

**FACTORS AFFECTING PURCHASE INTENTION OF CLOTHING
ON SOCIAL MEDIA STORES IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2016**

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Thematic paper
entitled
**FACTORS AFFECTING PURCHASE INTENTION OF CLOTHING ON
SOCIAL MEDIA STORES IN THAILAND**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
August 21, 2016



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ACKNOWLEDGEMENTS

I would not have been able to accomplish this thematic paper without decent advice, support, understanding, and cooperation from following:

Firstly, I would like to pay my sincere gratitude to Dr. Roy Kouwenberg for great advice and guidance throughout my research. Additionally, I would also like to express my appreciation to your kind understanding towards my difficulty between my company business trips and the classes. My appreciation also extends to all CMMU faculties who have enlightened me the valuable knowledge and experience from all courses.

Secondly, special thanks to my 17C classmates, especially those whom we had gone through the group work together. Without your great cooperation, support, and understanding, I would not have been as successful as today. I hope all great experience and friendship will bring us all the success in the future.

Finally, a truly appreciation to my family for all of great support and sacrifice to the time I had to spend for my work and study commitment throughout five semesters. Thank you for all of caring, blessing, and supporting to keep me energized and motivated.

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ABSTRACT

The objective of this research is to identify the factors impacting Thai consumers toward online clothing shopping through social media stores e.g. Facebook page and Instagram. In order to identify and understand the factors comprehensively, the in-depth qualitative interview was conducted to each of the 11 selected participants who have various exposures to clothing online shopping experience.

Findings from the research show that consumers are stimulated to have purchase intention by nice pictures through Facebook ads. Subjective Norm also has influence to purchase intention, but only a little impact to a final decision. Specific price range for each individual are set in mind whether the decision can be made quickly. Moreover, consumers agree that there are various risks associated to the purchase of clothing online which result in different individual risk tolerance and preferred techniques for risk screening and management.

In conclusion, the popularity of Facebook in Thailand has provided a decent opportunity for online clothing business and that enables the advertising through Facebook ads to be effective. Thai consumers perform their own risk screening before placing orders. Therefore, it is considered quite a bright future for businesses to utilize social media for the businesses.

KEY WORDS: Social Media / Online Shopping / Clothing Shopping / Cloth Online

67 pages

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CHAPTER I

INTRODUCTION

1.1 Background

Social media have grown significantly over the past few years in Thailand and become one of the important sources of communication in the society. This is partly from the rising of popularity of cellular phone, personal computer, and laptop, as devices to access to Internet coupled with the improved infrastructure of hi-speed Internet and 3G/4G connection.

This research will analyze factors that influence the purchase intention of clothing via online social media stores in Thailand. The research focuses on online stores that exists mainly on Facebook and Instagram; where the payment must be made through bank or wire transfer only.

According to the recent report, the statistics show that the number of Internet users in Thailand has increased overtime with the number of 38 million users in 2015. In corresponding to the rising of the increase in the Internet users, the number of online business transaction has also increased (Thailand Internet User Profile (n.d.)).

In 2015, the estimate number of active social media accounts is 32 million (A complete guide to Internet and social media usage in Thailand. (2015)), which includes Facebook 32%, LINE 29%, and Facebook Messenger 28% (Asia Internet Usage Stats Facebook and Population Statistics. (n.d.)) . The statistical report also indicates that more than half of mobile Internet accesses are used for online purchase through social media. However, most of the social media stores are just open via Facebook or Instagram account only without neither registered website nor traditional storefront, and payment made by wire transfer, but yet to be quite profitable and successful.

1.2 Problem Statement

It is interesting to explore why social media stores are successful in Thailand. This research will collect and analyze data of the relationship between various factors and purchase intention, including the attitudes toward social media store. Last but not least, the trend of e-commerce through social media stores in Thailand should be able to be predicted once insights from aforementioned factors are obtained

1.3 Research Questions

1. What factors make consumers choose to do shopping via social media online stores as compared to regular online website or traditional 'brick and mortar' stores?
2. How do perceived risks (such as non-delivery risk, product authenticity, expected quality) impact attitude to online purchase through social media shopping?
3. How does the option to get instant sales assistance or advice impact the purchase intention through social media shopping?
4. How do number of "Like" or recommended comments from others impact the purchase intention through social media shopping?
5. How does the attitude of general online shopping concept impact social commerce purchase intention?

1.4 Research Objective

To discover the factors driving attitudes and purchase intentions on clothing of Thai consumer through social media storefronts, which can be used further to develop for online business startups or on-going online business strategies.

1.5 Research Scope

In this research, the data collection from qualitative methodology will be used. It intends to interview 11 consumers, who have experience in online purchase. Both of in-depth and focus group approaches are to be used for the interview to understand

online purchase behavior and attitude toward social media purchase intention of clothing segment in Thailand.

1.6 Expected Benefits

Findings from this study should reveal the factors that influence the attitude toward purchase intention of clothing on social media shopping, in which would provide the online business opportunities and insights to any stakeholders who are interested in setup or plan for the apparel e-commerce through social media storefronts or full e-commerce website.



CHAPTER II

LITERATURE REVIEW

It is interesting to understand the behavior of online consumers, and especially how the various risks are overcome and trust is established in order to result in the buy-sell transaction over social media channel, so called, “Social Commerce.”

Social Commerce is “A form of electronic commerce which uses social networks to assist in buying or selling of products. This type of commerce utilizes users rating, referrals, online communities and social advertising to facilitate online shopping.” (Business Dictionary, n.d.).

In addition, we would explore how the purchase funnel is made and how the perceived risks, such as payment transaction and expected quality, are considered as well as the impact from surrounding people toward successful transaction on social commerce.

2.1 Traditional Purchase Funnel and Modern Purchase Funnel

2.1.1 Traditional Purchase Funnel

The concept was developed in 1898 by E. St. Elmo Lewis, an American advertising advocate. It illustrates the stages involving in a purchase, which can be described in through a tool called **AIDA** model. It is a cognitive process that individual normally goes through when making a purchase, step-by-step, as listed below:



Figure 2.1 Traditional Purchase Funnel

Source: <http://www.friendlyvoice.com/about/social-media-purchase-funnel/>



Figure 2.2 AIDA Model

Source: <http://www.provenmodels.com/547/aida-sales-funnel/elias-st.-elmo-lewis>

1. Awareness: Being aware of product or service
2. Interest: Generating an interest of the product or service
3. Desire: Connecting with consumer's emotion that results in the demand of the products or services
4. Action: It is an action based on the desire from previous developed steps

2.1.2 Modern Purchase Funnel

Some marketing advocates, who have been in marketing fields many years and have experience in marketing in the digital age, designed and tweaked some of the concept of the traditional purchase funnel by adding more steps with regards to Internet use. According to website Marketing-made-simple.com, the modern purchase funnel would look as illustrated below:

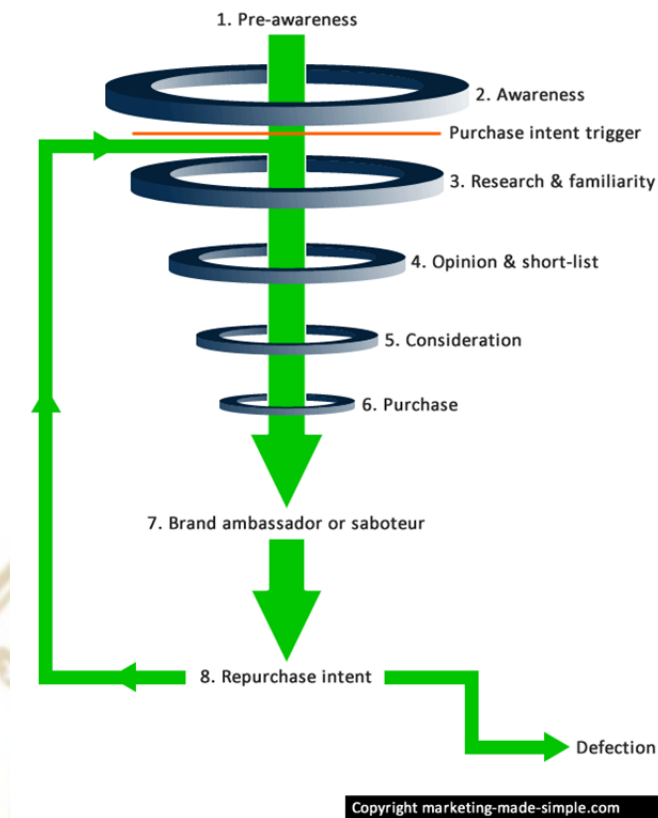


Figure 2.3 Modern Purchase Funnel

Source: Gibson, J. (2015). "The purchase funnel". <http://marketing-made-simple.com/articles/purchase-funnel.htm>

Steps of modern purchase funnel can be described as follows:

1. Pre-awareness: Assuming there is no awareness to the product or service at all
2. Awareness: Being aware of product or service based on information received, which could be from communication message, word of mouth, or self-discovery. Purchase intent would be triggered here for further steps.
3. Research and Familiarity: Starting searching, reading review, making comparison and learning for feature of the product or service interested. The length of this process would have been based on the type of product whether it is considered as high-involvement or low-involvement product. If high-involvement, the research process may take longer than the low-involvement one.

4. **Opinion and Short List:** This step is about the decision to screen down to the most likely purchased items, which come from mental or well-written note, or website bookmarks.

5. **Consideration:** Considering the decision to purchase with trial experience such as test-drive, product demonstration, ask for experienced users, etc.

6. **Purchase:** Decide to purchase the product or service and also consider about the payment method e.g. online or traditional face-to-face payment process.

7. **Brand Ambassador or Saboteur:** Immediate feedback from consumers after initial use would be disseminating to their network. Both positive and negative feedback.

8. **Repurchase Intention:** If feedback and experience with the brand are positive after the use, it is more likely that the consumer may come back and purchase when there is an additional need for the product or service (e.g. end of life, or upgrade required).

In addition to the modern purchase funnel, there is also an enhanced version of AIDA model called, **AISDALSLove**, which developed by Wijaya (2012). In his paper, the model was developed to be mainly used with advertising; however, it does also reflect the steps of purchase intention with online context.

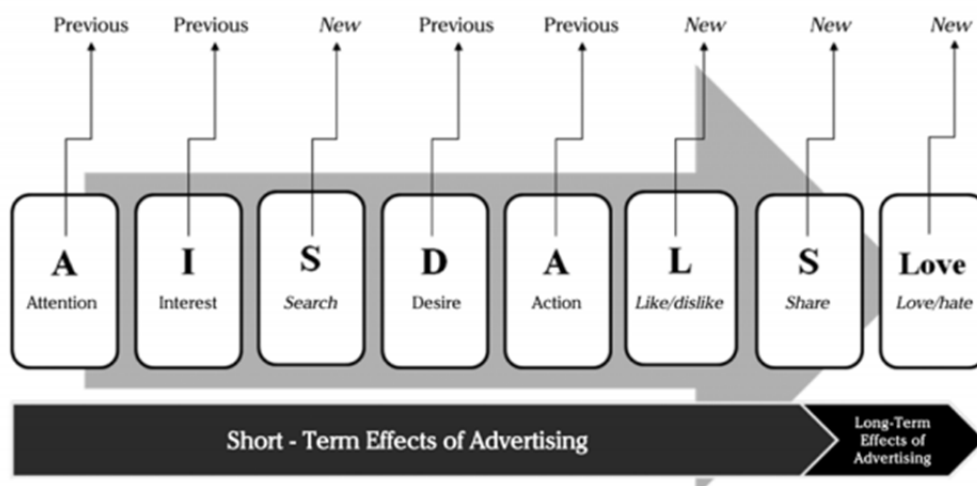


Figure 2.4 AISDALSLove Model

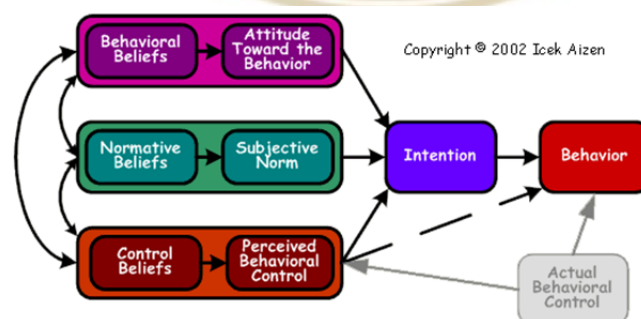
Source: <https://komunikasiana.files.wordpress.com/2012/01/the-development-of-hierarchy-of-effects-model-in-advertising.pdf>

The new stages that are added to the traditional AIDA are:

1. Search (S): This involves in searching, including internal and external search, for product or service information based on the individual's interest.
2. Like/Dislike (L): In other word, a consumer experience after purchase, which is closely to step 7 of modern purchase funnel above, since the consumer tend to repurchase or spread positive feedback about the product if he is satisfied with the product (as compared to his expectation). On the other hand, if he is not satisfied or has unpleasant experience with the product, then it causes negative feedback, which can lead to not to repurchase the product, or can such experience to others.
3. Love/Hate (Love): A long-term effect of an advertisement of the brand or product, which degrees of love to hate are varied based on his the Pyramid of Love towards Brand (Wijaya, 2011).

2.2 Theory of Planned Behavior (TPB)

TPB was proposed by Icek Ajzen in 1985. It is an extension of the Theory of Reasoned Action (TRA) which also developed by Icek Ajzen and Martin Fishbein in 1980. The TPB illustrates the factors that impact consumer behavior. Intention is the cognitive state that represents an individual's readiness to perform the action, and is the best predictor of behavior, whereby the intention itself can be derived from attitude towards the behavior, subjective norms, and perceived behavioral control.



Source: Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, p. 179-211.

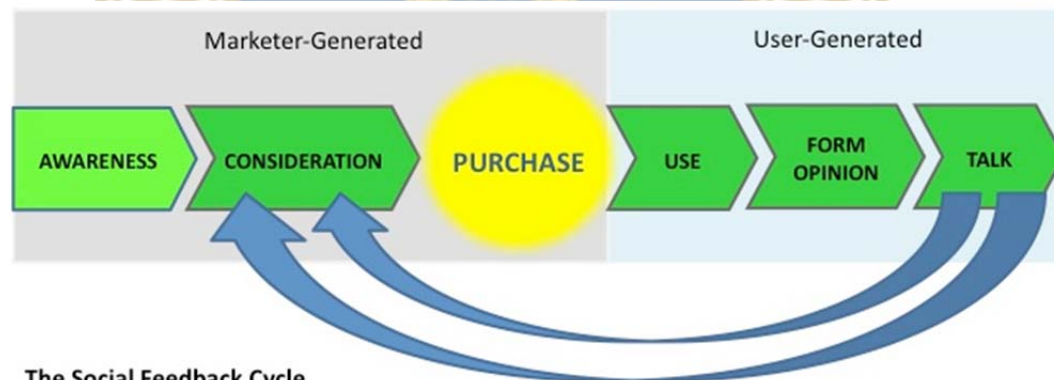
Figure 2.5 Theory of Planned Behavior

Source: https://www.utwente.nl/cw/theorieenoverzicht/Theory%20Clusters/Health%20Communication/theory_planned_behavior/

1. Attitude toward Behavior: Positive or negative assessment of the individual towards a particular behavior
2. Subjective Norm: Perception of individual toward a particular behavior that is much relying on his/her significant others such as spouse, parents, friends, etc.
3. Perceived Behavioral Control: Perception of individual with regards to the ability of the individual to perform a particular behavior

2.3 Social Feedback Cycle

It is one interesting concept that is applicable to today's marketing. It is a concept for digital age that is different from the traditional media since there was no social media to provide instant feedback to the product or advertisement as it was one-way communication from the media generator to the audience; however, social media channels provide the opportunity to the audience to feedback to the media generator.



The Social Feedback Cycle
(Dave Evans, *Social Media Marketing*, 2010)

Figure 2.6 The Social Feedback Cycle

Source: <https://mikeb330.wordpress.com/2011/04/14/social-feedback-cycle/>

1. Awareness
2. Consideration
3. Purchase
4. Use
5. Form Opinion
6. Talk

According to Evan, “the social feedback cycle is built on the post-purchase feedback and conversational loop that augments your traditional purchase funnel activities” (Evans, 2008, p.101). The TALK stage, which generated through social media such as Facebook, Twitter, LINE, etc., seems to have an important role in the purchase intention as it links directly back to the consideration stage of the traditional purchase funnel.

2.4 Perceived Risks Theory

Perceived Risk Theory is often used to explain why the purchase funnel does not get completed by reaching the action stage. It is the theory that can help to explain how an individual perceives risks in different categories toward the purchase intention. Typically, risk perceptions derived from an unanticipated and uncertainty of an unpleasant or negative consequence after a purchase has been made. In addition, the majority of risks arise because of the potentially negative outcomes. (Dholakia, 2001).

Moreover, the qualitative research about the perceived risk factors to online shopping was conducted by Forsythe et al. (2006). The research result reveals the convergent validity exists in which supported by the confirmatory factor loadings with range from 0.56 to 0.88 (higher than 0.50), while the discriminate factor loading with an unintended construct (lower than 0.40) and the low correlation between constructs (ranged from 0.49 to 0.65).

Table 2.1 Scale Items with Factors Loadings and Reliability

Scale items with factors loadings and reliability		
Perceived Risks of Shopping Online	Factor Loading	APLHA
Financial Risks		
Can't trust the online company	0.879	0.892
May not get the product	0.872	
May purchase something by accident	0.770	
My personal information may not be kept	0.732	
I may not get what I want	0.697	
My credit card number may not be secure	0.681	
Might be overcharged	0.677	
Product Risk		
Can't examine the actual product	0.857	0.844
Size may be a problem with clothes	0.847	
Try on clothing online	0.776	
Inability to touch and feel the item	0.700	
Must pay for shipping and handling	0.676	
Must wait for merchandise to be delivered	0.644	
Time/Convenience Risk		
Too complicated to place order	0.838	0.738
Difficult to find appropriate websites	0.773	
Pictures take too long to come up	0.557	

Source: Berteau, P. (2010). Scales For Measuring Perceived Risk In E-Commerce-Testing Influences On Reliability. Management and Marketing Journal Craiova, 8.

The framework of this research is to explore and understand consumer behavior when shopping online through social media stores by referencing both traditional and modern purchase funnel concepts throughout their purchase processes from awareness to decision making steps, especially when new factors from modern concepts are available to observe, such as Search, Like/Dislike, and Love/Hate.

Moreover, Theory of Planned Behavior (TPB) and Social Feedback Cycle would also be able to point out how each factor from both concepts plays the role in the individual's state of mind when purchase decision is developed. Last but not least, the research will explore how the individual perceived the risk from buying through social media stores and how they evaluate and manage the risk when making the purchase decision (Perceived Risk Theory).

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The objective of this research is to explore and understand the factors that make Thai people make purchases in social media online stores where there is no record of official registration and payment is typically made by wiring money to bank accounts only. How trusts and risks are evaluated toward the social media online stores? The study will need to be involved in the details of understanding in form of exploratory research; therefore, the “Qualitative” interview approach will be used in this research. Individual in-depth interviews for the total of 11 participants will be conducted.

3.2 Data Collection Methodology

3.2.1 Population

People with various intensity of experiences of online shopping via social media stores and involved in social commerce would be selected for the interview since they may have different mindset and degree of trusts and risks when making decision, including attitudes toward online shopping as compared to the traditional stores.

3.2.2 Sampling

In this research, judgmental sampling with convenience method will be used due to time and budget constraint for the project. The researcher will perform preliminary judgment for each individual to be interviewed to ensure that the participants are capable to response the questions with well understanding on the topics related in order to represent the population (Judgmental Sampling, (n.d.))

3.2.3 Data Collection

Data collection will be gathered during the interview conducted to explore on consumer's feeling, perception, emotion, behavior towards the trusts and perceived risks when considering to shopping via social media online store. The data collected shall also include the opinion and recommendation from consumer's important persons, including peers, forum or online blogger.

The opening questions will begin with regards to demographic information to group the participant for the analysis. Then the researcher will relate them to more detailed questions to find out the behavior of how online information is collected and used. More detailed questions will be asked in order to get in-depth understanding how the trust in the online shop is developed and which factors impact the purchase intention from the awareness through the decision-making stage in the purchase funnel. Additionally, the information that is supported how subjective norms does impact the successful purchase transaction to online social media store will also be collected.

The participants will be questioned for response that is related to the subject and may be requested to elaborate further about their reasons and associated examples. The interview session will be audio recorded with the digital recording device and will be transcribed for analysis. The interview consent form provided by College of Management of Mahidol University (CMMU) will be presented and signed by every participant prior to the interview session. All personal information of the participants, e.g. name and photo will be kept in private and will not be revealed in the research material.

3.3 Instrument

The interview sessions will be conducted and then transcribed for analysis and part of them will be used for the presentation.

The following questions will be used to gather information from the participants. The questions are structured into four groups for concept testing:

3.3.1 Demographic

1. Ask for age, gender, education and income brackets
2. How long do you go online per day and on which device?

3. When shopping for clothing, which device do you prefer between mobile device and personal computer? Why?

3.3.2 Purchase Intention Trigger Point and Cycle Development

1. Why do you choose to shop clothes online instead of traditional brick and mortar stores?

2. What price range defines your low-involvement and high-involvement for online cloth shopping?

3. How do you see the difference of buying clothing between social media stores (Facebook or Instagram) and Zalora or other e-commerce website? Which one do you prefer and why?

4. How do you search or find information about the clothing you want?

5. What triggers you to make a clothing purchase most of the time?

6. Do you find the direct chat with the online shop owner or representative useful to you? Please provide reasons to support your thought.

7. Would you consider sharing your appreciation on the online product to the online community, e.g. your Facebook wall? Why or why not?

3.3.3 Subjective Norms / Peer Recommendation

1. How does recommendation or popularity among your friends or parents affect your demand for clothing?

2. How much the influence of the share Facebook posts from friends on blogger review or peer review on community website like Pantip?

3. How does the number of Like in Facebook affect your purchase intention?

4. How do rank who has the most impact on your online clothing purchase intention among friends, parents, online community review, and your favorite celebrity advertisement?

3.3.4 Perceived Risks /Trust

1. How do you find the risks associated with the social media online store since you will need to transfer money before the product gets started to be delivered?

2. How do you handle with each of the following risks?

- Non-delivery
- Product authenticity or expected quality

3. How do you perceive the aforementioned risks between social media online store and e-commerce website, such as Zalora?

These questions will be used to interview the participants, as a guideline. However, the actual interview is not limited to these questions to allow time during the interview for the unexpected responses or ideas to come up and to keep the interview session going in the way it is designed.



CHAPTER IV

DATA ANALYSIS

In order to analyze the data collected in research, the content analysis method will be used to identify and interpret the result from the semi-structured interview that is designed to gather the trend from the participants.

In this research, the content will be analyzed at one level, where the interpretation and focus are on the similarities and differences from the interview to identify the relationship between the impact from peer's communication and self-search information towards the purchase intention for online clothing stores. Moreover, the research further explore to the perception of shopping via social media stores, where the number of stores have increased significantly over the past few years, as compared to normal website online stores, in order to better understand how is it different in customers' mind.

As a result, there are similarities that emerged from the data analysis and yet there are also the differences with some meaningful point of view from various participants with regards to the factors, including online behavior and life style, affecting their purchase intention toward the online clothing stores.

4.1 Demographic Profile of Research Participants

All of the 11 participants are women based on the convenience sampling method that they agreed to participate in the interview. The average age is 31.2 years old with the combination of different education levels and various occupations. All of them are online at least four hours a day, while some of them regularly check the mobile phone almost all day

Table 4.1 Participants General Information

Participant No.	Age	Occupation	Education Level
1	29	Flight attendant	Bachelor degree
2	27	Administrative officer	Master degree
3	36	Sales	Bachelor degree
4	35	Sales	Master degree
5	34	Bank officer	Master degree
6	35	School executive	Master degree
7	28	Housewife	Bachelor degree
8	30	Doctor	Bachelor (M.D.)
9	22	Administrative officer	Bachelor degree
10	34	Procurement officer	Master degree
11	27	Graphic designer	Bachelor degree

4.2 Observation Findings

Most of the participants used social media, especially Facebook, for the majority of the time that they are online. The reason is that it is used to connect with friends and check for current situation that are up for their interests, including the news and feeds from friends through Facebook.

In addition, mobile phone is the most popular device that is used for going online among the participants due to the convenience as mobile phone can be used almost whenever they want to use, including at office or during the commute.

Currently, all of the participants replied that they prefer to do shopping via social media because the Facebook fan page and Instagram appear to be very up-to-date information such as daily or hourly update for information and also fed into their Facebook feeds to easily get attention. On the other hand, full e-commerce website stores that they had previously bought seem to be less active and many of them have moved towards social media channels.

The reason of purchasing clothing online instead of physically shopping can be broken down into following reasons:

1. No or limited time for shopping through traditional stores: 45% of the participants claimed that they do not have time to walk, or search, around the traditional store due to time limitation on each day. Some participants also claimed that the price after comparing the time spent on commute to shop and buy products are time consuming; thus purchasing clothing online would save their time and it is convenient.

However, one of the participants mentioned that the price actually come into consideration whether buying online or drive to buy the products at the physical stores to compensate the price mark-up.

“I choose to buy the product (clothing) online because I can’t find it elsewhere or take significant effort to go find and buy the item. But the price spread must be a little different e.g. online 690 and Union Mall 590, and if only going to buy 1 item, then choose online, but if online 690 and union mall is 350, then Union Mall.”

“I have no time to shopping. I have to always work in the office and I finish work quite late, so I am too tired to go shopping. Thus, I utilize the time while commuting in MRT to shop and search for information.”

2. Products are not available within their reachable areas: 55% of the participants provided the reasons that they choose buy products online because those cannot be found in the local or reachable distance such as, import product or a couple design shirts.

“Last time I wanted to buy a couple-designed swimming suites so that I could wear with my husband for the coming trip and I could not find the style I like except the ones from the Facebook page, so I decided to get it from there after the delivery was committed to be on time for the trip.”

“I only buy online for the items that I cannot find them in domestic storefront. Most of the items I have bought are imported from Korea.”

Most of the participants responded that they use mobile phone as the main device to go online (non-work) and also use for online shopping due to its convenience that it can be used anytime.

Only one participant mentioned that she prefers to do online shopping via personal computer since it is easier to compare the prices and products when opening multiple windows.

4.3 Thai Online Consumer Behavior on Clothing

The interview questions were designed to explore consumer behaviors of Thai who have exposed to purchase clothing products online, whether how much influence from peers that contributed an impact to the purchase intention.

4.3.1 Identification with Peer Group

All participants mentioned that they always check Facebook feeds and news when they are online. One of the top reasons they want to check the current situation with their friends' network. Another reason is to keep up with their social network by posting pictures and status updates, including commenting to others' post in order to express opinion, share feelings to the moment and keeping in touch with friends.

In addition, following the Facebook fan page or subscribing to see coming posts from the pages that the participants are interested in for new information was also pinpointed. More search through Google, besides Facebook, were conducted for information gathering. Some participants did mention about sharing information with friends e.g. Facebook wall posts about new fashion trend from the page of the shop that they are interested, so that friends can also see them. The information sharing was not limited to only Facebook but also in Instagram where participants' close friends would be tagged in Instagram for the interesting items.

These findings are in-line with the study from that Xia Wang, Chunling Yu and Yujie Wei, (2012) that persons tend to seek for identification from peers and that also had a positive relationship between identification with peer group and peer communication. The consumers do not only think straight from their own interests but also embrace the opinion from friends through social media first, then filter out to what really interests them for further information gathering.

“I normally use Facebook to update the news from my friends and to check out what is going on at the moment. I update my status and photo for my friends to see.”

“Yes, it (posts or comments from my close friends) does impact my interest and decision making. Especially, from her (participant’s close friend), I have spent so much money on clothing based on her recommendation and sometimes it started from her Facebook’s posts.”

4.3.2 Peer Communication

With the arising use of social media nowadays, Thai consumers very much receive information and advertising through social networks, especially Facebook. Both of the posts or likes from friends all appear on their screen and often triggered them to click to see product details as to start the awareness stage of the purchase funnel.

Additionally, this is also in-line with Social Feedback Cycle studied by Dave Evans that consumers do consider about peer feedback in the consideration stage; however, it would only affect to the triggering point for the interest and trustworthiness of the store for the case of buying clothing since there is also individual preference and fashion style factor in this study that they consumer would not just buy the products because of the peer without their own judgment of the item toward their style and body type.

However, social media is still an important agent as an essential source of information that each individual can gather information by reviewing the comment and feedback of the product and store as well as seeing pictures.

4.3.3 Peer Recommendation

According to the result, 90% of the participants responded that the peer recommendation is not positively associated with their final decision to purchase clothing online. All of them gave the similar reason that friends can have influence for them to explore for information about the products or stores, but never impact the immediate purchase intention to actually place the order.

Peer can be influence only to trigger their interests (awareness), and then the information gathering will mostly be conducted by themselves, which include surfing information from Internet or read articles from others, but not friends or someone they

know. Peer would have an impact again, but very little, when they could not decide between the items. e.g. colors, etc., but peers will not influence the main choice for online clothing shopping. The majority of the participants mentioned in the interview that the comment or review in social media such as, Facebook comments both positive and negative comments do have impact on their consideration about the trust in product quality and delivery commitment, but not the style or product preference.

This is because of they believe in individual fashion preference or style that no one knows better than themselves.

“No, I will not trust to all my friends’ recommendation. It is my own choice to select what style I would wear. Each of us should have our own preferences. They can make me interested in what they suggest but whether or not to buy it is all up to me.”

“Sometimes I asked my husband for opinion which items between left or right to buy, then I ended up buying both because I knew he was going to say no to buy since I already had a lot of shirts, so I bought both items.”

4.3.4 Social Feedback Cycle

All of the participants revealed that the pictures and posts from Facebook feed are the main matters that trigger them to shop for the clothes online. All of them have Facebook account and find that the sponsored page that come up with nice and attractive pictures with the combination of nice clothing and good dress of the model make them interested to click to view more pictures or find more information.

It was also indicated by the majority of the participants (80%) that they see benefits from having a chat or instant messaging to the page administrator or shop representative when purchase products from social media because they would seek for more detailed information as well as the confirmation on the requirement and specific product specification that they need to know, which they could be confirmation on delivery or order confirmation since some of them were cheated before with the complete e-commerce website e.g. already placed an order and paid money, but did not receive any delivery tracking number and could not contact the shop owner. Some of the participants would have a few specific questions such as, how many inches that the clothes (waist) could be stretches, or how many inches for arm radius, etc. There are two participants (20%) indicated that there is no need to chat with the shop representative if all information

required is available. They find it wasting time to chat and wait for the response. They normally send the instant message for the order placement and confirm payment only. No intention to seek for opinion or chit-chat. However, there is one participant responded that she needed an opinion from the shop representative on how the prospect item suits her and she also takes it into consideration whether to buy which item in addition to what her friend has suggested.

The average of score of requiring for instant messaging with the shop representative is 7 out of 10 because it is essential for both before making order and to follow up after the order has been placed.

According to the findings, it can be implied that consumers do take peer communication and recommendation as a trigger point to start shopping. However, not all of them agree that peer would influence them to buy the products, which means that subjective norms are not that important in this context where the clothing consideration process is generally more based on individual judgment. Peers can only influence but not accommodate the final decision. Moreover, when drilling down on peers, the majority of the respondent refers to partner (spouse) and close friends only. Family, blogger reviews and celebrities are not relevant when making a final decision.

If referring to AISDALSLove model from Wijaya (2012), the two last steps that are visibly observed in this research are Like/Dislike (L) and Love/Hate (Love).

1. Like/Dislike (L): Majority of the participants responded that they would share information about the positive and negative experience about the store and item that they purchase to their friends, but only when they are asked for. Nevertheless, if the negative experience was very bad e.g. not delivery or product was very deceiving, the participants would share feedback to their close friends who have the same interests in the product immediately, while the positive feedback may not be shared at all unless it was asked.

2. Love/Hate (Love): The consumers would express their appreciation of the product which possibly results in long-term effect of the brand advertisement. In this research, it apparently to be true that all participants responded that they would surely tell their friends who asked them where the clothes have been purchased from.

However, only 10% of the respondents said that she would share her appreciation through her Facebook wall post about the product. The rest replied that they would

only share or recommend to friends only when they are asked about them because they do not feel that great from the social media products that they would have to share to the public and they believe that each person should have their own styles of dressing. Eventually, it can still be positively implied that people do share their appreciation and feedback to their friends about the products.

Following are the direct quotes from the participants on question: Would you consider the share your appreciation on the online product to the online community e.g. Facebook wall? Why?

“Well, I will share it with my friends in case those friends ask for it after I post my picture. I always share this information because I want to share with my friends for the item that I like and think it’s good for my friends as well.”

“No and never think about it unless there are benefits offered in exchange e.g. discount or premium item.”

“No, why would I need to do that without getting paid for advertising? I will not recommend without being asked because it’s an individual style and taste.”

The rest of the response to this question is in the same tone that they would not share the place or credit where they bought the products from without being requested for information or have benefits offered from the stores (e.g. discount).

4.3.5 Product price range versus effort of search and thought of information

Each of respondents has various price ranges when responding to the price that make the product becoming low or high involvement. The average price of 1,000 THB is the price that participant responded they can make decision quickly whether to buy it without reading a lot of information or review and it is acceptable if the products are neither delivered nor deceiving quality because they already made their mind about it.

On the other hand, the majority of the respondents would not buy the cloth online if the price exceeds 1,000 THB since they prefer to buy it at the traditional store so that they can see and try on the products before purchase. Only one respondent replied that there is no limit to buy product online if she really wants it, but it is mostly the import products.

4.3.6 Risk Management

All the participants responded that buying products from social media store, especially clothing, has risk associated with it. Therefore, each of them would have their own judgment and methods for risk screening and risk management.

All of the respondents claimed that they would skim through the comment in Facebook fan page for the positive and negative feedback as well as the top comments in each page before start talking to the shop representative.

One of the respondent mentioned that she would not consider buying the product from the page that has the remark statement such as, the actual color may look different than in the picture due to camera lens, etc. since she had bad experience from two shops that had the same statement and the actual products were really deceiving.

4.3.7 Number of Likes Effect

All participants agreed that the social media pages that have a higher number of likes can be interpreted as more reliable stores as compared to the ones with smaller number of likes. The reasons are relatively aligned that it looks grander and has capital to invest on the social media store, which make it look more reliable.

However, some of them refused to buy the product from the large number of like stores due to slower responsiveness to questions and inferior service received as compared to the lower number of likes. As a result, two of the respondents replied that they would choose the lower likes store, but those stores already passed their own risk screening and confidence after reading through reviews and feedback about the page in Facebook.

On the other hand, number of likes on each item (product) does not impact much on any purchase intention to any of the respondents. All claimed they might just take a look but would consider by themselves whether the item is suit for them to buy, not from the number of like.

4.3.8 No Difference between Social Media Store and Zalora

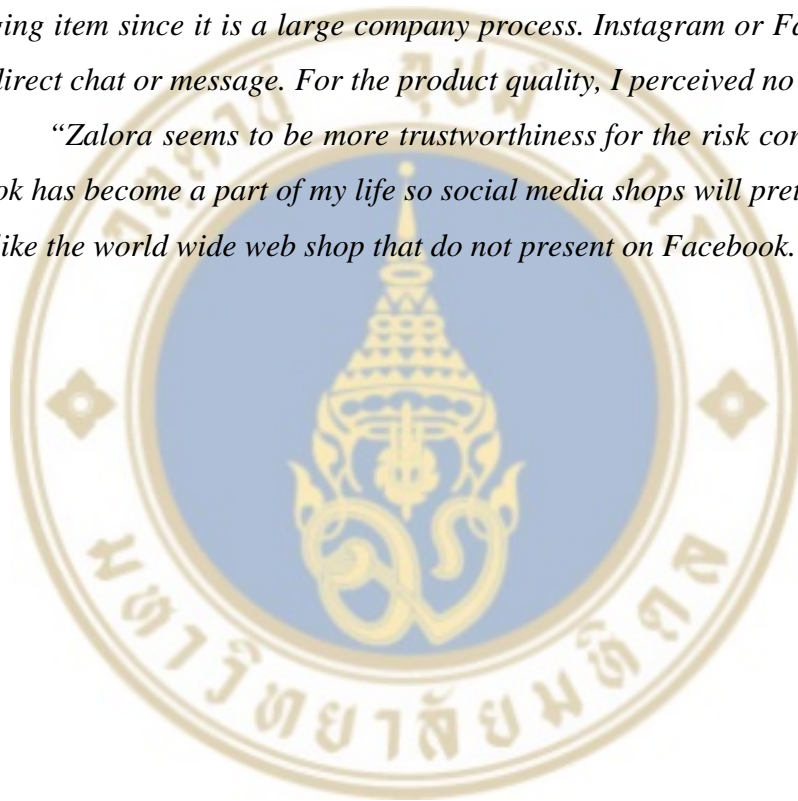
All of the participants perceived no difference between social media store and Zalora although the Zalora does offer Cash on Delivery (CoD) payment method.

Most of them mentioned that they only choose to buy products from the screened social media stores or reference by friends, so they do not foresee the risk associated.

Moreover, the majority of the respondents (90%) prefer to continue to buy it through social media, especially Facebook since they are comfortable using it and are not interested to shift to Zalora despite seeing the advertising in Facebook.

“I perceive no difference in term of the product quality and expectation. Zalora may be more reliable and trustworthy due to the size of business that is bigger and more professional, but I’m afraid it will take time for the service process e.g. exchanging item since it is a large company process. Instagram or Facebook can still send a direct chat or message. For the product quality, I perceived no difference.”

“Zalora seems to be more trustworthiness for the risk concerned. For me, Facebook has become a part of my life so social media shops will pretty much pass my eyes unlike the world wide web shop that do not present on Facebook.”



CHAPTER V

DICUSSIONS

This research was conducted to explore the factors that affect the purchase intention of the clothing on social media stores in Thailand where all participants are Thai and live in Thailand. They have experiences of buying products online regularly and many times on clothing.

5.1 Conclusion

The result from this research revealed that Thai consumers prefer to purchase clothes from social media stores such as, Facebook and Instagram over the full e-commerce website like Zalora, etc.

In addition, the results also indicated that advertising through Facebook is the main source that triggers all participants to start shopping online, especially on the clothes and dresses due to the attractive pictures and models. All participants revealed that they often click to the Facebook page that sell clothing after seeing the Facebook sponsored page appear while they were scrolling through their feeds, although they might not have intention or interest to that particular style of clothing before.

Moreover, participants voiced that they searched for reviews and comments about the social media store reputation and feedback from Facebook reviews and comments on fan pages. Google is also used to search for more information about the products, including more pictures from Internet. Consumers nowadays tend to retrieve information from their community of practice (CoP) through social media such as, Facebook, Instagram, LINE e.g. group discussion and less rely on traditional marketing message since the social media platform enable the review from peers who have prior experience to the product (The Science of Sharing, N.D.).

However, the majority of the respondents mentioned that peer comment or recommendation over the Internet does not impact on the final decision to buy the product

since they believe that they should know themselves best whether each item is suitable to them. Only best friend or partner (spouse) may have influence on the final decision, but if the participants disagreed, then the recommendation was overridden.

Furthermore, the average price is 1,000 THB that a consumer is willing to pay for online transaction, which is a cloth in this case. They would consider it harder to pay via online store if they can find it from somewhere else that they can go when the price is generally higher than 1000 THB. One reason is that the clothing is considered as a low-involvement product in which the thorough consideration may not be required heavily, except for an import garment such as a leather jacket that would require more careful thought on it.

The result in from this research was in-line with the theories used to support consumer behavior such as Modern Purchase Funnel by Gibson, J. (2015) and AISDALSLove model from Wijaya (2012) that consumers will exercise appreciation both of positive and negative toward their next purchase either continue to buy from the same store or stop due to disappointment from previous purchase experience.

However, Thai consumers are not willing to share the positive experience on their purchases without being asked because either they get nothing from sharing or believe that each of individual has their own styles and able to search for the brand and place themselves. It may be implied that the social media page owner might have been paid to promote the store by posting with the appreciation words and the stores in social media.

Last but not least, the consumers from the research sampling do not perceive the trustworthiness and reliability from Zalora (Thailand) even though they realized that it was recently acquired by Central Group. Most of them prefer to use Facebook due to the most often used online application and Instagram due to the way that pictures are organized, rather than shop from Zalora application or website. This has confirmed Thai consumer behavior that they already have comfort zone of using Facebook, including use it for shopping even though it is not entirely designed for online trade transaction, but Thai consumers do accept and prefer to use it as one-stop-shop for online life, both social connection and shopping.

5.2 Recommendations

The findings and data interpretation in this research provide an insight with regards to Thai consumers who have exposed to online transaction on clothing segment in particular.

It is obvious that Facebook is the key channel and touch-point for online retail business in Thailand since it is the most common and popular online application that is used heavily via mobile devices; therefore, it is essential to the business stakeholders to learn in depth and keep up-to-date on consumer behavior on Facebook in order to leverage it for the online business. Facebook advertising appears to be very effective based on the research result since it triggers the initial need for clothes shopping for all participants. Setting Facebook advertising campaign and target would be very effective and cost efficient after analyzing the target market of the brand and product.

Moreover, utilizing social media channel to sell products would require the channel that consumers can contact and receive the response promptly for information inquiry. The more responsive to the queries would provide advantages over the one with lower responsiveness since the customer can shift to other shop if they are left for too long.

Since buying clothing online is classified as a low-involvement product, there may be no need for product reviews or hire bloggers to influence people. Consumers seem to have their own judgment and preferences about the fashionable items, especially on clothing. Peers and number of likes in social media may only trigger them to be interested but not eventually buying it.

Based on the findings, Thai consumers are now used to shop for clothing via social media stores, both of Facebook and Instagram, and they exercise their own risk screening and risk management as well as how to handle the disappointment in quality or not being delivered items. Therefore, they do not see any need for more professional company that seems to have more complex process in customer service in their perception e.g. Zalora. They prefer to directly contact to the shop representative or any inquiry or after sales service, if available.

However, the fast-growing social media shops over the recent years offer for low price product, which typically cost less than 1,000 THB per piece and not a

global brand, which therefore might be the reason why there is no need for large firm to come in since the price is relatively low and acceptable for the risk.

In summary, now is considered as the boom moment for opening online shops in Thailand, especially on Facebook and utilize Facebook advertising for an effective touch point of the business digitally. Setting the price range below 1,000 THB to encourage a quick decision making and having a responsive customer service team would provide an advantage.

5.3 Limitations and Recommendations for Future Research

This research was conducted to explore the insight of Thai consumer behavior towards the online social media stores, which the stakeholders can use it to enhance and optimize the business by leveraging the uptrend of social media usage today. However, there is some limitation that the researcher would like to pinpoint for future research. Firstly, the number of participants is relatively small to represent the insight of entire population but it is capped due to the time constraint. Secondly, the expert sampling or purposive sampling method should be used since the insight might be more intense and fruitful. For example, select those who purchase clothing from online stores more than two or three times per month. It is limited in this research due to time and budget constraint since there is so many prospective people who live in the remote areas that purchase clothing from social media stores than those who live in Bangkok. Lastly, the research could also be conducted using quantitative method in order to collect more data that is better representing Thai consumers. The distribution of sampling demographics can be extended to more variety of age range and gender, for example.

Nevertheless, this research has provided useful insights about Thai consumers nowadays for companies or shop owners would like to expand or improve their business in the digital context.

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Appendix A: Interview Question

Participant 1

How long do you go online per day and on which device?

10-12 hours – always online while awake

When shopping for clothing, which device do you prefer between mobile device and personal computer? Why?

Mobile only via Facebook feed/ads, then it's up to Facebook whether to take to fan page or website

How often you buy cloth online?

1-2 per month

How much each time?

200-1500 THB

I have a ceiling price, so if it exceeds this I will not buy.

What is your monthly income range?

40,001 - 60,000 THB

Why do you choose to shop clothes online instead of traditional brick and mortar stores?

Can't find it elsewhere or take significant effort to go find and buy the item. And the price spread must be a little different e.g. online 690 and union mall 590, and if only going to buy 1 item, then choose online, but if online 690 and union mall is 350, then union mall.

How do you see the difference of buying clothing between social media stores (Facebook or Instagram) and Zalora or other e-commerce website? Which one do you prefer and why?

Mainly use only Facebook and IG. Online visit Zalora when there is a link to visit website but never purchase it via Zalora. If the product is the similar, then choose the one that offer lower price as see no difference between social media store or full website.

What triggers you for any purchase intention on clothing in most of the time?

Facebook feed or IG surfing

How do you search or find information about the cloth you want?

If info is not available on the page, then request more info from the seller via private chat.

How do you find the direct chat with the online shop owner or representative useful to you? If it is materialistic, please provide reason. Please scale the important from 1 to 10 for the requirement on having online chat or message available when you shop.

Only chat when requesting more information and to confirm the understanding on the spec or size. Score is 5/10. If required information is sufficient provided on the page, then no need to chat with the seller.

How much of the price range define your low-involvement (require less search for information and can make decision quickly)and high-involvement for online cloth shopping?

Less than 1,000 THB is low-involvement (80% can make decision quickly). Prefer to go shopping herself via storefront if more than 1,000 THB.

Would you consider the share your appreciation on the online product to the online community e.g. your Facebook wall? Why?

No and never think about it unless there are benefits offered in exchange e.g. discount or premium item.

How does recommendation or popularity among your friends or parents affect your demand of the cloth?

Only ask for opinion when she can't decide on her own for the same item but different color. Never ask for seller's opinion for online shopping, if yes, it will only for traditional storefront store. Mainly will consult with a boyfriend.

How much the influence of the share Facebook posts from friends on blogger review or peer review on community website like Pantip?

Mainly ask only to decide on the color. Influence from others only help to decide more quickly when can't decide

Never follow blogger, just look at it some time. Celebrities sort of help in the way that she can imagine how the item would look like.

How does the number of Like in Facebook affect your purchase intention?

Item: Nothing

Store: Yes, the stores with high number of like look more trustful to me

How do rank who has the most impact on your online clothing purchase intention among friends, parents/family, online community review, and your favorite celebrity advertisement?

Normally, it does not matter but if to choose, I choose my boyfriend because always in connected.

How do you find the risks associated with the social media online store since you will need to transfer money before the product gets started to be delivered?

Yes, I see there is a risk but I will do the risk screening.

How do you handle with each of the following risks?

- **Non-delivery:** Follow up with the shop on their walls and chat inbox. Will also tell friends about the suspicious shops.
- **Product authenticity or expected quality:** Take a picture and send back to the shop and see if it can be exchanged. In the past, I was successful at refund the money once.
-

How do you perceive the aforementioned risks between social media online store and e-commerce website, such as Zalora?

I never use Zalora but it sounds more trustworthy if Central Retail has taken over it, but still use Facebook more as I always online to Facebook.

Participant 2

How long do you go online per day and on which device?

Average 6 hours

When shopping for clothing, which device do you prefer between mobile device and personal computer? Why?

Prefer laptop because it has a bigger screen and more comfortable when open many windows.

How often you buy cloth online?

2 per month

How much each time?

1,500-3,000 THB

What is your monthly income range?

40,001 - 60,000 THB

Why do you choose to shop clothes online instead of traditional brick and mortar stores?

Only buy online for items that cannot find in domestic storefront

How do you see the difference of buying clothing between social media stores (Facebook or Instagram) and Zalora or other e-commerce website? Which one do you prefer and why?

Prefer to buy items from website (.com) because it is more reliable and easier to complete the order. However, recently prefer IG since there is more frequent update. If website also gets updated more frequent, still prefer website.

What triggers you for any purchase intention on clothing in most of the time?

Regular Internet surfing, blogger review, posts

How do you search or find information about the cloth you want?

Search online from Google and also check for store reliability / trustworthy

How do you find the direct chat with the online shop owner or representative useful to you? If it is materialistic, please provide reason. Please scale the important from 1 to 10 for the requirement on having online chat or message available when you shop.

Depend on the item e.g. swimsuit may require a chat since it is more detail required, but no need for other general stuff. For example, swimsuit has some unique way to measure the specification. Do not prefer to chat if all specification is there. I give 5/10 for the importance to chat with the seller.

How much of the price range define your low-involvement (require less search for information and can make decision quickly)and high-involvement for online cloth shopping?

Below 1,000 THB for low-involvement. If above, require more thought and consideration, therefore, will search for multiple sources for the best price. Will not pay above 3,000 THB for online sales since I will go shopping myself for it.

Would you consider the share your appreciation on the online product to the online community e.g. your Facebook wall? Why?

Well, I will share it with my friends in case those friends ask after I post my picture. I always share this information because I want to share with my friends for the item that I like and think it's good for my friends as well.

How does recommendation or popularity among your friends or parents affect your demand of the cloth?

Not at all. If I like it, I will just buy it without listening to those of my friends/parents – except Internet review or warning for negative feedback about the **store/page**, not the item. Feedback from others more relevant to the store/page itself, not the item.

How much the influence of the share Facebook posts from friends on blogger review or peer review on community website like Pantip?

Blogger review does have an impact, especially celebrity endorsement on the product. For example, if G-Dragon is on the can of Coke, I would buy it. For clothing, if celeb endorses and style and size match, I will buy it. Blogger will have less effect as compared to celebrities.

Never follow blogger, just look at it some time. Celebrities sort of help in the way that she can imagine how the item would look like.

How does the number of Like in Facebook affect your purchase intention?

Item: Not relevant – based on my preference only

Store: Prefer less like store if the product is identical since seems to have a better service from the store.

How do rank who has the most impact on your online clothing purchase intention among friends, parents/family, online community review, and your favorite celebrity advertisement?

N/A

How do you find the risks associated with the social media online store since you will need to transfer money before the product gets started to be delivered?

I think both website and IG are risky with no difference, but still buy it.

How do you handle with each of the following risks?

- **Non-delivery:** Will send chat to the seller to ask for the item. Will not post to public and let it go. However, I will definitely warn my friends about it.

- **Product authenticity or expected quality:** Let go and share with friends, but will not post to the public because it is a part of my fault, do not want to embarrass to the public.

How do you perceive the aforementioned risks between social media online store and e-commerce website, such as Zalora?

I perceive no difference in term of the product quality and expectation. Zalora may be more reliable and trustworthy due to the size of business that is bigger and more professional, but I'm afraid it will take time for the service process e.g. exchanging item since it is a large company process. Instagram or Facebook can still send a direct chat or message. For the product quality, I perceived no difference.

Participant 3

How long do you go online per day and on which device?

3-4 hours

When shopping for clothing, which device do you prefer between mobile device and personal computer? Why?

Mobile phone because it's convenient and I carry it all the time e.g. on MRT while commuting to work.

How often you buy cloth online?

Once per month

How much each time?

1,500-3,000 THB

What is your monthly income range?

40,001 - 60,000 THB

Why do you choose to shop clothes online instead of traditional brick and mortar stores?

No time for shopping and convenient.

How do you see the difference of buying clothing between social media stores (Facebook or Instagram) and Zalora or other e-commerce website? Which one do you prefer and why?

Mostly use Facebook, so I have no comment about Zalora or others. No problem with Facebook shopping so far.

What triggers you for any purchase intention on clothing in most of the time?

Pictures from Facebook feeds with nice and attractive models.

How do you search or find information about the cloth you want?

Search more on Google.

How do you find the direct chat with the online shop owner or representative useful to you? If it is materialistic, please provide reason. Please scale the important from 1 to 10 for the requirement on having online chat or message available when you shop.

Yes, absolutely. I ask for available of stock. I also ask for their opinions whether the item is suitable for me, which includes comments on size and color. I rate 8/10.

How much of the price range define your low-involvement (require less search for information and can make decision quickly)and high-involvement for online cloth shopping?

Below 500 THB is pretty easy, and below 700 THB is still considerable to buy it easily. If more than 700 THB, I will think twice and mostly will end up not buying at all since I think more carefully.

Would you consider the share your appreciation on the online product to the online community e.g. your Facebook wall? Why?

No, why would I need to do that without getting paid for advertising? I will not recommend without being asked because it's an individual style and taste.

How does recommendation or popularity among your friends or parents affect your demand of the cloth?

A lot influence from friends, especially a close friend. I have bought so much because my close friend's recommendation.

How much the influence of the share Facebook posts from friends on blogger review or peer review on community website like Pantip?

Not quite because I always think and know my taste as well as how it suites me.

How does the number of Like in Facebook affect your purchase intention?

- **Item:** Yes, it makes me interested to look for more information.
- **Store:** Not really, it depends on the item I am going to buy. Number of likes will just make me look for more information but never a decision.

How do rank who has the most impact on your online clothing purchase intention among friends, parents/family, online community review, and your favorite celebrity advertisement?

Mostly friends. Review has very least influence for me.

How do you find the risks associated with the social media online store since you will need to transfer money before the product gets started to be delivered?

Yes, very risky especially for deceiving on quality.

How do you handle with each of the following risks?

- **Non-delivery:** I only had a problem with a delayed delivery. I did follow up a lot by sending multiple messages to the shopkeeper as well as posted on FB wall to follow up. This makes me decide not to buy from this store anymore despite really like the item.

- **Product authenticity or expected quality:** Follow the shop rule e.g. allows to change but already made up the mind if the quality will be really bad. This will also affect the decision and trust on that particular that I would not buy from it again.

How do you perceive the aforementioned risks between social media online store and e-commerce website, such as Zalora?

Zalora seems to be more reliable for the risk concerned. However, Facebook has become a part of my life, so social media shops will pretty much pass my eyes unlike the World Wide Web shop that do not present on Facebook.

Participant 4

How long do you go online per day and on which device?

3-4 hours

When shopping for clothing, which device do you prefer between mobile device and personal computer? Why?

My iPhone because my company blocks Internet usage.

How often you buy cloth online?

Once in a while.

How much each time?

Last time was 1,600 THB for swimming suits for a couple.

What is your monthly income range?

Above 60,001 THB

Why do you choose to shop clothes online instead of traditional brick and mortar stores?

Cannot find what I want from local or traditional stores.

How do see the difference of buying clothing between social media stores (Facebook or Instagram) and Zalora or other e-commerce website? Which one do you prefer and why?

Not much experience on Zalora, but social media stores keep feeding to me. Online stores pretty much provide general categories and many times they match my interest.

What triggers you for any purchase intention on clothing in most of the time?

Nice pictures keep appearing on my feeds until it hits me at the right time.

How do you search or find information about the cloth you want?

Search more from fan page.

How do you find the direct chat with the online shop owner or representative useful to you? If it is materialistic, please provide reason. Please scale the important from 1 to 10 for the requirement on having online chat or message available when you shop.

Yes, it is actually quite useful. I need to check and confirm the material used for the items I want. I want to also confirm the delivery date since some time I need it quite urgent before going for a trip. Although information is provided on the page, I still need to confirm for more specific questions. I prefer asking for additional information rather reading it myself.

How much of the price range define your low-involvement (require less search for information and can make decision quickly) and high-involvement for online cloth shopping?

If above 2,000 THB, I will not buy it online. Anything below 2,000 THB is OK.

Would you consider the share your appreciation on the online product to the online community e.g. your Facebook wall? Why?

I will share it only when I am asked by my friends, but I will not share it myself. There is no point to do the ads for them unless it is my friend's store.

How does recommendation or popularity among your friends or parents affect your demand of the cloth?

Yes, I do follow the fashion trend. It triggers me to go to see more information, but whether buy it is different story.

How much the influence of the share Facebook posts from friends on blogger review or peer review on community website like Pantip?

It somewhat does provide something. Sometimes I look at one page and found that my friends clicked likes on this item already, then I would be more interested on that item.

How does the number of Like in Facebook affect your purchase intention?

- **Item:** No, not relevant for me.
- **Store:** Yes, I feel the page with higher number of likes is more reliable.
-

How do rank who has the most impact on your online clothing purchase intention among friends, parents/family, online community review, and your favorite celebrity advertisement?

My husband.

How do you find the risks associated with the social media online store since you will need to transfer money before the product gets started to be delivered?

Yes, very risky in anyway. That's why my ceiling is at 2,000 THB for the acceptable lost since it could have been damaged or stolen during transportation.

How do you handle with each of the following risks?

- **Non-delivery:** I choose the positive reviews page only. Also, look for active page that is responsive to customers. I normally check the tracking number myself. Never had experience of being cheated on this.

- **Product authenticity or expected quality:** Nothing much to do. Still within 2,000 THB acceptable risks. It would affect my next purchase to consider harder and compare to the go buy at the shop with storefront.

How do you perceive the aforementioned risks between social media online store and e-commerce website, such as Zalora?

Zalora seems to be good at the guarantee on exchange defect product, but I rather go to shopping myself if have to bother about this point. Although Facebook shops do not accept the return product, I accept it since I have my 2,000 THB rule.

Participant 5

How long do you go online per day and on which device?

Around 5 hours combination between mobile phone and PC.

When shopping for clothing, which device do you prefer between mobile device and personal computer? Why?

Mostly on mobile phone due to convenience since PC requires being at the table. Mobile enables the convenience.

How often you buy cloth online?

Once in two months.

How much each time?

1,000-2,000 THB.

What is your monthly income range?

Above 60,001 THB

Why do you choose to shop clothes online instead of traditional brick and mortar stores?

No time to go shopping. I work all the time.

How do you see the difference of buying clothing between social media stores (Facebook or Instagram) and Zalora or other e-commerce website? Which one do you prefer and why?

I don't see any difference since I was cheated by World Wide Web store once.

What triggers you for any purchase intention on clothing in most of the time?

Facebook feeds with nice pictures.

How do you search or find information about the cloth you want?

Search from Google and browse in Facebook.

How do you find the direct chat with the online shop owner or representative useful to you? If it is materialistic, please provide reason. Please scale the important from 1 to 10 for the requirement on having online chat or message available when you shop.

Only for availability of stock; otherwise no need. I don't have much time to wait for the response and I prefer to spend quality time to read all information about the products, so no need to talk for other reasons. Rate 5/10.

How much of the price range define your low-involvement (require less search for information and can make decision quickly) and high-involvement for online cloth shopping?

I only buy items below 500 THB so mostly are t-shirts. If exceeds 500 THB, most likely I will not buy it. It may happen if I do research somewhere else and come back to buy online if the price is good.

Would you consider the share your appreciation on the online product to the online community e.g. your Facebook wall? Why?

Yes, I do share with my friends. I normally initiate the sharing to friends but only via personal chat – not a wall post.

How does recommendation or popularity among your friends or parents affect your demand of the cloth?

No impact. I trust myself for my own style. Those sharing make me interesting in a product for further look.

How much the influence of the share Facebook posts from friends on blogger review or peer review on community website like Pantip?

Trigger my purchase intention only, but not final decision. I need to look and evaluate myself.

How does the number of Like in Facebook affect your purchase intention?

- **Item:** May trigger my interests.
- **Store:** Yes, seems to be more reliable.

How do rank who has the most impact on your online clothing purchase intention among friends, parents/family, online community review, and your favorite celebrity advertisement?

Friends and article, because my friends have good recommendation. Article / review help me to think along with their review.

How do you find the risks associated with the social media online store since you will need to transfer money before the product gets started to be delivered?

Yes, there is a risk. I screen the risk by trying only one item first and test the delivery and quality. If disappointed at the first item, I will never consider that store again.

How do you handle with each of the following risks?

- **Non-delivery:** Follow up by sending inbox message first, then will post. If not success, I will just let it go and never buy it again.
- **Product authenticity or expected quality:** If quality is bad, then will never buy it again.

How do you perceive the aforementioned risks between social media online store and e-commerce website, such as Zalora?

I prefer Zalora because return and satisfaction policy. I can make decision very quickly on Zalora. Facebook often replies delay and I do not have much time to wait for a respond – Unlike Zalora that there is a dedicated customer service to respond.

Participant 6

How long do you go online per day and on which device?

Always online

When shopping for clothing, which device do you prefer between mobile device and personal computer? Why?

Weekend – Mobile, Weekdays – PC because also need to work

How often you buy cloth online?

Depend – no specific at all.

How much each time?

Up to the store e.g. import cloth may be more expensive around 2,000-3,000. Latest 2,000 THB.

What is your monthly income range?

Above 60,001 THB

Why do you choose to shop clothes online instead of traditional brick and mortar stores?

Do not have time to shopping. Also, feeds from Facebook appear more often, so I followed click to action and also feeds from friends like.

How do you see the difference of buying clothing between social media stores (Facebook or Instagram) and Zalora or other e-commerce website? Which one do you prefer and why?

No difference, but website may be more visible brand of the awareness.

What triggers you for any purchase intention on clothing in most of the time?

I think feminism is the key since there are more ads / feeds coming to lure.

How do you search or find information about the cloth you want?

Will see if the friends also click like. I also look at the price since price can hint to the quality of the product. I do all research for the page trust.

How do you find the direct chat with the online shop owner or representative useful to you? If it is materialistic, please provide reason. Please scale the important from 1 to 10 for the requirement on having online chat or message available when you shop.

Yes, it does. Especially, when I inquire for more detail on the product and the instant respond can help to finish the order quick. However, if all required details / product spec are completely provided, otherwise no need to chat. I still rate 9/10 for a need to chat since I usually have more specific question to check on the spec e.g. how stretch of the cloth, how long, have you tried? Despite info complete, I still need to chat for my specific questions.

How much of the price range define your low-involvement (require less search for information and can make decision quickly) and high-involvement for online cloth shopping?

Actually there is no limit for the item that I am really satisfied with it. Depend on the product quality and price trade-off. May be around 5,000-6,000 THB for leather jacket since I don't think it's a genuine leather, so may think twice if really like. Low involvement price may be 1000-2,000 THB can just let go if the product does not fit my body and just query if can exchange. If not, no problem.

Would you consider the share your appreciation on the online product to the online community e.g. your Facebook wall? Why?

No, I will not share because individual style is different unless my friends ask for the source. No need to share or post since person can do the search herself.

How does recommendation or popularity among your friends or parents affect your demand of the cloth?

No impact when friends share or post or recommend since I have my own style and quite precise on my body, so it is more on me.

How much the influence of the share Facebook posts from friends on blogger review or peer review on community website like Pantip?

Yes, but more on the trustworthy and reliability but not the item.

How does the number of Like in Facebook affect your purchase intention?

- **Item:** No impact – just info about the trend to trigger my interest.
- **Store:** Yes for the reliability.

How do rank who has the most impact on your online clothing purchase intention among friends, parents/family, online community review, and your favorite celebrity advertisement?

Not relevant at all. If I can't decide one between two items, I will buy both.

How do you find the risks associated with the social media online store since you will need to transfer money before the product gets started to be delivered?

Personally, I do not see any risk since I do risk screening. There is still a risk in general, though. However, I pretty much trust my sense and way of risk screening, so can ignore the risk on delivery.

How do you handle with each of the following risks?

- **Non-delivery:** Just keep asking until some certain time and let it go.
- **Product authenticity or expected quality:** I have my trick – for any page that has exclamation statement that the color may look different on the web, I am pretty much convinced that the actual product would deceiving. I had one experience of buying one piece of cloth – a blazer, it looked good in the page (the page has mentioned statement), the actual product was really way of expectation. I did not buy it and unfollowed the page. Also, I believe the price can trace to the quality e.g. cheap item also comes with cheap quality. Higher price can also come with low quality – it really depends.

How do you perceive the aforementioned risks between social media online store and e-commerce website, such as Zalora?

I do not see any difference because they are all from the same source in my opinion.

Participant 7

How long do you go online per day and on which device?

4-5 hours and mostly on mobile phone.

When shopping for clothing, which device do you prefer between mobile device and personal computer? Why?

Mobile since it's more convenient.

How often you buy cloth online?

Once in 1-2 months.

How much each time?

Latest at 2,000 THB.

What is your monthly income range?

20,001 - 40,000 THB

Why do you choose to shop clothes online instead of traditional brick and mortar stores?

Some brand or pattern available only on Facebook and it's convenient.

How do you see the difference of buying clothing between social media stores (Facebook or Instagram) and Zalora or other e-commerce website? Which one do you prefer and why?

Facebook is easier since Zalora needs to open another application. Zalora is good as I can be confident that I will pay when products arrive. Facebook is more preferred for me since I feel I can reach the shop representative easier and more instantly as compared to Zalora.

What triggers you for any purchase intention on clothing in most of the time?

Women like shopping – and get stimulated via Facebook ads while I was checking the feeds.

How do you search or find information about the cloth you want?

Mostly from Facebook. Google sometimes but a little.

How do you find the direct chat with the online shop owner or representative useful to you? If it is materialistic, please provide reason. Please scale the important from 1 to 10 for the requirement on having online chat or message available when you shop.

Besides confirming product availability and confirm money transfer, I need more information of the products like how stretch can it be, some certain specification, or may be the actual picture of some angle. I don't need opinion or suggestion from the seller. I rate 8/10.

How much of the price range define your low-involvement (require less search for information and can make decision quickly) and high-involvement for online cloth shopping?

I give 500 THB per piece to be easy to make decision. I will probably choose not to buy online when the price exceeds 2,500 THB as I would prefer to go and buy from department store for this price of dress.

Would you consider the share your appreciation on the online product to the online community e.g. your Facebook wall? Why?

Yes, I would. I told my friends via LINE or Facebook Messenger. Not share this information to the public. I feel this is only information to share within my close friends.

How does recommendation or popularity among your friends or parents affect your demand of the cloth?

Yes, it makes me to be interested in the items, and then I will consider how it fits my style.

How much the influence of the share Facebook posts from friends on blogger review or peer review on community website like Pantip?

Yes, it implies to how popular the item is, which make me interested to look.

How does the number of Like in Facebook affect your purchase intention?

- **Item:** Yes, it makes me interested to look for more information
- **Store:** Yes, I feel more comfortable to buy products from the store with more likes.

How do rank who has the most impact on your online clothing purchase intention among friends, parents/family, online community review, and your favorite celebrity advertisement?

My close friends - only if I would request for opinion, but then it is still up to me for the final decision.

How do you find the risks associated with the social media online store since you will need to transfer money before the product gets started to be delivered?

Yes, it is risky but there is no choice since the dresses I buy are available only online.

How do you handle with each of the following risks?

- **Non-delivery:** I choose only the store with many positive reviews and high number of LIKES. I have never encountered this issue..
- **Product authenticity or expected quality:** I choose only the store with many positive reviews and high number of LIKES. I have never encountered this issue.

How do you perceive the aforementioned risks between social media online store and e-commerce website, such as Zalora?

Zalora is more trustworthy due to the size of business and it accepts cash on delivery. However, the risk from Facebook stores do not matter to me since I only select the high number of LIKES store.

Participant 8**How long do you go online per day and on which device?**

Always online.

When shopping for clothing, which device do you prefer between mobile device and personal computer? Why?

Mobile since it's more convenient.

How often you buy cloth online?

Almost every month.

How much each time?

Around 1,000-1,500 THB.

What is your monthly income range?

Above 60,001 THB

Why do you choose to shop clothes online instead of traditional brick and mortar stores?

I don't have time to go shopping based on my work commitment.

How do you see the difference of buying clothing between social media stores (Facebook or Instagram) and Zalora or other e-commerce website? Which one do you prefer and why?

Facebook has more visibility to me as I always online on Facebook. Zalora needs to open another application which discourages me to open the app.

What triggers you for any purchase intention on clothing in most of the time?

It's a nature of women that like shopping. Nice pictures keep appearing on my feeds.

How do you search or find information about the cloth you want?

Google and read Facebook share or post on fashion and trend.

How do you find the direct chat with the online shop owner or representative useful to you? If it is materialistic, please provide reason. Please scale the important from 1 to 10 for the requirement on having online chat or message available when you shop.

I need to check for product in stock and confirm the payment. I also need to ask for more information on product specification. I do not need opinion or comment on products for myself. I rate 7/10.

How much of the price range define your low-involvement (require less search for information and can make decision quickly) and high-involvement for online cloth shopping?

Anything below 500 THB can make decision quickly. Anything more than 1,000 THB I will not buy it in general unless I can't find it elsewhere.

Would you consider the share your appreciation on the online product to the online community e.g. your Facebook wall? Why?

Yes, I would share to my friends only via chat if being asked. I do not post it on my Facebook wall because I get nothing from the store.

How does recommendation or popularity among your friends or parents affect your demand of the cloth?

Yes, it does make me interested in the products to go further look.

How much the influence of the share Facebook posts from friends on blogger review or peer review on community website like Pantip?

Somewhat influence me to have a look but nothing to do with the influence on buying.

How does the number of Like in Facebook affect your purchase intention?

- **Item:** No, because I have my own style after mix and match with the trend.
- **Store:** Yes, I feel more confident to buy it from higher number of likes.

How do rank who has the most impact on your online clothing purchase intention among friends, parents/family, online community review, and your favorite celebrity advertisement?

If yes, it would be my husband but I mostly can handle my decision myself.

How do you find the risks associated with the social media online store since you will need to transfer money before the product gets started to be delivered?

Yes, there is plenty of risks, so that's why I have to screen the stores first.

How do you handle with each of the following risks?

- **Non-delivery:** I will follow up with the stores by sending chat and posting on Facebook walls or comments. If still can't, I just let it go.

- **Product authenticity or expected quality:** I will choose stores with only positive review or comments to reduce the probability to get deceiving products.

How do you perceive the aforementioned risks between social media online store and e-commerce website, such as Zalora?

Zalora seems to be more reliable for the risk side. However, Facebook seems to be more lively due to messages movement within the page. I don't see any difference on product quality.

Participant 9

How long do you go online per day and on which device?

All the time.

When shopping for clothing, which device do you prefer between mobile device and personal computer? Why?

Mobile phone because I carry it all the time. I always check Facebook when going to work.

How often you buy cloth online?

Almost every month.

How much each time?

Around 500 THB.

What is your monthly income range?

Below 20,000 THB

Why do you choose to shop clothes online instead of traditional brick and mortar stores?

It is convenient for me to look from mobile and buy it. It's difficult to find the pattern around my neighborhood.

How do you see the difference of buying clothing between social media stores (Facebook or Instagram) and Zalora or other e-commerce website? Which one do you prefer and why?

I normally use only Facebook to buy clothing since I always use Facebook. I don't like to click at Zalora and it has to leave Facebook for another screen.

What triggers you for any purchase intention on clothing in most of the time?

Nice pictures that appear to Facebook ads.

How do you search or find information about the cloth you want?

Keep looking in Facebook and read comments.

How do you find the direct chat with the online shop owner or representative useful to you? If it is materialistic, please provide reason. Please scale the important from 1 to 10 for the requirement on having online chat or message available when you shop.

I normally check for product specification and product availability. I don't ask for opinion on the items I am going to buy. I rate 8/10.

How much of the price range define your low-involvement (require less search for information and can make decision quickly) and high-involvement for online cloth shopping?

Below 250 THB can be fairly quick to make decision, but if more than 500 THB, I will think more and compare more. I never buy clothing more than 1,200 THB online.

Would you consider the share your appreciation on the online product to the online community e.g. your Facebook wall? Why?

Yes, I will share if I'm asked by my friends. I will post it on my Facebook wall if I get discount or benefit from the shop.

How does recommendation or popularity among your friends or parents affect your demand of the cloth?

It makes me interested in the products and I will look for more information.

How much the influence of the share Facebook posts from friends on blogger review or peer review on community website like Pantip?

It makes me to find the pictures to look for more information.

How does the number of Like in Facebook affect your purchase intention?

- **Item:** No, I have my own style. I will consider the item myself whether it suits me or not. If high number of likes, it will trigger me to have a look.

- **Store:** Yes, it should be more reliable to buy from this store.

How do rank who has the most impact on your online clothing purchase intention among friends, parents/family, online community review, and your favorite celebrity advertisement?

My friends because we have similar style of dressing.

How do you find the risks associated with the social media online store since you will need to transfer money before the product gets started to be delivered?

Yes, I can see the risk but I don't care if I want to buy. I just need to screen the stores.

How do you handle with each of the following risks?

- **Non-delivery:** I will send message and post on their walls. I never encounter the situation.

- **Product authenticity or expected quality:** Request for exchange but if not success, I will not buy from the store again and let my friends know.

How do you perceive the aforementioned risks between social media online store and e-commerce website, such as Zalora?

I never buy it from Zalora but it sounds interesting for the return policy. However, I find clothing style from Facebook is better suits me.

Participant 10

How long do you go online per day and on which device?

4-5 hours and mostly on mobile phone.

When shopping for clothing, which device do you prefer between mobile device and personal computer? Why?

Mobile since it's more convenient. I carry it all the time.

How often you buy cloth online?

Almost every month.

How much each time?

Latest around 1,000 THB.

What is your monthly income range?

Above 60,001 THB

Why do you choose to shop clothes online instead of traditional brick and mortar stores?

I don't have time for shopping. Shopping via Facebook and IG are more convenient since they are fashion from Korea.

How do you see the difference of buying clothing between social media stores (Facebook or Instagram) and Zalora or other e-commerce website? Which one do you prefer and why?

Facebook has more style that I like and I use Facebook every day so I am not interested in Zalora.

What triggers you for any purchase intention on clothing in most of the time?

Women like shopping and I like buying clothes, so I get triggered easily by nice pictures that appear on my Facebook feeds.

How do you search or find information about the cloth you want?

Take a look through Google, Facebook, IG and Pinterest some time.

How do you find the direct chat with the online shop owner or representative useful to you? If it is materialistic, please provide reason. Please scale the important from 1 to 10 for the requirement on having online chat or message available when you shop.

I ask a lot of questions on product details and specification. I want to know if their products would fit me well, so I ask for specific length of some parts of the dress. I chat with them to confirm payment. I do not ask for opinion from the sellers. I rate 8/10.

How much of the price range define your low-involvement (require less search for information and can make decision quickly) and high-involvement for online cloth shopping?

For me, anything below 500 THB is ok to accept the risk. I will not buy online if the price exceeds 1,500 THB. I will find time to try on and shop myself later when I have time, unless I really need it and do not have time.

Would you consider the share your appreciation on the online product to the online community e.g. your Facebook wall? Why?

Yes, I will tell my friends when I am asked about my dress. I share the picture on my wall when I get discount from the store or only my friends own the store.

How does recommendation or popularity among your friends or parents affect your demand of the cloth?

Yes, it makes me want to shop, but will consider again whether that dress match me well.

How much the influence of the share Facebook posts from friends on blogger review or peer review on community website like Pantip?

It depends on my mood and the style. If I feel like shopping and the posts can stimulated me, then I will have intention to buy it.

How does the number of Like in Facebook affect your purchase intention?

- **Item:** Yes, it makes me interested to look for more information
- **Store:** Yes, I am more confident to buy with more number of likes.

How do rank who has the most impact on your online clothing purchase intention among friends, parents/family, online community review, and your favorite celebrity advertisement?

Normally no, but if have to choose, I choose my friends.

How do you find the risks associated with the social media online store since you will need to transfer money before the product gets started to be delivered?

Yes, there are risks.

How do you handle with each of the following risks?

- **Non-delivery:** I will keep following up and posting on their walls until I have satisfied explanation from them.

- **Product authenticity or expected quality:** Just let it go because I chose it myself and the price is not very high. I accept whatever policy they have on exchange or return. I normally screen the stores before placing orders.

How do you perceive the aforementioned risks between social media online store and e-commerce website, such as Zalora?

I am attached to Facebook so I'm not interested in Zalora.

Participant 11

How long do you go online per day and on which device?

Always.

When shopping for clothing, which device do you prefer between mobile device and personal computer? Why?

Mostly on mobile phone.

How often you buy cloth online?

Used to be very often but now less – may be once a month.

How much each time?

1,500-1,800 THB.

What is your monthly income range?

40,001 – 60,000 THB

Why do you choose to shop clothes online instead of traditional brick and mortar stores?

I like the pattern and/or color that only available online. Mostly on Facebook and G-Market.

How do see the difference of buying clothing between social media stores (Facebook or Instagram) and Zalora or other e-commerce website? Which one do you prefer and why?

I don't see any difference since I was cheated by World Wide Web store once.

What triggers you for any purchase intention on clothing in most of the time?

Facebook feeds with nice picture.

How do you search or find information about the cloth you want?

If there is a brand, I will look from Google. Search on Facebook for price comparison.

How do you find the direct chat with the online shop owner or representative useful to you? If it is materialistic, please provide reason. Please scale the important from 1 to 10 for the requirement on having online chat or message available when you shop.

If Facebook, it's OK to chat to ask about the product availability, or when is it arriving, or to bargain the price, etc. I don't need opinion from the shop sellers. Also, I don't like Instagram since it requires chatting and I don't like having none-friend contacts in my LINE account.

How much of the price range define your low-involvement (require less search for information and can make decision quickly) and high-involvement for online cloth shopping?

Less than 500 THB for a quick decision, but not over 1,000 THB for online product per item.

Would you consider the share your appreciation on the online product to the online community e.g. your Facebook wall? Why?

Only if I am asked by my friends because it's OK to share this information when asked. I do not share or PR for the stores on my Facebook wall post.

How does recommendation or popularity among your friends or parents affect your demand of the cloth?

Yes, but only to have interest to look at the item first.

How much the influence of the share Facebook posts from friends on blogger review or peer review on community website like Pantip?

No impact to me at all.

How does the number of Like in Facebook affect your purchase intention?

- **Item:** No, not relevant for me.
- **Store:** Yes, and I also read review / comments about delivery and defect on each store.

How do rank who has the most impact on your online clothing purchase intention among friends, parents/family, online community review, and your favorite celebrity advertisement?

N/A

How do you find the risks associated with the social media online store since you will need to transfer money before the product gets started to be delivered?

Yes, there is a risk. Therefore, I only buy products from my trusted stores or only referred by my friends.

How do you handle with each of the following risks?

- **Non-delivery:** I will follow in every way such as call, email, Facebook wall posts, and also comment on the shared posts of that product. I will also tell friends on this.

- **Product authenticity or expected quality:** Request for exchange or return. Otherwise, try to sell it.

How do you perceive the aforementioned risks between social media online store and e-commerce website, such as Zalora?

Never try Zalora but sounds interesting at the return policy.

