USERS' PERSPECTIVE ON ONLINE PURCHASING: THE CUSTOM COOKIE

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CHAPTER I
INTRODUCTION

Wanting to build and own a business is a main motivation in doing this thematic paper. Custom cookie made to order is the business that I have on plan and in order to do so the researcher decides this will be the topic that will be focused on in the thematic paper will be consumer perception in ordering edibles via Internet. The positioning of this cookie will not be only the edibles one but will be present for special occupations. And so, by receiving an order from a customer who interests in giving the custom gif to his love ones. The cookie will be carefully bake following the order and send to the customers to where they submit the address via Internet, meaning this business will be doing almost every processes online; in this case it will be on Facebook, Line and Instrgram. That because the cost of starting a new business will be a huge investment so to decrease red from the business the researcher chose to do it via online. With this business channel the researcher will be able to cut all the cost of establishing shop and cost of customer service in term of face-to-face. And not only financial reason that this custom cookie business will be launch online, it is because of the trend of Thai people life style nowadays.

From all over the world the Internet becomes more and more becomes an essential part of a consumer's daily lifestyle. From finding the information in just a few click by using Google, to reducing the distance between two people in a second pasts. People use Interment as an irreplaceable (for the time being) tool to communicate with each other and from the last decade human began to use in for business as well. Because of there are more innovative devices that allow the consumers to connect to the Internet, by not just using only the computer people can access to the Internet from any where. As you can see information shows in the picture 1, from a website called smartinsights.com. The business online will only grow more and more in each year pasts, it will only be a matter of time that every businesses have to have an online channel together with the regular one.
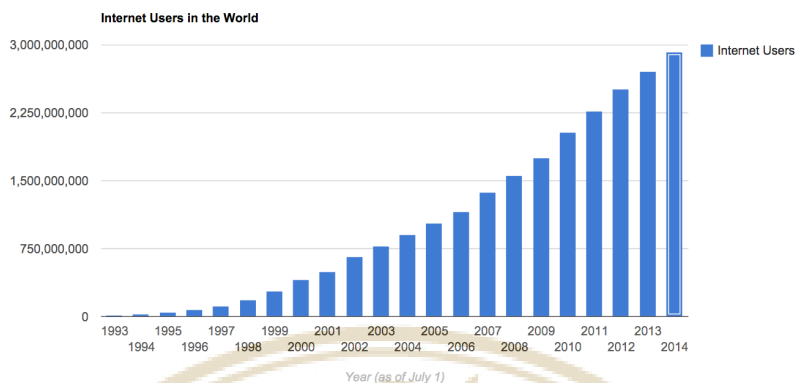
Figure 1.1 Internet users in the world from internetlivestats.com
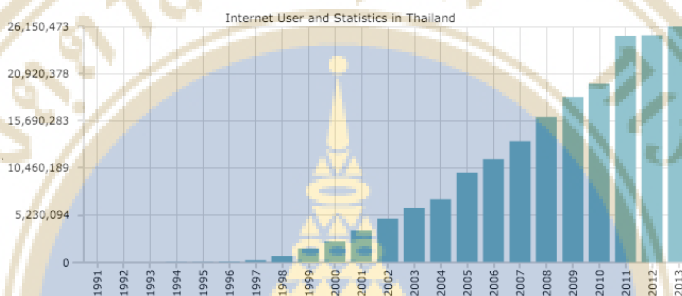
Figure 1.2 Thailand Internet users from internet.nectec.or.th
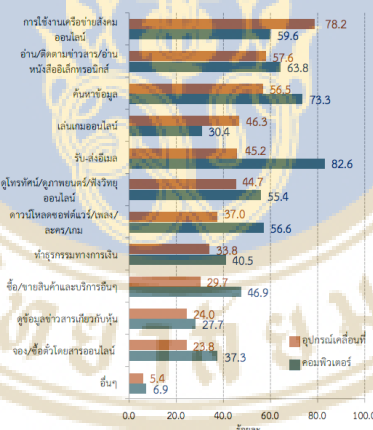
Figure 1.3 Activities online from Thailand Internet user profile 2014 by ICT and ETDA

The number of Internet users in Thailand is increasing up every year. By looking in 1996, the number has been skyrocketed to the year 2013. Only in the year 2011 and 2012 that the number is likely the same which a reason mays come from the protest at that time. When we look at Thailand activates online, to highlight out the

information that is an essential to the research; purchasing product and service via the Internet. The information is conducted by ICA and ETDA with the respondents 16,596 people. About 29.7% from the entire respondents purchase from the mobile devices and about 46.9% from the entire respondents purchase from the computer. Even thought the number shows less than 50% from over all the users but for it compares with the period of years in Thailand that starting to adept the idea of shopping online. The possibility that in the future this percentage will grow to the bigger number with nowadays technologies that allow people accessing the Internet easier.

Which leads us to conclusion, this thematic paper will cover the topic on what will be the factors that make people buying products online other than convenience, especially with the brand that is not well known to the market yet. The expectations of this study before making any research conducting are the consumers should like this idea of the product because there isn't this kind of product sold in Thailand, the research think that the case product would fit as a gift for graduate celebration and even the product lack the reputation, the consumers would still by the product because of it uniqueness. When the research is finished, the research should allow the researcher understands how to approach to the consumers and encourage them to purchase food online with the brand they never heard of.

CHAPTER II
LITERATURE REVIEW

The literature review will be divided into 2 parts, the first one will be cover on term of the chosen product in this project; the custom cookie, the article shows the support on how food can be more than just edibles. The second part will be cover on the customer intention to purchase products online, in the second part the topic will be divided again in 3 topics; 1. Focus only on trust, 2. Customer perspective on buying food online, 3. The consumers' adoption of online shopping. And the last one will be 4. The development of trust in an online company by new customers.

An overview of food messaging

In this part will be a review of how food can be used for social messaging. The objective of this part is to obtain the knowledge why people using food to express their feelings and how this idea might impact the people consciousness more than a normal digital messaging.

In the literature said that food messaging not only allow the receivers to touch and feel the sent messages, the receivers can also eat, taste and smell them. (Jun wei, Xiaojuan Ma and Shengdong Zhoa, 2014). H. Claire and Diane (2014) study shows that when including other senses, such as see, taste, touch and smell will boot the experience. It will add sense of reality to the massaging and that will make the receivers a deeper experience of what the sender wants to express and his emotions. Senses that are simulated by the food stretch out the tense of communication and the strength of the information and that can improve the social links between 2 parties that participate in that communication. What more is that the research shows that digital message is the lightest giving impact on human feeling, "you rarely feel something when reading a message on the screen". The paper offer a little heavier feeling and food is the most impressive to the human due to it can be touch not only see it, "it becomes part of your body". Because when people acquire the closeness relationship

between each other, the person who receives the admirable affection will extort the positive emotional repercussion higher than the normally form messages. This is a solid evidence that edibles, in this case the custom cookie, has a possibility becoming an essential additional social messaging channel and a niche channel in social communication that can effect sociality in large scale.

Figure 2.1 The examples of food messaging

In conclusion, Jun, Xianojuan and Shengdong (2014) suggest that food messaging can amplify the social communication in many ways. For example, food messaging can be used to fix the relationship between 2 parties, food messaging has a longer and stronger emotional impact to the receivers and different categories of food can carry out the different meaning that it can be based on color, taste, texture and smell. The writers acknowledge that food messaging is grouped product as for a user-oriented not the task-oriented.

An overview of Customers' intention on buying online

Part 1: Trust

Ajzen (2002, 2003, 2004, 2005, 2006 and 2009) has put trust to be one of the top lists on why consumers consider purchasing product online or not. Lacking of trust to the transaction online is the major issue to many companies that leading to the reason why customer is not purchase for Internet vendors, eg Lee & Turban, 2001, p. 75 and Ajzen 2003). Sonja and A. Ewald (2003) believe that online-trust has both "institutional phenomena" (system trust) and "personal and interpersonal form is trust" (dispositional trust, trusting beliefs, trusting intentions and trust-related behaviors).

There are many ways to define the meaning of trust but all are the same is that trust will happen when there are uncertainty and risky environment occur to the people, "the need for trust only arises in a risky situation" (Mayer et al., 1995, p.711), there would be no need for trust is the situation is completely stable and safety. With trust, it can help the consumers decrease the uncertainty in complexity by deleting the number of risks they have to consider in a situation.

Online trusts relationships

Ajzen (1994, 1995, 1996 and Reeves & Nass, 1996) found that human could build a relationship with a computer, websites and other new medias. They also found that people act to the technologies like how they response to offline relationship which it based on the rules that apply to social relationships, people can act aggressive or polite to their computers.

Online trust definition

L. Cynthia, Beverly and Susan (2003) study shows that online trust is one figure of relationship, "the trust that occurs for an individual person towards a specific transactional of informational website". In term of online trust is toward to website meaning that the experience that users gain from the website or the people who control the website. There are stages on trusting the website.

1. The first stage as proposed by Lewicki and Bunker (1995 and 1996), in this stage the consumers will have a trust toward the situation that doesn't require too much fortitudes like a little of money or a personal information. And there is an agreement of punishment and reward system for who follows the rule such as trust seal.

2. The second stage is an intermediated level, in this stage the consumers has already familiar with the website and have had some experience with website at

some point. When an error situation occur, the consumers can use the gained knowledge to predict and continue to act trusting toward the website in the future.

3. The last developed stage; the deepest level of trust, in this stage the consumers expect that the website will acknowledge their needs and they don't need to calculate (predictability and knowledge) the risk in the website anymore.

The influence factors on trust

In this part the information will be analyzed the factors that influence on the Internet purchasing users.

- Privacy is the ability to control the usability of the information in the website, So the consumer trust level depends on how their personal information being treated, like how they gathered and processed. The study of Udo (2001) shows that the level of privacy is on the top list of concern via Internet buyer. Meaning that privacy is a legal requirement and a good way to handle the consumer personal information, for example the need to tell the consumers for acknowledging what information the business is going to collect and how it is going to be used.

- Security is the tool that gives consumer confidence that their personal information will not be view, stored and changed during collected or stored it. Unsure the consumers that the agreement they have over the privacy will be met. Meaning that the information will not be able to change by other third party or changing before hand.

The research proposed the behaviors that influence trust the consumers have over the website in following hypothesis:

H1: The greater consumer's perception of security with regard to the handling of their personal data, the grater their trust in a website.

"Life cycle" of trust

When the error occurs, its effect will lead to a drop in trust of consumer; that is when the problem is fixed immediately and not repeating again. But to recover back to the same point as start will require a long period of time. And if the problems still continue, trust can be restored if the consumers are able to understand the problem and why it happen but it will be very hard almost impossible to restore the level of trust back to the same level, Ajzen. (1992 and 1996)

Finally, people will trust the network or the computer when they are familiar to the system and have amount of knowledge about the situation they are

facing with the website. Which this leading the consumers to have a higher level of trust, Kantowiez et al., (1997). And also people tend to trust the computer when they cannot fix the problem by themselves.

Part 2: Customer perspective on buying food

The people have different behavior but if we focus only on consumer food-buying attitudes by Ryan at al. (2004) the research that concludes the lifestyles and social-demographic segmentation. There are 6 lifestyle groups.

1. Hedonistic food consumers
2. Conservative food consumers
3. Extremely uninvolved food consumers
4. Enthusiastic food consumers
5. Moderate food consumers
6. Adventurous food consumers

Other than these 6 lifestyle groups the research use other factors as the divided tool, such as demographic, social-demographic, motivation and attitude, religious traits, culture and social background and the last psychographic segmentation. Though out the research of Austin and Wai (2011) it shows that by understanding more in consumers demand (such as the information on the top or in the figure 1) in food segmentation will help the business in predicting their behavior by building the footing for future marketing strategies, gaining them the advantages from the competitors and increase the percentage on the possible the consumers will purchase foods online.
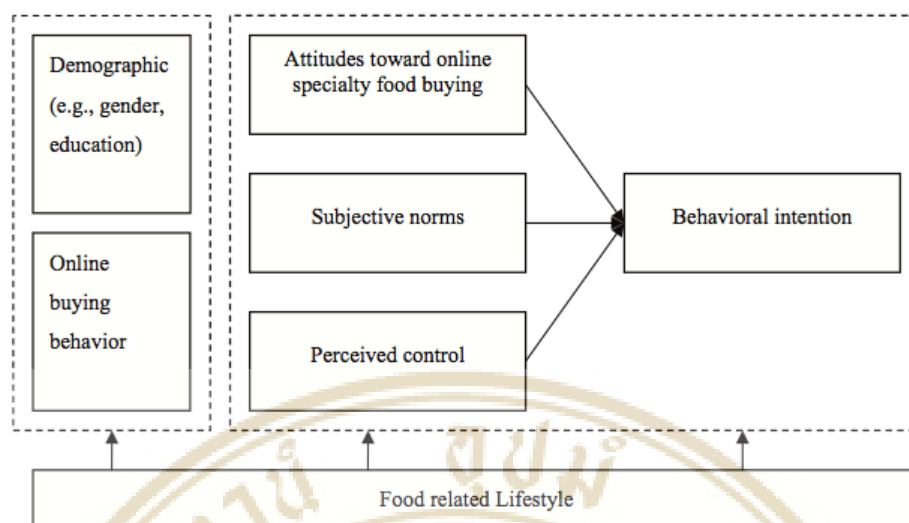
Figure 2.2 Framework of consumer perspective on buying food online

Part 3: The consumers' apotion of online

There are 2 theories, which the researchers believe they influence the behavior of the consumers in adopting Internet transaction.

The theory of reasoned action (TRA) is the consumers' behavior that controlled by the consumer's behavioral intention, the behavioral intention in this case means "attitude toward the behavior" (for example; the favorable feeling toward that behavior). This theory proposes that the consumer's intention to act a particular behavior is by the consumer's attitude toward that particular one that the actual product it self and it can be influenced by the social belief where the consumer held for, or meaning that theory of reasoned action is based on volitional, rational feeling and systematic behavior (Fishbein & Ajzen, 1975; Chang, 1998). In order to comparison with TRA action, T. Hansen et al, 2004 impelled the theory of planned behavior (TPB) to point out the differentiation between 2 theories and stress out the TRA's core point. TPB is a chosen to act of behavioral intention. To add more, the theory of planned behavior is built by the knowledge from the theory of reasoned action. The core process for predicting the behavior of the user's acceptance of the system (the website) is the information on the factors or the beliefs of a particular person to perform the intention.
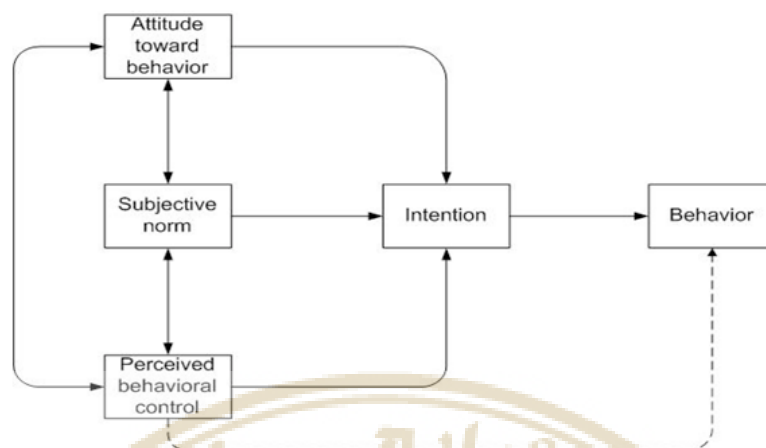
Figure 2.3 The model of reasoned action
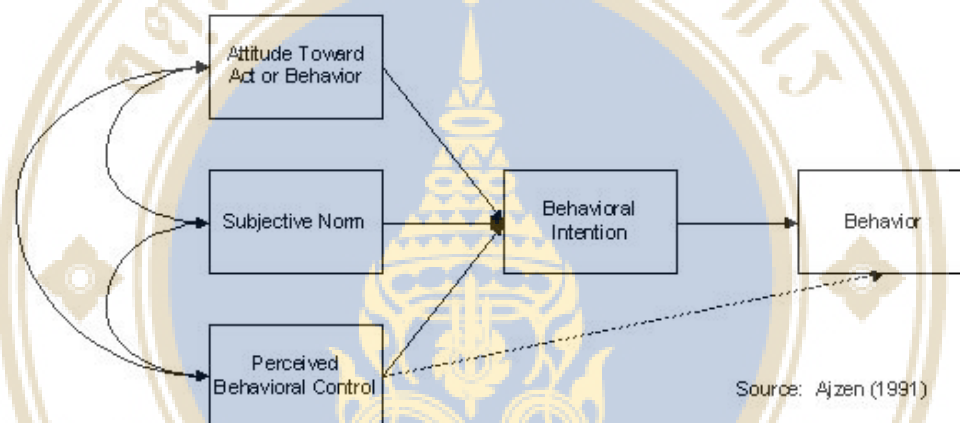
Figure 2.4 The model of planned behavior

Part 4: The development of trust in an online company by new

Doney, P.M. and Cannon, J.P. (2004) said that the development of the trust usually happens with other human party face-to-face but the model (TAM), Gefen, G., Karahanna, E., and Straub, D.W. (2003). Technology Acceptance Model makes the theory that develop the trust toward the technology could really.

So the study shows that trust can be transfer on the web to other web, meaning if the 2 websites have high similarity and knowledge with either one of the website consumers trust; the consumers would likely to transfer their trust to the new one as well. And the company reputation plays a big part in building the positive relationship trust with the business as well. Ajenz (2003)'s study shows as well that the consumers who pay online for the goods would expect and be concerned the

security of the website and the goodwill of the business toward the consumers is critical in one of the factors as well. The study shows if the consumers could customize their products will increase trust as well.

Doney, P.M. and Cannon, J.P. (2004) proposed the research model and hypotheses on the number of factors that influence trust toward a company in term of both website and the actual company itself.
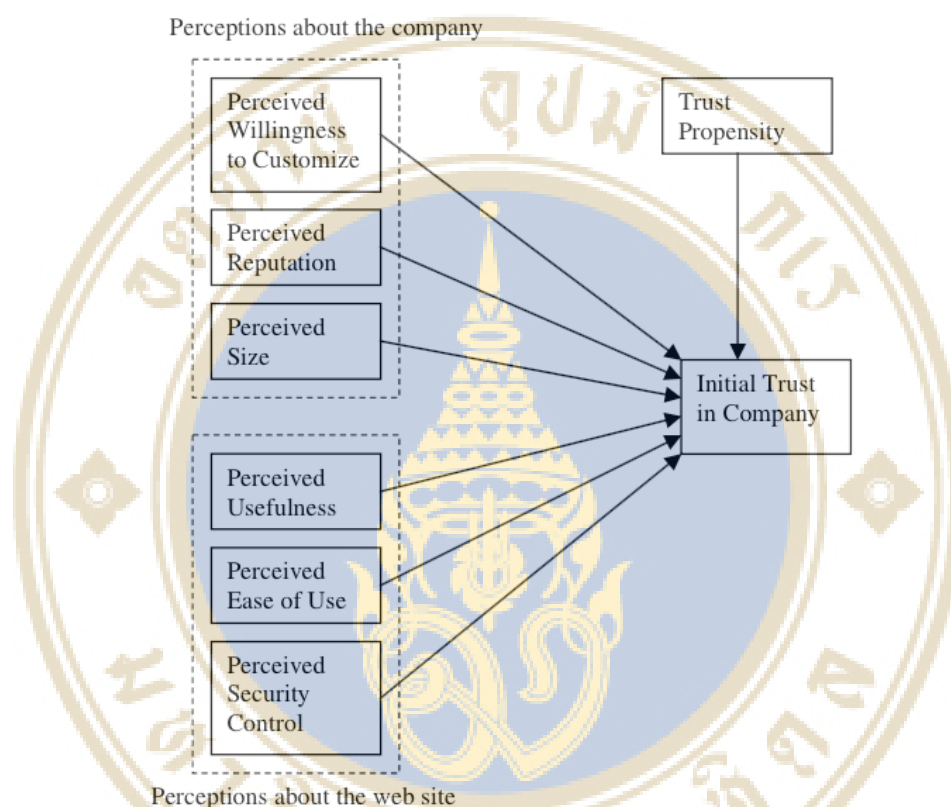
Figure 2.5 Model for trust in company for new customers

The writers (2004) explained more on the perceived size that the consumers would increase their trust on the company with the large size business because the large company can give the consumers what they desire and they let it slide if the product has any failure in it. In the paper, Doney, P.M. and Cannon, J.P. (2004) gave the meaning of perceived reputation in term of company's goodwill in honesty toward the consumers and the perceived willingness to consumers is how much company willingly to serve the customized products and services to it consumers, it shows how much the company cares about the consumers which in the

end could increasing the consumer's loyalty to the business as well. And what more is that the new consumers to the company will look forward to have this perceived willingness relationship with the business at the first try. Zipkin, P. (2001) proposed the idea that to be successful at the customized product is the communication between 2 parties, in this case the business and the consumers. The consumers must provide the needed information on how they want the customized products to become and in the same time the company must provide lots of detailed information on product. Salvador, F., and Forza, M. (2002)'s study shows that some of the factors of the customization is considered to be the normally factors to the consumers themselves as the time passes by so some of the factors of the product customize is being under "the situation normality online".

Doney, P.M. and Cannon, J.P. (2004) explained more on perceived usefulness and perceived ease of use by giving the example that when new consumers visit on the website they have no experience with, the consumers will look for cues on the website in order to continue the relationship with the website and to help them develop their trust in the website as well. So the researchers proposed to make the website easy and use friendly to the consumers as much as possible, in order to decrease the bias the consumers may have toward the website and the business. And the last is the perceived security control on how the security the website can be.

CHAPTER III
RESEARCH METHODOLOGY

Research Design

        To obtain the project objective, understanding the factors that are influenced the consumers to interact with the Internet to purchase the product or the service. This research used a qualitative method, basing on trust, consumer intention on buying food online and consumer intention on buying production via the Internet. Which, all of the research will be based on the case of custom cookies.

Population and sample

        Population in this research is groups that are

1. New to the idea of purchasing good via Internet

2. Knowing the idea but still don't want to participate

3. Buy products online already a few times

        Depth interview will be used to collect the information and the survey itself will be conducted in Bangkok. People with different ages, gender and profile but mainly with the interested in food, especially sweet will be take part in this study. With this it would gave the variety response and values toward the Internet intention in buying product online.

Instrumentation

        The researcher will use self-completed surveys and the questions will all related to the models in the literal review in the last past, helping the researcher understands more on the factors that influence the consumers to react that way and in the real attitude of human beings. Each of the respondent will be interviewed in the range time of 5-10 minutes and will be stimulated by the research if the respondents cannot think of the answer. The respondents won't be given the real actual product to

be the sample in the depth interview but the sample of the pictures that explained detail on actual product information.

Data analysis

By selecting the sentences that are pull off by the recording while interviewing the samples and decode it into the factors that related to the case, which is the custom cookie on consumers intention toward purchasing online. And tie the attitudes back to the theories in chapter 2. To see which theories are tied to the attributes that the researcher expects them related to the research before conducting the interview. Next, the researcher will look into each factor and make of use with the relationship between factors to determine the factors that effect on the behavior purchasing food online. And using the all the factors that the researcher collects, make them into the plan for the real business. Although, the researcher will not yet include the financial part into this research. It's due to the unperfected recipe of the cookie which the research considers it as the essential to the business and the website for the real business is still untouched. The lack of the both an actual product and a website are these thematic limitations. But the researchers will add in the recommendations in the later part by using all the information that are related to both in depth interview and literature review's part.

CHAPTER IV
RESEARCH FINDINGS

In this chapter will be a presentation with the data analysis and the finding of this thematic on the custom cookie case. The result is collected from 5 respondents by the researcher herself; with the different in demographic, customer behavior and attitude toward buying products via the Internet.

The 1st respondent's interview:

1. Please, introduce yourself.

     - I'm an Office worker in international company, 40 years old and living with my family and be happily with the normally masculine lifestyle.

2. How long do you spend time on the Internet per day?

     - I spend 1 hour surfing on the Internet not more than 2 hours per day.

3. Could you tell me your top 5 website?

     - It might not count up to 5, starting with Google that I use to find the information. Second is Siam phone because I like new cutting edge technology, this website is for the new information I want for a mobile phone. The third one is Pantip.com. I would use this website when a media launches a new information, I use this website to check it.

4. Have you ever bought products from the Internet?

     - I've never tried by myself; I once tried order for the Internet with a friend and shared an idea with the friend when purchasing the products. But buying by myself is a no.

5. What do you think about this kind of service online?

     - I would think of the service first not the product, for example the service from the bank. So I would say that when it comes to this service online I think of the service.

6. Have you bought food from the Internet before?

- No, not ever.

6.1 If yes or no please tell me the reasons

- I don't think the shelf life will be the same standard as the offline products. We would never know that the product we got has been remained in the stock for how long and the actual product itself is still in perfectly good shape or not. And if I had to buy edibles, I want to be able to pick the product by myself.

7. What do you think the website should have and should do in order to make the consumers believe in them and buy the product from their website?

- I think that the website that offering their customers online purchasing food should be the one that directly relate to that flied. It should be the website that made for that purpose, selling food online and has been promoted to the social by giving out the samples even it's on online. Because there're a lot of people who still don't trust the internet (in the big picture); buying edibles via the Internet so by giving the sample of the actual products might reduce the bias and help the website gains the trust from the potential customers. And the sample project should be processed via online as well to show that your product is perfectly fine in real situations.

8. Would you buy these online?

- No, but because these product is not interesting. My lifestyle has no need for this kind of product.

9. If I were to say this is food messaging, its contain messages will impact on the receivers with a lot more dramatic, meaning the effect of these messages they receive will touch the heart more; would you consider buy this product online?

- No, because the message is the message and due to the Thai culture what is important to them, they want to keep it with them forever. But these custom cookies cannot be kept in a long period of time and it meant to be eaten at some point it will be gone". So this product is not fit with my belief in term of Thai lifestyle.

10. If these products offer on the newly website or web page you've never knew before, would you still buy these?

- Like I said before, it will be better that this product is offered on the website that is built just for it or on the already exited website with the same product to increase the trust of the customers.

11. What occasion you would buy these products?

- If I bought this product…"it would be for a new year only".

Table 4.1 1ˢᵗ respondent's answer

Answers		Keywords
I'm an Office worker in international company, 40 years old, normally masculine lifestyle	1	Middle age, male
I spend 1 hour surfing on the Internet	2	Light Internet user
Google that I use to find the information, Pantip.com	3	Information channel
I've never tried by myself, I once tried order for the Internet with a friend, But buying by myself is a no	4	Only comfortable enough to buy online when having friend who has experience
I would think of the service first not the product	5	Would use service online instead of buying product online
No, I don't think the shelf-life will be the same standard as the offline products". "We would never know that the product we got has been remained in the stock for how long and the actual product itself is still in perfectly good shape or not". "And if I had to buy edibles, I want to be able to pick the product by myself	6	Uncertain shelf-life, want to pick the product by hand
I think that the website that offering their customers online purchasing food should be the one that directly relate to that flied,	7	The website shouldn't offer variety product, it should only focus only one category

Table 4.1 1ˢᵗ respondent's answer (cont.)

Answers		Keywords
Because there're a lot of people who still don't trust the internet	8	Consumer behavior
No, my lifestyle has no need for this kind of product	9	Want the present to be last
No, because the message is the message and due to the Thai culture what is important to them, they want to keep it with them forever, But these custom cookies cannot be kept in a long period of time and it meant to be eaten at some point it will be gone, And by having a piece of paper that has the same message to allow the message stay with receivers more expend period of time	10	Using cooperate to increase trust
It will be better that this product is offered on the website that is built just for it or on the already exited website with the same product to increase the trust of the customers	11	Intention to use the product special occasion
It would be for a new year only		

The 2nd respondent's interview:

1. Please, introduce yourself.

    - My name is Aum, I was born in Sonkra. I graduated in Communication Art as a chairman of a school. And right now I'm study at CMMU. Oh, and now I'm 24 years old.

2. How long do you spend time on the Internet per day?

    - I would use the Internet whenever I have a free time, more than 6 hour.

3. Could you tell me your top 5 website?

    - Facebook, Instrgram, YouTube, Google, Kapook

4. Have you ever bought products from the Internet?

    - Yes, it was big size dress and a doll, a model for my brother and bags.

5. What do you think about this kind of service online?

    - It is an okay for me, it is convenience but it takes time to be delivered to me. Do you know that feeling wanting the use it already but it isn't there. And when ever that I buy the product online I always ask tan of questions about the product and the service the store offers. I will tell the needed information in order to get the actual products that I want and I acquire as much as the information from the merchant, for example what is this dress fabric, is the color same as in the picture? Some things like that. And do they have any sample or not.

6. Have you bought food from the Internet before?

    - Yes, I ordered it from the instragram.

    6.1 If yes or no please tell me the reasons

    - I bought it because I've known the owner for a long time so I trusted this store.

7. What do you think the website should have and should do in order to make the consumers believe in them and buy the product from their website?

    - The website shouldn't be to complex when placing the order and for the information, for me has be guaranteed for the customers before me. That person could be the one I know or the famous one. But if the website is brand new I would wait for the other to try it out first.

8. Would you buy these online?

    - Yes

9. If I were to say this is food messaging, its contain messages will impact on the receivers with a lot more dramatic, meaning the effect of these messages they receive will touch the heart more; would you consider buy this product online?

- If I were to receive this product I would be very happy. It looks different from the exited in the market. Because it looks cute! I would buy this for a person who going to graduate but not for a birthday girl and boy. That's because they might not like this product.

10. If these products offer on the newly website or web page you've never knew before, would you still buy these?

- If I received enough information about this product, it would encourage me to buy this food messaging online.

11. What occasion you would buy these products?

- Graduation celebration, New Year.

Table 4.2 2ⁿᵈ respondent's answer

Answers		Keywords
My name is Aum, I'm 24 years old	1	Female, young adult
I would use the Internet whenever I have a free time, more than 6 hour	2	Heavily Internet user
Facebook, Instrgram, YouTube, Google, Kapook	3	Information channel
Yes, it was big size dress and a doll, a model for my brother and bags	4	Yes
It is convenience but it takes time to be delivered to me, I always ask tan of questions about the product and the service the store offers. I will tell the needed	5	Online purchasing is convenience but time consuming, depending on tan of information to make a decision

Table 4.2 2nd respondent's interview (cont.)

Answers		Keywords
information in order to get the actual		and giving out your personal information
products that I want and I acquire as much as the information from the merchant	6	Trust the website because of history knowledge of the store and owner
I bought it because I've known the owner for a long time so I trusted this store, Yes, I ordered it from the instragram	6.1	Easy place order website design and having customers review
The website shouldn't be to complex when placing the order and for the information; for me has be guaranteed for the customers before me, That person could be the one I know or the famous one	7	Product oriented
Yes	8	Unique product
If I were to receive this product I would be very happy. It looks different from the exited in the market. Because it looks cute!	9	Having enough information
If I received enough information about this product, it would encourage me to buy this food messaging online	10	
Graduation celebration, New Year	11	Intention to use the product special occasion

The 3ʳᵈ respondent's interview

1. Please, introduce yourself.

  - My nickname is Gib, I am 24 years old and now studying in CMMU. I graduated from management.

2. How long do you spend time on the Internet per day?

  - Whenever I have free time to spare I will surf the Internet. I won't have objective when surfing the Internet with Google, it would be just for new information in nowadays.

3. Could you tell me your top 5 website?

  - Google, Facebook, YouTube, Pantip, Instragram, Line

4. Have you ever bought products from the Internet?

  - Yes, but not often. I bought the clothes before and due to the beauty of the picture sample. It looks nice. And I don't know that I could find this dress form where if I went to the department store.

5. What do you think about this kind of service online?

  - It's nice, it makes my life convenience I don't have to go and find it by myself. But I could try the product beforehand, it might look nice in the picture but it might not look good on me. And it has to wait and in the end you have to go out to transfer the money to the store. What I want to say is that either ways you have to go out in order to get the product. And it requires trust because you have to pay the money before receiving the product. It doesn't have anything to guarantee that you would get the product.

6. Have you bought food from the Internet before?

  - No.

  6.1 If yes or no please tell me the reasons

  - Because I'm not sure that the product I receive will gone bad before it gets to me or not, even it looks very yummy as a brownie on Facebook. I would click for the store offline information and go to the actual store.

7. What do you think the website should have and should do in order to make the consumers believe in them and buy the product from their website?

  - If there're the person before me review the website, it would make me feel more comfortable with ordering online. But it won't be 100%. Still I prefer eating

at the actual store but if they don't have offline store I would try it one-time just getting to know them.

8. Would you buy these online?

- Yes, but not for me. It will be for someone else as a present. Like a birthday present and that's because it's cute.

9. If I were to say this is food messaging, its contain messages will impact on the receivers with a lot more dramatic, meaning the effect of these messages they receive will touch the heart more; would you consider buy this product online?

- I would buy for a birthday present but the thing is if food looks cute I would think that it wouldn't be delicious.

10. If these products offer on the newly website or web page you've never knew before, would you still buy these?

- If I really interested in it I will buy this product. Because it can be costumed to the person's personality who would receiving this product. I could select the theme that would fit well with the receiver personality. It looks interesting because it is more just a food but it can communicate as well. Most of people would like of this product as a present than a food.

11. What occasion you would buy these products?

- Birthday, New Year, Christmas but in Thailand it would not be popular.

Table 4.3 3ʳᵈ respondent's answer

Answers		Keywords
My nickname is Gib, I am 24 years old	1	Female, young adult
Whenever I have free time to spare I will surf the Internet	2	Heavily Internet user
Google, Facebook, YouTube, Pantip, Instragram, Line	3	Information Channel

Table 4.3 3rd respondent's answer (cont.)

Answers		Keywords
Yes, but not often. I bought the clothes before and due to the beauty of the picture sample. It looks nice. And I don't know that I could find this dress form where if I went to the department store.	4	Personal item and make decision to buy on the picture that is provided by the website
It's nice, it makes my life convenience I don't have to go and find it by myself, But I could try the product beforehand, it might look nice in the picture but it might not look good on me. And it has to wait and in the end you have to go out to transfer the money to the store, And it requires trust because you have to pay the money before receiving the product. It doesn't have anything to guarantee that you would get the product.	5	Convenience but want to try product before buying and doesn't like the period of time waiting for the product
No, because I'm not sure that the product I receive will gone bad before it gets to me or not, I would click for the store offline information and go to the actual store	6	Statues of the product
If there're the person before me review the website, it would make me feel more comfortable with ordering online. But it won't be 100%. Still I prefer eating at the actual store but if they don't have offline store I would try it one-time just getting to know them	7	Review from other customers, want the offline store
Yes, but not for me. It will be for someone else as a present	8	Buy
I would buy for a birthday present but the thing is if food looks cute I would think	9	Give the product as the present

Table 4.3 3rd respondent's answer (cont.)

Answers		Keywords
that it wouldn't be delicious		
Because it can be costumed to the person's personality who would receiving this product. I could select the theme that would fit well with the receiver personality. It looks interesting because it is more just a food but it can communicate as well	10	Customize feature, more than food
Birthday, New Year, Christmas	11	Intention to use the product special occasion

The 4th respondent's interview

1. Please, introduce yourself.

      - The name is Proy, I'm 24 years old and studying at CMMU in marketing. Now, I'm selling accessories via online by only Facebook but let them contact me via Line. In the future I will expand to independence website for automatically stock checking.

2. How long do you spend time on the Internet per day?

      - All the time, it would be more than 4 hours. Like go back home will be on a computer, going out will be on smart phone. For phone, I use as a device to help me sell the product and using Internet for searching more information to improve my store.

3. Could you tell me your top 5 website?

      - Google, I have to say that it is out of habit I have to launch Google whenever I turn on the computer. Facebook for selling my product and obtain the information on consumer trend (consumer behavior). Free online movie, so I would understand the western culture by watching all the movies and series on this website. YouTube, I love community channel.

4. Have you ever bought products from the Internet? , Have you bought food from the Internet before? If yes or no please tell me the reasons

- Yes, every time I buy it is food from KFC, PizzaCompany. The reasons I buy food online because the company that I order from it has a long/history reputation already. Next, is that it convenience for me I don't have to go to the store to buy for myself. And I would buy from the brand new website if the product is unique and I won't be bother if the store doesn't have a customer before because I think that unique product wouldn't have many customer at first.

5. What do you think about this kind of service online?

- Convenience for me, I think.

6. What do you think the website should have and should do in order to make the consumers believe in them and buy the product from their website?

- I will look at the reputation first but if they don't have one I will look for past review of the store, what do they think about the product. And if the store has review from famous person it would be great. And packaging is the must as well.

7. Would you buy these online?

- Yes, I've never seen this product before and I don't have to do this kind of product by myself as a present.

8. If I were to say this is food messaging, its contain messages will impact on the receivers with a lot more dramatic, meaning the effect of these messages they receive will touch the heart more; would you consider buy this product online?

- It's romantic for me, if I received this food messaging the feeling that I would get probably positive feeling. I would think that the person who give me this would really think about me not just send a snack for me, the sender send the feeling to me as well.

9. If these products offer on the newly website or web page you've never knew before, would you still buy these?

- Yes, but would love to have a sample first.

10. What occasion you would buy these products?

- Valentine and for purposing I suppose because it's cute.

Table 4.4 4ᵗʰ respondent's answer

Answers		Keywords
The name is Proy, I'm 24 years old, Now, I'm selling accessories via online by only Facebook but let them contact me via Line	1	Female, 24, having a long experience with buying products via online
All the time, it would be more than 4 hours	2	Heavily Internet user
Google, Facebook for selling my product and obtain the information on consumer trend	3	Information Channel
Yes, every time I buy it is food from KFC, PizzaCompany. The reasons I buy food online because the company that I order from it has a long/history reputation already. Next, is that it convenience for me I don't have to go to the store to buy for myself.	4	Buy online food online with the long-reputation brand
Convenience for me, I think	5	Convenience
I will look at the reputation first but if they don't have one I will look for past review of the store, what do they think about the product. And if the store has review from famous person it would be great. And packaging is the must as well	6	Reputation of the store, review from other customers
Yes, I've never seen this product before	7	Yes

4.4 4th respondent's answer (cont.)

Answers		Keywords
and I don't have to do this kind of product by myself as a present		
It's romantic for me, I would think that the person who give me this would really think about me not just send a snack for me, the sender send the feeling to me as well	8	Romantic (positive emotion)
Yes, but would love to have a sample first	9	Yes, nicer with the sample
Valentine and for purposing I suppose because it's cute	10	Intention to use the product special occasion

The 5th respondent's interview

1. Please, introduce yourself.

    - Ton, I'm 49 years old. Working in fast-food restaurant with the international brand.

2. How long do you spend time on the Internet per day?

    - 4-8 hours and usually on smart phone.

3. Could you tell me your top 5 website?

    - Manager online, Bangkokbiznews.com, Google for seraching new information.

4. Have you ever bought products from the Internet?

    - Yes, I bought Guitar from the Internet and its accessories as well. I bought it online because It convenience for me, I don't have to drive to the store. And I trust the website that is introduce thought my friends or I will check the information on the website and call the store again to confirm the information then I design buying the product or not.

5. What do you think about this kind of service online?

    - Convenience, I believe that convenience is a main reason for me. And over all price it cheaper than offline.

6. Have you bought food from the Internet before?

- Yes, KFC and Pizzahut or PizzaCompany.

6.1 If yes or no please tell me the reasons

- I buy because of the standard of the food I would receive. So the brand is the first think I acknowledge before other things. But if the store is new I would be very carefully buying from this website.

7. What do you think the website should have and should do in order to make the consumers believe in them and buy the product from their website?

- I love the online store that has offline location because I could contact the store it the product is not what I want. And the website should be the one that my friends introduce me and that the store will look more reliable. The information of the product the store offers is a must as well, even the information about the history of the store will help design to buy or not. And if the store didn't have offline store I would buy a small portion first to check the store.

8. Would you buy these online?

- Yes, I would but it depends on the occasion.

9. If I were to say this is food messaging, its contain messages will impact on the receivers with a lot more dramatic, meaning the effect of these messages they receive will touch the heart more; would you consider buy this product online?

- It looks interesting; it would fit perfectly when I want to give someone a present on a special day. And it looks like a homemade for me, not the mass product I see in the market that will increase the value to the receivers more and that make them happy as well. I view this product as a present more than just a food.

10. If these products offer on the newly website or web page you've never knew before, would you still buy these?

- I would ask for a sample from the store fist and I would happily pay for that.

11. What occasion you would buy these products?

- New Year and my younger college for celebrating promotion.

Table 4.5 5th respondent's answer

Answers		Keywords
Ton, I'm 49 years old	1	Male, 49 years old
4-8 hours and usually on smart phone	2	Heavily Internet user
Google for seraching new information	3	Information Channel
Yes, I bought Guitar from the Internet and its accessories as well. I bought it online because It convenience for me, I don't have to drive to the store. And I trust the website that is introduce thought my friends or I will check the information on the website and call the store again to confirm the information then I design buying the product or not	4	Convenience, trust from shopping at the same known person store, need a lot of information to make a decision
Convenience, I believe that convenience is a main reason for me. And over all price it cheaper than offline	5	Convenience, cheaper price offline store
Yes, KFC and Pizzahut or PizzaCompany, I buy because of the standard of the food I would receive. So the brand is the first think I acknowledge before other things	6	Reputation of the store, standard of the quality of the product
I love the online store that has offline location because I could contact the store it the product is not what I want. And the	7	Building trust in store by using reputation; a clear information about the product and the store;

Table 4.5 5th respondent's answer (cont.)

Answers		Keywords
website should be the one that my friends introduce me and that the store will look more reliable. The information of the product the store offers is a must as well, even the information about the history of the store will help design to buy or not. And if the store didn't have offline store I would buy a small portion first to check the store.		review from other customer
Yes, I would but it depends on the occasion	8	Yes
It looks interesting; it would fit perfectly when I want to give someone a present on a special day. And it looks like a homemade for me, not the mass product I see in the market that will increase the value to the receivers more and that make them happy as well. I view this product as a present more than just a food	9	Use as a present, adding value as a handmade product
I would ask for a sample from the store fist and I would happily pay for that	10	Yes, nicer with sample
New Year and my younger college for celebrating promotion	11	Intention to use the product special occasion

Table 4.6 Respondents' behavior toward purchasing online

No.	Internet		Purchasing product experience	Information channel	Intention to use the product special occasion
	Light Internet user	Heavily Internet user			
1	X		No	Google, Pantip.com	New year
2		X	Yes, personal item and present for other	Facebook, Instrgram, YouTube, Google, Kapook	Graduation celebration, New Year
3		X	Yes, Personal item	Google, Facebook, YouTube, Pantip, Instragram, Line	Birthday, New Year, Christmas
4		X	Yes, food purchasing online	Google, Facebook	Valentine and for purposing
5		X	Yes, Personal item	Google	New Year and celebrating promotion

Table 4.7 Attributes that influence attitude towards purchasing case product online

	1st	2nd	3rd	4th	5th
Think of it as service than buying product	X				
Convenience		X	X	X	X
Cheaper than purchasing offline					X
Time consuming		X	X		
Uncertainty of product life-shelf	X		X		
Review from other customers		X	X	X	
Store's reputation		X	X	X	X
Easiness of the usability of the website and clear information	X	X			

Table 4.7 Attributes that influence attitude towards purchasing case product online (cont.)

	1st	2nd	3rd	4th	5th
Corporate with other websites	X				
Handmade product				X	X
Unique product		X		X	X
Product can be customized		X	X		
Product can be more than food			X	X	

Table 4.8 Attributes and theories

Key words	Theory
Convenience	Attribute that influences the consumer behavior toward online purchasing
Store's reputation	Trust toward the company in perceived reputation; Doney, P.M. and Cannon, J.P. (2004)
Review from other customers	Theory of planned behavior; Hansen et al (2004)
Unique	Theory of reasoned action
Time consuming	Attribute that influences the consumer behavior toward online purchasing

Table 4.8 Attributes and theories (cont.)

Key words	Theory
Uncertainty of product shelf-life cycle	Attribute that influences the consumer behavior toward online purchasing
Easiness of the usability of the website and the clear information	Trust toward the website in perceived ease of use, usefulness and security control; Doney, P.M. and Cannon, J.P. (2004)
Handmade product	Attribute that influences the consumer behavior toward online purchasing
Product can be customized	Trust toward the company in perceived willingness to customize; Doney, P.M. and Cannon, J.P. (2004)
Product can be more than food	Food messaging
Think of it as a service than buying product	Attribute that influences the consumer behavior toward online purchasing
Cheaper than purchasing offline	Attribute that influences the consumer behavior toward online purchasing
Corporate with other websites	Trust toward the company in perceived size; Doney, P.M. and Cannon, J.P. (2004)

In conclusion, food messaging from Jun wei, Xiaojuan Ma and Shengdong Zhoa (2014) and the development of trust online from Doney, P.M. and Cannon, J.P. (2004) are showed pattern in the research a lot more than other theories, 4 out of 5 respondents think that buying product from the Internet is convenience but still it is time consuming in term of delivery the good to the consumers. They trust the store that have a long history and well known reputation and review from other customers. The respondents think as well that the website usability should be easy and providing the clear information in order to make a final decision on purchasing the product online. And the online channel give 1 respondent the vibe of cheaper than buying from offline store. The uncertainty of shelf-product that is sold on the website is one of bias to the trust toward the website. The product can be sold by itself due to it

is unique to the respondents and they view the cookies to be more than just a food but can communicate as well. As they like the added value like handmade product and how product can be customized too.

From the research the theory of planned action (TRB), T. Hasaen (2004) is most answered. The consumers need a reason to purchase the case product on online channel, the feeling that they want to give a gift to someone they love is the one that trigger the behavior. Most of the consumers need lot of information when purchasing edible products on the Internet; the edible product that has more risk due to the shelf-life span and the unknown processes when made. But some answer is pointed to the theory of reasoned action (TRA) as well, like the reason that the product looks cute showing the feeling of favorable of the consumers can be the attribute that make them buy this case product.

CHAPTER V
RECOMMENDATIONS & CONCLUSION

In this part the researcher will summarize and do the recommendations for the custom cookie case real business in the future. Please be informed that the custom cookie business is still in developing processes, some of the business plan is still need to improve so the recommendations will be roughly.

Summarize

In term of selling the case product; custom cookie; via Internet, the researcher focuses to the consumer behavior, the people who prefer to give a present that can communicate positive felling to the receivers. Which food messaging that is used in this case has a confident feedback from the respondents, they give the reasons that it can be more than food and the food or the present can be customize to the personal of the senders or the receivers; that is add value to the item. And the occasions the respondents think it will be appropriate to give the case study out is mostly on New Year, birthday and many more occasions; all in all they think the item is fitted for celebrating and it is represent the positive feelings.

In term of online website which the researcher use the online channel as the core channel for contracting and selling the products. From the research, the respondents need a ton of information in order to make a decision for purchasing the product or not. Their trust is built on the reputation of the website, business and the history interact of the customers and the website, in word make the usability of the website to be less complex will gain their trust to the website.

Recommendation

By putting all the information the researcher collected together both form the literatures and interview section, the custom cookie case study should follower these recommendations.

1. The advertising or the link that can provide the information of the store's website should be searched by Google on the first page.

2. The information about the product on the website should be display as detail it can be, in order to increase the chance a potential customer decision because people will trust the website after they already have enough knowledge, in this case is both the website and product; Kantowiez et al., (1997).

3. The check out page or the payment should be very easy to gain trust from the potential customer; Doney, P.M. and Cannon, J.P. (2004).

4. The website should state the security protocol to the visitors and the customers over the privacy of their information required and use; regarding to hypothesized theory, H1: The greater consumer's perception of security with regard to the handling of their personal data, the grater their trust in a website, Udo (2001) and Doney, P.M. and Cannon, J.P. (2004).

5. The website should offer and ask for the previse customers to review both the website and the product to gain trust from the potential one because people tend to believe the information on the computer, on the Internet if they cannot fix or find the solution (in this case "should they trust in this website"), Kantowiez et al., (1997) and Doney, P.M. and Cannon, J.P. (2004).

6. In the research, when giving the respondents the meaning of the food messaging make them interest in the product more, so the website should provide the information about the food messaging, by active more than 1 sense at the same time like smell, seeing, tasting will help boosting the meaning of the message in that food, H. Claire and Diane (2014) and Doney, P.M. and Cannon, J.P. (2004).

7. Custom cookie business should set up the promotion on international occasions like New Year, Christmas.

8. In the future event, if the business would launch a new product line, the product itself has to be able too to customized due to the expectation of the old consumers and the new consumers to the company products and services, Doney, P.M. and Cannon, J.P. (2004).

9. In the future event, if the business size is still the same and the sale is not going up, the owner should think of cooperating with other website in order to gain trust more, Doney, P.M. and Cannon, J.P. (2004).

Limitation

When the researcher conducted the interview with the respondents, she still couldn't prefect the cookies recipe so the researcher didn't bring the actual product to be an example for the respondents to a decision on that. And there's no actual website to male an experiment with the respondent as well so the information that is gathered from the respondents is the one that would be a helper in the future when the researcher start the real business that base on this case product.

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APPENDICES
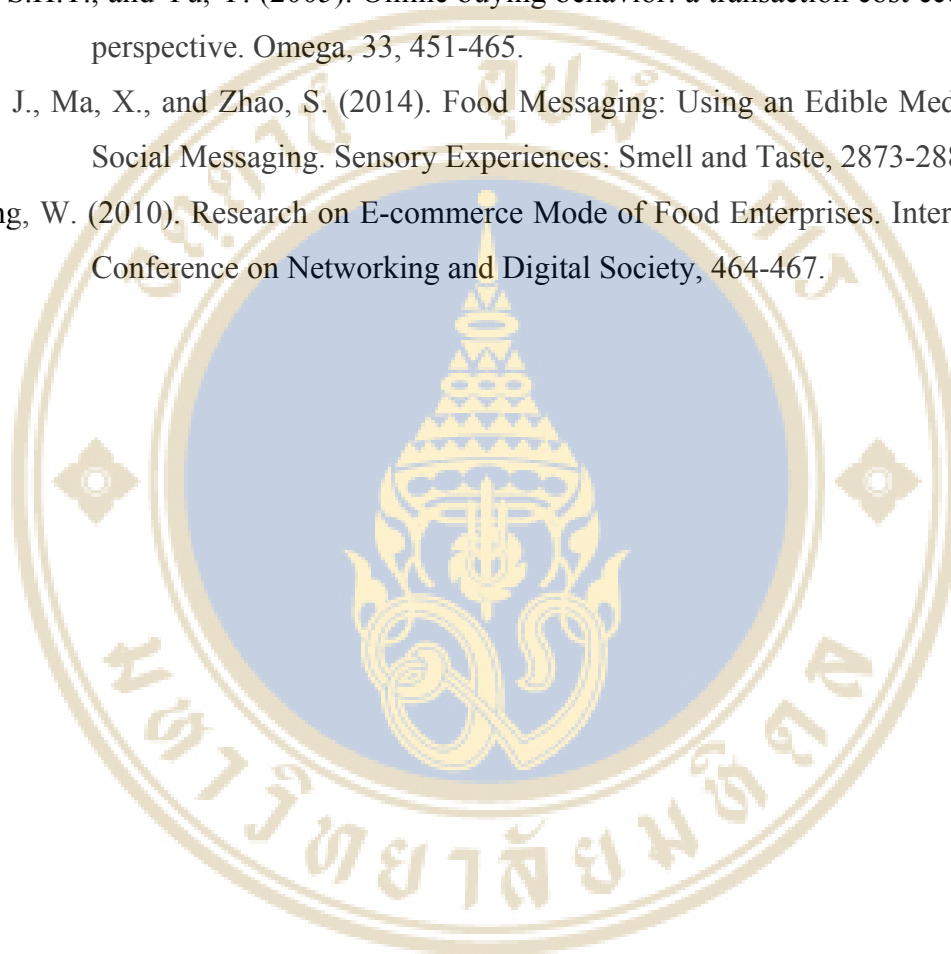
APPENDIX A : Questionnaire

Dear Sir/Madam

This qualitive questionnaires is a part of the thematic research study in the Master of Marketing Management Degree at College of Management, Mahidol university to identify the behavior toward buying food via the Internet which will be based on custom cookie that have a food messaging added case study. The custom cookie case is the cookies that are the order from the customer who wants to give this set of cookies, for example the set is for the graduators; the customer would send the picture of the graduator and the customer would receive the cookie that made looks like the graduators with the set that fit the theme likes graduation gown, books, pen and many more and all with be make into the cookie. The core benefit for this cookie will be a present for the love one for celebrating as birthday, special days and many more occasion days.

Please be informed that all of personal information will be kept confidential.

1.   Please, introduce yourself.

   _____

2.   How long do you spend time on the Internet per day?

   _____

3.   Could you tell me your top 5 website?

   _____

4.   Have you ever bought products from the Internet?

   _____

5.   What do you think about this kind of service online?

   _____

6.   Have you bought food from the Internet before?

   _____

   6.1. If yes please tell me the reasons

   _____

7.   What do you think the website should have and should do in order to make the consumers believe in them and buy the product from their website?

_____

8.

Would you buy these online?

_____

9. If I were to say this is food messaging, its contain messages will impact on the receivers with a lot more dramatic, meaning the effect of these messages they receive will touch the heart more; would you consider buy this product online?

_____

10. If these products offer on the newly website or web page you've never knew before, would you still buy these?

_____

11. What occasion you would buy these products?

_____

Construct	Question No.	Question
Demographic information of the respondents	1	Introduce yourself
Consumer behavior	2	How long do you spend time on the Internet per day?
Channel that showing the consumer behavior when using Internet	3	Could you tell me your top 5 website?
Consumer attitude toward the online purchase	4	Have you ever bought products from the Internet?

Consumer behavior and attitude toward the food online purchase	5	What do you think about this kind of service online?
	6	Have you bought food from the Internet before?
	6.1	○ If yes please tell me the reasons
Factors influence the food online purchasing website	7	What do you think the website should have and should do in order to make the consumers believe in them and buy the product from their website?
Attitude toward the actual product	8	Would you buy these online? (With the pictures)
Attitude toward the food messaging	9	If I were to say this is food messaging, its contain messages will impact on the receivers with a lot more dramatic, meaning the effect of these messages they receive will touch the heart more; would you consider buy this product online?

Attitude toward newly website with case study	10	If these products offer on the newly website or web page you've never knew before, would you still buy these?
Customer's view on giving the custom cookie as a gift	11	What occasion you would buy these products?