

# ONLINE MARKETING COMMUNICATION OF CONSUMERS FOR THE QUAYDA RACING BRAND IN CHANTHABURI PROVINCE

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## Abstract

This quantitative research aimed (1) to examine the online marketing communication of consumers of the Quayda Racing brand in Chanthaburi Province, and (2) to investigate the relationship between personal characteristics and online marketing communication among consumers of the Quayda Racing brand in Chanthaburi Province. Data was collected using a questionnaire distributed to consumers of the Quayda Racing brand in Chanthaburi. The sample was selected through convenience sampling, and the sample size was proportionally determined using Yamane's formula. Statistical methods employed in the analysis included frequency distribution, percentage, mean, standard deviation, and Pearson's correlation coefficient to determine the relationships among the studied variables.

The results revealed that consumers' online marketing communication of the Quayda Racing brand in Chanthaburi Province was at a high level overall, with an average score of 3.90. Moreover, the personal characteristics of consumers were found to have a statistically significant relationship with online marketing communication at the 0.05 level.

**Keywords:** *Online marketing communication, Consumer, Quayda Racing brand*

## Introduction

In the contemporary era, consumers no longer make purchasing decisions based solely on product functions; rather, they increasingly value brand identities that align with their personal preferences and lifestyles. As a result, precise brand positioning has become a crucial tool for cultivating brand loyalty and enhancing brand recall in the minds of consumers, particularly within premium markets where competition extends beyond product features to encompass brand image, value, and the overall customer experience.

Marketing communication serves as a key process for conveying information, messages, and brand values to consumers with the intention of creating awareness, understanding, and favorable responses toward products or services. Communication is not limited to advertising alone; it also includes public relations, sales promotion, direct marketing, digital marketing, and integrated marketing communication (IMC), all of which must operate cohesively and systematically to achieve optimal results.

Social media plays a significant role in influencing the behavior of modern consumers, enabling users to act simultaneously as both message senders and receivers. These dynamic fosters widespread and rapid exchange of information, news, and opinions. Communication technologies have become integrated into the daily lives of people around the world, including Thailand, where the number of internet and social media users continues to rise. Platforms such as Facebook and Line remain highly popular, contributing to inevitable shifts in lifestyles and consumption patterns, particularly among younger generations, whose purchasing behaviors are increasingly shaped by online communication.

### **Research Objectives**

1. To examine the online marketing communication of consumers of the Quayda Racing brand in Chanthaburi Province.
2. To investigate the relationship between personal characteristics and online marketing communication among consumers of the Quayda Racing brand in Chanthaburi Province.

### **Literature Review**

Social media has emerged as a new and highly popular communication channel among younger generations, as it enables users to maintain social connections at all times and facilitates the sharing of multimedia content through accessible communication devices such as tablets and smartphones. Online media refers to websites operating on internet networks that provide information continuously, 24 hours a day. Content can be uploaded onto a computer connected to the internet, and the information presented is not limited to text; it may also include still images, motion pictures, or audio (McKenna, Kear, & Ellsworth, 1995). Online marketing encompasses multiple communication channels through which information is conveyed to consumers, each characterized by specific formats and target audiences (Wilas Chamloetwat et al., 2016).

The widespread accessibility of the internet and the rise of social media have inevitably transformed modern lifestyles. Individuals must now become part of the digital environment and adapt to the changes brought by technological advances, while simultaneously leveraging these media for optimal benefit. As consumers and users of technology, individuals can no longer avoid engaging with digital platforms. Online communication, therefore, provides substantial benefits by enabling rapid access to information, news updates, advertisements, and public relations messages across various target groups. When utilized effectively, online communication supports informed decision-making by offering insights into news, analyses, credibility assessments, and factual information derived from user-generated content. Moreover, online platforms significantly reduce communication costs, allowing users to interact via applications or programs connected through Wi-Fi without additional fees.

The growth of social media has also profoundly influenced human existence. Its ability to facilitate rapid knowledge dissemination enhances communication efficiency, enables seamless information exchange, and fosters interpersonal relationships that contribute to the formation of virtual communities

(Cao et al., 2021). Due to these advantages, social media is increasingly integrated into various organizations, becoming a crucial tool for improving communication effectiveness and organizational operations in response to rapidly evolving socioeconomic and technological trends (Napatsawan Konutanurak, 2024).

In the present era, consumers demand diverse goods and services, prioritizing maximum utility and long-term value—particularly for high-priced products—before making purchasing decisions. Marketing communication has thus become a vital strategy for organizations as they disseminate messages to target audiences, especially in the highly competitive business sector. Entrepreneurs are compelled to employ marketing communication tools to effectively engage consumers and maintain competitiveness (Thanakrit Wantamae, 2014).

## **Research Methodology**

The research titled Online Marketing Communication of Consumers of the Quayda Racing Brand in Chanthaburi Province employed a quantitative research approach, using a questionnaire as the primary data collection instrument. The research procedures were conducted as follows:

### **1. Development of the Questionnaire**

The questionnaire was constructed based on concepts and theories related to online marketing communication and consumer behavior.

### **2. Instrument Quality Verification**

After the questionnaire was developed, the researcher conducted an instrument quality assessment through the following steps:

#### **2.1) Content Validity Examination**

The questionnaire was submitted to the advisor for review regarding content accuracy, structure, wording, completeness, and appropriateness of the time required for responses. All suggested revisions were incorporated into the questionnaire.

#### **2.2) Assessment of Content Accuracy and Linguistic Appropriateness**

Experts evaluated the consistency between the research objectives and each questionnaire item. This evaluation was analyzed using the Index of Item–Objective Congruence (IOC).

#### **2.3) Reliability Testing**

The revised questionnaire was pilot-tested (Try Out) with 30 respondents from neighboring areas. The collected data were analyzed using statistical software to determine the reliability and internal consistency of the instrument.

### **3. Population and Sample Group**

The population consisted of consumers of the Quayda Racing brand in Chanthaburi Province.

#### 4. Sampling Method

The sample size was determined using Taro Yamane's formula with a 95% confidence level and a 0.05 margin of error, yielding a total sample of 400 respondents. The sample was selected through convenience sampling.

##### Statistical Methods Used in Research

1. **Personal Data**—including gender, age, income, education, and occupation—were analyzed using descriptive statistics: mean, standard deviation (S.D.), and percentage.

2. **Online Social Media Usage Behavior** of consumers of the Quayda Racing brand in Chanthaburi Province was analyzed using descriptive statistics: mean, standard deviation (S.D.), and percentage.

##### 3. Hypothesis Testing

**Hypothesis 1:** Differences based on gender were tested using a **t-test** to determine statistical significance at the 0.05 level. Differences in age, income, education, and occupation were tested using an F-test to determine statistical significance at the 0.05 level.

### Research Results

Based on the research findings regarding the online marketing communication of consumers of the Quayda Racing brand in Chanthaburi Province, several key points were identified and discussed as follows:

#### 1. Online Advertising Communication

The overall level of online advertising communication was high, with a mean score of 3.97. Upon further examination, it was found that Quayda Racing engages in online advertising to raise awareness of its products and services by providing persuasive content that stimulates consumer interest and encourages purchase decisions. This approach effectively contributes to increased online sales for the brand. These findings are consistent with the concept proposed by Chalongsri Pimonsompong (2014), who stated that advertising refers to ideas and methods used to present products and services through various media—excluding personal contact—in order to build customer awareness and motivate consumers to purchase or use products and services in both the present and the future.

#### 2. Online Public Relations Communication

The overall level of online public relations communication was high, with a mean score of 3.86. The study found that Quayda Racing disseminates news and information about its support for socially beneficial activities, including educational initiatives, community assistance, health promotion, and career development. The brand provides truthful information and employs online public relations as a strategic tool to build and maintain a positive corporate image. Communication through diverse online platforms enables Quayda Racing to enhance its credibility and establish strong relationships with its target customers. This finding is aligned with Chaow Rojansaeng (2018), who explained that public relations serve to foster communication and strengthen relationships between organizations and their publics, functioning as a core

marketing strategy to build a favorable image, address organizational issues, and facilitate internal and external communication.

### **3. Online Sales Promotion Communication**

The overall level of online sales promotion communication was high, with a mean score of 3.81. The findings revealed that Quayda Racing provides discounts, free gifts during important festivals, and announces promotional periods and privileges online to enhance customer convenience. These strategies are used to stimulate immediate purchase decisions. The results correspond with the concept of Preecha Srisaksdhiran (2018), who stated that sales promotion activities increase product value and improve sales performance through techniques such as price discounts, coupons, product samples, premiums, and prize drawings. The findings also align with Middleton (1994), who explained that sales promotion stimulates business interest, encourages increased product purchases, and accelerates consumer buying behavior.

### **4. Online Personal Selling Communication**

The overall level of online personal selling communication was high, with a mean score of 3.87. The study found that Quayda Racing employs staff to provide product information and process online purchase orders, thereby reducing customer travel expenses and offering courteous interpersonal online communication to persuade consumers to make purchase decisions.

### **5. Online Direct Marketing Communication**

The overall level of online direct marketing communication was the highest among all dimensions, with a mean score of 4.00. The findings indicated that Quayda Racing encourages customers to register as members through online platforms, enabling direct communication of product information to target audiences. The brand also expands online media utilization to strengthen brand recognition. This aligns with Drayton Bird (2009), who defined direct marketing in *Commonsense Direct Marketing* as advertising activities that establish direct relationships between sellers and prospective or existing customers on an individual basis.

### **6. Demographic Factors and Online Marketing Communication**

The demographic variables of gender, age, and income were found to be significantly related to online marketing communication—specifically online advertising, online public relations, and online personal selling—at the 0.05 level of statistical significance. This finding is consistent with Wimpwipa Khieowlamyai (2021), whose research demonstrated that marketing communication significantly influenced consumers' online purchasing decisions for mother-and-child products, particularly in the areas of sales promotion and product display.

## **Conclusion**

Online marketing communication plays a crucial role in enhancing the Kedda Racing brand, enabling it to reach a vast number of customers through simple and efficient methods. It also facilitates the identification of target customer segments with the highest potential to become actual consumers of the Kedda Racing brand. Compared to the brand's traditional marketing communication budget, online

marketing communication yields broader and more effective customer outreach. Furthermore, customer-related feedback obtained from Kedda Racing's online marketing communication can be systematically analyzed and utilized to refine and improve future online marketing communication strategies.

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