

The Integrated Marketing Communication and Trust Influence on Purchasing Intention of Digital Salak through Mobile Banking Customer of Government Savings Bank Sector 5: Testing the Role of Technology Acceptance as a Mediator Variable

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Abstract

The objective of this research was to study the integrated marketing communication and trust influence on purchasing intention of digital salak through Mobile Banking (MyMo) customer of Government Savings Bank Sector 5: testing the role of technology acceptance as mediator variable. The sample group consisted of customers who use Mobile Banking service of Government Savings Bank Sector 5 in the service area which comprising 4 provinces, namely Nonthaburi, Nakhon Pathom, Suphanburi, and Kanchanaburi totaling 400 people by multistage sampling. The questionnaires were used as the tools for the data collection. The statistics were used to analyze the data such as descriptive statistics including frequency, percentage, mean, standard deviation and inferential statistics was regression analysis. The research result revealed that the integrated marketing communication and trust of customers influenced the purchasing intention of digital salak of GSB's customers at the statistical significance at 0.01 level. The technology acceptance was the partial mediator variable between the integrated marketing communication and trust with the purchasing intention of digital salak through Mobile Banking of GSB's customers. This will be a guideline for product development through integrated marketing communication and trust in the bank's products for the technology acceptance towards digital salak purchasing intention via Mobile Banking service of GSB's customers.

Keywords: Integrated Marketing Communication, Trust, Technology Adoption, Purchasing Intention

Introduction

Nowadays, technological advancement plays an increasingly important role in people's lives. Especially, financial technology has played an increasingly important role in people's daily lives. There is an increasing number of financial transactions through mobile banking.

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Meanwhile, the use of service from bank counters tends to decline (Bank of Thailand, 2020). The financial institutes must accelerate product development plans to keep pace with the rapidly changing environment by providing financial services via mobile banking focusing on efficient electronic services (Nurittamont, 2019). New savings products are also launched to meet and support today's consumer behaviors. Government Savings Bank is another financial institute that has developed more modern and comprehensive service model to serve the needs of modern consumers with financial services. MyMo by GSB is the GSB mobile banking service that allows financial transactions 24 hours a day over Wifi or 3G. It is easy and has functions covering a wide range of financial transactions with effective security. It has also developed digital savings products, including "Digital salak" which is a special GSB lottery where users can deposit, withdraw, check digital lottery information and check lottery winnings via Mobile Banking service. The digital salak will be another savings product of choice for modern consumers and cover all groups, careers and all ages (Government Savings Bank, 2020).

In addition, an important factor is the spread of the COVID-19 virus in the country, causing the overall picture in the bank's financial system to increase savings. This is because people are aware of the need to save money. Most of them save money for emergency expenses, increasing from the previous year. The savings are for various goals such as for being used after the retirement, for buying a house, for being the career capital and the less proportion for education. For the savings channel, the same direction is to deposit with the bank and keep it at home (GSB Research, 2021). As the Government Savings Bank has focused on saving money, therefore the bank tries to find strategies to create incentives to save money by using new technologies or innovations, such as digital salak. The integrated marketing will be the process that is important to communication the information to consumers (Kotler & Lane, 2009). Integrating effective marketing communications will bring acceptance (Nurittamont, 2021) and perception of information (Thuengsuk & Nurittamont, 2019) as well as showing consumer behavior as expected by businesses. The bank also plays an important role in building confidence and trust in order to give customers confidence in the products they offer. To make customers trust is due to consumer perception related to the properties and characteristics of new savings products (Kim et al., 2010). If consumers perceived credibility, it will lead to the behavior of using financial technology (Nurittamont, 2019). GSB's digital salak products serve customers through modern financial technology. The adoption of technology will arise from the perception of benefits and convenience of use (Davis, 1989) passing on service intention for consumers where the customer's attitude towards the product in purchasing intention is important. It leads to the decision to buy goods and services eventually (Jaccard, 1975).

From the aforementioned reasons, the researcher was aware of the importance and interest in studying the integrated marketing communication and trust influence on purchasing intention of digital salak through Mobile Banking customer of Government Savings Bank Sector 5: testing the role of technology acceptance as mediator variable. The study results can be used in developing savings products with integrated marketing communications strategies and trust with financial technology of Mobile Banking services to effectively promote customer savings and demand for digital salak to meet consumer demand.

Objectives

- 1) To study the integrated marketing communication and trust influence on purchasing intention of digital salak through Mobile Banking customer of Government Savings Bank.
- 2) To study the roles of technology acceptance as mediator variable between the integrated marketing communication and trust influence on purchasing intention of digital salak through Mobile Banking customer of Government Savings Bank.

Research Methodology

The study on the integrated marketing communication and trust influence on purchasing intention of digital salak through Mobile Banking customer of Government Savings Bank and the study on the roles of technology acceptance as mediator variable was the Quantitative Research.

Population and sample group

The population used in this research consisted of customers who use Mobile Banking service of Government Savings Bank Sector 5 in the service area which comprising 4 provinces, namely Nonthaburi, Nakhon Pathom, Suphanburi, and Kanchanaburi totaling 70,202 people (data as of 15th March 2021, Government Savings Bank 5) The sample size was calculated in case of known population with Yamane formula (1970) at 95% confidence level and 5% error. The sample size was 400 samples. A multi-stage sampling method was used. Step 1 was the Area sampling as GSB Sector 5 comprises of 5 service areas, namely 1) Government Savings Bank, Nonthaburi and Government Savings Bank Nonthaburi 2, 2) Government Savings Bank, Nakhon Pathom, 3) Government Savings Bank, Suphanburi, and 4) Government Savings Bank, Kanchanaburi. The branches with the highest number of customers using MyMo service in the top 3 of the service areas were selected based on the Proportional Stratified Random Sampling by determining the population size as the study of the Government Savings Bank Sector 5. Step 3 was the Purposive selection. The data was collected from the sample group of customers using the MyMo services of the Government Savings Bank Sector 5. The data was collected by dividing the samples in each province to complete the specified amount by handing out and collecting 400 questionnaires to customers. The completeness of the questionnaires was checked in order to be able to store complete questionnaires according to the specified number of samples.

Research tools

The research tools for this research were questionnaires consisting of 6 parts. Part 1 was about the general information of the respondents. Part 2 was about the opinion on integrated marketing communication. Part 3 was about the opinion on trust. Part 4 was about the opinion on the technology acceptance. Part 5 was about the opinion on the purchasing intention. The questions in Part 2-5 are questions on a 5-rating scale where 1 means least agree and 5 means most agree. Part 6 was about the suggestion which are open-ended questions.

Quality assurance of research tools

- 1) For the Content Validity, the researcher examined the questionnaire quality by testing the content validity determining the Index of Item Objective Congruence (IOC) having 3 experts to consider the questions that are appropriate and consistent. The result of the content validity analysis by determination of the Index of Conformity (IOC) was 0.96.
- 2) In testing the Reliability, the researcher conducted the questionnaire confidence test by conducting the Try out for 30 sets. The obtained data was used to test by statistical methods. When considering the alpha coefficient according to Cronbach's alpha co-efficient, it was found to be between 0.78 - 0.90 higher than the 0.70 criteria for all variables (Vanichbuncha, 2017). Thus, it could be concluded that the questionnaires were accurate and had the reliability used for the data collection for studying.

Statistics and Data Analysis

In this research, the applied statistics consisted of descriptive statistics, i.e. frequency, percentage, mean, standard deviation, and inferential statistics including the Pearson Correlation Coefficient analysis. The properties of the data were verified using Simple Regression Analysis. The purpose was to discover whether each independent variable could predict the dependent variable or not or at which degree. It was the analysis on which variables influenced the dependent variables (Budsankom, 2012). It was suitable for this study as the researcher wanted all variables to share the influence on the dependent variables.

Research conceptual framework

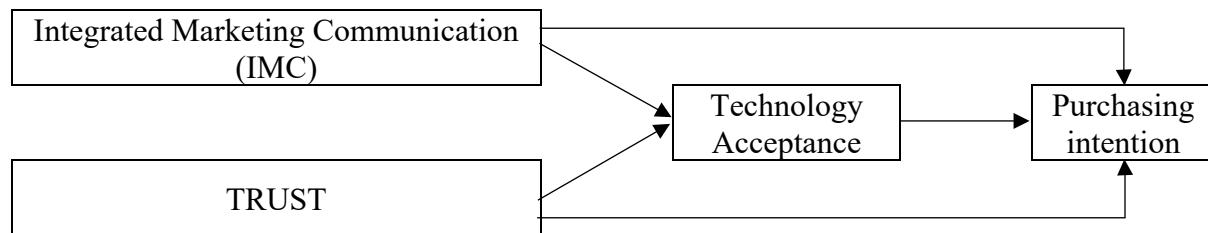


Figure 1 Research conceptual framework

Research Results and Discussion

According to the general information of the respondents, the research results revealed that from the sample group of 400 people, most of the respondents for 239 persons were female, accounted for 59.8%. Their age was between 31-40 years for 141 persons, accounted for 35.3%. 136 persons were government officials/state enterprise employees, accounted for 34%. 229 persons graduated with a bachelor's degree, accounted for 57.3% with monthly income of 15,000-20,000 baht. For the opinion on the integrated marketing communication, trust, technology acceptance, and purchasing intention, the research results on the level of opinion related to the integrated marketing communication, trust, technology acceptance, and purchasing intention revealed that the overall opinion was at the highest level. When considering each variable, the opinion was at the highest level. The means were 4.19, 4.39, 4.33, 4.28, respectively.

Test on research hypothesis

From Table 1, for the integrated marketing communication which influenced technology acceptance of GSB customers, it was found that integrated marketing communication had statistically significant influence on technology acceptance at the 0.01 level ($\beta = 0.68$, $p < 0.01$). It could be explained by 46.00% considering the Adjusted R^2 value of 0.46. Therefore, it supported Hypothesis 1. This was consistent with the study of Chenchaiyapoom & Sawang (2019) finding that the integrated marketing communication had direct positive influence on technology acceptance. This agreed with Thonchai (2016) finding that the communication factors affected technology adoption. In order to make consumers accept the product, the consumers need to get information about the products. The communication from the organizations in various ways created the realization of benefits and the ease of use of the products.

Table 1 The integrated marketing communication and trust which influenced the purchasing intention and the integrated marketing communication, trust, and technology acceptance which influenced the purchasing intention of digital salak through Mobile Banking customer of Government Savings Bank

Relations	β	t	P-value	Adjusted R^2
Integrated marketing communication → Technology acceptance	0.68	18.78	0.00**	0.46
Integrated marketing communication → Purchasing intention	0.71	20.14	0.00**	0.50
Trust → Technology acceptance	0.83	30.33	0.00**	0.69
Trust → Purchasing intention	0.72	21.07	0.00**	0.52
Technology acceptance → Purchasing intention	0.74	22.45	0.00**	0.55

For the integrated marketing communication that influenced the purchasing intention of GSB's customers, it was found that the integrated marketing communication had statistically significant influence on the purchasing intention at 0.01 level ($\beta = 0.71$, $p < 0.01$). It could be explained by 50.00%, considering an Adjusted R^2 value of 0.50. This was correspondent with Sutthasaen (2017) finding that marketing communication strategy influence had influence on the purchasing intention. This was consistent with Thuengsuk & Nurittamont (2019) finding that the integrated marketing communications had the positive influence on the purchasing intention. The marketing communication strategy was the communication process that allowed the consumers to know about the products through a variety of marketing communication channels.

For the trust that influenced the technology acceptance of GSB's customer, it was found that the trust influenced technology acceptance with statistical significance at the 0.01 level ($\beta = 0.83$, $p < 0.01$). It could be explained by 69.00% based on an Adjusted R^2 value of 0.69. This agreed with the study of Pamungkas & Kusuma (2017) finding that the level of customer trust in the mobile banking technology acceptance was high. It was correspondent with Nurittamont & Charoenkitthanalap (2018) finding that the trust influenced the technology acceptance. The trust came from the customer's confidence, reliability, or positive expectations on the products. The trust will increase when being responded.

For the trust that influenced purchasing intention of GSB's customers, it was found that the trust had statistically significant influence on the purchasing intention at 0.01 level ($\beta = 0.72$, $p < 0.01$). It could be explained by 52.00% based on an Adjusted R^2 value of 0.52. This was consistent with Thongmak & Khampukka (2015) finding that the trust influenced the purchasing intention of online shopping. It agreed with Chanwong (2019) finding that the trust had positive influence on service using intention because the service users would be voluntary, have confidence, and be ready to use secure Mobile Banking services such as sending a security code, reliable system certified from the supervisory authority, and verifiable.

For the technology acceptance that influenced purchasing intention of digital salak customer of Government Savings Bank, the technology acceptance had statistically significant influence on the purchasing intention at 0.01 level ($\beta = 0.74$, $p < 0.01$). It could be explained by 55.00 based on an Adjusted R^2 value of 0.55. This was consistent with the study of Pojjana & Nurittamont (2018) finding that the technology acceptance had positive influence on the trust in the selection to use the services. It agreed with the study of Udomthanavong (2019) finding that the technology acceptance had influence on the purchasing intention resulting in the service using intention. When the consumers understand technology and accept it in their daily life, it is because they consider technology as a good and useful way for users. When it happens, it often responds to needs of customers.

Table 2 The results of the test on the rules of technology acceptance as the mediator variable between the integrated marketing communication and purchasing intention of digital salak through Mobile Banking customer of Government Savings Bank

Relations		β	t	p-value	Adjusted R^2
1 st step: communication → purchasing intention	Integrated marketing	0.71	20.14	0.00**	0.50
2 nd step: communication → technology acceptance	Integrated marketing	0.68	18.78	0.00**	0.46
3 rd step: technology acceptance → purchasing intention		0.74	22.45	0.00**	0.55

** Level of significance $p < .01$

From Table 2, the analysis on the mediator variable characteristics of technology acceptance between the roles of integrated marketing communication and purchasing intention of digital salak through Mobile Banking customer of Government Savings Bank. Based on Baron & Kenny's (1986) test statistics, it was found that the 1st step was a simple regression analysis with X predicted Y to test the linear relationship between independent variables and dependent variables. It described that the integrated marketing communication affected the purchasing intention of digital salak. There was a significant correlation of 0.01 ($\beta = 0.71$, $p < 0.01$). The 2nd step was a simple regression analysis with X predicted M to test the linear relationship between the independent variables and the mediator variables. It was the regression analysis. The integrated marketing communication affected technology acceptance. There was a significant correlation of 0.01 ($\beta = 0.68$, $p < 0.01$). The 3rd step was the simple regression analysis with M predicted Y to test the linear relationship between the mediator variables and the dependent variables. The technology acceptance influenced the purchasing intention of digital salak. There was the significant correlation of 0.01 ($\beta = 0.74$, $p < 0.01$). The 4th step was the analysis of mediator variables. Comparing the values from the analysis in the 1st to the 3rd steps, it was found that the integrated marketing communication affected the technology acceptance and the technology acceptance affected the purchasing intention of digital salak. Thus, it could be concluded that technology acceptance was the partial mediator between integrated marketing communication and purchasing intention of digital salak through Mobile Banking services of GSB's customers. Kotler & Lane (2009) stated that integrated marketing communication would develop a marketing communication plan that maximized the overall plan's value evaluating various communication strategies to ensure consistency and maximum impact. The use of multiple marketing communication tools would maximize efficiency and effectiveness in a consistent and complementary manner. This resulted in awareness leading to consumer behavior that would induce further purchasing intention. In addition, the study of Chenchaiyapoom & Sawang (2019) also found that integrated marketing communication had direct positive influence on technology acceptance. In the product presentation, integrated marketing communication tools can be used together to make customers see the benefits of the products. Nowadays, the use of technology has played an increasingly important role in their lives. Purchasing products with technology systems can meet the needs of consumers in an easy to understand and easy to use manner until the achieving the perception of efficiency. The integrated marketing communication has high influence on the perception of benefits and ease of use of consumers resulting in a positive attitude and consumer behaviors with the purchasing intention of products eventually.

Table 3 The results of the test on the rules of technology acceptance as the mediator variable between the trust and purchasing intention of digital salak through Mobile Banking customer of Government Savings Bank

Relations	β	t	p-value	Adjusted R ²
1 st step: Trust → purchasing intention	0.72	21.07	0.00**	0.52
2 nd step: Trust → Technology acceptance	0.83	30.33	0.00**	0.69
3 rd step: Technology acceptance → purchasing intention	0.74	22.45	0.00**	0.55

** Level of significance $p < .01$

From Table 3, for the results of analysis on the mediator variable of technology acceptance between trust and purchasing intention of digital salak through Mobile Banking of GSB's customers following the Baron & Kenny's (1986) test statistics, it was found that in the 1st step

1, a simple regression analysis with X predicted Y was to test the linear relationship between independent and dependent variables. For the purchasing intention of digital salak, there was a significant correlation of 0.01 ($\beta = 0.72$, $p < 0.01$). The 2nd step was the simple regression analysis with X predicted M to test the linear relationship between independent variables and mediator variables. From the regression analysis, trust affected technology acceptance with the significant correlation of 0.01 ($\beta = 0.83$, $p < 0.01$). The 3rd step was the simple regression analysis with M predict Y to test the linear relationship between mediator variables and dependent variables which was technology acceptance. It affected the purchasing intention of digital salak. There was significant correlation of 0.01 ($\beta = 0.74$, $p < 0.01$). The 4th step was the analysis on the mediator variables comparing the values from the analysis in the 1st step-3rd step. It was found that the role of trust affected technology acceptance and purchasing intention. Thus, it can be concluded that Technology adoption was partial mediator variables between trust and technology acceptance. From the study, it was concluded that technology acceptance was the mediator variable between trust and purchasing intention of digital salak through Mobile Banking service of GSB's customers. Kim et al (2010) said that mobile financial service users value their trust that the service providers could be confident in providing secure service. If choosing a service that builds trust, it will choose to use that system and the intention to use will last long.

Conclusion

For the results of this research, it was found that GSB's customers who use Mobile Banking are mostly female in the age between 31-40 years working as government officials or state enterprise employees. The level of education is at the bachelor's degree level and monthly income is in the range of 15,000-20,000 baht. Regarding the opinion on integrated marketing communication, it had the influence on technology acceptance and purchasing intention of digital salak through Mobile Banking service. Trust influenced technology acceptance and purchasing intention of digital salak through Mobile Banking service. For testing the role of technology acceptance as the mediator variable, it was found that technology acceptance was partial mediator among integrated marketing communication, trust, and purchasing intention of digital salak through Mobile Banking service.

Recommendations from the research results

- 1) The results of this study are useful information for the banks to develop strategies for presenting savings products that meet the needs of modern customers with advancement in financial technology to play a role in daily life for customers to build trust in the Mobile Banking service system and create satisfaction. This will ensure the customers in using the service and applying it to suit the current customers as much as possible.
- 2) According to this study, technology acceptance plays a role as the mediator variable between integrated marketing communication and trust in purchasing intention of digital salak through Mobile Banking of GSB's customers. Therefore, the banks should focus on integrated marketing communication strategies to achieve technology acceptance. When customers accept technology, the customers will have confidence in the Mobile Banking service. When customers have confidence in GSB digital salak products, it will lead to their purchasing intention of digital salak through Mobile Banking of the Government Savings Bank further.

Recommendations for next researches

- 1) This research study is a quantitative study. For future research, qualitative research studies such as in-depth interviews should be used to support the researches to get detailed information and use it as information to improve the bank's savings products in the future.
- 2) In this study, the researcher studied from a sample group in the Government Savings Bank Section 5 service area only. The obtained data was therefore an opinion only in the Government Savings Bank Section 5 service area which does not reflect the opinion of the customers of the

Government Savings Bank in other provinces. Thus, in the next study, the researcher recommends a cohort study or other sample groups in order to obtain different information. This can yield the most efficiency and benefits for the banks to apply the research data in determining strategies to increase sales and expand customer base in the future.

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