Marketing Activities among Social Media Users in Cambodia: Mixed Method Research

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Cambodian people generally use social media sites before using Google to find information. It is commonly assumed that social media is a place for first impressions and where businesses must present their products and services**.** This study used an explanatory sequential mixed method with a follow-up explanation design to evaluate the construct validity of social media marketing activities (SMMAs) with empirical data and developed assessment criteria for SMMAs. The quantitative samples were chosen using the stratified sampling technique, whereas the qualitative participants were chosen using the purposive sampling technique. The quantitative data were gathered from 500 Cambodian social media users via Google Forms, whereas the qualitative data were collected from seven experts via an online interview. Descriptive statistics, confirmatory factor analyses (CFA), and content analysis were used to examine and test the research hypotheses. Subsequently, the key results were endorsed using a mixed method. The results uphold the research hypotheses at the statistical level $p < .01$. CFA with the goodness of fit indices confirmed the construct validity. The findings revealed SMMAs assessment criteria in five components and 27 indicators, including perceived risk, trendiness, interaction, customization, and entertainment, respectively. The quantitative and qualitative research findings of the assessment criterion of SMMAs in Cambodia, which were approved by the follow-up explanation design, complement each other .

*Keywords***:**   entertainment, interaction, trendiness, customization, perceived risk

Over the last few decades, the use of social media has steadily increased (Ortiz-Ospina, 2019). Social media platforms are used to engage in interchangeable activities with people from the same and different home countries all over the world. Users can use the social media platform to create, share, and exchange information and ideas in virtual communities and networks (Tufts, 2019). YouTube, Facebook, Instagram, LinkedIn, Twitter, and Line are some of the most well-known platforms. The global proportion of people using social media is increasing. According to 2019 social media statistics, globally, there were 3.2 billion social media users, and this figure was growing. This large number corresponds to 54% of the world's then population (Emarsys, 2019), and Facebook was the most popular social media platform, with 5.31 billion users as of the end of the second quarter of 2021 (Statista, 2021). These data have resulted in a plethora of business opportunities through these platforms.

The desire to purchase various products for sale on social media has piqued the interest of business owners and researchers (Husain et al., 2016). Many trades have begun to use social media sites as platforms for serving and interacting with their customers. To pique the consumer's interest and attention (Makmee, 2022), an increasing number of businesses worldwide, including those in Cambodia, are focusing on digital marketing channels such as search engine optimization, Google Ads, and social media advertising (Giantfocus, 2019). Cambodia had more than 8 million social media users in 2019. (Geeksincambodia, 2019). Facebook is the most popular platform, followed by YouTube, Instagram, Tik Tok, LinkedIn, and Twitter. These platforms can provide marketers with more opportunities for online and social media marketing.

Facebook is the most well-known social media platform in Cambodia. As a result, it is the primary arena for growing online shopping and media space (International Trade Administration, 2019). In Cambodia, a new generation of vendors has begun to use Facebook as an online store to sell their wares. The Cambodian government is preparing a robust-yet-business-friendly policy and legal environment in response to its Rectangular Strategy 2019-2023. This strategy described the progression to digital innovation, e-commerce, and industry 4.0 under the theme "New Sources of Growth" (Etradeforall, 2019).

The study of SMMAs has been introduced in various social media-related fields (Sano, 2015). Seo and Park (2018) indicated that SMMAs have five critical dimensions: entertainment, interaction, trendiness, customization, and perceived risk. The SMMAs are considered the main platform for promoting brand awareness, product images, and a subordinate hand to promote electronic word of mouth and spur purchases in online commerce (Nuseir, 2019). Therefore, this study focused on developing SMMAs assessment criteria to achieve purchasing goals among Cambodian social media users. It aims to develop evaluation criteria for SMMAs to achieve purchasing goals among Cambodian social media users.

Based on the conceptual framework, this study proposed the following hypotheses:

H1. The social media marketing model is consistent with empirical data.

H2. The criterion of SMMAs affects consumer's purchase intention in Cambodia.

Literature Review
Social Media Marketing Activities

Advertisement continues to evolve due to the technological, network, and social media revolutions, which have created ample opportunities for digital marketing. According to Kelly et al. (2010), social media serve as bridges between marketing outlets and their consumers and foster communications between customers (Hafez, 2021). Manthiou et al., (2016) investigated the following three SMMAs dimensions positively affecting brand equity: entertainment, customization, and e-WOM. Similarly, Liu et al. (2021) identified four key components in SMMAs that affected consumer engagement: entertainment (EN), interaction (INT), trendiness (TREND), customization (CUST), and perceived risk (PER).

Entertainment plays the main role in this purpose through social media. According to De Aguilera-Moyano et al., (2015), brand entertainment created the highest potential instrument, which is an effective message for producing entertainment content.

Interaction is an SMMAs that embraces talking, chatting, and sharing information. It has a strong relationship with the online and social media platforms (Karg et al., 2014). Hall (2018) found that most social media interactions were talk-focused, with one-on-one exchanges with close relational partners, broadcasts, or passively consumed information shared with acquaintances.

In 2019, the latest trends and brand discussions were found on social media (Sehar et al., 2019). According to Kim and Ko (2012), the trendiness of interesting luxury and fashion brands can be found on various applications, such as Twitter, blogs, and other social networking sites.

A customized product is a new design created for a specific group of customers or individuals (Barutcu, 2007). Kotler (1989) stated that both customized and mass-produced goods must grow together, with marketing mediated by the product's construction and principle.

Several researchers have studied perceived risk in marketing from various perspectives. In view of decision-making theory, Park et al., (2004) indicated perceived risk performance as a potential factor in consumer behavioral outcomes, possibilities, and personal values (Park et al., 2004; Taubenheim et al., 2008; Chan and Guillet, 2011; Chi, 2011; Chang et al., 2015; Pham and Gammoh, 2015; Choi et al., 2016; Tuten and Solomon, 2017; Felix et al., 2017). Social media marketing is a process by which companies communicate, create, and deliver online marketing offerings via social media platforms to maintain stakeholder relationships that enhance stakeholders' value by facilitating interaction, offering personalized purchase recommendations, information sharing, and word of mouth creation among stakeholders about existing and trending products and services. (Yadav and Rahman, 2017), and the use of social media platforms to connect with your audience to build a business brand, increase sales, and drive website traffic. (Lua, 2020).

Type of Social Media Platforms

Social media can be used for various objectives. Some are used for information sharing, conversation with friends, and build community pages while others are enfolded on accomplishing business networks. Yet, the point of interaction from users is what distinguishes each type. Each type is classified based on its own distinct set of features, tools, and applications (Dagnew, 2014).

Social media has a preeminent impact on young adults and teenagers (Appel et al., 2020 ; Rahim et al., 2020). Young adults in the United States used the popular social media platform in high percentage. According to Anderson and Jiang (2018), YouTube, Instagram, and Snapchat were US teenagers' most popular social media platforms. Meanwhile, statistics from users in the United States revealed many teen users who were active on social media. Approximately 95% of teenagers had access to a smartphone, and 45% said they were online almost constantly (Anderson & Jiang, 2018). Moreover, Manthiou et al., (2016) demonstrated that people worldwide used smartphones, tablets, iPads, and desktop computers for daily transactions and for learning about tourist destinations. Destination marketing organizations worldwide use social media platforms, such as Figure 1.
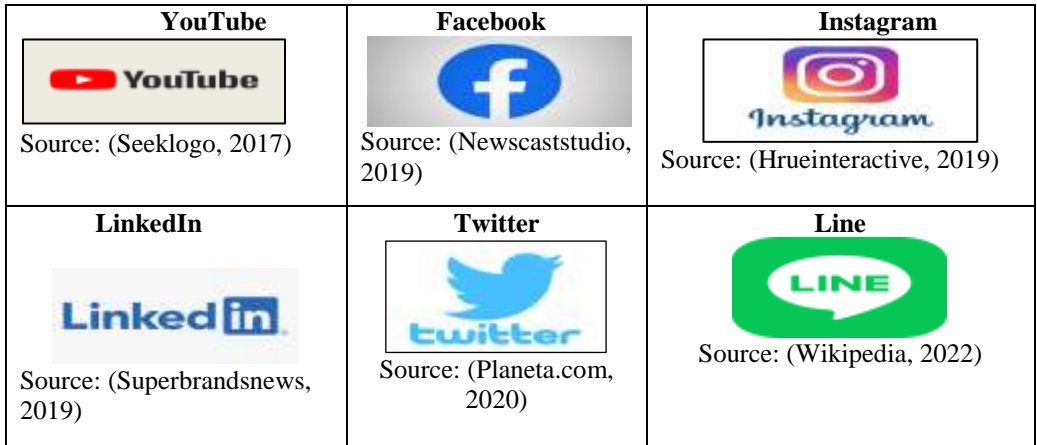
YouTube	Facebook	Instagram
Source: (Seeklogo, 2017)	Source: (Newscaststudio, 2019)	Source: (Hrueinteractive, 2019)
LinkedIn	Twitter	Line
Source: (Superbrandsnews, 2019)	Source: (Planeta.com, 2020)	Source: (Wikipedia, 2022)

Figure 1. Logos of different social media platforms.

Cambodia's SMMAs are growing slowly compared to neighboring countries. Credit-card usage, delivery system, internet users, and internet infrastructure are all fully operational indicators for e-commerce operations. Furthermore, the majority of transactions are paid in cash upon delivery. It is because security and overcharging are still concerns among the consumers there. Furthermore, e-commerce was concerned about the high cost of electricity and the scarcity of internet-computer-technology professionals. However, many local banks have begun launching credit card payments for online purchases. Because of the availability of high-speed internet, urban areas are seeing an increase in online shoppers and consumers. In Cambodia, Facebook is the famous media platform. Therefore, it is the primary area for expanding online purchasing and media space (International Trade Admitration, 2019). Please see relationship of variables in conceptual framework.
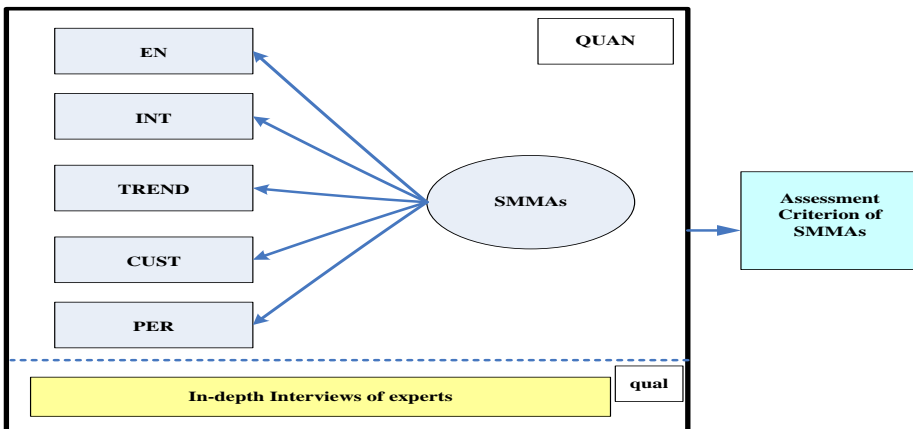
Conceptual framework

Figure 2. Conceptual framework.

Method

In this study, mixed methods, an explanatory-sequential approach, and a follow-up explanation design were used, with the quantitative method as the primary investigation instrument, supported by the qualitative method. Moreover, the time horizon was cross-sectional. The research flows were classified as population and sample instrument determination, data collection and analysis, conclusion of quantitative and qualitative results, and interpretation of the results based on the quantitative data. The approach of follow-up explanation design was used to investigate the results (Edmonds & Kennedy, 2017, pp. 196-197). Figure 3 shows more information.

Figure 3. Follow-up explanation design

Quantitative Phase

Quantitative research. The definition of each variable was built based on concepts and theories about SMMAs to establish the questionnaire. The aspects of the questionnaire were classified as follows:

Part I: Personal information about the sample, including gender, age, educational level, occupation, income, social media platform use, device accessing social network, daily social media usage, and online shopping experience.

Part II: The assessment criteria for observed variables in SMMAs are as follows: Prior to data collection, the questionnaire contained 30 items, with six questions per variable. The items were designed based on Seo and Park (2018) and adapted from Manthiou et al., (2016), Liu et al., (2021), and ElAydi. (2018). These questions were presented on a 5-point scale, with 5 = *strongly agree*, 4 = *agree*, 3 = *neutral*, 2 = *disagree*, and 1 = *strongly disagree*.

According to the results of both methods and the data collected from social media users in Cambodia, SMMAs are appropriately usable in Cambodia with significant results for statistical data analysis. Additionally, factor loading from factor analysis revealed high loading. After qualifying using both methods, the results were confirmed using appropriate SMMAs criteria in the context of Cambodia. Hence, this set of criteria did not differ significantly from the adapted frameworks. Only 26 of the 30 indicators developed were effective. Moreover, this research will assist the next generation of online entrepreneurs reach their target audiences via social media. Furthermore, in this day and age of social media users, it would be useful guidance for conducting consumer behavior surveys.

All of the questions' items content validity index (I-CVI) equaled 1, and S-CVI/UA equaled .92, indicating that the quality of each item was excellent content validity. The questionnaire was sent to 30 similar participants to run Polit et al., (2007) test to determine the reliability of the research tool. Cronbach Alpha values for the studied variables ranged from .81 to .89, indicating good reliability (George & Mallery, 2016). After qualifying on content validity and reliability, usable SMMAs questions had 27 items.

Qualitative Phase

This phase aimed to confirm the quantitative phase's results and provide a guideline for developing the assessment criteria of SMMAs to achieve purchasing goals among Cambodian social media users. For the process of gathering qualitative data, an online interview was used. Instrument for qualitative research, that is, semi-structured structured interview, was conducted with experts based on a timetable that allows for about 60 minutes of interview duration (Seidman, 2006, p. 20). Online interview is utilized for collecting qualitative data.

Data Collection

Quantitative method (QUAN). The participants were at least 18-year-old social media users who used social media in their daily lives. When the authors used the purposive sampling technique to select experts in qualitative analysis (qual), they used stratified random sampling to select QUAN participants (Creswell, 2014; Makmee, 2021). The sample included 500 social media users in QUAN and seven marketing experts in qual. The experts in the qualitative section were chosen based on their related job positions, experience (more than five years), and direct experience with social media marketing in the regular industry.

Three major economic provinces/cities in Cambodia were chosen to conduct the research and collect data. The study area included Phnom Penh City, Sihanoukville, and Siem Reap Province. The sample size was 200 people from Phnom Penh City, 150 from Siem Reap province, and 150 from Sihanoukville province. Researchers contacted them via Facebook Messenger and invited them to complete the Google Form survey. After one week of sending out the survey, the researchers followed up with the participants.

Seven experts were chosen to oversee the qualitative research process in the qualitative method. When practicing the purposive sampling technique, the expert must meet all the interview requirements. The chosen experts had to work in a field related to SMMAs, such as social media manager, or have extensive experience with digital marketing (Management Association, 2018). A sample size of six to ten participants with diverse experiences may thus provide adequate information power for descriptions (Malterud et al., 2016). In practice, seven experts were chosen to conduct interviews with the researcher.

The interview was divided into two important steps:

1. Self-introduction: the researcher contacted and sent a document to request an interview, and then planned a suitable time for the participants (experts) to participate in an online semi-structured interview with marketing experts about the main variables and criteria of the SMMAs model.

2. This method was supported by Sharma (2018), which allows researchers to create video calls via a secure online website or platform. The researcher sent text questions to participants via mobile phone and computer during the process. The interview is then conducted one-on-one via video call between the researcher and the participant. Among the various platforms for conversation, Facebook Messenger was chosen for the interview. If needed, the researcher called the participant to obtain some more details later. During the interviews, the researcher double-checked the collected data in handwriting and sound record devices. This method was designed to ensure that the interview data were properly stored.

Data Analysis

After obtaining sufficient data from the online collection, the data were checked for accuracy, and quantitative research was used for the measurement model. The data were analyzed using a Mplus program and included descriptive statistics, normality distribution, correlation, and

confirmatory factor analysis (CFA). Following data collection, qualitative research and data analysis were carried out. This study employed sequential content analysis with the following steps:

      1) Interpret the recorded interview.

      2) Read the transcription, review, and understand the data.

      3) Conduct content analysis by categorizing data that has the same meaning or belongs to the same group.

      4) Interpret the data and benefit from interview.

      5) Create a data explanation based on the meaning of the received information.

      All the received information must be presented as supporting data that demonstrated the result in the quantitative section.

      To obtain the assessment criteria in the model of each variable, the qualitative indicators and criterion were chosen to follow the quantitative finding. The assessment criteria of each indicator were adapted by using its definition. The method was evaluated using two criteria: the score of agreement and the supporting comment. When the comments from the semi-structured interview were used, the agreement scores were derived from the experts' "Yes" responses. Moreover, the follow-up explanation design was used to select the social media marketing assessment criteria. The positive comments on each criterion and indicator were used to describe the assessment criteria of social media marketing to describe the purchase intentions of Cambodian social media users.

Results

Quantitative Section

In the quantitative research, online questionnaires were administered to all the participants (500 samples). The majority of them were female (51.00%), aged between 22 - 29 years old (71.40%), education at the level of bachelor' s degree (82.00%), occupation in private companies (42.20%), incomes less than USD300 (44.40%), most used social media was Facebook (100.00%), devices used for social media was smartphone (44.80%), time spending on social media per day between 2-4 hours (41.60%) and online shopping experience answer "Yes" (91.60%).

Correlations

      The correlation coefficients of the indicators of all variables were significant at a statistical level of $p < .01$. The coefficients for entertainment ranged .37–.58; interaction, .36–.55; trendiness, .25–.62; customization, .47–.71; and perceived risk indicators, .20–.55. The results of confirmatory factor analysis of SMMAs are shown in Table 1.

Table 1

The results of confirmatory factor analysis of SMMAs

Latent Variables	Observe Variables	Indicators	Results			
			β	S.E.	t	R^2
SMMAs	Entertainment		.84	.05	16.80**	0.71
		EN1	.48	-	-	0.36
		EN2	.58	.05	11.58**	0.44
		EN3	.57	.04	11.83**	0.42
		EN4	.66	.05	12.10**	0.55
		EN5	.56	.05	10.49**	0.36
		EN6	.73	.06	10.99**	0.50
	Interaction		.93	.07	13.29**	0.86
		INT1	.54	-	-	0.29

Latent Variables	Observe Variables	Indicators	Results			
			β	S.E.	t	R^2
		INT2	.51	.04	12.25**	0.30
		INT3	.58	.04	12.25**	0.50
		INT4	.54	.04	12.99**	0.39
		INT5	.57	.04	11.97**	0.45
	Trendiness		.95	.05	18.09**	.91
		TREND1	.66	-	-	0.57
		TREND2	.52	.03	14.52**	0.34
		TREND3	.61	.04	15.11**	0.48
		TREND4	.49	.04	11.08**	0.29
		TREND5	.56	.04	13.42**	0.37
	Customization		.85	.05	16.39**	.73
		CUST1	.65	-	-	0.59
		CUST2	.70	.04	17.58**	0.67
		CUST3	.63	.03	16.34**	0.56
		CUST4	.57	.03	14.57**	0.44
		CUST5	.50	.03	12.92**	0.34
		CUST6	.48	.03	12.76**	0.33
	Perceived Risk		.97	.08	12.13**	.94
		PER1	.32	-	-	0.14
		PER2	.35	.06	5.83**	0.12
		PER3	.48	.07	6.97**	0.21
		PER4	.53	.07	7.40**	0.27
		PER5	.43	.06	6.76**	0.21

$\chi^2 = 220.07$, $df = 193$, $\chi^2/df = 1.14$, $p = .08$, $RMSEA = .01$,
$SRMR = .04$, $CFI = .99$, $TLI = .99$

Table 1 exhibits the results of the CFA of SMMAs by a Mplus program. The CFA was used to evaluate the measurement construct of SMMAs in 5 components and 27 indicators. The results in Table 1 indicated the criteria indices with the goodness of fit. From the results, $\chi^2/df = 1.14$ was less than 2, *RMSEA* and *SRMR* were less than .05, and *CFI* and *TLI* were more than .95, indicating that the measurement construct had perfect goodness of fit (Hooper et al., 2008).

Qualitative Results
Experts' personal information. There were seven experts in this study, six of whom were men and one of whom was a woman. The information showed that two experts had 5–10 years of experience, two had 11–15 years, two had 16–20 years, and one expert had more than 20 years of experience. Six experts had completed master's degrees, and one had completed a doctoral degree in business, management, and economics.

Results from Experts' Interview
The following research findings were obtained from the interview data:
The observed variables of SMMAs were more focused on five quantitative results components. In that order, these variables were perceived risk, trendiness, interaction, customization, and entertainment.

The fact that the perceived risks included five indicators, which received many comments from experts, is a complicated phenomenon that social media users should be aware of. It is related to the perception of social media users, who prefer contents that are shown to have a positive impact on society.

".... Risk factors are a complicated issue that we must be more careful about when using ... It shows the assessment of risk on online shopping" (P.2)
"... People only choose to learn or understand about the risk for a short period of time. But once others' information is abundant then it will cover up all the risk aversion that the person might have ...." (P.7)

In terms of trendiness, five indicators were involved, and the interview data revealed the appropriateness of its indicators to properly uphold the data from quantitative data analysis. *"... Positive impact and useful contents to audiences... and can go along with social media users."* (P.6)

"... Your explanation of the assessment already said it all. Thus, I don't need to elaborate more." (P.7)
"... All above elements make the lifestyle more civilized. It is very important to get consumers' trends ..." (P.1 and P.3)

Expert opinion demonstrated the suitability of these indicators for measuring the interaction that played a central role in the individual customers and their prospective actions in the interaction involving five indicators.

"... It is a good way of interaction, but one should be careful with security reasons of privacy ..." (P.2)
"... Share ideas platform or quick and easy communication platform ..." (P.6)

The customization involved six indicators, the consistent suitability was shown to be why Cambodian social media users refer to content posted by their colleagues and networks. *"... Based on my observation, the majority of Cambodian people are content consumers. They tend to receive every content that is posted and shared by their friends, networks or pages ..."* (P.3)
When publishing customized contents, customization must also be adapted to the culture of the consumers.
"... All the above elements are true, but sometimes culture also influences it ... Good advice for customers and useful contents ..." (P.2)
"... It's such good advice for customers ..." (P.5)

Six indicators were involved in entertainment. The main reason for this identification was the interesting lifestyle and positive impact on the audiences.
The interaction had the same results as all experts were suitable for measuring SMMAs.
"... All elements above are suitable for the current situation but marketing shouldn't forget ethics ..." (P.2)

According to these contents about SMMAs suitability, the result confirmed the support for the CFA of SMMAs

Discussion and Conclusion

The research findings reveal a statistical significance when compared to previous studies. The SMMAs model of social media users performed exceptionally well in terms of goodness of fit with the empirical data (Hooper et al., 2008; Srisawat et al., 2021).

The following is the conclusion for the development of the assessment criteria of the social media marketing model of Cambodian social media users. The main factors in the SMMAs model are 1) interaction, 2) entertainment, 3) trendiness, 4) customization, and 5) perceived risk. There are six indicators of entertainment: interesting, enjoyable, funny, happy, entertaining, and useful contents. Meanwhile, interaction has five indicators: discussion channel, allowing consumers to express themselves, easy access to content, sharing information with others, and maintaining interactions with followers and fans. Furthermore, trendiness comprises five indicators: supporting consumer lifestyle trending, reflecting consumer lifestyle trending, completing consumer lifestyle trending, current content, and having the most recent information. Customization is comprised of six indicators: providing content based on personalized recommendations, providing content based on personalized services, providing content based on customized service, offering content based on a customized information search, assisting consumers in quickly finding relevant information, and guiding consumers in quickly finding relevant information. Lastly, perceived risk includes five indicators: online shopping presents unexpected dangers, facing unexpected danger while doing online shopping, being aware of the risk associated with any brand, protecting privacy and personal information, and feeling secure when providing billing information.

The development assessment criteria of each variable of the social media marketing model have gone through several stages to arrive at the appropriate criteria for measuring each variable. The study's objectives were to test the construct validity of the SMMAs with empirical data and to develop SMMAs assessment criteria using an explanatory sequential mixed method with follow-up explanation design. This study included 500 samples drawn from Cambodian social media users. Second-order CFA was employed to confirm the quantitative data. Moreover, the follow-up explanation design was used to obtain the assessment criteria of SMMAs. The data were analyzed by a computer program. The qualitative data were gathered through an in-depth online interview with marketing experts in Cambodia, followed by data analysis using content analysis.

According to the follow-up explanation mixed-method design, the assessment criteria of SMMAs included entertainment, interaction, trendiness, customization, and perceived risk. These findings were compared to previous studies and found to fit the stated criteria significantly. A total of 27 indicators were significantly confirmed and decried in the SMMAs. The results demonstrated that each variable, namely, entertainment, interaction, trendiness, customization, and perceived risk, has six, five, five, six, and four indicators, respectively. The results of the SMMAs revealed significant results for social media users in Cambodia ($p < .01$). Seo and Park (2018) discovered similar results when studying airline company customers. Most participants in their study had seen and purchased through social media platforms, prompting many businesses to create brand profiles on social media communication channels and to develop activities that engage consumers with content sharing, such as online product information, discounts, advertisements, and promotions. (Muensriphum et al., (2021).

Perceived risk is defined as the "uncertain thing" that happens in a social media transaction. Consumers who shop online can learn about these issues by receiving information from other consumers on social media. Giving knowledge about a brand means making others much more aware of the risks associated with it.

According to Kim and Ko (2012) and Seo and Park (2018), trendiness is one of the indicators of SMMAs. Using trendy content to reach consumers on social media is a valuable opportunity to stay connected with consumers or page followers. Trendy content is displayed in the form of videos, photos, memes, and news.

According to BusinessBlogs (2023, Consumers who engage with their favorite brands on social media have a strong relationship with that brand. Consumers who interact with their favorite brand are more likely to have a positive opinion of the brand, stick with it, and spread brand-related information to others. These are the interaction strengths that marketers should use in their actual implementation.

Social media customization can reach target consumers more efficiently than traditional media (Liu et al., 2021). Based on their personalities, social media platforms can estimate target consumers. Useful products, in particular, benefit from various social media marketing tactics, as do fun products such as games and live streams. Consumers are encouraged to share viral messages via social media platforms, such as public sharing on timelines or direct private messages.

Social media entertainment can take many forms, including photos, videos, games, memes, and so on. Everyone craves excitement in their lives, so using entertainment to reach consumers is a good way to increase market size and marketing strategies. According to Barutcu (2007), consumers who engage with their favorite brands on social media have strong relationships with those brands. Similarly, consumers who engage with their favorite brands are more likely to have a positive opinion of the brand, stick with it, and spread information about the brand to others.

In summary, because the data were   collected from Cambodian social media users, these SMMAs are appropriate for use in Cambodia. Furthermore, the factor loading from factor analysis shows a high loading (Makmee, 2021).

Based on the results of both methods and the data collected from Cambodian social media users, the SMMAs have been shown to be appropriate for use in Cambodia, with statistically significant results from data analysis. Furthermore, factor loading from factor analysis revealed high loading. After qualifying using both methods, the results were confirmed using appropriate SMMAs criteria in the context of Cambodia. As a result, this set of criteria does not differ significantly from the adopted frameworks. It is just that only 26 of the 30 indicators developed were effective. Furthermore, this research will assist the next generation of online entrepreneurs reach their target audiences via social media. Furthermore, currently of social media users, it would be useful guidance for conducting consumer behavior surveys.

By factor loading, the assessment criteria of SMMAs to achieve purchasing goals among Cambodian social media users included five components: perceived risk, trendiness, interaction, customization, and entertainment, and 27 indicators.

Future Recommendation

Future studies should examine on a specific industry or product to obtain closer results to genuine consumer attitudes. It should be a study of popularly ostentatious sectors on social media and trending with people's lifestyles. The next study should concentrate on how SMMAs influence consumer behavior to achieve effective results in online business.

Rights protection of research participants

The researchers explained the steps and research processes to those who took part in this study and asked for their voluntary participation. They could withdraw at any time after agreeing to participate. All data provided by participants would be kept confidential, and the overall conclusion would only be revealed if it was deemed beneficial for academic purposes. This research adhered to the research ethics practices in humans. The Board of Ethics for Human Research of Burapha University examined and approved this study to protect the respondent's rights (research project code G-HU 104/2563).

Conflict of Interest

There is no conflict of interest in this research.

Acknowledgments

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