

**FACTORS INFLUENCING CONSUMERS' INTENTIONS TO
SHOP HANDMADE BRACELETS ONLINE OF FEMALE
CONSUMERS IN THAILAND**



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entitled
**FACTORS INFLUENCING CONSUMERS' INTENTIONS TO
SHOP HANDMADE BRACELETS ONLINE OF FEMALE
CONSUMERS IN THAILAND**

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FACTORS INFLUENCING CONSUMERS' INTENTIONS TO SHOP HANDMADE BRACELETS ONLINE OF FEMALE CONSUMERS IN THAILAND

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ABSTRACT

This research paper interests to learn factors which are factors influencing consumer's intentions to shop handmade Bracelets online of female consumers in Thailand. There are many online jewelry stores in Online Channel, which gives women a lot of options to purchase. The research objectives are to study influencing personal factors such as age, gender, education, occupation, income level, and marital status, towards handmade bracelets buying decision. Second is to understand customer's awareness and information search toward building the consideration. Third is to study and analyze the factors influencing consumers which the effective online marketing strategies and action to build the consumer's satisfaction.

This research uses quantitative method in order to approach the respondents of Thai female consumers in Thailand. Data were obtained from online questionnaires were usable for this study. There were descriptive statistics analysis. The sample populations expected to collect 150 respondents but were received, 137 respondents. The results show that the age range is 31-35 years old. As a result, after the data analysis was done, there were 4 factors (product, price, place, promotion) and four-level purchasing process, from the beginning of pre-purchase, information search of product, purchase, post purchase that help the online store prioritize about the awareness of the customer's perception.

KEY WORDS: Jewelry Online/ Chanel/ Perception/ Decision Buying/ Bangkok

39 pages

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CHAPTER I

INTRODUCTION

This thematic paper aims to study factors influencing consumer's intentions to shop handmade Bracelets online of female consumers in Thailand. There are many online jewelry stores in Online Channel, which gives women a lot of options to purchase. According to etda.or.th (2017) revealed that the activity of the online user, the number of online users' ranking of online shopping changed from 2016 in the eight to 2017, the rank rising to the top five, indicating that people are increasingly using the internet for the daily living.

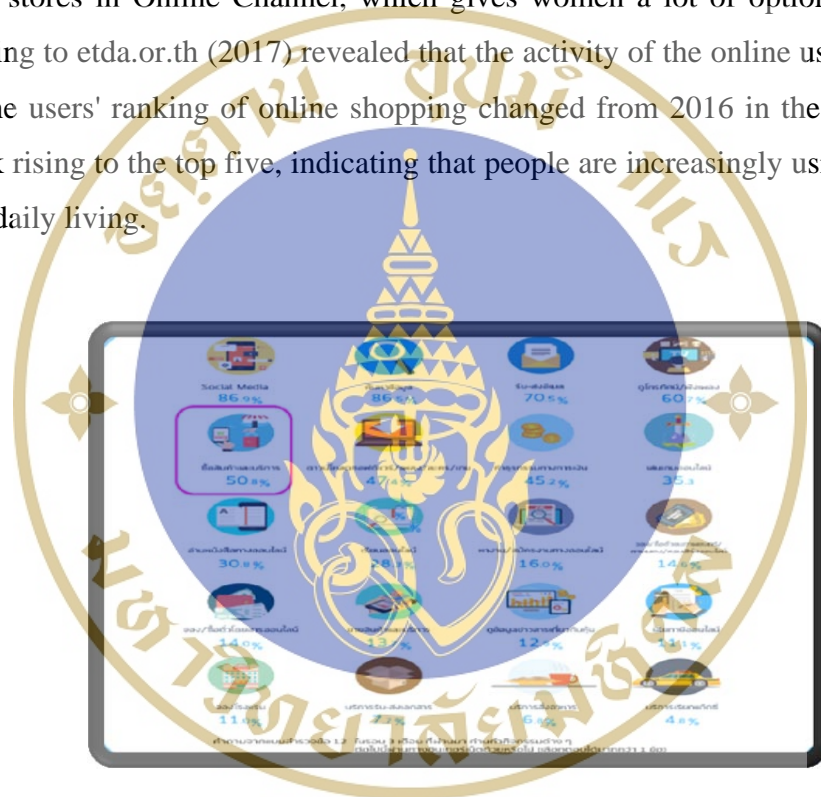


Figure 1.1 The Activity of Online User

Source: <https://www.etda.or.th/eng/index.html>

Thailand now has 38 million of Internet users and there are 41 million social network users, the most active social network in Thailand, Facebook followed by LINE and Google+ respectively. (DAAT,2016) Currently, the online channel is an important part of everyday life, such as social media, mail, online banking, watch movies, listen to music, read the news, update trend abroad, and etc. Etda.or.th (2017) showed that the behavior of Thai people in using the Internet during weekdays approximately spend 6.30 hours per day and during weekend approximately spend 6.48 hours per day. Therefore,

the number of internet users make it clear that potential online markets and niche marketing channels for local companies in both small and large international companies.

From the past to the present, the Thai gem industry has proven itself to be the best in the world by nature, resources and world-class manufacturing capabilities. The country also is a leader in innovation, design and quality control. Thailand has a long history of jewelry and Thai people have drawn the natural artistic ability to use such as rubies and gems and skillful craftsmen. Jewelry in addition to beauty. It is a medium that reflects the social status and values of people at different times. Ancient people used to make natural bracelets, such as stone, shell, turtle, and ivory, etc., and when humans have the ability to make metal. Have metal or copper (Alloys between tin and copper) to produce various bracelets. Bracelets are the most popular jewelry worn on a daily basis for beauty. Some bracelets may be available on special occasions. The production of handmade bracelets requires a great deal of sophistication and ability, thus increasing the value of the product. Currently, bracelets are beautiful and modern jewelry can be mixed and match in many mixtures.

The purpose of this thematic paper was to observe the factors influencing customers' intention to purchase online bracelets of female consumers in Thailand in order to apply the information to start an online business, in order to improve the business model and strategy.

1.1 Research Question

What are the factors influencing consumer's intentions to shop handmade Bracelets online for female consumers in Thailand?

1.2 Research Objective

1. To study influencing personal factors such as age, gender, education, occupation, income level, and marital status, towards handmade bracelets buying decision.
2. To understand customer's awareness and information search toward building the consideration.

3. To study and analyze the factors influencing consumers which the effective online marketing strategies and action to build the consumer's satisfaction.

1.3 Research Scope

The scope of this research focuses on Thai female consumers in Thailand. In terms of methodology, the research aims to survey the factors influencing the selection of bracelets.

The sample group will be specifically selected of Thai female consumers who have the potential to buy handmade bracelets from online stores in Thailand. The Specific sampling focuses on the consumers who shop jewelry in the online stores in Thailand. The sampling is emphasized by using the online questionnaire. The questionnaire will collect demographic, psychographic, and behavior of the consumers.

1.4 Expected Benefits

The expected benefits from this research are to understand the factors affecting female consumers' purchase intention through online shopping in handmade bracelet online shop. The second is to understand and apply the effective online marketing strategies for those who start doing business. The last is to obtain the customer's opinions which kind of online media is the most popular and proper for the customers.

CHAPTER II

LITERATURE REVIEW

2.1 Defining and Key Concepts

Currently, there is a lot of technology as a part of daily life in which people use the Internet more in the communication, including the stores turned to using technology in their sales as well as the jewelry shop. Therefore, this chapter is intended to study previous research that has been selected from several sources for the purpose of finding the fact about the factors influencing consumer's intentions to shop handmade Bracelets online. The research needs to reach the consumer's intentions which factors are attractive. In addition, bracelets or jewelry are luxury goods. Consumers will recognize that there is a risk of online shopping. As etda.or.th (2017) showed that the reasons that the consumers did not shop luxury goods online because the consumers were scared to buy and wanted to see the product before purchase. Therefore, this research would like to search more information about pre-purchase behavior, consumer's awareness, information search, how to build the consideration set, what are the stimulations for consumers to buy, and post-purchase behavior.

Pre-purchase Behavior

The first steps in the decision of the purchaser in case potential purchasers receive information about a product through advertising, sales brochures and personal contact. The level of search habits conducted by the prospective buyer will vary depending on the cost and technical complexity of the product and the experience of previous buyers of a product. The decision to buy may be planning ahead carefully or may be spontaneous impulses. (C Pass, B Lowes, A Pendleton, L Chadwick, D O'Reilly and M Afferson, 2005).

2.1.1 Consumers Awareness

Consumer awareness is the first step in the decision-making process of consumers and plays a key role in marketing strategies. (Lilien, Kotler, and Moorthy 1992).

2.1.2 Information Search

The process of finding information discusses the behavior of users who find the information and follow the process. The six steps of the process are as follows (Carol Kuhlthau 1991):

- **Initiation:** in this step, purchasers feel that the need for information, and not sure about the source of the information and actions.
- **Selection:** in this step, purchasers are sure that the source data and revenue, according to their needs.
- **Exploration:** in this step, the purchaser will find information and update the knowledge and will try to meet their demands.
- **Formulation:** in this step, gather information, collect information and begin the assessment process. Purchasers analyze the collected data to get the desired results.
- **Collection:** in this step, the purchasers will have all the information that is processed, and a mission to gather the desired data.
- **Search Closure:** after data collection and specify purchaser requirements at summary and continue to search for information, the process has finished.

2.1.3 Build the Consideration Sets

Setting up an interesting concept and useful in practice, intuitively. However, there are no requirements regarding compliance with the standards of construction, the small amount of research that is used to measure the choice for empirical evaluation of the structure and to examine only the differences in the specific data set only (generally focus on set size) (Juanita J. Brown, Juanita J. Brown 1996).

2.1.4 The Stimulations for Consumers to Buy

Tactile stimulate will create a social attachment and personal involvement, while also facilitates the perception of consumers about the reliability and the warmth of the sales reps, which will increase the flavor of them. To increase the positive attitude of the customers in the store and the server and stimulate the shopping behavior. (Jacob Hornik, 1992).

2.1.5 Post Purchase Behavior

The steps in the decision of the buyer that the buyer additional action after making a purchase. In particular, the seller is interested in a part of that market research buyers, satisfied or not satisfied with your purchase, item because it will affect the loyalty of the brand and the possibility of repurchases. (C. Pass, B. Lowes, A. Pendleton, L. Chadwick, D O'Reilly and M. Afferson, 2005).

2.2 The Traditional Purchase Funnel

Court (2009) explained that the goal of marketing is to reach consumers in a time that influence their decisions the most. The market had sought those moments or touch points when consumers open to influence. Over the years, there have been touch points through the metaphor of “funnels”. Consumers start with several potential brands (the width of the funnel). The market is directed them to reduce the number and move through the funnel, and at last, they emerged with the brands they want to buy.

The ‘traditional funnel’ has another five steps process as shown below.

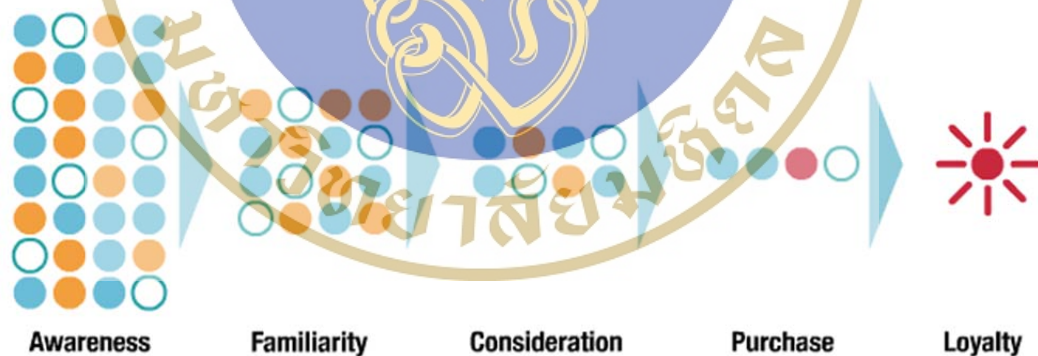


Figure 2.1 The Traditional Purchase Funnel

Source: Court, D. (2009)

However, the Traditional Purchase Funnel cannot catch the touch points and key buying factors for selecting products and digital channel, coupled with the emergence of the consumer smart and smarter. The marketers need to use more sophisticated methods to help them navigate the environment with linear and more complicated than the funnel suggests. Actually, the decision-making process is a more circular journey, with four

primary phases. We call this is “the consumer decision journey”. It could mean that there are different kinds of media, Internet access, and wide product choice. The products need the marketers to find a new way of making their brand. Consumers have developed when they have the initial consideration and has developed active evaluation from a one-way communication to a two-way conversation. Marketers need to find the way to meet the customers’ needs and word-of-mouth. When marketers understand this principle and control spending, and the media, to a time when the most influential. It will provide more opportunities to reach the moment of purchase in the right place at the right time with the right media (Court, 2009).

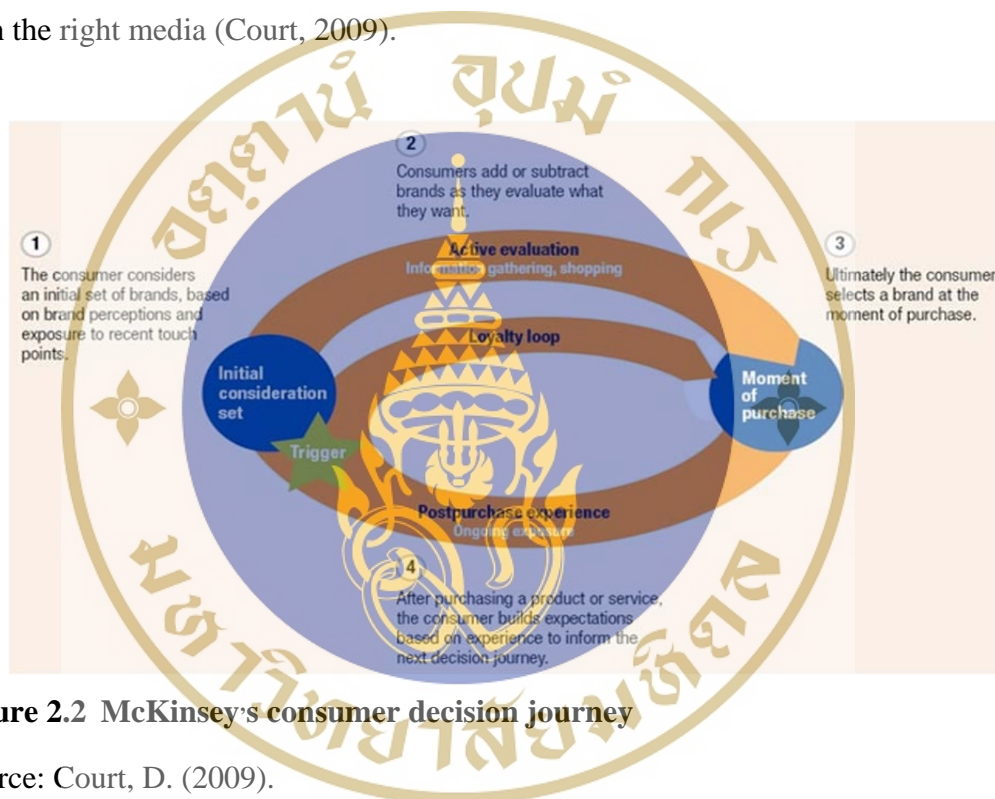


Figure 2.2 McKinsey's consumer decision journey

Source: Court, D. (2009).

Two of the three touch points during active-evaluation phase relates to the activities of the consumer-driven, such as comments and suggestions to the Internet, the words of mouth from friends and family.

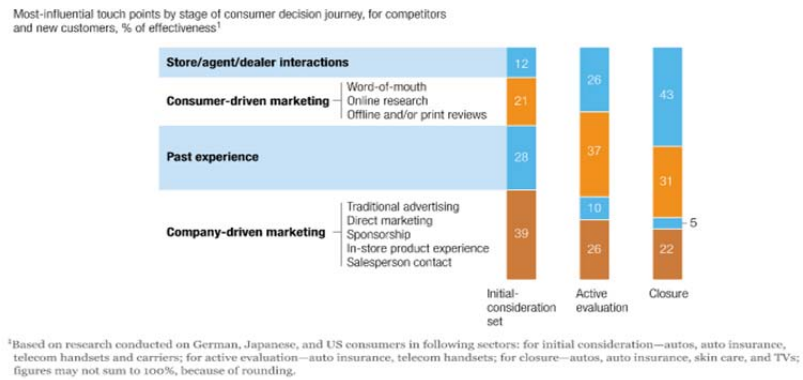


Figure 2.3 Most-influential touch points by stage of consumer decision journey

Source: Court, D. (2009)

2.3 Modern Purchase funnel

The modern purchase funnel describes the processes of the consumers purchasing behavior in theory, since the consumers recognize the brand for the first time, and continue to achieve maximum goals in the purchase. Regardless of the emergence of research on the Internet and includes behaviour after purchase.

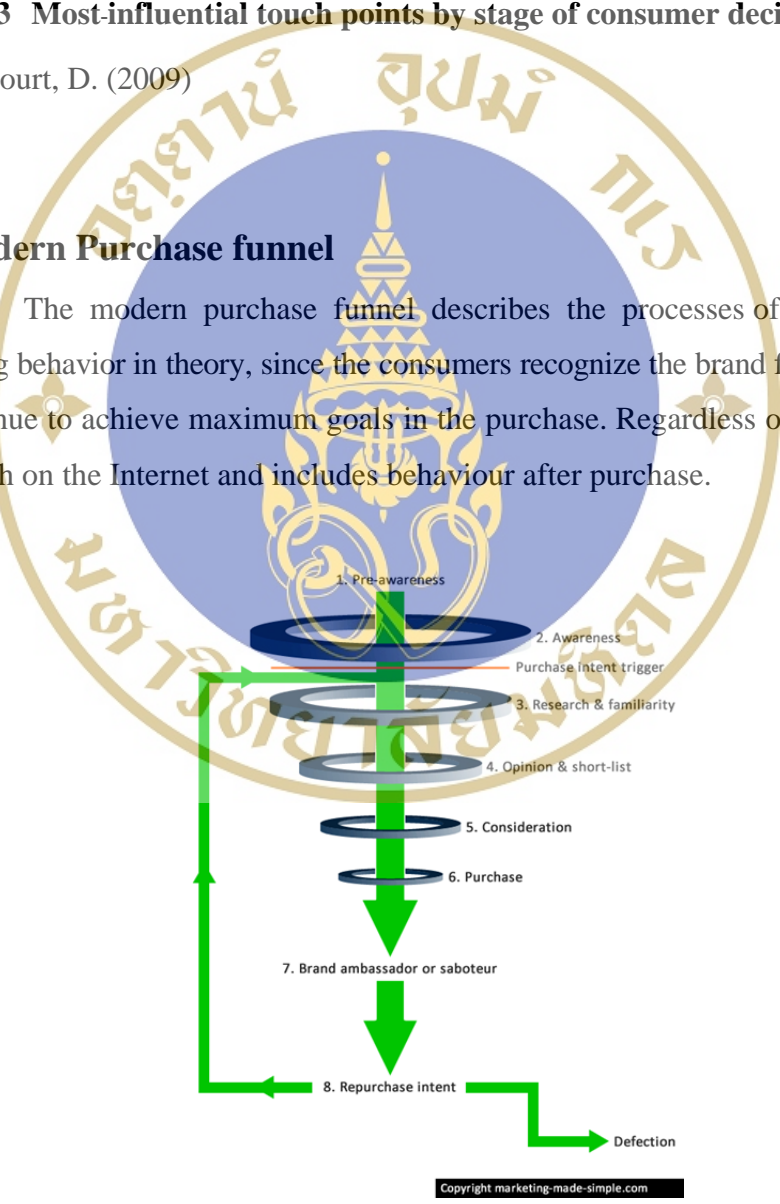


Figure 2.4 Modern Purchase Funnel chart

Source: Gibson, J. (2015)

In this theory, it will be divided into main 8 steps as below;

- **Pre-awareness:** This is the first stage that the consumer has had no previous contact with the brand. Before a potential customer, they've even started looking for products that they may be aware of some of the major brands and may have no idea of the products they are looking for.
- **Awareness:** The second stage, People would be aware of your brand with or without a desire to buy. Perception may depend on the message, speech communication, or independent discovery. When a brand gets the attention, some more specific information will be required to follow. The current model is the shape? What makes a brand so special? They are at a reasonable price?
- **Purchase intent trigger:** This stage is a special stage because the moment a consumer begins to think about a purchase may be caused by a change in circumstances of internal and external factors.
- **Research & familiarity:** This stage focuses on potential customers because they decide to buy these products. consumers would start to read reviews, learn features, make comparisons, ask for reviewing and using the internet to search for more details. The length of the process depends on the product they want to buy.
- **Opinion & short list:** At this stage, consumers would create a wish list of items that the list, which they want to buy.
- **Consideration:** At this stage, consumers would ask for opinions from others who've used the product or service. It could help in decision making easier.
- **Decision & purchase:** This stage illustrates the final decision of the consumers about the brands and products that they could afford. They could be purchased from the online store or general store.
- **Brand/ product advocate (or saboteur):** In this stage, the consumers would create their own opinions after trying the product. If the product provides a good attitude towards users seem to spread the brand through words of mouth and positive reviews, which are easily available on the Internet.
- **Repurchase intention:** The final stage. Keep in mind that existing consumers would be able to convert more easily than expected for satisfaction. If they are satisfied with their purchase, they have a high chance that they would consider to repurchase. If they are not satisfied with the product, they would not purchase again.

2.4 The Consumer Buying Process

Buying behavior is the decision-making process and the actions of consumers. It helps to leads related to the purchase and use of products. The process of buying decisions of consumers (Consumer Buying Decision Process), there are six stages determined by the degree of complexity (Animeh, T. 2017):



Figure 2.5 Consumer decision process

Source: Del, Roger & Kenneth (2004)

2.5 The Online Buyer's Journey.

Observe: The purchaser becomes consciously aware of the feeling that she/he would like to or need to.

Orient: The purchaser is gathering and analyzing relevant information, consider the options and solutions.

Decide: Select the option buyer decision, which contains detailed information, such as product or service vendors, places and other details.

Act: Purchaser makes decisions. (Steimle, J. 2015)

2.6 Consumer Risk Perception

Miyazaki and Fernandez (2001) explained the differences in these perceptions, by comparison, the relationship of the Internet experience, risk perception and purchase online. The number of attendees, one hundred sixty people completed the questionnaire,

paper. Elements of experience, the use of Internet respondents by the frequency with which they access the Internet and the duration of the experience, including online shopping behavior of each individual score results. Miyazaki and Fernandez found that perception. The security system is the biggest fear of shopping online with almost thirty-seven percent. Samples in response to the threatening behavior of third-party fraud. In addition, the personal fears that get the most attention is a third party that is not authorized. Access to credit card information gathered up to twenty percent of the total.

Interestingly, the inconvenience of two or more online shopping. Privacy concerns and deceptive behaviors of online retailers who placed third and fourth respectively, according to the evolution of the Internet as a media for Commerce is actually more or less. Simply digitizing through technical innovation, purchasing patterns, as well as other remotely via telephone or mail order, which risks the security and privacy of the same. Whether it is the perception of risk, higher or lower, in the pattern of trade, but the real threat of invasion of personal information or financial information of a third party as a major threat to online less than traditional methods. (Langsner, J.2006)

Because of perceived security and privacy, depending on the knowledge of the consumer, it is people cause damage that is not developing or integrating theory, calibration of knowledge, knowledge of consumers often depends on the confidence and the calibration of such knowledge or matching between confidence and integrity. “For consumer knowledge is important to understand the confidence in buying online safely”. (Alba and Hutchinson 2000)

2.7 Hypothesis

From the literature review, previous studies of the definition of pre-purchase behavior, consumer’s awareness, information search, how to build the consideration set, what are the stimulations for consumers to buy, and post-purchase behavior. According to the purchase funnel, the consumer buying process, the online buyer’s journey and consumer risk perception showed that the potential factors influencing online purchase intention scoped in age, income, uniqueness or variety of the product, convenience, perceived risk, information search, and word of mouth. Therefore, the conceptual frame of this study is shown as in the figure 2.6

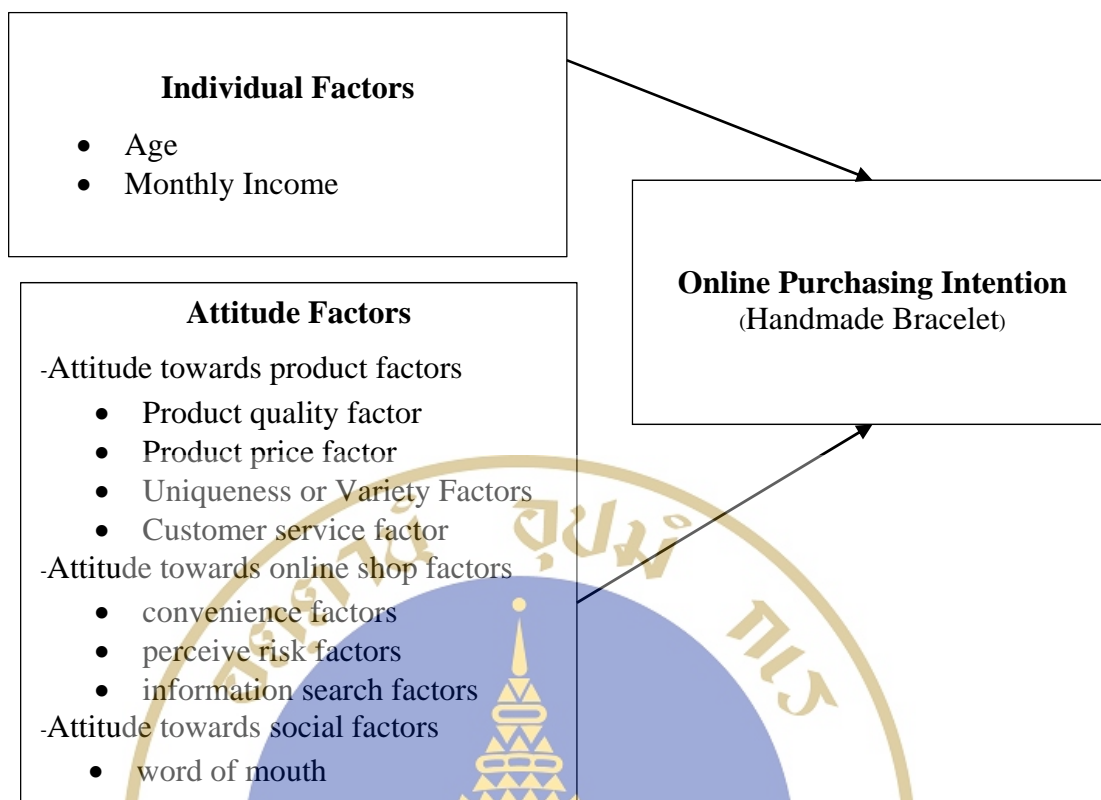


Figure 2.6 Proposed Conceptual Framework of Factor Influencing Online Purchase

Intention of Female Consumers in Thailand toward Handmade Bracelet

The hypothesis lists for this thematic paper as follows:

H1: Age will have positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop

H2: Monthly Income will have positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop

H3: Product quality will have positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop

H4: Product price will have positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop

H5: Uniqueness or Variety of the products will have positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop

H6: Customer service will indicate positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop

H7: Convenience will indicate positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop

H8: Female consumers have high level of perceived risk to purchase through online shopping in handmade bracelet online shop

H9: Female consumers will use the information search to build positively affect purchase intention through online shopping in handmade bracelet online shop

H10: Word of mouth will indicate positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop

H11: Repurchase will indicate positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop



CHAPTER III

RESEARCH METHODOLOGY

This research aims to define the influence factor that most affects online shopping behavior of Thai female consumers toward purchasing handmade bracelet. This research methodology is quantitative methods which are suitable for data collection and analysis of the opinions of respondents using online surveys. The methodology method is divided into 4 parts which are

1. Research Scope
2. Sampling
3. Questionnaire Design
4. Data Analysis

3.1 Research Scope

Content scope: This research will study on the factors that affects online shopping behavior of Thai female consumers toward purchasing handmade bracelet and define which factor is the most affect to customer behavior.

Population scope: This study aims to focus on 150 respondents of Thai female, who prefer online shopping with ages range between 25 to 45 years old.

Factor scope: This research studied on online shopping behavior of Thai female consumers toward purchasing handmade bracelets in 4 main factors which are Product, Pre-purchase, Purchase and Post Purchase.

3.2 Sampling

Sampling target focused on the adult who worked during the year 25-45 for consumers that Thailand female who accustomed to shopping online for jewelry such as Facebook, Instagram, or webpage. The author believes that this main target group

has the potential and the age range for this group will be organized in groups that are familiar with the current digital media and are more likely to answer blanks for survey results.

3.3 Questionnaire Design

The questionnaire has been designed for the purposes of this research, called the theory and literature after the review. Questionnaire survey consists of 3 major parts, starting with the screening questions, General questions, specific questions divided by characteristics and demographic questions, respectively. To get useful information to ensure respondents research response.

3.3.1 Example of questionnaire

First part is screening question, it is a question that filters people into answering the question of finding the right target group.

- Do you prefer online shopping?
- Have you ever buy jewelry online?

Second part is general question, this question is in order to get general information of the target group.

- How often do you shop online?
- What factors attracts you to shop online?

Third part is specific question, this question delves into the consumer's buying behavior. These questions will help determine the key factor of online shopping behavior of Thai female consumers toward purchasing handmade bracelets. The questionnaire has been provided with a four-level purchasing process, from the beginning of pre-purchase, information search of product, purchase, post purchase.

- Which channel do you prefer the most for online shopping?
- How much do you prefer buy a handmade bracelet?
- Which payment channel do you prefer the most for online shopping?
- What are you most concerned about in online shopping?
- Do you want to have a product guarantee?

- Do you want to have a specialist in the online store?
- Please rate the level of importance for each of the criteria you use to make a decision to buy a bracelet made by hand through an online store (scale 1-5: 1 = not important, 2 = important, 3 = not matter, not important, 4 = important and 5 = very important).

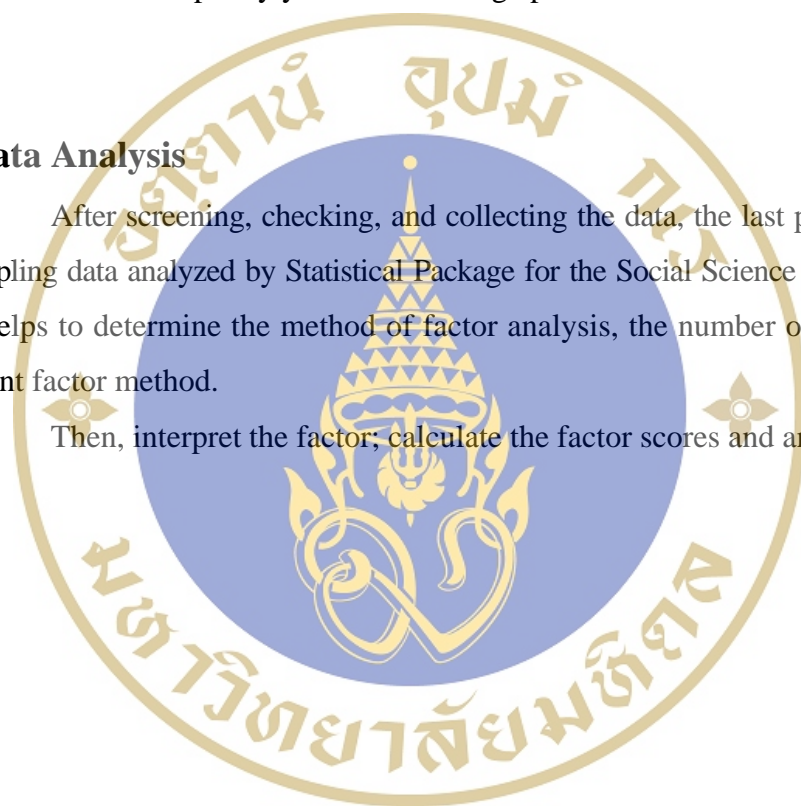
The last part is Demographic question, this questionnaire indicates personal information.

- Please specify your age range?
- Please specify your income range per month?

3.4 Data Analysis

After screening, checking, and collecting the data, the last process is putting the sampling data analyzed by Statistical Package for the Social Science (SPSS) Program. SPSS helps to determine the method of factor analysis, the number of factors and the important factor method.

Then, interpret the factor; calculate the factor scores and analyze the result.



CHAPTER IV

RESEARCH FINDINGS

After sending the questionnaire via online survey website, the number of total 137 out of 150 respondents were received. The data were determined by the SPSS program. The details will explain the questionnaire survey's details in the description below.

The first section is demographic which this study aims to focus on Thai female, who prefer online shopping with ages range between 25 to 45 years old. The demographics want to know more about the potential age and income.

The second is screening part which this study aims to find the right target group.

The third is specific questions which this study aims to find the influence factors providing with a four-level purchasing process, from the beginning of pre-purchase, information search of product, purchase, post purchase.

4.1 Demographic data such as age and monthly income

4.1.1 Ages

The analysis of age range found that age between 20-25 years old was 7 persons or 4.90%, age between 26-30 years old was 23 persons or 16.78%, age between 31-35 years old was 83 persons or 60.84 % and age over 45 years old was 1 person or 0.70%. The highest range was the age between 31-35 years old. The result of age range shows as figure 4.1

Table 4.1 Shows age of the participants

Answer Choices	Responses	
20-25 years old	4.90%	7
26- 30 years old	16.78%	23
31-35 years old	60.84%	83
36-45 years old	16.78%	22
Over 45 years old	0.70%	1
Total	100%	137

4.1.2 Income

Table 4.2 Shows a monthly income of the participants

Answer Choices	Responses	
15,000 - 25,000 Baht/month	16.20%	22
26,000 - 35,000 Baht/month	21.13%	29
36,000 - 45,000 Baht/month	16.90%	23
46,000 - 55,000 Baht/month	16.90%	23
More than 56,000 Baht/month	28.87%	40
Total	100%	137

According to Table 4.2, most respondents have average income at more than 56,000 Baht, which are 28.87% and 26,000-35,000 Baht is at 21.13%. The lowest number of income level is 15,000-25,000 Baht, which is 16.20%.

4.2 Screening part that filters people into answering the question of finding the right target group.

Table 4.3 Shows how people shopping online

Answer Choices	Responses	
Yes	96.50%	132
No	3.50%	5
Total	100%	137

Table 4.3, the most respondents answered “Yes” which is 132 persons or 96.50%

Table 4.4 Shows how people like Jewelry

Answer Choices	Responses	
Yes	72.22%	99
No	27.78%	38
Total	100%	137

Table 4.4, the most respondents answered “Yes” which is 99 persons or 72.22%

Table 4.5 Shows how people consider buying jewelry online

Answer Choices	Responses	
Yes	52.78%	72
No	47.22%	65
Total	100%	137

Table 4.5, the most respondents answered “Yes” which is 72 persons or 52.78%

Table 4.6 Shows types of jewelry respondents mostly purchase

Answer Choices	Responses	
	Bracelets	6.25%
Necklaces	9.72%	13
Earrings	52.78%	72
Rings	28.47%	39
Other	2.78%	4
Total	100%	137

According to Table 4.6, most respondents prefer to buy earring than other types of jewelry, which is 52.78% and least buy are bracelets; which is 6.25% and Other such as white gold; which is 2.78%

Table 4.7 Shows the frequency of purchase jewelry (on an average)

Answer Choices	Responses	
	Once a month	13.19%
Once every six months	20.14%	28
Once a year	12.50%	17
Only on special occasions	45.83%	63
Other (please specify)	8.33%	11
Total	100%	137

Table 4.7 shows the frequency of purchase jewelry. Most of the respondents shopped only on special occasions which is 63 persons or 45.83%, followed by Once every six months which is 28 persons or 20.14%, respectively.

Table 4.8 Shows the priority factors when considering a jewelry purchase

Style/ design										
Price										
Brand										
Quality										
Reputation of where you are buying it from										
Speed of delivery										
1		2		3		4		5		Total
47.22%	65	5.56%	8	0.69%	1	5.56%	8	40.97%	56	138
20.28%	28	28.67%	39	15.38%	21	12.59%	17	23.08%	32	137
16.31%	22	15.60%	21	32.62%	45	19.15%	26	16.31%	22	136
22.54%	31	14.08%	19	21.13%	29	21.13%	29	21.13%	29	137
13.99%	19	16.08%	22	30.77%	42	22.38%	31	16.78%	23	137
13.18%	18	12.40%	17	33.33%	46	24.03%	33	17.05%	23	137

According to Table 4.8, most respondents prioritize the design as the most important factor is style/design, which is 47.22%, followed by price, which is 20.28% respectively, and the least concern factor is speed of delivery; which is 13.18%.

Table 4.9 Shows the material/metal that prefer the most

Answer Choices	Responses	
Gold	22.92%	31
Platinum	35.42%	49
Silver	36.11%	50
Other (please specify)	5.56%	7
Total	100%	137

Table 4.9 shows the most popular material is silver, which is 36.11%, and followed by platinum, which is 35.42%. The least popular are gold 22.92% and other such as white gold 5.56%.

Table 4.10 Shows average price range for each purchase

Answer Choices	Responses	
Up to 1,000 Baht	33.33%	46
1,000-3,000 Baht	27.08%	37
3,000-5,000 Baht	13.89%	19
5,000-10,000 Baht	10.42%	14
More than 10,000 Baht	15.28%	21
Total	100%	137

According to Table 4.10, most respondents have average price range for each purchase at more than 1,000 Baht, which are 33.33% and 1,000-3,000 Baht is at 27.08%. The lowest number of average price range for each purchase is more than 10,000 Baht, which is 15.28%.

4.3 Specific Questions Which This Study Aims to Find The Influence Factors Providing with A Four-Level Purchasing Process, from the Beginning of Pre-Purchase, Information Search of Product, Purchase, Post Purchase.

Table 4.11 Shows the channel of advertising where respondents trust most for the online jewelry stores

Answer Choices	Responses	
Radio	0.69%	1
TV	4.86%	7
Newspapers	1.39%	2
Internet	43.75%	60
Word of Mouth	44.44%	61
Other (please specify)	4.86%	7
Total	100%	137

The table 4.11, the most respondents of advertising's channel is word of mouth that trust most, which is 44.44%, and the lowest range of the advertising's channel is radio, which is 0.69%.

Table 4.12 Shows the channel of social media where respondents prefer the most for online

Answer Choices	Responses	
	Facebook	33.57%
Instagram	33.57%	46
Youtube	0.00%	0
Line@	6.29%	9
Pantip	0.00%	0
Website	26.57%	36
Total	100%	137

The table 4.12, the most respondents of social media's channel are Facebook and Instagram that trust most, which is 33.57%, and the lowest range of the social media's channel are YouTube and Pantip, which is 0.00%.

Table 13 Shows the influential factors that attract people access the online jewelry stores

Answer Choices	Responses	
	Online media ads (E.g. Advertorial, GDN)	14.69%
Review from users	38.46%	52
Promotion/ Discount	22.38%	31
Search engine	6.29%	9
Word of Mouth	12.59%	17
Celebrities Endorsement	5.59%	8
Total	100%	137

According to Table 4.13, most respondents have the influence factors that attract people access jewelry online is review from users which are 38.46% and Promotion and Discount is at 22.38%. The lowest respondent is celebrities' endorsement, which is 5.59%.

Table 4.14 Shows the influential factors that perceive the risk of online purchasing

Answer Choices	Responses	
	Afraid of being deceived	40.97%
Want to see/ touch /try before purchasing	44.44%	61
Not wish list product	2.78%	4
Prefer shopping at the stores	6.25%	8
Want to purchase directly from the sellers	3.47%	5
Other (please specify)	2.08%	3
Total	100%	137

According to Table 4.14, most respondents have the influence factors that perceive the risk of online purchasing is wanted to see/ touch /try before purchasing which are 44.44% and Afraid of being deceived is at 40.97%. The lowest respondent is not wish list product, which is 2.78%.

Table 4.15 Shows the reasons that prefer to purchase jewelry online

Answer Choices	Responses	
	Convenience	50.35%
Easy to order	20.98%	29
Promotion	6.29%	8
Cheaper price than the store	19.58%	27
online shopping items only	2.80%	4
Total	100%	137

Table 4.15 shows the prioritize reasons that prefer to purchase jewelry online is convenience, which is 50.35%, and followed by easy to order, which is 20.98%. The least reason is promotion 6.29%.

Table 4.16 Shows the payment factor that trust most when shopping online

Answer Choices	Responses	
	Credit Card	34.03%
Debit Card	6.25%	8
Transfer by bank	21.53%	29
Transfer by application	10.42%	14
Cash on delivery	27.78%	38
Total	100%	137

Table 4.16 represents the payment factor that trust most when shopping online. The most popular payment factor is credit has 48 persons, 34.03%, the second is cash on delivery has 38 persons, 27.78% while the least payment factor is debit card has 8 persons, 6.25%

Table 4.17 Shows the opinion of purchasing jewelry online by rating scale (Strongly Disagree/ Disagree/ Neither Agree or Disagree/ Agree/ Strongly Agree)

I would like to have an expertise show in the advertisement.										
I would like to have the product guarantee after purchase.										
I prefer to seek more information by observing from social media.										
In making the selection of handmade jewelry online, how concerned would you be about the outcome of your choice?										
I would prefer to buy the handmade bracelet online that have the unique style.										
I would prefer to buy the handmade bracelet online that have many varieties of style.										
I would prefer to buy the handmade bracelet online that could custom my own style.										
I prefer to tell about the product quality of the product after I purchased to people.										
I prefer to repurchase after I receive good quality of product.										
I prefer to repurchase after I receive good service from the online store.										
Strongly disagree		disagree		Neither Agree or Disagree		Agree		Strongly Agree		Weighted Average
3.47%	5	15.28%	22	26.39%	38	47.22%	68	7.64%	11	3.4
3.47%	5	1.39%	2	5.56%	8	31.25%	45	58.33%	84	4.4
2.08%	3	2.78%	3	6.25%	9	58.33%	84	30.56%	44	4.13
0.69%	1	6.25%	9	15.97%	23	62.50%	90	14.58%	21	3.84
0.69%	1	9.03%	13	19.44%	28	58.33%	84	12.50%	18	3.73
0.00%	0	5.56%	8	16.67%	24	68.06%	98	9.72%	14	3.82

Table 4.17 Shows the opinion of purchasing jewelry online by rating scale (Strongly Disagree/ Disagree/ Neither Agree or Disagree/ Agree/ Strongly Agree) (cont.)

Strongly disagree		disagree		Neither Agree or Disagree		Agree		Strongly Agree		Weighted Average
0.71%	1	3.55%	5	14.18%	20	61.70%	87	19.86%	28	3.96
0.70%	1	3.50%	5	10.49%	15	69.93%	100	15.38%	22	3.96
1.40%	2	1.40%	2	10.49%	15	55.94%	80	30.77%	44	4.13
0.71%	1	3.55%	5	7.80%	11	58.87%	83	29.08%	41	4.12

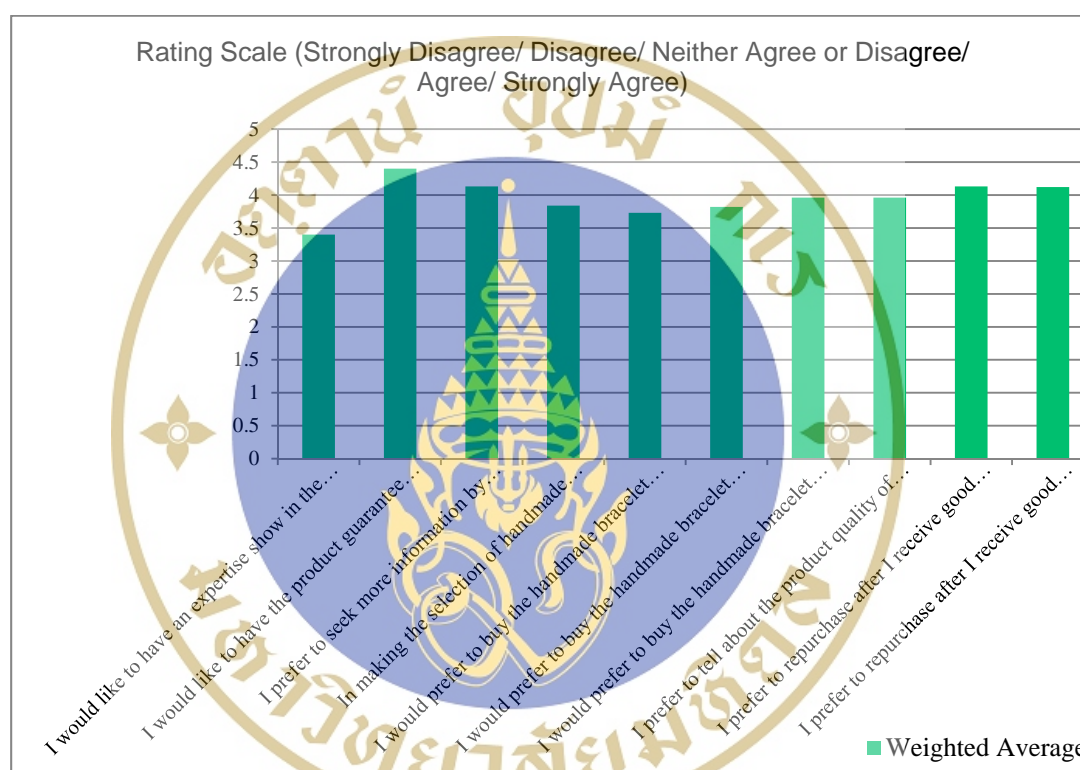


Figure 4.1 Rating Scale (Strongly Disagree/ Disagree/ Neither Agree or Disagree/ Agree/ Strongly Agree)

Table 4.17 represents the opinion of purchasing jewelry online by rating scale (Strongly Disagree/ Disagree/ Neither Agree or Disagree/ Agree/ Strongly Agree). The highest strongly agree is the purchasers would like to have the product guarantee after purchase, which is 84 persons or 58.33%. Followed by they prefer to seek more information by observing from social media and prefer to repurchase after received good quality of product, which are 44 persons or 30.77%. The lowest scores of strongly

agree is they would like to have an expertise show in the advertisement, which is 11 persons or 7.64%.

Table 4.18 Related components of the influence factor that most affects online shopping behavior of Thai female consumers toward purchasing handmade bracelet

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
15.1I would like to have an expertise show in the advertisement.	137	1	5	3.42	.944
15.2I would like to have the product guarantee after purchase.	137	1	5	4.40	.943
15.3I prefer to seek more information by observing from social media.	137	1	5	4.13	.821
15.4In making the selection of handmade jewelry online, how concerned would you be about the outcome of your choice?	137	1	5	3.82	.769
15.5I would prefer to buy the handmade bracelet online that have the unique style.	137	1	5	3.72	.811
15.6I would prefer to buy the handmade bracelet online that have many varieties of style.	137	2	5	3.80	.673
15.7I would prefer to buy the handmade bracelet online that could custom my own style.	134	1	5	3.96	.730
15.8I prefer to tell about the product quality of the product after I purchased to people.	136	1	5	3.94	.686
15.9I prefer to repurchase after I receive good quality of product.	136	1	5	4.12	.770
15.10I prefer to repurchase after I receive good service from the online store.	134	1	5	4.11	.762
Valid N (listwise)	132				

Table 4.18 represents the result from SPSS method. From the descriptive statistics show that mostly people would like to have the product guarantee after purchase, prefer to seek more information by observing from social media, prefer to repurchase after they received good quality of product, and prefer to repurchase after they received good service from the online store. These could refer by mean relatively.

Table 4.19 Results of hypotheses testing

No.	Hypotheses	Outcome
H1	Age will have positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop	Accepted
H2	Monthly Income will have positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop	Accepted
H3	Product quality will have positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop	Accepted
H4	Product price will have positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop	Accepted
H5	Uniqueness or Variety of the products will have positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop	Accepted
H6	Customer service will indicate positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop	Accepted
H7	Convenience will indicate positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop	Accepted
H8	Female consumers have high level of perceived risk to purchase through online shopping in handmade bracelet online shop	Accepted
H9	Female consumers will use the information search to build positively affect purchase intention through online shopping in handmade bracelet online shop	Accepted
H10	Word of mouth will indicate positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop	Accepted
H11	Repurchase will indicate positively affect female consumers' purchase intention through online shopping in handmade bracelet online shop	Accepted

CHAPTER V

DISCUSSION AND LIMITATION OF THE STUDY

5.1 Conclusion

This research paper studies the factor influencing online purchase intention of female consumers in Thailand toward handmade bracelet by sending the questionnaire via online survey website. The research objective aims 1).to study influencing personal factors such as age and income level towards handmade bracelets buying decision, 2).to understand customer's awareness and information search toward building the consideration, 3).to study and analyze the factors influencing consumers which the effective online marketing strategies and action to build the consumer's satisfaction.

The sample populations expected to collect 150 respondents but were received, 137 respondents. The results show that the age range is 31-35 years old, which is 60.84% of the respondents. In addition, most monthly personal income is more than 56,000 baht per month, which is 28.87% of the respondents. The purchasers often buy products online through 96.50%, which emphasized on jewelry to 72.22% and mostly kind of jewelry do you prefer to purchase is the ring, which is 52.78% and most will only buy on special occasions. 45.83%, followed by every 6 months. Most people consider the purchase the jewelry from design and style are 47.22% and followed by the quality is 22.54% respectively. The materials purchased was silver 36.11% and 33.33% average spending per time more than the 1,000 baht. In addition, ad format was the most trusted factor is word of mouth, which is 44.44%, and the most popular online media are Facebook and Instagram, which are 33.57%. Besides, the factors that influence the attraction of online jewelry stores are user reviews. 38.46%, followed by promotion or discount 22.38%. The factor that people are most interested in buying jewelry is to see/ touch/try before buying 44.44% and the most trusted payment is credit card 34.03%. From the opinion of purchasing jewelry online, the strongly agree is the product warranty after purchase, which is 58.33% or 84 of 137 respondents, followed by repurchase after received good quality of product 55.94%.

Therefore, the research could show that the main factor of online jewelry stores should focus on the importance and potential factors of the store to express the awareness of the customer before and after purchase.

5.2 The limitation of the research

The limitations of this research are time constraints because of the limited duration of the research and the limited number of respondents so that the sample size is still not large enough. The number of answers may be very uncertain. The respondents who answer the questions are known which the average of age around 30-35 years old. Therefore, if there is more time to research, the number of people who answer the question may be more and more accurate than this research.

5.3 Recommendation for future research

The recommendation for future research should have a larger sample size for more reliable results. In addition, respondents from different parts of Thailand should include as many as possible. Moreover, sampling is a method that could increase the reliability of the results because there may be some respondents who have a bias in answering the question or not. It could help to gather more information. Besides, this research focuses on the viewpoints of Thai women only. If future research can penetrate multiple groups, then the answer is more precise.

From the research, it would help the online jewelry business owner to raise awareness of the customer's perception of the product such as the product design and quality because if the product is good quality, it would give customers having trust, word of mouth and repurchase. In addition, the product should be diverse and unique to highlight the brand, and the price should not be very high and touchable. Online stores should be guaranteed to focus on the customers who have already purchased and can also help in brand loyalty. Including promotion through online which it should focus on the Facebook and Instagram because there are the easiest media access. On the page of Facebook and Instagram, the online store should have a review of the actual use of the customers how to wear jewelry and show the positive feedback of customers who already

purchases to the people who are interested in the product. Thus, they will feel reliable to purchase the product. Moreover, payment channels should include simple and reliable payments, such as deduct your credit card or pay by Prompt Pay. It shows customers the reliability of the store, and fast and secure shipping can be built customers royalty.



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Appendix A: Questionnaire

Screening

1. You shop online sometimes?

Y N

2. Do you like jewelry?

Y N

3. Would you consider buying jewelry online?

Y N

General question

4. What kind of jewelry you prefer to purchase?

a. Bracelets

b. Necklets

c. Earrings

d. Rings

e. Other pleases specify, _____

5. How frequently do you purchase jewelry (on an average)?

a. Once a month

b. Once every six months

c. Once a year

d. Only on special occasions

e. Other pleases specify, _____

6. What are the most important factors when considering a jewelry purchase?

(Please rank from 1 to 5: 1 being the most important criteria)

*For the Respondent - The different possible answer choices are presented in random order.

_____ Style/design

_____ Price

_____ Brand

_____ Quality

_____ Reputation of where you are buying it from

_____ Speed of delivery

_____ Other, please specify:

7. What material / metal do you prefer the most?

a. Gold

b. Platinum

c. Silver

d. Other, please specify:

8. How much do you generally spend on each purchase made?

(per purchase)

a. Up to 1,000 Baht

b. 1,000-3,000 Baht

c. 3,000-5,000 Baht

d. 5,000-10,000 Baht

e. More than 10,000 Baht

Specific Question

9. What form of advertising do you trust most when looking for the online jewelry stores?
- Radio
 - TV
 - Newspapers
 - Internet
 - Word of Mouth
 - Other please specify, _____
10. Which channel of social media do you prefer the most for online shopping?
- Facebook
 - Instagram
 - Youtube
 - Line@
 - Pantip
 - Website
11. What is the most influence factors that attracts people access the online jewelry stores?
- Online media ads (E.g. Advertorial, GDN)
 - Review from users
 - Promotion/ Discount
 - Search engine
 - Word of Mouth
 - Celebrities Endorsement

12. What is the most influential factor that you perceive the risk of online purchasing?

- a. Afraid of being deceived
- b. Want to see/ touch /try before purchasing
- c. Not wish list product
- d. Prefer shopping at the stores
- e. Want to purchase directly from the sellers
- f. Other pleases specify, _____

13. Why you prefer to purchase jewelry online?

- a. Convenience
- b. Easy to order
- c. Promotion
- d. Cheaper price than the store
- e. online shopping only

14. What kind of payment factor that you trust most when you shopping online?

- a. Credit Card
- b. Debit Card
- c. Transfer by bank
- d. Transfer by application
- e. Cash on delivery

Rate (Strongly Disagree/ Disagree/ Neither Agree or Disagree/ Agree/ Strongly Agree)

No.	Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
15	I would like to have an expertise show in the advertisement?					
16	I would like to have the product guarantee after purchased?					
17	I prefer seek more information by observing from social media?					

No.	Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
18	In making the selection of handmade jewelry online, how concerned would you be about the outcome of your choice?					
19	I would prefer to buy the handmade bracelet online that have unique style?					
20	I would prefer to buy the handmade bracelet online that have many variety of style?					
21	I would prefer to buy the handmade bracelet online that could custom by my own style?					
22	I prefer tell about the product quality of product after I purchased to people?					
23	I prefer to repurchase after I receive good quality of product?					
24	I prefer to repurchase after I receive good service of the online store?					

Demographic

25. Please specify your age range?

- 20-25 years old
- 26- 30 years old
- 31-35 years old
- 36-45 years old
- Over 45 years old

26. Please specify your income range per month?

- 15,000-25,000 Baht/month
- 26,000-35,000 Baht/month
- 36,000-45,000 Baht/month
- 46,000-55,000 Baht/month
- More than 56,000 Baht/month