THE EFFECTIVE DIGITAL MARKETING CHANNEL ON CONSUMER PURCHASE INTENTION OF BEAUTY PRODUCTS IN THAILAND

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Taksapann Pitchayanontapat

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ABSTRACT

The primary objective of this research was to identify the effective digital marketing channel on consumer purchase intention of beauty products in Thailand. In addition, this research using the information from previous studies as a scope for designing questionnaires and study. Part of the data collection was collected by using online platform for convenience purpose and another method was opportunity sampling, which conducted by creating QR code that linked to the questionnaire website, the researcher then would randomly ask people within department store and coffee shops to fill out the questionnaire. Thus, the data from 200 respondents were collected.

The finding of this research revealed that that Blog, Virtual Community, Facebook, Instagram, In-stream Ads and Line all have impact on purchase intention. Furthermore, the result indicates that In-Stream ads has the most significant impact on the consumer purchase intention on beauty products.

KEY WORDS: Digital Marketing/ In-Stream Advertising/ Purchase Intention/ Beauty Products/ Thailand

44 pages

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CHAPTER I
INTRODUCTION

Back in the time when the term “Digital Marketing” sounded unfamiliar to people, the marketers raced against each other trying to make their product or service stood out from the market. People watched TV advertisings, read newspapers and magazines, listening to spot radios, looking at the big billboards and etc. The men-tioned channels are what we call traditional marketing. Traditional Marketing can be costly and hard to measure whether it was a successful campaign or not. Then, people got introduced to search engines like Google, Yahoo!, Hotmail and etc. Years ago, those were just a search engine that people used as a tool to seek for a certain infor-mation or website. Blogging was just an online journal or a personal diary. Social Me-dia was just a tool to socialize with people online. Virtual Community was just a place for those with same interest to share their thought. Then here’s come the emergence of digital era. Everything has then altered like never before.

As the Digital era arises, almost every company and brand has been signif-icantly affected by the way it changes how people lived and interacted with each other. With all the internet and social network, the people gain more access to the information and they get it fast. The companies are struggled to stay alive and so many failed to do it. Traditional marketing alone is no longer enough. People do not passive-ly receive the information through reading books and magazines or sitting at home watching some random TV commercials. They surf the internet, they gathering in the online communities, they face-timing and engaging with other people via social medias and instant messengers. There is a statement from Underhill (1991, p.216) saying “Through the Internet limitless amounts of product information and other reading ma-terials can be summoned and then saved, all in an instant, far beyond anything possible in the real world of brochures, manuals, and the memory and knowledge ability of sales clerks”

"The digital age has altered how business market their products" (Aj Agrawal, 2016) It becomes more difficult to many small businesses and brands to suc-cessfully advertise their products among thousands of competitors. It is vital for brands to choose the right method and the right channels to communicate their mes-sage to the customers.

The market of beauty products in Thailand today is very competitive. There are so many brands both local and international that are competing with each other online. As my work involving in a Aesthetic industry, I find beauty products marketing very challenging and intriguing. There are numerous ways for brands to communicate and interact with the consumers digitally. For big brands to spending their money on all source of marketing channels may not be a big deal. However, when it comes to new brands and small brands, the budget is quite limited. Hence, I would like to carry out this study to find out the most effective digital marketing channels of beauty products in Thailand. Ultimately, I believe this study would be an instrument for me to increase a knowledge and understanding in my field of work.

CHAPTER II
LITERATURE REVIEW

2.1 Problem Statement

The purpose of this study is to identify the effective digital marketing channel on consumer purchase intention of beauty products in Thailand. Thus, it would be useful and beneficial to those in beauty product industry to understand the behavior of the consumers. Therefore, the literature review is conducted to derive concepts and theories that are relevant to solving the problem. These concept and theories are as followings:

2.2 Blogs

Blogs are written by an individual to share their interests and opinions. The contents provided mostly are the information related to their experience on the field or subject they are heavily involving. Thus, they using videos/audio, images, text or every one of them as a media to express and support their story. As the consumers started to search for information online, the importance of the bloggers were also increasing. Although blogging has been with us since 1990s (Kent, 2008), it has just recently come to prominence as vital part of online culture. According to Doyle, Heslop, Ramirez and Cray (2012) "The Blogosphere" has become an imperative platform for spreading and obtaining information. Thus, it is found that 81 percent of consumers go through a website for an advice before making a purchase and 74 percent of those who received the guidance were influenced by the advice given online. Eventually, blog has become a crucial factor for customers' purchasing decision(Chin-Lung Hsu, Judy Chuan-Chuan Lin, Hsiu-Sen Chiang 2013).

In addition, Narumon(2015) found that the effect of the recommendation from the bloggers consider to be crucial when it comes to purchase intention of the consumers. It is established that the bloggers can influence the intention to purchase more than the quality of the product itself. Thus, the factor that can significantly influ-

ence the intention to purchase of the consumers are Trustworthiness of the blogger, the usefulness of the recommendation.

2.3 Virtual Communities

In this research I would like to limit the scope of the virtual communities to the following Thai Community Websites Pantip.com, Jeban.com and Wongnai.com. Tarnittanakorn Nittana and Saipimpang Pratsaneeyakon (2013) also mentioned that since people started to post their review and share their product experience in "Tho-Kruang-Pang" a Web board from Pantip.com, it's substantially affecting the market and the demand of beauty products. Jeban.com, a successfully beauty Web Blog that earned the highest reputation in Thailand, its greatest strengths are the quality of the content provided and the presentation. The website is basically a place that has many beauty bloggers coming together and form a community. In addition, Wongnai, a mobile application for food lovers to search for the restaurants, beauty salons, clinic and spas. It has become one of the most popular application for the consumers to seek for the advice before select the place for visit. Basically, Wongnai.com allows people to post images and write reviews about products and places. The feedback of each of the places and products are real-timed.

The Virtual Communities also have pushed the boundaries of the WOM (Word Of Mouth) ever farther. In Virtual Communities people can be connected and interact with each other like never before (Park, J., & Feinberg, R., 2010). Thus, it has introduced eWOM to the world(Anderson, 1999). EWOM allows the consumers to share their experience and opinions of certain products and services. The effect it creates is immense. The words can be spread faster just over the night and over much wider range (Park,J.,&Feinberg,R.,2010).

In additionally, nowadays electronic word of mouth (eWOM) has been one of the key strategies that many companies apply to promote the intention to purchase of the consumers. Electronic word of mouth comes in different forms, such as Forum (Message Board), Chat Rooms, bulletin board and etc. Bickart and Schindler (2001) gave a definition of WOM as *"independent information and opinions about markerplace offering."*. Purchase intention is effectively impacted by the positive eWOM while the

negative ones has demonstrated a greater negative impact on it (Tseng, Chi-Hsing, Kuo, Hsin-Chih & Chen, Jian-Ming., 2014).

2.4 Facebook (Official Page)

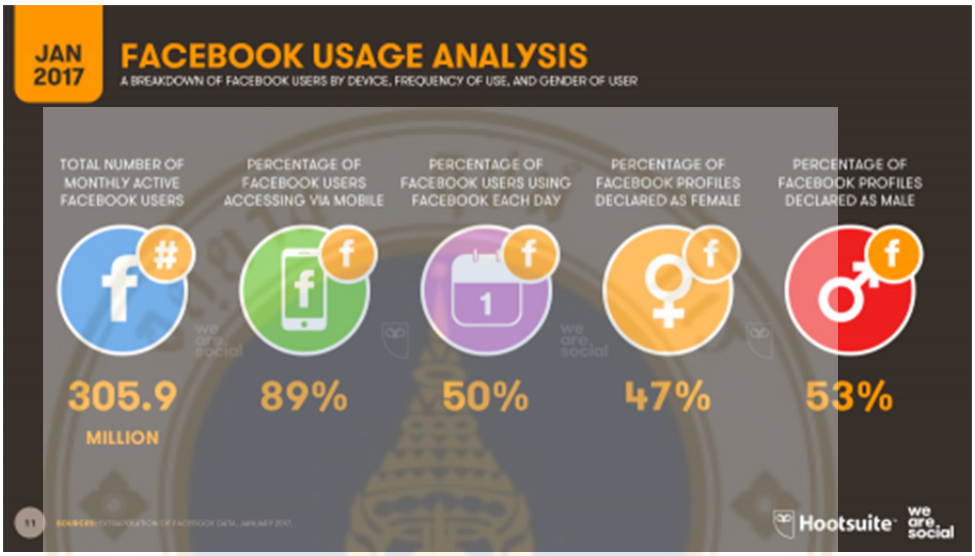

Figure 2.1 Facebook Usage Analysis

Based on Statista 2017, Facebook is in the top rank of the most famous social network sites worldwide as of April 2017, with a number of 1,968 million of active user. It is the world's most successful social network platform. The companies of all sizes can do branding and marketing on Facebook at an inexpensive cost. The users mostly on Facebook to keep in touch with their friends and share information about themselves. Today many companies see the importance of using Facebook Page (or Fan Page) to promote social media CRM (Ruethai Techabulnathepaporn, 2011). Using Facebook Page is enabled the company to get customers' feedbacks in real time. It allows the customer to give a suggestion, recommendation or complains to the company by comment on the page or send message to their Facebook inbox. In Thailand, it is very common to use Facebook Page to create a good impression and attract the customers. From Ruethai Techabulnathepaporn (2011), there are 3 variables that promote Facebook intention to purchase of the consumers in Bangkok Motivation (logical and emotional), Products and Marketing Promotions.

The research found that the emotional factors have higher impact on the consumers more than the logical ones. The emotional factors are such as CSR activities on Facebook Page which show a significant influence on the consumers and the use of images and presentation of the products and service are mildly affect the consumers' intention to purchase. Moreover, the Brands, packaging and the overall appearance of the product are very crucial for promoting intention to purchase of the consumers. Additionally, the most prominent factors of the Marketing promotion are ranked in the following order Public Relation, Direct Marketing and Advertising.

2.5 Instagram (Official)

Instagram is a social platform where you can share your photos and videos to the world. People can adjust their photos by playing with a variety of functions and change the filters according to their preference. The users can choose to follow, unfollow, make the profile public or keep it private. When the users can press Like button to the photo they like to express their interest and adding comments under the picture. In February 2017, Instagram reported to have 400 million daily active users (Zuckerberg Mark, 2017) and in April it had more than 700 million monthly active users (Swisher Kara, 2017). There are approximately 5 million businesses that used Instagram Business profile and 500,000 advertised on Instagram.

Mark Zuckerberg explained the differences between Facebook and Instagram that Instagram is more like a Follow model. It can be one-sided friendship and the majority of its content is visual and public. In a contrary, Facebook is a mixture of texts, news, links and visual content such as photos and videos.

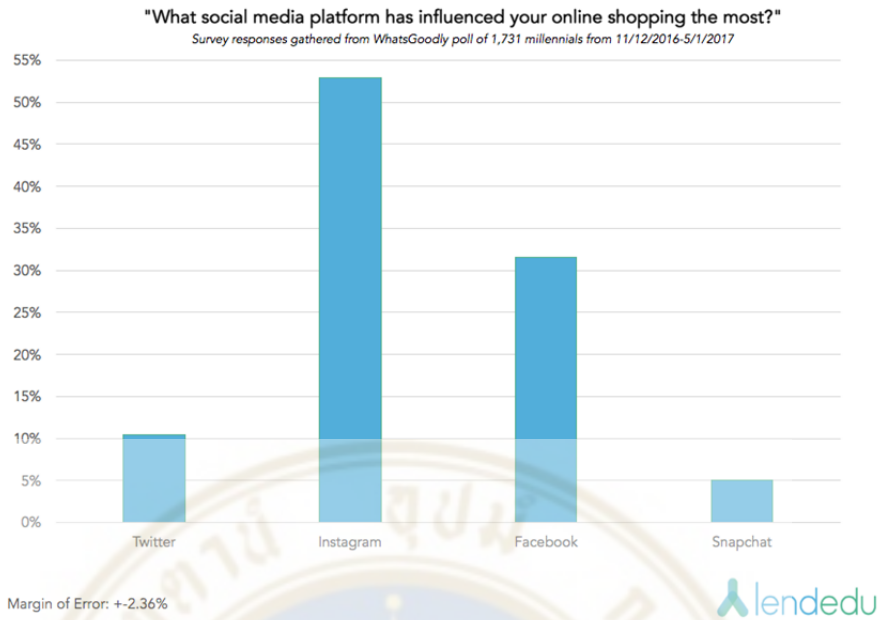

Figure 2.2 Poll indicated that more than half of the Millennials say Instagram influences their online shopping most

Additionally, according to a research from Siraiyara, Yuthida (2014), there are 3 factors that affected purchase intention of female consumers Purchase Intention through Instagram in Bangkok, 'Cost and Time Savings, 'Consumer Review' and 'Celebrities' Instagram Reference'. People felt that Instagram provides them a better the way to save time and money. They also believed that information from the Instagram would help them getting the products with a lower price than in the retail shop. Moreover, the consumers felt that reading the consumers reviews or see the Ads on Instagram gave them better impression on the product, promoted their interest in the products and felt that the products were valuable. They also admitted that influencers can raise their awareness on the product significantly. They would be willing to have a product trial and buy the product that encouraged by the influencers or the celebrities.

2.6 In-stream Ads

Back in 2011, a research from Ericsson (2015) found that the time average of the consumers watching streamed content was about 2.9 hours/week and the result was then doubled in 2015 to 6 hours per week. In-stream Ads can be seen before the

video (pre-roll), during the video (mid-roll) or after video (post-roll) (Interactive Advertising Bureau and PriceWaterhouseCoopers, 2015). According to Li & Lo (2015), in-stream video advertising is very effective for building impressions on the consumers. As the intrusiveness of the in-stream ads can attract consumers' attention, its significant setback would be the fact that intrusive ads can also trigger irritation and unfavorable attitudes of the consumers (Logan, 2013). Maljaars, Stéphanie (2016), research framework is including Effect of In-stream ads on Feeling, Cognitions, Attitudes and the Consumer Behavior. In her studied, the hypotheses of assuming that the consumers' attitude towards the advertisement is positively related to consumers' brand attitudes is also supported by the analysis. There's also an indication that there is a significant relationship between brand attitude and purchase intentions.

Additionally, Giordano, O'Neil-Hart & Blumenstein (2015) states in-stream ads primarily goal was to increasing brand awareness by reaching as many people as possible in a short time. Now the in-stream ads can drive consumer journey from the state of consideration and acceptance to purchase intention and sales. People are less likely to skip funny ads and the ones that feature celebrities.

Figure 2.3 Conceptual Model for consumer acceptance of YouTube ads

Furthermore, Milad, Mojtba, Iman & Rasoul (2016) also indicated a level of Entertainment, the informativeness of the ads, the customization and the irritation are positively affecting advertising value which in turns will have a positive effect on brand awareness, Finally, the brand awareness through ads will have a positive effect on purchase intention of consumers.

2.7 Official Line Account

LINE has 560 million registered users worldwide and ranked one of the top ten most successful mobile messenger apps globally and the second most successful messenger app in Asia (Statista, 2017). Additionally, Kanta TNS a global research and Consultant Company under “Connected Life” project with more than 70,000 survey participants revealed that 92% of Thai consumers use Line application as an online communication platform.

The research from Aungsumalin Sirimongkolkit (2012) also indicated that LINE can influent the intention to purchase of the consumers with information of the products given, attractiveness of the product presentation and product familiarity enhancement. The main objective of Line is to chat and sending messages: However; some people also using Line for news and informations, for following news and promotion activities from brands, using voice call/video call and for sharing images respectively. It is found that promotions and coupon are two things that affected the action(to buy) of the consumers the most. Product informations and detail are second in this regard. Line Official stickers also have a significant influence on the consumers, especially when the consumers can download Line sticker from brands for free. Branded stickers are a powerful tools to raise brand awareness and to build a strong brand (Rossukon and Ubonwan,2015). Furthermore, Pecharun (n.d.) stated in her research, it appeared that after the consumers receiving news from Line Official Account the level of organization recognition and brand awareness was significantly high. The level of brand awareness through LINE Stickers was high. The intention to to Purchase through Line Official Accounts overall was high. The conclusion is that there was a positive relationship between Line Official Accounts and Intention to Purchase of the products/service. She added that the content that send out to the consumers that included images, videos and sound can attract an attention of the consumers. Thus, stimulate intention to purchase of the consumers.

2.8 Research Framework

The purpose of the study is to identify effective digital marketing channels on consumers purchase intention of beauty products in Thailand.

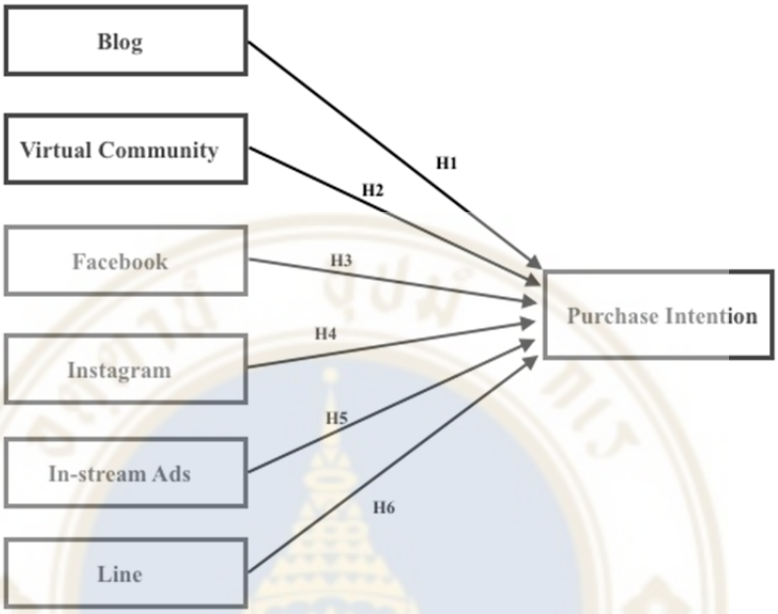

Figure 2.4 Research framework

2.9 Conceptual Framework

Figure 2.4 shows the framework of this study. The digital marketing channels that would be used as independent variables for this model are Blog, Virtual Community, Facebook, Instagram, In-stream ads and Line. And the consumer purchase intention is considered as a dependent variable. Thus, the hypotheses are derived from the conceptual Framework as following:

H1: Blog has a significant influence on purchase intention.

H2: Virtual Community has a significant influence on purchase intention.

H3: Facebook has a significant influence on purchase intention.

H4: Instagram has a significant influence on purchase intention.

H5: In-stream Ads has a significant influence on purchase intention.

H6: Line has a significant influence on purchase intention.

The next chapter will present research methodology used to solve the hypotheses.

CHAPTER III
METHODOLOGY

3.1 Research Design

This research is conducted by using outcomes and information from the previous study on each of the independent variable as a scope to create a question-naire. The questionnaire then will be giving out to online in order to collect the data. Each of the response received will be checked for any error. The data will be analyzed by using SPSS to prove the hypothesis and observe the relationship between the fac-tors.

3.1.1 Sampling method

The population of interest are those who interested in beauty products and who are familiar with digital platforms. The researcher created QR code that links to the online survey so people can scan and answer the questionnaire promptly. This strategy also help filter out those who are not familiar with the QR code which is widely used in this digital age. In this study opportunity sampling are used to collect data. The researcher would spread the survey online together with randomly selected people in department store and go through each person within coffee shops/ co-working space asking them to fill out the questionnaire.

3.1.2 Data Collection

A questionnaire was used to collect the data since it is the most appropriate method for this consumer behavior research. It consists of a variety of question that use to explore the consumer behaviors in order to obtain the data that can be used to interpret and solve the hypotheses. The questionnaire was created and collected by us-ing online platform for the convenience purpose due to the time strained and the sam-ple size. Online questionnaire is also easier to spread and also help screening the re-spondents only to those who are the internet users and those who familiar with digital platform

3.2 Data analysis Method

The data received will be analyzed by using Statistical Package for the Social Science (SPSS) Program to run correlation tests and a multiple linear regression to evaluate and identify the effective digital marketing channel on consumers purchase intention of beauty products in Thailand. Correlation test is a process finding a relation between variables. Correlation test will be presented with table expressed by decimal point or percentage, the higher the number appear the more correlation they have with each other. In Addition, a multiple linear regression normally is used when we want to know if to what extent do independent variables can be used to predict the dependent variable based on the hypotheses.

CHAPTER IV
RESEARCH FINDING AND DISCUSSION

This chapter outlines the result of the study and research hypothesis of the identification of effective digital marketing channel on consumer purchase intention of beauty product in Thailand.

The total of 200 questionnaire responses will be analyzed and observed by using SPSS. The investigation will be achieved by performing correlation test to find relation between variables and running regression analysis to indicate the predictability of the target variable and to testing the hypotheses.

4.1 Demographic Profile

Table 4.1 outline characteristics of 200 respondents that participated in this research. The majority of the participants are between 31-45 years old (35%), 25-30 years old (33%), 46-60 years old (19%). Thus, the remainders are 18-24 years old (11.5%) and less than 18 years old (1.5%). More than half of them have have got Bachelor's degree (55.5%), 35% of them possess Postgraduate degree or higher, the rest are those with Diploma/Certificate (5.5%), Up to high school qualification (5%) and still attending high school (3%). Their monthly personal income are as followings: More than 45,000 baht (37.5%), 25,001-35.000 baht (26%), 35,001-45,000 baht (14%), 15,000-25,000 (13.5%) and less than 15,000 baht (9%)

Table 4.1 Demographic Profiles

	No. of respondents	Percentage (%)
Gender		
Male	45	22.5
Female	155	77.5

Table 4.1 Demographic Profiles (cont.)

	No. of respondents	Percentage (%)
Age		
>18	3	1.5
18-24	23	11.5
25-30	66	33.0
31-45	70	35.0
46-60	38	19.0
Total	**200**	**100.0**
Education		
Attending High School	3	1.5
Up to high school Qualification	5	2.5
Diploma/Certificate	11	5.5
Bachelor's degree	111	55.5
Postgraduate or higher	70	35.0
Total	**200**	**100.0**
Monthly Income		
Less than 15,000 baht	18	9.0
15,001-25,000 baht	27	13.5
25,001-35,000 baht	52	26.0
35,001-45,000 baht	28	14.0
More than 45,000	75	37.5
Total	**200**	**100.0**

4.2 Descriptive Statistics

4.2.1 Purchasing frequency of Beauty Products

Figure 4.2 illustrates beauty products purchasing frequency of the respondents. 60% of the respondents buy the products less than 1 time a week, 25% buy the products once or twice a week, 10% of them buy the products 3-4 times a week and the rest admit that they buy beauty products 5-6 times a week or everyday (6%). These result are purchasing behavior of the respondents within the past 3 months.

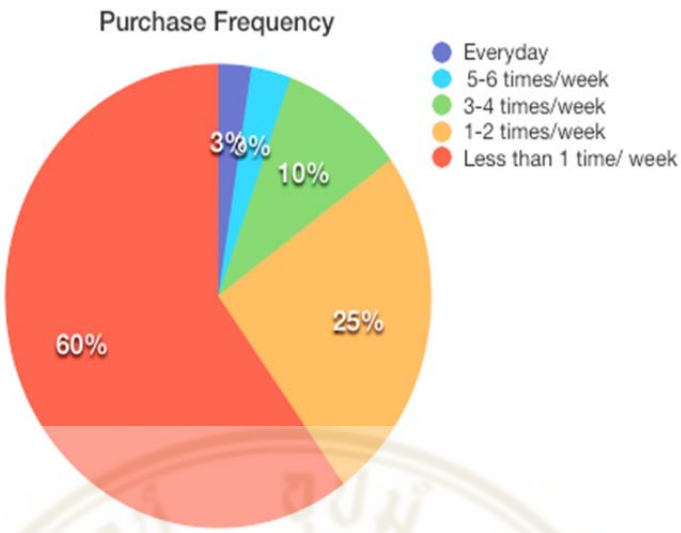

Figure 4.1 Beauty Products Purchasing Frequency

4.2.2 Search used when searching for beauty product information

Figure 4.3 shows a search channel that the respondents use when searching for beauty product information. In the questionnaire the researcher force the participants to choose only one channel from the choices given and the result is as shown below Virtual Community (37%), Facebook (25%), Blog (17%), YouTube (14%) and Instagram (8%).

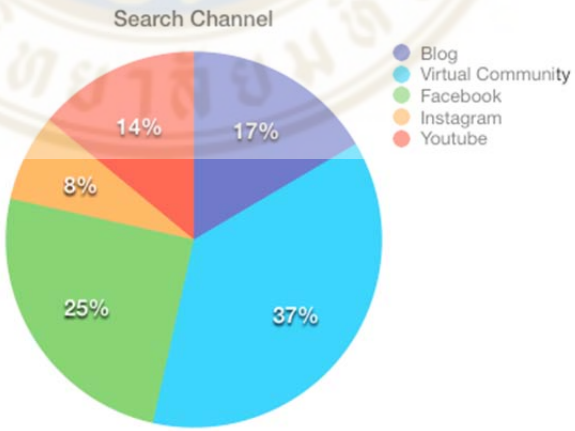

Figure 4.2 Channel use for searching beauty Products Information

4.2.3 Effective Digital Marketing Channel

There were six digital channels that were focused in this study. The channels including Blog, Virtual Community, Facebook, Instagram, In-stream Ads and Line. In the Questionnaires, there were 4 questions designed to represent each of the channel. From table 4.2 Virtual Community got the highest mean among the variables (M = 2.62, SD = 0.725), following by Blog (M = 2.55, SD = 0.779), Facebook (M = 2.54, SD = 0.790), Instagram (M = 2.38, SD = 0.859), Line (M = 2.26, SD = 0.884) and In-stream Ads (M = 2.25, SD = 0.866)

Table 4.2 Descriptive Statistics of Digital Marketing Channel

Questions	Mean	SD.
- I look for information from bloggers before purchasing beauty products.	2.65	.856
- I trust that bloggers write what they really experienced from the product in their blog.	2.52	.730
- I think that information from a blogger is trustworthy	2.48	.743
- I think that bloggers are heavily involved in the area (Beauty Products).	2.54	.788
Blog	**2.55**	**.779**
- The virtual community members are knowledgeable about the product.	2.61	.701
- The virtual community members are familiar with a curtain product category.	2.55	.762
- Advice from virtual community came from a knowledgeable source.	2.57	.733
- The comments given by the virtual community members helped me make the right decision.	2.76	.705
Virtual Community	**2.62**	**.725**
- Facebook has a lot of information for me in making decision including customer's feedbacks, the number of Like on both Fan Page and the product.	2.53	.832
- Reading content from Facebook page gives me more knowledge about beauty product.	2.63	.733
- Seeing the products shared by Facebook friend can influence my decision making.	2.66	.760
- I am willing to participate in beauty product CSR activities that I see on Facebook such as Mini Marathon charity run, Makeup workshop charity and etc.	2.32	.836
Facebook	**2.54**	**.790**

Table 4.2 Descriptive Statistics of Digital Marketing Channel (cont.)

Questions	Mean	SD.
- Image of beauty product from Instagram seems more attractive to me.	2.52	.891
- I believe that people who post beauty products on their Instagram account actually use the products.	2.30	.782
- It is more convenient to me to search for product information by using Instagram.	2.49	.885
- I look for information on Instagram before purchasing beauty products.	2.20	.878
Instagram	**2.38**	**.859**
- The 'In-stream' advertise that appear before/ during the video online, makes me remember the products.	2.30	.884
- The 'In-stream' advertise that appear before/during the video online, makes me want to know more about the beauty products.	2.16	.835
- The beauty products that have 'in-stream' advertisement are more interesting.	2.22	.890
- I can recall 'in-stream' advertisement of beauty products that I saw in the past.	2.33	.856
In-stream ads	**2.25**	**.866**
- I read beauty product information/ promotion from Official Line Account.	2.20	.901
- I would follow Official Line Account that offer interesting contents.	2.27	.859
- Beauty Product that has Official Line Account is considered to be more reliable.	2.52	.885
- LINE Stickers help me remember Beauty Product (Brand) easier.	2.06	.889
Line	**2.26**	**.884**

4.2.4 Purchase Intention

Table 4.3 shows the average of Likert agreement from 200 respondents on the purchase intention of each of each channel. The channel with the highest mean score is Virtual Community (Mean = 2.69, SD = 0.799), followed by Blog (Mean = 2.54, SD = 0.789), Facebook (Mean = 2.45, SD = 0.735), Instagram (Mean = 2.34, SD = 0.810), In-stream Ads (Mean = 2.23, SD = 0.825) and Official Line Account (Mean = 2.20, SD = 0.833)

Table 4.3 Descriptive Statistics of Purchase Intention

Questions	Mean	SD.
- If I am going to buy a beauty product, I will buy the one that recommended by the virtual communities.	2.69	.799
- If I am going to buy a beauty product, I will buy the one that recommended by the bloggers.	2.54	.789
- If I am going to buy a beauty product, it will buy the product based on information I receive from Facebook.	2.45	.735
- If I am going to buy a beauty product, it will buy the product based on information I receive from Instagram	2.34	.810
- If I am going to buy a beauty product, it will buy the product I saw from In-stream Ads	2.23	.825
- If I am going to buy a beauty product, it will buy the product I saw from Official Line Account	2.20	.833

4.3 Correlation Analysis

Correlation Analysis is performed to discover the relationship between variables. The followings are an explanation of the findings.

Correlations

		Main_Blog	Main_VC	Main_FB	Main_IG	Main_InStream	Main_Line
Main_Blog	Pearson Correlation	1	.634**	.431**	.445**	.454**	.324**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
Main_VC	Pearson Correlation	.634**	1	.586**	.470**	.473**	.396**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Main_FB	Pearson Correlation	.431**	.586**	1	.592**	.482**	.553**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
Main_IG	Pearson Correlation	.445**	.470**	.592**	1	.521**	.497**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Main_InStream	Pearson Correlation	.454**	.473**	.482**	.521**	1	.608**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
Main_Line	Pearson Correlation	.324**	.396**	.553**	.497**	.608**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4.3 Correlations

- Blog and Virtual Community = 63% correlated with each other
- Facebook and Instagram = 59% correlated with each other
- In-stream and Line = 60% correlated with each other

4.3.1 Blog

Correlations

		BGQ1 Info bloggers before buy	BGQ2 bloggers really experienced	BGQ3 info blogger trustworthy	BGQ4 bloggers involved area	BGQ5 going to buy recom by bloggers.
BGQ1 Info bloggers before buy	Pearson Correlation	1	.514**	.633**	.472**	.662**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
BGQ2 bloggers really experienced	Pearson Correlation	.514**	1	.705**	.575**	.606**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
BGQ3 info blogger trustworthy	Pearson Correlation	.633**	.705**	1	.627**	.743**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
BGQ4 bloggers involved area	Pearson Correlation	.472**	.575**	.627**	1	.632**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
BGQ5 going to buy recom by bloggers.	Pearson Correlation	.662**	.606**	.743**	.632**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4.4 Correlations (Blog)

From Figure 4.4 a respondents' confidence that the bloggers actually write their real experience from using the product shows a strong relation with Trustworthiness of information getting from the blogger. Thus, respondents who think that information from bloggers is trustworthy shows strong correlation with the intention to buy a product that recommended by the blogger.

4.3.2 Virtual Community

Correlations

		VCQ1 VC members are knowledgeable	VCQ2 VC members familiar with product	VCQ3 Advice VC knowledgeable sources	VCQ4 VC members right decision.	VCQ5 going to buy recom by VC
VCQ1 VC members are knowledgeable	Pearson Correlation	1	.456**	.518**	.545**	.476**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
VCQ2 VC members familiar with product	Pearson Correlation	.456**	1	.452**	.430**	.410**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
VCQ3 Advice VC knowledgeable sources	Pearson Correlation	.518**	.452**	1	.543**	.539**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
VCQ4 VC members right decision.	Pearson Correlation	.545**	.430**	.543**	1	.638**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
VCQ5 going to buy recom by VC	Pearson Correlation	.476**	.410**	.539**	.638**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4.5 Correlations (Virtual Community)

From Figure 4.5 respondents who believe the comments given by the virtual community members can help them make the right decision shows strong relationship with the intention to buy a product that recommended by the Virtual community.

4.3.3 Facebook Page

Correlations

		FBQ1 FB feedback help in making decision	FBQ2 Reading facebook page gives knowledge	FBQ3 products shared by Facebook friend	FBQ4 CSR activities Facebook	FBQ5 gonna buy info Facebook.
FBQ1 FB feedback help in making decision	Pearson Correlation	1	.599**	.509**	.322**	.615**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
FBQ2 Reading facebook page gives knowledge	Pearson Correlation	.599**	1	.501**	.382**	.573**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
FBQ3 products shared by Facebook friend	Pearson Correlation	.509**	.501**	1	.264**	.479**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
FBQ4 CSR activities Facebook	Pearson Correlation	.322**	.382**	.264**	1	.425**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
FBQ5 gonna buy info Facebook.	Pearson Correlation	.615**	.573**	.479**	.425**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4.6 Correlations (Facebook Page)

From Figure 4.6 respondents who believe the comments given by the virtual community members can help them make the right decision shows strongest relationship with the intention to buy a product that recommended by the Virtual community.

4.3.4 Instagram

Correlations

		IGQ1 product Instagram more attractive	IGQ2 post instagram use the products.	IGQ3 more convenient using IG	IGQ4 Instagram before purchasing	IGQ5 buy a beauty products after see Instagram
IGQ1 product Instagram more attractive	Pearson Correlation	1	.327**	.625**	.557**	.579**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
IGQ2 post instagram use the products.	Pearson Correlation	.327**	1	.473**	.428**	.557**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
IGQ3 more convenient using IG	Pearson Correlation	.625**	.473**	1	.685**	.597**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
IGQ4 Instagram before purchasing	Pearson Correlation	.557**	.428**	.685**	1	.565**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
IGQ5 buy a beauty products after see Instagram	Pearson Correlation	.579**	.557**	.597**	.565**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4.7 Correlations (Instagram)

From Figure 4.7 the respondents who feel that it is more convenient to them when searching for product information shows strong relation with IGQ1 (think that the product images from Instagram are more attractive) and IGQ4 (I look for information on Instagram before purchasing beauty products.). Moreover, IGQ3 (It is more convenient for me to search for product information by using Instagram) shows the strongest relationship with the intention to buy a product based on information received from Instagram.

4.3.5 In-stream Advertising

Correlations

		ISQ1 'In-stream' makes me remember the products	ISQ2 The 'In-stream' want to know more	ISQ3 'in-stream' ad more interesting.	ISQ4 ecall 'in-stream' saw in the past.	ISQ5 I will buy 'in-stream'
ISQ1 'In-stream' makes me remember the products	Pearson Correlation	1	.568**	.411**	.563**	.403**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
ISQ2 The 'In-stream' want to know more	Pearson Correlation	.568**	1	.541**	.524**	.559**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
ISQ3 'in-stream' ad more interesting.	Pearson Correlation	.411**	.541**	1	.528**	.514**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
ISQ4 ecall 'in-stream' saw in the past.	Pearson Correlation	.563**	.524**	.528**	1	.441**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
ISQ5 I will buy 'in-stream'	Pearson Correlation	.403**	.559**	.514**	.441**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4.8 Correlations (In-stream advertising)

From Figure 4.8 ISQ1 (The 'In-stream' advertise that appear before/during the video online, makes me remember the products) shows strong relationship with the ISQ2 (The 'In-stream' advertise that appear before/during the video online, makes me want to know more about the beauty products) and ISQ4 (I can recall 'in-stream' advertisement of beauty products that I saw in the past.) In addition, ISQ2 also show the strongest relationship with intention to buy a product based on information received from In-stream Ads.

4.3.6 Line Official Account

Correlations

		LQ1 I read infopromo Line	LQ2 I would follow Line interesting contents.	LQ3 Official Line more reliable.	LQ4 LINE Stickers remember Product	LQ5 Line Account purchase intention.
LQ1 I read infopromo Line	Pearson Correlation	1	.517**	.447**	.538**	.363**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
LQ2 I would follow Line interesting contents.	Pearson Correlation	.517**	1	.427**	.518**	.305**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
LQ3 Official Line more reliable.	Pearson Correlation	.447**	.427**	1	.478**	.350**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
LQ4 LINE Stickers remember Product	Pearson Correlation	.538**	.518**	.478**	1	.438**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
LQ5 Line Account purchase intention.	Pearson Correlation	.363**	.305**	.350**	.438**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4.9 Correlations (Line Official Website)

From Figure 4.9, the LQ1 (I read beauty product information/ promotion from Official Line Account.) shows a strong relationship with LQ4 (LINE Stickers help me remember Beauty Product(Brand) easier.) Moreover, LQ4 also show strong relationship with intention to buy a product based on information received from Official Line Account.

4.4 Linear Regression Analysis

A linear regression analysis was performed to identifying the most effective digital marketing channel on consumers purchase intention of beauty products in Thailand.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847[a]	.717	.709	1.55689

a. Predictors: (Constant), Main_Line, Main_Blog, Main_IG, Main_VC, Main_InStream, Main_FB

Figure 4.10 Linear Regression Analysis Model Summary

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1187.378	6	197.896	81.643	.000[b]
	Residual	467.817	193	2.424		
	Total	1655.195	199			

a. Dependent Variable: PurchaseIn

b. Predictors: (Constant), Main_Line, Main_Blog, Main_IG, Main_VC, Main_InStream, Main_FB

Figure 4.11 Linear Regression Analysis ANOVA

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.208	.582		.358	.721	-.939	1.355
	Main_Blog	.327	.057	.293	5.710	.000	.214	.440
	Main_VC	.104	.071	.082	1.474	.142	-.035	.244
	Main_FB	.290	.067	.240	4.326	.000	.158	.423
	Main_IG	.087	.054	.083	1.618	.107	-.019	.194
	Main_InStream	.330	.055	.318	5.988	.000	.221	.439
	Main_Line	.080	.055	.077	1.460	.146	-.028	.187

a. Dependent Variable: PurchaseIn

Figure 4.12 Linear Regression Analysis Coefficients

Figure 4.10 shows the key statistics from the regression $R^2 = .717$, $F(6, 193) = 45.67$, $p < .001$. The result of R square is 0.717 meaning that the independent variables can explain 72% of the variation of the dependent variable. Thus, the ANOVA (Figure 4.11) shows F = 81.643, P-value = 0.000, indicating that the model is significant and can predict the intention score.

From Figure 4.12, the Coefficients table shows that for a one-unit increase in independent variable the dependent variable will increase or increase by B with 3 predictors are statistically significant at 95% confident level as following:

Blog (B = .293, t = 5.710, p = 0.000), Facebook Page (B = .240, t = 4.326, p = 0.000) and In-stream Advertising (B = .318, t = 5.988, p = 0.000) had significant regression weights as can be seen in the Figure 4.12.

4.5 Research Discussion

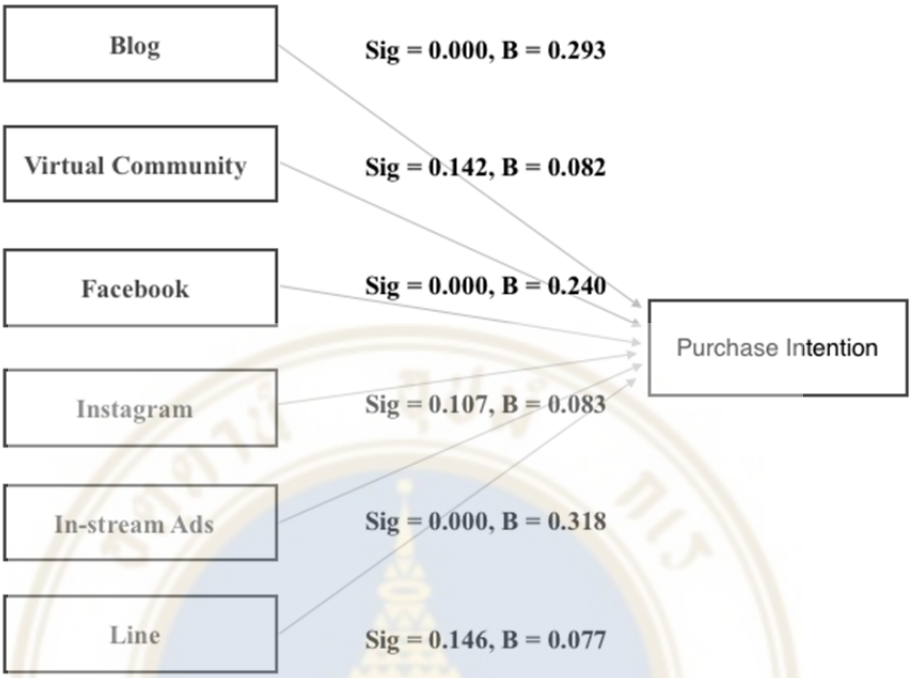

Figure 4.13 Research Framework Result

According to the finding, 6 channels were analyzed to identifying effective digital marketing channel on consumer purchase intention of beauty product in Thailand. Regarding the Figure 4.2, Virtual Community is considered the most used channel for searching beauty product information. And based on the information from Figure 4.5, Virtual Community is a popular search channel because most people believe that the advice form Virtual Community can help them make a right decision when purchasing the product. Figure 4.13 illustrates that only Blog, Facebook and In-stream Advertising that would have an impact on purchase intention. Furthermore, the result shows that In-stream Advertising has the most significant impact on the consumer purchase intention of beauty products in Thailand.

CHAPTER V
CONCLUSION AND RECOMMENDATION

5.1 Limitation and Recommendation for Future Research

The limitation of this study would be the size of the respondents, the sample size of this research was 200 which is fairly small to fully identify the effective digital marketing channel on Thai consumers. In addition, for the future research, it is recommended to have an equal sample size for each age group, so that the relationship of age group and the digital channel can be explored deeper. Likewise, for education and income: extending the scope of the respondents' characteristics would help the researcher understand the relationships between the demographic and digital marketing channels more. It is recommended that the future research would do the pilot test to refine the questionnaire and increase reliability.

5.2 Conclusion

As the world is transforming into a full form Digital Age, it is crucial that the marketer must brace themselves for some revitalization. Nowadays, people started to see significant impact the digital age has on marketing. However, the business cannot survive without understanding consumers' purchase intention. Because every business has different products and different customers that require different strategy to be successful. It is necessary to find out the effectiveness of digital marketing channels so that can drive your business to its full potential. The main focus of this research was to identifying the effective digital marketing channels on consumer purchase intention of beauty products in Thailand. The result demonstrates that Blog, Facebook and In-stream Advertising all have positive influence on consumer purchase intention. Thus according to the result of multiple regression, the most effective digital marketing channel is In-stream Advertising following by Facebook and blog accordingly.

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APPENDICES

Appendix A: Introduction

This questionnaire is part of a study being conducted on digital marketing channels by Taksapann Pitchayanontapat, Master's degree student, College of Management Mahi-dol University. I am greatly appreciate your valuable time and effort that you will spend in filling out this questionnaire.

All of your responses will be kept confidential. Thank you for your time and coopera-tion

แบบสอบถามนี้เป็นส่วนหนึ่งของการดำเนินงานวิจัยทางวิชาการตามหลักสูตรปริญญาโท ของวิทยาลัยการจัดการ มหาวิทยาลัยมหิดล จุดประสงค์ของการวิจัยในครั้งนี้ มีขึ้นเพื่อศึกษาช่องทางการตลาดดิจิตอล ที่ส่งผลต่อการตัดสินใจซื้อผลิตภัณฑ์เพื่อความสวยงามของผู้บริโภคชาวไทย จึงใคร่ขอความกรุณาสละเวลาตอบแบบสอบถามทุกข้อตามความเป็นจริงหรือใกล้เคียงกับท่านมากที่สุด

ทั้งนี้ข้าพเจ้า นักศึกษาหลักสูตรปริญญาโท ของวิทยาลัยการจัดการ มหาวิทยาลัยมหิดล หวังเป็นอย่างยิ่งว่า จะได้รับความร่วมมือจากท่านด้วยดีในการตอบแบบสอบถาม

คำตอบและข้อมูลส่วนตัวของท่านจะไม่ถูกเปิดเผย

****Please Read before proceeding the survey

The definition of 'Beauty Product' in this study refers to any product that the purpose is to enhance physical attractiveness of users such as Facial/Body Products, Cosmetics, Hair Curler, Hair-Gel, Nail Polish and etc.

****โปรดอ่านก่อนเริ่มทำแบบสอบถาม

"ผลิตภัณฑ์ด้านความงาม" ในงานวิจัยครั้งนี้กล่าวถึงผลิตภัณฑ์ที่มีจุดประสงค์เพื่อการทำความสะอาด ดูแล หรือ เสริมให้เกิดความสวยงาม ให้ดูน่าดึงดูด เช่น ผลิตภัณฑ์ดูแลผิวหน้า/ ร่างกายต่างๆ เครื่องสำอาง ที่ม้วนผม เจลใส่ผม ยาทาเล็บ เป็นต้น

Part I: Screening questions

Are you interested in beauty products ? คุณสนใจในผลิตภัณฑ์ความงามหรือไม่

(Facial/ Body Products, Cosmetics, Hair Curler, Hair-Gel, Nail Polish and etc.)

(ผลิตภัณฑ์ดูแลผิวหน้า/ร่างกายต่างๆ เครื่องสำอาง ที่ม้วนผม เจลใส่ผม ยาทาเล็บ เป็นต้น)

O Yes สนใจ 1

O No ไม่สนใจ 2

Part II: Purchase Behavior

Which channel do you use to search for beauty products information?

คุณใช้ช่องทางใดในการศึกษาหาข้อมูลผลิตภัณฑ์ความงาม

O Blogs (บล็อกต่างๆ) 1

O Virtual Community (สังคมออนไลน์) 2
(Pantip.com, Jeban.com, Wongnai.com) 3

O Facebook (เฟสบุ๊ก) 4

O Instagram (อินสตาแกรม) 5

O Youtube.com (ยูทูป) 6

How often do you buy beauty product in the past 3 months ?

ใน 3 เดือนที่ผ่านมา คุณซื้อผลิตภัณฑ์ความงามบ่อยแค่ไหน

O Everyday (ทุกวัน) 5

O 5-6 times/week (5-6 ครั้ง/สัปดาห์) 4

O 3-4 times/week (3-4ครั้ง/สัปดาห์) 3

O 1-2 times/week (1-2ครั้ง/สัปดาห์) 2

O Less than 1 time/ week (น้อยกว่า 1) 1

Part III: Influencing digital marketing channels of consumers' purchase intention of beauty products in Thailand

From here on, based on your perception and attitude, choose the best answer that describes you by checking the number that correspondent to your opinion.

How often do you visit/use the following channels?

คุณเข้าไปเยี่ยมชมหรือใช้ช่องทางดังต่อไปนี้ บ่อยแค่ไหน

Channel	**Never (ไม่/ ไม่เคย) 0**	**monthly (เดือนละครั้งหรือน้อยกว่านั้น) 1**	**2-3 times per month (เดือนละ 2-3 ครั้ง) 2**	**once a week (สัปดาห์ละครั้ง) 3**	**2-3 times a week (สัปดาห์ละ 2-3 ครั้ง) 4**	**once or more per day (วันละครั้งหรือมากกว่า) 5**
Blogs บล็อกต่างๆ						
Virtual Community สังคมออนไลน์ (Pantip.com, Jeban.com, Wongnai.com)						
Facebook เฟสบุ๊ก						
Instagram อินสตาแกรม						
Youtube ยูทูป						
Line ไลน์						

How often do you use this following channels when searching beauty products' information?

คุณใช้ช่องทางต่อไปนี้ในการ ศึกษาหาข้อมูลผลิตภัณฑ์ความงาม บ่อยแค่ไหน

	Never **ไม่เคยเลย** **0**	**Rarely** **นานๆ ครั้ง** **1**	**Sometimes** **บางครั้ง** **2**	**Often** **บ่อย** **3**	**Almost Always** **ตลอดเวลา** **4**
Blogs บล็อกต่างๆ					
Virtual Community สังคมออนไลน์ (Pantip.com, Jeban.com, Wongnai.com)					
Facebook เฟสบุ๊ก					
Instagram อินสตาแกรม					
Youtube ยูทูป					
Line ไลน์					

Specific Questions

From here on, based on your perception and attitude, choose the best answer that describes you when using online reviews of cosmetic products by checking the number that correspondent to your opinion.

Please rate your answer on the following scale from 1 to 4:

1 is Strongly disagree

2 is Disagree

3 is Agree

4 is Strongly agree

****PLEASE NOTE THAT

Virtual Community referring to Pantip.com, Jeban.com and Wongnai

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โปรดอ่านและพิจารณาข้อความแต่ละข้อ และเลือกคำตอบที่ตรงกับความคิดเห็นของท่านดังนี้

1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง

2 หมายถึง ไม่เห็นด้วย

3 หมายถึง เห็นด้วย

4 หมายถึง เห็นด้วยอย่างยิ่ง

****โปรดทราบว่า

สังคมออนไลน์ในที่นี้ อ้างถึง พันทิป เจบัน และ วงใน

1. Blog บล็อก

Please indicate to what extent you agree or disagree with each of the following statements. โปรดเลือกข้อความในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด	**Strongly Disagree 1**	**Disagree 2**	**Agree 3**	**Strongly Agree 4**
I look for information from bloggers before purchasing beauty products. (ฉันหาข้อมูลจากเหล่าบล็อกเกอร์ก่อนตัดสินใจซื้อสินค้า) BGQ1				
I trust that bloggers write what they really experienced from the product in their blog. (ฉันคิดว่าบล๊อกเกอร์บอกเล่าประสปการณ์จริงจากการใช้สินค้าจริง ผ่านบล๊อก) BGQ2				
I think that information from a blogger is trustworthy.(ฉันคิดว่าข้อมูลที่ได้จากบล็อกเกอร์นั้นเชื่อถือได้) BGQ3				
I think that bloggers are heavily involved in the area (Beauty Products). (ฉันมั่นใจว่าบล๊อกเกอร์เป็นผู้เชียวชาญในแวดวงผลิตภัณฑ์ความงาม) BGQ4				
If I am going to buy a beauty product, I will buy the one that recommended by the bloggers. (หากฉันจะเลือกซื้อสินค้าความงาม ฉันจะเลือกซื้อสินค้าที่ได้รับการแนะนำจากบล็อกเกอร์) vBGQ5				

2. Virtual Community (Online Community)

สังคมออนไลน์ (Pantip.com, Jeban.com, Wongnai.com)

Please indicate to what extent you agree or disagree with each of the following statements. โปรดเลือกข้อความในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด	**Strongly Disagree 1**	**Disagree 2**	**Agree 3**	**Strongly Agree 4**
The virtual community members are knowledgeable about the product. (สมาชิกสังคมออนไลน์มีความรู้ความเข้าใจในแวดวงผลิตภัณฑ์ความงาม) VCQ1				
The virtual community members are familiar with a curtain product category. (สมาชิกสังคมออนไลน์มีความคุ้นชินกับสินค้าด้านความงามแต่ละประเภทเป็นอย่างดี) VCQ2				
Advice from virtual community came from a knowledgeable sources (คำแนะนำจากสมาชิกในสังคมออนไลน์มาจากแหล่งข้อมูลที่น่าเชื่อถือ) VCQ3				
The comments given by the virtual community members helped me make the right decision. (คำแนะนำโดยสมาชิกจากสังคมออนไลน์ ช่วยให้สามารถตัดสินใจเลือกผลิตภัณฑ์ถูกต้อง) VCQ4				
If I am going to buy a beauty product, I will buy the one that recommended by the virtual communities. (หากฉันต้องการซื้อผลิตภัณฑ์ด้านความงาม ฉันจะพิจารณาจากคำแนะนำโดยสมาชิกในสังคมออนไลน์) VCQ5				

3. Facebook

เฟสบุ๊ก

Please indicate to what extent you agree or disagree with each of the following statements. **โปรดเลือกข้อความในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด**	**Strongly Disagree** **1**	**Disagree** **2**	**Agree** **3**	**Strongly Agree** **4**
Facebook has a lot of information for me in making decision including customer's feedbacks, the number of Like on both Fan Page and the product. (เฟสบุ๊กเป็นแหล่งข้อมูลสำคัญสำหรับฉัน ในการตัดสินใจ โดยพิจารณาจากการโต้ตอบของลูกค้า จำนวนการกดถูกใจเพจ รวมถึงจำนวนผลิตภัณฑ์) FBQ1				
Reading content from facebook page gives me more knowledge about beauty product. (การอ่านเนื้อหาจากเพจเฟสบุ๊กประเภทสินค้าความงามสามารถให้ข้อมูลประกอบการตัดสินใจได้อย่างดี) FBQ2				
Seeing the products shared by Facebook friend can influence my decision making. (การแชร์ผลิตภัณฑ์ความงามของเพื่อนในเฟสบุ๊กมีผลต่อการตัดสินใจซื้อผลิตภัณฑ์ของฉัน) FBQ3				
I am willing to participate in beauty product CSR activities that I see on Facebook such as Mini Marathon charity run, Makeup workshop charity and etc. (ฉันเต็มใจที่จะเข้าร่วมกิจกรรมเพื่อสังคม CSR จากผลิตภัณฑ์ด้านความงามที่ฉันเห็นบนเฟสบุ๊ก เช่น วิ่งการกุศล การสอนแต่งหน้าเพื่อการกุศล) FBQ4				
If I am going to buy a beauty product, it will depend on the information I receive from Facebook. (หากฉันต้องการซื้อผลิตภัณฑ์ด้านความงาม ฉันจะพิจารณาจากข้อมูลบนเฟสบุ๊ก) FBQ5				

4. Instagram

Please indicate to what extent you agree or disagree with each of the following statements.	**Strongly Disagree 1**	**Disagree 2**	**Agree 3**	**Strongly Agree 4**
Image of beauty product from Instagram seems more attractive to me. (รูปภาพผลิตภัณฑ์ความงามในอินสตาแกรมมีความน่าดึงดูดใจสำหรับฉัน) IGQ1				
I believe that people who post beauty products on their instagram account actually use the products. (ฉันเชื่อว่าคนที่โพสผลิตภัณฑ์ความงามผ่านอินสตาแกรม มีประสบการณ์การใช้สินค้าจริงๆ) IGQ2				
It is more convenient to me to search for product information by using Instagram. (การหาข้อมูลผลิตภัณฑ์ความงามผ่านอินสตาแกรมมีความสะดวกและรวดเร็ว สำหรับฉัน) IGQ3				
I look for information on Instagram before purchasing beauty products. (ฉันหาข้อมูลผ่านอินสตาแกรมก่อนซื้อผลิตภัณฑ์ความงาม) IGQ4				
I will buy a beauty products after seeing people from Instagram use it. (ฉันจะซื้อผลิตภัณฑ์ความงามหากฉันเห็นผู้คนในอินสตาแกรมต่างใช้ผลิตภัณฑ์ดังกล่าว) IGQ5				

5. In-stream Ads (Commercial ads that run before and during the video such as in Youtube, Facebook, Mthai, LineTV)

โฆษณาบนวิดีโอ เช่น Youtube, Facebook, Mthai, LineTV

Please indicate to what extent you agree or disagree with each of the following statements.	**Strongly Disagree 1**	**Disagree 2**	**Agree 3**	**Strongly Agree 4**
The 'In-stream' advertise that appear before/during the video online, makes me remember the products (โฆษณาที่ขึ้นมาก่อน/ ระหว่างวิดิโอ ทำให้ฉันจดจำผลิตภัณฑ์ความงามได้มากกว่าเดิม) ISQ1				
The 'In-stream' advertise that appear before/during the video online, makes me want to know more about the beauty products. (โฆษณาคั่นเวลาบนสื่อออนไลน์ (เช่น YouTube MThai Line-TV) ทำให้ฉันอยากรู้จักผลิตภัณฑ์มากขึ้น) ISQ2				
The beauty products that have 'in-stream' advertisement are more interesting. (ผลิตภัณฑ์ความงาม ที่มีการโฆษณาคั่นเวลาบนสื่อออนไลน์ (เช่น YouTube MThai Line-TV) มีความน่าสนใจมากกว่าผลิตภัณฑ์ที่ไม่มีการโฆษณาคั่นเวลาบนสื่อออนไลน์ (เช่น YouTube MThai Line-TV) ISQ3				
I can recall 'in-stream' advertisement of beauty products that I saw in the past. (สามารถจำโฆษณาคั่นเวลาบนสื่อออนไลน์ (เช่น YouTube MThai Line-TV) ของผลิตภัณฑ์ความงามที่เคยเห็นได้) ISQ4				
If I am going to buy a beauty product, it will buy the product I saw from In-stream Ads (ระหว่างผลิตภัณฑ์ความงามสองตัวที่คล้ายกัน ฉันจะซื้อผลิตภัณฑ์ความงามที่ฉันเห็นจากโฆษณาคั่นเวลาบนสื่อออนไลน์ เช่น (YouTube MThai Line-TV) ISQ5				

6. Official Line Account

Please indicate to what extent you agree or disagree with each of the following statements.	**Strongly Disagree 1**	**Disagree 2**	**Agree 3**	**Strongly Agree 4**
I read beauty product information/ promotion from Official Line Account (ฉันอ่านข้อมูล/ โปรโมชั่น ส่งเสริมการขาย ของผลิตภัณฑ์ความงาม จาก Official Line Account) LQ1				
I would follow Official Line Account that offer interesting contents. (ฉันจะติดตาม Official Line Account ที่นำเสนอเนื้อหาที่มีความสนใจ) LQ2				
Beauty Product that has Official Line Account is considered to be more reliable. (หากผลิตภัณฑ์ความงามนั้นมี Official Line Account เป็นของตัวเอง ยิ่งทำให้ตัวผลิตภัณฑ์นั้นมีความน่าเชื่อถือ) LQ3				
LINE Stickers help me remember Beauty Product (Brand) easier (ไลน์สติกเกอร์ ช่วยให้ฉันตระหนักถึงตัวผลิตภัณฑ์ความงามได้ง่ายขึ้น) LQ4				
Official Line Account of the beauty product can influent me on my purchase intention. (Official Line Account มีอิทธิพลในการตัดสินใจซื้อผลิตภัณฑ์ความงาม ของฉัน) LQ5				

Part 3: Demographic Questions

ส่วนที่ 3 แบบสอบถามเกี่ยวกับลักษณะทางประชากรศาสตร์

Please indicate your age โปรดระบุช่วงอายุของท่าน

- O Less than 18 years (น้อยกว่า 18 ปี)
- O 18-24 years (ระหว่าง 18 ปี ถึง 24 ปี)
- O 25-30 years (ระหว่าง 25 ปี ถึง 30 ปี)
- O 31-45 years (ระหว่าง 31 ปี ถึง 45 ปี)
- O 46-60 years (ระหว่าง 46 ปี ถึง 60 ปี)

What is your gender? โปรดระบุเพศของคุณ

- O Male
- O Female

Which of the following terms best describes your sexual orientation?

ข้อไหนที่บ่งบอกถึงความรสนิยมทางเพศของคุณมากที่สุด

- O Streight ชอบคนเพศตรงข้าม 1
- O Bisexual ชอบทั้งหญิงและชาย 2
- O Gay/Lesbian (‘Homosexual’) ชอบเพศเดียวกัน 3

Please indicate your education level โปรดระบุวุฒิการศึกษาสูงสุดของท่าน

- O Now Attending High School (กำลังศึกษาระดับมัธยมปลาย)
- O Up to high school qualification (มัธยมศึกษาตอนปลายหรือเทียบเท่า)
- O Diploma/Certificate (อนุปริญญาหรือประกาศนียบัตรวิชาชีพชั้นสูง)
- O Bachelor degree (ปริญญาตรี)
- O Postgraduate or higher (สูงกว่าปริญญาตรี)
- O _____

Please indicate your monthly personal income โปรดระบุรายได้เฉลี่ยต่อเดือนของท่าน

- O Less than 15,000 baht (ต่ำกว่า 15,000 บาท)
- O 15,001-25,000 baht (15,001 - 25,000 บาท)
- O 25,001-35,000 baht (25,001 - 35,000 บาท)
- O 35,001-45,000 baht (35,0001 - 45,000 บาท)
- O More than 45,000 มากกว่า (45,000 บาท)

--------- *Thank you for taking time to participate in this questionnaire* ---------

ขอบพระคุณเป็นอย่างสูงที่ท่านสละเวลาในการทำแบบสอบถามชุดนี้