

**THE KEY FACTORS THAT INFLUENCE THE BUYING
BEHAVIOR OF THAI PEOPLE ON INSTAGRAM**



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Thematic paper
entitled
**THE KEY FACTORS THAT INFLUENCE THE BUYING
BEHAVIOR OF THAI PEOPLE ON INSTAGRAM**

was submitted to the College of Management, Mahidol University
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ABSTRACT

The study aims to understand what are the key factors that influence the buying behavior of Thai people on Instagram? It is important for brands to be aware of the path that consumers take to make decisions when researching online to influence brands positive return on investment. The research methodology was applied by using Qualitative method. Ten persons participated in the interview. The age rank from 22-35. These participants were from Bangkok who used to buy the product on a regular basis from Instagram.

The results revealed that consumers tend not to rely on peers communications through online channels such as review sites and search. Surprisingly, Uniqueness of the product, the convenience are more significant than peer communication. Therefore, opinions of others do not have much effect in comparisons and influences on Thai consumer. The result also revealed that Thai consumers would rely and trust the product itself and the credibility of the Instagram shop.

KEY WORDS: Instagram/ Thai consumer/ Behavior/ Mondern Purchase Funnel/ Social

25 pages

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CHAPTER I

INTRODUCTION

1.1 Background

In the year 2016, according to internetlivestat.com, it said that around 29 million of the Thai population are Internet users. To calculate as a percentage, the penetration percent of the Thailand population are 42.7%. When compare with last year (2015), the number of Internet users are increasing around 2 million (internetlivestat, 2015). The factors that make the increasing number of the Internet users would be the new technology, globalization, and even improvement of the transportation.

According to the Internet users, social networking platforms like Facebook, Instagram, twitter, or google+ are very popular among Thai people. These social networking become a part of our daily life because it can exchange and share the message, photos, or even video with friends and families in just one click. It keeps the circle close and tight.

Instagram is one of the social networking platforms that growing so fast in Thailand. This social network allows the user to post photos and short videos on their own account. Also, the special function of the Instagram is Hashtag (#). This function will group the photos or videos that use the same word to make a category. The purpose of Instagram is mainly shared the photos or videos (Jenn, 2014). However, some companies and even the sellers in Thailand use Instagram as a marketing tool. Moreover, some sellers start to use Instagram as an online shop. Therefore, Instagram in Thailand become more complex social networking that become more than just posting the photos and uploading the video.

1.2 Problem Statement

When analyzing the trends of the social networking in Thailand, Facebook seems to have more users than Instagram. However many brands seem to have more success when marketing on Instagram than on Facebook. What is the reason for the successful use of Instagram to stimulate brand awareness and consumer purchases in Thailand?

1.3 Research Question

This study investigates how Instagram has effects on customer's decision making (Ayda, 2012). What factors that influence Instagram images have on customer's behavior to consume the products or services.

1.4 Research Objective

The purpose of this paper is to find out the factors that influence the Thai customer's decision making to consume products or services shown on Instagram. The research will explore about customers behavior on Instagram, relationship between customers and Instagram, and the influences of Instagram advertisement on consumer behavior.

1.4 Research Scope

The research scope will concentrate on

1. Analyze the trend of the marketing through Instagram
2. The factors that encourage the customer's decision making to consume product or service from Instagram.

This paper will conduct by using the qualitative research. The data will collect by conducting by interviewing with 10 people who own an instagram account and use it daily as well as used to buy item from Instagram online shop. The respondents are Bangkok-based and age 22 – 36 years old.

1.6 Expected Benefit

The final report will contain recommendations for the strategy that can be used for competing in the highly competitive digital market in Thailand. The result will be knowledgeable and practical for the firms that interested in the investing in digital marketing. It can be the guideline for the firms to understand consumer behavior through social networking. The result also provides the motivation to consume product or service from Instagram.



CHAPTER II

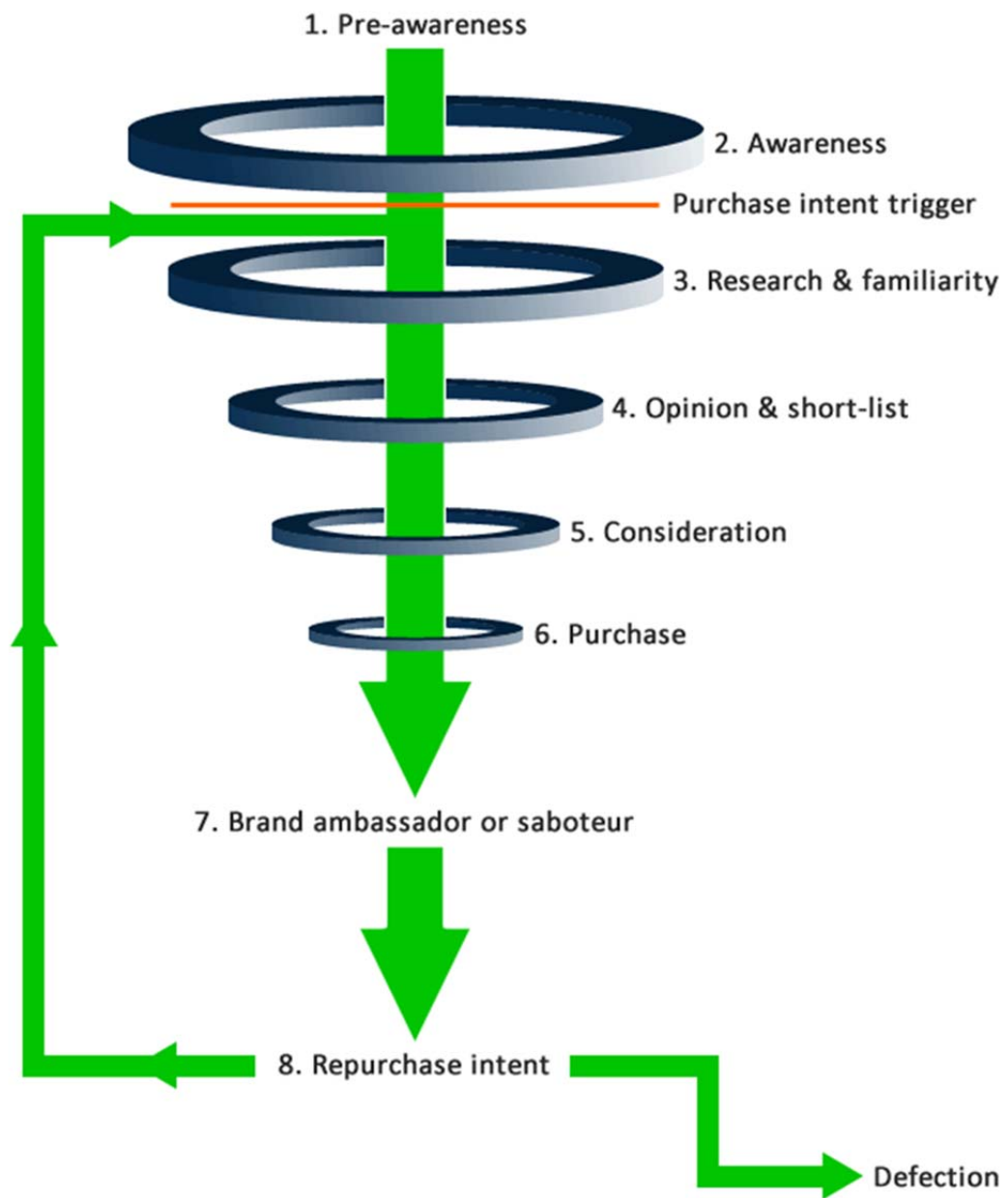
LITERATURE REVIEW

Instagram is one of the social platforms that using the simple content like a square photo and a small space under the photo to write a caption. However, this social platform has become very popular recently. The numbers of Instagram users are increasing every year. Thailand is one of the top countries who has a huge number of Instagram users who registered

Instagram is one of the famous social network platforms that has become very popular in Thailand recently. This social network represents a massive opportunity for driving a highly engaged audience to relevant brands, products, and lifestyles. A unique function of Instagram is hashtags (#). This function allows people who have the same interest to share the photos or videos to get inspirations (Jenn, 2014). In Thailand, Instagram users are slightly different from other regions. According to the statistics of the online shop on Instagram, it shows that consumers in Thailand prefer to buy products from this social network more than in other countries. Some non-retail brands can succeed at building brand awareness by creating aspirational content.

2.1 Modern Purchase Funnel

The diagram below summarizes the modern purchase funnel, taking into account the emergence of internet research and includes post-purchase behavior, and is explained below.



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Figure 2.1 Modern Purchase Funnel chart

Source: John Gibson (2015)

2.1.1 The modern purchase funnel

In this theory, it will be divided into main 8 stages, which are;

1. Pre-awareness: This is the first stage that the consumer has had no previous contact with the brand or the does not have acknowledgement from the brand or service.

2. Awareness: The second stage, people have acknowledgement of the brand with or without the desire to purchase. This stage, “Awareness” can communicate by message, word of mouth or personal discovery.

Purchase intent trigger: This stage is a special stage because it is the moment of truth when the consumer starts to think whether to purchase the product or service or not. This could be triggered by external factors (events, higher income, and so on).

3. Research & familiarity: At this stage, it will be divided the costumer into two groups, which are the potential one and non-potential. However, this stage will focus on the potential customer because they have decided purchase the product. These people are likely start reading reviews, learning the features, making comparisons, asking for opinions, and using the internet to research their options in detail. The duration of this process is depending on the product that they want to purchase.

4. Opinion & short list: At this stage, people will create a list which items, and which shop that they would like to purchase.

5. Consideration: At this stage, people will ask the opinion from others’ opinion who used this product or service before. It can help them to make an easier decision.

6. Decision & purchase: This stage is showing the final decision on the brand and product that they can afford it. They can purchase from online or that normal shop.

7. Brand/ product advocate (or saboteur): At this stage the customer will form his or her’s opinion after trying the product. If the product gives a positive attitude toward the user, the user seem likely to spread the news of brand via word of mouth and positive reviews, which is easily made on the internet.

8. Repurchase intention: the existing customers are significantly to the brand because it is not hard to convince them to re-purchase. However, in the future, the product soon will need to be replaced or upgraded in order to maintain the existing customers. However, if the customer is not satisfied with the product, it will link to the defection stage.

2.2 Consumer Behavior

The Consumer Buying Process



Figure 2.2 The consumer buying process chart

Source: John Gibson (2015)

1. Problem Recognition

The marketer should create an opportunity for getting attention from the customer by taking the time to “create a problem” for the customer. This problem will lead the customer to recognize the existence of the product. To start this, content marketing should show facts and testimonials of what your product or service can provide. Trying to create questions that can bring customer into the buying process.

2. Information Search

Once a problem is recognized, the searching process is taking place. The customers start to know about the issue and they’re looking for a solution. As a marketer, finding good partnerships like Google advertisement or other famous social network is a good strategy because it is easier for customers to search. Also, it is easy to wide spread the news.

3. Evaluation of Alternatives

At this stage, even the potential customers, they may hesitate to purchase the product because there are a lot of alternative products in the market. Therefore, the best way to go through this stage, the marketer should find the attractive selling point to convince the customer to buy our product instead of our competitors.

4. Purchase Decision

At this point, the customer has explored multiple options, they understand pricing and payment options and they are deciding whether to move forward with the purchase or not.

5. Purchase

This process is not the last process, because once the customer makes a decision to purchase, it does not guarantee that they will complete the process. It might be some external factors that stop them from buying for example; the complicated process of buying or the competitor's sale promotion.

6. Post-Purchase Evaluation

This is very important stage because it can be good marketing tools to spread the good experience after using the product. However, if the customer has bad experienced with the product, the bad review could be a nightmare for the brand.

2.3 Consumer Socialization

Consumer Socialization is a concept for individual consumer who learns about knowledge from others via communications (Ward, 1974). It is described as interactions among people you know (friends, and family, and even online socialization)

There are 3 main factors that that encourage consumer socialization among peers online:

1. Instant Messaging

Blogs, forums, instant messaging, and social networking sites are provided communication tools, for instance, comment box, review box that make the socialization on online process easy and more convenient (Isabelle Muratore, 2008).

2. Boom of Social Media sites

There are the increasing numbers of consumers who visit social media websites in order to communicate with others to find information before making a decision. (Lueg et al, 2006).

3. Secondary information

The social media feature multitudes of friends or peers who act as socializing agents and provide product informations and evaluations (Gershoff and Johar, 2006 and Taylor et al., 2011).

The Customer Socialization through Social media framework will focus on three out of the seven elements study as the following:

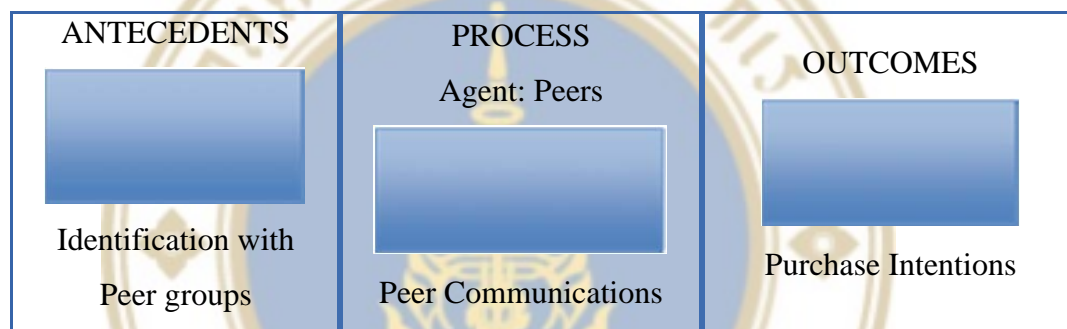


Figure 2.3 Customer Socialization through Social Media

Source: Xia Wang, Chunling Yu and Yujie Wei, (2012).

2.4.1 Identification with Peers

The most important element for communication in virtual communities is very dependent on peers groups because when an individual identifies them as belonging to the group, they want and need to maintain a positive relationship in the group. Also, they are willing to engage in community activities. (Xia Wang, Chunling Yu and Yujie Wei, 2012).

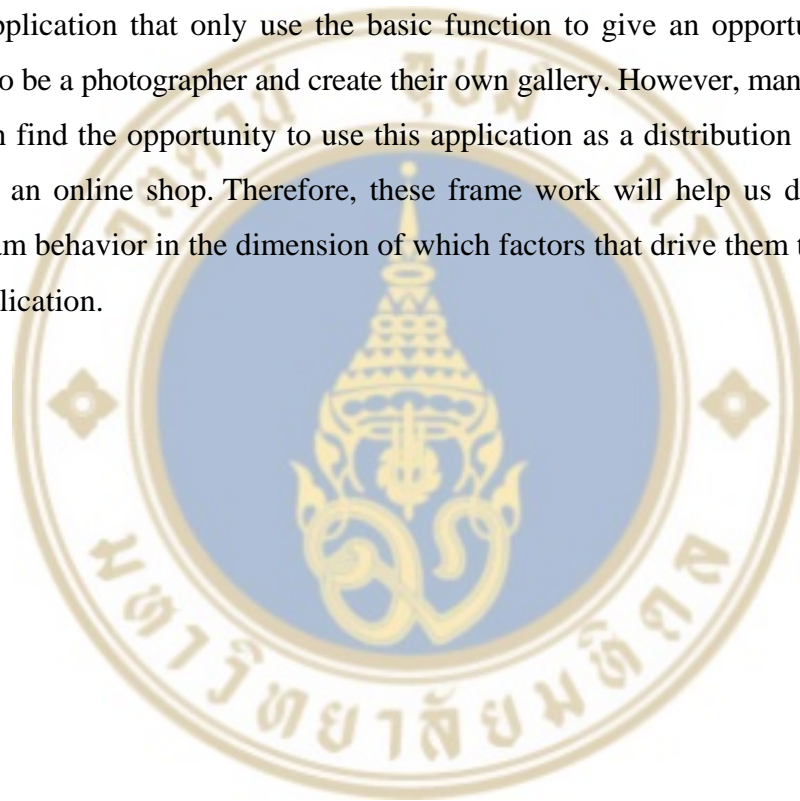
2.4.2 Peer communications

Peer communication is the process related to learning about a product, service, and brand. It is acquired through interactions between the consumer and socialization agents, for example LINE, Facebook and other online channels.

People are in between the process of making decision to purchase product and service. The effects and degree of influence may come from peer communications. At this stage, consumers may choose to purchase the product or may not purchase it (Xia Wang, Chunling Yu and Yujie Wei, 2012).

2.4.3 Summary

There are 3 main frameworks that will apply on this research which are Modern purchase funnel, Consumer buying process, and Consumer socialization. Instagram is an application that only use the basic function to give an opportunity for normal people to be a photographer and create their own gallery. However, many Thai Instagram user can find the opportunity to use this application as a distribution channel in order to open an online shop. Therefore, these frame work will help us describe the Thai Instagram behavior in the dimension of which factors that drive them to purchase from this application.



CHAPTER III

RESEARCH AND METHODOLOGY

3.1 Populations and Sample Size

3.1.1 Population

The number of Internet users in Thailand are 29 million (internetlvestat, 2015). The majority of Internet user are living in Bangkok. According to the research design, qualitative methods are using to explore the in-depth motivation of people why they decided to do some things. It can help the researcher to understand the consumer behavior better (Bruce L. Berge, 2004).

3.1.2 Sample Size

The plan is to recruit the interview participants who can answer the specific questions from the interviewer about Instagram, so the population is limited to internet users who also use Instagram. The sample size is 10 people who live in Bangkok, selected through convenience sampling. The age of participant is starting from 22 to 36 because the majority of this group tends to be active on social media. Also, this group of people tend to be familiar on using the Internet than others groups. Moreover, they tend to have the purchasing power.

According to qualitative method, the semi structure interview will apply to explore key aspects of Thai people toward the consumer behavior online. Therefor the researcher will recruit the different type of participant's background in this interview (Bruce L. Berge, 2004), such as age, gender, number of hours spend on the internet per day and occupation.

3.2 Research Design

The structure of the interview will be conducted as a semi-structured interview. Pre-questions will ask about demographic information of the participants. The data will be collected by interviewing participants about their perception, feelings, behaviors, attitudes and actions toward their experiences when searching for information on Instagram (Beyond Rethinking Digital and M Booth, N.D.). Also, the interaction among peers whether they have any effects on their purchase experiences will be asked. The questions will start by asking the number of hours spent on social media and the reasons behind using it (Dave Evans, N.D.). Later on the interviewer will gather more information by asking the participants about how they keep track of their interests on Instagram. Further detailed questions will ask how participants gathered information, how they keep track with the latest information with regards to their interests, how likely or unlikely are online peer communications to influence in their purchase decisions and attitudes before purchase. Participants will be asked as a side question whether they valued peer communications over what brands advertised and why (Eillen Bernardo, N.D.).

During the interview, participants will be requested to give an example of the product that they bought and the reason that influence them to make that purchase on Instagram rather than on other online shopping platforms.

The interview uses an audio-tape to record the participants during the interview. All interviewees will be informed that this interview will be used for the educational purposes only, and answers used only anonymously.

Lastly, this study aims to understand why Thai Instagram users make a purchase on Instagram. The result will allow brands to understand how Thai Instagram users behave online and what actions would be required while planning their social media strategies (Hennig-Thurau, 2014).

3.3 Instrument

The research began by asking participant to response to four behavior aspects dimensions - social media usage aspects, influence of peer communications aspects, product involvement due to peer communications, and the influence of peer communications to influence in purchase decisions. Then, the interview will explore aspects or perspectives

related to Thai consumers' online behavior. Moreover, opened-ended questions are included to allow participants to reveal their feelings, perceptions and behavioral intentions towards using social media.

The interview questions were developed from Wang, Yu and Wei (2012), "Social Media Peer Communications and Impacts on Purchase". To conclude, the analysis will include the following questions:

1. Media usage:
 - How often do you use social media and why do you use it?
 - How often do you read articles, blogs, and forums in a week and why do you read it?
2. Identification with Peer groups
 - If you are currently interested in a product or service, how would you seek information for it?
 - By searching on forums, Facebook or Instagram, how much you can learn more about the product?
3. Peer Communications:
 - Do online communities can influence you to be involved with the product?
 - Do you think that peers' opinions such as comments and reviews on Instagram are more credible than what brands advertise them to be?
4. Purchase Intentions:
 - How significant are online reviews in influencing you to purchase a product?
 - How significant are photos on Instagram in influencing you to purchase a product?

CHAPTER IV

FINDING AND ANALYSIS

4.1 Findings

After interviewing 10 participants who used to purchase services or products from Instagram, there are some similarities and dissimilarities among these group. These 10 participants' age range around 22 – 35 years old. All of them live in Bangkok. The education background is including currently studying, graduated and working. Each participant participates in this interview privately. The duration of the interview is around 30-45 minutes. Since this is a semi-structured interview, the structure of the question is chosen flexibly to ask the participants which depend on the suitable situation in order to keep the interview smoothly conduct. However, there are 4 dimensions that are relevant in this research that must be asked to every participant which are Media usage, Identification with Peer groups, Peer Communications, and Purchase Intentions. The detail of the questions will be explained later.

Table 4.1 Participants Information

Sex	Occupation	Age
Female	Master Degree Student	23
Female	Hotel owner	26
Female	Office worker	27
Female	Construction business owner	26
Female	Office worker	28
Female	Hotel manager	28
Male	Office worker	36
Male	Office worker	29
Male	Restaurant manager	27
Male	Freelancer	27

4.1.1 Media usage:

1. How often do you use social media and why do you use it?

Since the participants have different occupations, the media usage behaviors are slightly different in terms of the number of hours that they use the Internet. The longest hours that the participants answer is at least 12 hours per day that she spend on the Internet. The shortest time of using the Internet is 4 hours per day. The average of the media usage is 6 hours per day. According to the average number, the participants spend 1/4 of their time on Internet.

After learning about the hour that they spend on the Internet, the interview dug down to the main reason behind their usage. 10 out of 10 said that they want to entertain themselves, which might come in the various activities. For example, Interviewee A1 likes to watch Korean series. Another Interviewee said that he likes to check the news from the Camera Fan club page on Facebook, which sometimes he spends like 2 hours reading the detail and comments from the page.

Instagram is ranked in the top 3 of the social media that 10 participants regularly visit when they need to check the news or entertain themselves during their free time. Interviewee A2 said, *“Sometimes I do not want to read a lot of text, so I just check my Instagram to see the picture that can inspire me. Not only my friends’ account, but also check for my favorite shop on Instagram because I want to see what is new-in.”*

2. How often do you read articles, blogs, and forums in a week and why do you read it?

8 out of 10 of the participants said that they check the news and articles that recommended from the page that they follow on Facebook and Instagram every day. The number of checking time per day depends on the available time. Another 2 of the participants said that they do not read the news from Facebook and Instagram, but they directly go to the news website and read only the articles that they are interested. However, the sources of the news and articles and come from the different platform on the Internet, but 10 out of 10 said that they read those articles every day.

The reason behind this behavior is mainly being afraid of missing the latest news. Interviewee A3 said *“I needs to read the news or the articles every day because I doesn’t want to be the last one who know about the news among my friends. Sometimes, I feel happy to be the first one who knows about the latest news and shares the news to*

my friends.” She also mentions that knowing the latest news can help her make a conversation with others easier. Some participants prefer to read news or articles because their work required to be up-to-date. Therefore, the fastest way to receive the news and articles mostly comes from the online sources.

7 of 10 of the participants said that they read those articles and news from their smartphone or tablet during the way they are going to work and the way back home. They said that when they struck on the Bangkok traffic, they like to check Facebook and Instagram because it is the only thing that can entertain them on the traffic. Not only searching for the latest news, but also to look up the entertainment place after work like the restaurant or café.

4.1.2 Identification with Peer groups

1. If you were currently interested in a product or service, how would you seek information for it?

10 out of 10 answered the same answer for this question. The answer is they will go to Google and search for it. Interviewee A4 said, *“If I am interested in the new coming lipstick from brand A, I will go to Google and search for it. If this product is easy to find, I will slowly check on each link to see the details of the product. I might compare from one website to another site in order to see the performance of this product is it positive or negative rating from the website. However, I like to go to the official website of the product first to see the print ads of this product. Later on, I will go to the beauty blogger to personal blog who will show the detail and write about the review after using this product. This makes it easier for me to spend more time on this product before decided to make a purchase. All this process may take me like 30 minutes to 2 hours. Personally, I prefer to read many reviews from the user before decided to make a purchase because each people has different view and different feelings. The duration of this process also depends on the price of the product, if it is cheap, I won’t care much about the information in the Internet. In contrast, for the expensive product, searching for more information from Internet and user comment is relevant for me.”*

2. By searching on forums, Facebook or Instagram, how much you can learn more about the product?

After asking more scope down questions for all participants, most of them prefer to use multi-channels in order to find information. Basically, they will start with searching platform like Google. Since Google will show the list of the links that related to the product that they key-in the search box, most participants will look on the list of websites on the first page. If the product has its own fan page on Facebook or Instagram, it has a high chance for them to go directly to the official website in order to get the right information.

4.1.3 Peer Communications:

1. Do online communities can influence you to be involved with the product?

4 out of 10 of the participants said that online communication does not influence them toward the involvement with the product. However, another 6 participants are agreeing that online communities can influence them but the level of influence is still based on their personal feeling toward the product or service. The interviewee A6 said, *“Personally, online communities sometimes have impact on my feeling and behavior towards the product or service. For example, if I want to buy the digital camera from brand F, I will search for more online community like Pantip or Facebook fanpage of the digital camera brand F. I will read both good and bad reviews from the members who use this camera. However, it might help me to see the fact of this product but do not make me hesitate to buy this product if I have a strong feeling of buying this camera”*

2. Do you think that peers’ opinions such as comments and reviews on Instagram are more credible than what brands advertise them to be?

This question is created to study about the personal opinions toward the marketing on Instagram from customer point of view. Before I ask this question, I have explained the marketing tools on Instagram platform. Also, all of the participants have experience of buying products from Instagram. 7 out of 10 said that comment and reviews is not important for them, but it helps them see the facts of the product more than receiving messages directly from the brand advertising. Another 3 said that they believe in the recommendation from the social influencers, reviews, and comments from others because they think that these people are telling the truth about the product. They would purchase

the product from Instagram if the comments and reviews have way more positive feedback than negative.

4.1.4 Purchase Intentions:

1. How significant are online reviews in influencing you to purchase a product?

This question is linked to the peer communication question which ask more detail of the personal feeling before decided to go further step which is making a purchase. The answers of 8 participants agree that online reviews do influence them but not as much as their desire to get this product or service. The interviewee A10 said, *“Since I am interested to the product or service, online reviews just give me more information about the product or service. I will take that knowledge in order to prepare myself to use that product properly or more efficiency rather than not buying it”*

2. How significant are photos on Instagram influencing you to purchase a product?

Most participants said that they like to use Instagram in order to find the unique product from the Instagram shop online. Many shop on Instagram applications have many unique products that they cannot find in other places. Since Instagram is basically a photo sharing platform, they prefer the Instagram shop to provide the good quality of photos to post on their own account. The interviewee A9 said, *“I will use hashtag (#) to find the product first. Then it will list a lot of photos that related to the product. If the picture looks nice, I will click to see the product. If this is selling, I will scroll down to read comment, terms and condition, how to pay, and when to receive the product from shipping. To easily say, I like to buy product from Instagram because I do not feel force to purchase it at that moment. Also, I like custom product from Instagram because it is more unique.”*

4.2 Buying Products from Instagram

To make it easy to understand, the common process of buying product from Instagram will be described below:

Step 1: Pick up the shop and product that you want to buy

Step 2: Add Line ID of the shop (Mostly use Line Application)

Step 3: Capture the picture of the product and talk to the seller

Step 4: Make a payment buy transfer money to the seller bank account

Step 5: Waiting for the product that you buy

As you can see above, the process of buying product from Instagram has more complexities than normal online shop, because people need to talk to the seller in order to order the product, and need to transfer money which may increase the risk of not getting the product from the shop because money is already paid in advance. However, many people still buy products or services from Instagram.

Since there are many online shops available in Thailand, which provide an easier way to buy the products it gives rise to the main question of this study which is: why do people still want to buy or consume the products from Instagram?

After asking this question, there are three main factors that drive this group of people who prefer to buy products from Instagram, which are uniqueness, convenience, and trust.

4.2.1 Uniqueness

All participants in this interview agree that the uniqueness of the product that sells on Instagram is the main reason why they prefer to buy from Instagram. Interview A2 said, *“The product that sell on Instagram is unique. Some items are made to order which make the item even more unique. I like made-to-order product, because I don’t want to use the item that available in the market.”*

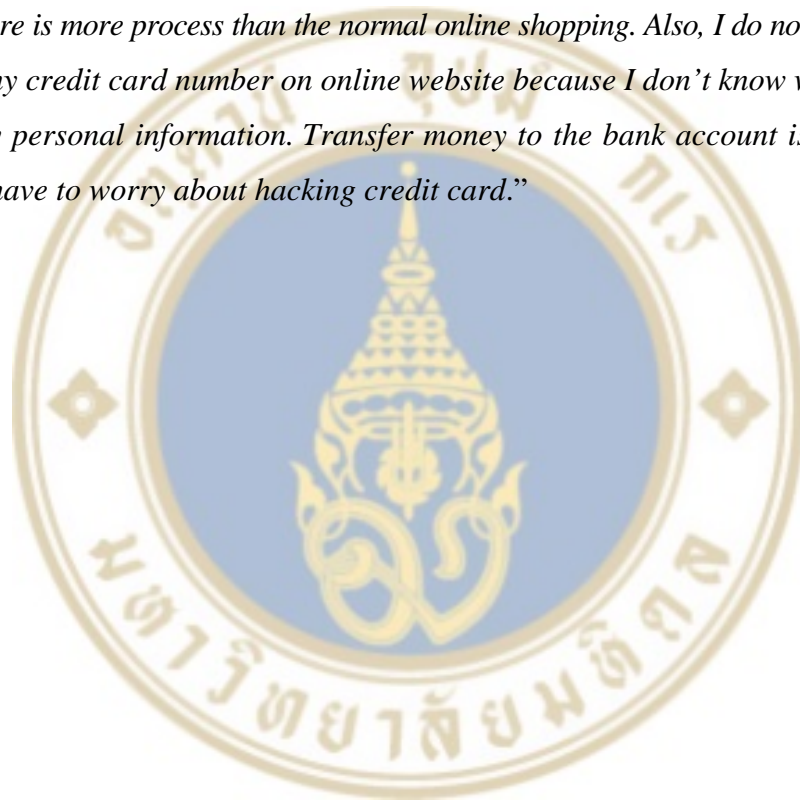
4.2.2 Convenience

Interview A6 said, *“Looking at the shop that I follow on Instagram is much more convenient for me when compare to going to the official website. I do not have much time to go to online store shop in form of the web browser, but just open and*

Instagram application and scroll down is much more easy and not wasting my time because I always check my Instagram daily.”

4.2.3 Trust

Interview A5 said, *“I know that shopping online is easier, you just click one button to pay, then the process is done. However, for me, I prefer to talk to the seller even if it is in the platform of online shopping. I think when you can talk to the seller who is a real person not a robot can gain more trust for me to buy the product even there is more process than the normal online shopping. Also, I do not feel comfortable to put my credit card number on online website because I don’t know what they will do with my personal information. Transfer money to the bank account is more private. I do not have to worry about hacking credit card.”*



CHAPTER V

CONCLUSIONS AND DISCUSSION

This study examined what are the key factors that influence the buying behavior of Thai people on Instagram. All participants live in Bangkok, Thailand and used to buy products or services from Instagram. The goal of this study is to describe and analyze what factors drive Thai consumer behavior to purchase products from Instagram. Also, how important are online peer discussions in influencing Thai consumers before making a purchase decision?

5.1 Conclusions

There are three main factors that keep motivating the Thai consumer who buy product from Instagram which are uniqueness of the product, the convenience of buying from Instagram, and lastly, the trust. Even though the main purpose of Instagram was created is to be the photo sharing community, some people change the function of Instagram to make money without using a lot of funds to invest. Surprisingly, this kind of special Instagram platform is successful in Thailand, which creates the change in online selling and shopping behavior.

5.2 Recommendation

Based on the interviews, there are some responses showing that the peer influence cannot drive that much the consumer motivation to buy the product. Therefore, as a shop seller, they should rather focus on the quality and the uniqueness of the product, and the customer service in order to keep a good relationship with the customers. Since there are a lot of retail shops that sell the normal product, Instagram shop should remain there uniqueness in order to capture their customers who are seeking for the uniqueness and high quality of the product (C.M. Sashi, 2012).. The customer feedback is also the key to keep improving for the seller.

5.3 Limitations and suggestions for future research

The findings of this study provide insight into the importance of consideration stage in the purchase funnel phase, which was highly impacted by reviews and comments for high involvement products. A few participants considered comments and reviews to be equally important, while having no impact when considering purchasing a low involvement product.

There are limitations that could be addressed in future research. This study was focused only Bangkok, Thailand. Also the study could be further enhanced if we can identify the characteristics of the persons and categorize them in to groups such as, what is the most common product that they buy from Instagram? Do consumers take action (purchase a product) after they know the price of the product that sells on Instagram?

Also the sample size was only 10 participants, which was small and probably could not represent the population of all Thai Instagram consumers. It would be better to expand the sample size by taking the research to a quantitative approach, taking into consideration the difference of sample size in demographics such as age group, occupation to investigate the differences in other aspects of social media usage as well as differences in age group and interests.

The limited time to study on this paper is only 6 weeks and respondents were interviewed only once, while online trends of consumer behavior could possibly change over time. The semi-structured interview is restricted in its depth, because several participants requested to wrap up the interview within 30 minutes.

Future research is needed to examine consumer decision-making with regard to: What type of product uniqueness that they prefer? As well as, how much budget that they are willing to buy the product from Instagram without any hesitation? What kind of picture the seller should post in order to gain attention and raise awareness of the customer?

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