและข่าวสาร ในการสร้างเนื้อหาบนสื่อสังคมออนไลน์ ซึ่งเป็นตัวแปรสำคัญที่สามารถกระตุ้นให้เกิดความตั้งใจซื้อได้

**คำสำคัญ:** การใช้ประโยชน์และความพึงพอใจแรงจูงใจในการใช้สื่อ ความตั้งใจในการใช้สื่ออย่างต่อเนื่อง ความตั้งใจซื้อ เฟสบุ๊คสำหรับโปรโมชั่น สื่อสังคมออนไลน์

## INTRODUCTION

The development of the e-commerce market strengthens the popularity of digital marketing. Digital marketing is deployed as a communication technique through electronic and digital devices. Social media is one platform widely employed for advertising and marketing to stimulate consumers' purchase intention (Tuten & Solomon, 2017). Moreover, the expansion of internet users and internet features such as fast connection, ease of use, and rapid social media distribution, as a result, more businesses are interested in practical marketing strategies (Bazi, Filieri & Gorton, 2023) to create customer awareness and build virtual brand communities (Chen & Lin, 2019). In 2023, the number of Thai internet users was 63.21 million, and 49.10 million were social media users in Thailand (We Are Social & Meltwater, 2024). The survey also found that Thai consumers typically use social media networking applications such as messaging, shopping, and entertainment through mobile phones (Statista Research Department, 2024a).

Consequently, brands and businesses must adjust marketing and communication strategies to reach a target market (Department of Business Development Ministry of Commerce, 2021). From a business perspective in Thailand, the 2024 budget for online advertising is projected to reach 1,702 million dollars (Statista Research Department, 2024b). Most of the online advertising budget was spent on the Meta platform, including Facebook and Instagram, around 8,183 million baht (Marketingoops, 2023). Thai consumers seek good deals and bargain products or services. The most influential drivers for making online purchases are price incentives and coupons for Thai consumers (We Are Social & Meltwater, 2024). The situation caused the idea of promotion content in social media and affiliate marketing. Promotion websites advertise promotions and deals of products and services, or affiliate marketing is an attractive method for brands and companies. Brands or companies would compensate fees paid as a commission to affiliates when potential consumers visit companies' websites or purchase products from the brand's website. Affiliate marketing tools are applied throughout online social platforms, including YouTube, blogs, Facebook pages, and Instagram, as affiliate marketing has been accepted as a sales and revenue-driven strategy, as well as the growth of sales promotion and social media advertising. Facebook is the most recognized social media, and it is the most selected platform for social media advertising by several industries in Thailand (Statista Research Department, 2024c). Hence, the above trend strived to emerge on Facebook, third-party pages that inform news about sales promotions from various brands, products, and services. Those pages act as influencers and affiliates. Thailand has around ten Facebook pages (promotions), such as Chee Pao Pro taken by Red Price, On Sale Tell Me, Punpro, EventPass, Sale Here, ShobShop, and Friend Tell Pro (UndudZapp, 2023). Punpro is Thailand's first Facebook page (promotion), with more than 5 million followers or subscribers (Punpromotion, 2024).

Thailand's collectivist culture significantly influences how users interact with digital platforms. Thai social norms emphasize interpersonal harmony, group identity, and community-based decision-making, making platforms like Facebook ideal for promoting goods and services (Hofstede, 2001). The prevalence of promotional Facebook pages reflects Thai users' preference for social interactions combined with informational and entertainment content (We Are Social & Meltwater, 2024). Social media reviews are culturally significant in Thailand, where peer recommendations and collective opinions often guide consumer choices. These cultural characteristics offer a unique lens to study user gratification, continuance intention, and purchase behavior.

It is essential to emphasize the exploration of the impacts of these motivations and their subsequent outcomes on purchase intention, as well as customer satisfaction and continuance intention. Previous research has proposed several theories to elucidate motivations and continuance intention, including the Uses and Gratifications Theory (UGT) and the Expectation-Confirmation Model (ECM). Therefore, this study seeks to utilize the Uses and Gratifications Theory (UGT), which has been gaining prominence in information system research, especially concerning consumers' motivations on social media sites (Gogan, Zhang & Matemba, 2018), in conjunction with the expectation confirmation model (ECM) and Expectation-Confirmation Theory (ECT) to delineate a proposed model.

Previous research has studied the influences of uses and gratification on customer satisfaction and continuance intention. Few studies have examined how those factors influence behavioral intention, such as purchase intention. Additionally, few studies have explored the relationship between these variables through the sequential mediation model, especially in the context of promotional Facebook pages in Thailand. Therefore, the study aimed at three objectives to underscore the effect of motivations (comprising utilitarian value, information consumption, social value, and entertainment value) on customer satisfaction, continuance intention, and purchase intention. Secondly, the study intended to identify the indirect effect of motivations (comprising utilitarian value, information consumption, social value, and entertainment value) on purchase intention through customer satisfaction and continuance intention. Thirdly, to shed light on the sequential mediated effect of motivations comprising utilitarian value (Chen, Nguyen & Oncheunjit, 2020; Hsu & Lin, 2023), information consumption (Hossain, 2019; Sirichreechai, Kanjanawat & Kaewshai, 2021), social value (Gogan, Zhang & Matemba, 2018), and entertainment value (Gogan, Zhang & Matemba, 2018; Kaur et al., 2020) on purchase intention through customer satisfaction and continuance intention on promotional Facebook pages.

The study provides critical theoretical contributions to academic implications. Importantly, this offers practical implications for managers and businesses, revealing the significant motivation factors that enhance satisfaction, continuance intention, and purchase intention on promotional, affiliate, and brand Facebook pages. By considering these factors and other related determinants, managers can improve the effectiveness of marketing strategies in stimulating consumers' motivations and thereby enhance behavioral intention.

## THEORETICAL FRAMEWORK

### Uses and Gratifications

The Uses and Gratifications Theory (UGT), rooted in Abraham Maslow's Needs and Motivation Theory (West & Turner, 2010), has been a cornerstone in mass communication and media research. Initially developed to investigate audience motivations for media use, UGT emphasized the role of traditional media such as newspapers, television, and radio. Over time, the theory evolved to encompass digital and social media contexts (Gan, 2017). Previous studies have applied UGT to explore motivations for engaging with blogging (Liu, Chueng & Lee, 2016), Twitter (Chen, 2011; Al-Jabri, Sohail & Ndubisi, 2015), Facebook (Li, Liu, Xu, Heikkila & Van Der Heijden, 2015; Ozanne, Cueva Navas, Mattila, & Van Hoof, 2017; Gogan et al., 2018), mobile instant messaging (Kaur, Dhir, Chen, Malibari & Almotairi, 2020), social commerce (Chong, Ng, Basha & Lim, 2024), and live streaming services (Hsu & Lin, 2023).

UGT has also been widely implemented to examine the impact of gratifications on outcomes such as satisfaction (Hsu & Lin, 2023; Santos Corrada, Flecha & Lopez, 2020), continuance intention (Yen, Lin, Wang, Shih & Cheng, 2019; Gogan et al., 2018), purchase intention (Aluri, Slevitch & Larzelere, 2016), and emotional commitment (Gogan et al., 2018).

Santos Corrada, Flecha, and Lopez (2020) examined satisfaction with social media usage through the relationship of information search and communication with the company through the mediation of purchase and repurchase intention. Social media was a trigger point to drive information searching for products and services, which is defined by a variety of content presentations (Modality gratifications), being a source of information (Agency-based gratifications), real-time content change (interactivity-based gratifications), and the capacity of movement (Navigability-based gratifications). Then, consumers who find relevant information are more likely to engage in meaningful communication with businesses. Effective communication encourages trust, leading to purchase and repurchase, finally influencing satisfaction.

While Yu, Hung, Yu, Hung (2024) demonstrated how motivations like communication, exploration, and self-expression influence engagement in the Metaverse, emphasizing the theory's adaptability to novel digital platforms. Studies have employed various dimensions of gratifications, including hedonic, utilitarian, social, and content gratifications, to explain motivational determinants of media usage (Xu, Turel & Yuan, 2012; Liu et al., 2016; Hung, Chen & Huang, 2017). Hossain (2019) examined how hedonic (e.g., enjoyment and passing time), utilitarian (e.g., information-seeking and self-presentation), and social gratifications (e.g., social presence and interaction) influence liking behavior (interpreted as satisfaction) and continuance intention. This study identifies utilitarian value, information consumption, social value, and entertainment value as the primary motivations for Thai users engaging with promotional Facebook pages. During the initial stages of the research, social participation and content participation were eliminated through a trial test and exploratory analysis.



**Utilitarian Value**, as defined by Gogan et al. (2018), encompasses the practical benefits users derive from social media, such as usefulness for searching, communication, and efficiency in purchasing. For instance, a consumer may use social media platforms to search for product reviews, compare prices, or contact customer service. Similarly, Alalwan (2018, pp. 65–77) described utilitarian value as the perceived usefulness of social media, while Bridges and Florsheim (2008) emphasized convenience, and Fang, Lee & Chen (2017) added dimensions of accessibility and safety. These practical features enhanced users' experiences and drove their satisfaction with platforms. Prior studies have shown that utilitarian value significantly impacts consumer satisfaction (Hsu & Lin, 2023; Gogan et al., 2018), continuance intention (Chen, Nguyen & Oncheunjit, 2020), and even purchase intention (Lin & Kim, 2016). The ease and practicality of using a platform can influence attitudes, making social media a preferred medium for functional tasks and engagement. This makes utilitarian value a cornerstone in understanding user behavior, particularly in the context of promotional Facebook pages.

**Information Consumption**, called cognitive value, represents a unique aspect of this research and is often described as information seeking (Aluri, Slevitch & Larzelere, 2016; Hossain, 2019). This dimension encompasses attributes such as usefulness, accuracy, timeliness (Lim & Ting, 2012), and well-supplied information (Dolan, Conduit, Fahy & Goodman, 2016). As a sub-dimension of utilitarian gratification or cognitive needs (Katz et al., 1973), information consumption has positively influenced satisfaction and continuance intention (Gogan et al., 2018). Its importance lies in its ability to address consumer needs for knowledge acquisition, further underscoring its novelty and relevance within social media usage.

**Social value** describes the motivation for social interaction and relationship-building, which stems from the need to engage with social media groups (Plume & Slade, 2018). Consumers use social media to enhance social recognition, social presence, and social relationships (Hossain, 2019). For instance, users may adjust the quality of information they share for future use by themselves or others (Kimmerle et al., 2010). Social value has been shown to influence the frequency of media usage, satisfaction (Sheldon, 2011; Han, Min & Lee, 2018), information sharing within communities (Kimmerle, Cress & Held, 2010), and emotional commitment and continuance intention (Gogan et al., 2018). This underscores its critical role in fostering engagement and sustained use of social media platforms.

**Entertainment Value** is defined as the fun, pleasure, enjoyment, and excitement perceived from media usage (Cunningham & Craig, 2017; Hossain, 2019). It encompasses the perceived value of entertainment in online shopping and the enjoyment derived from interactive experiences, such as the engagement between streamers and viewers (Cai & Wohn, 2019). As a sub-dimension of hedonic gratification, entertainment value reflects the fun and pleasure users feel while immersing themselves in exciting new information or engaging with social media platforms (Aluri et al., 2016; Tan, Goh & Teo, 2017; Gogan et al., 2018; Sabri, 2019). Previous research has demonstrated that entertainment value



significantly influences satisfaction (Han et al., 2018) and continuance intention (Li et al., 2015; Han, Wu, Wang & Hong, 2018; Kaur et al., 2020). Additionally, escapism, closely associated with entertainment value, serves as a tension-releasing mechanism that indirectly affects purchase intention through satisfaction (Kaur et al., 2020). These findings highlight the importance of entertainment value in fostering user engagement and shaping behavioral outcomes on digital platforms.

### **Expectation-Confirmation Theory (ECT)**

Expectation-Confirmation Theory (ECT) explains how users' expectations and perceived performance influence post-purchase satisfaction through the mediation of positive or negative disconfirmation, ultimately generating repurchase intention (Oliver, 1980). Expectations represent pre-consumption beliefs formed through information gathering, while perceived performance evaluates actual experiences with usage. Disconfirmation, as the gap between expectations and performance, can be either positive (performance exceeds expectations) or negative (performance falls short). Satisfaction results from the disconfirmation process and is a key determinant of subsequent behavioral intentions, such as repurchase or continued use. In the context of Information Systems, Expectation-Confirmation Theory (ECT) provides a framework for understanding continuance intentions, where repurchase decisions align with a consumer's intention to continue using a system. Usage experience plays a critical role in shaping satisfaction, influencing whether consumers decide to persist with a particular platform (Hsu & Lin, 2015). Recent studies have extended the Expectation-Confirmation Theory (ECT) to incorporate constructs like trust, satisfaction, and repurchase intention, demonstrating its adaptability to diverse contexts (AlSokkar, Law, AlMajali & Alshinwan, 2024).

This study applies the Expectation-Confirmation Theory (ECT) to explain how consumers' perceived performance impacts satisfaction and behavioral outcomes such as continuance and purchase intentions. Gratifications such as utilitarian value, social value, entertainment value, and information consumption contribute to perceived performance, leading to satisfaction via disconfirmation. Satisfaction acts as a mediator influencing continuance and purchase intentions in the context of promotional Facebook pages.

### **Expectation-Confirmation Model in the Context of IT (ECM-IT)**

The expectation-Confirmation Model (ECM-IT) is an extension of the Expectation-Confirmation Theory (ECT), which has been used in the studies of the Information System field to examine post-acceptance behavior (Bhattacharjee, 2001b; Hsu & Lin, 2015). In the Expectation-Confirmation Model (ECM-IT), perceived usefulness and confirmation are antecedents of satisfaction (Bhattacharjee, 2001a). Besides, confirmation affects perceived usefulness. Expectation-Confirmation Model (ECM-IT) focuses on understanding how users evaluate their experiences with a system after initial adoption,

emphasizing the factors that influence their intention to continue using the system. This study applied the Expectation-Confirmation Model (ECM-IT) to propose a model for examining how motivation and satisfaction influence behavioral outcomes in the context of promotional Facebook pages.

## **Customer Satisfaction**

Customer satisfaction refers to the emotional interaction with product or service purchasing (Oliver, 1980), which explains an influence on behavior intentions (Szymanski & Henard, 2001). Prior social media studies have claimed that uses and gratifications are essential motivations for social media use and influence satisfaction (Li et al., 2015). Santos Corrada, Flecha, and Lopez (2020) discussed the relationships among social media use, customer satisfaction, uses and gratifications, and purchase intention. Information acquisition, entertainment, social interaction, and convenience contribute to user satisfaction. Gogan et al. (2018) found that utilitarian gratifications directly enhance satisfaction by fulfilling users' functional expectations, aligning with their goal-oriented behavior. Information consumption positively impacted satisfaction by addressing users' cognitive needs for knowledge and informed decision-making. Social value significantly affected satisfaction by fostering a sense of belonging and connection. Entertainment value significantly influenced satisfaction by evoking positive emotions and enhancing the user experience. Hence, those motivations would influence customer satisfaction in the context of promotional Facebook pages. Then, the study would hypothesize as follows;

H1: Consumer motivations (UGT) significantly directly affect customer satisfaction.

H1a: Utilitarian value has a significant direct effect on customer satisfaction.

H1b: Information consumption has a significant direct effect on customer satisfaction.

H1c: Social value has a significant direct effect on customer satisfaction.

H1d: Entertainment value has a significant direct effect on customer satisfaction.

## **Continuance Intention**

Previous studies have examined the effect of uses and gratifications on continuance intention, which refers to the motivations that influence sustained engagement (Ku, Chen, & Zhang, 2013). Continuance intention has been categorized into two dimensions: consuming, which involves searching for information, and providing, which entails sharing information and knowledge within virtual communities (Chen & Lin., 2019).

Several types of gratifications play a crucial role in shaping continuance intention. Gan and Li (2018) highlighted that hedonic, social, and utilitarian gratifications significantly influence users' decisions to continue engaging with digital platforms. Among these, information consumption is a key aspect of utilitarian value, and it dramatically enhances satisfaction and engagement by fulfilling users' need for

actionable and reliable content (Gogan et al., 2018). Platforms consistently deliver high-quality information to strengthen consumers' intention to remain engaged, particularly with promotional Facebook pages. Social value, which includes interactions with others, participation in discussions, and the creation of communities, is another critical driver of continuance intention. Social interactions allow users to form relationships, gain recognition, and share experiences, fostering a sense of belonging that deepens their commitment to the platform (Plume & Slade, 2018; Hossain et al., 2019). Similarly, entertainment value was delivered through visually engaging content, interactive features, and promotional activities to enhance users' emotional satisfaction. Platforms prioritizing hedonic gratifications create positive emotional experiences, further encouraging users to remain engaged (Kaur et al., 2020). Additionally, practical features such as accessibility, efficiency, and pleasurable elements like entertainment and enjoyment significantly influence users' continuance intention (Akdim, Casalo & Flavian, 2022). Based on this foundation, the study hypothesizes the following:

H2: Consumer motivations (UGT) significantly directly affect continuance intention.

H2a: Utilitarian value has a significant direct effect on continuance intention.

H2b: Information consumption has a significant direct effect on continuance intention.

H2c: Social value has a significant direct effect on continuance intention.

H2d: Entertainment value has a significant direct effect on continuance intention.

## Purchase Intention

Purchase intention is a central concept in consumer behavior, representing the willingness to purchase a specific product, service, or brand from a range of alternatives (Husnain & Toor, 2017; Kotler, Keller, Tan, Ang & Leong., 2018). It involves both cognitive and emotional processes that guide consumers as they search for, evaluate, and develop interest in products, particularly in online environments (Dangi et al., 2021). Understanding the factors that influence purchase intention is vital for designing effective marketing strategies, especially on social media platforms like Facebook. High-quality and relevant information provided through social media platforms significantly enhances purchase intention. Influencers or platforms provide credible and actionable content to foster consumer trust and confidence, positively influencing their decision-making processes (Leong, Leong & Ramayah, 2021; Halim & Sulistyo, 2020). For example, platforms that enable consumers to compare prices, access reviews, or gather information about products effectively support purchasing decisions (Hsu & Lin, 2015). Interactive and positive experiences on social media further reinforce purchase intentions. Leung, Bai, and Stahura (2015) highlighted that favorable brand attitudes, cultivated through high levels of engagement and interaction, increase the likelihood of purchase. Similarly, advertising messages that combine entertaining and informative elements were more likely to enhance recall and drive purchase intentions (Wang & Sun, 2010). Therefore, the following hypotheses are proposed:

- H3: Consumer motivations (UGT) significantly directly affect purchase intention.
- H3a: Utilitarian value has a significant direct effect on purchase intention.
- H3b: Information consumption has a significant direct effect on purchase intention.
- H3c: Social value has a significant direct effect on purchase intention.
- H3d: Entertainment value has a significant direct effect on purchase intention.

### **The Relationship between Customer Satisfaction and Continuance Intention**

Customer satisfaction is also the result of ‘emotional interaction’ from product use (Oliver, 1980). Customer satisfaction influences customers’ decision to continue or not use products or services (Santos Corrada et al., 2020). In the social media study, consumers continue to use social media when delighted (Tam, Santos & Oliveira, 2020). Kaur et al. (2020) emphasized that continuance intention reflects a commitment to maintain engagement with a platform or service, which is a key determinant of purchase intention, particularly in online and social media contexts. Previous research has shown that the decision to purchase is influenced by the ongoing use of a platform and the benefits derived from usage. Victor et al. (2019) further highlighted that trust and emotional attachment deepen when consumers continuously consume information from a platform. This creates a strong foundation for purchase decisions. Therefore, the following hypotheses are proposed:

- H4: Customer satisfaction has a significant direct effect on continuance intention.
- H5: Customer satisfaction has a significant direct effect on purchase intention.
- H6: Continuance Intention has a significant direct effect on purchase intention.

Previous studies have extensively examined the role of uses and gratifications in influencing factors such as satisfaction, continuance intention, and purchase intention. The Expectation-Confirmation Model (ECM) supports this relationship, demonstrating that satisfaction mediates the effects of perceived usefulness and confirmation on continuance intention. Consistent with Santos Corrada et al. (2020), satisfaction derived from gratifications serves as a critical pathway, influencing continuance intention and subsequently leading to purchase behaviors. These insights reinforce the importance of integrating satisfaction as a mediating variable in the proposed model. Building on this foundation, this study explores the mediating roles of satisfaction and continuance intention in the relationship between motivations and purchase intention, particularly in the context of promotional Facebook pages. Based on this, the following hypotheses are proposed:

- H7: Customer satisfaction mediates the relationship between consumer motivations (UGT) and purchase intention.
- H7a Customer satisfaction mediates the relationship between utilitarian value and purchase intention.

- H7b Customer satisfaction mediates the relationship between information consumption and purchase intention.
- H7c Customer satisfaction mediates the relationship between social value and purchase intention.
- H7d Customer satisfaction mediates the relationship between entertainment value and purchase intention.
- H8: Continuance intention mediates the relationship between consumer motivations (UGT) and purchase intention.
- H8a continuance intention mediates the relationship between utilitarian value and purchase intention.
- H8b Continuance intention mediates the relationship between information consumption and purchase intention.
- H8c Continuance intention mediates the relationship between social value and purchase intention.
- H8d Continuance intention mediates the relationship between entertainment value and purchase intention.
- H9: Customer satisfaction and continuance intention mediate the relationship between motivations (UGT) and purchase intention
- H9a Customer satisfaction and continuance intention mediate the relationship between utilitarian value and purchase intention.
- H9b Customer satisfaction and continuance intention mediate the relationship between information consumption and purchase intention.
- H9c Customer satisfaction and continuance intention mediate the relationship between social value and purchase intention.
- H9d Customer satisfaction and continuance intention mediate the relationship between entertainment value and purchase intention.

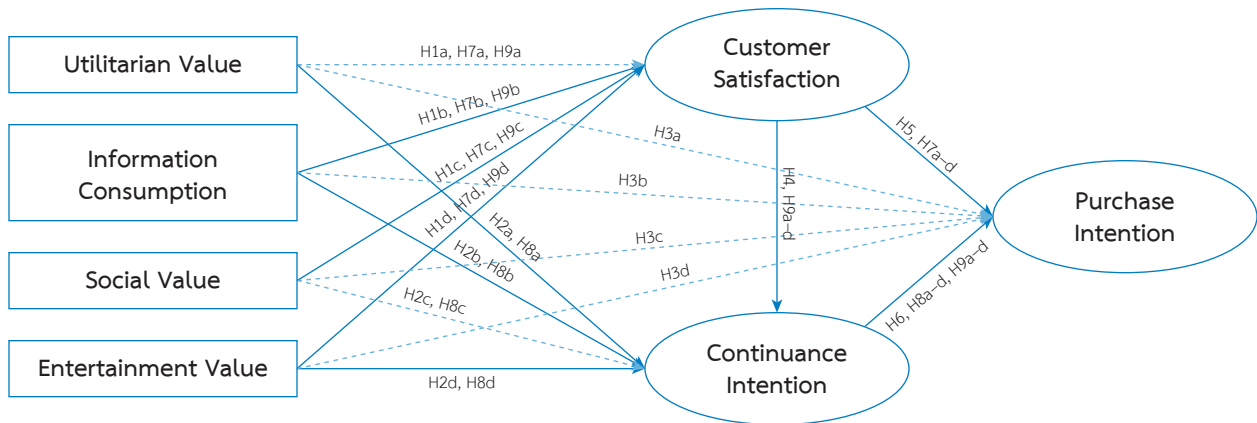


FIGURE 1: Conceptual Model

Source: Author (2024)

## METHODOLOGY

### Population and Sample

The respondents were men and women aged 20 years and older who actively engaged with promotional Facebook pages. The eligible participants were followers of at least one promotional Facebook page and had visited such pages at least once a month over the past year. The sample size for quantitative research was determined using the guideline of the number of items (independent variables) with a 20 to 1 ratio (Hair, Sarstedt, Ringle & Gudergan, 2018). The proposed model, comprising seven independent variables ( $20 \times 7 = 140$ ), necessitated a minimum sample size of 140 respondents. To enhance the robustness of the analysis, additional data were collected following the recommendation of Weston & Gore (2006), which suggests that a suitable sample size for structural equation modeling analysis is 200 datasets, assuming normal data distribution and no missing data. The researcher distributed an online questionnaire to 400 potential respondents. A total of 326 were received, of which 306 were deemed valid for further analysis.

### Data Collection

The study employed purposive sampling (or judgment sampling), a non-probability sampling technique, to recruit respondents with the necessary qualifications, characteristics, knowledge, and experience relevant to a research topic. This method allowed for the inclusion of participants willing to voluntarily share their opinions, thereby enhancing the quality and creditability of the sampling process (Robinson, 2014). The target respondents were active users of promotional Facebook pages, including popular pages such as Punpro, Chee Pao Pro Took (Redprice), and Lod Raka Boktor Doey (On Sell Tell Me). The eligible respondents were followers who followed at least one promotional Facebook page and had visited promotional Facebook pages at least once monthly within the past year.

## Instruments

The study employed a survey research design as a quantitative method, utilizing online questionnaires to collect data from respondents. The questionnaire was developed based on prior studies and comprised six sections. The first section addressed the usage of promotional Facebook pages, while the scales for motivation, customer satisfaction, and continuance intention were adapted from Gogan et al. (2018). The purchase intention scale was derived from Duffett (2015) and Alalwan (2018). The final section captured demographic information. All constructs in the questionnaire were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), as outlined by Likert (1932). To ensure reliability, Cronbach's alpha was calculated for each construct, with values ranging from 0.765 to 0.937 (see Table 1). These values indicate acceptable to excellent reliability. Cronbach's alpha values exceeding 0.7 are generally deemed acceptable (Griethuijsen et al., 2014), values above 0.8 are considered very good, and values above 0.9 are considered excellent (Hair et al., 2016).

## Data Analysis

Descriptive statistics were used to analyze the data of respondent profiles and general information about the usage of a promotional Facebook page, shown in the percentage and frequency. Inferential statistics were employed for structural equation model analysis through Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and discriminant validity. Orcan (2018) highlighted the importance of conducting EFA prior to CFA, particularly when survey items have been adapted or translated from one language to another (English to Thai), as such adaptations may result in discrepancies due to cultural and contextual differences. Additionally, the motivational scales adopted in this study were originally developed for use with WeChat respondents in China, a platform with attributes distinct from Facebook. These differences in platform characteristics and consumer behavior on social media may necessitate adjustments to ensure validity in the new context. In this study, EFA was conducted to ensure the reliability and validity of the latent variables using measures such as Average Variance Extracted (AVE) and Composite Reliability (CR). Following this, CFA was employed within the SEM framework to confirm the variable structure and assess the overall model fit. The model was evaluated using several fit indices, including the Chi-square ( $\chi^2$ ) statistic at a significance level of 0.05 or above, a relative Chi-square ( $\chi^2/\text{df}$ ) value within the acceptable range of 1 to 3, a Root Mean Square Residual (RMR) of less than 0.05 (Kline, 2005), a Root Mean Square Error of Approximation (RMSEA) of less than 0.08, and a Comparative Fit Index (CFI) greater than 0.90 (Kline, 2010). For mediation analysis, the significance of indirect effect and sequential mediation analysis was determined by the Lower Limit Confidence Interval (LLCI), Boot LLCI, the Upper Limit Confidence Interval (ULCI), and Boot ULCCI, which should be positive and negative. However, a confidence interval (CI) should not equal to zero (Preacher & Hayes, 2008).



## Results

The descriptive analysis results revealed significant characteristics of the respondents. Among the 306 respondents, 189 were female (61.80%) and 117 were male (38.20%). The largest age groups were 31–35 years and 36–40 years (22.88%), followed by 41–45 years (19.60%), 20–25 years (17.00%), 26–30 years (8.50%), 46–50 years (3.92%), and below 20 years (5.22%). Most respondents worked in private companies (56.20%), followed by government employees (7.00%), students (4.30%), business owners (2.00%), and freelancers (0.30%). Regarding educational qualifications, 56.20% held an undergraduate degree, 18.60% had a master's degree or higher, 15.70% attended vocational school, 5.20% had an education below high school level, and 4.20% completed high school. The respondents' monthly income was primarily in the range of 35,001–45,000 baht (37.30%), followed by 15,000–25,000 baht (17.30%), less than 15,000 baht (16.30%), 25,001–35,000 baht (15.00%), more than 55,000 baht (10.80%), and 45,001–55,000 baht (3.30%). Regarding marital status, 72.50% were single, 24.50% were married, and 9.00% were divorced. All respondents had followed, liked, or subscribed to promotional Facebook pages and visited online or offline stores after receiving news about promotions or new product launches. The majority (55.20%) frequently followed the “Punpro” page, while others followed “Shop Pro” (19.60%), “Chee Pao Pro Took” (9.80%), “Sale Here” (6.50%), “On Sale Tell Me” (6.20%), and other pages (2.60%). Most respondents had been following these pages for more than a year (52.60%), followed by 10–12 months (15.00%), 1–3 months (9.80%), less than a month (9.20%), 4–6 months (8.20%), and 7–9 months (5.20%). Regarding page visit frequency, 51.00% visited 2–3 times a week, 17.60% once a week, 17.00% daily, and 13.40% monthly. During each visit, 65.40% spent less than 30 minutes on the page, 28.80% spent 30–39 minutes, 4.90% spent 1–2 hours, and 1.00% spent more than 2 hours.

The results of the reliability and validity assessment for the measurement tools used in this study were based on a Kaiser-Meyer-Olkin (KMO) statistic of 0.895, meeting the threshold recommended by Dziuban and Shirkey (1974). The Chi-square value was 7533.990, with a significance level of 0.000, which is below the threshold of 0.05. These results indicated that the 24 questionnaire variables are interrelated and suitable for further analysis.

Convergent and discriminant validity were assessed using the Average Variance Extracted (AVE), with values ranging from 0.628 to 0.682, exceeding the standard threshold of 0.50 (Fornell & Larcker, 1981). This confirmed that the latent variables explain more than half of the variance in the observed measures (Hair et al., 2016). Additionally, Composite Reliability (CR) values ranged from 0.828 to 0.917, surpassing the recommended threshold of 0.70 (Fornell & Larcker, 1981), further confirming the reliability of the constructs (Table 1).

**Table 1:** Convergent Validity

Construct	Items	Factor Loading	AVE	CR
Information Consumption ( $\alpha = 0.925$ )	IC1	0.813	0.682	0.917
	IC2	0.866		
	IC3	0.846		
	IC4	0.846		
	IC5	0.823		
Purchase Intention $\alpha = 0.888$	PI1	0.825	0.643	0.875
	PI2	0.838		
	PI3	0.785		
	PI4	0.716		
Entertainment Value $\alpha = 0.921$	EV1	0.826	0.664	0.856
	EV2	0.819		
	EV3	0.804		
Customer Satisfaction $\alpha = 0.937$	CS1	0.815	0.667	0.856
	CS2	0.814		
	CS3	0.834		
Social Value $\alpha = 0.923$	SV1	0.761	0.669	0.860
	SV2	0.861		
	SV3	0.845		
Utilitarian Value $\alpha = 0.765$	UV1	0.771	0.665	0.857
	UV2	0.873		
	UV3	0.809		
Continuance Intention $\alpha = 0.869$	CI1	0.777	0.628	0.828
	CI2	0.773		
	CI3	0.768		

**Notes:**  $\alpha$  = Cronbach's Alpha, AVE = Average Variance Extracted, CR = Composite Reliability

**Source:** Author (2024).

Table 2 showed the confirmatory factor analysis (CFA) results using key fit indices: CMIN/DF value of 1.671, within the criteria of 1 and 3. The comparative fit index (CFI) was 0.978, an excellent fit within the criterion ( $> 0.95$ ) (Hu & Bentler, 1999). The root mean square residual (RMR) was 0.033, within the criterion ( $< 0.05$ ), and a smaller value indicates a better fit. The root mean square error of approximation (RMSEA) was 0.047, less than 0.08, revealing an acceptable fit (MacCallum, Browne & Sugawara 1996).

**Table 2:** Confirmatory Factor Analysis

Index	Criteria	Results
CMIN/DF	$\leq 3$ (Kline, 2005)	1.671
RMR	$< 0.05$ (Kline, 2005)	0.033
RMSEA	$< 0.8$ (Kline, 2010)	0.047
CFI	$\geq 0.9$ (Kline, 2010)	0.978

Table 3 represented discriminant validity analysis, conducted by comparing the correlation coefficients among observed variables and the square root of the Average Variance Extracted (AVE) matrix using Fornell et al.'s (1996) method, revealing key insights. Variables associated with purchase intention (PI), customer satisfaction (CS), continuance intention (CI), utilitarian value (UV), social value (UV), social value (SV), entertainment value (EV), and information consumption (IC). All constructs in the model meet the requirements for discriminant validity. The square root of the AVE for each construct is greater than its corresponding correlations with other constructs. These findings support the structural model's validity and enhance its robustness for further analysis.

**Table 3:** Fornell – Larcker

Construct	PI	CS	CI	UV	SV	EV	IC
PI	0.802						
CS	0.539	0.817					
CI	0.689	0.539	0.792				
UV	0.334	0.430	0.306	0.815			
SV	0.324	0.418	0.324	0.340	0.818		
EV	0.446	0.575	0.409	0.467	0.454	0.815	
IC	0.341	0.440	0.313	0.357	0.347	0.478	0.826

Table 4 illustrated the assessment of discriminant validity using the Heterotrait-Monotrait Ratio of Correlations (HTMT). Discriminant validity is considered established if the HTMT values between constructs fall below the recommended threshold. The majority of construct pairs in the model exhibited HTMT values well below the conservative threshold of 0.85, demonstrating robust discriminant validity (Kline, 2011). However, the HTMT value between purchase intention (PI) and continuance intention (CI) is 0.870, which slightly exceeds the conservative threshold. Nevertheless, Henseler et al. (2015) suggested that HTMT values below 0.85 or 0.90 are acceptable, thereby supporting the discriminant validity of the constructs in this study.

**Table 4:** Discriminant Validity: Heterotrait - Monotrait Ratio of Correlation (HTMT) Analysis

Construct	PI	CS	CI	UV	SV	EV	IC
PI							
CS	0.672						
CI	0.870	0.681					
UV	0.409	0.528	0.356				
SV	0.396	0.511	0.396	0.416			
EV	0.547	0.706	0.502	0.573	0.557		
IC	0.413	0.533	0.379	0.432	0.420	0.579	

Table 5 presented the direct effects of variables derived from the empirical data in the Structural Equation Model (SEM). The results showed that information consumption (IC) ( $DE = 0.097$ ,  $p < 0.05$ ), social value (SV) ( $DE = 0.117$ ,  $p < 0.01$ ), and entertainment value (EV) ( $DE = 0.402$ ,  $p < 0.001$ ) had significant positive effects on customer satisfaction (CS), supporting hypotheses H1b, H1c, and H1d, respectively. However, utilitarian value (UV) did not have a significant direct effect on customer satisfaction (CS), resulting in the rejection of H1a. These findings underscored the importance of these motivational factors in shaping consumer satisfaction.

In terms of continuance intention (CI), the study found that utilitarian value (UV) ( $DE = 0.255$ ,  $p < 0.001$ ) and entertainment value (EV) ( $DE = 0.189$ ,  $p < 0.01$ ) were significant predictors, supporting hypotheses H2a and H2d, respectively. Additionally, information consumption (IC) ( $DE = -0.290$ ,  $p < 0.001$ ) also significantly influenced continuance intention (CI), confirming H2b. However, social value (SV) did not significantly affect continuance intention, resulting in rejecting H2c.

***Serial Mediation of Customer Satisfaction and Continuance Intention in the Relationship between Motivations and Purchase Intention of Promotional Facebook Page Users in Thailand***

Regarding purchase intention (PI), the analysis revealed that none of the motivational factors (UV, IC, SV, EV) had significant direct effects on purchase intention, leading to the rejection of hypotheses H3a, H3b, H3c, and H3d.

The study further examined the direct effects of customer satisfaction (CS) and continuance intention (CI) on purchase intention (PI). The results showed that customer satisfaction (CS) had a significant positive impact on continuance intention (CI) ( $DE = 0.343$ ,  $p < 0.01$ ), thereby supporting H4. Similarly, customer satisfaction (CS) significantly influenced purchase intention (PI) ( $DE = 0.228$ ,  $p < 0.001$ ), confirming H5. Furthermore, continuance intention (CI) demonstrated a significant effect on purchase intention (PI) ( $DE = 0.473$ ,  $p < 0.001$ ), supporting H6 (as illustrated in FIGURE 2).

**Table 5:** Results of Direct Effect of Motivations on Purchase Intention Through Customer Satisfaction and Continuance Intention

Independent Variable	Dependent Variable		
	CS	CI	PI
UV	0.126	0.255***	0.92
IC	0.097*	-0.290***	-0.066
SV	0.117**	0.051	0.064
EV	0.402***	0.189**	0.079
CS	–	0.343**	0.228***
CI	–	–	0.473***

**Note:** Author (2024)

a UV = Utilitarian Value, IC = Information Consumption, SV = Social Value, EV = Entertainment Value,  
CS = Customer Sati intention, CI = Continuance Intention, PI = Purchase intention,

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

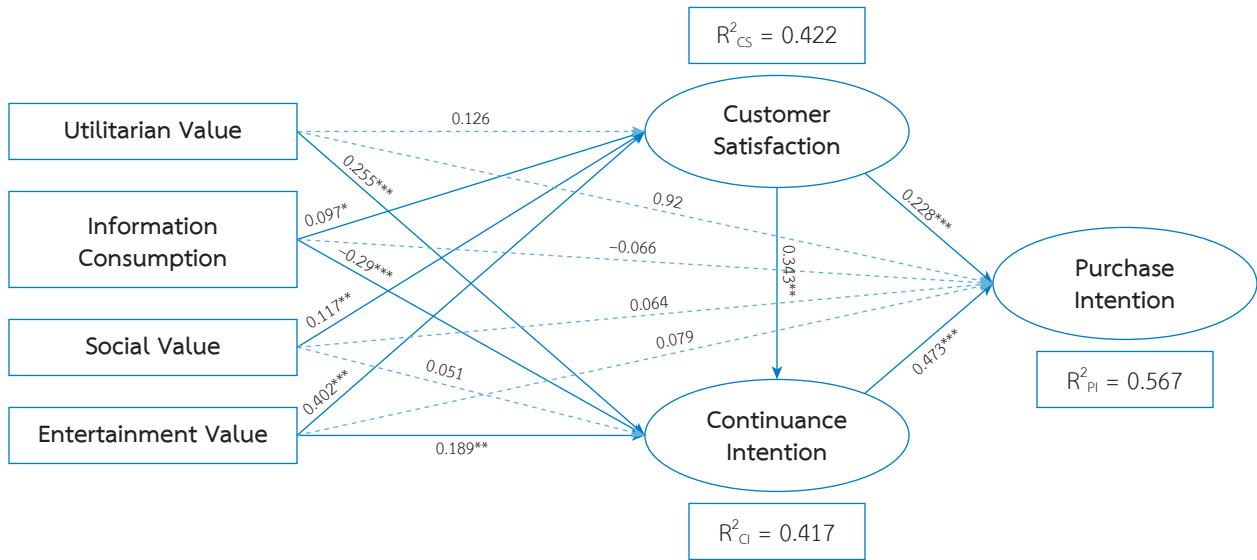


FIGURE 2: Adjusted proposed model with empirical data

Note: Author (2024)

Table 6: Results of Indirect Effect and Serial Mediated Effect of Motivations on Purchase Intention Through Customer Satisfaction and Continuance Intention

Path	Indirect Effect	Confidence Interval		P-value	Result	Hypothesis
		Lower Bound	Upper Bound			
UV → CS → PI	0.029	-0.004	0.084	0.087	No Mediation	Not Supported
IC → CS → PI	0.022	0.000	0.061	0.055	No Mediation	Not Supported
SV → CS → PI	0.027	0.006	0.059	0.004**	Full Mediation	Supported
EV → CS → PI	0.092	0.038	0.160	0.002**	Full Mediation	Supported
UV → CI → PI	0.121	0.045	0.239	0.001**	Full Mediation	Supported
IC → CI → PI	-0.100	-0.188	-0.046	0.000***	Full Mediation	Supported
SV → CI → PI	0.024	-0.013	0.070	0.198	No Mediation	Not Supported
EV → CI → PI	0.089	0.028	0.038	0.004**	Full Mediation	Supported
UV → CS → CI → PI	0.241	0.085	0.412	0.004**	Full Mediation	Supported
IC → CS → CI → PI	-0.144	-0.252	-0.039	0.006**	Full mediation	Supported
SV → CS → CI → PI	0.115	0.022	0.220	0.017*	Full mediation	Supported
EV → CS → CI → PI	0.260	0.141	0.404	0.001**	Full mediation	Supported

Note: From Author (2024)

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

Table 6 illustrated the indirect and serially mediated effects of motivational factors on purchase intention (PI) through customer satisfaction (CS) and continuance intention (CI). The findings revealed that customer satisfaction (CS) fully mediated the effects of entertainment value (EV) and social value (SV) on purchase intention (PI), with indirect effects of 0.092 ( $P = 0.002$ ) and 0.027 ( $P = 0.004$ ), respectively. However, no significant mediation effect of customer satisfaction was observed for utilitarian value (UV) ( $P = 0.087$ ) and information consumption (IC) ( $P = 0.055$ ), leading to the rejection of hypotheses H7a and H7b.

Among the motivational factors, utilitarian value (UV) had the most substantial effect on purchase intention (PI) through full mediation by continuance intention (CI), with an indirect effect of 0.121 ( $P = 0.001$ ), supporting H8a. This was followed by information consumption (IC), which demonstrated a negative indirect effect of  $-0.100$  ( $P = 0.000$ ), and entertainment value (EV), which had an indirect effect of 0.089 ( $P = 0.004$ ), supporting H8b and H8d, respectively. However, social value (SV) (H8c) did not exhibit a significant indirect effect on purchase intention (PI), resulting in the rejection of this hypothesis.

The results of the serial mediation analysis showed that customer satisfaction (CS) and continuance intention (CI) jointly and fully mediated the effects of multiple motivational factors on purchase intention (PI). Specifically, entertainment value exhibited the most substantial serial mediation effect, with an indirect effect of 0.260 (LLCI = 0.141, ULCI = 0.404,  $P = 0.001$ ), supporting H9d. Similarly, utilitarian value (UV) demonstrated a significant serial mediation effect, with an indirect effect of 0.241 (LLCI = 0.085, ULCI = 0.412,  $P = 0.004$ ), confirming H9a. Information consumption (IC) showed a negative serial mediation effect, with an indirect effect of  $-0.144$  (LLCI =  $-0.252$ , ULCI =  $-0.039$ ,  $P = 0.006$ ), supporting H9b. Finally, social value (SV) demonstrated a significant full serial mediation effect, with an indirect effect of 0.115 (LLCI = 0.022, ULCI = 0.220,  $P = 0.017$ ), supporting H9c.

## DISCUSSION

This study provides valuable insights into the demographic and behavioral characteristics of respondents, alongside the relationships between motivational factors, customer satisfaction (CS), continuance intention (CI), and purchase intention (PI) in the context of promotional Facebook pages. The demographic analysis revealed that the majority of respondents were female (61.80%), aged between 31–35 years and 36–40 years (22.88% each), with most holding an undergraduate degree (56.20%) and working in private companies (56.20%). These characteristics suggest that promotional Facebook pages predominantly attract working-age, educated female users, aligning with prior studies highlighting women's higher engagement with Facebook for shopping and promotions (Duffett, 2015). The income distribution, with the largest group earning 35,001–45,000 baht per month (37.30%), further emphasizes the appeal of these platforms to middle-class consumers seeking value-driven deals. Most respondents (55.20%) frequently followed the “Punpro” page, with 52.60% engaging with promotional pages for over a year. The high frequency of visits (51.00% visiting 2–3 times weekly) and short duration of each visit (65.40%



spending less than 30 minutes) highlight the importance of concise, visually engaging promotional content to maintain user interest.

This study integrates Uses and Gratifications Theory (UGT), Expectation-Confirmation Theory (ECT), and Expectation-Confirmation Model for Information Technology (ECM-IT) to explore the relationships between motivational factors, customer satisfaction (CS), continuance intention (CI), and purchase intention (PI) in the context of promotional Facebook pages.

The study intended to explore the structural modeling of the effect of motivations in following or subscribing to promotion Facebook Pages, which is emphasized by the Uses and Gratification Theory (UGT) comprising utilitarian value (UV), information consumption (IC), social value (SV), and entertainment value (EV). According to the first research objective, the study aims to explore the direct effect of motivations (UV, IC, SV, EV) on customer satisfaction (CS), continuance intention (CI), and purchase intention (PI). Previous studies have investigated the influence of Uses and Gratifications on customer satisfaction on social network sites and claimed that information consumption (IC) (Gogan et al., 2018), social value (SV), and entertainment value (EV) (Zhou, Cai, Liu & Fan 2019), influence customer satisfaction (CS), which is consistent with the research findings. Fundamentally, consumers use promotional Facebook pages to socialize with other consumers with the same interests or look for related information, and entertainment value would attract consumers to subscribe and keep using social media (Gogan et al., 2018). However, the study found that utilitarian value (UV) was insignificant in the relationship with customer satisfaction (H1), which was inconsistent with prior research (Zhou et al., 2014; Hsu & Lin, 2023). Utilitarian value mainly relates to the functional benefits of joining social media. In previous research, consumers were concerned about conscious responses and goal-oriented task behavior. In the study, utilitarian value was defined in terms of using promotional Facebook pages for searching and communicating about promotions and efficiency in buying products. This inconsistency could be explained by the fact that utilitarian value alone does not sufficiently influence customer satisfaction (Gogan et al., 2018). The complementary entertainment value and social elements are required to drive satisfaction. Then, consumers would continue to use social media to gather information until their utilitarian values are satisfied. Hence, consumers must also be concerned with other dominances to stimulate satisfaction. The result showed that entertainment value is the most impactful effect on satisfaction, followed by social value and information consumption.

The study results supported H2 that consumer motivations (UGT) have a significant direct effect on continuance intention, which is consistent with previous research that uses and gratifications such as utilitarian value (H2a) (Chen et al., 2020), information consumption (H2b) (Gogan et al., 2018), and entertainment (H2d) (Kaur et al., 2020) affect continuance intention while social value is not significant, which inconsistent with previous research (Han, Min & Lee., 2018) that the inconsistent result could emerge when studying in different contexts, as previous research focused on a specific brand community site while the study emphasize on the overview of products or brands that been typically mentioned

in promotion Facebook pages. On the contrary, the study result is consistent with previous research that found an insignificant effect between social value and continuance intention in mobile instant messaging (Kaur et al., 2020).

For the direct effect on purchase intention, utilitarian, information consumption, social value, and entertainment value were insignificant (H3a–H3d). Other factors should be considered to stimulate the effect of motivations on purchase intention. To pursue the purchase intention, consumers must be satisfied with the promotion of Facebook pages and intend to continue using the pages. In the same way, the current findings were supported and consistent with past studies revealing that customer satisfaction directly affects continuance intention (Gu, Oh & Wang, 2016; Gan & Li, 2018), a significant direct effect of customer satisfaction on purchase intention in the context of social media (Zheng, Siddik, Masukujjaman, Alamm & Akter, 2020) and products or services advertised on social media (Thomas, 2024), and the effect of continuance intention on purchase intention (Gan & Li, 2018).

For the second objective, the study explored the indirect effect of motivations (comprising utilitarian value, information consumption, social value, and entertainment value) on purchase intention through the mediation of customer satisfaction (H7a–H7d) and the indirect effect of motivations (comprising utilitarian value, information consumption, social value, and entertainment value) on purchase intention through the mediation of continuance intention (H8a - H8d). Utilitarian, social, and entertainment values were significant (H7a, H7c, H7d). Meanwhile, information consumption did not indirectly affect purchase intention via customer satisfaction (H7b). This finding differed from prior research that found the mediator role of satisfaction through the relationship between informativeness or information consumption and purchase intention in the context of the hotel website (Aluri et al., 2016). The finding revealed that more factors are needed to enhance the mediated effect of satisfaction to stimulate the relationship between information consumption and purchase intention.

Similarly, prior research found that the mediation effect of satisfaction on the relationship between information consumption and behavior intention is not significant (Sirichareechai, Kanjanawat & Kaewshai, 2021). Previous studies have investigated different final consequences, such as continuance intention, while the study emphasized purchase intention, which is the consequence of motivation through satisfaction. Thus, the study and previous research consistently revealed that solely satisfaction's mediation effect was not significant in stimulating behavioral intention, which referred to purchase intention. Then, consumers need to continue using those pages to gather information until they gratify their needs; later, consumers would be stimulated to purchase (Gogan et al., 2018). This finding supports the extended and sequential proposed model, which includes continuance intention. This aims to bridge the gap between seeking through “social media” platforms, continuing to use or follow pages, and intention to purchase.

Therefore, the study was extensive to investigate further behavioral intention from continuance intention to purchase intention as a consequence, and continuance intention was used as a mediator. Thus, the study investigated the mediation effect of continuance intention on the relationship between motivations (comprising utilitarian value, information consumption, social value, and entertainment value) and purchase intention, which found consistency in the significance of utilitarian value, information consumption, and entertainment value, except for social value. Utilitarian value, information consumption, and entertainment value stimulate consumers to continue using promotional Facebook pages and generate the intention to purchase after that. In contrast, continuance intention as a mediator did not affect the relationship between social value and purchase intention. Consumers typically use “social media” to gratify social interaction, but consumers still need other motivations or mediators to influence continuance and purchase intention. There are other values, and more mediators, such as satisfaction, would sufficiently stimulate consumers' intention to purchase.

For the third objective, the study continued exploring the indirect effects. This time, the focus was on the sequential mediated effect of motivations (comprising utilitarian value, information consumption, social value, and entertainment value) on purchase intention through customer satisfaction and continuance intention (H9). This objective was crucial to the study's comprehensive investigation into consumer behavior and marketing strategies.

Utilitarian, entertainment, and social values positively affect purchase intention through customer satisfaction and continuance intention. Promotional Facebook page that can provide utilitarian value such as usefulness, convenience, accessibility, and safety for gathering product information, communication or contacting the page's administration, entertainment value such as pleasure, enjoyment, excitement, passing the time from page usage or interaction between other followers, social value such as relationship and involvement, adjusting or sharing quality of information with groups, would satisfy customers, then keep customers to continue using page, and later bring them to purchase intention stage. These findings were consistent with prior studies that utilitarian value stimulates customer satisfaction (Hsu & Lin, 2023), continuance intention (Chen et al., 2020), and purchase intention (Lin & Kim, 2016). Similarly, social and entertainment value findings were consistent with previous studies that state that social value influences satisfaction and continuance intention (Han et al., 2018) and purchase intention (Aluri et al., 2016).

The study found that information consumption negatively impacts continuance intention, which contradicts previous research by Yan, Filieri, and Gorton (2021), which emphasized the positive influence of information consumption on continuance intention. This discrepancy can be understood through the notion of Information Overload Theory. Consumers may become frustrated during information searches due to this overload. Excessive information can lead to decision fatigue and decrease continuance and purchase intentions (Eppler & Megis, 2004). Additionally, a gap between the gratification sought and the gratification obtained is another factor influencing continuance intention (Hussain, Shabir, &

Taimoor-UL-Hassan, 2020). Consumers perceive a mismatch between the information they seek and the actual information they obtain. When consumers do not receive the expected information or when the information is insufficient or poorly managed, it can negatively impact their satisfaction and decrease the intention to continue using social media.

Therefore, this finding can infer that the effect of utilitarian, information consumption, social, and entertainment value on purchase intention was fully mediated by customer satisfaction and continuance intention.

## CONCLUSION

The study shed light on objectives to underscore the influential determinants of uses and gratifications through direct effect and indirect effects on purchase intention via customer satisfaction and continuance intention in the context of promotional “Facebook” pages. Thai people consume promotional “Facebook” pages to find knowledge and information, share information, and promotions about products and services. Promotional “Facebook” page users enjoy and pleasure the exciting and new information consumers discover on these pages. The differentiation of “social media” from others allows users to connect and socialize online channels, helping consumers create a positive image, form good relationships, and earn respect from other members. Additionally, Thai people see the “Facebook” page as a valuable platform for communication, gathering and sharing information, and efficiently purchasing products or services at discounted prices.

### Theoretical Implications

This study contributes significantly to digital marketing literature by addressing gaps in understanding the effects of motivations on purchase intention within “social media” platforms, particularly promotional “Facebook” pages. While prior research has primarily employed the Uses and Gratifications Theory (UGT) and the Expectation-Confirmation Model (ECM) to study continuance intention, this study uniquely incorporates Expectation-Confirmation Theory (ECT) to examine purchase intention.

1. The study has extended Expectation- Confirmation Theory (ECT), which traditionally explores how consumers’ expectations and subsequent satisfaction influence their decision to continue using a service or product. This study innovatively applies ECT to explain purchase intention, a less-explored area in this theoretical framework.
2. The findings reveal that satisfaction derived from meeting or exceeding initial expectations influences continuance intention and purchase decisions. This extension bridges the gap between post-purchase evaluations and pre-purchase motivations, offering a more comprehensive understanding of consumer behavior on “social media” platforms.

3. According to cultural nuances, Thailand is perceived as having collectivist values and a preference for social engagement. Hence, cultural nuances could moderate how gratifications shape consumer expectations and satisfaction.
4. The study contributes to the ongoing evolution of Uses and Gratifications Theory (UGT) by examining the motivations of Thai promotional “Facebook” page users. It underscores that customer satisfaction and the intention to continue using are the important linkages bridging promotional “Facebook” page users to purchase products and services.
5. Information Overload situations could influence information consumption. Hence, information overload should be considered in further study.

## Managerial Implications

This study demonstrates how entertainment, utilitarian, informational, and social value on promotional “Facebook” pages influence customer satisfaction, continuance intention, and purchase intention. This section provides recommendations for marketing managers and content creators.

1. Entertainment value significantly impacts customer satisfaction and purchase intention by providing enjoyment and immersive experiences. Marketing managers should be concerned with entertainment value because it is crucial to encourage consumers to purchase through satisfaction and continuance intention. Marketing managers and content creators may develop engaging, visually rich content such as short videos, gamified promotions, and live streams to attract consumers.
2. Utilitarian value drives continuance and purchase intentions by offering practical benefits, such as efficiency and ease of use. Utilitarian value is more favorable when consumers use promotional “Facebook” pages to search for deals and promotions, help purchase products or services at efficient prices, and provide spaces for communication, information sharing, and connection with others. Marketing managers and content creators could stimulate cost-conscious consumers by offering exclusive deals, coupons, promotions, and discounts.
3. To enhance informational value, content creators should promote user-generated content, such as consumer reviews, page feedback, and testimonials. Moreover, content should be regularly updated to provide comprehensive information about a wide range of products, including clothing, electronics, and food items, as well as notable establishments from various brands. Furthermore, marketing managers and content creators must carefully manage the flow of information to avoid overwhelming consumers, which could undermine their purchasing intent.

4. Encouraging social value, as social value enhances engagement and connections by creating interactive community features such as group-specific promotions, live sessions, and group chat.
5. Marketing managers should monitor engagement rates and feedback to evaluate success.

### **Limitations and Future Research**

The study has primarily underlined the Uses and Gratifications Theory (UGT), Expectation-Confirmation Theory (ECT), Expectation Confirmation Model (ECM), customer satisfaction, continuance intention, and purchase intention. However, future research could address this limitation by considering other related theories that may explain and guide other factors significantly impacting purchase intention.

The study was generalized across promotional “Facebook” page categories without a specific focus on a particular product or brand; motivations may vary across different product or service categories. The study generalized content across the pages without focusing on sales promotion content. In this particular area, motivations may fluctuate differently across general or overview content. The study includes online and offline purchase intention, meaning consumers intend to complete transactions via pages or online stores and decide to visit brick-and-mortar stores to purchase products.

Future research could investigate specific online stores. Lastly, the data used in the study was collected in Thailand, where “social media” usage is rapidly increasing; hence, the results might vary in other countries, and other variables, such as culture, economics, lifestyles, and trust, should be considered for further implementation. Furthermore, recent aspects of Uses and Gratifications, as mentioned by Santos Corrada et al. (2020), Modality gratification, Agency-based gratification, Interactivity-based gratifications, and Navigation-based gratification. Those four dimensions would be relevant to further “social media” studies.

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