

**INVESTIGATING FACTORS INFLUENCING CUSTOMER
ONLINE BUYING VIA FACEBOOK PAGE IN THAILAND**



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**INVESTIGATING FACTORS INFLUENCING CUSTOMER
ONLINE BUYING VIA FACEBOOK PAGE IN THAILAND**

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INVESTIGATING FACTORS INFLUENCING CUSTOMER ONLINE BUYING VIA FACEBOOK PAGE IN THAILAND

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ABSTRACT

Thailand is currently the fourth largest ecommerce market in the region, valued at \$900 million and is expected to increase its ecommerce business to a value of \$11.1 billion by 2025.

The most successful platform is social network for example LINE, Instagram, google+ and Facebook but the largest growing in Thailand is Facebook as statistic shows the number of Facebook users in Thailand from 2015 to 2021. In 2018, the number of Facebook users in Thailand is expected to reach 21.6 million, up from 19 million in 2016. As of the first quarter of 2016, the social network was accessed by close to 1.65 billion users 'monthly.

This research to find the factors which influence customer online shopping satisfaction is thus imperative for Thailand retailers to develop the correct strategies for online sales.

KEY WORDS: Online Marketing/ Facebook/ Online Wom/ Ecommerce/ E-Market, Online Channel

49 pages

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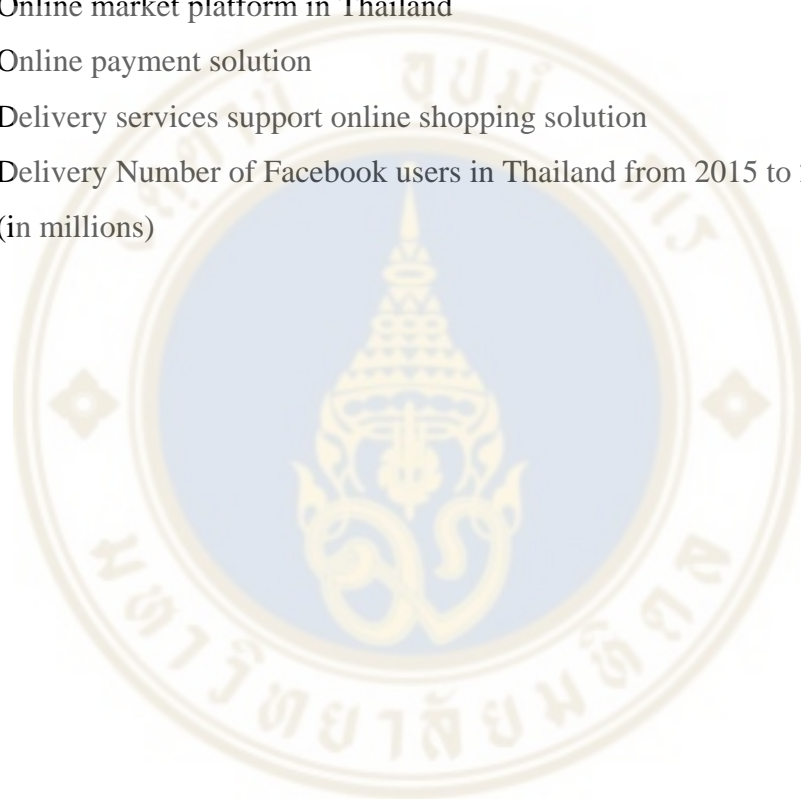
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CHAPTER I

INTRODUCTION

Traditional commercial activities used to take place in a physical marketplace where buyers and sellers used to meet. But buyers always look for something extra, such as wide range of varieties, competitive price, easy availability etc. Online Market is the excellent choice that could fulfil of complements and supplements the experiences of a physical store. Online market deals with buying and selling of merchandise and services via the internet.

1.1 Online market is growing in Thailand

Ecommerce spending will grow over the next five years at 18.2% and the country's ecommerce market is worth \$58.4 billion (ETDA). Some of the top sites may surprise you. (ecommerceiq.asia)

Thailand, while not the most populous nor richest of the Southeast Asian nations, is currently the fourth largest ecommerce market in the region, valued at \$900 million and is expected to increase its ecommerce business to a value of \$11.1 billion by 2025.

What does the attractive Thai ecommerce market look like now and what can be expected in the coming years?

1.2 Research question and expected benefit

Since online market in Thailand is growing and expected to increase business value from \$900 million in 2016 to \$11.1 billion by 2025. Research into the factors which influence customer online shopping satisfaction is thus imperative for Thailand retailers to develop the correct strategies for online sales.

CHAPTER II

LITERATURE REVIEW

This literature review consists of the online market situation and factors that influences online purchase decision on social network. The factors that considerable influence consumer found in several things and some literature also found the same factor.

2.1 Online Market Situation

2.1.1 Lazada is the dominating marketplace

What differentiates Thailand from other markets is that one online marketplace Lazada has significantly advanced over its local ecommerce rivals. The traffic of Lazada is continuous growing as shown in figure below

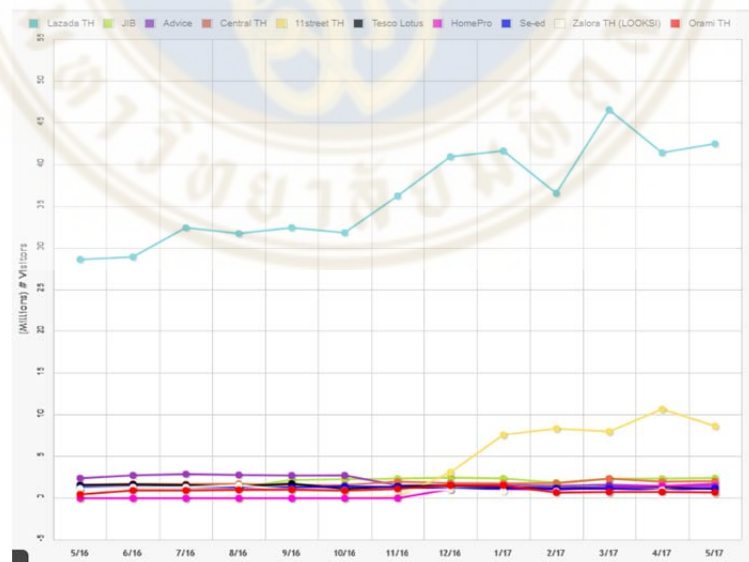


Figure 2.1 Lazada is the online leading and continuous growing

And now Lazada has the support of Chinese ecommerce giant Alibaba but not scaring off competitors. Korean ecommerce marketplace 11street is expected to launch in Thailand in hopes to replicate its success in Indonesia and Malaysia.

The big merchandize company also moving in to steal market share, such as Thai CP Group, which belongs to the richest family in Thailand “Chearavanont”, owns Tesco Lotus, Shopat24 and 24Catalog. The second richest man in the country, “Charoen Sirivadhanabhakdi”, just bought BigC and Cmart (formerly Cdiscount). While Central Group, the operator of Central department stores and distributor of several tens of foreign brands in Thailand behind which stands the third richest “Chirathivat”, owns online marketplaces Central.co.th., Robinson and Tops.

All the above moving to online stores. This is show that Thailand online market still is growing.from merchants through social networks.



Figure 2.2 ETAILER in Thailand

2.1.2 Social commerce is driven by Facebook, Instagram and LINE

An ecommerce business model specific to Thailand is social commerce which that merchants set up ‘shops’ on Facebook and Instagram where they post images and details of their products so online browsers can inquire about the product and other details to further facilitate the deal.



Figure 2.3 Online market platform in Thailand

According to a PwC report, Thailand is the biggest social commerce market and around 50% of online shoppers purchase products through social networks. Therefore, it was no surprise when this June, Facebook started testing social commerce payments in Thailand and later in August launched Facebook Shop, the first in the world.

Companies like Shopee are looking to sell on social networks to its online marketplace with aggressive marketing by offering easy integration of their Instagram shops and reimbursing shipping, cash on delivery with no fee to sellers. Other players like LINE also have eyed this market segment. LINE Shop was created to utilize the wide audience of LINE messaging app and tap the social commerce market. Yet technical issues such as a requirement to upload merchant product catalogues on the app through mobile phones, as well as limited payment options through LINE Pay, has hindered the success of LINE Shop.

2.1.3 Cash is still king

Thailand is still a cash driven society and cash on delivery (COD) is the preferred payment method for 70% of ecommerce shoppers, making payments a bottleneck for faster ecommerce growth as many sellers cannot offer COD. There are various mobile wallets offered by telecom companies, banks as well as independent players but so far, none of them have quite caught on.

The large unbanked population and low trust in the security of personal financial details does not make the task of Thais adopting digital payments any easier. And though none really address the core issue. For example, LINE Pay accounts can only be linked with a credit card in Thailand, where just 3.7% use one to make payments. Mobile wallets and banks offering a top-up through either ATMs or special kiosks, defeats the purpose of an m-wallet. Good news is that there is an opportunity for a player to provide a convenient and easy digital payment solution for those without a bank account and/or credit and debit cards.

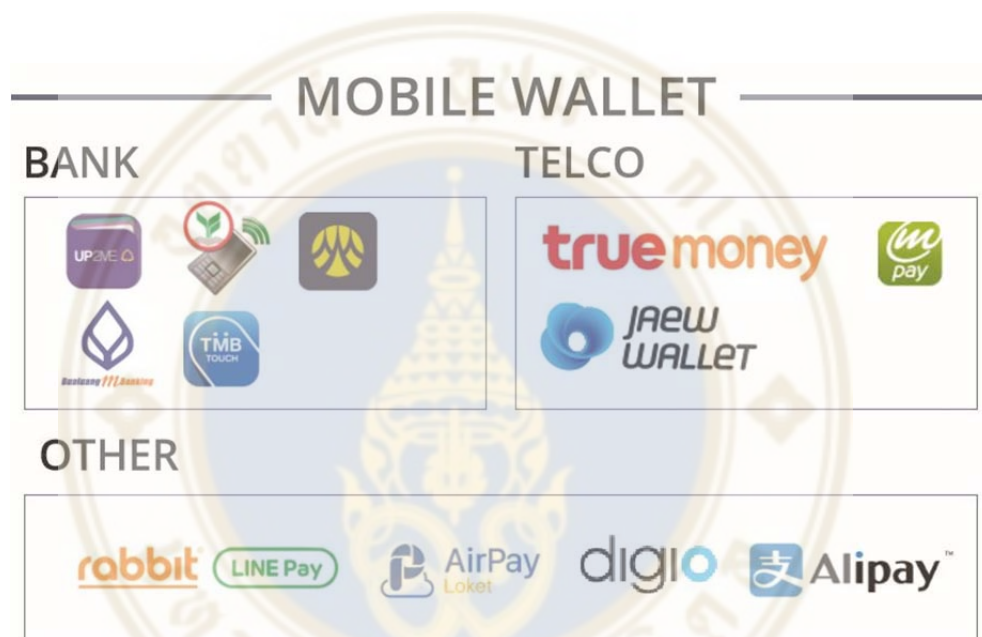


Figure 2.4 Online payment solution

2.1.4 Fierce competition in logistics leads to price war

The ecommerce is growing across all Southeast Asia, Difference from offline shop is customer be able to get the product or service immediately but online shop customer need to wait 1-2 days depend on delivery agency or distance but customer need is that seller to solve logistics problems like next-day delivery and live tracking. The success of ride-hailing apps Uber and Grab has encouraged several start-ups to offer on-demand delivery services.



Figure 2.5 Delivery services support online shopping solution

There are numerous companies who provide 3PL services and ensure a smooth last mile delivery. This means companies engage in price wars and suffer lower margins, if any at all. The packed logistics market is beneficial for marketplaces and merchants as they have plenty of delivery service providers with whom to negotiate a lower price.

2.2 Facebook is the Most Successful Platform of Thailand Online Shopping

The most successful platform is social network for example LINE, Instagram, google+ and Facebook but the largest growing in Thailand is Facebook as statistic shows the number of Facebook users in Thailand from 2015 to 2021. In 2018, the number of Facebook users in Thailand is expected to reach 21.6 million, up from 19 million in 2016. As of the first quarter of 2016, the social network was accessed by close to 1.65 billion users' monthly.

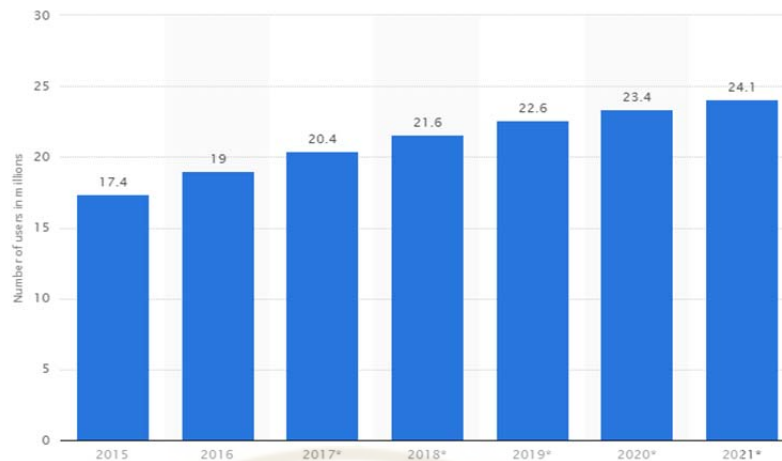


Figure 2.6 Delivery Number of Facebook users in Thailand from 2015 to 2021 (in millions)

2.3 Online Consumer Behaviour

Before getting into the types of shoppers, there are hundreds of types of online shoppers (personas) but these are the high-level shopper types that most other personas can be categorized.

2.3.1 Price Sensitive - Looking for the best price

- Focused on value per dollar
- Searches multiple sites
- Not as common as you may think

The most of shoppers are of the price sensitive variety. Stating that shoppers are simply unwilling to pay the price they have set. While price sensitive customers are looking for a competitive price, they are not necessarily looking for the lowest. They are looking for the most value per price paid. Customers that care exclusively about price are actually very rare.

2.3.2 Best Product - Looking for the best product

- Researches extensively
- Compares products across sites
- Scared of making an uninformed decision

This type of online shopper will also shop around on different sites and stores, but not to find the best price. This shopper wants to ensure that they get the best quality and best suited item for their individual needs. The idea of buying the wrong or ill-equipped product is scary.

To make sure they find the best product possible these shoppers will undertake an extensive research mission. They will compare specs, comb through feature lists, and look for expert opinions.

2.3.3 I want the latest – Looking for the latest/newest

- Looks for the newest products
- Updates frequently
- Wants to be in the know

This type of online shopper is obsessed with having the newest everything. They will replace a perfectly excellent product with another simply because it is more up to date or trendier. This type of online shopper is common in fashion, beauty, technology, or any industry that is rapidly changing.

These shoppers want to stay informed. They need to know when the next must have product is scheduled to come out, they hate to be out of the loop. They look for ways to stay up to date and informed on their favourite industry or product. Think of that person you know who buys every iPhone the day it comes out.

2.3.4 Buy now

- Looking to purchase quickly
- Time Sensitive
- Easily Lost

This type of online shopper knows what they are looking for and wants to buy it right now. They did a Google search, found your store, and are buying without comparing to others. Sounds like an amazing type of shopper to have, but they are easily lost.

These shoppers are all about convenience, if your checkout process has any snags or takes them too long they will leave and buy it somewhere else. This includes slow load times, too many steps at the checkout, and forms that don't check immediately

for errors. Remember that last time you filled out a form, only to have made one simple mistake and must start again? That is exactly what makes these shoppers leave.

2.3.5 Experiential

- Wants to be involved
- Looking for an experience
- Wants to feel like an exclusive member

This type of online shopper is all about the experience! They aren't looking for items based on price or features, they are looking to buy from sites that provide a unique customer experience. They want to feel like they are a part of something and not just another customer.

These types of shoppers are common in industries where high value put on feeling exclusive and unique, such as fashion, beauty, and luxury goods. Shoppers like this want to join or achieve a status with a company. Some good examples of companies that cater to this type of customer are, Frank & Oak, Starbucks, and Sephora.

2.4 Factors that Influences Online Purchase Decision on Social Network.

2.4.1 Online word of mouth

Before purchasing anything, people normally seeks for others' opinions regarding those products or services that one wants to purchase especially purchasing for the first time. 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 and feelings toward that products or services because of their involvement with the product or service deeply. 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 information they are reading eWOM or electronic word of mouth. (Somrutai Patamarat, 2016)

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. The 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. In the opposite way if the comment is negative it will effect more because negative eWOM produce more negative perceptions of trust than positive eWoM(Catherine Bachleda and Boutaina Berrada-Fathi, 2015), a So it can be conclude that review or comment from other users can effect or influence purchase.

2.4.2 Convenience of the customer

Literature of Ling (Alice) Jiang, Minjoon Jun, Zhilin Yang 2012 with advancement of the internet, web, and mobile technologies, online customers can gain unlimited access to the information they require and enjoy a wider range of choices in selecting products and services with highly competitive prices. Therefore, sustaining an important level of online shopping convenience, in addition to offering competitive prices, has increasingly become a key driving force for online retailers, with the aim of enhancing customer loyalty. In this sense, the online shopping convenience measurement instrument developed and validated in this study can be utilized as an important diagnostic tool for online retailers to understand what convenience dimensions and related features their customers value most, ascertain areas for improvement, and implement effective solutions.

Our findings provide an important starting point to conduct effective online shopping convenience management. For example, as mentioned earlier, the accessibility of web sites is considered as the most crucial factor in determining consumer perceived online shopping convenience. Accessing an online store from a variety of venues is essential with the rapid development of social media such as Facebook and Twitter, along with search engines.

Furthermore, the results suggest that online shopping convenience positively correlates with behavioural intentions. Specifically, the more convenience that is perceived on searching, transaction and possession/post-purchase, the greater is the possibility for repurchasing and recommendation by the customer. To expand a loyal customer base in rival-driven online retailing, online retailers need to consider how to improve on those three aspects: first, searching an appropriate product on a web site is often time-consuming even when customers know specifically what they want. Customers demand user-friendly web sites to navigate since they often lack assistance from salespersons and are very reluctant to call online help. second, simple and flexible payment methods, provided by the online retailer can dramatically improve consumer perceived online shopping convenience. Third, online retailers should monitor their delivery process and return goods service. The delivery service to customers is inherently dynamic in nature as it embodies customers' perceptions of online shopping convenience.

2.4.3 Trust toward online Shopping

Still be the one issue that online customer concern because credit card number need to be given via website so cash on delivery will be the choice

The study of Consumer attitudes towards online shopping (Mutaz M. Al-Debe, Mamoun N. Akroush, Mohamed Ibrahiem Ashouri 2014) also indicated that perceived benefits is a major predictor of consumer attitude toward online shopping using the case of MarkaVIP, which is an online shopping web site that recently has witnessed a noticeable success in Jordan. Indicate that attitudes toward online shopping in Jordan are mainly a function of trust and perceived benefits. However, trust was found to have a slightly stronger effect on attitudes than perceived benefits. According to the results of this study, two main factors were found to affect trust, which are perceived web quality and eWOM. Perceived web quality was also found to predict perceived benefits, but has no effect on attitudes toward online shopping. Accordingly, we recognized that eWOM partially mediates the relationship between perceived web quality and trust and that trust fully mediates the relationship between perceived web quality and attitudes toward online shopping.

The other literature (Factors that affect consumers online shopping's purchasing decisions in Thailand, Ornnalin Samrejwit 2014) also state that Trust toward online shopping is the website's layout, photo, and product description that are shown in website/ webpage. Consumers feel that the sellers are professional to start up their stores but they also search the information to have seen the customers' review in web board and sellers' website. Furthermore, effective communication from sellers is a key element that affects them to make quicker purchase decision-making. The element of trust has two main factors:

2.4.3.1 Trust toward payment

Thai consumers are not comfortable and trusted toward payment by credit card and PayPal, except international website. Also, same as the one literature (Online Shopping - An Empirical Study in Kolkata Uttiya Kar1, Swati Pal2) found that online shoppers are often worried about security concerns while making payments through their debit / credit cards or net banking facilities, as the security of their accounts may be compromised. But newer technologies like a digital wallet or e-cash services are having fewer risks involved, since bank account details of the customers are not used every time they make a payment online.

2.4.3.2 Trust in quality of products and services to customers

It means that the sellers should provide the product quality and deliver to them on time. Moreover, they must do the good layout, photo and clear product description in their website/webpage to build reliability, credibility, and trustworthiness. They must have a responsibility to manage the purchasing order; process of order, payment method and delivery time to serve the quality of service to customers.

2.4.4 The user's perceived enjoyment

As one of the most important intrinsic factor, plays a key role in determining the user's behavioural. For a major purpose of social network still stand, a user continues using such as seeking an enjoyable experience by receiving and sharing information with peers and shopping together. And research of the effect of perceptual fluency and enduring involvement on situational involvement in an online apparel shopping context (Hyunjoo Im, Young Ha) shown that Enjoyment positively influences situational involvement. And study of Investigating the Shopping Orientations on Online Purchase Intention in the e-Commerce Environment: A Malaysian Study (Kwek, Choon Ling, Tan, Hoi Piew;

Lau, Teck-Chai) there are three types of shopping enjoyment construct which include escapism, pleasure, and arousal.

Escapism is reflected in the enjoyment that comes from engaging in activities that are attractive, to the point of offering an escape from the demands of the day-to-day world. Pleasure is the extent to which a person feels joyful, happy, or satisfied in online shopping, whereas arousal is the extent to which a person feels stimulated, active or vigilant during the online shopping experience. Pleasant or arousing experience will have carryover impact on the next experience encountered. If customers are exposed to the initial pleasing and arousing stimuli during their online shopping experience, they are more likely to engage in subsequent shopping behaviour.

Shopping enjoyment is created from the fun and playfulness of the online shopping experience, rather than from the completion of shopping activity. Purchasing of product may be incidental to the experience of online shopping. Thus, shopping enjoyment reflects customers' perceptions regarding the entertainment of online shopping. Argue that there is a positive relationship between shopping enjoyment orientation and customer online purchase intention.

2.4.5 Value of money

This factor will be the one that most influence to buy via online shopping because customers aim to get the best value for their money and likely to be comparison shoppers. High-quality consciousness and price consciousness together compose orientation to shopping.

Previous researchers demonstrated that price consciousness has been related to both the amount of time and money spent when shopping for apparel online (Ju-Young M. Kang, Kim K.P. Johnson and Juanjuan Wu). Thus, customer reasoned that price-conscious consumers may seek opinions from social network or website to ensure they are getting the best value for their money and hold favourable attitudes toward online social shopping.

Consumers use the Internet to search for all necessary information about features, availability, warranty, price and delivery terms of products they need. When products are not available in their country, most consumers visit webpages from other countries. As result of research show that customer will visit webpages from UK, US

and other developed countries in the European Union. (Cristian Bogdan Onete1*, Ioana Teodorescu2 and Viorel Vasile3)” forget the better prices and quality of products.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Questionnaire Design

This study aims to investigating Factors Influencing Customer Online Buying via Facebook Page in Thailand then use quantitative method then the option to get the feedback from target group is online questionnaire.

There are four methods of analysis used in this study. First, the KMO and Bartlett's Test was used to measure the reliability of the measurement scales used in the questionnaire. Second, descriptive analysis was used to describe and summarize the results in the form of frequency, percentage, mean, and standard deviation that are simple to interpret the demographic characteristics of respondents and results of variables. Third, Pearson correlation analysis was applied for investigating the relationship between variables. Finally, the Multiple Linear Regression analysis was used in the prediction of the dependent variable by using multiple independent variables to predict the dependent variable based on the multiple linear regression equation.

In this questionnaire, there are three parts.

Part I: there is a screening question to screen respondents who have experience about shopping via online channel.

Part II: This part to understand respondents' profile or demographic by asking gender and age.

Part III: Respondents were asked to rate how they feel regarding each factor by rating scale which measured using a five-item scale from 1 to 5 and Statistics used to analyse.

Table 3.1 Five scale rating

Highly Agree	Agree	Natural	Disagree	Highly Disagree
5	4	3	2	1

This part respondents give information by checklist answers of each factor ask in difference angle as

3.1.1 Online word of mouth

Review or comment from other users on Facebook page encourage me to purchase via online channel.

Review or comment from other celebrities on Facebook page encourage me to purchase via online channel

Review or comment from experts on Facebook page encourage me to purchase via online channel

If my friends or acquaintance share any product on Facebook, it will pick up my interest to look at and purchase it

If any companies are on the recommendation list of Facebook page, I am willing to look in it and purchase it

If I see many friends or people share the same or similar product, I am likely to purchase it

3.1.2 Convenience of online shopping

I can find interesting product on Facebook

I like to shop on Facebook page because it can save my time

It takes little effort for me to shop on Facebook page, comparing to shop in offline shops.

I feel that it's very convenience for me to select for any product on Facebook page.

I feel that I can access to any shop on Facebook page at any given time with little effort

It is very easy for me to make decision to buy when I purchase on Facebook page.

I feel that it is quite easy for me to contact the shop whenever I need to repair or return product on Facebook page.

3.1.3 Trust toward online shopping

Number of likes or followers is very important to me when I need to decide to purchase goods from Facebook page.

The more likes or followers on Facebook page 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 Facebook cannot prove that they are reliable, I will not purchase anything from them.

If shop on Facebook partner with 3rd party certify company for payment such as PayPal, I will purchase product from them

If shop on Facebook have cash on delivery service, I will purchase product from them

3.1.4 Perceived enjoyment

I had fun interacting with Facebook page.

I can stay with Facebook more than 30 min.

I enjoyed browsing on Facebook.

I rapidly respond to each other's status updates on Facebook!

I can check my friends 'status updates on Facebook.

I can find interesting topic on Facebook.

The contact on Facebook is my close friend.

3.1.5 Price/value consciousness.

Price is the major factor which motivates me to shop on Facebook page.

I prefer to shop for any product on Facebook page, because it is cheaper than offline shop.

I compare price of products before I buy them.

3.2 Research population and sample

The research population is all the people in Thailand shoppers who use both online and offline to purchase goods or service. The bought products include, but not limited to, clothes, bags, accessories, watches, shoes, electronics (e.g. mobile phones, tablets), household supplies, book and so on.

By using Yamane formula for determining the sample size where n = corrected sample size, N = population size, and $e = 0.05$ based on the research condition so the calculation of Thai population 75 million so sample size is 400.

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



CHAPTER IV

RESEARCH FINDING AND ANALYSIS

4.1 Online survey result

The online questionnaire has been setup in Survey Monkey and distribute to target group, 431 respondents answer the questionnaire and result shown

4.1.1 PART I Screening question

When you last purchase via online or social media?

Table 4.1 Frequency result

Frequency					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 month	255	59.0	59.3	59.3
	3 months	65	15.0	15.1	74.4
	6 months	34	7.9	7.9	82.3
	12 months	5	1.2	1.2	83.5
	More than 12 months	27	6.2	6.3	89.8
	Never	44	10.2	10.2	100.0
	Total		430	99.5	100.0
Missing	System	2	.5		
Total		432	100.0		

This result showed that 89.8% of respondents have experience on shopping via online or social media which is go in the same direction of growing of online market in Thailand.

4.1.2 PART II The respondents' profile or demographic.

Table 4.2 Respondents' Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25	12	2.8	2.8	2.8
	26-30	41	9.5	9.5	12.3
	31-35	55	12.7	12.8	25.1
	36-40	117	27.1	27.1	52.2
	41-45	99	22.9	23.0	75.2
	46-50	63	14.6	14.6	89.8
	51-55	22	5.1	5.1	94.9
	55+	22	5.1	5.1	100.0
	Total	431	99.8	100.0	
Missing	System	1	.2		
Total		432	100.0		

Their ages were ranging between 15 to more than 55 years old. The largest age group was those who were 36 – 40 years old, which consisted of 117 persons (27.1%). Second large age group was 41-45 which consisted of 99 persons (23.0%). There was 12 persons (2.8%) who were between 15 -25 years old; while 41 persons (9.5%) were between 26 -30 years old; 55 persons (12.8%) were between 31 -35 years old; 63 persons (14.6%) were between 46 -50 years old; 22 persons (5.1%) were between 50 -55 years old and the rest 22 persons (5.1%) were more than 55 years old.

Table 4.3 Respondent's gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	253	58.6	58.8	58.8
	Female	177	41.0	41.2	100.0
	Total	430	99.5	100.0	
Missing	System	2	.5		
Total		432	100.0		

From 430 respondents, there were 253 respondents who were male (58.8%); and another 177 of them were female (41.2%).

4.2 Factor Analysis

The researchers used the factor analysis for assessing the instrument's dimensionality. KMO (Kaiser-Meyer-Olkin) and Bartlett's test of sphericity with principal components and Varimax method were employed. Factors with Eigen value of more than 1 and those with factor loading of over 0.5 were considered as significant and included for data analysis.

4.2.1 KMO and Bartlett's Test

The factor loading for the construct validity of 5 domains in Kaiser-Meyer-Olkin value was 0.898 and Bartlett's test was highly significant ($p < 0.001$)

Table 4.4 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.898
Bartlett's Test of Sphericity	Approx. Chi-Square	4939.831
	df	406.000
	Sig.	.000

4.2.2 Total Variance Explained

Total variance explained table showed the constructs with the total eigenvalue of more than 1.0 and the percentage of the significant level of overall constructs at 58.48% of the variance cumulative percentage.

Table 4.5 Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	8.345	29.804	29.804	8.345	29.804	29.804	4.508	16.099
2	2.150	7.678	37.482	2.150	7.678	37.482	3.342	11.937	28.036
3	1.867	6.667	44.149	1.867	6.667	44.149	2.603	9.295	37.331
4	1.741	6.218	50.367	1.741	6.218	50.367	2.016	7.200	44.531
5	1.196	4.270	54.637	1.196	4.270	54.637	1.981	7.074	51.605
6	1.076	3.844	58.482	1.076	3.844	58.482	1.925	6.876	58.482
7	.987	3.524	62.005						
8	.914	3.264	65.270						

4.2.3 Rotation Method: Varimax with Kaiser Normalization

Table 4.6 Rotated Component Matrix

Rotated Component Matrix ^a							
Question	Component						Factor
	1	2	3	4	5	6	
I can find interesting product on Facebook	.611	.119	-.103	.257	.322	-.085	Convenience and save time
I like to shop on Facebook page because it can save my time	.795	.159	.118	.116	.104	-.039	Convenience and save time
It takes little effort for me to shop on Facebook page, comparing to shop in offline shops.	.793	.129	.129	.072	.017	.107	Convenience and save time
I feel that it's very convenience for me to select for any product on Facebook page.	.826	.179	.174	.021	.014	.097	Convenience and save time

Table 4.6 Rotated Component Matrix (cont.)

Rotated Component Matrix ^a							
Question	Component						Factor
	1	2	3	4	5	6	
I feel that I can access to any shop on Facebook page at any given time with little effort	.733	.206	.154	.075	.006	.137	Convenience and save time
It is very easy for me to make decision to buy when I purchase on Facebook page.	.701	.196	.313	.006	-.112	.191	Convenience and save time
I feel that it is quite easy for me to contact the shop whenever I need to repair or return product on Facebook page.	.443	.111	.418	.030	-.119	.160	Convenience and save time
I am able to find interesting topic on Facebook	.464	.430	.069	.187	.147	.066	Convenience and save time
I prefer to shop for any product on Facebook page, because it is cheaper than offline shop	.450	.204	.111	.024	.182	.341	Convenience and save time
I had fun interacting with Facebook page	.232	.489	.193	.062	.086	.354	Perceived enjoyment
I can stay with Facebook more than 30 min	.132	.704	.131	.060	.256	.070	Perceived enjoyment
I enjoyed browsing on Facebook	.185	.730	.099	.138	.087	.015	Perceived enjoyment
I rapidly respond to each other's status updates on Facebook.	.222	.804	.195	.072	-.089	.116	Perceived enjoyment
I am able to check my friends 'status updates on Facebook	.257	.811	.124	.057	-.055	.090	Perceived enjoyment
The contact on Facebook is my close friend	.046	.369	-.166	.229	.088	.364	Perceived enjoyment
Review or comment from other users on Facebook page encourage me to purchase via online channel	.040	.108	.499	.263	.417	-.046	Like and comment on Facebook
Review or comment from other celebrities on Facebook page encourage me to purchase via online channel	.231	.112	.625	.169	.170	-.047	Like and comment on Facebook

Table 4.6 Rotated Component Matrix (cont.)

Rotated Component Matrix ^a							
Question	Component						Factor
	1	2	3	4	5	6	
Review or comment from experts on Facebook page encourage me to purchase via online channel	.102	.062	.630	.167	.331	-.083	Like and comment on Facebook
Number of likes or followers is very important to me when I need to decide to purchase goods from Facebook page.	.192	.182	.634	.246	-.009	.220	Like and comment on Facebook
The more likes or followers on Facebook page encourage me to buy it	.227	.241	.650	.197	-.169	.294	Like and comment on Facebook

As result of rotated component matrix indicated that reduction the component from 28 components and re-grouping the make sense components to be six factors that influencing the customer online buying via Facebook page in Thailand which are Convenience and save time, Perceived enjoyment, Like and comment on Facebook, Online word of mouth, Value of money and Risk avoidance.

4.2.4 Descriptive Results of Variables

- Convenience and save time

Table 4.7 Convenience and save time factor descriptive statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
I can find interesting product on Facebook	431	3.8747	.77944
I like to shop on Facebook page because it can save my time	431	3.4872	.95440
It takes little effort for me to shop on Facebook page, comparing to shop in offline shops.	429	3.6317	.90921

Table 4.7 Convenience and save time factor descriptive statistics (cont.)

Descriptive Statistics			
	N	Mean	Std. Deviation
I feel that it's very convenience for me to select for any product on Facebook page.	430	3.6419	.91204
I feel that I can access to any shop on Facebook page at any given time with little effort	431	3.7169	.90665
It is very easy for me to make decision to buy when I purchase on Facebook page.	431	3.3295	.93661
I feel that it is quite easy for me to contact the shop whenever I need to repair or return product on Facebook page.	429	3.3030	1.00769
I can find interesting topic on Facebook	429	3.5758	.87112
I prefer to shop for any product on Facebook page, because it is cheaper than offline shop	427	3.3864	.91831
Convenience and save time	423	3.5461	.65128
Valid N (listwise)	423		

From the table 4.7, the mean for Convenience and save time was 3.55 with the standard deviation of .651. The highest mean of this factor is "I can find interesting product on Facebook" with the mean of 3.87 and the second-high mean is "I feel that it's very convenience for me to select for any product on Facebook page" with the mean of 3.64.

- Perceived enjoyment

Table 4.8 Perceived enjoyment factor descriptive statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
I had fun interacting with Facebook page	429	3.3333	.81935
I can stay with Facebook more than 30 min	429	3.5828	1.00735

Table 4.8 Perceived enjoyment factor descriptive statistics (cont.)

Descriptive Statistics			
	N	Mean	Std. Deviation
I enjoyed browsing on Facebook	430	3.5000	1.02589
I rapidly respond to each other's status updates on Facebook.	429	3.1585	.93131
I am able to check my friends 'status updates on Facebook	429	3.2564	.95432
The contact on Facebook is my close friend	429	3.6597	.94512
Perceived enjoyment	427	3.4133	.68455
Valid N (listwise)	427		

From the table 4.8, the mean for Perceived enjoyment was 3.41 with the standard deviation of .685. The highest mean of this factor is “The contact on Facebook is my close friend” with the mean of 3.66.

- Like and comment on Facebook

Table 4.9 Like and comment on Facebook factor descriptive statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
Review or comment from other users on Facebook page encourage me to purchase via online channel	430	3.9930	.77697
Review or comment from other celebrities on Facebook page encourage me to purchase via online channel	431	3.2483	.78716
Review or comment from experts on Facebook page encourage me to purchase via online channel	431	3.8817	.77003
Number of likes or followers is very important to me when I need to decide to purchase goods from Facebook page.	430	3.5395	.90173

Table 4.9 Like and comment on Facebook factor descriptive statistics (cont.)

Descriptive Statistics			
	N	Mean	Std. Deviation
The more likes or followers on Facebook page encourage me to buy it	430	3.2977	.84166
Like and comment on Facebook	429	3.5921	.58488
Valid N (listwise)	429		

From the table 4.9, the mean for Perceived enjoyment was 3.59 with the standard deviation of .585. The highest mean of this factor is “Review or comment from other users on Facebook page encourage me to purchase via online channel” with the mean of 3.99.

- Online word of mouth

Table 4.10 Online word of mouth factor descriptive statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
If my friends or acquaintance share any product on Facebook, it will pick up my interest to look at and purchase it	431	3.7123	.71255
If any company is on the recommendation list of Facebook page, I am willing to take a look in it and purchase it	431	3.2181	.75251
If I see many friends or people share the same or similar product, I am likely to purchase it	429	3.5338	.76848
Online word of mouth	429	3.4887	.59217
Valid N (listwise)	429		

From the table 4.10, the mean for Perceived enjoyment was 3.49 with the standard deviation of .585. The highest mean of this factor is “If my friends or acquaintance

share any product on Facebook, it will pick up my interest to look at and purchase it” with the mean of 3.71.

- Value of money

Table 4.11 Online word of mouth factor descriptive statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
If shop on Facebook cannot prove that they are reliable, I will not purchase anything from them	429	4.2751	.75743
I compare price of products before I buy them.	428	4.4416	.66625
Value of money	427	4.3595	.60625
Valid N (listwise)	427		

From the table 4.11, the mean for Value of money was 4.36 with the standard deviation of .606. The highest mean of this factor is “I compare price of products before I buy them” with the mean of 4.44.

- Risk Avoidance

Table 4.12 Risk Avoidance factor descriptive statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
If shop on Facebook partner with 3rd party certify company for payment such as PayPal, I will purchase product from them	428	3.5631	.84001
If shop on Facebook have cash on delivery service, I will purchase product from them	429	3.9138	.83135
Price is the major factor which motivates me to shop on Facebook page.	429	3.9091	.80804
Risk Avoidance	427	3.7970	.61108
Valid N (listwise)	427		

From the table 4.12, the mean for Value of money was 3.78 with the standard deviation of .611. The highest mean of this factor is “If shop on Facebook have cash on delivery service, I will purchase product from them” with the mean of 3.91.

- Encourage to Purchase

This set of 7 questions is meaning to Encourage to Purchase.

Table 4.13 Encourage to Purchase descriptive statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
Review or comment from other users on Facebook page encourage me to purchase via online channel	430	3.9930	.77697
Review or comment from other celebrities on Facebook page encourage me to purchase via online channel	431	3.2483	.78716
Review or comment from experts on Facebook page encourage me to purchase via online channel	431	3.8817	.77003
If I see many friends or people share the same or similar product, I am likely to purchase it	429	3.5338	.76848
The more likes or followers on Facebook page encourage me to buy it	430	3.2977	.84166
If shop on Facebook partner with 3rd party certify company for payment such as PayPal, I will purchase product from them	428	3.5631	.84001
I prefer to shop for any product on Facebook page, because it is cheaper than offline shop	427	3.3864	.91831
Encourage to purchase	422	3.5623	.48644
Valid N (listwise)	422		

From the table 4.13, the mean for Encourage to Purchase was 3.56 with the standard deviation of .486. The highest mean of this factor is “Review or comment from other users on Facebook page encourage me to purchase via online channel” with the mean of 3.99.

4.3 Multiple Linear Regression

This paper used multiple linear regression to explore the influence factor of Convenience and save time, Perceived enjoyment, Like and comment on Facebook, Online word of mouth, Value of money and Risk avoidance.

Table 4.14 Results of MLR analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.949 ^a	.900	.899	.15435

Note: b. Dependent Variable: Encourage to Purchase

From Model Summary, the adjusted R square was .899 which means that Convenience and save time, Perceived enjoyment, Like and comment on Facebook, Online word of mouth, Value of money and Risk avoidance can be used to explained the purchase intention with the variance of 89.9%.

Table 4.15 Results of ANOVA

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.780	6	14.630	614.077	.000 ^a
	Residual	9.720	408	.024		
	Total	97.500	414			

Note: a. Predictors: (Constant), Convenience and save time, Perceived enjoyment, Like and comment on Facebook, Online word of mouth, Value of money and Risk avoidance

b. Dependent Variable: Encourage to purchase

From the ANOVA table, the results showed p value of .00, which suggested that some of Convenience and save time, Perceived enjoyment, Like and comment on Facebook, Online word of mouth, Value of money and Risk avoidance significantly influence customer buying product via Facebook.

Table 4.16 Coefficient table

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.092	.071		1.287	.199
	Convenience and save time	.081	.015	.109	5.333	.000
	Perceived enjoyment	.005	.014	.008	.389	.698
	Like and comment on Facebook	.548	.017	.660	31.827	.000
	Online word of mouth	.142	.016	.172	9.114	.000
	Value of money	-.008	.014	-.010	-.577	.564
	Risk avoidance	.193	.015	.245	12.872	.000

Note: a. Dependent Variable: Encourage to purchase

From the Coefficient table, the results indicated that **Convenience and save time** positively Encourage to purchase via Facebook (p value < .05, Beta = .109). **Like and comment on Facebook** positively Encourage to purchase via Facebook (p value < .05, Beta = .660). **Online word of mouth** positively Encourage to purchase via Facebook (p value < .05, Beta = .172). And **Risk avoidance** positively Encourage to purchase via Facebook (p value < .05, Beta = .245) Meanwhile, **Perceived enjoyment and Value of money** are no significant Encourage to purchase via Facebook (p value > .05).

The multiple linear regression equation for predicting the purchase intention can be formulated from the finding as follow:

$$\text{Encourage to purchase} = (.109) \text{ Convenience and save time} + (.660) \text{ Like and comment on Facebook} + (.172) \text{ Online word of mouth} + (.245) \text{ Risk avoidance}$$

Then, independent sample t-test and One-way ANOVA were applied to investigate the difference in Encourage to purchase among different age and gender.

- Gender

Table 4.17 Sample t-test

Group Statistics					
	sex	N	Mean	Std. Deviation	Std. Error Mean
Perl	Male	251	3.5390	.47467	.02996
	Female	170	3.5924	.50134	.03845
				Levene's Test for Equality of Variances	
				F	Sig.
Encourage to purchase	Equal variances assumed			.000	.996
	Equal variances not assumed				

There was no significant difference in encourage to purchase between gender (p value > .05).

- Age

Table 4.18 ANOVA test

Descriptives				
Encourage to purchase		N	Mean	Std. Deviation
15-25		12	3.6429	.37796
26-30		37	3.7452	.40144
31-35		53	3.5687	.47833
36-40		116	3.6034	.47887
41-45		98	3.6035	.46936
46-50		63	3.4195	.41915
51-55		21	3.6190	.52554
55+		22	3.1494	.66930
Total		422	3.5623	.48644
Model	Fixed Effects			.47354
	Random Effects			

Table 4.18 ANOVA test (cont.)

ANOVA					
Per1					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.784	7	.969	4.322	.000
Within Groups	92.834	414	.224		
Total	99.618	421			

There was a significant difference in Encourage to purchase between age groups (p value $< .05$), in which those with age 26-30 years old (mean = 3.75) seemed to have highest be encouraged to purchase via Facebook comparing with other age groups.



CHAPTER V

DISCUSSION AND CONCLUSION

As online shopping is growing rapidly in Thailand, it seems essential that more studies are conducted to understand consumer behaviour and attitude in this emerging digital context. As mentioned previously. Five Influencing Factors of Online Buying via Facebook Page in Thailand from the show in research finding that all five factors are influence to customer.

First factor “Convenience and save time” this factor gets high score and result is go in to the same direction of literature of Ling (Alice) Jiang, Minjoon Jun, Zhilin Yang 2012. Convenience mean that easy to find and put less effort than other channel or in the other word the accessibility of web sites is considered as the most crucial factor.

The second factor “Like and comment on Facebook” the result of research finding the highest mean of this factor is” Review or comment from other users on Facebook page encourage me to purchase via online channel” meaning that it crucial influence people to buy product from Facebook page if people can find interested information from another user.

Third factor “Online word of mouth” the result of research finding confirms that reviews or comments from normal users or friend are more reliable than experts or celebrity because of people do not get paid to review positively on the products, unlike experts or celebrities do. Same as literature of Catherine Bachleda and Boutaina Berrada-Fathi, 2015. But finding in detail people still give priority on expert review more than celebrities review.

And the most importance factor is “Risk avoidance”, in Facebook page should provide enough information to make customer know about the shop and confident that the shop is exist in the market then customer will gain more trust and comfort to buy from that shop same as result from literature of “FACTORS THAT AFFECT CONSUMERS ONLINE SHOPPING’S PURCHASING DECISIONS IN THAILAND, ORNNALIN

SAMREJWIT 2014” so this is the mandatory required. And from the research finding the highest mean of this factor is “If shop on Facebook have cash on delivery service, I will purchase product from them” so cash on delivery crucial influence customer to buy product from Facebook because this reduce risk of product lost or damage and reduce the advantage of offline shop.

The advantage of social media is people on this platform can make a review or comment on the post of product and the result of survey show that if friend or expert make a good comment on that product, it will influence people to buy that product as well.

5.1 RECOMMENDATION

Four factors that most significant result and can conclude that these factors influence people to buy product via Facebook in Thailand are Convenience and save time, Like and comment on Facebook, Online word of mouth and Risk avoidance then Thailand retailers to develop the strategies for online sales follow these factor

Convenience and save time – this is the advantage of online market include Facebook then Thailand retailers have to maintain the channel to be “Always open” and can be contacted easily.

Like and comment on Facebook – number of like and comment crucial influence people to buy product from Facebook page then Thailand retailers who own the page need to post the appropriate content on page and answer the comment in the professional way.

Online word of mouth – if you are the owner of Facebook page to sale a product, you should hire the expert to review and comment on your product. This is the starting point to make online word of mouth.

Risk avoidance – need to provide all information to visible in Facebook page. Make it in the easy to find, easy to contact. And cash on delivery is the attractive option if Facebook page can provide.

Non-online user – as of the result 10% of respondents never buy product via online market then retailer should try to push information about online purchasing to this customer group to create awareness then the next time buy they will think of online.

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Appendix A: Questionnaire in Survey Monkey

Section 1: Screening question reference (1 question)

Factor Question	question	
Screening	When you last purchase via online or social media?	1m, 3m, 6m, 1Y or more

Section 2: Demographic questions (2 questions)

Factor Question	question	
Gender	Gender What is your gender?	Male/Female
Age	Age What is your age?	15-55+

Section 3: Factor questions (29 questions)

When you purchase product on Facebook, what is the most important factor which influence your purchase decision?						
Factor Question	question	Highly Agree (5)	Agree (4)	Natural (3)	Disagree (2)	Highly Disagree (1)
1: Online word of mouth	Review or comment from other users on Facebook page encourage me to purchase via online channel					
	Review or comment from other celebrities on Facebook page encourage me to purchase via online channel					

When you purchase product on Facebook, what is the most important factor which influence your purchase decision?						
Factor Question	question	Highly Agree (5)	Agree (4)	Natural (3)	Disagree (2)	Highly Disagree (1)
1: Online word of mouth	Review or comment from experts on Facebook page encourage me to purchase via online channel					
	If my friends or acquaintance share any product on Facebook, it will pick up my interest to look at and purchase it					
	If any companies is on the recommendation list of Facebook page, I am willing to take a look in it and purchase it					
	If I see many friends or people share the same or similar product, I am likely to purchase it					
2: convenience of the customer	I am able to find interesting product on Facebook					
	I like to shop on Facebook page because it can save my time					

When you purchase product on Facebook, what is the most important factor which influence your purchase decision?						
Factor Question	question	Highly Agree (5)	Agree (4)	Natural (3)	Disagree (2)	Highly Disagree (1)
2: convenience of the customer	It takes little effort for me to shop on Facebook page, comparing to shop in offline shops.					
	I feel that it's very convenience for me to select for any product on Facebook page.					
	I feel that I can access to any shop on Facebook page at any given time with little effort					
	It is very easy for me to make decision to buy when I purchase on Facebook page.					
	I feel that it is quite easy for me to contact the shop whenever I need to repair or return product on Facebook page.					
3: Trust toward online Shopping	Number of likes or followers is very important to me when I need to decide to purchase goods from Facebook page.					

When you purchase product on Facebook, what is the most important factor which influence your purchase decision?						
Factor Question	question	Highly Agree (5)	Agree (4)	Natural (3)	Disagree (2)	Highly Disagree (1)
3: Trust toward online Shopping	The more likes or followers on Facebook page 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 Facebook cannot prove that they are reliable, I will not purchase anything from them					
	If shop on Facebook partner with 3rd party certify company for payment such as PayPal, I will purchase product from them					
	If shop on Facebook have cash on delivery service, I will purchase product from them					
4: Perceived enjoyment	I had fun interacting with Facebook page					
	I can stay with Facebook more than 30 min					
	I enjoyed browsing on Facebook					

When you purchase product on Facebook, what is the most important factor which influence your purchase decision?						
Factor Question	question	Highly Agree (5)	Agree (4)	Natural (3)	Disagree (2)	Highly Disagree (1)
4: Perceived enjoyment	I rapidly respond to each other's status updates on Facebook.					
	I am able to check my friends 'status updates on Facebook					
	I am able to find interesting topic on Facebook					
	The contact on Facebook is my close friend					
5. Price/ value consciousness	Price is the major factor which motivates me to shop on Facebook page.					
	I prefer to shop for any product on Facebook page, because it is cheaper than offline shop					
	I compare price of products before I buy them.					

To ensure Thai people understand the question we translate into Thai language

ปัจจัยที่มีผลต่อการตัดสินใจซื้อสินค้าผ่านทางหน้า Facebook ของลูกค้าในประเทศไทย

เชิญผู้เข้าร่วมตอบแบบสอบถามทุกท่าน

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งตามหลักสูตรปริญญาโท สาขาการตลาดและการจัดการ (ภาคภาษาอังกฤษ) วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล มีวัตถุประสงค์เพื่อศึกษาปัจจัยที่มีผลต่อการตัดสินใจซื้อสินค้าผ่านทางหน้า Facebook ของลูกค้าในประเทศไทย โดยผู้วิจัยจะไม่ทำการเปิดเผยข้อมูลและนำเสนอผลในภาพรวม เพื่อใช้ประกอบการในการศึกษาของวิทยาลัยการจัดการ มหาวิทยาลัยมหิดลเท่านั้น แบบสอบถามฉบับนี้ใช้เวลาประมาณ 5-10 นาที โปรดเลือกข้อความที่ตรงกับคำตอบของท่าน

ขอขอบคุณ

OK

1. คุณซื้อสินค้าทางสื่อออนไลน์ครั้งสุดท้ายเมื่อไหร่

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ปัจจัยที่มีผลต่อการตัดสินใจซื้อสินค้าผ่านทางหน้า Facebook ของลูกค้าในประเทศไทย

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งตามหลักสูตรปริญญาโท สาขาการตลาดและการจัดการ (ภาคภาษาอังกฤษ) วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล มีวัตถุประสงค์เพื่อศึกษาปัจจัยที่มีผลต่อการตัดสินใจซื้อสินค้าผ่านทางหน้า Facebook ของลูกค้าในประเทศไทย โดยผู้วิจัยจะไม่ทำการเปิดเผยข้อมูลและนำเสนอผลในภาพรวม เพื่อใช้ประกอบการในการศึกษาของวิทยาลัยการจัดการ มหาวิทยาลัยมหิดลเท่านั้น แบบสอบถามฉบับนี้ใช้เวลาประมาณ 5-10 นาที โปรดเลือกข้อความที่ตรงกับคำตอบของท่าน

ขอขอบคุณ

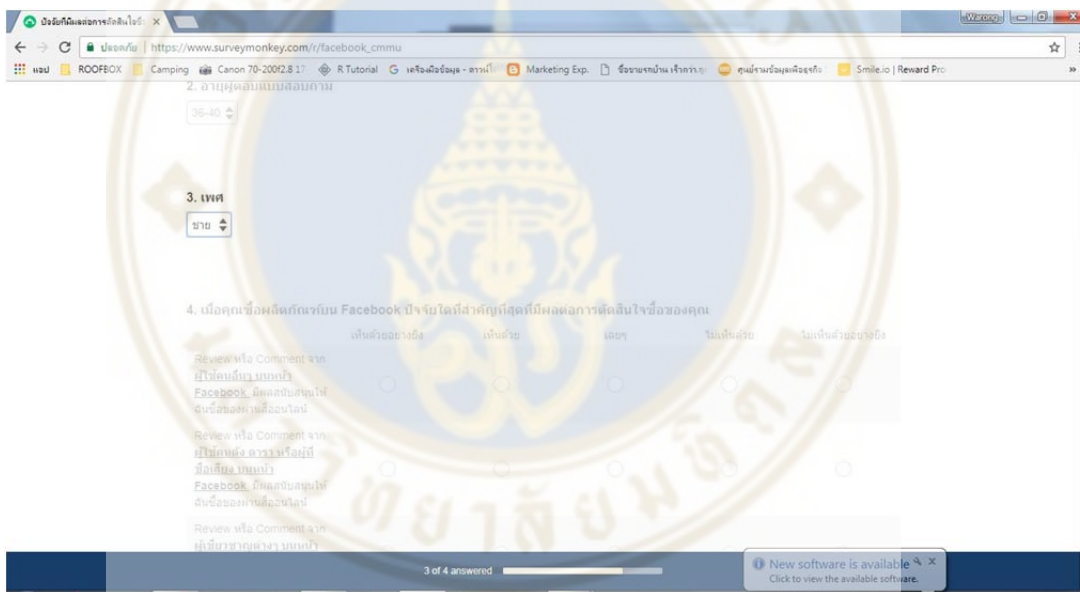
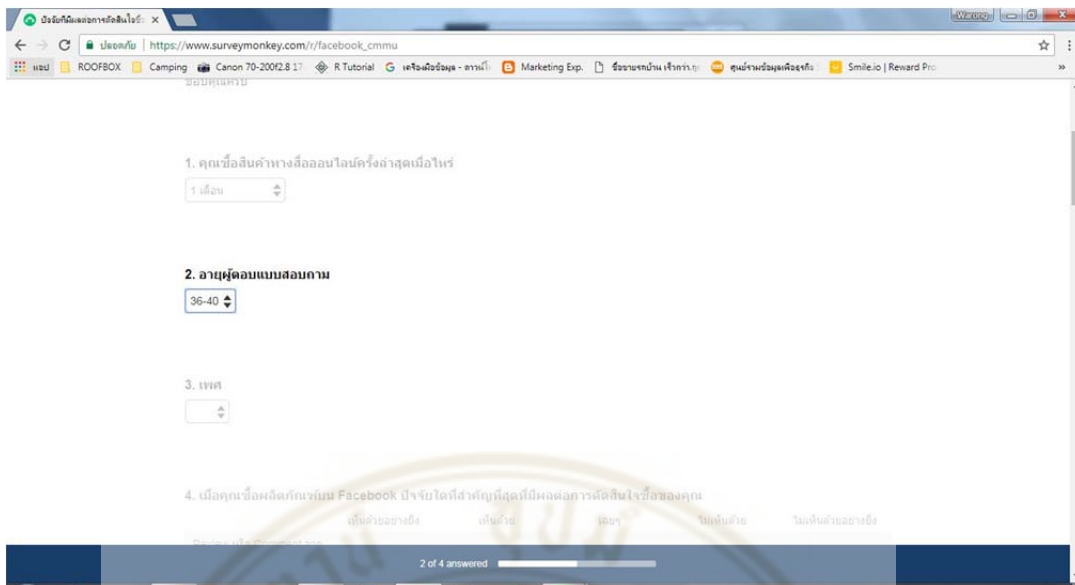
1. คุณซื้อสินค้าทางสื่อออนไลน์ครั้งสุดท้ายเมื่อไหร่

1 เดือน

2. อายุผู้ตอบแบบสอบถาม

3. เพศ

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4. เมื่อคุณซื้อผลิตภัณฑ์บน Facebook ปัจจัยใดที่สำคัญที่สุดที่มีผลต่อการตัดสินใจซื้อของคุณ

	เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
Review หรือ Comment จาก ผู้ใช้คนอื่น ๆ บนหน้า Facebook มีผลสนับสนุนให้ฉันซื้อของผ่านสื่อออนไลน์	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review หรือ Comment จาก ผู้ใช้หนึ่งคนหรือมีชื่อเต็ม บนหน้า Facebook มีผลสนับสนุนให้ฉันซื้อของผ่านสื่อออนไลน์	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review หรือ Comment จาก ผู้ที่เกี่ยวข้องด้านหน้า Facebook มีผลสนับสนุนให้ฉันซื้อของผ่านสื่อออนไลน์	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
หากเพื่อนหรือรู้จักของฉัน share ผลิตภัณฑ์ใด ๆ บน Facebook จะทำให้ความสนใจของฉันในการค้นหาและซื้อผลิตภัณฑ์นั้นๆ	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
หากบริษัท ได้อยู่ในรายการคำแนะนำของหน้า Facebook ฉันยินดีที่จะดูและซื้อผลิตภัณฑ์ดังกล่าว	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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ถ้าฉันเห็นเพื่อนหรือคนอื่น ๆ แชร์ผลิตภัณฑ์เกี่ยวกับหรือคล้ายคลึงกับฉันบนเว็บไซต์ จะซื้อผลิตภัณฑ์	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ฉันสามารถหาผลิตภัณฑ์ที่น่าสนใจบน facebook ได้	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ฉันชอบซื้อของผ่านหน้า Facebook เพราะสามารถประหยัดเวลาของฉันได้	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ในการซื้อสินค้าบนหน้า Facebook สะดวกสบายกว่าเมื่อเปรียบเทียบกับร้านค้าในร้านค้าแบบออฟไลน์	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ฉันรู้สึกว่ามันสะดวกมากสำหรับฉันที่จะเลือกผลิตภัณฑ์ใด ๆ ในหน้า Facebook	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ฉันรู้สึกว่าฉันสามารถเข้าถึงร้านค้าใด ๆ ในหน้า Facebook ได้ตลอดเวลาโดยไม่ต้องมีความพยายามใด ๆ	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
เป็นเรื่องง่ายสำหรับฉันที่จะตัดสินใจซื้อเมื่อฉันซื้อในหน้า Facebook	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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