UNDERSTANDING THAI YOUNG ADULTS TOWARD CLOTH SHOPPING ON SOCIAL MEDIA

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ABSTRACT

The purpose of this study is aim to understand reasons why Thai young adult choose to shop for their cloth on social media websites such as facebook, instagram, twitter. In addition, researcher also wants to identify the relationship between purchasing intention of those who choose to shop on social media websites. The population of this study is defined as Thai young adults, 25 – 34 years old, who have experiences in shopping for their cloth on social media websites in the past 2 months.

This research was conducted by questionnaire 110 respondents via Googledoc. and analysing by descriptive statistic, multiple regression and T-test. This research concentrates on four key factors that influence Thai young adult choose to shop for their cloth on social media websites which are online word of mouth, reliability, economic motivation and service convenience. The influencing factor is service convenience which has strong correlation with purchase intention.

KEY WORDS: Cloth / Social media / Online shopping / Purchasing intention / Thai young adults

54 pages

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CHAPTER I
INTRODUCTION

People use to go and search for information and shop through brick and mortar stores in the past decade. Information was so limited and taking too much effort and time to search for it. Then, the revolution of internet changed everything from the way we use to live to the way we use to search for information and shopping. It has provided convenience and totally changed our shopping behavior. Now, everyone can search and purchase anything on the internet by a single click and wait for few hours or few days for what they have ordered to be delivered anywhere around the globe. Not only that, internet also provides a chance for buy and seller to contact with each others in an instant, even if they are at the opposite end of world. So internet has simplified the way we live and shop and at the same time increase our standard of living. According to Yu and Wu (2007), consumers also express that online shopping could provide them convenience and speed which hugely impact their overall satisfaction as well.

Today, internet shopping is widely accepted, and people shop for their products and services online (Bourlakis, Papagiannidis, and Fox, 2008). Just by a single click, it can line up products or services that consumers want to purchase; even comparing the price and similar products; thus providing convenience for consumers (Butler and Peppard, 1998). Not only helping consumers to find what they want to look for or purchase easier, internet also helps sellers, especially SMEs and individual shops, to extend their customers base from what they have to all over the world (Rahman and Raisinghani, 2000). It allows them to compete with big enterprises on similar ground. To understand what is shopping on internet or e-commerce, Ščeulovs and Gaile-Sarkane (2010) defined it as an online shopping system or environment which allows consumers to search or to purchase any kind of products or services through various computers networks linked together.

To understand how big or important of internet in Thailand, there are about 38,015,725 of internet users in Thailand in 2015, (NECTEC, 2008). This figure alone implies that almost half of total population in Thailand has access to internet, and this figure is expected to grow around three percentage year on year. Price to access internet has gone down every year, so more and more people can access internet. The rise of smart phone also helped accelerate the number of internet users further. Currently, there are 93 million mobile numbers registered in the system, and smart phone occupied more than half of that figure (Bangkokbiznews, 2014). ETDA (2013) also conducted a survey regarding internet shopping; approximately 49.7% of total internet users in that year have experienced shopping through internet. From above figures, the market size for e-commerce is quite gigantic and limitless for sellers to explore their opportunities.

According to The Nation (2007), Thailand e-commerce market was valued at 2.03 trillion baht in 2014. From this 2.03 trillion baht figure, B2B transaction worth 1.23 billion baht, B2C worth 0.41 trillion baht, and B2G worth another 0.31 trillion baht. Poldul, Phettongkam, and Wekairungroj (2002) expressed that internet or e-commerce assists every business to expand themselves and at the same time helping to reducing cost in various ways. This is the reason why many businesses try to jump into this race to inch up their sales and profit, including market share.

The figure of total transaction over e-commerce represents huge opportunity, but which category of products or services dominates overall transactions is what enterprises have an eye on. According to National Statistic Office (2013), clothing and accessories category occupied up to 46.8% of total transaction, far above e-ticket, 17.1%, and food, drink, and supplement, 14.5%. So it is quite clear that clothing and accessories category alone represents an opportunity for many to sell and to offer what they have to buyers.

To sell clothing and accessories online, there are not that much channels for sellers to choose. Some choose to distribute and to review their clothing and accessories through social media; Twitter, Facebook, Instagram, and etc. Facebook currently has approximately 1.11 billion active users in Mar 2013 alone, Twitter has around 500 million active users, and Instagram has around 400 million active users in

2015 (Yahoonews, 2013; CNBC, 2016; Smith, 2011). So these three websites alone is enough to expand and to reach many people around the world.

1.1 Problem statement

Reaching customers around the world is one problem. To catch attention from potential customers and able to conclude the sale is another problem which many sellers face at the current situation. Because there are many sellers out there who are eager to sell and to differentiate themselves, the competition is quite fierce. So it is not surprise that many sellers are competing base on price and promotion in order to take away customers from similar sites. Some also use celebrities or comments from experts to promote their products and to persuade customers to purchase from them. In the end what are factors or reasons which impact purchase decision of young adults to decide to purchase their cloth online. If one can understand what really trigger customers to make their move or what really affect their judgment, marketing budget would be utilized effectively in order to promote and to increase their sales and be able to achieve the result which one desires.

1.2 Research Question

What are the motivation factors which encourage Thai young adult to shop for their cloth through social media sites?

1.3 Research Objective

This study is aim to understand reasons why Thai young adult choose to shop for their cloth on social media websites. In addition to that, researcher also wants to identify the relationship between purchase intention of those who choose to shop on social media websites and each reason or factor which might influence or encourage them to do so. This research also aims to understand the difference between male and female and their perception toward each factor as well.

1.4 Research Scope

This research focuses on the clothing market in social websites, facebook, instagram, twitter, and etc. in order to understand reasons and what motivate consumers to choose to purchase their cloth on social media websites by analyzing the impact and magnitude of each factor toward purchase decision; review or comment from experts, number of followers or likes, and share. The population of this study is defined as Thai young adults, 25 – 34 years old, who have experiences in shopping for their cloth on social websites in the past 2 months.

1.5 Expected benefit

From this study, the expected benefit would be as followed:

1.5.1 Understand the reason why customers decide to purchase their cloth online.

1.5.2 Marketer will be able to utilized marketing budget effectively

1.5.3 Understand the magnitude of each factor which drive customers to purchase their cloth online

1.5.4 Help start up or SMEs or individual shops to compete in this arena better

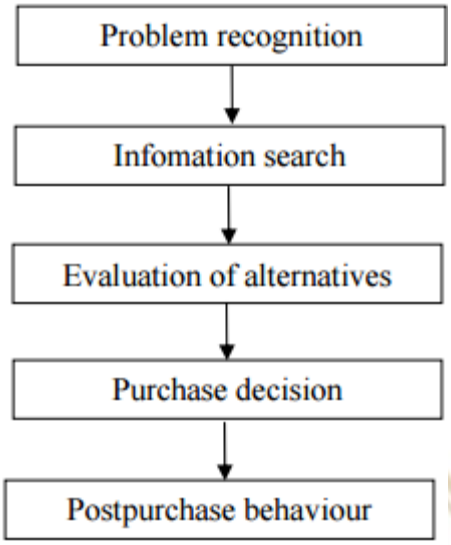
CHAPTER II
LITERATURE REVIEW

In term of employment, garment industry employed around one million workers. From this figure, it ranked as 2nd largest industry for employment (Stotz, 2015). According to OSMEP (n.a.), Thailand exported garment worth approximately 150,000 million baht per year during 2007 – 2011, which ranked 12th in the world. It is quite important engine of Thailand which helps to drive economy at the same time. At the moment, this garment industry has faced fierce competition from neighboring countries; China, Vietnam, Cambodia, and etc., because their wages are lower than Thailand. So they can produce their cloth there and export to Thailand at a lower price than what Thai manufacturers can offer. Many tried to come up with unique design to differentiate themselves from others in order to attract attention from customers and take away their competitors' shares.

Because of fierce competition from inside and outside of Thailand, many enterprises, especially SMEs, are trying to cope and finding a way to reduce their costs and at the same time expand their market share. The positive side for this industry is Thai people purchase new cloth every month, and this trend is expected to grow at least 3% year on year until 2020. Another fact from Positioning (2015) is that 58% of Thai people purchase cloth at least once a month. So this also represents another opportunity for sellers to grab. In order to reduce cost and at the same time increase sales, many sellers choose to set up their shops online in order to start selling to those who couldn't reach before. Rahman and Raisinghani (2000) also confirmed this point, by utilizing internet, it can help sellers to trim down their costs of marketing and able to contact with customers directly.

When consumers want to buy something that they need or want, they need to go through consumer buying process as Kotler once described. Before internet, consumers' buying process model is presented below.

2.1 Consumer buying process



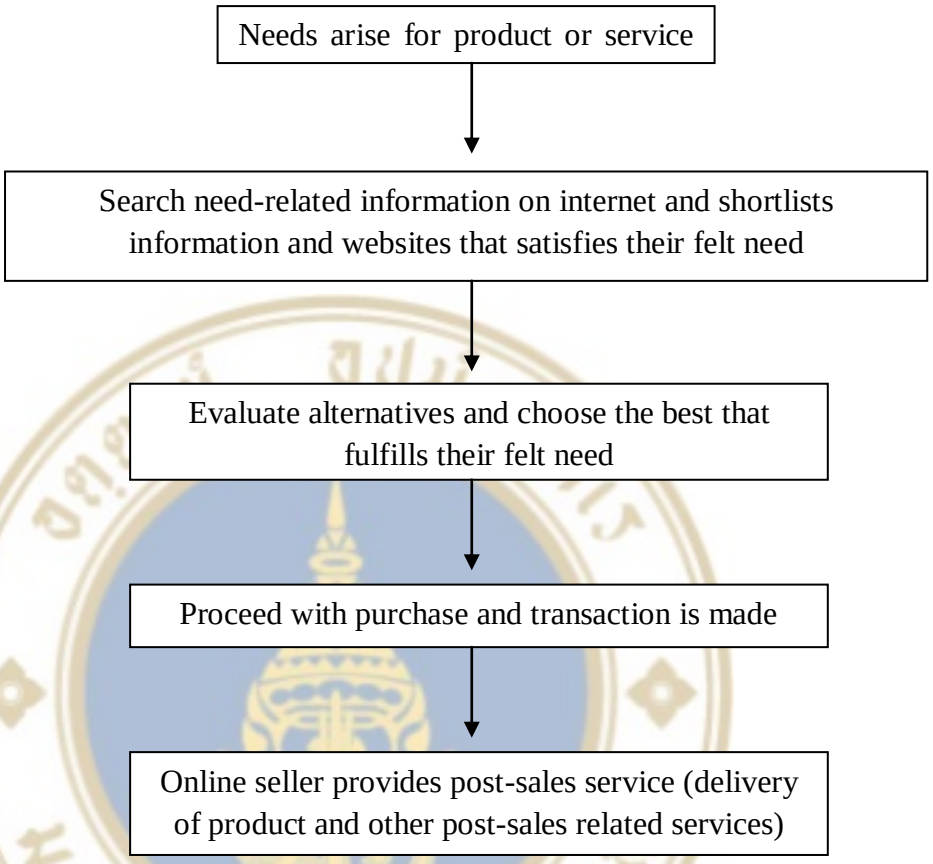
Source: Kotler and Keller (2006)

Figure 2.1 Consumer buying process

Consumers need to recognize what they need or want in the first step. Then they will try to look for information for solutions which can solve their needs and wants. After obtain all information, consumers will evaluate each choice for the best solution and decide to purchase the right one for them. After purchased and consumed that product or service, they will evaluate whether they made the right choice or not. This system will occur again and again in the consumers' minds when they need to purchase something.

Comparing to offline consumer buying process, Liang and Lia (2000) explained that online shopping stages is slightly different. Consumer buying process for shopping online is presented as below.

2.2 Online shopping stages



Source: Liang and Lia (2000)

Figure 2.2 Online shopping stages

In the 2nd stage, consumers need to search for information online first, instead of searching offline by asking around. In the last stage, online sellers need to fulfill their promises to deliver products or services to buyer's requested destinations first before consumers can consume. Then consumers need to evaluate their post purchase decision.

In this internet era, social network or websites have emerged as one of the medium which customers can voice their opinions or comments. According to Richard and Guppy (2014), they defined social network or website as allowing users to publish their profile to whom they share or have connection with. So they can share anything they like, including the products or services that they want to buy to ask from opinions

from their friends or closed one. Facebook also allows retailers to post their products or services on facebook page, and let users click on it to share what they want to buy. Once they clicked share button, the product or service will appear on their own page. Other users who are related or in the first list can view those share and comment or express their like. So social network websites, such as facebook, also help to accelerate the trend of e-commerce and shopping online.

2.3 Online Word of mouth

Before purchasing anything, one seeks for others' opinions regarding those products or services that one wants to purchase; especially, purchasing for the first time. So comments from other users, experts, or celebrity can be viewed as reliable source of information which can influence purchase decision. Those who like to post their comments or opinions on social websites, people sometimes call them as opinion leaders. Opinion leaders are those who encourage to publish and to review their experiences, thoughts, feelings, and etc. toward that products or services because of their involvement with the product or service deeply (El-Omari and Shane, 2010). The reason that consumers always search for their opinions or comments is that they want to reduce or to lower their risk for buying anything for the first time, have no or little experience before. Risks can be explained as risk of losing money, time, and other related costs.

When consumers search for comments or reviews of others online, they are reading eWOM or electronic word of mouth. Jin and Phua (2014) stated that eWOM is a review or comment of those who have experienced that specific product or service before, either positively or negatively comment, on the internet. Lee, Wu, Lee, and Tsai (2014) stated that positive eWOM can influence purchase intention greatly, because it can help to establish the brand and provide a good image or quality to those who read the comment. Their finding also confirms that reviews or comments from normal users, not experts or celebrity, are more reliable, because those people do not get paid to review positively on the products, unlike experts or celebrities do. So it can be conclude that review or comment from other users can effect or influence purchase intention greatly, either positive or negative.

Moreover, some social websites allow users to share what they like, events, business pages, products or services, or others' comments or new feeds. According to Branckaute (2010), approximately one million links are shared on facebook every 20 minutes. On top of that, facebook also tries to recommend any page or product or discount on its recommendation list or newsfeeds, if it is shared by many users for several times. And those who share the pages or businesses, it will be visible to all their friends for them to comments later. Richard and Guppy (2014) found out that sharing also effect purchase intention positively. If one of their friends share any kind of products or services on their newsfeeds, it is very likely that one will express an interest on it and more likely to purchase those products or services.

Hypothesis 1: Online word of mouth has positive effect on purchase intention.

2.4 Reliability

When one wants to purchase anything online, they have to be sure that they will receive what they order afterward. Unlike offline shopping, customers can pay money and receive the products right away. For online shopping, they have to wait for them to arrive. Vijayasarathy and Jones (2000) stated that reliability is a measure of customers' perceptions whether or not the online sellers or shops can be trusted to deliver what they promise. Another researchers, Jun, Yang, and Kim (2004) also confirmed this point that online customers want to receive the right quality of products with exact quantity that they have placed online within the given time frame with the correct billing amount. So reliability is very crucial in online shopping. One indication which people use to measure reliability is number of followers or likes on social media websites. The more people like or follow the shop, the higher reliability they perceive.

E-commerce offers various benefits to people; however, people feel reluctant and end up purchasing offline. In the case of airline ticket or other types of services, which are not tangible products, people need to pay more attention and express that that they are very worried about it (Moisescu and Bertea, 2013). According to previous literatures, there are four types of risk which is related with online shopping (Forsythe and Shi, 2003). Those risks are financial, product performance, psychological, and time/ convenience loss.

To prevent or to avoid those risks, consumers rely on trust on the brand. Consumers will rely solely on brand when they face any kind of risks and expect that the brand will cause positive outcome (Lau and Lee, 1999). In order to create this, the certain brand must at least meet or exceed the expectation of customers (Orzan, Orzan, Platon, and Stefanescu, 2016). So it can be concluded that consumers always rely on brand, whenever they face any type of risks. In order to do that, that brand must meet consumers' expectation over period of time.

Now everyone can express their feelings toward pictures, comments, or person or shops, through social websites. Some believe that the more numbers of likes or followers, it can lead to favorable image. At one point of time, 1.2 billion of photos were liked by users in Instagram, four billion video were watched on Youtube, and another 4.75 billion comments or posts were posted on Facebook. From this huge figure, it draws attention from marketers around the globe to promote and to advertise their products or services on social media websites. A survey of Gallup conducted by Swift (2014) indicated that $5.1 billion were distributed from companies to promote everything related to them through social media websites. Their research and finding was a surprised to everyone, because they found that number of likes or followers have little or no impact on purchase decision at all. People use those websites to connect themselves with the world around them; family, friends, and love ones, not for shopping or finding information regarding any products or services. Only 5% of total respondents from their survey indicated that those numbers have great impact on their purchase decision. Their research was based in the US. So it might yield different results in the case of Thailand.

However, the like button on facebook can assist corporate as well. Harris and Dennis (2011) stated that by clicking on the like button of any company or website, it will share and update information of that page to consumers' facebook profile page later. So once company updates anything new, it will appear on the consumers' page at an instant. So it is one way that company can communicate with consumers directly and effectively.

Hypothesis 2: Reliability has positive impact on purchase decision

2.5 Economic Motivation (Price)

Those who earn their income not that much are very price sensitive (Korgaonkar and Wolin, 1999). Due to this point, they are very likely to search for the best deal to save their money online. Price at steep discount and competitive one are the two main reasons why people choose to shop for their products or services online. Before making any purchase, they are very likely to compare similar products or services on various websites in order to hunt for the best deal (Phongcharnchawalit, 2015). To compare and purchase products or services online, it can help customers to save time and very cost effective.

Hypothesis 3: Discount or competitive price has positive effect on purchase intention.

2.6 Service convenience

Convenience is the major reason why people choose to shop online (Asava siriroje, 2014). Customers can save their time and minimize their efforts when they need to shop for any products. They can just do it by just clicking their computers or mobile phones at any place they prefer and wait for products or services to be delivered to them afterward. Moreover, the rise of smart phone trend also encourages people to shop online. Now they can access any website at any given time to search for information, products, or services that they want to know. After they find anything that they like, they can purchase it at an instant.

According to Trenz (2015), there are 5 dimensions of service convenience; decision or search, access, benefit, transaction, and post-benefit conveniences. Decision or search convenience refers the amount of time and effort consumers spend in order to select products or service from the list of suppliers or websites. It can be increased in electronic channels or through websites, because information is readily available for consumers to compare from various websites. Access convenience is defined as time and effort spending to select which channel to use to get product or service. Consumers can access to any shops in an instant to find products or services that they are looking for. Comparing to offline shopping, consumers need to travel to the shop to browse products. Benefit convenience is the amount of time and effort in order to experience the core benefit of products or services. For online channel,

consumers can rely on other consumers' reviews to understand the benefit of products or services. Transaction convenience is defined as the amount of time and effort for consumers to finalize the transaction or conduct payment for services or products. It's the amount of time that consumers need to wait or to spend before experiencing the product or service. Post-benefit convenience is defined as the amount of time that consumers need to wait in order to contact the firm or company; repairing or returning goods, or maintenance.

Hypothesis 4: Service convenience has positive effect on purchase intention.

2.7 Framework for this research

Figure 2.3 Understanding Thai young adults toward cloth shopping on social media

CHAPTER III
RESEARCH METHODOLOGY

Researcher chooses to conduct this research to find out factors which can positively influence those shoppers who like to shop for their cloth on social media websites; especially Instagram and Facebook. Cloth is selected to be a subject to study, because it ranks as top items which people like to purchase online in term of value. In order to study or conduct this research, researcher has identified target of study as Thai young adult, 25 – 34 years old, who have experienced to shop on social media websites in the past two months for their cloth, living in Bangkok area, and connect to internet daily. Mcdaniel and Gates (2013) defined population of interest as those who hold necessary information which researchers need to address the objective of the research. 100 samples will be taken by survey through internet from the population of interest. Survey will be collected via Googledoc by non-probability sampling method, because the total population size is unknown. Respondents will be able to do the questionnaire in their free time. Moreover, the questionnaire is distributed both Thai and English because of convenience for respondents.

3.1 Type of Study

Causal study will be selected as a methodology to conduct this research. The reason to select this type of methodology is used to study the relationship between a set of variables. In other words, researcher will be able to understand the change in one variable cause another change in another variable or not. It grants an opportunity to researcher to understand or the impact of independent variable to dependent variable (Williams, 2007). To be able to understand the cause and effect efficiently, data needed to be collect effectively. Without correct or accurate data, it will be difficult for researcher to identify the impact.

3.2 Data collection

In this research, both primary and secondary data will be used to address the objective of this research. Curtis (n.a.) identified secondary data as information that has been collected in the past by other researchers and available for public. This data has been collected and organized with specific purpose. Due to this point, this type of data may have some limitation to address some objectives. On the other hand, it can help researchers to save time and cost, because it has already been conducted, tested, and ready to use.

Another type of data, primary data, is collected to address very specific problem which stated by decision maker and researcher. This type of data is either collected by conducting survey, interview, taste test, and other type of experiments which is firsthand experience (Curtis, n.a.). In order to collect information to get primary data, survey will be utilized to collect necessary information from target respondents. Curtis (n.a.) stated that survey is the most common way to collect primary data. There are many methods for survey; telephone, internet, face to face or internet, observation, and etc. The choice is up to researchers' budget, characteristic of population of internet, and time frame. For this study as quantitative research, researcher chooses to adopt internet survey as a tool to collect necessary information by convenient sampling, because respondents need to have experiences in browsing and shopping online for their cloth. To be able to shop for their cloth online, it means that they need to have internet connection in their daily lives. By adopting this type of survey method, it will help to screen out those who are not the target.

To collect information from target respondents on internet, questionnaire will be utilized as a tool. Total population for this case is unknown, because there is no exact number for Thai people who have experienced shopping over internet. Once the population is unknown, non probability should be implemented. Mcdaniel and Gates (2013) explained about questionnaire as a set of questions which is used to obtain important information which is required to answer research questions and objectives. So this questionnaire will be launched through Googledoc. to all respondents. The sampling population is unknown, because the numbers of internet users who have experienced shopping online are unknown, 25-34 years old. No one ever collected exact numbers before.

The reason that researcher decided to distribute questionnaire through Googledoc or online, because those who can respond must have and able to connect to internet. If they cannot connect to the internet, they will not be able to shop online. Therefore, it will screen out those who are not our target samples out as well. Apart from that, it will be convenience for respondents to conduct survey whenever they want in their free time. Researcher also can distribute this questionnaire to big and various groups of people at the same time.

3.3 Questionnaire Design

There are altogether four parts in the questionnaire. The first part is screening question to screen respondents who have experience about shopping on social media websites. The second part is to understand respondents' profile or demographic. From 3rd part until the last part, respondents were asked to rate how they feel regarding each factors; online word of mouth, reliability, economic motivation, service convenience, and purchase intention. Questions were developed and adjusted from previous literatures and researches.

Table 3.1 Section 1 : Screening question reference (1 question)

Factor	Question	Adaption from the reference
Screening question	Have you ever purchased cloth on social media websites?	

Table 3.2 Section 2 : Demographic questions (5 questions)

Factor	Question	Adaption from the reference
Gender	What is your gender?	
Age	What is your age?	
Income	What is your monthly income in baht?	
Education	What is your level of education?	
Occupation	What is your occupation?	

Table 3.3 Section 3 : Factor questions (22 questions)

Factor	Question	Adaption from the reference
General factor	When you purchase your cloth on social media websites, what is the most important factor which influence your purchase decision?	
Online word of mouth	Review or comment from other users on social media websites encourage me to purchase cloth	El-Omari and Shane, 2010
Online word of mouth	Review or comment from celebrities on social media websites encourage me to purchase cloth	El-Omari and Shane, 2010
Online word of mouth	Review or comment from experts on social media websites encourage me to purchase cloth	El-Omari and Shane, 2010
Online word of mouth	If my friends or acquaintance share any cloth on social media websites, it will pick up my interest to look at and purchase it	Richard and Guppy,2014

Table 3.3 Section 3 : Factor questions (cont.)

Factor	Question	Adaption from the reference
Online word of mouth	If cloth or any companies related to cloth is on the recommendation list of social media websites, I am willing to take a look in it and purchase it	
Online word of mouth	If I see many friends or people share the same or similar kind of cloth, I am likely to purchase it	Richard and Guppy,2014
Reliability	Number of likes or followers is very important to me when I need to decide to purchase cloth on social media sites	Richard and Guppy,2014
Reliability	The more likes or followers on any cloth on social media sites encourage me to buy it	Richard and Guppy,2014
Reliability	Even I'm very reluctant to buy, but I will purchase products or services online, if it is the brand that I trust	Lau and Lee, 1999
Reliability	If shop on social media website cannot prove that they are reliable, I will not purchase anything from them	
Reliability	I am well aware of various kind of risks; financial, product performance, psychological, and time/ convenience loss. So I will not purchase anything, if the website is not reliable.	Moisescu and Bertea, 2013
Economic motivation (Price)	Price is the major factor which motivates me to shop for my cloth on social media sites.	Anantavong,2015

Table 3.3 Section 3 : Factor questions (cont.)

Factor	Question	Adaption from the reference
Economic motivation (Price)	I prefer to shop for my cloth on social media sites, because it is cheaper offline shop	Phongcharnchawalit, 2015
Economic motivation (Price)	I compare price of products before I buy them.	Jittarapatamapong,2015
Service convenience	I like to shop for my cloth on social media sites because it can save my time	Anantavong,2015
Service convenience	It takes little effort for me to shop for my cloth on social media sites, comparing to shop in the cloth shops or offline	De costa,n/a
Service convenience	I feel that it's very convenience for me to select for cloth on social media sites	Anantavong,2015
Service convenience	I feel that I can access to any shop on social media sites at any given time with little effort	Anantavong,2015
Service convenience	I feel that I can understand or experience the benefit of cloth from social media sites shopping right away	De costa,n/a
Service convenience	It is very easy for me to finalize my purchase decision or transaction when I purchase cloth on social media website.	De costa,n/a
Service convenience	I feel that it is quite easy for me to contact the shop whenever I need to repair or return the cloth on social media sites.	De costa,n/a

Table 3.4 Section 4 : purchase intention question reference (1question)

Factor	Question	Adaption from the reference
Purchase intention	Have you ever purchased cloth on social media websites?	

3.4 Scaling on Questionnaire

To understand the altitude or level of agreement and disagreement of respondents toward the subject being tested or studied, Likert scale is the right tool to capture this information. This type of scale is used to understand one subject at a time, not comparing to others. Garland (1991) and Nunnally and Bernstein (1994) suggested that 5 points scale is the most appropriate one to conduct a survey. By adopting 4 points scale, those who answer might try to answer positively or negatively toward each subject. They might try to answer something positively in order to help researcher as well. For 7 points scale, it only yields slightly better result than 5 points scale. Sometimes, it is too complex for some people as well. Due to this point, researcher will adopt 5 points scale to capture attitude of all 100 respondents. The measurement value of Likert scale will be computed as followed:

Interval (I) = Range (R)/Class(C)

R = Highest score – Lowest score = 5-1 = 4

C = Interval scale = 5

Interval (I) = (5-1)/5 = 0.8

To interpret above calculation:

Any score between 1.00 – 1.80 will be considered as least important

Any score between 1.81 – 2.61 will be considered as less important

Any score between 2.62 – 3.41 will be considered as moderate important

Any score between 3.41 – 4.22 will be considered as very important

Any score between 4.23 – 5.00 will be considered as most important

3.5 Data Analysis

After collecting all necessary information, SPSS will be utilized to analyze the data statistically. To get a sense or a glimpse of overall characteristics of respondents, descriptive statistic can help to address this issue. This type of statistic will provide the mean, mode, central tendency, comparing percentage, and other simple statistical tests. As for this research, this type of statistic will be used to provide frequency, percentage, average or mean, and standard of deviation to researcher in order to understand some traits of respondents.

Apart from descriptive statistic, quantitative analysis will also be used to assist researcher to analyze the data as well. All gathered data will be prepared and input into SPSS in order to find the relationship between each variable. To understand the relationship, multiple regression and other correlation tools will be used. Multiple regressions is used in this case, because there are more than one independent factors. Five different factors will be tested whether they have impact on dependent factor or not and also understand the level of their impact or magnitude between each factor and dependent factor.

CHAPTER IV
RESEARCH FINDING AND ANALYSIS

After distributing questionnaire online via Googledoc, there were 145 set of questionnaire returned. From those 145 sets of questionnaire, there were 12 sets that were not usable. Not only that, some respondents do not fit the aging criteria, between 25 to 34 years old. So researcher decided to take out those, which leave only 110 set of usable data. From those 110 set of questionnaires, SPSS was used to summarize and to make sense of data. Before proceeding to analyze the relationship of each factor toward purchase intention of purchasing cloth online, profile of overall respondents will be displayed according to Table 4.1.

Table 4.1 Profile of Respondents

		Count	Column N %
Gender	male	31	28.2%
	female	79	71.8%
Age	25 - 29 years	76	69.1%
	30 - 34 years	34	30.9%
	more than 35 years old	0	0.0%
Income	below 15,000 baht	22	20.0%
	15,000 - 25,000 baht	32	29.1%
	25,001 - 35,000 baht	32	29.1%
	35,001 - 45,000	6	5.5%
	more than 45,001 baht	18	16.4%
education	high school	1	0.9%
	bachelor's degree	78	70.9%
	master degree	31	28.2%
	Phd	0	0.0%
occupation	Employee	64	58.2%
	business owner	17	15.5%
	government employee	19	17.3%
	Student	7	6.4%
	Unemployed	3	2.7%
Reason purchase cloth online	Reviews, comments or sharing from other users	20	18.2%
	Reliability	17	15.5%
	Price	28	25.5%
	Convenience	45	40.9%

According to Table 4.1, most of respondents are women, 71.8% of those who responded. Only 28.2% are men. The majority of those people are around 25 – 29 years old. The rest or 30.9% are 30 – 34 years old. As for income, the top earner, who earn above 45,001 baht per month, represents 16.4% of total respondents. Biggest groups are those who earn 15,000 – 25,000 and 25,001 – 35,000 baht per month, 29.1% each. Those who earn less than 15.000 baht represent another 20%. The smallest group is those who earn 35,001 – 45,000 baht, which equal to 5.5% of total respondents. Most of them or 70.9% are holding Bachelor's degree. Another 28.2% are holding at least Master degree. Only 0.9% or 1 person finished only high school.

In term of occupation, little more than half are working as employee, 58.2%. The second largest group is those who work as government employee, 17.3%, following by business owner, representing around 15.5%. Student and unemployed people represent another 6.4% and 2.7%. By asking respondents the reason they choose to purchase cloth online, it is quite clear that they decide to buy online, because of convenience, 40.9%. Another reason which encourages them to purchase online is price, 25.5%. Those who choose reviews, comments, or sharing from other users represent another 18.2% of total respondents. Reliability was the least important reason, 15.5%.

4.1 Online Word of Mouth

Companies always encourage other users, celebrities, or experts to post comments or review their experiences after trying their products or services online in order to encourage others to try. This is similar to what other researchers have found in their previous researchers. The data in Table 4.2 also pointed out that around 60% of respondents stated that reviews or comments from others on social media websites encourage them to purchase cloth. Only 9% do not agree with this.

Table 4.2 Influence from Other Users

Review or comment from other users on social media websites encourage me to purchase cloth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	2.7	2.7	2.7
	Disagree	7	6.4	6.4	9.1
	Neutral	33	30.0	30.0	39.1
	Agree	41	37.3	37.3	76.4
	strongly agree	26	23.6	23.6	100.0
	Total	110	100.0	100.0	

However comments or reviews from celebrities do not have as much influence as other users. Only 41% of respondents agree with this statement. While another 30% of respondents do not agree. They might feel that those celebrities who post their comments or reviews online might get paid to do so.

Table 4.3 Influence from Celebrities

Review or comment from celebrities on social media websites encourage me to purchase cloth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	13	11.8	11.8	11.8
	Disagree	20	18.2	18.2	30.0
	Neutral	31	28.2	28.2	58.2
	Agree	32	29.1	29.1	87.3
	strongly agree	14	12.7	12.7	100.0
	Total	110	100.0	100.0	

On the other hand, reviews or comments of those experts scored quite high, very similar to comments or reviews from other users. 54% of respondents agree that comments or reviews from experts encourage them to buy. Only 13% do not agree with the statement.

Table 4.4 Influence from Experts

Review or comment from experts on social media websites encourage me to purchase cloth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	1.8	1.8	1.8
	Disagree	13	11.8	11.8	13.6
	neutral	35	31.8	31.8	45.5
	agree	42	38.2	38.2	83.6
	strongly agree	18	16.4	16.4	100.0
	Total	110	100.0	100.0	

If respondents saw their friends or acquaintance share any cloth or anything related to cloth online, it is very likely that it will catch attention and encourage them to buy as well. 56% of respondents agree to the statement. Only 15% do not agree with it. It seems like friends or acquaintances can encourage respondents to purchase more than comments or reviews from celebrities.

Table 4.5 Sharing from Friends

If my friends or acquaintance share any cloth on social media websites, it will pick up my interest to look at and purchase it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	5.5	5.5	5.5
	disagree	11	10.0	10.0	15.5
	neutral	31	28.2	28.2	43.6
	agree	50	45.5	45.5	89.1
	strongly agree	12	10.9	10.9	100.0
	Total	110	100.0	100.0	

Apart from sharing from friends, companies also pay for social media websites to put them and their products into recommendation list and send to others users. Data from the survey stated that 44% of respondents paid attention to those recommendation list and also likely to purchase it. Only 16% of respondents do not agree.

Table 4.6 Recommendation List

If cloth or any companies related to cloth is on the recommendation list of social media websites, I am willing to take a look in it and purchase it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	2.7	2.7	2.7
	disagree	15	13.6	13.6	16.4
	neutral	43	39.1	39.1	55.5
	agree	35	31.8	31.8	87.3
	strongly agree	14	12.7	12.7	100.0
	Total	110	100.0	100.0	

4.2 Reliability

Before purchasing anything online, users have to be certain that they will not get cheated or losing their personal data. If the website is not reliable, users will be very reluctant to click purchase. From the Table 4.7, respondent's answers are quite mix. The percentage of respondents who express agree and those who disagree with the statement are almost equal with each others, 32% and 31%. So number of likes or followers might not have any effect on users.

Table 4.7 Effect of Number of Like and Follower

Number of likes or followers is very important to me when I need to decide to purchase cloth on social media sites

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	12	10.9	10.9	10.9
	disagree	23	20.9	20.9	31.8
	neutral	39	35.5	35.5	67.3
	agree	32	29.1	29.1	96.4
	strongly agree	4	3.6	3.6	100.0
	Total	110	100.0	100.0	

Answers of respondents in Table 4.8 are quite contradicted with what they answered before. It seems like number of likes or followers might not encourage them to buy, but when they see a lot of followers or likes of that shop. It seems to have effect on their decision. 46% of respondents agree that the more likes or followers of the site will encourage them to buy from those sites. Only 20% disagree with the statement.

Table 4.8 More Likes or Followers and Purchase Intention

The more likes or followers on any cloth on social media sites encourage me to buy it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	2.7	2.7	2.7
	disagree	20	18.2	18.2	20.9
	neutral	36	32.7	32.7	53.6
	agree	31	28.2	28.2	81.8
	strongly agree	20	18.2	18.2	100.0
	Total	110	100.0	100.0	

When respondents feel reluctant with the website or online shop, 40% of respondents still make their decision to purchase if it's the brand they trust according to Table 4.9. However, another 32% express that they will not make any purchase when they are reluctant to click purchase. It seems like trust in the brand can help customers to overcome fear.

Table 4.9 Trust in Brands

Even I'm very reluctant to buy, but I will purchase cloth, if it is the brand that I trust

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	17	15.5	15.5	15.5
	disagree	18	16.4	16.4	31.8
	neutral	27	24.5	24.5	56.4
	agree	36	32.7	32.7	89.1
	strongly agree	12	10.9	10.9	100.0
	Total	110	100.0	100.0	

According to Table 4.10 and Table 4.11, it seems like reliable can encourage or prevent customers to make any purchase. If customers feel that the website is not reliable, they will not make any purchase. It is quite clear, because 82% of total respondents agree with the statement. They will not make any purchase if it's not reliable. There are various kinds of risks, if customers do not feel secure, they will turn away and try to shop offline instead.

Table 4.10 Reliable and Purchase Intention

If shop on social media website cannot prove that they are reliable, I will not purchase anything from them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	.9	.9	.9
	disagree	2	1.8	1.8	2.7
	neutral	15	13.6	13.6	16.4
	agree	28	25.5	25.5	41.8
	strongly agree	64	58.2	58.2	100.0
	Total	110	100.0	100.0	

Table 4.11Risks and Purchase Intention

I am well aware of various kind of risks; financial, product performance, psychological, and time/ convenience loss. So I will not purchase anything, if the website is not reliable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	1.8	1.8	1.8
	disagree	1	.9	.9	2.7
	neutral	11	10.0	10.0	12.7
	agree	35	31.8	31.8	44.5
	strongly agree	61	55.5	55.5	100.0
	Total	110	100.0	100.0	

4.3 Economic Motivation

People always feel that they can find a better deal by shopping online. In the end, various websites let customers compare price of the same or similar products. According to Table 4.12, about 75% of respondents state that price is the major reason which motivating them to shop for their cloth online. Only 7% disagree with the statement.

Table 4.12 Price as Motivator

Price is the major factor which motivates me to shop for my cloth online.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	1.8	1.8	1.8
	disagree	6	5.5	5.5	7.3
	neutral	19	17.3	17.3	24.5
	agree	40	36.4	36.4	60.9
	strongly agree	43	39.1	39.1	100.0
	Total	110	100.0	100.0	

However, the reality might be different. According to Table 4.13, only 49% of respondents agree with the statement, comparing to 75% in Table 4.12. The numbers of those who disagree also increase to 25%. So the price of cloth on social websites might not be as cheap as everyone think.

Table 4.13 Shopping for cloth online because of price

I prefer to shop for my cloth online, because it is cheaper there

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	10	9.1	9.1	9.1
	Disagree	18	16.4	16.4	25.5
	Neutral	27	24.5	24.5	50.0
	Agree	37	33.6	33.6	83.6
	strongly agree	18	16.4	16.4	100.0
	Total	110	100.0	100.0	

Even customers believe that the price of cloth online is cheap, but they still compare the price of cloth before buying them. According to Table 4.14, 65% of respondents agree that they try to compare the price before making any purchase. Only 12% of respondents do not compare.

Table 4.14 Comparing Price

I compare price of cloth before I buy them social media.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	1.8	1.8	1.8
	disagree	11	10.0	10.0	11.8
	neutral	25	22.7	22.7	34.5
	agree	37	33.6	33.6	68.2
	strongly agree	35	31.8	31.8	100.0
	Total	110	100.0	100.0	

So it can be concluded that people decide to shop online, because they think that shopping for their cloth online should be cheaper. They also try to compare the same or similar cloth on various websites before buying one. Some of the cloth might be cheaper online, but some are not. This might be the reason why there are more people disagree in Table 4.13.

4.4 Service Convenience

Another main reason why people decide to shop online, because they feel that it is very convenience. All they have to do is ordering the goods by one click and wait for the product to get shipped to their places. According to respondents, 71% of them agree that they decide to shop for their cloth online, because it can save their time. Not only that, 60% of them, according to Table 4.16, also spend little effort to shop for their cloth online. It seems like shopping for cloth online can help them to save time and spend less effort than shopping offline.

Table 4.15 Saving time

I like to shop for my cloth on social media because it can save my time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	1.8	1.8	1.8
	disagree	7	6.4	6.4	8.2
	neutral	22	20.0	20.0	28.2
	agree	38	34.5	34.5	62.7
	strongly agree	41	37.3	37.3	100.0
	Total	110	100.0	100.0	

Table 4.16 Effort to shop online

It takes little effort for me to shop for my cloth on social media website, comparing to shop in the cloth shops or offline

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	1.8	1.8	1.8
	disagree	7	6.4	6.4	8.2
	neutral	35	31.8	31.8	40.0
	agree	43	39.1	39.1	79.1
	strongly agree	23	20.9	20.9	100.0
	Total	110	100.0	100.0	

From table 4.17,not only that, 68% of respondents also express that it is very convenience for them to shop online. Only 5% of respondents do not agree with the statement in this case. So it is very clear that shopping online provides convenience to customers.

Table 4.17 Convenience to Shop Online

I feel that it's very convenience for me to select for cloth on social media website

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	.9	.9	.9
	disagree	5	4.5	4.5	5.5
	Neutral	28	25.5	25.5	30.9
	agree	35	31.8	31.8	62.7
	strongly agree	41	37.3	37.3	100.0
	Total	110	100.0	100.0	

Table 4.18 also confirms that respondents can spend less effort to access to any shops online to browse their offering. Comparing to offline stores, people need to talk into the shop and browse through lines of offering products. On online shop, they can do it with a single click with little time. In this case, 76% of respondents agree that they can access to any shop on social media sites with little effort.

Table 4.18 Accessing to Shops with Little Effort

I feel that I can access to any shop on social media website at any given time with little effort

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	6	5.5	5.5	5.5
	neutral	20	18.2	18.2	23.6
	agree	51	46.4	46.4	70.0
	strongly agree	33	30.0	30.0	100.0
	Total	110	100.0	100.0	

According to table 4.19, by asking respondents whether they understand the benefit of online shopping or not, it seems like 79% of them understand the benefit of shopping online. Only 3% still do not understand.

Table 4.19 Understanding the Benefit of Online Shopping

I feel that I can understand or experience the benefit of cloth from online shopping right away

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	3	2.7	2.7	2.7
	neutral	20	18.2	18.2	20.9
	agree	59	53.6	53.6	74.5
	strongly agree	28	25.5	25.5	100.0
	Total	110	100.0	100.0	

According to table 4.20, respondents answered about online transaction, it seems like it is quite easy for them to conduct or to make purchase. 67% of respondents agree that it is easy for them to finalize their purchase decision. Shops need to simplify everything to make the online shopping experience fun, easy, and fast, to encourage customers to shop.

Table 4.20 Finalizing transaction

It is very easy for me to finalize my purchase decision or transaction when I purchase cloth on social media website.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	4.5	4.5	4.5
	disagree	3	2.7	2.7	7.3
	neutral	28	25.5	25.5	32.7
	agree	46	41.8	41.8	74.5
	strongly agree	28	25.5	25.5	100.0
	Total	110	100.0	100.0	

According to table 4.21,contacting the online shops when respondents need to repair or return goods is quite troublesome. Only 40% of respondents agree with the statement. While another 32% do not agree with. Online shops might need to improve this after sales services to encourage more customers.

Table 4.21 Contacting Online Shops

I feel that it is quite easy for me to contact the firm whenever I need to repair or return the goods on social media website.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	16	14.5	14.5	14.5
	disagree	20	18.2	18.2	32.7
	neutral	29	26.4	26.4	59.1
	agree	38	34.5	34.5	93.6
	strongly agree	7	6.4	6.4	100.0
	Total	110	100.0	100.0	

4.5 Relationship between Each Factor and Purchase Intention

After taking a closer look at how respondents rate each factor, researcher will utilized multiple regression tool in SPSS to analyze the relationship between each factor and purchase intention. The results will be shown in below table.

Table 4.22 Multiple Regression Results

Correlations

		Purchase Intention	WOM	reliability	Economic motivation	convenience
Pearson Correlation	Purchase Intention	1.000	.250	.293	.182	.577
	WOM	.250	1.000	.464	.385	.353
	Reliability	.293	.464	1.000	.308	.370
	Economic motivation	.182	.385	.308	1.000	.236
	convenience	.577	.353	.370	.236	1.000
Sig. (1-tailed)	Purchase Intention	.	.004	.001	.028	.000
	WOM	.004	.	.000	.000	.000
	Reliability	.001	.000	.	.001	.000
	Economic motivation	.028	.000	.001	.	.007
	Convenience	.000	.000	.000	.007	.
N	Purchase Intention	110	110	110	110	110
	WOM	110	110	110	110	110
	Reliability	110	110	110	110	110
	Economic motivation	110	110	110	110	110
	convenience	110	110	110	110	110

Model Summary[e]

					Change Statistics					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.584[a]	.341	.316	.72362	.341	13.599	4	105	.000	
2	.584[b]	.341	.323	.72026	.000	.018	1	105	.892	
3	.583[c]	.340	.328	.71729	-.001	.120	1	106	.730	
4	.577[d]	.333	.327	.71793	-.007	1.192	1	107	.277	1.792

a. Predictors: (Constant), convenience, economic motivation, reliability, WOM

b. Predictors: (Constant), convenience, economic motivation, reliability

c. Predictors: (Constant), convenience, reliability

d. Predictors: (Constant), convenience

e. Dependent Variable: Purchase intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.483	4	7.121	13.599	.000[b]
	Residual	54.981	105	.524		
	Total	83.464	109			
2	Regression	28.473	3	9.491	18.295	.000[c]
	Residual	54.990	106	.519		
	Total	83.464	109			
3	Regression	28.411	2	14.206	27.610	.000[d]
	Residual	55.052	107	.515		
	Total	83.464	109			
4	Regression	27.798	1	27.798	53.932	.000[e]
	Residual	55.666	108	.515		
	Total	83.464	109			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), convenience, economic motivation, reliability, WOM

c. Predictors: (Constant), convenience, economic motivation, reliability

d. Predictors: (Constant), convenience, reliability

e. Predictors: (Constant), convenience

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.080	.526		.152	.879	-.962	1.122
	WOM	.015	.109	.013	.136	.892	-.202	.231
	Reliability	.110	.127	.081	.866	.388	-.142	.362
	Economic motivation	.026	.089	.026	.296	.768	-.149	.202
	convenience	.749	.122	.537	6.121	.000	.506	.992
2	(Constant)	.084	.522		.162	.872	-.951	1.120
	Reliability	.116	.119	.085	.970	.334	-.121	.352
	Economic motivation	.029	.085	.029	.346	.730	-.139	.198
	convenience	.752	.120	.539	6.291	.000	.515	.989
3	(Constant)	.135	.500		.269	.788	-.856	1.125
	Reliability	.126	.115	.092	1.092	.277	-.103	.354
	convenience	.758	.118	.543	6.427	.000	.524	.992
4	(Constant)	.428	.421		1.016	.312	-.407	1.264
	convenience	.805	.110	.577	7.344	.000	.588	1.023

a. Dependent Variable: Purchase intention

From above tables, only convenience factor alone has positive relationship with purchase intention and can explain up to 0.577 or 57% of purchase intention. Other factors, word of mouth, reliability, and economic motivation, do not have any relationship with purchase intention, significant different more than 0.05. Due to this point, researcher will take out all variables except convenience.

By taking a closer look by adopting T-Test to find the difference in mean between genders. It seems like female stated that they spend less effort to shop online and in browsing through websites to find the cloth they like. Male on the other hand seems like they do not feel that they spend less effort in shopping online.

Table 4.23 Results of T-Test for Convenience

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean	Sig. (2-tailed)
It takes little effort for me to shop for my cloth on social media website, comparing to shop in the cloth shops or offline	male	31	3.3548	.98483	.17688	.019
	female	79	3.8481	.87835	.09882	
I feel that I can access to any shop on social media website at any given time with little effort	male	31	3.6129	.98919	.17766	.007
	female	79	4.1646	.72378	.08143	

As the result from table 4.23,marketer should focus more on female and try to encourage them to shop online. They believe that by shopping online can reduce much of their effort comparing to shopping offline. They can browse more of cloth with single click. So if they feel that they can shop with little effort, they are very likely to spend more and do more of shopping online. Marketer or company needs to facilitate and to make their shopping experience as smooth as possible in order to lure them to shop more next time.

Table 4.24 Criteria

Criteria	Mean	Level of Importance
Online word of Mouth	3.36	Moderate Important
Reliability	3.77	Very Important
Economic Motivation	3.73	Very Important
Service convenience	3.79	Very Important

From the above table, service convenience is the highest scores. Reliability is the second. Economic motivation and online word of mouth influent purchase intention to buy, respectively.

Discussion

Lee, Wu, Lee, and Tsai (2014) stated that positive Online word of mouth can influence purchase intention greatly. Those who like to post their comments or opinions on social websites, people sometimes call them as opinion leaders. Opinion leaders are those who encourage to publish and to review their experiences, thoughts, feelings, and etc. toward that products or services because of their involvement with the product or service deeply (El-Omari and Shane, 2010). Our finding is similar to what other researchers have found in the past. Reviews or comments from experts and other users can encourage people to buy cloth online. However, this factor does not have much correlation with purchase intention. People want to choose cloth that they like or interest in first. So they will read the comment or review from other users. If the comment is positive, it will encourage them to buy more, but not influence their purchase intention at first if they do not interest in the product.

People always share what they like or sometime take a look at what others recommend to them. From the statistic, there are at least one million links shared on social media every 20 minutes. What Richard and Guppy (2014) have found is contradict to our result. Their findings indicated that sharing can positively influence purchase intention. However, our finding found that it has almost no impact and not much correlation on purchase intention for cloth at all.

As for reliability, people expect that they will get what they order at the right amount, right quality, and right time (Vijayasarathy and Jones, 2000). If they can’t deliver what they promise, customers will be very likely stay away from them. One indication which people use to measure reliability is number of followers or likes on social media websites. The more people like or follow the shop, the higher reliability they perceive. Our finding found it quite opposite. It seems like Thai people or respondents rate this factor as very important, but they do not have any correlation with purchase intention. So it can be conclude that people will not buy cloth even they like it, if they perceive that it is not reliable.

Another reason that people start to shop on social media websites is pricing. They perceive that the price of online cloth is cheaper. They can compare the price of cloth online before purchasing it and able to find the good deal out of it. Out finding, however, indicates different result. It does not have any correlation with

purchase intention at all. People do compare price of the cloth they like to find the best deal. They will not buy something that they do not like, even the price is steeply discounted.

As for the last factor, service convenience, this factor is the only factor which has strong correlation with purchase intention. According to result from running multiple regression, only convenience can explain up to 32.7% of purchase intention for cloth. It seems like people prefer to shop for their cloth on social media website, because of service convenience solely. This finding is also similar to what other researchers have found in the past. People might not have time to shop or to browse through offline shops like before, so shopping online might be the answer for their lifestyles at the moment, because they can browse through various choices and shops in an instant. Not only that, by shopping online people can wait for goods to be shipped to their doors effortless and also ease of transaction. Internet helps to simplify things up, including shopping.

CHAPTER V
CONCLUSION

Technology has simplified everything from the way we live to the way we shop. Today people can buy anything online from very cheap and tiny stuffs, such as toothpick, to expensive products, such as vehicle, boats, lands, and etc. Due to this point, everyone can find anything online. According to Nation (2007), Thailand e-commerce worth at least 2.03 trillion baht in 2014 alone, and the trend is set to rise further as more and more people know the benefit and convenience of shopping online. From National Statistic Office (2013), clothing and accessories category occupied up to 46.8% of total transaction. From this figure alone, it represents a very big opportunity for every shop to pass up without joining the competition.

As more and more shops try to open and gain more customers online and also social media websites, the competition among new comers and existing ones start to heat up and intensify. To be able to understand the needs and wants of customers, this research identifies altogether four factors which can influence purchase intention of those who purchase cloth on social media websites according to previous literatures and researches. Those factors are reviews or comments, sharing and recommendation that are included in online word of mouth factor, reliability, economic motivation, and lastly service convenience.

Table 5.1 Criteria & Summarize

To summarize the overall finding, please refer to table below for more information: online word of mouth, service convenience, economic motivation and reliability

Item	Accepted/Rejected	Reason	Significant level
Hypothesis 1	Rejected	Although online word of mouth can encourage customer to buy, but no effect on purchase	No correlation, significant different above 0.05
Hypothesis 2	Rejected	Reliability does not have much effect on purchase intention	No correlation, significant different above 0.05
Hypothesis 3	Rejected	Economic motivation or cheap price does not really encourage people to shop online	No correlation, significant different above 0.05
Hypothesis 4	Accepted	Convenience can encourage people to shop online	0.00

From analyzing each factor buy multiple regression, it is quite clear that only service convenience factor has impact or strong correlation with purchase intention. So all, except hypothesis 2, are not accepted. Although people rated some factors quite high, but they do not have much correlation and cannot predict purchase intention.

5.1 Recommendation

From our research, respondents concern about service convenience when they decide to buy clothed on social media shop. Therefore, social media stores should make their fan page looks simple and be easy to access. Moreover, customers expect that seller will reply quickly when they ask questions so sellers should always

response customers. If sellers reply late, customers can switch to others shops that easily to access as well. Shipping and product status that is sent, sellers should notify customers in order to provide convenience to customers and increase reliability. Most customers would transfer money online when they buy product from online shop. Social media shops should have bank account from several banks to not pay fee transfer of different banks. Another one is importance and is limited of online stores, customers are unable to see the product before. If goods is damaged, the shop should take responsibility to change within 7 days. In addition, social media stores should try to focus on female shoppers, because they represent big group of customers who purchase frequently. Although male shoppers will purchase more for each transaction, but female shoppers shop more frequently, according to statistic from NECTEC. To grab these female shoppers, online stores should try to post picture of products that look attractive to attract customers and provide detail of cloth in order to compare similar cloth as simple as possible. This group of people feel that they prefer to shop online, because they spend less effort than shopping offline and able to browse various cloth with just single click. To make their experience as smooth as possible is what online store needs to do.

Apart from that online shops should try to train their call center or person in charge to handle complaints and get in touch with customers in order to hear their opinions. By doing so, they can learn about customers and how to improve themselves in order to serve better.

5.2 Limitation and Further Research

Time constraint is the limitation to conduct this research. Moreover, this research has selected the convenience sampling and small size. If there is more time, focus group is another method to identify more factors which can influent purchase intention of respondents. Apart from that, more sampling could be conducted to get more accurate set of data which can represent the whole population more accurately, at least 400 set of sampling. Each factor can be studied in depth in order to understand why and how to influence online shoppers in detail as well.

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APPENDICES

Appendix a questionnaire

"Understanding Thai young adults toward cloth shopping on social media"

This questionnaire has been developed by Mahidol University's International Student to be used for Thematic Study. All of the information given by respondents will be treated with high confidentiality and the given information will be used for education purpose only. Please complete all questions truthfully by selecting the answers you prefer or fit with your opinion.

Part 1 Screening Question

Have you ever purchased cloth on social media websites?

- ◉ Yes, please continue doing questionnaire
- ○ No, please stop doing questionnaire

Part 2 Demographic

1. What is your gender?

    a) Male

    b) Female

2. What is your age?

    a) 14-19 years

    b) 20-24 years

    c) 25-29 years

    d) 30-34 years

    e) More than 35 years

3. What is your monthly income in baht?

a) Below 15,000 baht

b 15,000 – 25,000 baht

c) 25,001-35,000 baht

d) 35,001-45,000 baht

e) 45,001 baht and above

4. What is your level of education?

a) High School

b) Bachelors degree

c) Masters degree

d) PhD. degree

5. What is your occupation?

a) Employees

b) Business owners

c) Government employees

d) Students

e) Unemployed

6. When you purchase your cloth on social media websites, what is the most important factor which influence your purchase decision?

a) Reviews, comments or sharing from other users

b) Reliability

c) Economic motivation (Price)

e) Service convenience

Online word of mouth

Please rate your opinion toward each statement about web design which influences you for purchasing cloth online. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Review or comment from other users on social media websites encourage me to purchase cloth					
Review or comment from celebrities on social media websites encourage me to purchase cloth					
Review or comment from experts on social media websites encourage me to purchase cloth					
If my friends or acquaintance share any cloth on social media websites, it will pick up my interest to look at and purchase it					
If cloth or any companies related to cloth is on the recommendation list of social media websites, I am willing to take a look in it and purchase it					
If I see many friends or people share the same or similar kind of cloth, I am likely to purchase it					

Reliability

Please rate your opinion toward each statement about web design which influences you for purchasing cloth online. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Number of likes or followers is very important to me when I need to decide to purchase cloth on social media sites					
The more likes or followers on any cloth on social media sites encourage me to buy it					
Even I'm very reluctant to buy, but I will purchase products or services online, if it is the brand that I trust					
If shop on social media website cannot prove that they are reliable, I will not purchase anything from them					
I am well aware of various kind of risks; financial, product performance, psychological, and time/ convenience loss. So I will not purchase anything, if the website is not reliable.					

Economic Motivation (Price)

Please rate your opinion toward each statement about web design which influences you for purchasing cloth online. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Price is the major factor which motivates me to shop for my cloth on social media sites.					
I prefer to shop for my cloth on social media sites, because it is cheaper offline shop					
I compare price of products before I buy them.					

Service convenience

Please rate your opinion toward each statement about web design which influences you for purchasing cloth online. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
I like to shop for my cloth on social media sites because it can save my time					
It takes little effort for me to shop for my cloth on social media sites, comparing to shop in the cloth shops or offline					

I feel that it's very convenience for me to select for cloth on social media sites					
I feel that I can access to any shop on social media sites at any given time with little effort					
I feel that I can understand or experience the benefit of cloth from social media sites shopping right away					
It is very easy for me to finalize my purchase decision or transaction when I purchase cloth on social media website.					
I feel that it is quite easy for me to contact the shop whenever I need to repair or return the cloth on social media sites.					

Purchase Intention

If I will shop for my cloth next time, I will definitely shop on social media websites.

a) Strongly disagree

b) Disagree

c) Neutral

d) Agree

e) Strongly agree

Thank You