

**FACTORS INFLUENCING PURCHASE DECISION OF JEWELRY  
ITEMS FROM SOCIAL NETWORKING**

The image shows a large, faint watermark of the Mahidol University logo in the center of the page. The logo is circular with a blue background and a gold border. It features a central emblem of a traditional Thai stupa (chedi) with a flame-like base. The Thai text 'มหาวิทยาลัยมหิดล' (Mahidol University) is written around the inner and outer edges of the circle.

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**A THESIS SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF MANAGEMENT (MANAGEMENT AND STRATEGY)  
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Thesis

Entitled

**FACTORS INFLUENCING PURCHASE DECISION OF  
JEWELRY ITEMS FROM SOCIAL NETWORKING**



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# FACTORS INFLUENCING PURCHASE DECISION OF JEWELRY ITEMS FROM SOCIAL NETWORKING

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## ABSTRACT

Many studies show that the social networking is effect on our daily life and consumer behavior. It has been rapidly growth in a few year in Thailand. Many kind of product were adopted to selling on social networking. Jewelry is a very interesting and a special characteristic. Moreover, we can found that many brand of jewelry sell directly to customers on social networking sites. This paper explore and investigate the factors which influence the purchase decision of jewelry items from social networking by employing value framework theory. The theory suggests that as consumer increasingly purchase intention with the total value, which consist of functional values, emotional values, and social values.

This research also provides information about general behavior of jewelry consumer who purchase from social networking and also factors which influence purchase decision of jewelry consumer. These findings can also have the practical implication as they can used to guide sellers and marketers in determining the suitable strategy for different types of jewelry products.

KEW WORDS: Jewelry/ Social networking/ Value framework/ Customer value/  
Perceived value.

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# CHAPTER I

## INTRODUCTION

### 1.1 Research background

The jewelry has long been embedded in the human culture as a symbol of prosperity, wealth and fortune. It was worn in daily life to show the wearer's social status, as well as used in special occasions; for examples, as a gift for a newborn or as a dowry in marriages. As a result, jewelry has become an essential part of people's daily use. In the past, designs and manufacturing methods were different in each area depending on local traditions. Today, many manufacturers use machines in their process, but unique manufacturing techniques are still preserved in many local areas while modern designs have been developed to suit the changing times.

Thailand has been one of the world's largest manufacturers of high-quality jewelry. However, the most Thai companies were original equipment manufacturers (OEMs) with a moderate scale of capacity as a supporting unit in jewelry industry. Thailand has various clusters for manufactures of gems and jewelry (The Gem and Jewelry Institute of Thailand, 2014). The majority of manufactures are located in Bangkok, Chanthaburi, Kanchanaburi, Chiangmai, Phayao, Ubon Ratchthani and Phuket provinces. Their reputation as gem and jewelry manufacturers is outstanding excellent craftsmanship, sophisticated modern technology, and after-sales service. *"The core strength of the Thai gem and jewelry industry has always been the expertise skills of the Thai craftsmen"* said Mr. Somchai Phornchindarak, vice president of the Thai Gem and Jewelry Traders Association (TGJTA, 2012). Thailand is a leader in cutting and polishing, innovative design and quality control. The high-quality and high-value jewelry not only requires good branding and a unique design, but also product exquisiteness, resulting from craftsmanship and high-grade raw materials, especially sparkling color stones made through a number of processing steps. It can be said that skilled labor and expertise in gemstone quality enhancement are the fundamental success factors in high-quality jewelry industry. Therefore, Thailand has become the

core competency in these areas, and it has become one of the most internationally recognized countries at the forefront.

Presently, Thai jewelry manufacturers have also been transformed from original equipment manufacturers (OEMs) to original design manufacturers (ODMs) and many have also established their own brands, as evidenced by a strong presence of several new jewelry brands in the social networking. This channel is better and cheaper to display the product information from sellers, and it is easy to access directly by consumers, especially product explorations, comparisons and information sharing. Many jewelry consumers already know exactly what they want before they even step inside a jewelry store or place an online order.

Nowadays, the world has fully entered the social networking era. Because the development of communication technology likes 3G and the upcoming 4G (expected to be available in Thailand next year) has been a key driver to the continuous increase in the Internet usage and social networking. It is no surprise that social networking has become an essential part of our everyday life, providing that some people use smartphone to communicate through social networking.

Social network is now booming in Thailand and it has continuously been increasing growth each day. Social networking provides many people to communicate with each other, and they can share photos, video and more with people you know such as the family and friends. It creates a new marketplace for retail business. Consequently, the social networking is significantly changing our life and the relationship between consumers and retailers. Customers can easily obtain information about goods and services for geographically large and dispersed populations, who have bought and used possible products or services. Also customer's behavior change or shift from in-store to online.

There are increasingly numbers of online stores were selling jewelry products in social networking sites, and most of the online jewelry stores provide the variety type of products: generic silver, gold jewelry, handmade, custom-design jewelry, amateurish jewelry and famous jewelry brands. Some of these stores were obviously selling well, some of them were not, or were just self-sufficient. To understand the customer on how they made decision to purchase jewelry would promote the jewelry business to create/develop the appropriate business strategies to customers really needs.

However, nobody has conducted a research on purchase intentions and the factors influencing the purchase decision of the jewelry items, especially in the social networking context.

Although several models and theories have been developed to explain consumer behavior, there was not even a single approach that can explain the buying behavior of customers in literature (Sheth, J. N., Newman, B. I., & Gross, B. L., 1991). Factors like globalization, an increase in the number, kind and brand of the goods on the market, the rapid development of information and communication technologies have considerably influenced consumer demand and need. It was observed that the consumers of our time are trying to satisfy not only their physical needs but also psychological needs (Gallopín, G., 2003).

The value framework is a contemporary model that explains why consumers prefer a specific product or brand. The framework was developed by Sheth et al. (1991), was evaluated according to functional, social, emotional, conditional and epistemic values. Functional values describe the features of a product such as physical appearance, performance, quality and price. Social value is described as a social benefit gained by the individuals when they use a product or buy a brand. The dimension of emotional value contains the feelings experienced by people when they use environmentally friendly products. Conditional value arises as a result of the changes in consumer behavior depending on some specific conditions or different times. Epistemic value is described as the innovative and creative features of a product or satisfaction of the consumers discovering a need (Sheth et al., 1991). Value framework guides to understand consumers' behavior and preference on goods or services.

This study adopted the value framework to explore and understand jewelry consumers who are social networking users in Thailand. The aim of this study was to determine the relationships between each value dimension with purchase intentions. According to the purpose, the data were collected with a survey method and then analyzed by the SPSS program. As a result of the analyses, the finding suggested that there were significant relationships between a value dimension and a purchase intention of jewelry items from social networking.

## 1.2 Research objectives

This study seeks to gain understanding of the factors and relationships between the consumer value and the behavior for the purchasing decision the jewelry items from a social network platform. The primary objectives of this study are the following:

1. To explore the factors influencing a purchase intention of jewelry items from social networking, in order to understand how to approach the consumers' needs through an efficient method. This research is interested in details about the customer value related to decision- making.
2. To investigate the relationship between the factors and the purchasing intentions of jewelry items from social networking, which are the useful information can be used proactively in a business strategy.
3. To find out factors are expected from customers, in order to provide the customers' needs and expectations. To create the extra offerings which customers are really want.

## 1.3 Research questions

To develop the business strategy, the sellers should understand the needs of customers, the rational of shopping on social networking, which is a new source of revenue.

This study extends to investigate the relationship between factors of each value dimension with behavioral intention by applying the value framework theory. The theory shows that the individuals have different perceived values to purchasing decision, which originates from functional, emotional and social aspects. By adopting this theoretical framework, it can be explained in terms of understanding each value dimension is influenced by a purchase intention of jewelry items from social networking.

The problematic statement and the research questions would be examined in this study were as follows:

1. What factors are affecting the purchase intention of jewelry items from social networking?

2. Are there any relationships between the factors and the purchase intention?
3. What is the most significant factor affecting a purchase intention?

## **1.4 Research contribution**

An online store in social networking has an increasingly rapid growth. It is affecting shopping lifestyle in people's daily life, sharing information and experience of products and services, creating a community between sellers and customers. This research aims to study the factors of value dimension in order to analyze purchase intentions to recommend further potential business opportunities. Due to limited number of the research, this research will be one of the crucial research for business to create better understanding about consumer value factors and purchase intentions of jewelry items from social networking. The main contributions of this study are the following:

### **1.4.1 For business and entrepreneur**

This study will contribute to increasing our understanding of the characteristics of the consumers who purchase the jewelry items from social networking in order to improve the business strategy.

### **1.4.2 For academic value**

This study will explain the perceived values of the consumers and explore the factors that the customers consider as the priority over others.

## **1.5 Scope of the study**

The scope of this research is to study the factors influencing purchase decisions and buying behavior of the jewelry items from social networking. The targeted sample group is the active social networking users in Thailand who have purchased the jewelry items in the last year. The data collection process was conducted around three weeks in October 2015. The online questionnaire was distributed on various social

networking sites such as Facebook, Line, Instagram, which focus on jewelry community and fashion community.

## 1.6 A list of the definition terms

**Jewelry** refers to the small decorative items worn for personal adornment, such as brooches, rings, necklaces, earrings, and bracelets (Wikipedia, 2006). This study covers both fine jewelry (real) and consume or fashion jewelry, which was manufactured as ornamentation to complement a particular fashionable costume or garment as opposed to fine jewelry (Wikipedia, 2010).

**Social networking sites** are a platform to build social networking or social relations among people who share similar interests, activities, background, or real-life connections. A social network service consists of a representation of each user (often a profile), his or her social links, and a variety of additional services such as career services (Buettner, 2015).

**Functional value (price/value for money)** is the utility derived from the product due to the reduction of its perceived short term and longer term costs. (Sweeney, J. C., & Soutar, G. N., 2001).

**Functional value (performance/quality)** is the utility derived from the perceived quality and expected performance of the product. (Sweeney, J. C., & Soutar, G. N., 2001).

**Emotional value** is the utility derived from the feeling or affective state that a product generates. (Sweeney, J. C., & Soutar, G. N., 2001).

**Social value** was the perceived utility of an item based on the item's ability to enhance one's social well-being. (Kim, H. W., Gupta, S., & Koh, J., 2011)





## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter contains a review of the literature necessary to understand this research. The primary objective of this study is related to what the factors influencing a purchase decision of jewelry items from social networking. The review of literature extent reveals that the majority of the previous studies have found that consumer values do help to predict consumer behavior. This study aims to examine and to extend the consumer value framework into a more comprehensive framework in order to better understand the factors influencing a purchase decision of consumers. To provide a theoretical background for this research, this chapter briefly reviews literature in the following areas:

#### **Section 1: Social networking site**

1. Social networking sites
2. Social commerce (s-Commerce)

#### **Section 2: Theoretical Framework**

3. Concept of values

#### **Section 3: Conceptual Framework and Explanation**

4. Functional value
5. Emotional value
6. Social value
7. Perceived risks

## **2.1 Social networking site**

### **2.1.1 Social networking sites**

Ellison (2007) defined the social networking sites (SNSs) as the web-based services that allow individuals to create a public profile, creates a list of users whom to

share the connections, views and travesty of their list of connections within the system. In the other definitions, social networking sites (SNSs) is a platform to build a social network or social relations among people who share similar interests, activities, background or real-life connections. A social network service consists of a representation of each user (often a profile), his or her social links, and a variety of additional services such as career services (Buettner, 2015). In addition, most social networking sites support the maintenance of pre-existing social networks, but others help stranger's connection based on shared interests and political views, or activities. Some sites cater to diverse audiences, while others attract people based on a common language or shared race, gender, religion, or nationality as identities. The social network site provides various types of social interactions such as message posting, information exchange and contact management. In addition to basic social interaction features, other forms of social interactions such as consumers' numerical ratings of products (favorability) and the number of online reviews (visibility) have been found to be correlated with sales (Huang, J., Boh, W. F., & Goh, K. H., 2011). Social networking is vary and incorporates new information and communication tools such as mobile connectivity, blogging, and photo/video-sharing (Ellison, 2007). Social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network.

“Social network site” was to describe this phenomenon, the term “Social networking sites” also appears in a public discourse, and the two terms were often used interchangeably (Ellison, 2007).

In Thailand, a statistical report has demonstrated that Facebook was the leader with 30 million active users, the demographic notes that 52% of Facebook users were male, while 48% were female. The second social networking site was YouTube at 26.2 million active users, the demographic shows that 50.8 of the users were male and 49.2% female. It is followed by Twitter and Instagram at 4.5 million and 1.7 million respectively. For Instagram, the report shows that Thailand was the second popular city on Instagram platform and the demographic shows more female users at 65%, while 35% of users were male. On deep down into the Facebook statistics; moreover, there are 30 million active users per month, Most of all, there are 28 million users are active

on mobile devices. Interestingly, the report also shows that 66% of users had login-in by mobile devices every day, it has nearly 20 million users (Digital Advertising Association of Thailand, 2014). The statistical report is an indicator that Thai people have entered the mainstream of social networking and integrated it into their daily life.

### **2.1.2 Social commerce**

The development of social networking sites (SNSs) has given rise to a new e-Commerce paradigm called social commerce (s-Commerce). s-Commerce is a subset of e-Commerce and uses SNSs for social interactions and user contributions to facilitate the online buying and selling of various products and services. In recent years we have witnessed the rapid growth of the s-Commerce in South Korea. Weijun & Lin (2011) provided a review of the s-Commerce studies and examination of the rise of s-Commerce by using documentary methods and comparative analyses. Their summary suggests that the information quality, communication and viral marketing is important characteristics of the s-Commerce. In addition, Celeste See-Pui (2013) defined the s-Commerce as the online buying and selling activities initiated via social media, which the business transactions were conducted through either social media (e.g., on a Facebook store) or other e-Commerce sites. John Rampton (2015) has pointed out that the social networking is good for smaller business owners as it allows them an opportunity to compete with the big brands.

In the s-Commerce, the main aim of the sellers is to make its customers to become its brand advocates; the aim of the buyers is to make a better-informed decision to purchase a product at a special discount rate. It happens when a consumer starts to share his/her purchasing experiences, microblog, blog or social networking sites, such as Twitter and Facebook. A referral of goods and services, regardless of a positive or negative feedback, review, rating and testimonial regarding the past and present experiences, may be contributed by friends, family and acquaintances dynamically (Cohen, 2011). Stephen, A. T., & Toubia, O (2010) have examined the evolution of the s-Commerce networks in a large online marketplace to compare a set of edge formation mechanisms with that of the classical e-Commerce market. They have found that the commerce symbolizes a customer-driven online marketplace with personalized stores are connected through a network of sellers and consumers.

## 2.2 Concept of values

Value is a subjective construct that varies between customers (Parasuraman A., 1997; Kortege, G. D., & Okonkwo, P. A., 1993). Different customer segments perceive different values with the same product. In addition, between cultures and at different times. The perceived value, as a dynamic variable, is experienced before a purchase at the moment of purchase. Value is the consumer's overall assessment of the utility of a product based on perception of what is received and what is given (Zeithaml, 1988). Value in business markets is the perceived worthiness in monetary units of the set of economic, service and social benefits (Anderson, J. C., Jain, D., & Chintagunta, P. K., 1993).

Value creation is widely discussed in the practitioner literature, and the values have been studied in consumer behavior. Values are crucial for understanding the relationship with consumer behavior. It is seen as a key to long-term success, and methodology has been of interest to researchers (Jones, M. A., Mothersbaugh, D. L., & Beatty, 2002; Babakus, E., Bienstock, C. C., & Van Scotter, J. R., 2004).

In the aspect of retailing, Hartnett (1998) noted that when retailers satisfy people-based needs, they are delivering value, which puts them in a much stronger position in the long term. If it is true that retail customers are a value-driven (Levy, 1999), then managers should be understand what customer's value and where they should focus their attention to achieve this needed market place advantage (Woodruff, 1997). Recognition of the importance of the different dimensions of value should enable retail marketers to develop more sophisticated positioning strategies. The results show the importance of emotional value on consumer's willingness to buy in the durable product category normally considered as functionally oriented. This has substantial implications for marketing strategy. However, a research tells us that the broader concept of value is often more important to consumers (Zeithaml, 1988; Tellis, G. J., & Gaeth, G. J., 1990; Swait, J., & Sweeney, J. C., 2000). A shift of promotional and retail sales orientation to other dimensions of value may be particularly useful under such conditions. Kim, W. C., & Mauborgne, R. (2005) argue that focusing on creating advances in customer value can make competition irrelevant by opening up entirely a new market. The opportunity for retail strategists is to explore all dimensions of the customer value before deciding on an appropriate market approach. A previous research,

Sweeney, J. C., Soutar, G. N., & Johnson, L. W., (1999) found that a retail service quality plays a significant role in the creation of value perception. If the front-line staffers have understanding of the multidimensional nature of value, and its impact on consumer decision-making processes, they can build an aggregate value without resorting to a discount.

A perceived value is an essential result of marketing activities, it is a first-order element in relationship marketing (Dumond, 2000). A customer perceived value should incorporate both intangible and tangible product attributes (Lancioni, 1989). Marketing and e-Commerce literature considers “customer value” to be an important predictor of customer purchase decision, (Babin, B. J., Darden, W. R., & Griffin, M., 1994; Dodds, W. B., Monroe, K. B., & Grewal, D., 1991; Kim, H. W., Chan, H. C., & Gupta, S., 2007). A perceived value, a strategic imperative for producers and retailers in the 1990s, will be of continuing importance into the twenty-first century (Woodruff, 1997; Forester, 1999). While Burden (1998) commented that successful retailers increasingly target their offers towards two consumer categories: those with an emphasis on value and those for whom time pressure is the key. This move to value in retailing seems to be a global phenomenon as the most compelling opportunities are at the value end of the market given that consumers in Asia today are much more value conscious than they were in the mid-1990s (Treadgold, 1990).

A consumer choice was a function of multiple value dimensions that makes different contributions in different choice situations. These dimensions were comprehensive, encompass a variety of fields, and form a solid foundation for the extension of existing value constructs. Therefore, they were employed as a basis in other studies (Rintamäki, T., Kanto, A., Kuusela, H., & Spence, M. T., 2006; Sweeney, J. C., & Soutar, G. N., 2001). In addition, it was found that purchase intentions are varied by consumer value. The consumer research has evolved from a focus on the cognitive aspects of decision making to include intrinsic aspects, so that an object or experience can be seen of value for its own sake. Holbrook, M. B., & Hirschman, E. C. (1982), for example, argued for an experiential perspective that included the symbolic, hedonic and esthetic aspects of the consumption process. They suggested that the existing information processing perspective implied products were largely judged through utilitarian criteria, based on how well a product or service serves its intended purpose

or performs its proper function. An experiential perspective views products or services through hedonic criteria, based on an appreciation of the good or service for its own sake. Other researchers, Batra, R., & Ahtola, O. T (1991) supported the presence of distinct utilitarian and hedonic components, which have been referred to as 'thinking and feeling' dimensions. Holbrook (1999) developed a matrix representing eight types of customer value: efficiency, excellence, status, esteem, play, aesthetics, ethics, and spirituality. The one value dimensional cannot discern the complex nature of perceived value (Lin, C. H., Sher, P. J., & Shih, H. Y., 2005).

At a broad level, the term value shows up in several very different contexts. For example, an increasingly common perspective on managing organizations argues that creating and delivering superior customer value to high-value customers will increase the value of an organization (Slywotzky, 1996). The latter two value concepts consider value from the perspective of an organization. High-value customers quantify the monetary worth of individual customers to the organization, whereas a value of an organization quantifies an organization's worth to the owner. A customer value, on the other hand, takes the perspective of an organization's customers, considering what they want and believe that they get from buying and using a seller's product. This section addresses this customer directed concept.

As Drucker (2001) explains that the customers pay only for what is of use to them and gives them value. It is very important for business to understand consumer behavior properly and choosing a marketing strategy accordingly. A broader theoretical framework of perceived value was developed by Sheth et al., (1991). The value framework is one of the most up-to-date frameworks that explained consumers' preference. Value theory utilized for an explanation of consumers' purchasing preferences suggests that consumers who have a different value can be categorized and these values can be important motives in purchasing decisions (Pope, 1998). This theory explains why consumers buy certain products or not. Why is it prefers one product over the others and prefers one product by focusing on the consumption values? This theory can also be used for several product categories such as physical or non-physical products, industrial goods and services (Sheth et al., 1991). According to a value framework theory, it suggests five dimensions of values (functional, emotional, social, epistemic and conditional values), related specifically to the perceived utility of a

choice, whether at the decision to buy level (buy or not), at the product level (product type A or product type B) or at the brand level (brand A or B). Their study provides the best foundation for extending the existing value construct as it is validated through an intensive investigation of a variety of fields in which the value has been discussed, including economics and social and clinical psychology. Just one or all of these consumption values may affect consumer preference at one time (Sheth et al., 1991).

In the past, a functional value was seen to be the key influence on a consumer choice. However, Sheth et al. (1991) found the other value dimensions were also influential in some situations. For example, while a functional and social value has dominated the decision as to whether to use filtered or unfiltered cigarettes, the emotional value was key to the decision to smoke. It was clear that different value dimensions may be important depending on the decision level, as well as on the type of product or service being considered.

However, there has been relatively little research to develop an in-depth understanding of the value concept. Even a lesser research has focused on specifying its domain or on developing a practical and operational perceived value scale.

### **2.3 Functional value**

The functional value was defined as: A perceived utility acquired from an alternative's capacity for functional, utilitarian, or physical performance. A functional value may be derived from characteristics or attributes. Sheth et al. (1991) describes a functional value as a benefit perceived or obtained from a functional, pragmatic or physical performance. A functional value can also be described as a benefit obtained from the product related to its performance, reliability, price and soundness (Xiao, G., & Kim, J. O., 2009). An assumption that preferences are made by taking a functional value into account was derived from the financial pragmatic theory. This theory suggests that preferences are made to obtain a maximum benefit in a situation. A consumer who has decided to buy a product or not makes a decision by focusing on whether he needs the features of that product or not (Sheth et al., 1991). Other authors have also suggested that viewing a value as a trade-off between only quality and price was too simplistic (Schechter, 1984, Bolton, R. N., & Drew, J. H., 1991).

Nevertheless, Porter (1990) indicates that a superior value is to the buyer in terms of product quality, special features, or after-sale service. This point suggests that the existing value construct is too narrow and this dimension other than the price and quality will increase the construct's usefulness. More sophisticated measures are needed to understand how consumers' value products and services and the present study is an attempt to create such measures.

A functional value can be measured in either monetary or functional terms. In addition, the functional value is explained by price utility and quality that are the key importance of customer decision-making (Mathwick, C., Malhotra, N., & Rigdon, E., 2001).

### **2.3.1 Price utility**

A price utility was derived from a perceived efficient use of money. It is because the customers perceive the more efficient use of their money as a valuable transaction. Price is a classical theory related to an economic theory that demand is affected by price, when a price decreases, so the demand. A product's functional value may be derived from its characteristics or attributes, including reliability, durability, and price, and is measured through a profile of choice attributes. Traditionally, a functional value was presumed to be the principal driver of consumer choice. This assumption is predicated on an economic utility theory which is popularly expressed in terms of a rational economic man. Price is an attractive factor to most consumers when they make a buying decision. Biswas, A., & Blair, E. A. (1991) concluded that a price discount could affect consumers' price belief, and eventually affect their shopping intentions.

In a value aspect of shopping, it is relevant to a consumer who focused on discount seeking behavior (Arnold, M. J., & Reynolds, K. E., 2003) and is described as consumers' desire for inexpensive shopping opportunities (Wagner, 2007). Consumers may feel a sense of personal accomplishment and be satisfied with their shopping in obtaining bargain/discount information (Babin et al., 1994). Pricing should reflect the importance of a customer, customer's sensitivity, market position in different niches; competitor's pricing and costs (Stern, 1989). For some authors, a price is a part of a marketing mix (Shipley, D., & Jobber, D., 2001; Noble, P. M., & Gruca, T. S., 1999). A higher price can make a product seems more attractive to consumers who purchase



products as a status symbol because the price can be considered an indicator of the product's prestige value (Deeter-Schmelz, D. R., Moore, J. N., & Goebel, D. J., 2000).

According to the study of Keeney (1999) explains that the reason why the Internet shopping has cost savings, it is because it saves on the expenditure of a product cost and browsing cost. Miller (2000) points out that the virtual online stores allow to save on the rent, store installation, decorations and personnel. Therefore, consumers are able to get the product at a lower price. When the consumers discover that they can get the same quality product at a lower cost, a purchase intention would then be generated.

Therefore, the price utility is identified as an independent variable in the functional value dimension.

### **2.3.2 Quality**

The quality was defined as its ability to fulfil the customer's needs and expectations. If a product fulfils the customer's expectations, the customer will be pleased and consider that the product is of acceptable or even high quality. If his or her expectations are not fulfilled, the customer will consider that the product is of low quality (Development Organization United Nations Industrial, 2006). Woodruff (1997) commented that the structural properties of the customer value construct is based on attribute quality and performance, which lead to higher order consumption consequences. Albrecht (1992) also stated that the only thing that matters in the new world's quality is a delivered customer value. Perceptions of value represent a tradeoff between the quality and benefits of the product by paying the price (Monroe, 1990). Clearly, these two components (quality and price) have different and differential effects on a perceived value for money. A customer value is market's perceived quality adjusted for the relative price of your product (Gale, 1994). Zeithaml (1988) argued that some consumers perceive value when there is a low price, others perceived value when there is a balance between quality and price. Thus, for different consumers, the components of perceived value might be differentially weighted. Additionally, Zeithaml (1988) found that some consumers obtained value from all relevant 'get' and 'give' components, leading to her definition of the perceived value. Dodds et al. (1991) also developed a measure of the product quality. Items from a reference to quality factors

suggested by Garvin (1984) including reliability, workmanship, dependability, durability and overall quality.

Ostrom, A., & Iacobucci, D., (2003) stated that customer satisfaction is commonly related to the most important element i.e., the product quality. The quality is strong and positive relationships between customer behavior (G. S. Sureshchandra, C. Rajendran, & R. N. Anantharaman, 2003).

Therefore, a quality is identified as an independent variable in a functional value dimension.

### **2.3.3 Information satisfaction**

Information satisfaction referred to consumers' satisfaction with an overall information (Crosby, L. A., & Stephens, N., 1987). It means navigating through web pages and contents in an online service context. An online store provides price related information and product information to help reduce consumer's searching cost (Bakos, 1997) while more extensive and higher quality information available online leads to better buying decisions and higher level of consumer satisfaction (Peterson et al., 1997).

A study of Wolfinbarger, M., & Gilly, M. C. (2001) indicated that information included acquiring the information of product specifications, store and promotions. The Internet provided the most efficient means for consumers to get that information. The collected information could be copied or saved for future comparisons. Bakos (1997) stated that the Internet contained numerous public information resources and a variety of searching tools. Customers are only a few clicks away from receiving abundant information about stores and products online. Information seeking from interpersonal sources is recognized as the major preponderant sources of information for consumers. An impact of interpersonal influence is stronger compared to that other sources of information (Herr, P. M., Kardes, F. R., & Kim, J., 1991). The group of users on social networking can share and comment the information of products or sellers.

Consumers are interested in the websites with useful information, personalized content; in addition, clear interface, ease and effectiveness of the browsing will also influence consumer's decision-making. In the online store, consumers cannot see goods directly, so it is important that pictures and text description of goods have for consumers. While the consumers with an unclear purpose, it is usually an important

factor to have a beautiful picture and comprehensive and detailed text descriptions that can cause their buying behavior.

Therefore, an information satisfaction is identified as an independent variable in the functional value dimension.

## **2.4 Emotional value**

The emotional value was defined as the perceived utility acquired from a capacity to arouse feelings or affective state. An emotional value associated with a specific feeling or arouses. In a framework of consumer behavior, emotion can be described as feelings or emotional reactions against factors, such as conditions, products, advertisement, promotions and brands (Hawkins et al., 1992). Emotions usually emerge as a result of environmental incidents and takes shape in accordance with environmental conditions. For example, emotions can emerge as a result of physical changes such as quick breathing and a rise in the heart rate (Bilgin, 2001). Emotional values are benefits perceived or obtained from a product in relation to feelings and emotions. These values are related to reactions that the consumers give against products (Xiao, G., & Kim, J. O., 2009). Emotional values can emerge in consumption preferences in a positive way such as loyalty, nostalgia, and excitement and in a negative ways such as fear, anger, and guilt (Sheth et al., 1991). An emotional value of a digital item depends principally on how it looks and the extent to which social networking members relate to it and employ it in their communication with other members (Huang, A. H., Yen, D. C., & Zhang, X., 2008). Previous studies found that emotional responses, including sensory pleasure, aesthetic beauty and excitement, to luxury consumption are repeatedly observed (Roux, 1996).

### **2.4.1 Aesthetics**

Aesthetics is often classified as a branch of value theory, this classification is curious indeed. (Walton, 1993). Aesthetics refer to the originality, creativity and the richness of the design (Lavie, T., & Tractinsky, N., 2004). Aesthetics involve the perceived visual appeal (Cai, S., Xu, Y., Yu, J., & De Souza, R., 2008). They should attract an interest of potential buyers. Aesthetics are a key component of a product

design. Many customers consider the visual appeal and aesthetics of a product not only for hedonic products, but also for functional products. A key component of hedonic shopping, an aesthetic of an item can therefore affect the intention to purchase.

In the domain of environmental psychology, an aesthetic could be regarded as a holistic perception of an environment that involves both cognitive and affective psychological evaluations. Hedonic consumption has been defined as those facets of behavior that relates to the multisensory, fantasy, and emotive aspects of consumption (Holbrook, M. B., & Hirschman, E. C., 1982). This view suggested that consumption is driven by the fun of a consumer has in using the product, and the criteria for success are essentially aesthetic in nature (Holbrook, M. B., & Hirschman, E. C., 1982).

A similarity or overlap between beauty and aesthetics remains undefined; some assume that aesthetic equates to 'beauty' or 'visual appeal' (Tractinsky et al., 2000) while other researchers began to explore the multi-dimensional structure of aesthetic, including but not limited to a visual appeal as a single dimension of aesthetics.

Therefore, the aesthetics are identified as an independent variable in an emotional value dimension.

#### **2.4.2 Enjoyment**

Enjoyment was a fundamental dimension of online shopping. Advanced mobile phones provide a wide range of online display media, such as product descriptions, pictures, background music, videos, commercial flash animations, and marketing games. Customers can have fun searching for products and services while interacting with the media provided by the mobile Internet. Davis et al. (1992) found both extrinsic and intrinsic factors affect consumers' motivation to use information technology systems. An intrinsic motivation can be viewed as connected to playfulness and a reward of the action. Chu, C. W., & Lu, H. P (2007) has suggested that perceived playfulness served as an anchor motivation in customers' perception of purchasing online music. In addition, enjoyment refers to the customer's direct experience of immediate pleasure and joy from using the system (Davis et al., 1992). Thong et al. (2006) found a significant effect of perceived post-adoption enjoyment on the continued adoption of mobile internet services. Customers will access some mobile shops just for fun such as when they surf for their favorite product or service web sites according to

their personal hobbies or interests (Lu, H. P., & Yu-Jen Su, P., 2009). Hsu, C. L., & Lu, H. P. (2007) claimed that enjoyment positively affects the loyalty of customers. Few researchers have connected intrinsic motivation (in terms of perceptions of pleasure and satisfaction) with the act of shopping online using a mobile phone, but it is clear that examining how enjoyment affects adoption intention.

Previously research suggests enjoyment and emotion are important drivers of mobile shopping adoption (Lu, H. P., & Yu-Jen Su, P., 2009; Yang & Kim, 2012). Other researchers have also investigated the impact of hedonic factors, such as aesthetic, escapism, and enjoyment on the user intention (Li & Yeh, 2010).

Therefore, the enjoyment was identified as an independent variable in the emotional value dimension.

### **2.4.3 Brand**

Brands are an integral part of today's market place. They are everywhere. Brands are not just names that companies used to identify the various products and services. Brands can offer some distinguishing attributes, such as unique features, exclusivity and prestige, are more appealing to consumers seeking to make a choice conformity (Knight & Kim, 2007).

When consumers decided to buy something, they did not consider only a product but also Brand. The reason why brand is important is that other market elements, such as product design, pricing, distribution and existing products could be imitated or substituted by other products and business competitors (Schultz, Tannerbeum, & Leuterbom, 1994). Therefore, building a brand could differentiate from a competitor. For example, brand positioning is the key difference from competitors, such as positioning to a new market with no competitor or indirect competitor. Consumers often confuse price, quality and brand (Deeter-Schmelz et al., 2000) and use brand as a quality indicator (Husic, M., & Cacic, M., 2009)

Brand consciousness is defined as a psychological preference towards famous brand-name goods (Sprotles, G. B., & Kendall, E. L., 1986). According to LaChance et al. (2003), brand is a major influential factor on consumption. Consumers who value prestige are willing to pay a higher price for merchandise perceived as a highly prestigious symbol (Deeter-Schmelz et al., 2000). Consumers holding a high

brand consciousness expect that a brand represents status and prestige and, as a result, are willing to purchase luxurious and famous brand-name merchandise (Liao & Wang, 2009). Deeter-Schmelz et al. (2000) pointed out that a brand name is the most crucial variable in relation to prestige shopping.

A value of the brands is a major asset for the retailers in its battle for increased customer loyalty and associated with a higher profit. Webster (2000) discussed the impact of brand on retailer outcomes and the importance of incorporating consumer perceived value with respect to a brand with a value proposition for a retailer. Successful retailers deliver genuine value to customers through their commitment to the products sold as well as their retailing concept (Berry, Seiders & Gresham, 1997). Such retail strategies enhance store merchandising authenticity by acknowledging and blending the various dimensions of consumer perceived, product value into their market position. Therefore, building a strong brand with great equity provides a number of possible benefits to a firm, such as greater customer loyalty and less vulnerability to competitive marketing actions larger margins, more favorable customer reaction to a price increase or decrease, increased marketing communication effectiveness, and brand extension opportunities (Keller, 2001).

Consumers tend to connect a brand symbol to a self-concept (Deeter-Schmelz et al., 2000). When a person praises a specific brand, this person is communicating a desire to be related to the people who consume the brand (Husic & Cicic, 2009). Phau & Prendergast (2001) also proposed that in Asian countries, a luxury brand strongly determines a wearer's social position and esteem; at the same time indulging in conspicuous brands is a way of displaying wealth. Tai & Tam's (1997) study implied that women in China possess a stronger brand consciousness compared to women in Taiwan and Hong Kong and seek prestige and symbol of prosperity, success, and status from famous international brands. According to Lu & Pras (2011) claimed luxury goods consumers in China have good knowledge of the existing brands.

Therefore, the brand is identified as the independent variable in emotional value dimension.

## 2.5 Social value

The social value was defined as the perceived utility acquired from an alternative's association with one or more specific social groups. This obtained social benefit can be positive or negative depending on demographic, socioeconomic and cultural-ethnic groups (Sheth et al., 1991). Previous research were combining status and esteem in an overarching category called social value (Bourdeau, L., Chebat, J. C., and Couturier, C., 2002; Gallarza, M. G., & Gil-Saura, I., 2006; Sánchez-Fernández, R., Iniesta-Bonillo, M. A., & Holbrook, M. B., 2009; Sweeney & Soutar, 2001). Social value arises when one's own consumption behavior serves as a means to influence the responses of others (Holbrook, 2006). Items purchased for their social value include those items that are highly visible and high in image to selected individuals. Classes are considered as a hierarchical system that determines a position of the people in a society and can be observed wherever humans exist (Sheth et al., 1991). Social classes are generally determined according to work, education and income levels. Along with this, class division can also be made according to prestige, status and adopted values etc. (Myers & Bishop, 1971). Reference group represented the group of individuals with whom a person can compare his values, attitudes and behavior. In terms of marketing perspectives, reference groups may influence individual's consumption preferences (Schiffman & Kanuk, 1997). On the other hand, opinion leaders were important players in persuading consumers to purchase products via interpersonal interactions and oral communication (Sheth et al., 1991). Severin & Tankard (1979) stated that opinion leaders were part of a small social group. Opinion leaders took the messages of the media first, and then convey them to consumers (Chakravarthy & Prasad, 2011). The assumption that a symbolic value of a product was perceived as a benefit by consumers has been widely accepted for a long time. Components such as the meaning associated with the product and the image of the product can be regarded as a basis for a description of the symbolic value (Sheth et al., 199). Understanding and evaluating of symbolic values is much more difficult than that of a functional value because a symbolic value arises when individuals or groups associate the same meaning with a product and share the meaning. Therefore, it can be claimed that the concept of a symbolic value arises as a result of a socializing process. Symbolic values are important for consumers to express

themselves in the society because consumers perform purchase behavior in accordance with their roles in the society (Wee & Ming, 2003).

### **2.5.1 Social self-image**

Social self-image was defined as the perceived capability of an item to enhance one's image in the eyes of others. People consume products to enhance their social image because a purchase, display, and use of goods can communicate one's symbolic meaning to others. Consequently, the jewelry items are consumed for their symbolic social meaning. It can help to enhance the representation of self-image, making it likely that people will purchase a jewelry item as symbolic goods to express and enhance their image. The motives for buying and consuming products depend on the manner in which a customer views him- or herself or wishes to be viewed by others. Furthermore, customer's social image can be altered by an accumulation or divestment of different products, presenting a possibility of differentiation from others (Brady, 1992). The uniqueness benefits of more commonplace products can also be extended by creatively altering or using them (Tepper, 1997), combining them into a unique collection of material display (Belk, Wallendorf & Sherry, 1989), or acquiring and displaying in-depth knowledge of these products (Holt, 1998) to establish a unique image. Consumers who have a preference for high prestige have a high regard to enhance their own actual or desired prestigious self-image (Husic & Cicic, 2009). Asian consumers see luxury fashion goods as a symbol of showing their status or boosting their self-recognition. It was an essential symbol of group identity in collectivistic countries such as China (Johansson et al., 1994).

Venkat, R., & Ogden, H. (2002) said as men will focus less on body image, irrespective of their self-esteem level, when compared to women. For women, there should be a much more significant difference in body-image satisfaction between high and low self-esteem individuals. Nevertheless, only people with strong characters take the risk of social disapproval in order to enhance their uniqueness (Ruvio, 2008). Hee-Kim et al. (2011) claims that digital items can help to enhance one's self-image among social networking members.

Therefore, the social self-image is identified as the independent variable in social value dimension.



### **2.5.2 Social relationship support**

Social relationship support referred to an item's perceived capability to help form, maintain, and enhance interpersonal relationships. Social networking are places in which individuals can enable relationships, companionship, and encouragement. Social networking members create home pages in order to maintain pre-existing relationships (Walker, 2003). By social networking members expect to attract more visitors (such as friends) with whom they could potentially establish relationships. Dawon et al. (1990) indicated that the social interactions provided by shopping are usually the main reason for consumers to go shopping. Arnold, M. J., & Reynolds, K (2003) pointed out that many people treasure the time spent shopping with friends or family members, and also enjoy social activities while shopping. Wolfinbarger, M., & Gilly, M. C. (2001) believed that the emergence of the virtual community has shifted the social benefits from friends and relatives to friends known through the Internet. Internet shoppers could share information and shopping experiences with those who have the same online interest. Online experience can also become a subject of conversation to give an Internet shopper's pleasure.

Several psychological and marketing literature has found that the influence of interpersonal sources play a dominant role in effecting consumers' behavior such as product choice selections and purchase decisions (Bristol, T., & Mangleburg, T. F., 2005). Consumers are actively seeking more advice from family and friends when choosing products or brands and selecting sellers (Godes et al., 2005). Persuasion and influence of peers impact teenagers' use of products (Lueg, J. E., & Finney, R. Z., 2007).

Therefore, the social relationship support is identified as an independent variable in a social value dimension.

### **2.6 Security risk**

A security risk was a construct that measures belief of uncertainty regarding possible negative consequences. A purchase through the Internet is perceived as more risky than a traditional brick-and-mortar purchase (Bobbitt, L. M., & Dabholkar, P. A., 2001). A dimension of risk is very product specific and can be independent of each other

(Laroche et al., 2004). Liao et al., (2012) stated that a growth of online shopping will depend in part on potential risks, including the security of personal information, dissatisfaction with products as well as goods delivery that does not meet the customer expectations. Security risk and perceived risk have very high degree of correlation and they form the dimensions of a single construct. (Featherman, M. S., & Pavlou, P. A. , 2003)

In an online shopping perspective, a security risk refers to the perception about security regarding the means of payment and the mechanism for storing and transmission of information (Kolsaker, A., & Payne, C., 2002). A risk is a construct that measures beliefs of the uncertainty regarding possible negative consequences. Risks associated with internet shopping are financial risk and product risk (Bhatnagar, A., Misra, S., & Rao, H. R., 2000). Furthermore, Security risk as a technical aspect of ensuring integrity, confidentiality, authentication and non-recognition of relationships (Flavián, C., & Guinalú, M., 2006). A research has empirically demonstrated that a mobile payment adoption is highly encouraged or discouraged. Some of the studies conducted in China (Huili, Y. A. O., & Zhong, C., 2011), Brazil (Cruz et al., 2010) and Bangkok (Sripalawat, J., Thongmak, M., & Ngramyarn, A., 2011) have specifically found the security risk as a deterrent to usage intention of a mobile payment. Researchers have found that security is a key dimension in studying user attitude towards online banking (Shih, 2004; Cheng et al., 2006; Puschel et al., 2010). Customers increase purchases, if they perceive that their credit card numbers and other sensitive information are safe. In online shopping, when consumers' perceived risk is low, their purchase intention is high (Jarvenpaa, S. L., Tractinsky, N., & Saarinen, L., 1999). Perceived risk impacted on intention to use mobile shopping (Wu, J. H., & Wang, S. C., 2005).

Therefore, the security risk was identified as the independent variable in a risk dimension.

## **2.7 Purchase intention**

Purchase intention was an outcome of attitude which refers to the customer's willingness to buy (Kimery, K. M., & McCord, M., 2002). In addition, purchase

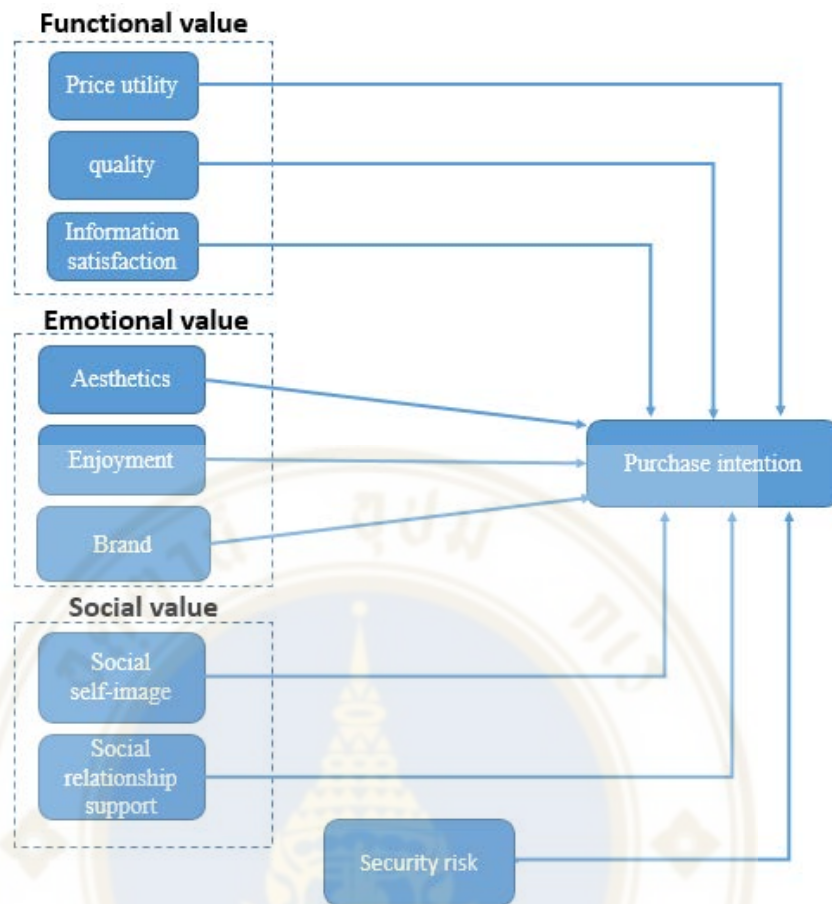
intention measures have been used frequently to identify buying likelihoods for products within defined time periods (Whitlark, D. B., Geurts, M. D., & Swenson, M. J., 1993). In online shopping, purchase intention was defined as the situation when a consumer was willing and intends to become involved in online transactions (Pavlou, 2003). Shoppers cannot directly experience goods, and they make purchase decisions based on the information provided by online retailers as well as from their perceptions of web sites (Chen, Y. H., & Barnes, S. , 2007). Online transactions can be considered to consist of three key steps: information retrieval, information transfer, and product purchase (Pavlou, 2003) The information retrieval and exchange steps are regarded as intentions to use a web site; however, product purchase is more applicable to an intention to transact with a web site (Pavlou, 2003) Online transactions have three different characteristics from traditional transactions: 1) interactions use extensive technology; 2) the uncertain, temporal, impersonal character of the online transaction environment; 3) open, unpredictable, and technological infrastructures during the processes of online transactions. the actual purchase intention was considerably interesting for the researchers, a purchasing intention is widely used as a representative of the actual purchase intention, especially in consumer behavior research (McQuarrie, 1998), because it is normally unpractical or impossible to experimentally study an actual purchase intention (Kimery, K. M., & McCord, M., 2002).

Therefore, a purchase intention was identified as a dependent variable.

## **2.8 Summary**

In this chapter, the relevant literature has been reviewed and provided to explain the concepts related to this study. The previous literature leading to the identification of the independent and dependent variables as well as the theories and previous research that is related to and leads to these variables. These theories include values framework, are the primary subject of this research.

In summary, the conceptual framework was derived from literatures review show in figure 2.1 as the following:



**Figure 2.1 Conceptual framework of purchase intention of jewelry items from social networking**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

The theories necessary to understand this research have already been presented in previous chapter. The chapter three describes the research methodology and design. The research design was conducted in order to examine hypotheses the relationship between consumer values and security risk effect on purchase intention and answer the research questions.

This chapter was comprised of:

1. Research design.
2. Conceptual framework
3. Research hypotheses
4. Research instruments/Questionnaires
5. Pretest
6. Validity and reliability
7. Sample size
8. Data collection
9. Data analysis

#### **3.1 Research design**

This phase of the research was divided into five major stage. The first stage was defining factors, or conceptual framework design. The purpose of this stage was to discover the existing factors that influenced purchase intention when buying jewelry items from social networking. This stage was finding the current existing factors from review the theories and the previous research related to this topic. Then, the factors were summarized to make the conceptual framework and research hypotheses. This research use quantitative technique because various studies supported the growing popularity of the online survey method since it increased response rates compared with the paper-

based response rate (Dillman, 2007; Kiernan et al., 2005). Additional, it was due to the ability to collect the questionnaire immediately after they were completed. Moreover, the anonymity of respondents was high.

The second stage, once the conceptual framework was defined, the researcher develop the instrument. This research began the questionnaire design stage, the intention was to create a questionnaire for quantitative research to test all of the factor related to the defined hypotheses and research questions. The constructs developed were based on past research studies. This stage required the citing of theory and previous research that supported all nine factors, applying them to construct the questions.

The third stage, after the questionnaire was developed, the research conducted a pilot test stage to test the reliability of questionnaire and revise it as needed. The 30 questionnaire used in this pilot test stage were distributed to consumers who were buying jewelry from social networking. The researcher conducted interview with all of the respondents about each of the question before the respondents answered them. The interviewer determined whether the respondents understood the questions correctly and completely. It also provided an opportunity for researcher to observe the respondent's reactions to each question and to obtain some feedback from those respondents to improve the quality of questionnaire.

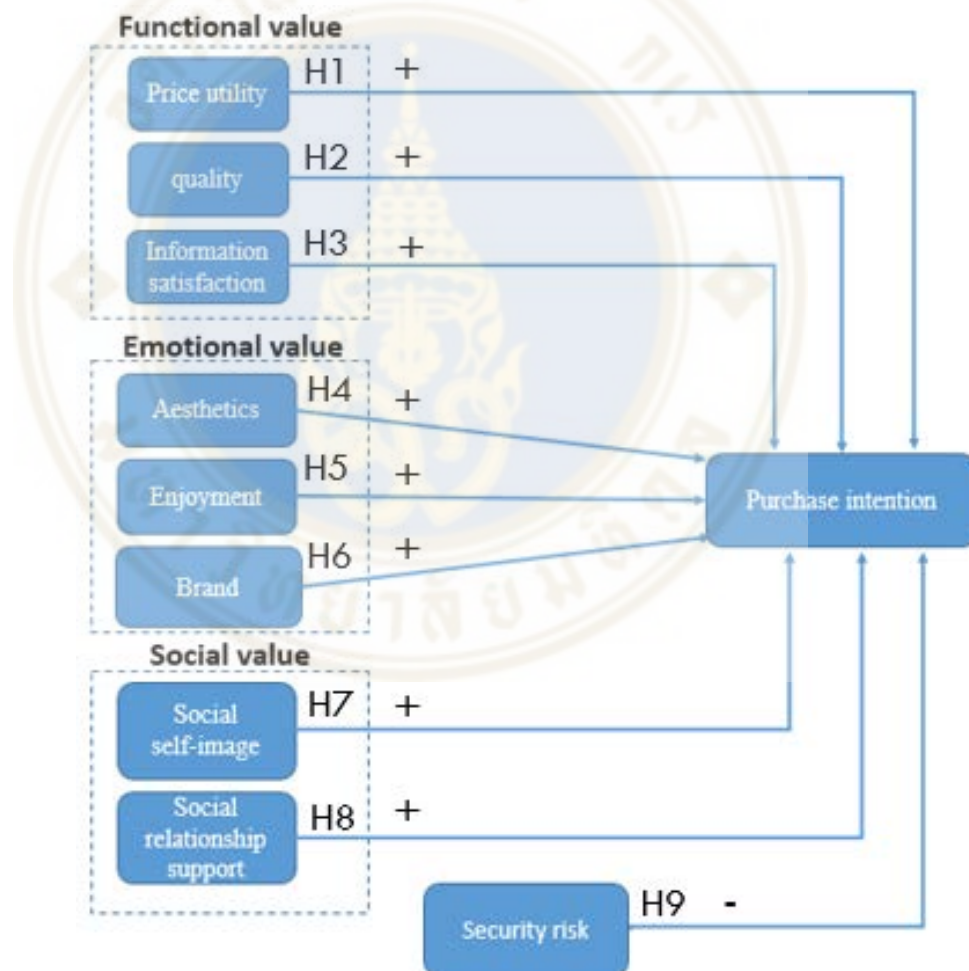
After all 30 of the questionnaire interviews were completed, the data was gathered and input to an SPSS program. Cronbach's alpha was used to test reliability of constructs. Some of constructs were cut to improve the alpha score. Some constructs were reworded.

The fourth stage, after the pilot test, the quantitative were conducted using the revised questionnaire. The questionnaire were distributed to jewelry consumers via jewelry online store of social networking.

The last stage, the data analysis process was conducted after all of questionnaires were gathered. All the data was input into an SPSS program to conduct a statistical analysis. Exploratory factor analysis was used to answer the research questions. Multiple regression analysis techniques were used to check the hypotheses.

### 3.2 Conceptual framework

The research methodology based on the value framework (Sheth, J. N., Newman, B. I., & Gross, B. L., 1991). In order to clarify the research question, the conceptual framework shown in figure 3.1. It illustrates the relationships among independent variables (price utility, quality, information satisfaction, aesthetic, enjoyment, brand, social self-image, social relationship support and security risk) with purchase intention. The eight factors of each value dimension were measured by the degree of perceived values and security risk was leading to purchase intention. The framework was used to analyze the purchase intention of jewelry items from social networking.



**Figure 3.1 Conceptual framework of purchase intention of jewelry items from social networking**

### 3.3 Research hypotheses

The research was consist of 9 main hypotheses consists of factors affecting purchase intention. For better understanding of all variables in this study, each of them was explained as follows.

#### Price utility

Price utility was an aspect of functional value that contributes positively to total customer value. The price utility was derived from the perceived efficient use of money. Price was an attractive factor to most consumers when they make buying decisions. Biswas and Blair (1991) concluded that the price discount could affect consumers' price belief, and eventually affect their shopping intentions.

Arnold and Reynolds (2003) claimed that the consumer were focused on discount seeking behavior and was described as consumers' desire for inexpensive shopping opportunities (Wagner, 2007). Consumers may feel a sense of personal accomplishment and be satisfied with their shopping in obtaining bargain/discount information (Babin et al., 1994). Pricing should reflect the importance of a customer, customer sensitivity, market position in different niches, competitor pricing, and costs to serve (Stern, 1989). For some authors, price is the part of the marketing mix (Shipley & Jobber, 2001; Noble and Gruca, 1999). A higher price could make a product seemed more attractive to consumers who purchased products as a status symbol because the price could be considered an indicator of the product's prestige value (Deeter- Schmelz et al., 2000).

Miller (2000) pointed out that the virtual online stores allowed to save on the cost of rent, store installation, decoration and personnel. Therefore, consumers were able to get the product at a lower price. When consumers discover that they can get the same quality product at a lower cost, purchase intention would then be generated.

In summary, the greater the price utility to the customer is the higher the customer's purchase intention will be. Therefore, in this study, price utility is included in the framework, which was expected to bring great positive effect on purchase intention. Therefore, we hypothesize that:

**Hypothesis H1.** Price utility was significant positive related to purchase intention of jewelry items from social networking.



## **Quality**

Quality was an aspect of functional value that contributes positively to total customer value. Woodruff (1997) commented the structural properties of the customer value construct based on attribute quality and performance, which lead to higher order consumption consequences. Customer goals operated at the top of this hierarchy of value, providing the contextual frame for attaching importance to various consumption experiences (Clemens & Woodruff, 1992). Albrecht (1992) stated that the only thing that matters in the new world of quality was deliver customer value. Perceptions of value represented a tradeoff between the quality and benefits of the product by paying the price (Monroe, 1990). Customer value was market perceived quality adjusted for the relative price of your product (Gale, 1994). A. Ostrom & D. Iacobucci (2003) stated that customer satisfaction is commonly related to the most important element was the product quality. The quality was strong positive relationships between customer behavior (G.S. Sureshchandra, et al., 2003).

In summary, the greater the quality to the customer is the higher the customer's purchase intention will be. Therefore, in this study, quality is included in the framework, which was expected to bring great positive effect on purchase intention. Therefore, we hypothesize that:

**Hypothesis H2.** Quality was significant positive related to purchase intention of jewelry items from social networking.

## **Information satisfaction**

Information satisfaction was an aspect of functional value that contributes positively to total customer value. Information satisfaction refers to consumers' satisfaction with an overall information (Crosby & Stephens, 1987). The study of Wolfinbarger & Gilly (2001) indicated that information included acquiring the information of product specs, stores, promotions. The internet provided the most efficient means for consumers to get that information. The information collected could be copied or saved for future comparison. Bakos (1997) stated that the internet contained numerous public information resources and a variety of searching tools. Customers are only a few clicks away from receiving abundant information about stores and products online. Consumers were interested in the websites with useful information, personalized

content; in addition, clear interface, ease and effectiveness of the browsing will also influence consumer decision-making.

In summary, the greater the information satisfaction to the customer is the higher the customer's purchase intention will be. Therefore, in this study, information satisfaction is included in the framework, which is expected to bring great positive effect on purchase intention. Therefore, we hypothesize that:

**Hypothesis H3.** Information satisfaction is significant positive related to purchase intention of jewelry items from social networking.

### **Aesthetic**

Aesthetic was an aspect of emotional value that contributes positively to total customer value. Aesthetic was often classified as a branch of value theory. This classification was curious and in some ways objectionable. (Walton, 1993).

Aesthetics refers to the originality, creativity and the richness of the design (Lavie & Tractinsky, 2004). Aesthetics involve the perceived visual appeal (Cai, S., Xu, Y., Yu, J., & De Souza, R., 2008). They should attract the interest of potential buyers. Aesthetics are a key component of product design. Many customers consider the visual appeal and aesthetics of a product not only for hedonic products, but also for functional products. A key component of hedonic shopping, the aesthetics of an item can therefore affect the intention to purchase.

In summary, the greater the aesthetic to the customer is the higher the customer's purchase intention will be. Therefore, in this study, aesthetic is included in the framework, which is expected to bring great positive effect on purchase intention. Therefore, we hypothesize that:

**Hypothesis H4.** Aesthetic was significant positive related to purchase intention of jewelry items from social networking.

### **Enjoyment**

Enjoyment was an aspect of emotional value that contributes positively to total customer value. Enjoyment was a fundamental dimension of online shopping. Enjoyment refers to the customers' direct experience of immediate pleasure and joy from using the system (Davis et al., 1992). Chu & Lu (2007) suggested that perceived

playfulness served as an anchor motivation in customers' perceptions of purchasing online music. Earlier research suggested enjoyment and emotion were important drivers of mobile shopping adoption (Li et al., 2012; Lu & Su, 2009; Yang & Kim, 2012). In addition, Thong et al. (2006) found a significant effect of perceived post-adoption enjoyment on the continued adoption of mobile internet services.

In summary, the greater the enjoyment to the customer is the higher the customer's purchase intention will be. Therefore, in this study, enjoyment is included in the framework, which is expected to bring great positive effect on purchase intention. Therefore, we hypothesize that:

**Hypothesis H5.** Enjoyment was significant positive related to purchase intention of jewelry items from social networking.

## **Brand**

Brand was an aspect of emotional value that contributes positively to total customer value. Brands were an integral part of today's market place. They were everywhere. Brands were not just names that companies used to identify the various products and services (Meewan, 2005). Moreover, previous study suggests that the perceived personality of brands can influence the strength of relationships that consumers form with brands over time (Aaker et al., 2004).

When consumers decided to buy something, they did not consider only product but also brand. The reason why brand was important was that other market elements, such as product design, pricing, distribution and existing product could be imitated or substituted by other products and business competitors (Schultz, Tannerbeum, & Leuterbom, 1994). Retailer brand regarding customer purchase intention is a well-known factor that affects success in the e-commerce environment (Burt & Davies, 2010). Retailer brand, such as store image or reputation, is an important input in the consideration set of purchasing, which influences the consumer decision (Macdonald & Sharp, 2000). Gounaris et al. (2007) empirically tested whether delivery of superior customer value enables a brand to achieve better relational outcomes such as consumers' behavioral intentions.

Brand communities offer both firms and customers new ways to engage with each other. An online brand community referred to a community on the World Wide

Web, recently social media has been added to companies' marketing and brand building activities (Kaplan & Haenlein, 2010). Consumers who value prestige are willing to pay a higher price for merchandise perceived as a highly prestigious symbol (Deeter-Schmelz et al., 2000). Consumers holding a high brand consciousness expect that a brand represents status and prestige and, as a result, are willing to purchase luxurious and famous brand-name merchandise (Liao & Wang, 2009). A value of the brands is a major asset for the retailers in its battle for increased customer loyalty and associated with a higher profit. Webster (2000) discussed the impact of brand on retailer outcomes and the importance of incorporating consumer perceived value with respect to a brand with a value proposition for a retailer. The rise of the retailer as a brand is considered as one of the most important trends in retailing (Grewal et al., 2004).

In summary, the greater the brand to the customer is the higher the customer's purchase intention will be. Therefore, in this study, brand is included in the framework, which is expected to bring great positive effect on purchase intention. Therefore, we hypothesize that:

**Hypothesis H6.** Brand was significant positive related to purchase intention of jewelry items from social networking.

### **Social self-image**

Social self-image is an aspect of social value that contributes positively to total customer values. It is the perceived capability of an item to enhance one's image in the eyes of others. People consume products to enhance their social image because a purchase, display, and use of goods can communicate one's symbolic meaning to others. Consequently, the jewelry items are consumed for their symbolic social meaning. It can help to enhance the representation of self-image, making it likely that people will purchase a jewelry item as symbolic goods to express and enhance their image. The motives for buying and consuming products depend on the manner in which a customer views him- or herself or wishes to be viewed by others. Furthermore, customer's social image can be altered by an accumulation or divestment of different products, presenting a possibility of differentiation from others (Brady, 1992). Consumers who have a preference for high prestige have a high regard to enhance their own actual or desired prestigious self-image (Husic, M., & Cacic, M., 2009).

Venkat & Ogden (2002) said as men will focus less on body image, irrespective of their self-esteem level, when compared to women. For women, there should be a much more significant difference in body-image satisfaction between high and low self-esteem individuals. Nevertheless, only people with strong characters take the risk of social disapproval in order to enhance their uniqueness (Ruvio, 2008). Hee-Woong Kim et al. (2011) claims that digital items can help to enhance one's self-image among social networking members. Strong supporting evidence show self-image congruence explains and predicts different aspects of consumer behavior (He & Mukherjee, 2007).

In summary, the greater the social self-image to the customer is the higher the customer's purchase intention will be. Therefore, in this study, social self-image is included in the framework, which is expected to bring great positive effect on purchase intention. Therefore, we hypothesize that:

**Hypothesis H7.** Social self-image was significant positive related to purchase intention of jewelry items from social networking.

### **Social relationship support**

Social relationship support was an aspect of social value that contributes positively to total customer value. Social relationship support refers to perceived capability to help form, maintain, and enhance interpersonal relationships. Social networking are places in which individuals can find and provide emotional support, companionship, and encouragement. (Walker, 2003) Social networking members create home pages in order to maintain existing relationships. Social networking members expect to attract more visitors (such as friends) with whom they could potentially establish relationships.

Dawon et al. (1990) indicate that the social interaction provided by shopping was usually the main reason for consumers to go shopping. Arnold & Reynolds (2003) pointed out that many people treasure the time spent shopping with friends or family members, and also enjoy social activities while shopping. Wolfenbarger & Gilly (2001) believed that the emergence of the virtual community has shifted the social benefits from friends and relatives to friends known through the Internet. Internet shoppers could share information and shopping experiences with those who have the same interest

online. Online experience could also become the subject of conversations to give an Internet shopper pleasure.

In summary, the greater the social relationship support to the customer is the higher the customer's purchase intention will be. Therefore, in this study, social relationship support is included in the framework, which is expected to bring great positive effect on purchase intention. Therefore, we hypothesize that:

**Hypothesis H8.** Social relationship support was significant positive related to purchase intention of jewelry items from social networking.

### **Security risk**

Security risk in online environment refers to the perceptions about security regarding the means of payment and the mechanism for storing and transmission of information (Kolsaker & Payne, 2002). Further, Flavi\_an & Guinali'u (2006) propose security risk as the technical aspect of ensuring the integrity, confidentiality, authentication and non-recognition of relationships. Researchers have found that security is a key dimension in studying user attitude towards online banking (Shih, 2004; Cheng et al., 2006; Pu'schel et al., 2010). According to Shim et al. (2001) claimed that payment security, privacy, safety, and product guarantees were affected intention to use the internet for purchasing. Customers tend to increase purchases only if they perceive that credit card numbers and other sensitive information are safe.

In summary, the greater the security risk to the customer is the lower the customer's purchase intention will be. Therefore, in this study, security risk is included in the framework, which is expected to bring great negative effect on purchase intention. Therefore, we hypothesize that:

**Hypothesis H9.** Security risk was significant negative related to purchase intention of jewelry items from social networking.

## **3.4 Instruments development**

### **Measurement of variables**

According to Bowling (2000) a likert scale was considered to be the most appropriate scale if the study intend to measure a person's attitude. Rea, L. M., & Parker, R. A. (2005) indicated that deciding on the point of rating scale used in any study is subjective as a likert scale entails a five, seven, or nine point rating scale in which the attitude of the respondent was measured on the continuum from one extreme to another with an equal number of positive and negative response possibilities and one middle or neutral category. Therefore, perception items in the questionnaire were measured using the likert scale from 1 to 5. Scale from 1 to 5 which represent strongly disagree to strongly agree was used to measure the agreement for consumers' perception.

The instrument used in this research was self-administered online questionnaires which the first page explain the focus of the research, instruction to answer questions and a note thanking the participant. It consisted of close-end question. The instrument was developed using standard procedure for development of a research instrument. The items used in this survey were adapted from previous studies (Hee-Woong Kim , Sumeet Gupta , Joon Koh, 2011; Terry L. Childersa, Christopher L et al., 2001; Park and Kim, 2003; Kuisma et al. 2007; Laukkanen, Lauronen, 2005; Mohamed, Khalifa Kathy, Ning Shen, 2008).

The respondents were asked question relating to their opinion of consumer's purchase intention. The questionnaire consisted of five parts as follow.

Part 1. The first part consisted of screening question in order to eliminate respondents who never purchase jewelry items in the last year.

Part 2. This part consisted of the consumers' behavior when purchasing jewelry items from social networking, money spending on jewelry items, the purpose of purchasing, criterions of decision making when buying the jewelry items each social networking.

Part 3. This part consisted of factors influencing purchase intention of jewelry items from social networks. The total of question items were 36 items. The first, the question number 1 to 8 were modified from Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011). The second, the question number 9 to 12 were modified from Park and Kim (2003). The third, the question number 13 to 16 were modified from Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011). The fourth, the question number 17 to 20 were modified from Terry L. Childersa, Christopher L et al., (2001). The fifth, the question

number 21 to 24 were modified from Bopeng Zhang a, Jung-HwanKim (2012). The sixth, the question number 25 to 32 were modified from Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011). The seventh, the question number 33 to 35 were modified from Kuisma et al. (2007). The last, the question number 36 was modified from Mohamed, Khalifa Kathy, Ning Shen, (2008).The list of question items which represent independent variables show detail in Appendix A.

Part 4. This part consisted of the purchase intention. It included 3 question items, which were the question number 37 to 39 and were modified from Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011), was used to measure the purchase intention.

Part 5. The last part of the questionnaire contained the question about respondents' demographic information include gender, age, education level, occupation and personal income.

The questionnaire was initially made in English. The detail of questionnaire showed in Appendix B. Then, it was translated into the Thai language for Thai consumers (Thai version). These two language versions were both translated back into English again and the accuracy of translation was confirmed (see in Appendix C).

The questionnaire was approved Certificate of Ethical Approval by the office of the IPSR- IRB, Institute for Population and Social Research, Mahidol University. The questionnaire was claimed that did not any issues that may violate research ethics (detail in Appendix D).

### **3.5 Pretests**

Malhotra and Briks (2003) stated that a pilot study was used for test the questionnaire on a small sample of respondents, in order to improve the questionnaire, a pilot test was first conducted prior to the actual survey. The respondents in the pilot test should be the same as the respondents from the actual survey and claimed that the size of pilot test should vary between 15-30 respondents (Malhotra and Briks, 2003). Therefore, the pilot test was conducted with 30 respondents to the clarification of instructions and questions, the understanding and the degree of difficulty of questions. A pilot test was conducted prior to actual survey to check on the validity and reliability of the questionnaire design.



### **3.6 Validity and reliability**

Reliability refers to the tendency toward consistency of measurements (Carmines and Zeller, 1979; Malhotra and Birks, 2003). Reliability was the degree to which the results are repeatable. If the results of a study can be reproduced under a similar methodology, then the research instrument was considered to be reliable (Joppe, 2000). The reliability of a measure indicated the extent to which the measure was without bias (error free), which offers consistent measurement across time and across the various items on an instrument.

Reliability was one of the most important characteristics of good psychological measures. The reliability analysis in this study was applied to all these questions using the SPSS program.

A Cronbach's coefficient alpha was the most popular test to be applied under internal consistency reliability where it indicates that the higher the coefficient was, the better would be the measuring instrument. The results of the Cronbach's alpha test for the instrument used in this study was in the range of 0.6 to 0.8. Eventhough Bohrnstedt and Knoke (1988) indicate that a Cronbach's Alpha of at least 0.7 or higher would lead to a more reliable index, Hair et al (1998) revealed that the Cronbach's alpha of 0.7 was only the generally agreed upon lower limit for Cronbach's alpha value.

They further argued that although the value of Cronbach's alpha may decrease to 0.6, it was still acceptable for an exploratory research. This implies that the instrument designed is reliable.

### **3.7 Simple size**

The aim of this exploration was to study at the factors influencing purchase decision of jewelry items from social networking. Therefore, the sample selection focuses on the population of social networking users in Thailand.

According to the statistical report 2014, the total number of active users on first popular of social networking was approximately 30 million users. To determine the sample size for this research, the number of the population in the social networking active users will be used as an appropriate number of respondents by sequential at 95%

confidence level. The estimated sample size ( $n$ ) was determined by Yamane's formula (Yamane, 1973).

$$n = \frac{N}{1 + Ne^2}$$

When

$N$  = Population

$n$  = Sample size

$E$  = The error of sampling

The study allowed the error of sampling on 0.05. Thus, the sample size showed as follows;

$$n = \frac{30,000,000}{1 + 30,000,000 (0.05)^2}$$

$$n = 400$$

From the above, it could be concluded that the total of sample size were 400 respondents.

### 3.8 Data collection

During the actual data collection, a self-administered online questionnaire technique was used because of beneficial technique. Various studies supported the growing popularity of the online survey method since it increased response rates compared with the paper-based response rate (Dillman, 2007; Kiernan et al., 2005). The design, dissemination, data storage and data analysis of web-based survey was efficient and was becoming more user-friendly for respondents (Greenlaw & Brown-Welty, 2009). Additional, it was due to the ability to collect the questionnaire immediately after they were completed. Moreover, the anonymity of respondents was high. It is

acknowledged that internet panel surveys provide the quickest, cheapest and most efficient way of gathering data (Albaum et al., 2010).

The survey was conducted over a period of three weeks in October 2015. The survey message containing the URL:<http://goo.gl/forms/YHESymwU9M> of questionnaire leading to the survey website. Using Google doc technology, the researcher was able to create a questionnaire easily and to post it on various social networking sites rapidly which focus on jewelry community and fashion community. However, researcher had send a message to ask for permission before post it. Researcher was closely monitor and repost the survey message when lower responsive. The convenience sampling technique was being used increasingly in m-Commerce studies (Wu & Wang, 2005; Yang, 2005). Therefore, convenience sampling technique was conducted in this study. The social networking users were selected randomly.

Data collection was stopped when a sample size had been achieved that was regarded. A total of respondents were 476 respondents. The final sample size (n) consisted of 400 completed and usable responses. 76 of total respondents were eliminate because of screening question.

### 3.9 Data Analysis

#### Quantitative Research

This study used SPSS application for analyzing data in order to answer the research question, and hypotheses which based on research objectives of this study. Statistical tools in SPSS were used for analyzing as below:

**Descriptive Analysis:** Mean, Standard Deviation, Variance, Frequency, Percentage were used for analyzing the basic demographic information and general behavior information of this study.

**Exploratory factor analysis:** Factor analysis was used to underlying constructs in the data from the groupings of variables that emerge.

**Multiple regression analysis:** Hypotheses testing was applied to determine whether the independent variables effect on purchase intention; and whether independent variables have significant effect of each dimension. Therefore, the

independent variables were more than one, a multiple linear regression analysis was suitable.

The next chapter will present and discuss the results of the quantitative research and the reminder of the results from the other part of the questionnaire





## **CHAPTER IV**

### **DATA ANALYSIS AND RESULTS**

The chapter four presents the results of analyses base on a sample of 400 respondents. This chapter begins with the descriptive statistics follow by the inferential statistical. The descriptive statistical have been used to describe the demographic information of respondents and the general behavior in this study. The inferential statistical methods used in this research were exploratory factor analysis and multiple regression analysis.

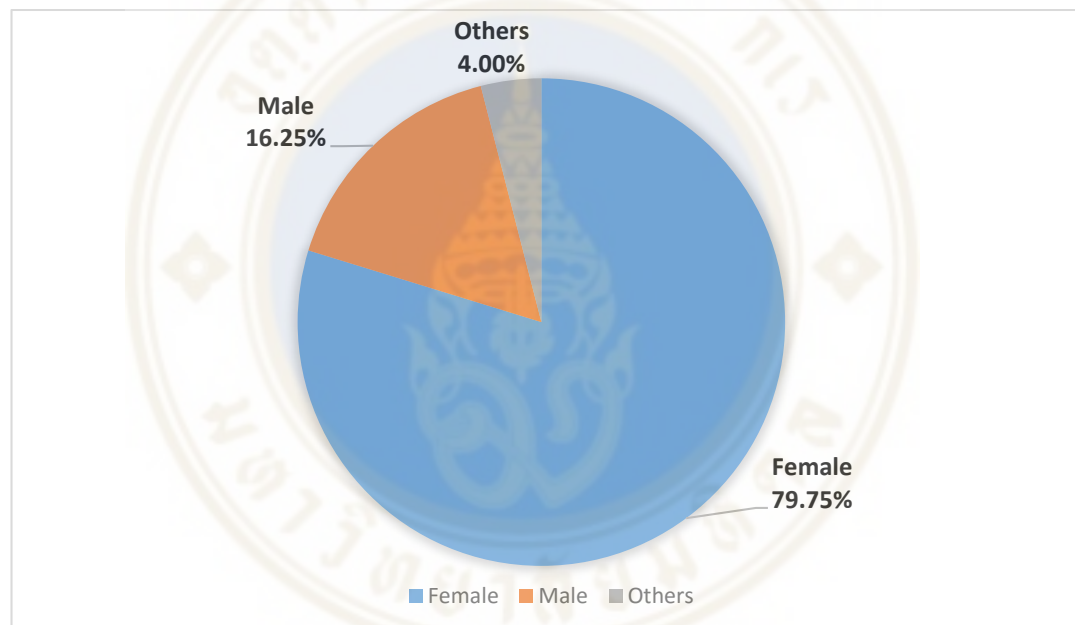
#### **4.1 Descriptive statistical**

The collection of this study utilized self-administered questionnaires to obtain a sample of 400 respondents. The last section of questionnaire asked for personal information. The frequencies and percentage of the descriptive statistics used to analyze demographic data include gender, age, marital status, educational level, occupation and personal monthly income. This information is presented in Table 4.1 – 4.6 in the following sections.

**Table 4.1 Respondents' genders**

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	319	79.75%	79.75%	79.75%
Male	65	16.25%	16.25%	96.00%
Others	16	4.00%	4.00%	100.00%
Total	400	100.00%	100.00%	

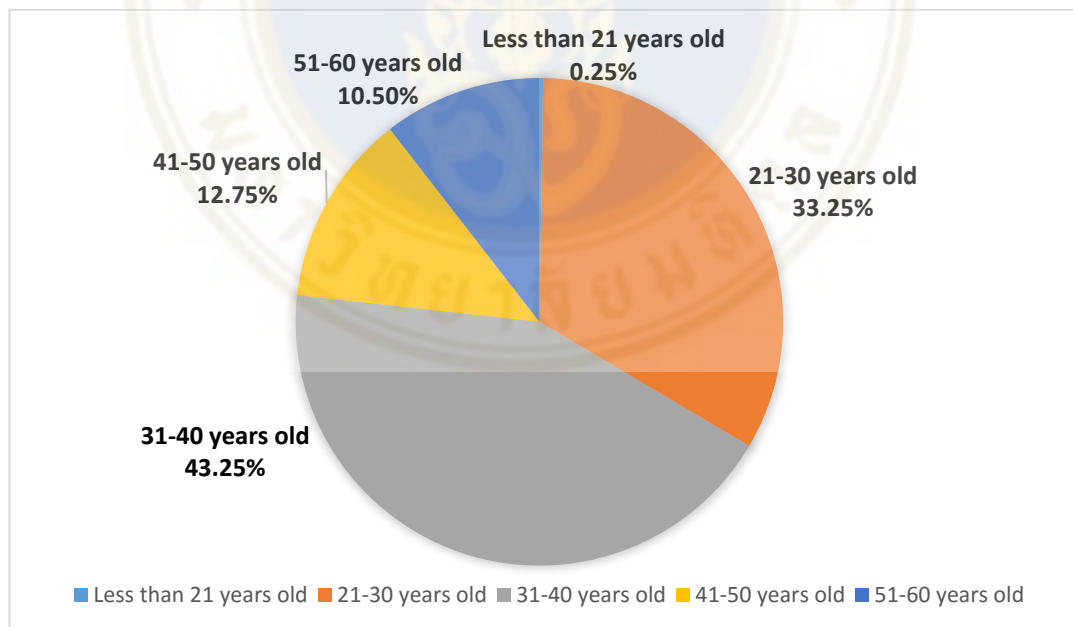
Table 4.1 shows respondents' gender, the total number of respondents was 400. The majority of respondents were female at 319 (79.75%), male at 65 (16.25%), and others at 16 (4.00%). The percentage data can be displayed in figure 4.1:

**Figure 4.1 Percentage of respondents' genders**

**Table 4.2 Respondents' age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 21 years old	1	0.25%	0.25%	0.25%
21-30 years old	133	33.25%	33.25%	33.50%
31-40 years old	173	43.25%	43.25%	76.75%
41-50 years old	51	12.75%	12.75%	89.50%
51-60 years old	42	10.50%	10.50%	100.00%
More than 60 years old	0	0.00%	0.00%	100.00%
Total	400	100.00%	100.00%	

Table 4.2 represents respondents' age range, the total number of respondents were 400. The respondents were divided six groups. The most of them was 31 – 40 years old equal to 173 respondents (43.25%). The second largest group was 21 – 30 years old equal to 133 respondents (33.25%). The minority of age groups were 41-50 years old at 51 (12.75%), 51-60 years old at 42 (10.50%) and less than 21 years old at 1 (0.25%). The percentage data was presented in figure 4.2:

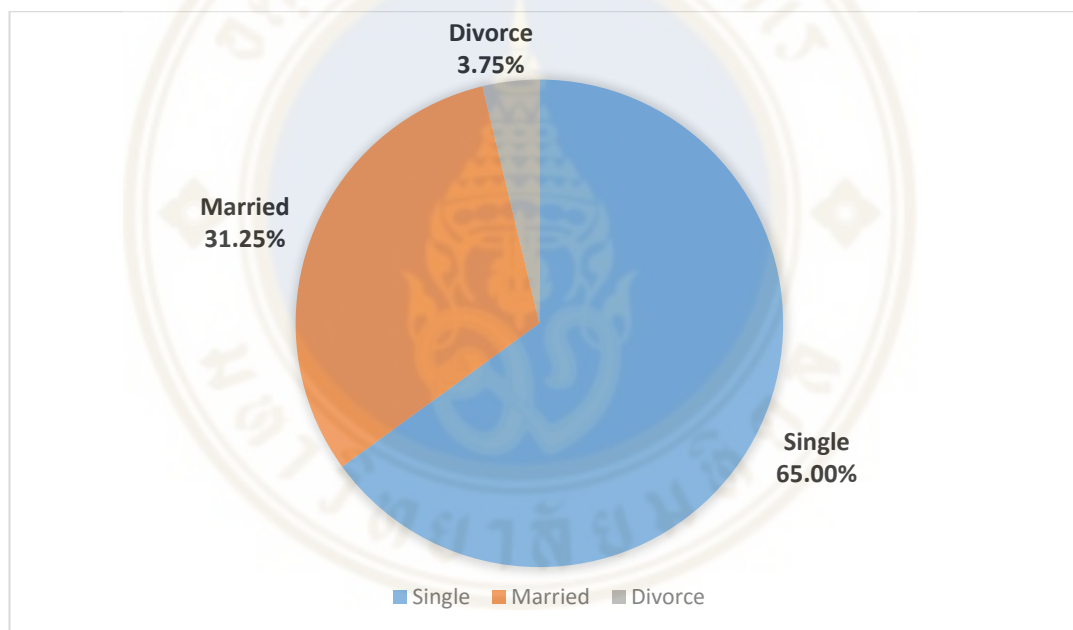
**Figure 4.2 Percentage of respondents' age**



**Table 4.3 Respondents' marriage status**

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	260	65.00%	65.00%	65.00%
Married	125	31.25%	31.25%	96.25%
Divorce	15	3.75%	3.75%	100.00%
Total	400	100.00%	100.00%	

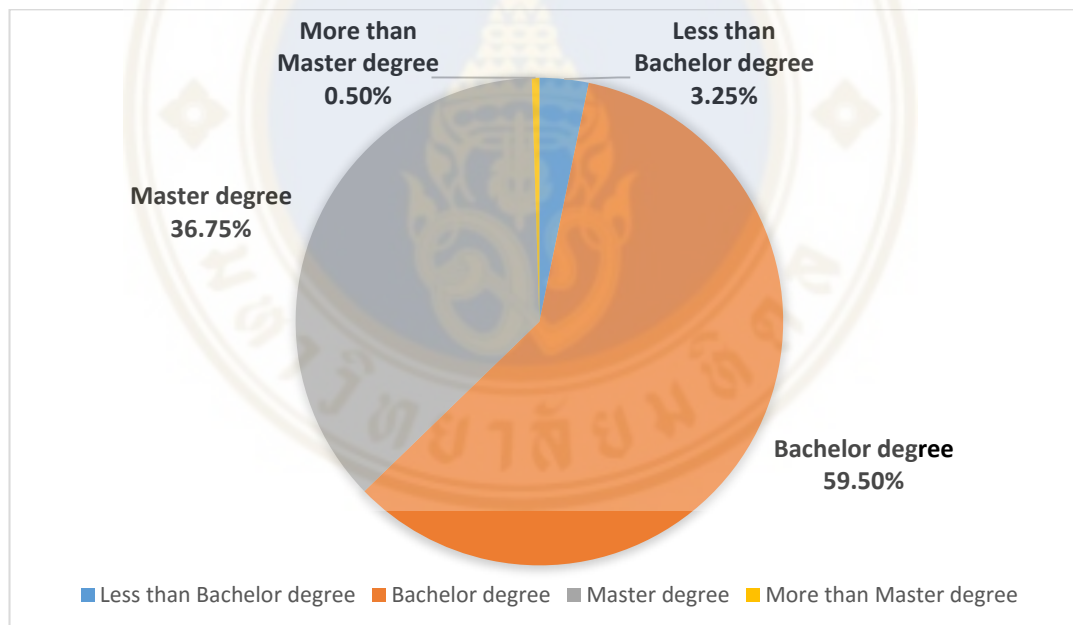
Table 4.3 shows respondents' marriage status, the total number of respondents was 400. The majority of respondents were single at 260 (65.00%), married at 125 (31.25%), and divorce at 15 (3.75%). The percentage data was displayed in figure 4.3:

**Figure 4.3 Percentage of respondents' marriage status**

**Table 4.4 Respondents' highest educational level**

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than Bachelor degree	13	3.25%	3.25%	3.25%
Bachelor degree	238	59.50%	59.50%	62.75%
Master degree	147	36.75%	36.75%	99.50%
More than Master degree	2	0.50%	0.50%	100.00%
Total	400	100.00%	100.00%	

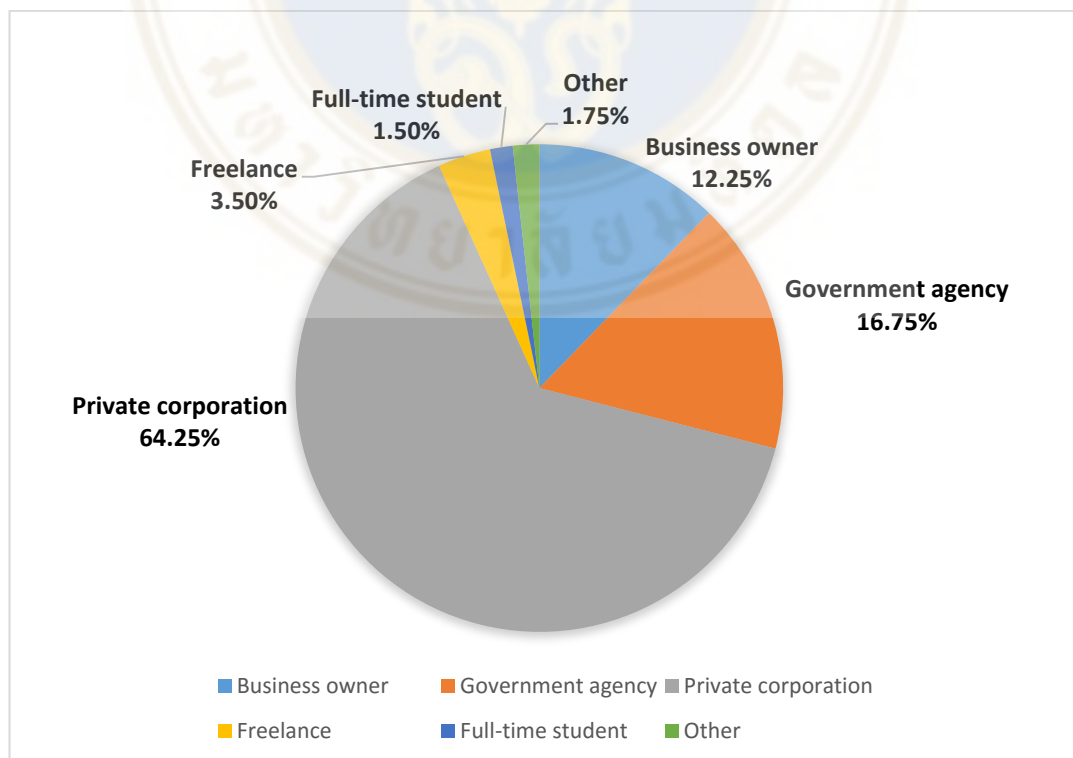
Table 4.4 shows respondents' highest educational level, the total number of respondents was 400. The majority of respondents were bachelor degree at 238 (59.50%), master degree at 147 (36.75%), less than bachelor degree at 13 (3.25%) and More than Master degree at 2 (0.50%). The percentage data can be displayed in figure 4.4:

**Figure 4.4 Percentage of respondents' highest educational level**

**Table 4.5 Respondents' occupation**

	Frequency	Percent	Valid Percent	Cumulative Percent
Business owner	49	12.25%	12.25%	12.25%
Government agency	67	16.75%	16.75%	29.00%
Private corporation	257	64.25%	64.25%	93.25%
Freelance	14	3.50%	3.50%	96.75%
Full-time student	6	1.50%	1.50%	98.25%
Other	7	1.75%	1.75%	100.00%
Total	400	100.00%	100.00%	

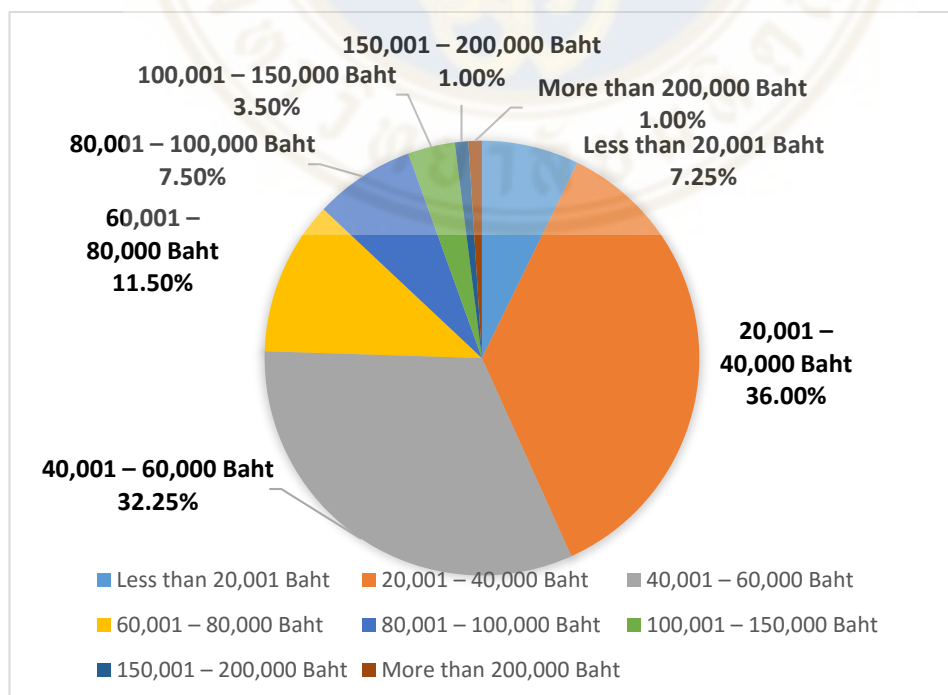
Table 4.6 represents the occupation, which was divided into six groups. The majority of respondents were employee of the private corporation at 257 (64.25%). The second largest group was employee of the government agency at 67 (16.75%). The third largest group was business owner at 49 (12.25%). The fourth largest group was freelance at 14 (3.50%). The fifth largest group was other occupation at 7 (1.75%). The sixth largest group was full-time student at 6 (1.50%). The percentage data was displayed in figure 4.5:

**Figure 4.5 Percentage of respondents' occupation**

**Table 4.6 Respondents' personal monthly income**

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 20,001 Baht	29	7.25%	7.25%	7.25%
20,001 – 40,000 Baht	144	36.00%	36.00%	43.25%
40,001 – 60,000 Baht	129	32.25%	32.25%	75.50%
60,001 – 80,000 Baht	46	11.50%	11.50%	87.00%
80,001 – 100,000 Baht	30	7.50%	7.50%	94.50%
100,001 – 150,000 Baht	14	3.50%	3.50%	98.00%
150,001 – 200,000 Baht	4	1.00%	1.00%	99.00%
More than 200,000 Baht	4	1.00%	1.00%	100.00%
Total	400	100.00%	100.00%	

Table 4.6 indicates the personal monthly income, which was divided into eight levels. The majority of 144 (36.00%) respondents earn 20,001 – 40,000 Baht on average monthly income, 129 (32.25%) respondents earn 40,001 – 60,000 Baht and 46 (11.50%) respondents earn 60,001 – 80,000 Baht. The remaining were comprised by respondents who earn 80,001 – 100,000 Baht at 30 (7.50%), less than 19,999 Baht at 29 (7.25%), 100,001 – 150,000 Baht at 14 (3.50%), 150,001 – 200,000 Baht at (1.00%) and more than 200,000 Baht at 4 (1.00%). The percentage data was displayed in figure 4.6:

**Figure 4.6 Percentage of respondents' personal monthly income**

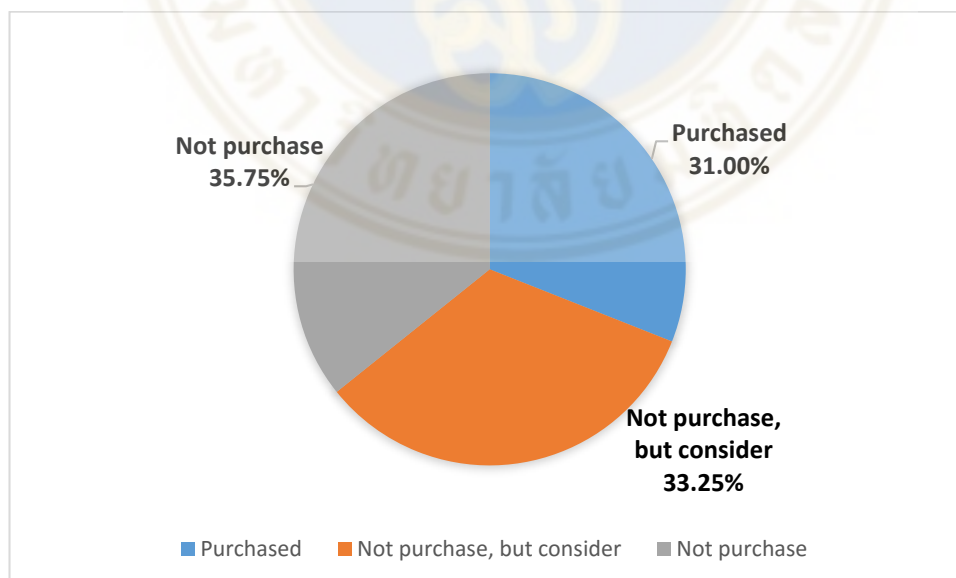
## 4.2 General behavior

In this study, there was the general behavior. The frequencies and percentages of the general behavior used to analyze the statistical data include purchase behavior, purchase frequency, purchase purpose, money spending, kind of jewelry, kind of social networks, and visiting time. This information was presented as the following.

**Table 4.7 Respondents' purchase behavior**

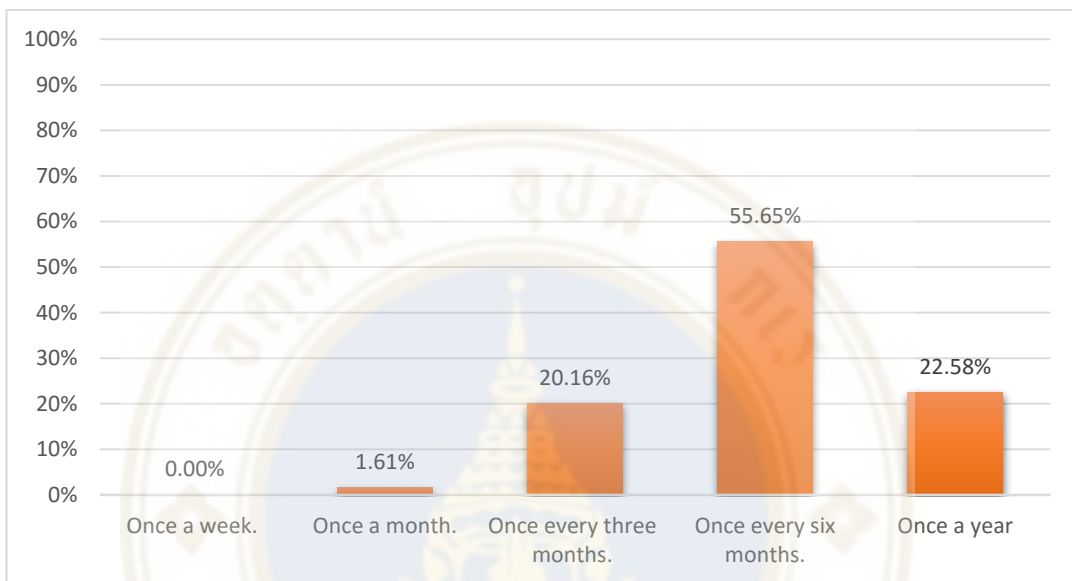
	Frequency	Percent	Valid Percent	Cumulative Percent
Purchased	124	31.00%	31.00%	31.00%
Not purchase, but consider	133	33.25%	33.25%	64.25%
Not purchase	143	35.75%	35.75%	100.00%
Total	<u>400</u>	<u>100.00%</u>	<u>100.00%</u>	

Table 4.7 shows respondents' purchase behavior, the total number of respondents was 400. The majority of respondents were purchased normally at 124 (31.00%), not yet purchase, but consider at 133 (33.25%), and not purchase at 143 (3.75 %). The percentage data was displayed in figure 4.7:



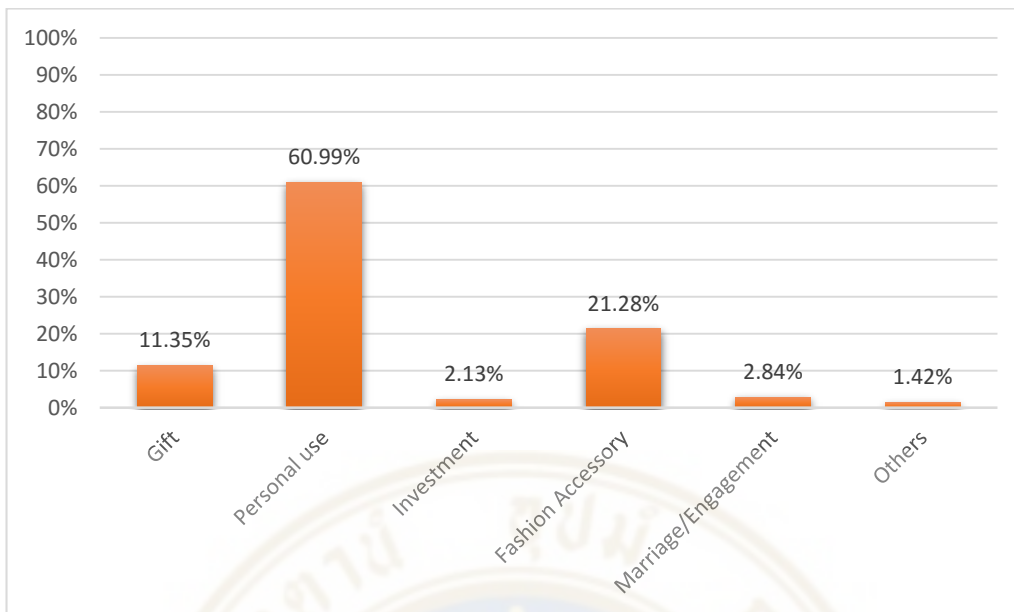
**Figure 4.7 Percentage of respondents' purchase behavior**

Figure 4.8 shows respondents' purchase frequency. The majority of respondents were purchased once every six months at 69 (55.65%). The second was once a year at 28 (22.58%). The third was once every three months at 25 (22.16%). The fourth was once a month at 2 (1.61%). The percentage data was displayed as the following:



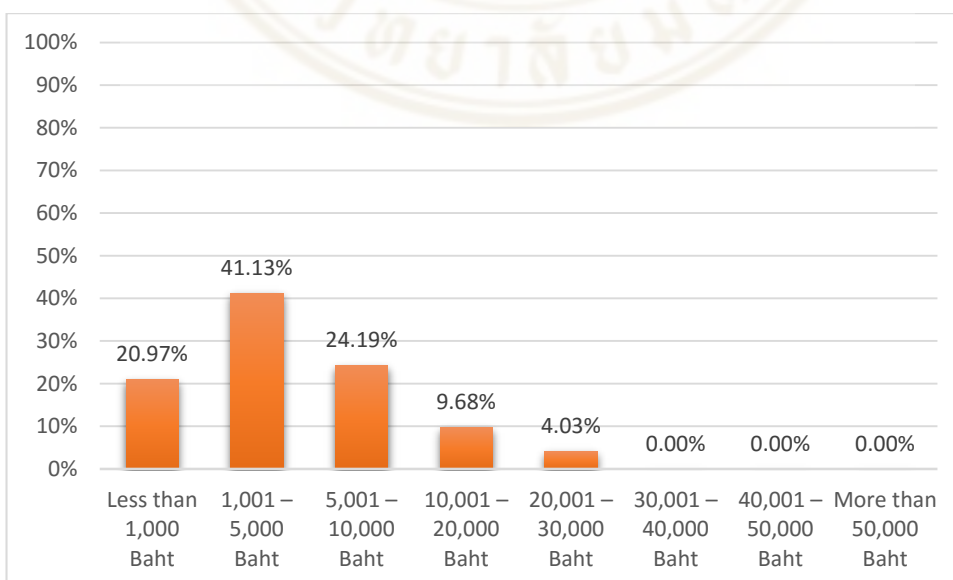
**Figure 4.8 Percentage of respondents' purchase frequency**

Figure 4.9 shows the percentage of respondents' purchase purpose. The majority of respondents were personal use at 86 (60.99%). The second was fashion accessory at 30 (21.28%). The third was gift at 16 (11.35%). The fourth was investment at 3 (2.13%). The fifth was others at 2 (1.42%).



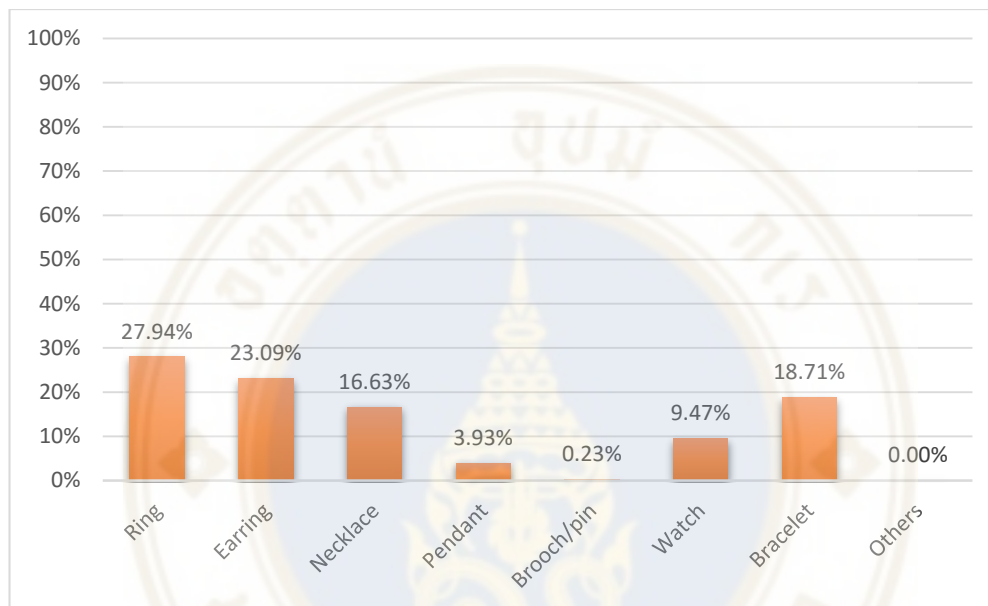
**Figure 4.9 Percentage of respondents' purchase purpose**

Figure 4.10 shows respondents' money spending. The majority of respondents were spend 1,001 – 5,000 Baht at 51 (41.13%). The second was spend 5,001 – 10,000 Baht at 30 (24.19%). The third was spend less than 1,000 Baht at 26 (20.97%). The fourth was spend 10,001 – 20,000 Baht at 12 (9.68%). The fifth was spend 20,001 – 30,000 Baht at 5 (4.03%). The result indicates that nobody spend more than 30,000 Baht.



**Figure 4.10 Percentage of respondents' money spending**

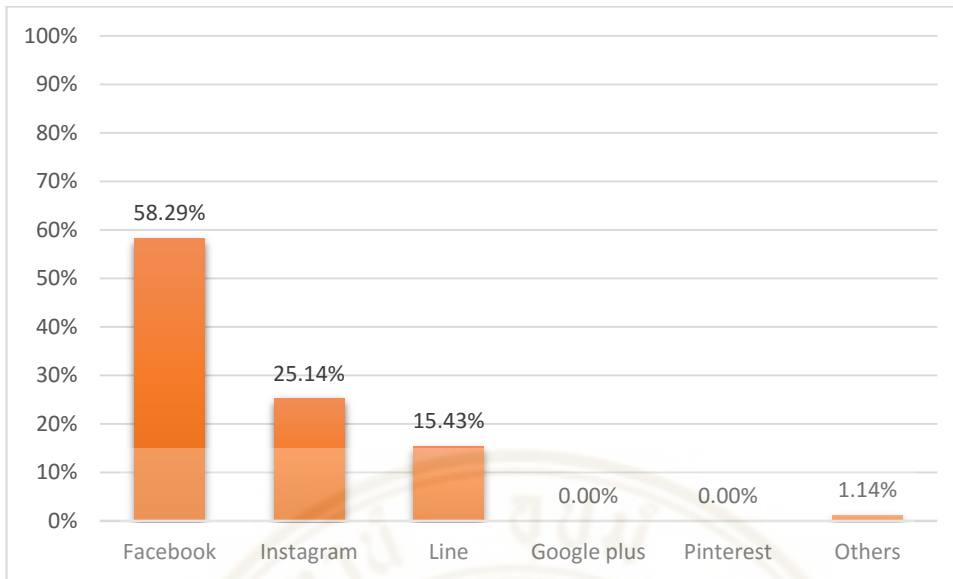
Figure 4.11 represents the percentage of kind of jewelry, which was divided into seven categories. The majority of respondents was ring at 121 (27.94%). The second largest was earring at 100 (23.09%). The third largest was bracelet at 81 (18.71%). The fourth largest was necklace at 72 (16.63%). The fifth largest was watch at 41 (9.47%). The sixth largest was pendant at 17 (3.93%). The last is brooch or pin at 1 (0.23%).



**Figure 4.11 Percentage of respondents' kind of jewelry**

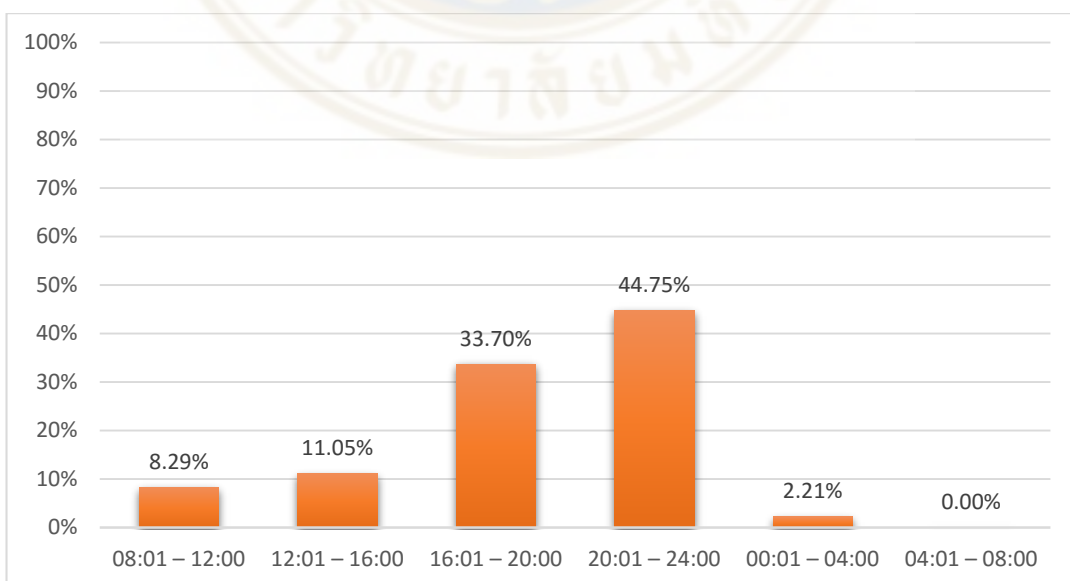
Figure 4.12 represents the percentage of kind of social networking sites, which was divided into six sites. The majority of respondents were Facebook at 102 (58.29%). The second largest site was Instagram at 44 (25.14%). The third largest site was Line at 27 (14.43%). The fourth largest site was others at 2 (1.14%).





**Figure 4.12 Percentage of respondents' kind of social networking**

Figure 4.13 indicates the percentage of visiting time for purchasing, which was divided into six groups. The majority of 81 (44.75%) respondents' visiting time was 20:01 – 24:00. 61 (33.70%) respondents' visiting time was 16:01 – 20:00, 20 (11.05%) respondents' visiting time was 12:01 – 16:00, and 15 (8.29%) respondents' visiting time was 08:01 – 12:00. The remaining were respondents who visiting at 00:01 – 04:00 equal to 4 (2.21%).



**Figure 4.13 Percentage of respondents' visiting time**

### 4.3 Exploratory Factor Analysis (EFA) and Reliability

#### 4.3.1 Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) is a technique for identifying groups or clusters of variables. The advantages were 1) to understand the structure of a set of variables – eventually forming compound constructs, 2) to construct a questionnaire to measure an underlying variable – with high factor loadings on each variable correlated with the compound construct and 3) to eliminate a data set which is unclear or overlapped with other compound constructs.

Although the common rule of sample size for factor analysis is to have at least 5 participants per variable, Tabachnick & Fidell (2001) addressed that It is comforting to have at least 300 cases for factor analysis. Comrey & Lee (1992) agreed on 300 as a good sample size, 100 as poor and 1,000 as excellent. In this study, having 400 respondents was a sufficient number to run exploratory factor analysis. Principle component analysis with varimax rotation was used to reduce the number of unnecessary components, as items with loadings below 0.4 will be eliminated (Ford, MacCallum, & Tait, 1986; Hinkin, 1995). Meyers (2006) concluded the criteria to exclude the different characteristics, which are;

The characteristic with a factor loading below 0.4.

The characteristic with cross loading correlation.

The characteristic with different meaning in the same group.

An exploratory factor analysis of the independent variables 36 items revealed in Table 4.8. A stable structure of six dimensions that can be described as follows:

**Table 4.8 Summary of Final Results from Exploratory Factor Analysis**

**Rotated Component Matrix<sup>a</sup>**

	Component					
	1	2	3	4	5	6
Social self-image3	.851					
Social self-image2	.814					

**Table 4.8 Summary of Final Results from Exploratory Factor Analysis (Cont.)**

Social self-image4	.811					
Relationship support2	.777					
Relationship support4	.775					
Social self-image1	.769					
Relationship support1	.766					
Relation shipsupport3	.649					
Aesthetics1		.811				
Aesthetics2		.803				
Aesthetics3		.783				
Aesthetics4		.771				
Enjoyment2		.741				
Enjoyment3		.707				
Enjoyment4		.699				
Enjoyment1		.688				
Quality1			.811			
Quality2			.797			
Quality4			.788			
Quality3			.777			
Information sat1			.692			
Information sat2			.620			
Information sat4			.611			
Information sat3			.608			
Securityrisk2						-.926
Securityrisk4						-.922
Securityrisk3						-.908
Securityrisk1						-.900
Brand1						.794
Brand4						.774
Brand3						.770
Brand2						.681

**Table 4.8 Summary of Final Results from Exploratory Factor Analysis (Cont.)**

Price utility2						.635
Price utility4						.603
Price utility1						.592
Price utility3						.537

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 8 iterations.

From Table 4.8, the initial 6 extracted structures were detailed as follow:

Factor 1 was entitled as “*Social interaction*”, comprising high factor loading on all aspects of social self-image and relationship support. Wu, J. H., & Wang, S. C. (2005) also confirmed that social interaction provided in social networking sites which allowed users to cultivate, foster and maintain online relationships with others. Social interaction is a significant predictor in behavioral intentions.

Factor 2 was labelled as “*Aesthetic pleasure*”. All variables in this factor had high factor loading on all aspects relating to aesthetics and enjoyment. The name was supported by previous literature. Aesthetic pleasure is sensory stimulation generated by sense of beauty in the product (Pei-Ling, 2005). This sense of beauty is appreciated in emotional terms (Nobuyuki Idei, 2002).

Factor 3 was referred to “*Quality with trusted information*”. This factor had high factor loading on all aspects of quality and information satisfaction. Chen, Y. H., & Barnes, S. (2007) also explained that online shoppers cannot directly experience goods, and they make purchase decisions based on the information provided by online sellers.

Factor 4 was still referred as “*Security risk*”. All variables in this factor had high factor loading on all aspects relating to security risk.

Factor 5 was still termed as “*Brand*” due to the high factor loading on all aspects of brand.

Factor 6 was still named as “*Price utility*”. This factor consisted of high factor loading on all aspect of price utility.

**Table 4.9 The Kaiser – Mayer – Olkin and Bartlett's test****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.936
Bartlett's Test of Sphericity	Approx. Chi-Square	20704.641
	Df	630
	Sig.	.000

From Table 4.9, KMO scores and Bartlett's test of sphericity were run. The Kaiser – Mayer – Olkin measurement is to check sampling adequacy (Kaiser, 1970). The value of KMO in the analysis results should be greater than 0.5 in order to reach at a bare minimum if the sample was adequate for multiple variables. Moreover, values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, value between 0.8 and 0.9 are great and value above 0.9 are superb (Kaiser, 1974; Hutcheson & Sofroniou, 1999). In this study, the value of KMO was 0.936, which was considered superb for sampling adequacy. After processing on data reduction via exploratory factor analysis, the final results yielded six compound constructs, including social interaction, aesthetic pleasure, quality with trusted information, security risk, brand and price utility.

#### 4.3.2 Reliability analysis

After running EFA, the reliability has been checked for each compound construct. A value of 0.7 - 0.9 is an acceptable value for Cronbach's Coefficient Alpha scale; its value above 0.7 is considered to be reliability, the higher Cronbach's value, the greater reliability (Malhotra, 1999). However, the value below than 0.7 can be acceptable in case of the diversity of constructs being measured (Cronbach, 1951; Kline, 1991). The result of the reliability analysis is shown in Table 4.10

**Table 4.10 The Compound constructs and reliability of Cronbach's Alpha**

Compound constructs	Number of items	Cronbach's Alpha
Social interaction	8	0.972
Aesthetic pleasure	8	0.950

**Table 4.10 The Compound constructs and reliability of Cronbach's Alpha (Cont.)**

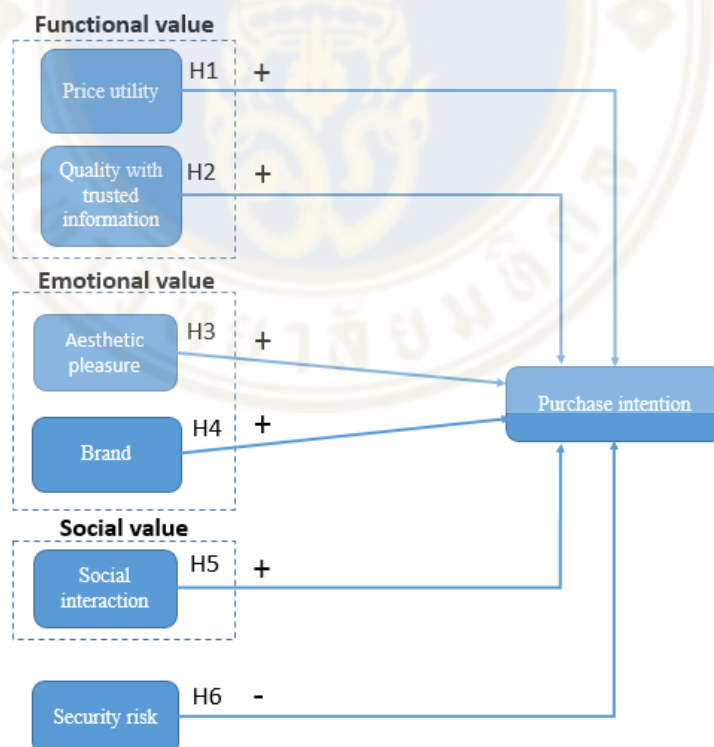
Compound constructs	Number of items	Cronbach's Alpha
Social interaction	8	0.972
Aesthetic pleasure	8	0.950
Quality with trusted information	8	0.965
Security risk	4	0.961
Brand	4	0.894
Price utility	4	0.945

The Table 4.10 shown the highest value of Cronbach's Alpha is 0.972 for social interaction. The other compound constructs that have potential Cronbach's Alpha value 0.965 are product quality with trusted information, security risk is 0.961, aesthetic pleasure equal to 0.950, price utility is 0.945, brand has the lowest alpha value, with 0.894. The Cronbach's Alpha value 0.6 which is acceptable. Therefore, all of compound constructs would be included in the analysis.

#### 4.4 Hypotheses revisiting

After exploratory factor analysis and Cronbach's alpha testing process were completed, the remaining extracted structures were six factors. However, each independent variable contained many constructs. In order to use construct as one the variable, it was necessary to create compound variables. The compound variables were created from the summation of all the mean scores of the constructs related to each of the independent variables divided by the number of constructs related to each independent variable. The final result was the value that represents the single mean score of each independent variable. The compound variables were used for the process of multiple regression to find out the statistical relationship between each variables and the constructs within it.

Consequently, the revised hypotheses were defined as an assumption in order to determine the effect of six compound independent variables on purchase intention of jewelry items from social networking.



**Figure 4.14 Conceptual framework of purchase decision of jewelry items from social networking (Revised)**

**Research hypotheses (Revised)**

**Hypothesis H1.** Price utility has a significant positive relationship with purchase intention.

**Hypothesis H2.** Quality with trusted information has a significant positive relationship with purchase intention.

**Hypothesis H3.** Aesthetic pleasure has a significant positive relationship with purchase intention.

**Hypothesis H4.** Brand has a significant positive relationship with purchase intention.

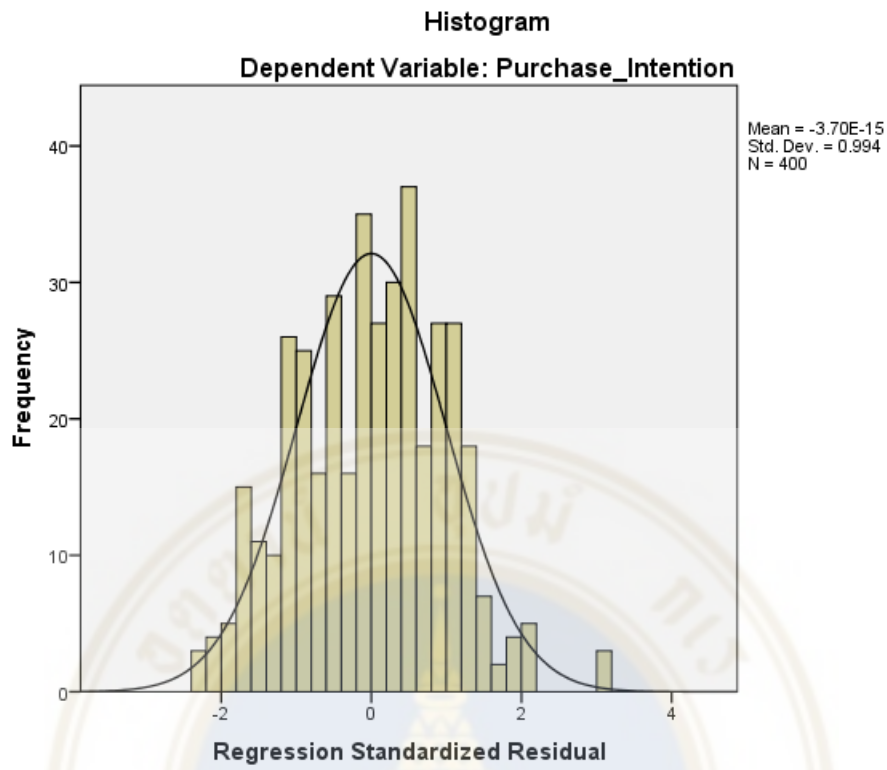
**Hypothesis H5.** Social interaction has a significant positive relationship with purchase intention.

**Hypothesis H6.** Security risk has a significant negative relationship with purchase intention.

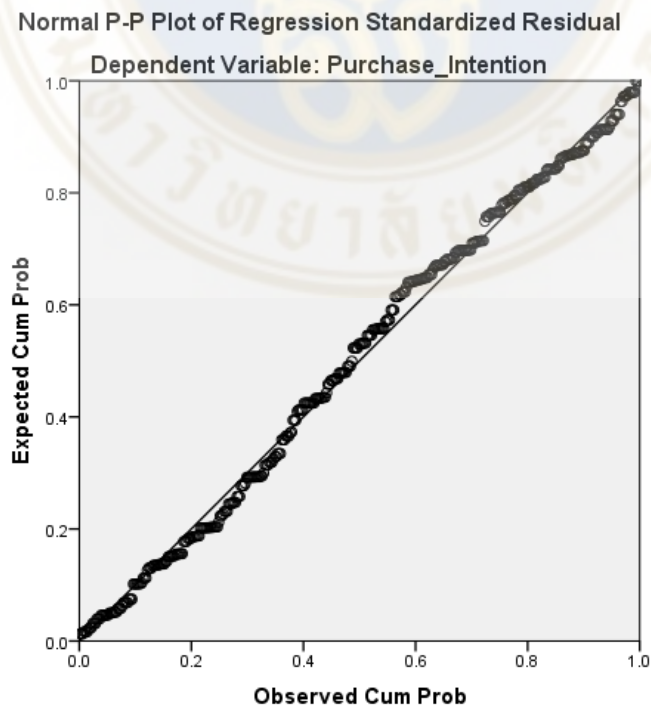
**4.4.1 Multiple regression assumption examination**

Before running the multiple regression analysis. The researcher tested whether data met the assumption of multiple regression analysis. First, the distribution of all variables was examined. Histogram and Normal P-P Plot was employed to check the normal distribution (See Figure 4.15 - 4.16).





**Figure 4.15: Histogram**



**Figure 4.16: Normal P-P Plot**

Second, multicollinearity among variable was examined by using the variance inflation factor (VIF). The VIF was the method of detecting the severity of multicollinearity by looking at the extent to which a given explanatory variable can be explained by all of the other explanatory variable on the equation (Studenmund, 1992). A high VIF indicated that multicollinearity had increased the estimated variance of the estimated coefficient, yielding a decreased t-score. The higher the VIF value, the more severe the effects of multicollinearity. Nevertheless, it was possible to have multicollinearity effects in an equation that has no large VIFs. Even so, there is a common rule of thumb that if  $VIF > 5$ , the multicollinearity is severe (Studenmund, 1992). Likewise, cutoff threshold of VIF values was suggested to be above 10 (Hair et al, 1995). The analysis of equation reveals that the VIF for every variable in no case exceeded 5. The VIF values are report in Table 4.11.

**Table 4.11 Multicollinearity test**

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Social interaction	.344	2.911
Quality with trusted Information	.267	3.749
Security risk	.769	1.301
Brand	.556	1.800
Price utility	.315	3.179
Emotional pleasure	.458	2.184

Table 4.11 shows that every VIF was less than 5, the critical value suggested by Studenund (1992) as an indication of problem with multicollinearity. The highest VIF was 3.749, while the lowest VIF was 1.301. In conclusion, this table shows no correlation among each variable or there was not multicollinearity problem.

Third, autocorrelation assumes that the error terms were independent with one another. Durbin-Watson test statistic (Albright et al., 1998) was one common

approach used to test the hypothesis that the residuals were not correlated with one another as show in Table 4.12.

**Table 4.12: Autocorrelation (Durbin-Watson)**

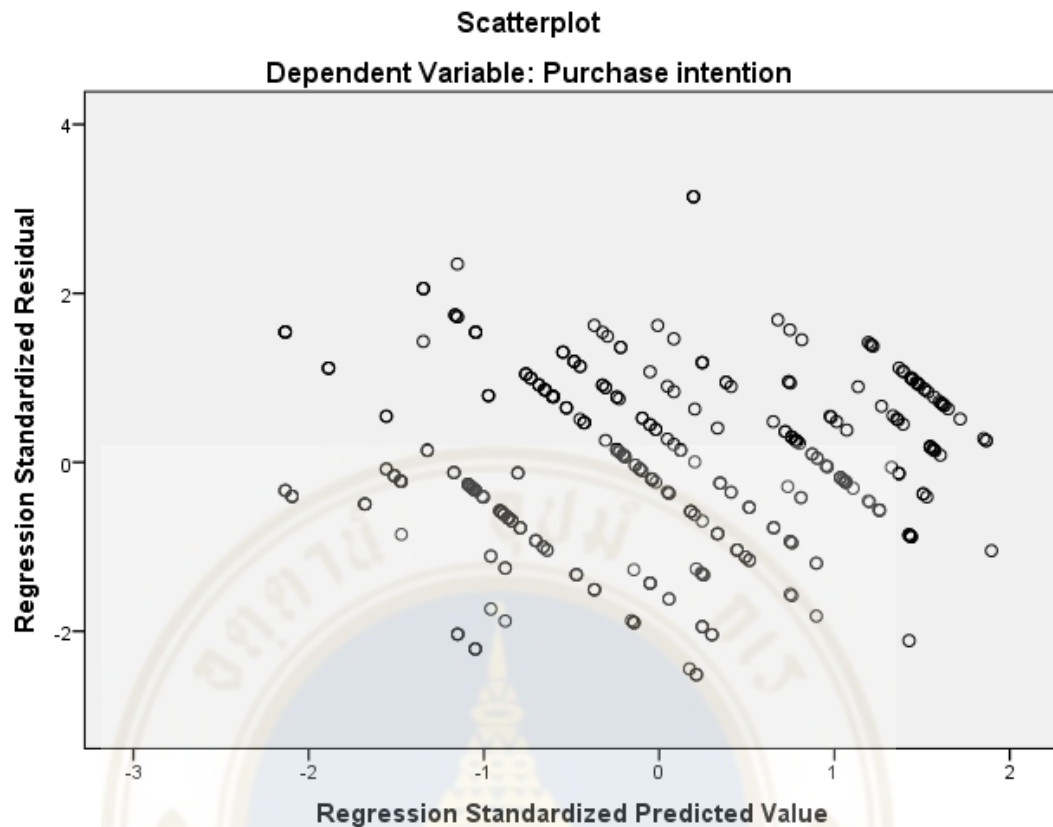
<b>Model Summary<sup>b</sup></b>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.867 <sup>a</sup>	.752	.748	.53291	2.059

a. Predictors: (Constant), Security risk, Brand, Aesthetic pleasure, Social interaction, Price utility, Quality with trusted information

b. Dependent Variable: Purchase intention

Table 4.12 shows that Durbin-Watson is equal to 2.059 which was within the recommended range between 1.5 and 2.5. Therefore, there was no violation of autocorrelation problem.

Finally, the homoscedascity was defined when the variance of error terms appears constant over a range of predictor variables. The data were considered to be heteroscedascity if the error terms have increasing or modulating variance. In this study, the variance of residual plots (Hair et al., 1995) was employed to analyze homoscedascity as show in Figure 4.17



**Figure 4.17: Scatterplot (checking homoscedasticity of the error term)**

The variance of this scatterplot found to be acceptable, since the residuals appear to fall randomly around a mean of zero as show in Figure 4.17. Therefore, it means no violation of homoscedascity.

#### **4.4.2 Multiple regression analysis**

Multiple regression analysis was employed to investigate the relationship of independent variable and dependent variable. Even though there are some statistical techniques that can also be employed to investigate relationships, multiple regression analysis is more suitable for descriptive research to predict relationship between independent variable and dependent variable (Sudman & Blair, 1998; Watson, et al., 1990). Multiple regression analysis helps to predict the variance in the dependent variable taking into account of the join linear influences of the several independent variable (Selaran, 1984). Thus, this study employs multiple regression to investigate relationship.

In this study, the enter method was used as the confirmatory state of the regression. The concept of the enter method is to choose an independent variable that has a significant relationship with the dependent variable (Vanichbancha, 2005). After the enter method was completed, the researcher used a stepwise method to examine each independent variable according to the dependent variable. The concept of the stepwise method is to find a variable that has a statistically significant relationship with the dependent variable. This method was performed both forward and backward. It use the forward method first by adding an independent variable into the equation. If there was no variable that passes the entry standard, that means there was no independent variable with as statistically significant relationship with the dependent variable. If there was variable that passes the standard, it will operate with backward method to determine whether this variable is a proper variable for the equation. If not, it will be eliminated by the remove method until there is no variable in and out in the equation (Vanichbancha, 2005). The results of the multiple regression was shown in Table 4.13, 4.14, and 4.15.

**Table 4.13 The model summary of multiple regression with enter method**

<b>Model Summary<sup>b</sup></b>				
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867 <sup>a</sup>	.752	.748	.53291

a. Predictors: (Constant), Security risk, Brand, Aesthetic pleasure, Social interaction, Price utility, Quality with trusted information

b. Dependent Variable: Purchase intention

Table 4.13 represents the model summary of multiple regression with enter method. It shows the R value was 0.867. The value of the coefficient of determination ( $R^2$ ) at 0.752 indicates that the model can explain about 75.20% of the variation in purchase intention. However, the rest 18.3% cannot be explained by variables. While the adjusted  $R^2$  was 0.748. The standard error of estimate was 0.53291 Therefore, the results indicated model fit.

**Table 4.14 The F-Test statistics of multiple regression with enter method**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	P-Value
1	Regression	338.855	6	56.476	198.863	.000 <sup>b</sup>
	Residual	111.610	393	.284		
	Total	450.464	399			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), Security risk, Brand, Aesthetic pleasure, Social interaction, Price utility, Quality with trusted information

Table 4.14 shows the F-Test statistic, F-Test statistic was employed to test whether there are any independent variables affect with dependent variable. The F value of 198.863 was significant at 0.005 levels. The test for overall model significance indicates whether at least independent variable in the model has significant relationship with dependent variable. Therefore, the model was overall significant. The enter method was employed in this study. All variables hypothesized were entered in the single step. The enter method enables to include all variable in the proposed model. By using this technique, the researcher will be able to examine the contribution of all investigated variables proposed in the study.

**Table 4.15 Findings the effect of independent variables to purchase intention**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	P-Value
	B	Std. Error	Beta		
(Constant)	1.141	.257		4.431	.000
Price utility	.026	.064	.018	0.399	.690
Quality with trusted information	.553	.060	.449	9.232	.000
Aesthetic pleasure	.382	.056	.254	6.842	.000
Brand	.214	.050	.144	4.282	.000
Social interaction	.171	.054	.137	3.190	.002
Security risk	-.359	.034	-.298	-10.419	.000

a. Dependent Variable: Purchase intention

The finding indicates the value of beta of standardized coefficients, it can be concluded that the five variables have significant influence to purchase intention. The quality with trusted information has the greatest influence with standardized coefficients beta of 0.449 with 0.000 significant. The second, aesthetic pleasure has standardized coefficients beta at 0.254 with 0.000 significant. The third, Brand has standardized coefficients beta at 0.144 with 0.000 significant. The fourth, social interaction has standardized coefficients beta at 0.137 with 0.002 significant. The fifth, security risk has standardized coefficients beta at -2.96 with 0.000 significant. The last, the price utility has standardized coefficients beta at 0.018 with 0.690 significant, implying statistically not significant.

#### 4.5 Summary of the results of the hypotheses testing

Table 4.16 summarizes the result of the hypotheses testing of the specified research questions addressed in this research. Only hypothesis 1 was found to insignificant effect of price utility on purchase intention. The findings demonstrated quality with trusted information was greatest significant effect on purchase intention.

**Table 4.16 Result of the hypotheses testing**

No.	Hypotheses	Results
H1	Price utility has a significant positive relationship with purchase intention.	Not support
H2	Quality with trusted information has a significant positive relationship with purchase intention.	Support
H3	Aesthetic pleasure has a significant positive relationship with purchase intention.	Support
H4	Brand has a significant positive relationship with purchase intention.	Support
H5	Social interaction has a significant positive relationship with purchase intention.	Support

**Table 4.16 Result of the hypotheses testing (Cont.)**

No.	Hypotheses	Results
H6	Security risk has a significant negative relationship with purchase intention.	Support

Hypothesis 1 reports that price utility has an insignificant relationship with purchase intention. Because the result of regression analysis indicates that it is not significant. Therefore, hypothesis 1 was not supported.

Hypothesis 2 demonstrates the quality with trusted information has a positively significant relationship with purchase intention. Therefore, hypothesis 2 was supported.

Hypothesis 3 proposes that the aesthetic pleasure has a positively significant relationship with purchase intention. Therefore, hypothesis 3 was supported.

Hypothesis 4 indicates that the brand has a positively significant relationship with purchase intention. Therefore, hypothesis 4 was supported.

Hypothesis 5 shows that the social interaction has a positively significant relationship with purchase intention. Therefore, hypothesis 5 was supported.

Hypothesis 6 notes that the security risk has a negatively significant relationship with purchase intention. Therefore, hypothesis 6 was supported.

The results of this chapter are presented, beginning with the demographic profile of the respondents, which includes age, gender, marital status, education level and personal monthly income. The results showed the majority of respondents in each profile, aged 31 – 40 years old, gender is female, marital status is single, education level is bachelor degree and personal monthly income is 20,000 – 40,000 Baht.

EFA was run to see the latent compound constructs and to check the reliability of each scale. Multiple regression analysis was used to hypothesis testing





## **CHAPTER V**

### **CONCLUSIONS**

The previous chapter presented all of the research results that could be analyzed from the data collected using statistical tools. The chapter five will discuss the findings related to those results and make conclusions and recommendations. The three section will be as follows:

**Section 1:** Conclusion and discussion

**Section 2:** Managerial Implications

**Section 3:** Limitations and future research suggestion

#### **5.1 Conclusion and discussion**

This section will conclude and discuss the research findings related to the previous literature and the result of data analysis.

##### **5.1.1 Conclusion and discussion of demographic results**

Most of the consumers in this research were women at (79.75%); the most of them were 31 - 40 years old (43.25%); most of them are single at (65.00%). The most of them had personal monthly income of 20,000 – 40,000 Baht (36.00%). The highest educational degree most of them had attained was bachelor's degree (59.50%), and most of them worked for employees of private corporations (64.25%).

Regarding the consumers' gender, in this study demonstrates that majority of consumers were female (79.75%). It was because of the nature of jewelry product, which ware or use by females. Most of Thai females wear the jewelry. In additional, researcher use the screening question "have you ever purchased jewelry items in last year?" in order to eliminate who never buy the jewelry items from this study.

With respect to age, even though most of the consumers were in the age range of 31 – 40 years old equal to 43.25%, an additional 33.25% were 21-30 years old.

Because this research was conducted with population of social network active users in Thailand, which statistical indicate that the majority of social network active users were age range of 21 – 30 years old at 32% of total users. Second, age range is 31 – 40 years old at 31% of total users (Digital Advertising Association of Thailand, 2014). It was reasonable that the most of consumers would be in those age ranges. Another reason, because those age range normally spend money on jewelry and accessory items for good self-image appearance.

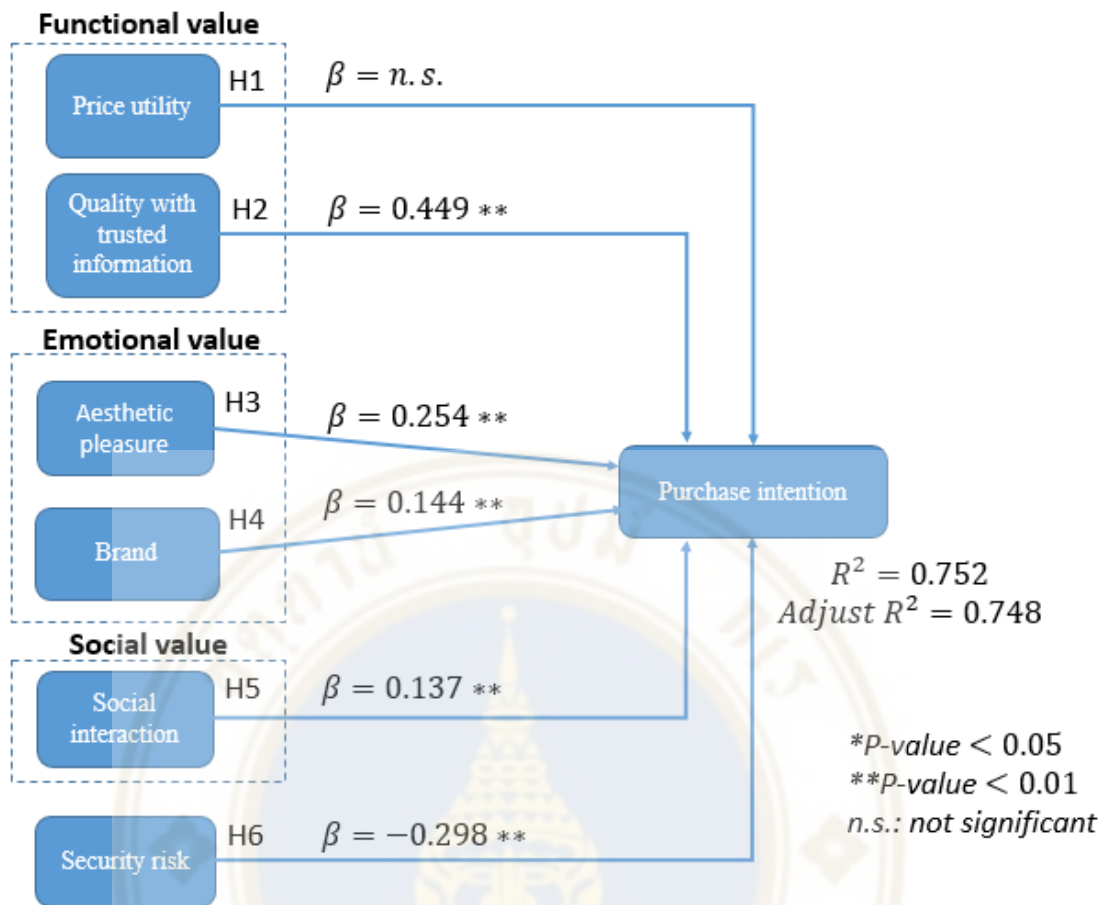
Regarding the consumers' occupations, the most of them were employees of private corporations at 64.25%, 16.75% of them were employees of the government agency, and 12.25% of them were business owner.

With respect to the highest educational level, most of the consumers at 59.50% had bachelor's degrees. In Thailand, a high school degree is compulsory, it was the reason that a bachelor's degree was the most of them in the research results.

Regarding the consumers' personal monthly income, most of the consumers has personal monthly income of 20,000 – 40,000 Baht at 36.0%. Additionally, 32.25% were 40,001 – 60,000 Baht.

### **5.1.2 Conclusion and discussion of the multiple regression analysis**

The multiple regression result showed the independent factors that had a statistical relationship with the dependent factors. Conclusion model of multiple regression of compound variable that had a statistical relationship to purchase intention were represented in the figure 5.1



**Figure 5.1: Conclusion model of multiple regression of compound variable with enter method.**

The summary result of multiple regression analysis was represents in the table 5.1 as the following:

**Table 5.1 Result of the hypotheses testing**

No.	Hypotheses	Results
H1	Price utility has a significant positive relationship with purchase intention.	Not support
H2	Quality with trusted information has a significant positive relationship with purchase intention.	Support
H3	Aesthetic pleasure has a significant positive relationship with purchase intention.	Support

**Table 5.1 Result of the hypotheses testing (Cont.)**

No.	Hypotheses	Results
H4	Brand has a significant positive relationship with purchase intention.	Support
H5	Social interaction has a significant positive relationship with purchase intention.	Support
H6	Security risk has a significant negative relationship with purchase intention.	Support

### **The factors that influence purchase intention**

Hypothesis 2 was about quality with trusted information. The result of this study indicated quality with trusted information was the strongest significant positive effect on purchase intention, which is answer of the research question 3: what is the most significant factor affecting a purchase intention? Consequently, quality with trusted information was the most important. Most for consumer still want to know the information about quality of product. Seller should focus on information which provide to consumer. Additionally, seller was necessary to make confident to consumers with trusted information about jewelry. This finding was support by previous study, quality was strong positive relationships between customer behaviors (G.S. Sureshchandra, et al., 2003).

Hypothesis 3 was about aesthetic pleasure. Aesthetic pleasure was the second significant positive effect on purchase intention. Many consumers consider the aesthetic pleasure for hedonic products. It was including not only aesthetics of a product, but also enjoyment. Aesthetics was a key component of product design. Enjoyment refer to interesting, fun searching for products. In fashion study, the aesthetic pleasure of fashion community pleas desire, not basic needs (Pei-Ling, 2005). Thus, seller should create customer experience with product design or crate marketing event on their social networking site, which stimulate customer's imagination and curiosity.

Hypothesis 4 was about brand. The result shows brand has the third significant positive impact on purchase intention. Binninger (2008) showed a positive relationship between store brands' satisfaction and store loyalty. Therefore, marketers should create the marketing strategy which encourage positive brand image in the Thai

social networking community and pay more attention to efficient ways of improving the brand meaning that provide to attract more Thai consumers.

Hypothesis 5 was about social interaction. The result indicates social interaction was the fourth important significant positive effect on purchase intention. Surprisingly, social dimension was lower significant impact than the research expectation. However, researcher suggests the future research that it should more investigate about word of mouth and network effect, which are the group of social dimension. Additionally, the social interaction in the social networking context is totally different from traditional retail because they will connect together with virtual interaction, it is not face-to-face interaction.

Hypothesis 6 was about security risk. The result was confirmed that security risk was significant negative effect on purchase intention. Therefore, security risk reduced the purchase intention of jewelry items for social networking. The previous literatures were supported the research finding (Kolsaker and Payne, 2002; Bhatnagar et al., 2000; Featherman and Pavlou, 2003; Liao et al., 2012). The security risk is major different from traditional retail. Because the different retail channels are different security risk and perceived risk.

#### **The factors that do not influence purchase intention**

Surprisingly, price utility has no significant effect on purchase intention even though Arnold and Reynolds (2003) mentioned that the consumer of focusing on bargain hunting as well as discount seeking behavior and supported reason by Wagner (2007) states that consumers' desire for inexpensive shopping opportunities.

Hypothesis 1 was about price utility. It was represent the perceived efficient use of money. It was because customers perceive the more efficient use of their money as a valuable transaction. The result of regression analysis indicates that price utility was not significant. Therefore, the hypothesis 1 was rejected. It could be because of the nature of product, the jewelry product has special characteristic. Most of consumer would not purchase only efficient value of money, but also other aspects were more important to purchase decision such as the jewelry design. Moreover, this study is covered both costume or fashion jewelry, which are not expensive, and fine jewelry, which are more high value.

## **5.2 Managerial implications**

### **5.2.1 Focus on product quality with trusted information**

This finding indicated product quality with trusted information was the strongest positive influence on purchase intention, which is one of answers in the research question. This factor consists of the product quality and information satisfaction which were related together as the result of exploratory factor analysis. Normally, the consumers would like to receive the product quality as the product information and also need the trusted information of jewelry. First of all, quality jewelry is expected by consumers. The quality jewelry should be fulfill the customer's needs and expectations. Consequently, the managerial implication of research finding emphasizes quality control of products, the inspection process should conduct in order to control of the quality of product. Additionally, sellers should pay more attention to their selection/evaluation of jewelry suppliers or manufactures, which have manufacturing capabilities in order to delivering the quality jewelry. However, Yu-Hui Chen Stuart Barnes (2007) stated that online shoppers cannot directly experience goods, and they make purchase decisions based on the information provided by online sellers as well as from their perceptions of web sites in online shopping. For social networking context was similar, consumers cannot touch the physical jewelry items before purchasing decision then trusted information is expected by jewelry consumers. The trusted information does not include only product information and product certification, but also it includes all information from social feedbacks such as social comments, ratings, and reviews from other social networking users. Therefore, it is important that sellers should focus to provide the information of jewelry items and managed the positive feedback from social networking users. Therefore, marketing strategy for jewelry sellers should create the promotions, such as discounting for repurchasing, for customers who post positive comment, review and recommend. This can be good reference for other online buyers before their purchasing decision.

### **5.2.2 Try to create aesthetic pleasure on social networking.**

This finding indicated aesthetic pleasure was the second positive influence on purchase intention. This factor consist of aesthetic and enjoyment. In the social

networking, aesthetic pleasure did not only reflect by the photos of beautiful jewelry, but also reflect by interested digital contents of jewelry display. Pei-Ling, Lee (2005) claimed that aesthetic pleasure is sensory stimulation generated by sense of beauty in the product. This research finding leads to marketing strategies for jewelry business in Thailand in regards to the digital content strategy. In the social networking, the jewelry sellers have to present beautiful pictures or attractive videos on a variety of social media to make an attraction from online buyer to follow it. In additional, strategic storytelling should conduct to support, which are telling persuasive journey of jewelry design concept or creating the online display to arouse buyers' emotional and experience. Frank Rose (2015) stated that the internet brought changes to storytelling, how digital technology in general is changing not just the way we tell stories, but the way we experience them. Social networking advertisement techniques should be used for aesthetic pleasure. In this regard, the online social networking marketers should consider executing the advertising campaign such as celebrity design and endorsement to generate publicity and popularity, celebrities symbolize idealized role models that consumers pursue (Hung et al., 2011). This campaign will attract more interesting to the consumers, which leading to increasing revenue.

### **5.2.3 Building the brand awareness**

This finding indicated brand was the third positive influence on purchase intention. Therefore, the managerial implication of the significant effect of brand on purchase intention emphasizes brand awareness strategy. Jeff Epstein (2015) claimed that building a strong brand awareness helps directly impact the company bottom line. A great brand awareness strategy requires a multi-faceted approach to improving brand engagement with past, current, and future customers. It was incredibly important that brands establish a loyalty of active customers. Brand awareness marketing tactics have actually converted consumer who are social networking followers into active customers. In additional, social networking advertisement techniques should conduct to encourage brand awareness strategy, which can found through direct targeting group on the right social media networks at the right time. To effectively marketing strategy, sellers or marketers need to periodically measure the consumers' buying habit in order to rearrange the marketing strategy. Moreover, jewelry sellers should focus on promoting



their own brands to increase customers' awareness and loyalty, leading to long-term sustainability of the business. Consequently, to create the positive brand awareness on social networking, a greater demand for the jewelry items and high prestige of the brand.

#### **5.2.4 Focus on social interaction**

This finding indicated social interaction was the fourth positive influence on purchase intention. Thus, the managerial implication of the research finding suggests jewelry sellers should give attention to social interaction on social networking sites, which is gaining more importance in Thai businesses in the last few years due to increasingly higher popularity of social networking (such as Facebook, Instagram and Line) for the purpose of communication, entertainment and commerce. Social interaction on social networking provides people to share interesting together, to share social activities, to send product recommendations and discounts to friends. For jewelry sellers, they should leverage consumers' connections for business purposes, advertise and promote their brands/products (e.g. the 'Marketplace' and 'Fan page' in Facebook), and manage social interaction with consumers for a enhancing the relationship. In additional, shared activities provide mutual companionship, which can support the relationship between consumer and seller. Seller or marketer can create events and invite their fans such as creating a Facebook event so followers can add it to their calendars. This feature is often overlooked by businesses. Therefore, the strategy for jewelry sellers should create the marketing events, such as holiday sale, seasonal sale, or any special events. This marketing events are more motivated online buyers to purchasing decision.

#### **5.2.5 Security risk was barrier to purchase intention**

This finding indicated security risk was negative influence on purchase intention. Online seller should be considerate of the effects of security risk on purchase intention. Consequently, it is necessary to be aware to negative effects. The most of popular social networking sites were implemented security measures to protect the security risk. However, it is responsibility of seller to make a consumers' confidence during purchase decision from social networking. For the example, seller should use the secured electronic payment system, defined refund polity and product guarantee. Seller

should reduce consumers' risk perception in order to a greater purchase intention to jewelry items from social networking.

### **5.3 Limitations and future research suggestion**

Even though the research tried to eliminate them as much as possible, there were some limitations to the research. Nonetheless, the researcher would like to share these guidelines for future research.

First, the research was conducted in jewelry context, the results of this study may not be applicable to another products. A similar study may be conducted with different specific product or even general product research might practically yield alternation in research finding.

Second, the research was conducted in Thailand, it could be verified in other countries. Therefore, further research may replicate this empirical research in other countries. It would be interesting for future researchers to analytically compare and contract results in order to gain better understanding. Because different counties were different norms and cultures.

Third, this research was conducted with all of active users of various social networking platform. Consequently, it may represent the big picture of the whole popular social networking in Thailand. It may not represent in specified social networking platform. Some platforms may have special characteristic. However, the researcher did not ignore the majority active users like Facebook, Instagram, and Line.

Fourth, it was a good to develop the hypotheses and questionnaire from literature review. Nevertheless, some of the hypotheses were revised for better understanding due to the result of exploratory factor analysis indicated the compound constructs. The items of each independent variables were adopted from western studies, which may limit the different culture. It was interesting for future research in studying these following factors: Trustfulness, Word of mouth, Online Shopping Experience.

Fifth, this research has a limitation in term of age ranges as the majority of respondents were 31-40 years old. Therefore, future research should be pay attention to the age distribution and compare between together.

Finally, all above were limitations and future suggestions of present study. The researcher hopes that these suggestions would help other researchers to make a strong research topic with good results in the future





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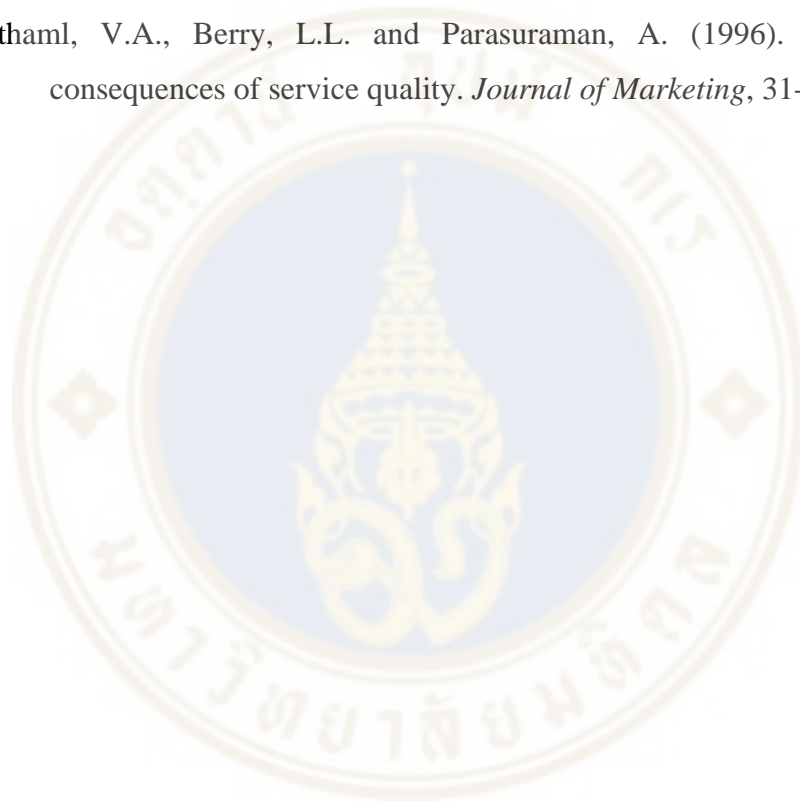
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## Appendix A - List of questionnaire and research modification

**Table A: List of question items represent independent variables**

No.	Items	Adopted from
1	The jewelry items sold from social networks are generally reasonably priced.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
2	The jewelry items sold from social networks offer value for money.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
3	The jewelry items sold from social networks are good items for the price.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
4	The jewelry items sold from social networks are considered economical in terms of price.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
5	The jewelry items sold from social networks possess a degree of quality which is satisfactory.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
6	The jewelry items sold from social networks has good workmanship.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
7	The jewelry items sold from social networks has consistent quality.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
8	The jewelry items sold from social networks is well made.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
9	The information of jewelry from social networks satisfies my expectations.	Park and Kim (2003)
10	The information of jewelry from social networks easy to understand.	Park and Kim (2003)
11	I am satisfied with the information of jewelry from social networks more than retail store.	Park and Kim (2003)
12	I am satisfied with overall information of jewelry from social networks.	Park and Kim (2003)
13	The jewelry items sold from social networks are lovely.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
14	The jewelry items sold from social networks reflect beauty.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
15	The jewelry items sold from social networks are aesthetically appealing.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
16	The jewelry items sold from social networks have attractive aesthetic feature.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)

17	Purchasing the jewelry items from social networks gives fun to me.	Terry L. Childersa, Christopher L et al., (2001)
18	Purchasing the jewelry items from social networks is interesting to me.	Terry L. Childersa, Christopher L et al., (2001)
19	The jewelry items sold from social networks stimulates my curiosity.	Terry L. Childersa, Christopher L et al., (2001)
20	The jewelry items sold from social networks arouses my imagination.	Terry L. Childersa, Christopher L et al., (2001)
21	The well-known jewelry brands are best for me.	Bopeng Zhang a, Jung-HwanKim (2012)
22	The most advertised jewelry brands are usually very good choices.	Bopeng Zhang a, Jung-HwanKim (2012)
23	I am willing to pay higher prices for famous jewelry brands.	Bopeng Zhang a, Jung-HwanKim (2012)
24	I prefer to buy foreign brands than local brands.	Bopeng Zhang a, Jung-HwanKim (2012)
25	Purchasing the jewelry items from social networks enhances my self-image to others.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
26	Purchasing the jewelry items from social networks improves my self-expression to others.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
27	Purchasing the jewelry items from social networks makes a good impression on other people.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
28	Purchasing the jewelry items from social networks create a favorable perception of me among other people.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
29	Purchasing the jewelry items from social networks better enables me to form interpersonal bonds with others.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
30	Purchasing the jewelry items from social networks helps me maintain my social relationships with others.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
31	Purchasing the jewelry items from social networks helps me make new friends.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
32	Purchasing the jewelry items from social networks enhances my social relationships with others.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
33	I fear that while I am purchasing jewelry items from social networks.	Black et al. (2001); Kuisma et al. (2007)
34	I fear that while I am purchasing jewelry items from social networks, I might be the bill wrongly	Laukkanen, Lauronen (2005); Kuisma et al. (2007)
35	I fear that the passwords or PIN codes may be lost and end up in the wrong hands	Kuisma et al. (2007)

36	Security breach is a major problem for conducting purchasing jewelry items from social networks transactions	Mohamed, Khalifa Kathy, Ning Shen, (2008)
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**Table B: List of question items represent dependent variables**

No.	Items	Adopted from
37	Given the chance, I predict I will continue purchasing jewelry items from social networks in the next year.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
38	It is likely that I will continue purchasing jewelry items from social networks in the next year.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
39	I will continue purchasing jewelry items from social networks in the next year.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)

No.	Items	Adopted from
37	Given the chance, I predict I will continue purchasing jewelry items from social networks in the next year.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
38	It is likely that I will continue purchasing jewelry items from social networks in the next year.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)
39	I will continue purchasing jewelry items from social networks in the next year.	Hee-Woong Kim, Sumeet Gupta, Joon Koh (2011)

## Appendix B - Questionnaire English



### **This questionnaire is using for the research of thesis (Master degree)**

The questionnaire contains a variety of questions regarding your opinion of purchasing decision of jewelry items from social networks. There are no right or wrong answer to any question. Please completely answer the following questions relevant to you. The information sought in this questionnaire will be treated as extremely confidential and will be used only for purpose of academic research.

Your answer will be enable a successful research project and it will also greatly contribute to the understanding of people's purchasing decision of jewelry items from social networks.

#### Definition

“Jewelry” refers to the consists of small decorative items worn for personal adornment, such as brooches, rings, necklaces, earrings, and bracelets. (Wikipedia, 2006)

“Social networking” refers to a platform to build social networks or social relations among people who share similar interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user (often a profile), his or her social links, and a variety of additional services. It allows individuals to create a public profile, create a list of users with whom to share connections, and view and cross the connections within the system. Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network. (Wikipedia, 2015)

This questionnaire consists of 5 parts:

Part 1: Screening Question.

Part 2: Behavior of purchasing jewelry items from social networks.

Part 3: Factors influencing of purchasing jewelry items from social networks.

Part 4: Intention to purchasing jewelry items from social networks.

Part 5: Personal Information.

### **Part 1: Screening Question**

1. Have you ever purchased jewelry items in the last year?

Yes  No

### **Part 2: Behavior of purchasing jewelry items from social networks**

1. Have you ever consider purchasing a piece of jewelry from social networking?

Yes, I have already purchased a piece of jewelry items from social networking.

No, I haven't purchased a piece of jewelry items from social networking but I would consider it.

Why (Please specify).....

No, I would never purchase a piece of jewelry items from social networking.

Why (Please specify).....

2. What is the purpose of purchase the jewelry items?

Gift  Personal use  
 Investment  Fashion Accessory  
 Marriage/Engagement  Others. Please specify.....

3. How frequently do you purchase jewelry from social networks?

Once a week.  Once a month.  
 Once every three months.  Once every six months.  
 Once a year  Others. Plases specify.....

4. What time you are visit social networks to purchase jewelry items?

08:01 – 12:00

- 12:01 – 16:00
- 16:01 – 20:00
- 20:01 – 24:00
- 00:01 – 04:00
- 04:01 – 08:00

5. How much do you generally spend on each purchase of jewelry from social networks?

- Less than 1,001 Baht
- 1,001 – 5,000 Baht
- 5,001 – 10,000 Baht
- 10,001 – 20,000 Baht
- 20,001 – 30,000 Baht
- 30,001 – 40,000 Baht
- 40,001 – 50,000 Baht
- More than 50,000 Baht

6. Last year, which jewelry items were you bought?

- |                                     |   |
|-------------------------------------|---|
| <input type="checkbox"/> Ring       | <input type="checkbox"/> Earring                      |
| <input type="checkbox"/> Necklace   | <input type="checkbox"/> Pendant                      |
| <input type="checkbox"/> Brooch/pin | <input type="checkbox"/> Watch                        |
| <input type="checkbox"/> Bracelet   | <input type="checkbox"/> Others. Pleases specify..... |

7. Last year, which social networks were you bought?

- |                                    |   |
|------------------------------------|---|
| <input type="checkbox"/> Facebook  | <input type="checkbox"/> Instagram                    |
| <input type="checkbox"/> Line      | <input type="checkbox"/> Google plus                  |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> Others. Pleases specify..... |

### **Part 3: Factors influencing of purchase intention of jewelry items from social networking**

No.	Questions	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	The jewelry items sold from social networks are generally reasonably priced	5	4	3	2	1
2	The jewelry items sold from social networks offer value for money.	5	4	3	2	1
3	The jewelry items sold from social networks are good items for the price.	5	4	3	2	1
4	The jewelry items sold from social networks are considered economical in terms of price.	5	4	3	2	1
5	The jewelry items sold from social networks possess a degree of quality which is satisfactory.	5	4	3	2	1
6	The jewelry items sold from social networks has good workmanship.	5	4	3	2	1
7	The jewelry items sold from social networks has consistent quality.	5	4	3	2	1
8	The jewelry items sold from social networks is well made.	5	4	3	2	1
9	The information of jewelry from social networks satisfies my expectations.	5	4	3	2	1
10	The information of jewelry from social networks easy to understand	5	4	3	2	1
11	I am satisfied with the information of jewelry from social networks more than retail store.	5	4	3	2	1
12	I am satisfied with overall information of jewelry from social networks.	5	4	3	2	1
13	The jewelry items sold from social networks are lovely.	5	4	3	2	1
14	The jewelry items sold from social networks reflect beauty.	5	4	3	2	1
15	The jewelry items sold from social networks are aesthetically appealing.	5	4	3	2	1
16	The jewelry items sold from social networks have attractive aesthetic feature.	5	4	3	2	1
17	Purchasing the jewelry items from social networks gives fun to me.	5	4	3	2	1
18	Purchasing the jewelry items from social networks is interesting to me.	5	4	3	2	1
19	The jewelry items sold from social networks stimulates my curiosity.	5	4	3	2	1
20	The jewelry items sold from social networksarouses my imagination.	5	4	3	2	1
21	The well-known jewelry brands are best for me.	5	4	3	2	1
22	The most advertised jewelry brands are usually very good choices.	5	4	3	2	1
23	I am willing to pay higher prices for famous jewelry brands.	5	4	3	2	1
24	I prefer to buy foreign brands than local brands.	5	4	3	2	1
25	Purchasing the jewelry items from social networks enhances my self image to others.	5	4	3	2	1
26	Purchasing the jewelry items from social networks improves my self-expression to others.	5	4	3	2	1
27	Purchasing the jewelry items from social networks makes a good impression on other people.	5	4	3	2	1
28	Purchasing the jewelry items from social networks create a favorable perception of me among other people.	5	4	3	2	1



No.	Questions	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
29	Purchasing the jewelry items from social networks better enables me to form interpersonal bonds with others.	5	4	3	2	1
30	Purchasing the jewelry items from social networks helps me maintain my social relationships with others.	5	4	3	2	1
31	Purchasing the jewelry items from social networks helps me make new friends.	5	4	3	2	1
32	Purchasing the jewelry items from social networks enhances my social relationships with others.	5	4	3	2	1
33	I fear that while I am purchasing jewelry items from social networks.	5	4	3	2	1
34	I fear that while I am purchasing jewelry items from social networks, I might be the bill wrongly	5	4	3	2	1
35	I fear that the passwords or PIN codes may be lost and end up in the wrong hands	5	4	3	2	1
36	Security breach is a major problem for conducting purchasing jewelry items from social networks transactions	5	4	3	2	1

#### **Part 4: Intention to purchasing jewelry items from social networking**

No.	Questions	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
37	Given the chance, I will continue purchasing jewelry items from social networks in the next year.	5	4	3	2	1
38	It is likely that I will continue purchasing jewelry items from social networks in the next year.	5	4	3	2	1
39	I will continue purchasing jewelry items from social networks in the next year.	5	4	3	2	1

**Part 5: Personal Information**

## Gender

- Male                       Female                       Others

## Age

- Less than 21 years old                       21-30 years old  
 31-40 years old                       41-50 years old  
 51-60 years old                       More than 60 years old

## Marriage status

- Single                       Married                       Divorce

## Highest educational level

- Less than Bachelor degree                       Bachelor degree  
 Master degree                       More than Master degree

## What is your occupation?

- Employee of the government agency                       Employee of the private corporation  
 Business owner                       Full-time student  
 Freelance                       Other (Please specify).....

## Personal monthly income

- Less than 20,001 Baht                       20,001 – 40,000 Baht  
 40,001 – 60,000 Baht                       60,001 – 80,000 Baht  
 80,001 – 100,000 Baht                       100,001 – 150,000 Baht  
 150,001 – 200,000 Baht                       More than 200,000 Baht

## Appendix C - Questionnaire Thai



### แบบสอบถามนี้จัดทำขึ้นเพื่อใช้ในการศึกษาวิจัยระดับปริญญาโท

แบบสอบถามนี้เป็นส่วนหนึ่งของโครงการวิจัย เพื่อศึกษาปัจจัยที่ส่งผลต่อการตัดสินใจเลือกซื้อจิวเวลรีผ่านเครือข่ายสังคมออนไลน์ กรุณตอบคำถามทุกข้อโดยพิจารณาคำตอบที่ตรงกับท่านมากที่สุด โดยไม่มีคำตอบข้อใดถูกหรือผิด ทั้งนี้ ข้อมูลที่ได้รับจากท่านจะถูกเก็บรักษาเป็นความลับ และวัตถุประสงค์เพื่อการศึกษาเท่านั้น

ขอความอนุเคราะห์ของท่านตอบแบบสอบถามฉบับนี้ตามจริง จะช่วยสนับสนุนให้การวิจัยครั้งนี้สำเร็จลุล่วงไปได้ด้วยดี และยังช่วยเข้าใจถึงปัจจัยที่ส่งผลต่อการตัดสินใจเลือกซื้อจิวเวลรีผ่านเครือข่ายสังคมออนไลน์มากขึ้นด้วย

คำนิยาม “จิวเวลรี” หมายถึง เครื่องประดับที่ประกอบไปด้วยของตกแต่งขนาดเล็ก สามารถสวมใส่และตกแต่งร่างกายได้ เช่น แหวน ต่างหู สร้อยคอ กำไล/สร้อยข้อมือ จี้ เข็มกลัด และนาฬิกา หรือเครื่องประดับร่างกายอื่นๆ

“เครือข่ายสังคมออนไลน์” (Social networking) หมายถึง เครือข่ายทางสังคมสำหรับติดต่อแลกเปลี่ยนข้อมูลข่าวสาร ที่ทำให้ผู้ใช้สามารถติดต่อสื่อสารและร่วมทำกิจกรรมที่สนใจร่วมกับผู้อื่นได้ โดยผ่านเว็บไซต์หรือแอปพลิเคชันเสริม เช่น Facebook, Instagram, Line, Google plus, Pinterest หรืออื่นๆ

คำชี้แจง โปรดใส่เครื่องหมาย X ที่ตรงตามเป็นจริงที่เกี่ยวกับตัวท่านมากที่สุด

แบบสอบถามชุดนี้ประกอบไปด้วย 5 ส่วน คือ

ส่วนที่ 1 แบบสอบถามเบื้องต้น

ส่วนที่ 2 พฤติกรรมการซื้อจิวเวลรีผ่านเครือข่ายสังคมออนไลน์

ส่วนที่ 3 ปัจจัยที่ส่งผลต่อการตัดสินใจเลือกซื้อผลิตภัณฑ์จิวเวลรีผ่านระบบเครือข่ายสังคมออนไลน์

ส่วนที่ 4 การตัดสินใจเลือกซื้อผลิตภัณฑ์จิวเวลรีผ่านระบบเครือข่ายสังคมออนไลน์

ส่วนที่ 5 ข้อมูลส่วนตัวผู้ตอบแบบสอบถาม

#### ส่วนที่ 1 แบบสอบถามเบื้องต้น

1. ในปีที่ผ่านมา คุณเคยเลือกซื้อผลิตภัณฑ์จิวเวลรีหรือไม่

[ ] เคย

[ ] ไม่เคย

**ส่วนที่ 2 พฤติกรรมการซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์**

1. คุณเคยพิจารณาและตัดสินใจเลือกซื้อผลิตภัณฑ์จิวเวลรี่ผ่านระบบเครือข่ายสังคมออนไลน์หรือไม่
  - ฉันเคยซื้อผลิตภัณฑ์จิวเวลรี่ผ่านระบบเครือข่ายสังคมออนไลน์แล้ว
  - ฉันไม่เคยซื้อผลิตภัณฑ์จิวเวลรี่ผ่านระบบเครือข่ายสังคมออนไลน์ แต่กำลังพิจารณาอยู่  
เหตุผล (โปรดระบุ) .....
  - ฉันไม่สนใจเลือกซื้อผลิตภัณฑ์จิวเวลรี่ผ่านระบบเครือข่ายสังคมออนไลน์  
เหตุผล (โปรดระบุ) .....
  
2. วัตถุประสงค์ในการเลือกผลิตภัณฑ์จิวเวลรี่คืออะไร (เลือกได้มากกว่า 1 ข้อ)
  - เพื่อเป็นของขวัญ
  - เพื่อการลงทุน
  - เพื่อใช้ในงานหมั้น/ งานแต่งงาน
  - เพื่อใช้ส่วนตัว
  - เพื่อเป็นเครื่องประดับแฟชั่นตามกระแสนิยม
  - อื่นๆ โปรดระบุ.....
  
3. คุณซื้อผลิตภัณฑ์จิวเวลรี่ผ่านระบบสังคมออนไลน์บ่อยครั้งแค่ไหน (เลือกตอบเพียง 1 ข้อ)
  - หนึ่งครั้งต่อสัปดาห์
  - หนึ่งครั้งต่อ 3 เดือน
  - หนึ่งครั้งต่อ 1 ปี
  - หนึ่งครั้งต่อเดือน
  - หนึ่งครั้งต่อ 6 เดือน
  - อื่นๆ โปรดระบุ.....
  
4. คุณเข้าระบบสังคมออนไลน์เพื่อเลือกซื้อผลิตภัณฑ์จิวเวลรี่ในเวลาใด (เลือกได้มากกว่า 1 ข้อ)
  - 08:01 – 12:00
  - 12:01 – 16:00
  - 16:01 – 20:00
  - 20:01 – 24:00
  - 00:01 – 04:00
  - 04:01 – 08:00
  
5. คุณใช้เงินในการซื้อผลิตภัณฑ์จิวเวลรี่ผ่านระบบสังคมออนไลน์เท่าไรต่อครั้ง (เลือกตอบเพียง 1 ข้อ)
  - น้อยกว่า 1,001 บาท
  - 1,001 – 5,000 บาท
  - 5,001 – 10,000 บาท
  - 10,001 – 20,000 บาท

20,001 – 30,000 บาท

30,001 – 40,000 บาท

40,001 – 50,000 บาท

มากกว่า 50,000 บาท

6. ใน 1 ปีที่ผ่านมา คุณเคยเลือกซื้อผลิตภัณฑ์จิวเวลรี่ชนิดใดบ้าง (เลือกได้มากกว่า 1 ข้อ)

แหวน

ต่างหู

สร้อยคอ

กำไล / สร้อยข้อมือ

จี้

เข็มกลัด

นาฬิกา

อื่นๆ โปรดระบุ.....

7. ใน 1 ปีที่ผ่านมา คุณเคยเลือกซื้อผลิตภัณฑ์จิวเวลรี่ ผ่านเครือข่ายสังคมออนไลน์ใดบ้าง (เลือกได้มากกว่า 1 ข้อ)

Facebook

Instagram

Line

Google plus

Pinterest

อื่นๆ โปรดระบุ.....

**ส่วนที่ 3 ปัจจัยที่ส่งผลต่อการตัดสินใจเลือกซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์**

ข้อ	คำถาม	ระดับความคิดเห็น				
		เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
1	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์มีราคาสมเหตุสมผล	5	4	3	2	1
2	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์มีความคุ้มค่าเงินที่จ่าย	5	4	3	2	1
3	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์เป็นสินค้าที่ดี สมราคา	5	4	3	2	1
4	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์เป็นสินค้าที่ราคาเหมาะสม	5	4	3	2	1
5	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์มีคุณภาพในระดับที่น่าพอใจ	5	4	3	2	1
6	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์เป็นสินค้าที่มีฝีมือประณีต	5	4	3	2	1
7	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์เป็นสินค้าที่คงทน ใช้งานได้นาน	5	4	3	2	1
8	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์เป็นสินค้าที่ผลิตมาเป็นอย่างดี	5	4	3	2	1
9	การให้ข้อมูลจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์เป็นไปตามที่สินค้าคาดหวัง	5	4	3	2	1
10	การให้ข้อมูลจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์ง่ายต่อความเข้าใจ	5	4	3	2	1
11	ฉันพอใจการให้ข้อมูลจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์มากกว่าจากผู้ขายในร้านค้าปลีกทั่วไป	5	4	3	2	1
12	ฉันพอใจการให้ข้อมูลจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์ในภาพรวม	5	4	3	2	1
13	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์มีความน่ารัก	5	4	3	2	1
14	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์มีความสวยงาม	5	4	3	2	1
15	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์น่ามอง	5	4	3	2	1
16	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์น่าดึงดูด	5	4	3	2	1
17	การซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์ทำให้ฉันสนุก	5	4	3	2	1
18	การซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์น่าสนใจสำหรับฉัน	5	4	3	2	1
19	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์กระตุ้นความสนใจของฉัน	5	4	3	2	1
20	จิวเวลรี่ที่ขายในเครือข่ายสังคมออนไลน์กระตุ้นจินตนาการของฉัน	5	4	3	2	1
21	ตราสินค้าที่มีชื่อเสียงเป็นที่รู้จักเป็นสิ่งที่ดีสำหรับฉัน	5	4	3	2	1
22	ฉันเลือกซื้อจิวเวลรี่จากตราสินค้าที่ประชาสัมพันธ์โฆษณาบ่อย	5	4	3	2	1
23	ฉันยินดีที่จะจ่ายเงินในจำนวนที่มากกว่าให้กับจิวเวลรี่ที่มีตราสินค้าที่มีชื่อเสียง	5	4	3	2	1
24	ฉันชอบซื้อจิวเวลรี่ที่มีตราสินค้าต่างประเทศมากกว่าตราสินค้าท้องถิ่น	5	4	3	2	1
25	การซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์ช่วยเพิ่มภาพลักษณ์ทางสังคมของฉันต่อผู้อื่น	5	4	3	2	1
26	การซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์ช่วยเพิ่มการแสดงผลทางสังคมของฉันต่อผู้อื่น	5	4	3	2	1
27	การซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์ทำให้ผู้อื่นประทับใจในตัวฉันมากขึ้น	5	4	3	2	1
28	การซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์ช่วยสร้างการรับรู้ที่ดีในตัวฉันให้กับผู้อื่น	5	4	3	2	1

ข้อ	คำถาม	ระดับความคิดเห็น				
		เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
29	การซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์ทำให้ฉันสร้างความสัมพันธ์ที่ดีกับผู้อื่นได้	5	4	3	2	1
30	การซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์ช่วยให้ฉันรักษาความสัมพันธ์ทางสังคมกับผู้อื่นได้	5	4	3	2	1
31	การซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์ช่วยให้ฉันมีเพื่อนใหม่ได้	5	4	3	2	1
32	การซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์ทำให้ฉันมีความสัมพันธ์ทางสังคมเพิ่มขึ้น	5	4	3	2	1
33	ฉันรู้สึกกลัวในระหว่างการซื้อขายผลิตภัณฑ์จิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์	5	4	3	2	1
34	ฉันกลัวความผิดพลาดในการชำระเงินในการซื้อขายผลิตภัณฑ์จิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์	5	4	3	2	1
35	ฉันกลัววาทะที่ผ่านของเงินจะตกไปอยู่ในมือของผู้อื่นระหว่างการซื้อขายผลิตภัณฑ์จิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์	5	4	3	2	1
36	การละเมิดความปลอดภัยคือปัญหาหลักของการซื้อขายผลิตภัณฑ์จิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์	5	4	3	2	1

#### ส่วนที่ 4 การตัดสินใจเลือกซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์

ข้อ	คำถาม	ระดับความคิดเห็น				
		เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
37	ถ้ามีโอกาส ฉันคาดว่าจะซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์ในปีหน้า	5	4	3	2	1
38	มีความเป็นไปได้ที่ฉันจะซื้อจิวเวลรี่ผ่านเครือข่ายทางสังคมในปีหน้า	5	4	3	2	1
39	ฉันยังเลือกซื้อจิวเวลรี่ผ่านเครือข่ายสังคมออนไลน์ต่อไปในปีหน้า	5	4	3	2	1

**ส่วนที่ 5 ข้อมูลส่วนตัวผู้ตอบแบบสอบถาม**

กรุณาระบุเพศของท่าน

- เพศชาย                       เพศหญิง                       เพศที่สาม

กรุณาระบุอายุของท่าน

- น้อยกว่าหรือเท่ากับ 20 ปี                       21-30 ปี  
 31-40 ปี     41-50 ปี  
 51-60 ปี     มากกว่าหรือเท่ากับ 60 ปี

กรุณาระบุสถานภาพสมรสของท่าน

- โสด                       แต่งงาน                       หย่าร้าง

กรุณาระบุการศึกษาสูงสุดของท่าน

- ต่ำกว่าปริญญาตรี                       ปริญญาตรี  
 ปริญญาโท                                       สูงกว่าปริญญาโท

กรุณาระบุอาชีพของท่าน

- ข้าราชการ                       พนักงานบริษัท  
 เจ้าของธุรกิจส่วนตัว                       นักเรียน หรือ นักศึกษา  
 อาชีพอิสระ                       อื่นๆ (โปรดระบุ).....

กรุณาระบุรายได้ต่อเดือนของท่าน

- น้อยกว่า 20,001 บาท                       20,001 – 40,000 บาท  
 40,001 – 60,000 บาท                       60,001 – 80,000 บาท  
 80,001 – 100,000 บาท                       100,001 – 150,000 บาท  
 150,001 – 200,000 บาท                       มากกว่า 200,000 บาท



## Appendix D - Certificate of Ethical Approval



IPSR-Institutional Review Board (IPSR-IRB)

*Established 1985*

COA. No. 2015/1-1-68

### Certificate of Ethical Approval

Title of Project: *Factors Influencing Purchase Decision of Jewelry Items from Social Networking*

Duration of Project : *8 months (April 10, - November 30, 2015)*

Principal Investigator (PI): *Mr. Paramin Chuangmanee*

PI's Institutional Affiliation: *College of Management, Mahidol University*

Approval includes:

- 1) Submission form*
- 2) Research proposal*
- 3) Questionnaire*
- 4) Participant information sheet*

IPSR-Institutional Review Board (IPSR-IRB) met on 27<sup>th</sup> August 2015 to review the above project. After reviewing the research proposal and other documents, the IPSR-IRB did not see any issues that may violate research ethics.

Signature

(Professor Pramote Prasartkul)

Chairman, IPSR-IRB

Date: ... August 27, 2015 ....

IORG Number: IORG0002101; FWA Number: FWA00002882; IRB Number: IRB0001007

Office of the IPSR- IRB, Institute for Population and Social Research, Mahidol University, Phuttamonthon 4 Rd., Salaya, Phuttamonthon district, Nakhon Pathom 73170. Tel (662) 441 0201-4 ext. 217, 518