HOW TO APPLY SOCIAL MEDIA FOR THE LOCAL BUSINESS OWNER AND LOCAL CONSUMERS TO EFFECTIVELY USE IN A SMALL SME

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ABSTRACT

The objective of this research is how to apply social media for the local business owner and local consumers to effectively use in a small SME. In order to understand the factors and the basic need of the consumers and receive the feedback. The quantitative methodology was conducted to 62 selective respondents who lived in the rural area and the big city, and have various experience in using social media to online purchase the product.

Findings from the research show that consumers have the intention to purchase the construction product online for the conveniences and saving cost. If there is this product promotion which never find it in social media channels Moreover, "Likes" and reviews or comments on social media channels influence to the consumer's decision making to buy this kind of product. Also, the word of mouth from family members and friends are the main importance.

In conclusion, there are great opportunities to promote the construction product in the social media channel, and the consumers are willing the review and purchase it. Small SME owner also need to learn and adapt himself to be familiar with the trend of social media to promote the product, to contact customers and to compete in this business industry.

KEY WORDS: Social Media/ Small SME/ Online Shopping/ Construction Product/ Steel Product

64 pages

CONTENTS

CONTENTS (cont.)

LIST OF FIGURES

LIST OF FIGURES (cont.)

CHAPTER I
INTRODUCTION

1.1 Background

Nowadays, there are many start-up businesses all over the world, some are successful, but many fail. Beginning or joining a start-up seems to be the trend for the new generation of young people who see less value in being an employee, because they believe the start-up business is based on their own thinking, innovation, unique and creation, providing the freedom to try something new and not under the boss's control. They can frame all the rules and business model by themselves, albeit with a high chance of failure.

In the opposite way, the start-up is not the final answer for doing business but to continue and improve the family business, the steel fabrication industry, especially in the local area which known as small SME, the local business owner still has been familiar with the inundated process, for example, the business owner tries to manage all the things by himself such as selling, the delivery, the marketing and other manual processes. In the result, he needs to adapt himself to the new trend of technology such as social media: Facebook, Line, Instagram, Youtube, website and others which can reduce his manual works.

Nowadays, the internet is worldwide throughout the whole country. Thailand is one of the top-ten ranking for the largest active Facebook user bases in 2017, the estimate number of users are 46 million throughout Thailand and 24 million of users in Bangkok, while Instagram users are 11 million and Twitter users are 9 million (Digital overview, 2017). And Line users were 33 million in 2015 (The Nation, 2015)

1.2 Problem Statement

It's interesting to explore how to apply the social media between the local business owner and the local consumers in terms of cost and time reduction. Moreover, to understand the consumer's behavior and needs, because the lifestyle and culture of local people are greatly different from the people in the big city. Given that the internet is already available worldwide, and the local people can access it via mobile phones, then how we can use the social media as the channel to promote products and reduce the manual processes in small local businesses?

1.3 Research Questions

1. How many the factors which can make local consumers easily trust and purchase a product or service via social media?

2. How can a small business owner adapt himself with the new trend of technology to use the social media effectively?

3. What is the appropriate social media channel mostly used in the rural areas in Thailand?

4. How can we get the feedback about the customers' experiences via social media?

1.4 Research Objective

To apply social media for the local business owner and local consumers to effectively use in a small SME. Moreover, to get the feedback via social media to improve our product and brand image to compete in the market.

1.5 Research Scope

For this research, quantitative methodology will be used for the data collection. But the qualitative methodology will be used also for the local business owner who is familiar with the old process without using social media in his business and compare

to the business owner who is the new generation and use the social media in his business for comparison sake.

1.6 Expected Benefits

According to the theories and research, the social media should be applied by local business owners and local consumers, as they can use these channels to communicate effectively with each other, reducing time and cost of travel. The social media can promote the product and the business owner can receive the order immediately, include to check the payment from the customer via online application also. The production can then also proceed faster and spend less lead time than the competitors do in the local market. Moreover, the customer receives the good quality product as equal or beyond their expectation.
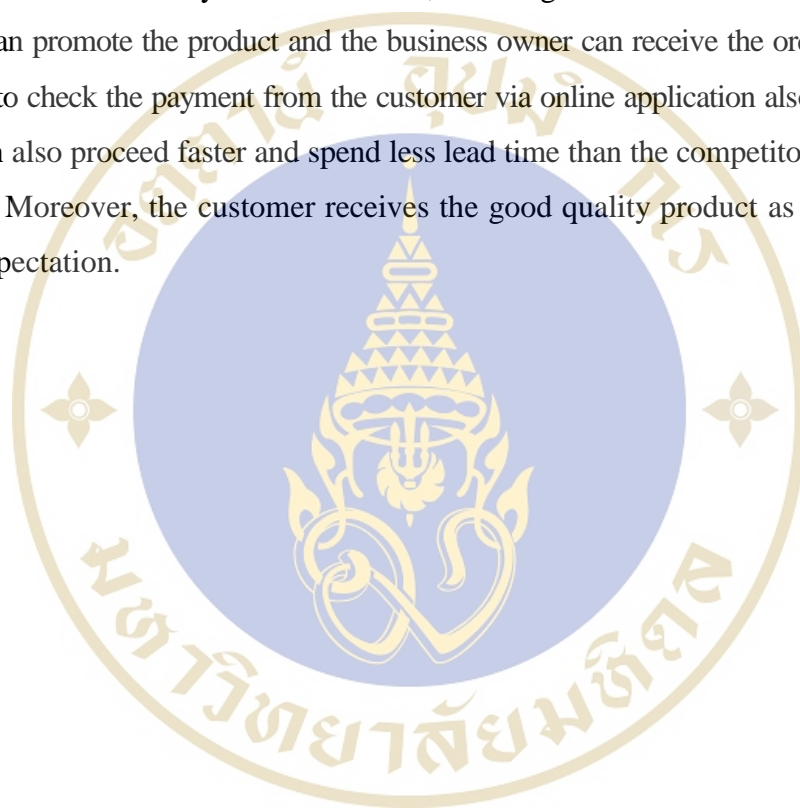
CHAPTER II
LITERATURE REVIEW

It is interesting to understand the consumer behavior of using social media for purchasing and ordering products, and how the business owners can use social media to promote their products and services, especially for the local consumer and business owner who are familiar with the non-updated processes.

"The social media is a place that people can share their actions, attitudes, opinions and knowledges between the different communities on the internet" (Ghulam Rasool Madni, 2014)

Nowadays, the local business owner needs to adapt himself to the trend of consumer's need, marketing and social media to maintain and grow the company.

2.1 Symbolic Interactionism Theory

This theory has been introduced by George Herbert Mead and Charles Horton Cooley, the American philosopher in 1920. The symbolic interaction perspective is one of the sociological theory, which can describe that the perspective of people can be developed by the symbol and the process of social interaction.

Symbolic interaction theory can be used to analyzes the society upon the people impose on objects, events, and behaviors (Ashley Crossman, 2017)

There are three principles that refer to how people interact with each other by the meaning, the language and the thinking which is important in this subject for the business owner to understand himself and the customer first before creating the social media to promote the shop and product.

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Figure 2.1 Symbolic Interactionism Theory

The symbolic interaction is effect for the consumer in form of purchasing behavior as the product can symbolize the characteristic of the buyer, for example, wearing the blue jean is symbolize as cool and informal character (James H. Leigh Terrance G. Gabel, 1992). And another research found out that young people smoke cigarettes as it symbolizes as the cool character and having a good image among their friends even though there were medical essays showed how dangerous smoking is (Ashley Crossman, 2017).

- Meaning is, the middle of the Theory, based on the perception people receive and they act to each other such as when they think of the Buddhism religion, the imagination come out and because of the meaning they receive, they might show the respect or other behavior based on their assumption (Psychology, Behavioral and Social Science)

- Language, the second core principle, is understanding of the symbols and the interactions. Everything has a name and the name is created by language with the meaning. When people called a thing, that name is showed the feature and the knowledge (Psychology, Behavioral and Social Science). For example, "Electric rolling door" is a kind of product, the people who heard about it will think about the steel, the electronic or the technicians who have knowledge in this field. Then the business owner can categorize his consumer group who interested in his product.

• Thought, the third core principle, the people can provide the idea of the thing they unknow upon the knowledge their have, thought is also related to the imagination (Psychology, Behavioral and Social Science). For example, "Steel rolling door" product, if the consumer has the idea of new design of what she wants, she can provide her thought to the business owner and turn to be the knowledge in the business.

All these three principles are indicated as "Self-commence" (Ghulam Rasool Madni, 2014) which can be applied with the social media such as Face book profile, when people set the profile picture in the way they want the other people see them. For the business owner is the same, he can set the page or profile in the way he wants the customer seeing him such as high grade or lower grade.

2.2 Uses and gratification theory - social media

This theory had been introduced by Blumler and Katz in 1973 in the concept of how the people use the social media to fulfill their need and satisfaction (Sneha Mishra, 2017) which is the one of mass communication theory, it explained the relationship between human and social media, what kind of media can be fulfilled the need and what the people do with the social media (Anabel Quan-Haase1 and Alyson L. Young, 2010). Besides, it's related to Maslow's Hierarchy of Needs which there are five categories mentioned below figure.

NEED TYPE	DESCRIPTION	MEDIA EXAMPLES
Cognitive	Acquiring information, knowledge, comprehension	Television (news), video ("How to Install Ceramic Tile"), movies (documentaries or films based on history, e.g., *The Other Boleyn Girl*)
Affective	Emotional, pleasant, or aesthetic experience	Movies, television (sitcoms, soap operas)
Personal integrative	Enhancing credibility, confidence, and status	Video ("Speaking With Conviction")
Social integrative	Enhancing connections with family, friends, and so forth	Internet (e-mail, chat rooms, Listservs, IM)
Tension release	Escape and diversion	Television, movies, video, radio, Internet

Source: Adapted from Katz, Gurevitch, & Haas, 1973.

Figure 2.2 Uses and gratification theory

Figure 2.3 Uses and gratification Social Media Model

• Cognitive needs: they are related to the information, knowledge and comprehension which people gain from the social media (Mass Communication, Psychology, Behavioral and Social Science). They keep updated the news or the trend and learn the

new thing through the social media. For example, the customer searches for the new color and design of Aluminum roof on Facebook page.

- Affective needs: the social media can fulfill the consumer's emotional needs, include to the entertainment such as the TV series that the watcher has an emotion with the role play (JonKane, 2015).

- Personal Integrative needs: The social media help the people to clarify the status of themselves in this stage as the self-esteem in Maslow hierarchy's theory. For example, the people watch Hero movie and see themselves as the good men who help other people (JonKane, 2015), or the consumer who watched the advertisement on social media and create his status in the society if he is using or buying some products which are expensive or luxury brand (Mass Communication, Psychology, Behavioral and Social Science).

- Social Integrative needs: it's the need that combine between using social media and the relationship among friends and family. Nowadays, the people interact with each other via devices and social media more than direct interaction (JonKane, 2015). For example, the consumer choses to contact the shop directly via social media such as Facebook and Line for his convenience and words of mouse from people.

- Tension-free: The people use social media for their relief and entertainment, and to escape from their stressful situation (JonKane, 2015). For example, in the countryside, some local people use the social media for the whole day because there are not much event organization same as in the big city.

This theory uses to analyze the need of local consumer and the local business owner. Nowadays, even though the internet is widely covered almost all locations in Thailand, but because of the different want and need of the people who live between in an urban and a countryside, the way of using social media is different also. So, it's important to understand the local needs and how to fulfill them, then we can create the social media which matched with the local consumers.

2.3 Social Feedback Cycle

The social feedback cycle is one of the interesting theories that after the local business owner understand the basic information or need of the local consumers whom he is doing the business with by using the Symbolic Interactionism and Uses and gratification theory. This theory is the cycle of building product awareness and launch until receiving the feedback from customer by word of mouth. And this word of mouth returns to be considered of the product and service to other customer again.

The difference from one-way and two-way communications such as the traditional media and social media is the marketer builds awareness of his brand and shows how his product is better than competitor but he never seeks the feedback from the buyer, the model is on Figure 2.4 (The feedback cycle.2012). While this two-way communication is the relationship between the consumer and the social content (Pan, Bing, and John C. Crotts.2012) as show on Figure 2.5.
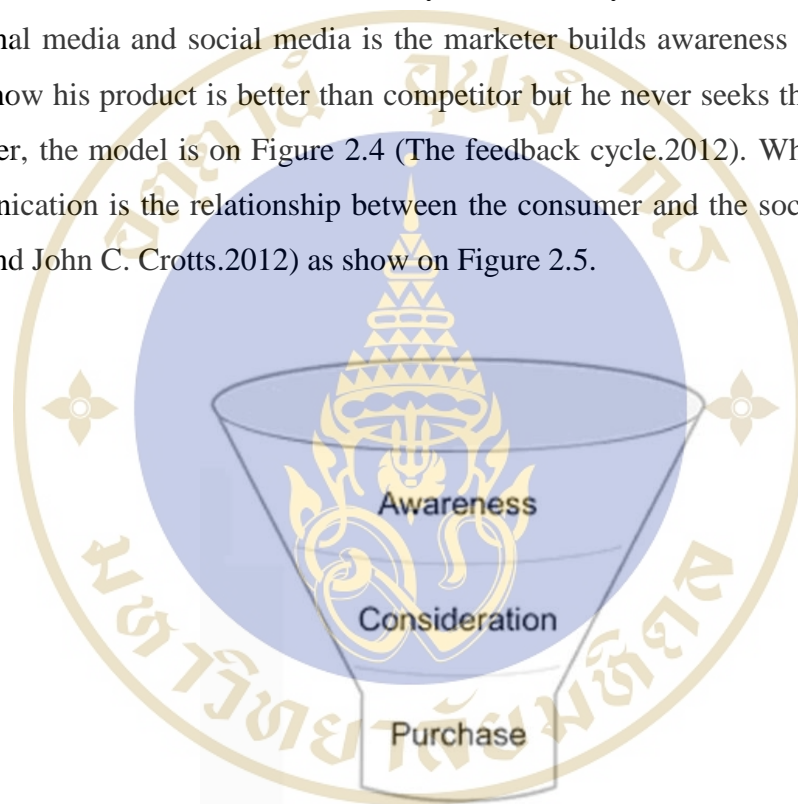
Figure 2.4 The traditional steps in a basic purchase process

Source: https://ramblingsofamarketingstudents.files.wordpress.com/2012/02/ purchase funnel2.jpg
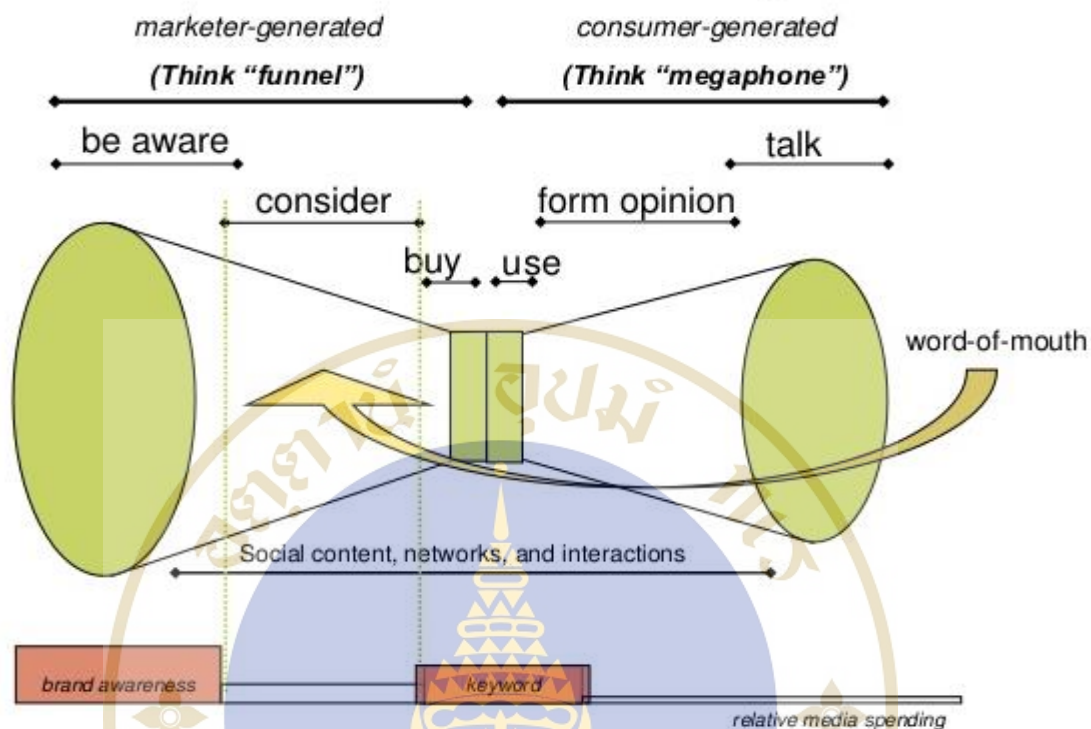
The Feedback Cycle

Figure 2.5   The feedback cycle Model
Source: https://mikeb330.wordpress.com/2011/04/14/social-feedback-cycle/

According to figure 2.5, there are 2 parts which separate the components of social feedback cycle: the marketer-generated and the consumer-generated. However, in the local business such as small SME in the countryside or some local area in Thailand, the owner covers every part of the marketing because of the limitation of human resources and the knowledge of social media to promote his product.

2.3.1 The business owner- generated

- Awareness
- Consideration
- Purchase

2.3.2 The consumer- generated

- Use
- Form Opinion
- Talk

2.4 AIDA Model

AIDA model is one of the communication theory which had been introduced by E. St. Elmo Lewis in 1898. There were four-step of AIDA to get attention, attract interest, create desire, and then take action or purchasing (Shahizan Hassana. 2015), these steps had been created more than 100 years before the internet occurs, it's a historical model. Nowadays, people can interact via the social media, using the AIDA model for product online advertisement and marketing are great useful to explain the product description or service to customer by following AIDA method. For example, some customers don't want to ask for the price or the description of product because they're afraid of the sale's persuasion without the time for making a decision. In additional, for the local business, the customer needs to spend a long distant from place to place, then using the social media to ask for what they want to know is time and cost reduction for both the business owner and the customer.

AIDA model and the feedback cycle are related in term of creating brand awareness until the customer has an opinion of the product but the different is AIDA model isn't mentioned about the feedback that effect to the brand for the new customer. At the end of model, the result of this model is the consumer loves or hates the product.

Even though the web browser had been popular in the past since the internet widely use, but the consumer doesn't care much to search into that webpage in this period. In the opposite way, the social media such as Facebook, Line, Instagram, Youtube and others can be shared easily. Without paying attention, but when one user shared the topic on these media, their followers can see it just in a second, and this sharing can create the desire and the interest of the product even that follower is not our target group.
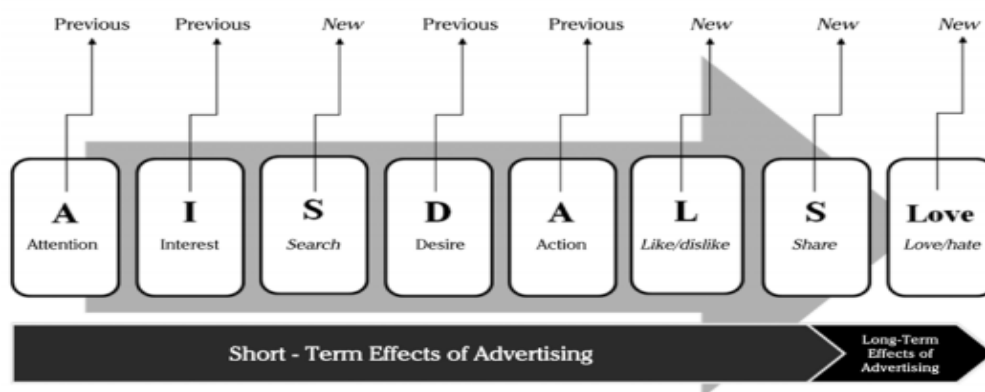
Figure 2.6 AISDALSLove Model

Source: https://komunikasiana.files.wordpress.com/2012/01/the-development-of-hierarchy-of-effects-model-in-advertising.pdf

There are new steps development of AIDALSLOVE model which are useful for advertisement and marketing by social media and effect for long-term as below:

- Search (S): nowadays, the consumer doesn't believe much the advertisement or the persuasive content, sometime she spends a lot of time to make a decision to purchase something by another variable or information she received. Then searching is important to get the appropriated data to know which factor effects to the consumer's a decision making of purchasing such as the environment, the culture or the language.

- Like/Dislike (L): this step is related to the customer's response to the product or the experience after using it. If they like it, they feel a satisfaction, then they create the brand awareness in their mind. The feeling of consumer is a judgement attitude upon the experience to that product (Lovelock and Wirtz, 2011: 74). If the product is more than consumer's expectation, it's the positive judgement, but if it's worse than his expectation, it's the negative judgment. This stage is affected to the consideration that they turn to buy it again or not.

- Share (S): this stage causes to affect to the brand image and reputation, based on the experience of product the consumers like or dislike. The sharing of experiences can be influent the new consumer, for example, if a friend suggests his friend's group to see some movies, there is potential that his friends will see them because they believe word of mouth communication from his friend and another reason that's because they might have the same experience style. Then, the sharing is very powerful

All above theories for this research are to explore how to apply the social media between the local business owner and the local consumers, who are different from the consumers in the big city such as Bangkok in Thailand, for example. If the owner can use the local language (south of Thailand Thai dialect) with them, the customers might have brand awareness more easily. To do the business with this target customers, the owner needs to understand his customers and apply the marketing, advertisement and the communication via the appropriate channels.

Symbolic Interactionism and Uses and gratification theories help for the research in terms of understanding the needs and information of local consumer first. Then AIDA model and the social feedback cycle can help for the advertisement, marketing and improving the feedback processes by social media. Moreover, these theories also help the local business owner to adapt himself to the new trend of technology.
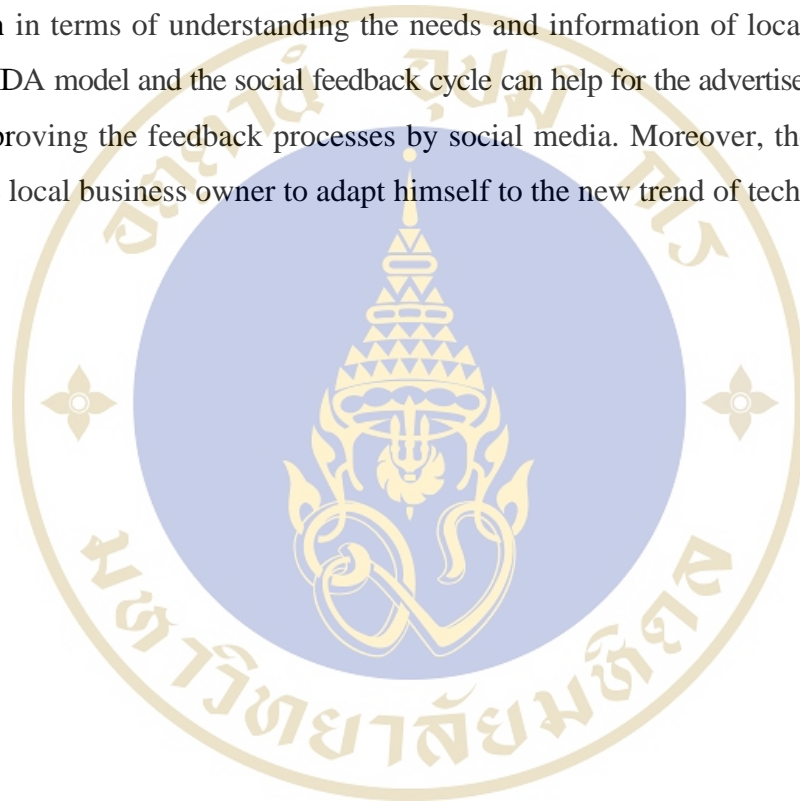
CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

The objective is to research how to apply social media for the local business owner and local consumers to effectively use in a small SME. Moreover, to get the feedback via social media to improve our product and brand image to compete in the market by understanding the factors that influence consumers and local business owner to select a particular online channel for purchasing, including to understand the basic needs and behavior of people in rural areas which affect to this objective.

The "Quantitative" methodology will be used in this research. A survey will be conducted among people who live in the rural area only, due to the life-style of the people in the capital area is not relevant to the result of this research.

3.2 Data Collection Methodology

3.2.1 Population

The target population for this research are the consumers who live in rural areas, because this group of consumers exactly know and understand what are their real needs based on their own experience, and which factors are affected to the social media using.

The following information will be collected from the target group: Gender, Language, Education, Occupation, Income, location, family, Life style, Brand of internet connection, Tools (mobile phone and computer), Time spend on Social Media, Social Media channel, Time of purchasing via Social Medial, Interested Business, Decision making, trust and loyalty

Nowadays, people have various experiences of using social media for purchasing. Some local people still have different attitude and mindset of selling and buying via social media, include to trust a brand, quality of product and payment process.

3.2.2 Sampling

According to this research which is focused on small SME's in rural areas, the sampling method used will be stratified, because of the specified rural target consumers, and using a judgement sample, due to cost and time limitations and the complexity of the survey in this project. The researcher will identify the selective consumers who can be the representative of the population with the relevant factors such as same local area, age and education. The Judgmental method is used for this specific consumer base on the confidence and knowledge of the researcher to select the target such as the start up in rural area and the people who has lived and purchased products in a local city.

3.2.3 Data Collection

The researcher will design the questionnaire for the survey of the target respondents, at least approximately 40 participants who are small business owners, entrepreneurs and the rural consumers, who have experience with using social media as the tools for selling and purchasing products.

Data gathered from the online questionnaire includes the following factors: Gender, Language, Education, Occupation, Income, location, family, Life style, Brand of internet connection, Tools (mobile phone and computer), Times of spending with Social Media, Social Media channel, Time of purchasing via Social Medial, Interested Business, Decision making, trust and loyalty. In addition, their opinion and recommendation about using social media as marketing tool at the end of survey will help the researcher understands more of their needs, feeling and what the additional factors can help small business owners and the consumer's satisfaction.

Both closed and open-end questions are included in the questionnaires due to time limitation and well-coordinated of each participant. The opening questions will be asked for demographic information such as age, education and income, etc. Then the closed-end question follows, such as the brand of internet, where the researcher provides several choices for participants.

All survey responses will be analyzed to find what the successful and unsuccessful factors are for using social media as marketing tool for the small business owner and the consumer in rural areas. For the result of survey, the researcher might separate the type of business owner and consumer upon the area, the life cycle and the needs toward to the attitude and behavior and other variables, then the researcher can apply the result of analysis to answer "how to apply the social media as marketing tools to small business owner and consumer in rural area'

The survey will ask for participant consent, after explaining the purpose and confidentiality of the questionnaire. Name and other private information of the respondents will not be revealed in the research outputs.

3.3 Instrument

Data collection will be conducted by online surveys, through desktop computer, laptop and the mobile phone. The collected data both of selected choices and opinion from the participants will be recorded for analysis in the period of time, then the result will be showed for presentation.

The below questions following the factors are included in the questionnaire, they are framed into seven groups upon the factors that have been mentioned:

3.3.1 General Information

1. what kind of product do you interest to purchase via social media?
- Beauty product
- Cloth
- Electronic product
- Construction product
- Food
- Beverage
- House decoration equipment
- Accessories
- Other, please specific…………….

2. Have you ever bought or review the construction product or instrument such as steel or aluminum roof (picture) via social media before?

- Yes

- No

3. If it's possible, do you interest to review or buy the construction product via social media by contracting the business owner directly? (if yes go to point.4, if No, thanks for your supporting and end the question)

- Yes

- No

4. What was the experience did you receive from your review or purchasing the construction product via social media? (Positive or negative)

- Positive

- Negative

- Indifference

5. What is the reason make you buy this kind of product via social media?

- Not wasting your time to travel

- Being convenient

- Saving your cost of travel and telephone call

- Being able to review the comment or feedback

- Having a chance to contact business owner directly

- All above reasons

- Other, please specific.......

3.3.2 Demographic

1.Gender?

- Male

- Female

2. Which Thai local language do you use as normal?

- South

- East

- North

- Northeast
- Common language

3. Education?

- Master degree
- Bachelor degree
- Other, please specific…….

4. What category below is your age?

- 15 - 20
- 20 - 25
- 25 – 30
- 30 – 35
- 35 – 40
- 40 – 45
- 45 – 50
- More than 50

5. In terms of your current occupation, how would you characterize yourself?

- Student
- Employee
- Business owner
- Government officer
- freelance
- Other, please indicate…….

6. What is your average individual monthly income?

- 10,000-25,000 Baht
- 26,000-35,000 Baht
- 36,000-45,000 Baht
- 46,000-59,000 Baht
- More than 60,000 Baht

7. Which part of Thailand have you been living or had you come from?

- Central
- South

- North

- Northeast

- East

- Other, please specific…….

3.3.3 Internet Connection

1. How hard of using social media do you feel

- Very hard

- Hard

- easy

- Very easy

2. Which is the device you use to access the internet

- Mobile phone

- Ipad

- computer

- All above

3. What is the internet connection brand of mobile phone you use?

- AIS

- Dtac

- True

4. How effective is the internet connection of this brand for your mobile phone?

- H+

- 3G

- 4G

5. What is the internet connection brand you use for Wifi/Lan with a computer at your home?

- AIS

- True

- 3BB

- TOT

- CAT

- Other, please specific…….

6. How effective is the internet speed of this brand for your Wifi/LAN?

- Very speed
- Speed
- Slow
- Very slow

7. Do you think which internet brand is the most effective in your living area?

- AIS
- True
- 3BB
- TOT
- CAT
- Other, please specific……

3.3.4 Tools for social media channels

1. What is the communication devices you use the most to go online and use social media?

- Mobile phone
- Ipad
- computer
- All above

2. How many social media channels do you usually use? (you can select more than 1 choices)

- Line
- Facebook
- WhatsApp
- Instagram
- Pinterest
- LinkedIn
- Twitter

- Gmail
- Other, please specify…………

3. What is the social media channel you use most often?

- Line
- Facebook
- WhatsApp
- Instagram
- Pinterest
- LinkedIn
- Twitter
- Gmail
- Other, please specify…………

4. What is the reason you use that channel the most?

- Very popular
- Many people use
- All the people you contact with use
- You get the fast response from that channel
- Other, please specify……….…

5. How many time do you use that social media channel per day?

- All the time
- One time
- Twice
- Every time when you are free
- Other, please specify…………

6. What the period time are you available to review the message or notification on that channel?

- Morning
- Afternoon
- Evening
- Late night
- Before going to bed

- Other, please specify…………

3.3.5 Behavior of using social media for purchasing and marketing products.

1. Which is the most convenient channel for you to purchasing the construction or steel product?

- Online
- shop
- Department store
- Other, please specify…………

2. What is the price range of construction or steel products that make you interested in by online purchasing?

- More than hundred-unit Baht
- More than Thousand -unit Baht
- More than Ten thousand- unit Baht
- More than One hundred thousand- unit Baht
- More than above amount

3. If you'd like to order the steel product, which social media or online application will you use to search or find information first?

- Line
- Facebook
- WhatsApp
- Instagram
- Google
- Pinterest
- LinkedIn
- Twitter
- Gmail
- Other, please specify…………

4. How fast of response via social media from the business owner would you like to get the reply after your message?

- Immediate
- Within 30 minutes
- Within an hour
- Within 6 hours
- Within 1 day
- Other, please specify…………

5. Would you like to provide feedback via social media after receiving and using the product?

- Yes
- No

6. Referring to Point 6. If "yes", what is your preferred social media channel for sharing the product feedback through?

- Line
- Facebook
- WhatsApp
- Instagram
- Pantip
- Pinterest
- LinkedIn
- Twitter
- Gmail
- Other, please specify…………

3.3.6 Decision making for purchasing and marketing products.

1. Are "Likes" and reviews on Facebook or other social media channels influencing your decision to buy the construction product?

- Yes
- No

2. Do friends and family affected you to buy the construction product online?

- Yes

- No

3. Do you believe in brand, product and quality of construction product via social media marketing?

- Strongly Disagree

- Disagree

- Neutral

- Agree

- Strongly Agree

4. What is the reason make you decide to contact or buy the construction product with the business owner directly via social media

- Using the same language (south/north/northeast/east/central)

- Living in the same area

- Supporting the local product (premium quality)

- Knowing the business owner as a friend

- Being able to bargain the price

- Word of mouth

- Friend or the people suggest

- Free of delivery and install

- Trust the brand even not know it before

- All above reasons

5. Do you trust in the online payment process?

- Yes

- No

6. Which channel of payment do you use for purchase the construction product?

- Internet Banking

- ATM

- Other, please specify…………

3.3.7 Opinion.

1. What is your recommendation for the construction SME owner about the selling products online?

2. Please explain why you believe that social media is an effective way to reach the customer. You may use personal experiences as an example or your own reasons why social media is a useful tool for marketers and consumers

CHAPTER IV
FINDINGS

For this chapter, after all the information had been collected, the result of analysis and finding is presented based on the factors which have been listed in the methodology chapter. There are approximate 62 respondents in this quantitative survey. The participants who did the survey almost all lived in the countryside, so the results will represent the mindset from these people more than the people who live in the capital city. The survey has been made in Thai language due to the target group were countryside people whose English was not fluent. They better understood in Thai language. And below are the responses which consist of the factors:

4.1 General Information

These questions had been made to screen the participants in the first level about their mindset and interest in product and purchasing via social media.
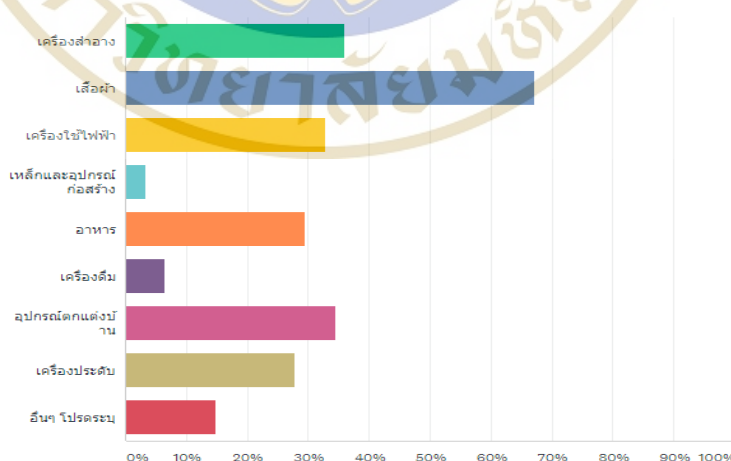
Figure 4.1   The product people do interest to purchase via social media

The most interesting product for buying online is clothes in blue color (67.2 %), then the second is cosmetics in green color (36%) and House decoration equipment is the third (34%), while the interest in construction and steel is only 3.2%. This response showed that most of the people are interested in purchasing the clothes via social media more than other product.
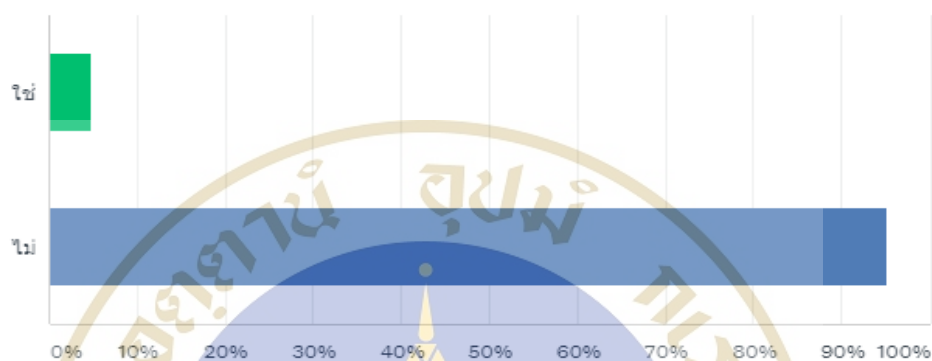
Figure 4.2 Have you ever bought or reviewed the construction product or instrument such as steel or aluminum roof via social media before?
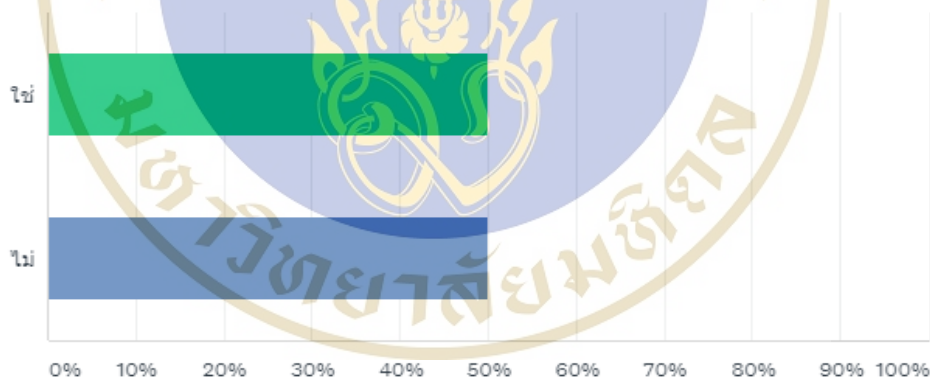
Figure 4.3 If it's possible, are you interested to review or buy the construction product via social media by contracting the business owner directly?

The people approximately 95% (Green Color) never buy or review the construction products via social media before, this is the huge percentage. However, there are 50% (Green color) of people are still interested in purchasing it via social media if the page or application is available for them.
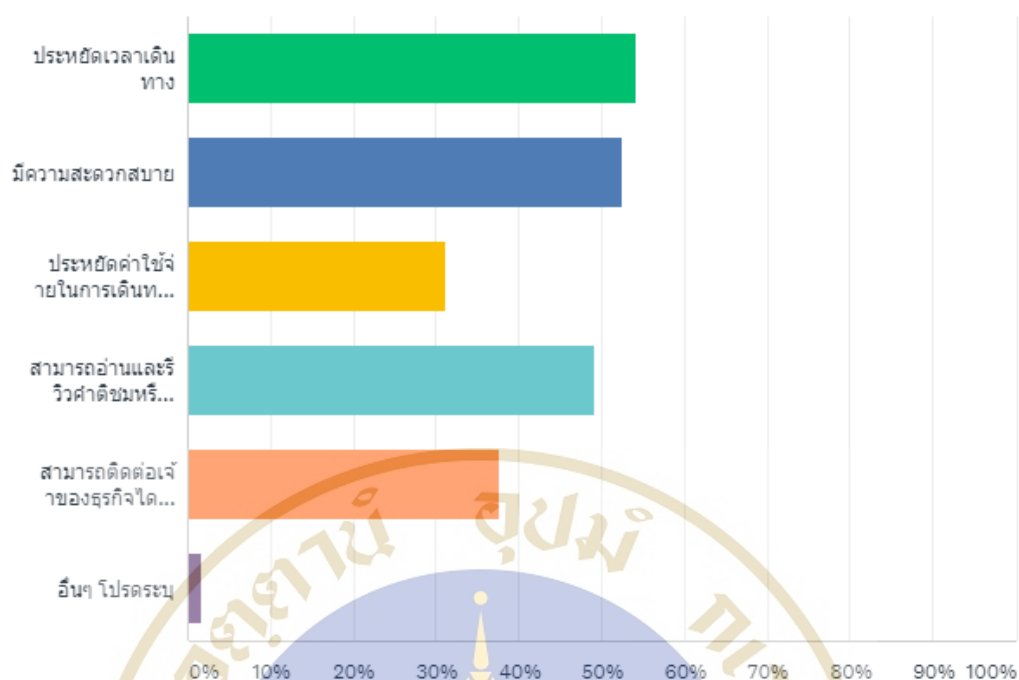
Figure 4.4 What is the reason make you buy this kind of product via social media?

At least 50% of people are interested in buying this kind of product online, then the research is focused on the reasons why they selected to buy online, it can save their time to travel got the most percentage (54.1%) and follows by the convenience, it can save their cost for travel and telephone fee, they can read the review and comment about the brand and product, and the consumer can contact the business owner directly. These reasons are of great importance for the online business, because when the business owners understand and know what are the consumers' needs, they can response to these needs and make the sell-purchase easier to the consumers and themselves.

4.2 Demographic Information

Female (68.8 %)

Male (31.15 %)

20 – 25 years old (8.3%)

26 – 30 years old (63.3%)

31 – 35 years old (15%)

36 – 40 years old (6.6%)

Figure 4.5   Gender and Age

Central (78.69%)

North (1.64%)

South (18.03%)

Northeast (1.64%)
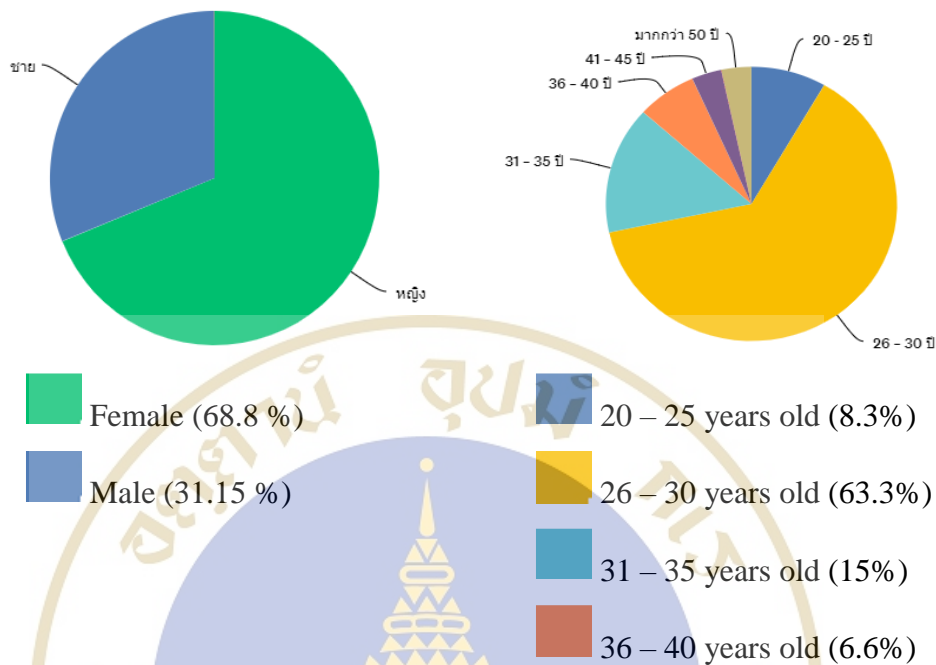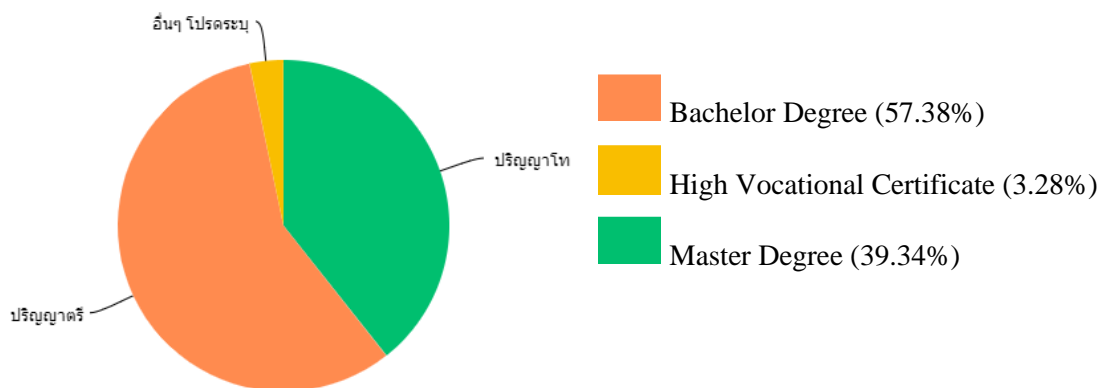
Figure 4.6   Language

Figure 4.7   Education
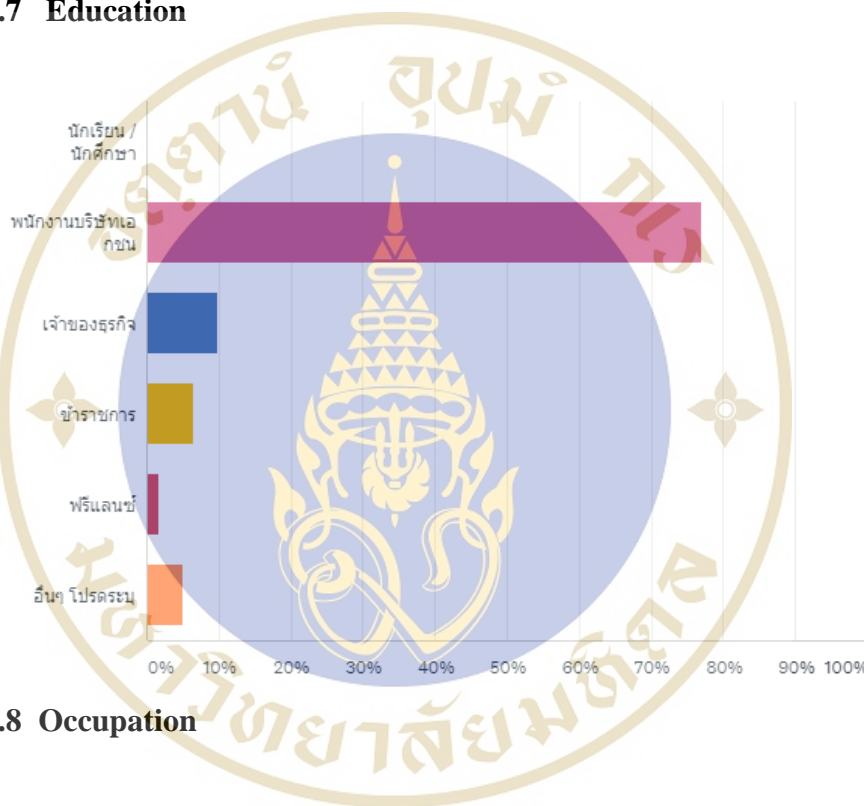
Figure 4.8   Occupation

Figure 4.9 Income

Central (50.82%)
North (3.28%)
South (40.98%)
Northeast (1.64%)
East (1.64%)
West (1.64%)
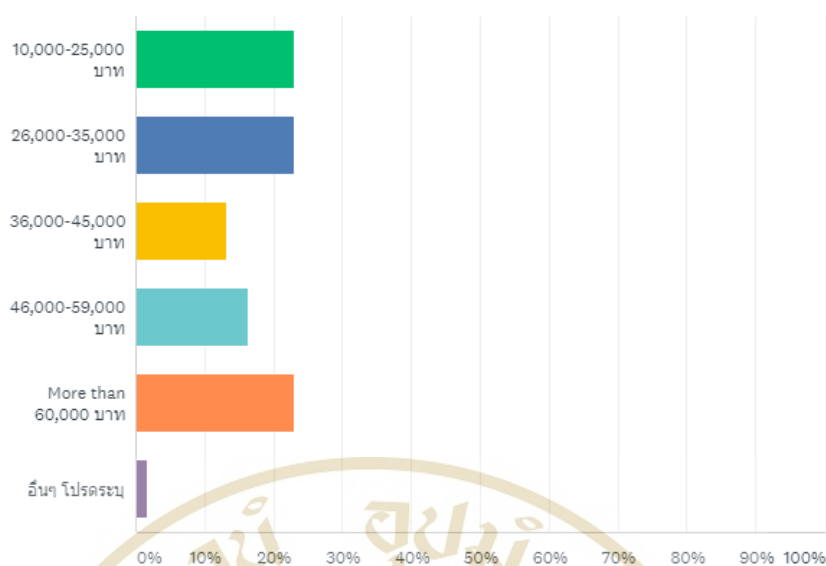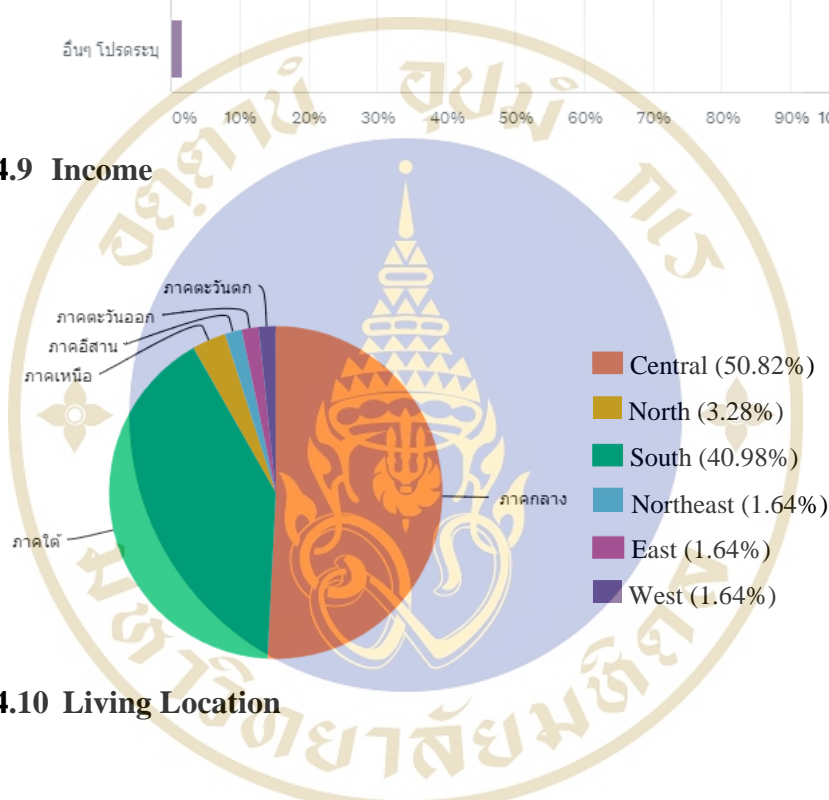
Figure 4.10 Living Location

According to demographic Information, which shows age, gender, language, education, occupation, income and living location of the 62 respondents, the majority is female (68.8%) and male only Male (31.15%).

For the age in Figure 4.5, the largest group is 26-30 years old (63.33%), followed by 31-35 years old (15.00%) and 20-25 years old (8.33%), while the same percentage of the age is above 46 and above 50 years old (3.33%).

For the language in Figure 4.6, the majority of respondents use the official Thai language (Central) around (78.69%), and the second language is local dialect from South of Thailand (18.03%), and the rest are approximately only 1% except no any percentage of language from East of Thailand.

For the education in Figure 4.7, it shows that education of the main respondents is bachelor (57.38%) and followed by the master degree (39.34%).

For the occupation in Figure 4.8, the occupation of the majority is company employee (77.05%) in Pink, then followed by the business owner approximately 10% in Blue and the third rank is the government officer (6.56%) in Yellow. The rest is Freelance for 1.64% in Red.

For the income in Figure 4.9, the same percentage at 22.95% of average income from respondents in 3 levels which is 10,000-25,000 Baht, 26,000-35,000 Baht and More than 60,000 Baht, followed by 16.39% of 46,000-59,000 Baht and the last is only 13.11% of 36,000-45,000 Baht.

For the location where the respondents have been living for more than 10 years, the largest group of respondents is from Central Thailand (50.82%) and the second largest group is from the South (40.98%) and the third part is in North (3.28%).

4.3 Internet Connection
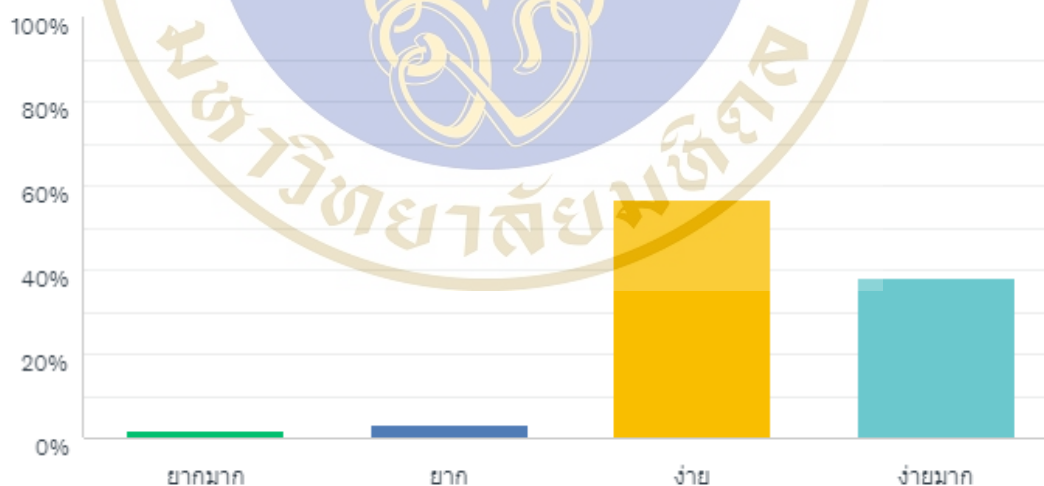
Figure 4.11 How hard of using social media
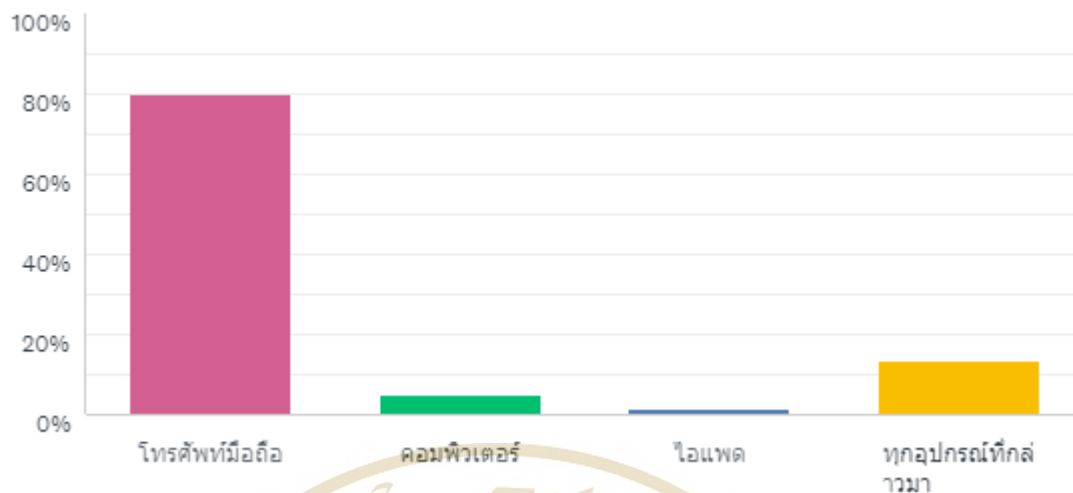
Figure 4.12 The device people use to access the internet

ANSWER CHOICES	RESPONSES
AIS	43.33%
Dtac	25.00%
True	31.67%

Figure 4.13 The internet connection brand of mobile phone
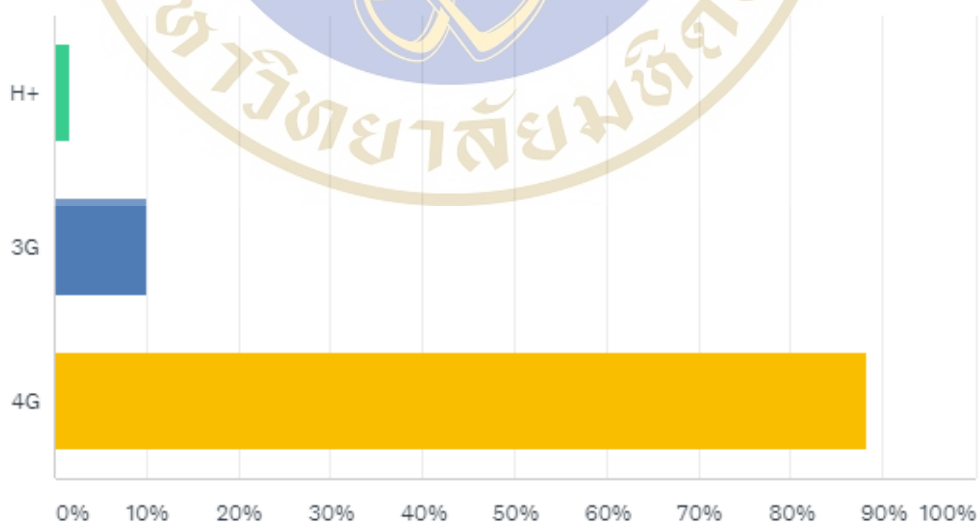
Figure 4.14 The effectiveness of the internet connection for mobile phone
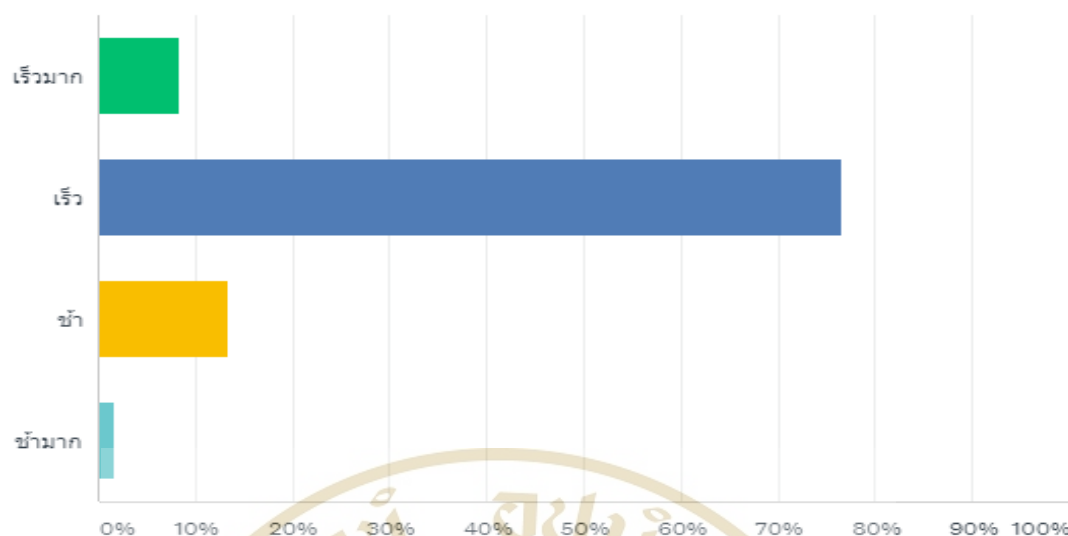
Figure 4.15 The effectiveness of the internet connection for Wifi/Lan with a computer/laptop at home

ANSWER CHOICES	RESPONSES
AIS	35.00%
True	31.67%
3BB	26.67%
TOT	5.00%

Figure 4.16 The most effective internet brand in the living area

In survey part about the internet connection, the result from the 62 respondents shows what internet device they usually use, including the brand and the internet effectiveness in their living area, which affect to the consumer's behavior in purchasing the product and the business owner to promote product via social media as the speed of internet may have impact on their decision to use it or not.

According to Figure 4.11, the result shows that the respondents thought using internet is mostly easy around 56.67% in yellow color and follow by blue color for 38.33% of people who think using the internet is very easy. And the main device in Figure 4.12 that the respondents use is the mobile phone in Pink color (80.00%) and follow by the computer in Green color (5%) and some respondents use both of devices in Yellow color (13.33%). Besides, the result of the internet connection brand of mobile

phone in Figure 4.14 shows that 43.33% of respondents use AIS, another 25.00% of them use DTAC and the rest of them use True for 31.67%. And in Figure 4.14 the effectiveness of the internet connection for mobile phone are mainly 4G for 88.33% in Yellow, then only 10.00% are 3G in Blue and the rest are H+ for 1.67% in Green.

In Figure 4.15, the result shows that the effectiveness of the internet connection for Wifi/Lan with a computer/laptop at home are speed as a large portion (76.67%) in blue and very speed only 8.33% in Green, however, the second portion is slow for 13.33% in Yellow. And in Figure 4.16, the most effective of internet brand in a living area still is AIS for 35.00%, follow by True for 31.67%, then 3BB for 26.67% and the last position is TOT for 5.00%. The brand of internet may affect the consumer's purchasing via social media in case of review the product picture and comment, include to the payment. If the speed of internet is very slow, the consumers and business owners might change to direct buy and sell in a store only because of not trusting the reliability of the online process.

4.4 Tools for social media channels

In this part, the result shows how many social media channels people usually know and use, including which social media channels that they often use, what the reasons of using those channels are as well as the time that people are available to review and chat via those channels.
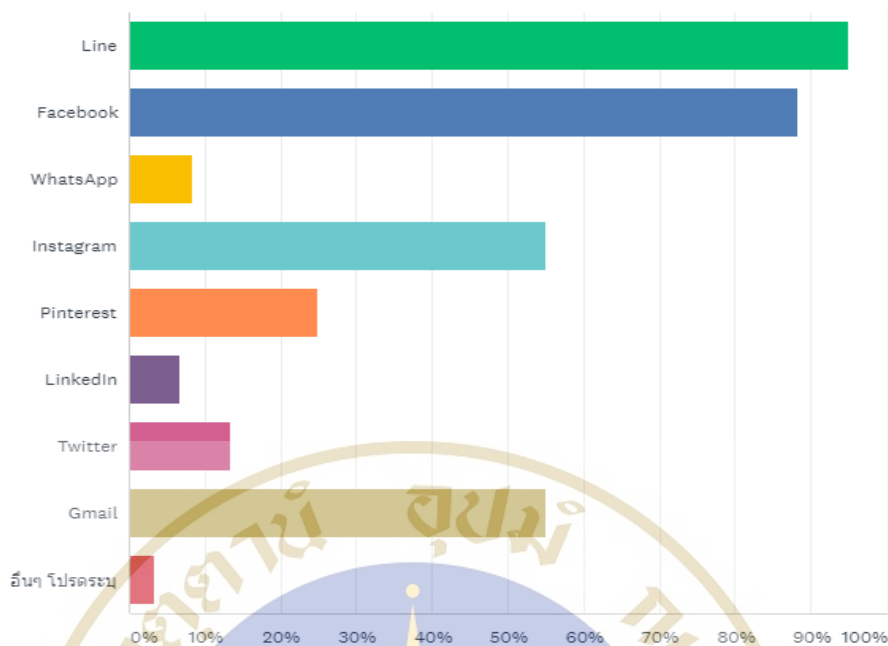
Figure 4.17 The social media channels which people usually use
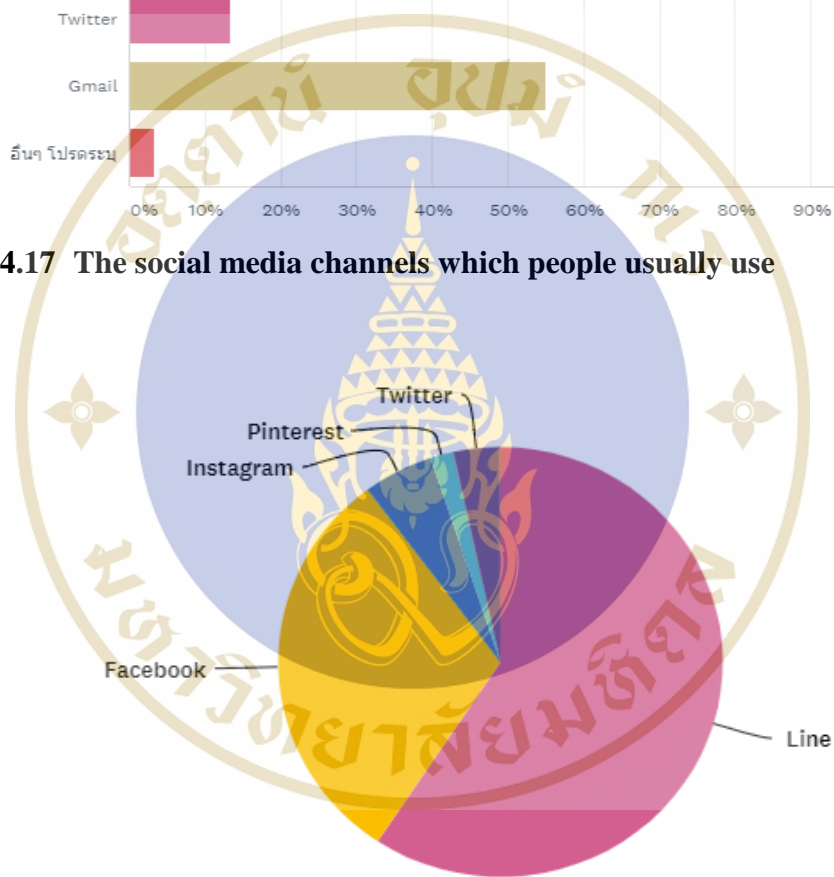
ANSWER CHOICES	RESPONSES
Line	59.32%
Facebook	30.51%
WhatsApp	0.00%
Instagram	5.08%
Pinterest	1.69%
LinkedIn	0.00%
Twitter	3.39%
Gmail	0.00%

Figure 18 The social media channel that people use most often
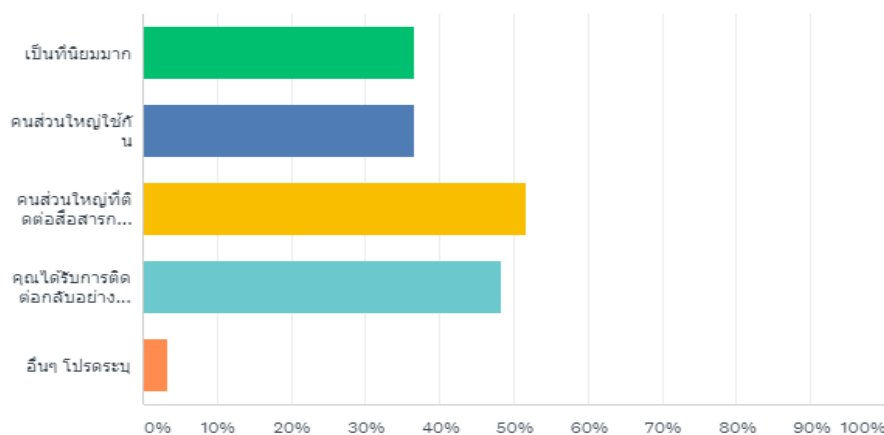
Figure 4.19 The reason that people use that channel the most
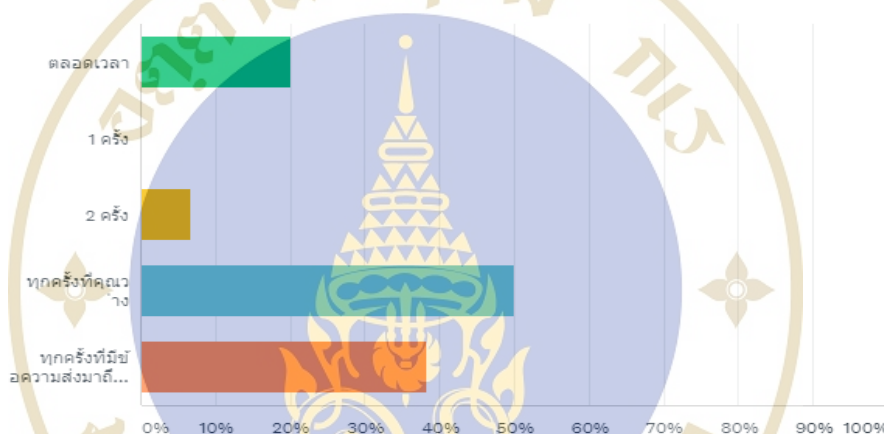
Figure 4.20 The time people use that social media channel per day

Figure 4.21 The time period people are available to review the messages or notifications on that channel

According to Figure 4.17 about the social media that people usually use, the respondents can choose more than 1 application they know and use because the people normally use many applications to contact others and follow the news and trend nowadays, the result shows that the main social media channel is Line application in Green, 95.00% of respondents use it as usual, the second position is Facebook in Blue for 88.33%, the third position is Instagram in Light blue and Gmail in Brown for the same percentage 55.00%, Pinterest is the fourth position for 25.00%, followed by Twitter is the fifth for 13.33%, and the rest are WhatsApp for 8.33% and LinkedIn for 6.67%, besides, there are only 2 respondents who use Hotmail and Reddit.

However, in Figure 4.18 the social media that the respondents use the most is Line application in Pink for 59.32%, follow by Facebook in Yellow for 30.51%, the third is Instagram in Blue for 5.08%, then follow by Twitter in Purple for 3.39%, and the last position is Pinterest in Light Blue for only 1.69%.

For the reason in Figure 4.19 that the respondents choose to use that social media channel the most because most of the people whom the respondents contact with use it for 51.67% in Yellow, follow by getting the fast response from that channel for 48.33% in Light Blue, and the same percentage (36.67%) are the popularity in Green and most of people use it in Blue. Besides, the additional comment is the privacy of using it.

And in Figure 4.20 how many time that people use social media per day, they use them when they are free or available about 50.00% in Blue, follow by using social media when the respondents get the notification about 38.33% in Orange, while some respondents use them all the time for 20.00% in Green and the rest of respondents use only twice a day for 6.67% in Yellow. However, in Figure 4.21 the most period of time that the respondents can review the message or any notification is late at night for 36.67% in Light Blue, followed by before going to bed for 26.67% in Orange, then in the evening for 25.00% in Yellow and in the morning for only 11.67% in Green.

4.5 Behavior of using social media for purchasing and marketing products.

In this part, the collected information is related to the behavior of using social media channel for buying and purchasing the specific product only based on how to apply the social to small SME topic, the steel and construction product is the main product in this survey. And below is the result:
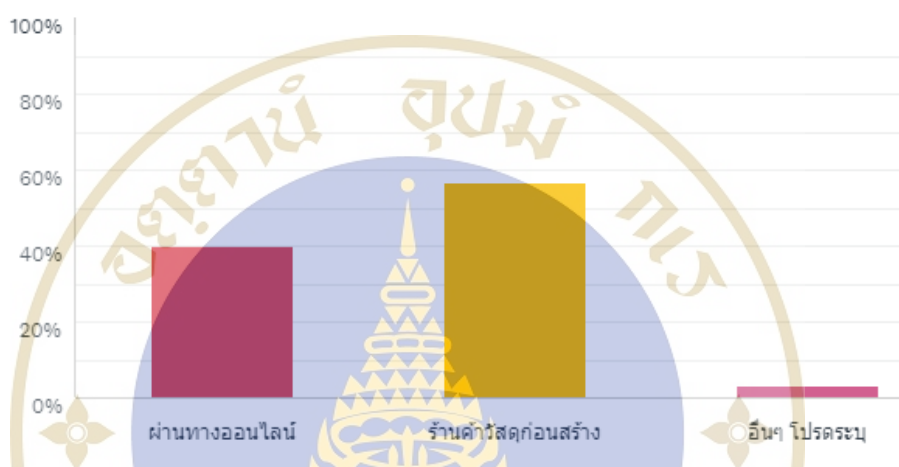
Figure 4.22 The most convenient channel to purchase the construction or steel product
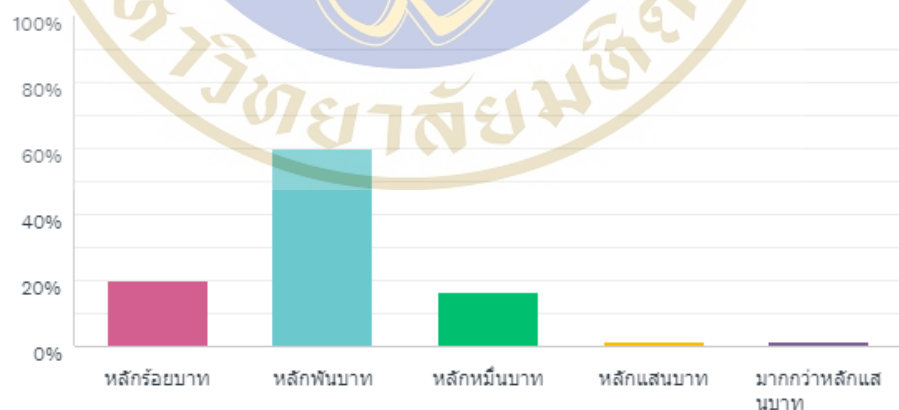
Figure 4.23 The price range of construction or steel products that make people interested in online purchasing
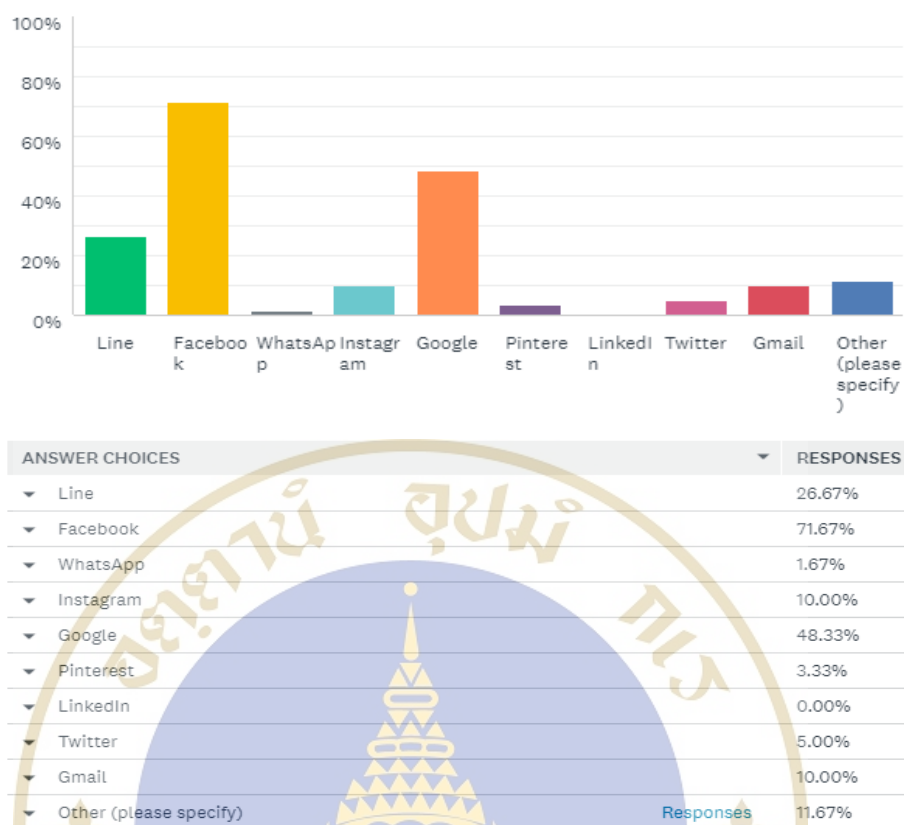
Figure 4.24 **The social media application that people use to search for information of the steel/construction product before purchasing**

According to the result in Figure 4.22 the most convenient channel that people will buy the steel or construction product is at store for 56.67% in Yellow and online for 40.00% in Red which show the consumer is interested in purchasing this kind of product, if there are online promotion in social media. The rest is buying from Sales Representative for 3.33% in Pink. And for the price range that make the respondents interested in online purchasing in Figure 4.23, the result shows that the respondents interest in Thousand Unit Baht for 60.00% in Light blue, follow by Hundred Unit Baht for 20.00% in Pink, the third is Ten-Thousand Unit Baht for 16.67% in Green, and the rest as same percentages is more than One Hundred Thousand Unit Baht for 1.67% in Yellow and Purple.

And the social media channels that the respondents use to search for the information of steel/construction products before purchasing in Figure 4.24 is Facebook for 71.67% in Yellow, Google for 48.33% in Orange, Line for 26.67% in Green, Pantip in others in Dark Blue for 11.67%, Gmail in Red and Instagram in Light Blue is the same

percentage as 10.00%, Twitter for 5.00% in Pink, Pinterest for 3.33% in Purple and the last position channel is WhatsApp for only 1.67% in Grey.
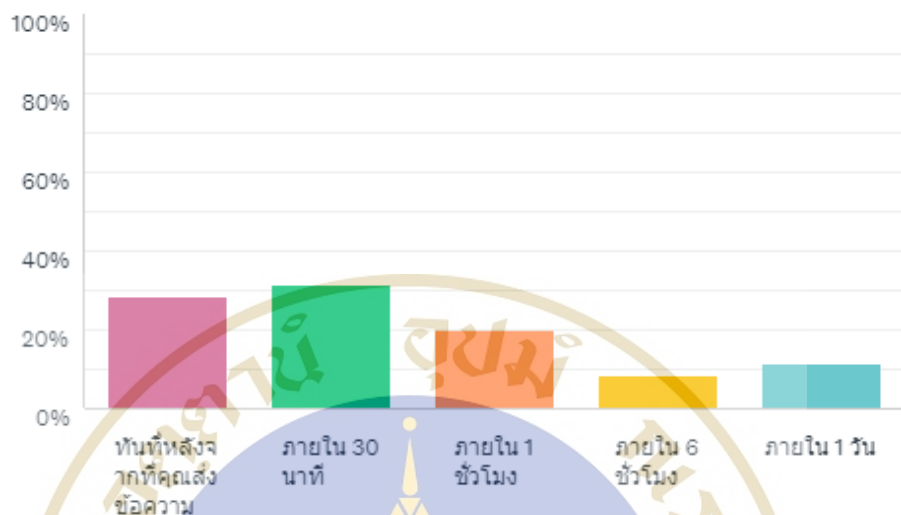
Figure 4.25 The fast of response to the consumer

For point 4.25 about how fast of response from business owner to the consumer they expect, 30 minutes after sending message is the first rank for 31.67% in Green, follow by immediate after sending the message for 28.33% in Pink, 1 hour after sending the message for 20.00% in Orange, then within 1 day after sending the message for 11.67% in Light Blue and within 6 hours after sending message for 8.33% in Yellow.
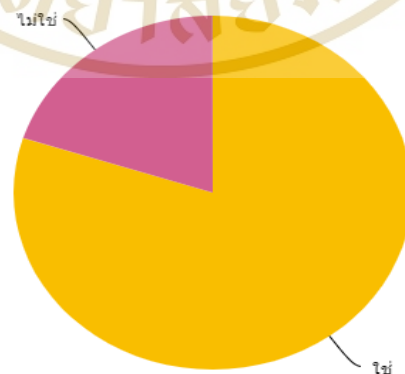
Figure 4.26 Providing feedback via social media after receiving and using the product
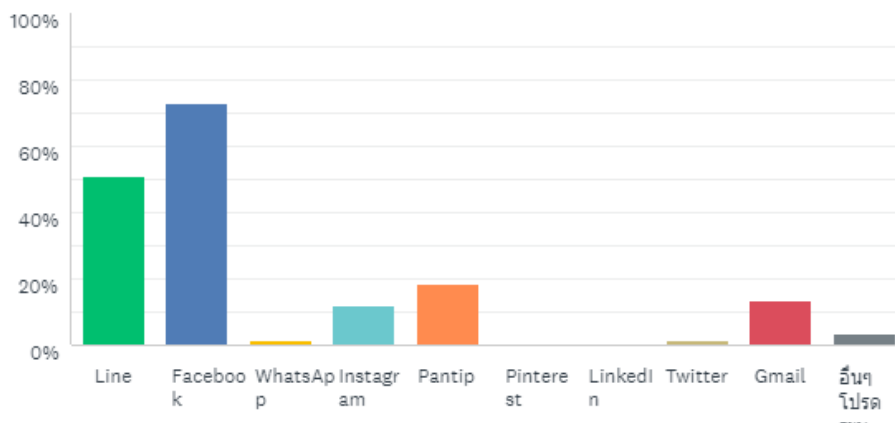
Figure 4.27 Providing feedback via social media after receiving and using the product

According to Figure 4.26 that most of respondents want to provide feedback after using the product for 80% in Yellow and only 20% of respondents who don't want to provide feedback in Pink. In Figure 4.27 the channels which the respondents provide the feedback is Facebook for 72.88% in Dark Blue, follow by Line for 50.85% in Green, Pantip for 18.64% in Orange, Gmail for 13.56% in Red and Instagram for 11.86% in Light Blue.

4.6 Decision making for purchasing and marketing products
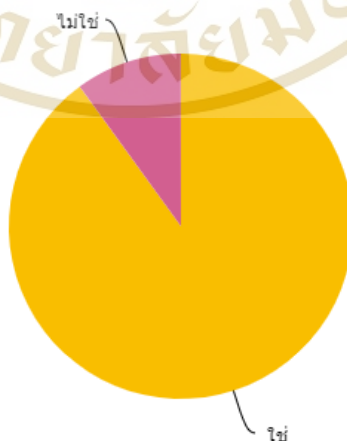
Figure 4.28 Likes" and reviews on Facebook or other social media channels influence the decision to buy the construction product

ไม่ใช่

ใช่
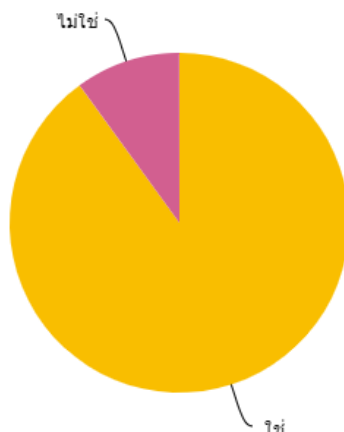
Figure 4.29 Friends and family influence in buying the construction product online

For the result of the influence from Likes" and reviews on Facebook or other social media channels to the consumer in Figure 4.28, 90% of respondents in yellow agree that "Like" affects to their decision making to buy product, include to Figure 4.29 that the family member and friends affect to their decision also for 90% in Yellow, the rest for 10% refuse these influences.

100%

80%

60%

40%

20%

0%

เชื่อมั่นมาก   เชื่อมั่นปานกลาง   เฉยๆ   ไม่เชื่อเลย
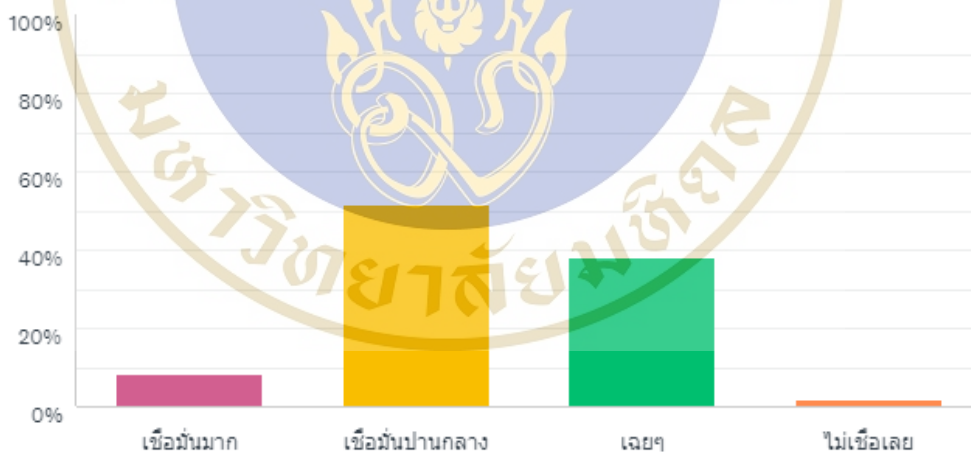
Figure 4.30 The belief in brand, product and quality of construction product via social media marketing

The result of belief in brand, product and quality of construction product via social media shows that neutral belief for 51.67% in Yellow, Neutral for 38.33% in Green, strong belief for 8.33% in Pink and no belief at all for 1.67% in Orange.

ANSWER CHOICES	RESPONSES
▼ คุณและเจ้าของธุรกิจสื่อสารด้วยภาษาท้องถิ่นเดียว	13.33%
▼ คุณและเจ้าของธุรกิจอาศัยอยู่ในจังหวัดเดียวกัน	15.00%
▼ คุณสนับสนุนสินค้าท้องถิ่น	5.00%
▼ คุณรู้จักกับเจ้าของธุรกิจโดยตรง	25.00%
▼ คุณสามารถต่อรองราคาสินค้ากับเจ้าของธุรกิจได้โดยตรง	38.33%
▼ คุณได้ยินเกี่ยวกับสินค้าและบริการจากผู้อื่น	50.00%
▼ เพื่อนหรือคนในครอบครัวแนะนำ	45.00%
▼ ฟรีค่าขนส่งและติดตั้ง	58.33%
▼ เชื่อมั่นในสินค้าแม้จะไม่เคยติดต่อหรือสั่งซื้อมาก่อน	8.33%
▼ ต้องการทดลอง	23.33%
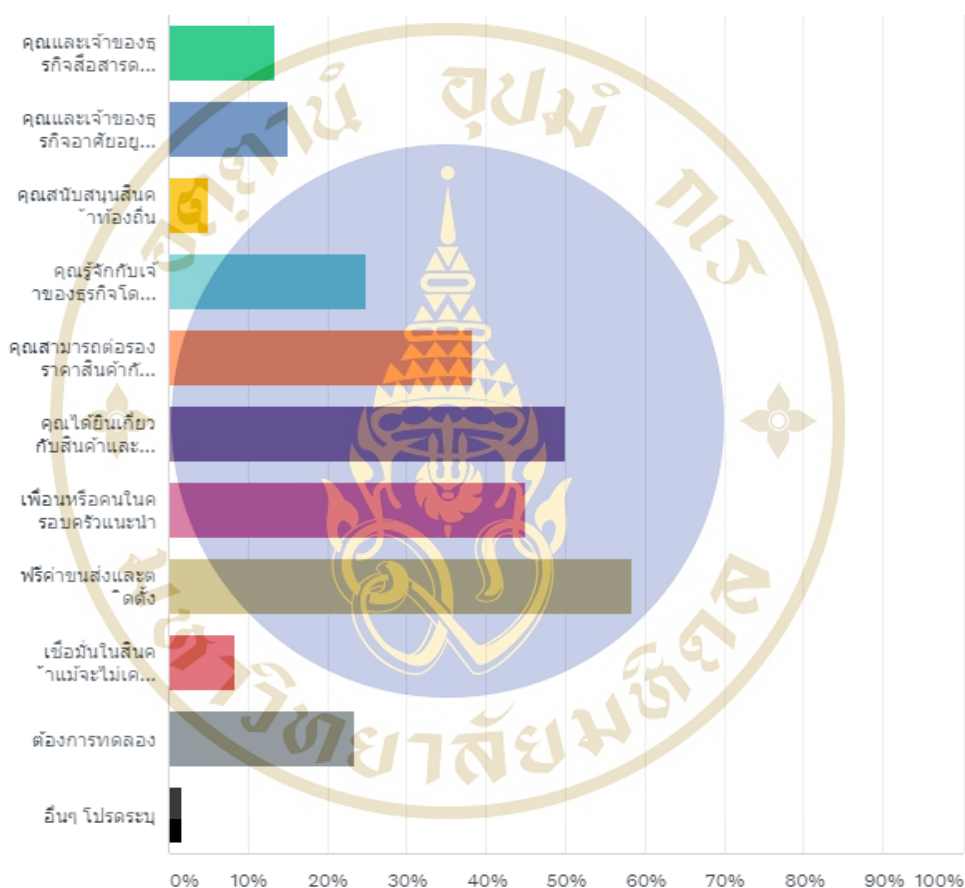
Figure 4.31 The reasons make people decide to contact or buy the construction product with the business owner directly via social media

According to the reasons that the respondents make decision to buy the construction product via social media are "Free product installation and delivery" for 58.33% in Brown, follow by "Word of mouth" for 50.00% in Purple, "The suggestion from friends and family" for 45.00% in Pink, "Direct online bargaining the price with the business owners for 38.33% in Orange, "Personal knowing the business owner" for

25.00% in Light Blue, "Trial the product" for 23.33% in Grey, "Living in the same area with the business owner" for 15.00% in Dark blue, "Using the same language with the business owner" for 13.33% in Green, "Belief in product for the first online purchasing" for 8.33% in Red, "Supporting the small SME" for 5.00% in Yellow and Inexpensive for only 1.67% in Black.
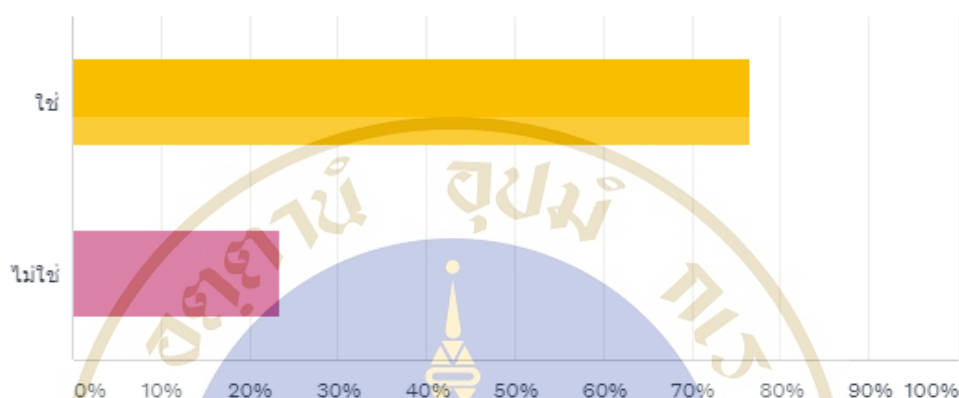
Figure 4.32 Trust in the security of the online payment process
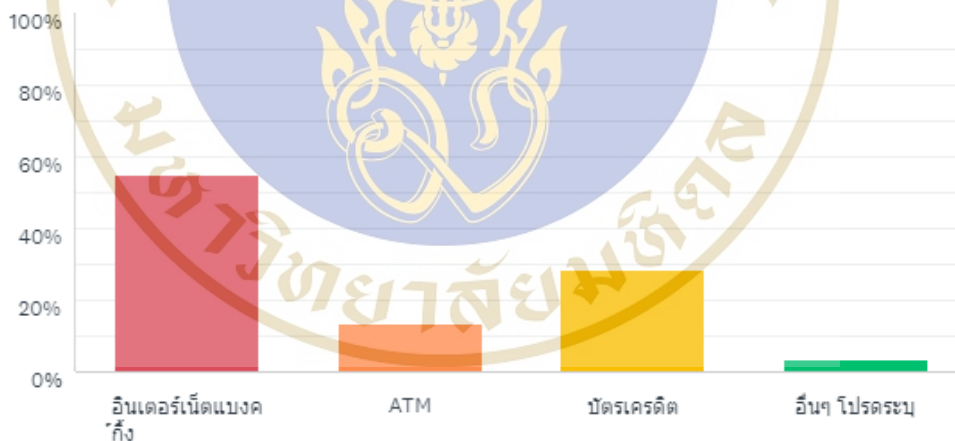
Figure 4.33 Channel of payment for purchasing the construction product

The result of the consumer's behavior of online payment shows that in Figure 4.32 the respondents trust in the security of the online payment for 76.67% in Yellow, and the rest of them for 23.33% in Pink don't trust it. And about the channel of payment to purchasing the construction product in Figure 4.33, the respondents select to pay by the internet banking for 55.00% in Red, some of them pay by credit card for 28.33% in yellow, follow by using ATM to transfer money for 13.33% in Orange and

the other in Green mentioned that they go to the bank and do the normal transfer process for 3.33%. For the analysis, although the consumers believe in online payment for more than 70% but finally only half of them use the internet banking, and another half select to use the old process such as transfer money by ATM and going to bank.

4.7 The consumers' opinions for the small SME business owner.

There are 21 respondents who provided their opinion to the small SME business owner. The most of comments are the business owner should be sincere to deal the business with customers with quality and high speed of service that make the customer impressed with the brand, and the rest are the good quality of product and after sell service are important. Further, the response via social media from the business owner to the customers should be fast, otherwise, the customers are no more interested in that brand. Moreover, there are many opinions about the business owner's contact and a store's information should be clearly indicated in social media channels in order to easily be contacted and followed by the consumer. Some also mention that the business owner should make the brand or store trustworthy, then the consumer will have loyalty. Some opinions are the social media channel of the brand should be utilized and easily reached by the customers, and the business owner should improve or show the responsibility when there is a negative review by the consumers. And the rest of the opinions are about the reasonable price for the quality of product.

CHAPTER V
CONCLUSIONS

5.1 Discussion

All seventeen factors from the framework, which were Gender, Language, Education, Occupation, Income, Location, Family, Life style, Brand of internet connection, Tools (mobile phone and computer), Times of spending with Social Media, Social Media channel, Time of purchasing via Social Medial, Interested Business, Decision making, Trust and Loyalty, had been concluded in seven groups of questionnaire questions. The research shows that most people have never brought construction or steel products via social media, because they have not seen the advertisement or any promotion via those channels such as Facebook, Line and Instagram. However, if this kind of product is promoted on these channels, the consumers are interested in reviewing and purchasing.

In addition, this research identified the target consumers who live in the other part of Thailand, as almost half of the respondents from the South and another half of them from the capital city. Using social media is easy for them, and the device that they most often use for getting advertising is mobile phone. Nowadays, 4G covers almost all regions of Thailand which mean many people can use the internet by phone, with the most popular brand being AIS. According to the research, the problem of slow internet connection and devices has disappeared, as the technology development has increased and reached into the rural areas.

Moreover, the results also indicate that Google and Facebook applications are the main channels people often use for online shopping, because most of their social network usually use it and they can get the response from these channels faster. People always search and chat whenever they are available and even they receive the message, they will review it immediately. Besides, at the late night and before going to bed are the most frequent times that people use social media

However, the results also show that for steel and construction products, they prefer to go the shop more than buying online. This fact can be explained by the frameworks: Uses and gratification theory and AIDA Model that because there is almost no online promotion for this kind of product and most of the respondents never see or review on the social media at the first stage of frameworks, so there are no cognitive needs and no brand awareness. As the construction and steel products are not the daily product but people will need it when they want to improve or fix some parts of home. The first thing they will do is searching the information on Google or going to shop that they see at some place without any understanding and knowledge such as the material, the quality and the price, then they decide to go the shop. On the other way, the typical small SME owner in construction and steel products has not yet promoted these products and services actively online to create brand awareness.

Furthermore, the results show that people are willing to buy the construction products if there are promoted on the social media because it saves the cost of travelling, It is convenient, they can review the comment and they can contact business owner directly. And the average price that the consumers are interested in buying this kind product online is in the Thousand to Ten-thousand Bath range. Besides, the consumer would appreciate to receive the response from business owner within 30 minutes, or an immediate reply. And after purchasing, the consumers would like to provide for both positive and negative feedback via Facebook and Line application.

However, Like and review, the word of mouth from friend and family are the main influence to online purchasing. Moreover, knowing each other before, speaking the same language between the consumer and business and living in the same region are also the key factor that make the consumers decide to purchase online, which support Symbolic Interactionism Theory that people better understand each other when they communicate the same language and the interaction. And for the payment, the people perceive the trustworthiness on the online payment and are willing to pay via internet banking as it is convenient.

Last but not least, there are some suggestions from the consumers to the small SME owners, the sincerity of dealing business, the quality of product which is qualified to the price, the after-sales service, include to the clear contact information of the shop and online content are very important, as well as the fast response of business

owner to the consumers, otherwise, they are no longer interested in that brand and turn to find other brand instead. The small SME owner should make his brand more trustworthy for consumer's impression, especially for construction and steel products.

5.2 Recommendations

According to all data in this research on the topic "How to apply social media for small SMEs in the rural area", the responses from Thai consumers who have experience in buying products online, but there are a few people who have ever reviewed construction and steel products.

It apparently shows that Facebook and Line are the main and popular channels that both of business owners and customers are accustomed to social media via mobile device. Beside chatting, it is necessary practice for business owner to learn indeed to promote, advertise his product on the webpage and keep posting for his successful projects by using Facebook Advertising Campaign as the consumers mentioned they almost never see the page that promote this kind of product online. This Facebook campaign can target the customers, the area to deal the business with, including to how many Like per day the SME owner requires and especially implement the campaign for specific products. Moreover, the SME owners can realize the cost of delivery from the target area also. Then Facebook is the most effective social media channel. However, the process of digital marketing creation is not easy for the SME owners who are familiar with the tradition marketing channel, then there are thee methods to learn how to create page such as trying to do by themselves, hiring a social media expert and learning from Youtube or s website.

To create the trustworthiness and brand loyalty via online media would require the clearly indicated contact and store information of the SME owner, as well as the prompt response to the queries, include to the feedback channel, good after sales-service and the number of "Like" and sharing on Facebook which build the brand awareness. SME owner might need the ability to adjust themselves to the digital marketing world.

Furthermore, the normal range of transaction per a construction and steel order is approximately one thousand to ten-thousand Baht unite which is matched the amount of consumer's willing to pay online refer to the result. However, the transaction

amount depends on how large or small project is, the customer can pay a deposit or an upfront payment for 20-50% of total amount to guarantee for the order first, but it also depend on the relationship between the SME owner and the customer.

In summary, the recommendation is to initiate online marketing for construction and steel product. SME owners might think advertising via social media for this kind of product is more complicated than other products such as cloth, because of the content and many requirements of details. But if they can make it available and visible online, the consequence could be more advantage in terms of marketing and more customer responses and orders potentially.

5.3 Limitations and Recommendations for Future Research

This research has some limitations and recommendations for the future improvement. The number of respondents is comparatively small and the all selective target group had been expected to be the people who live in the rural area, however, the result showed half of them live in the capital city and another half of them live in the countryside. Moreover, some respondents are not interested in SME or construction products which might affect to the result of this study. However, the results showed the real attitude and behavior of the online consumers. Secondly, without time and budget constraints, the researcher could go into the rural area and spend time to collect more data which could better represent the small SME owner and the consumers in those areas. Moreover, this research could be conducted with two methods, which are quantitative and qualitative together, to better understand consumer behavior and the obstacle for using social media in a rural area.

Finally, the result from this research provided the useful information to improve SME business in the way of online marketing in the countryside. Especially for the SME owner who can expand the good reputation and promote his products and services through this channel.

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APPENDICES

Appendix A: Questionnaires

How to apply social media for the local business owner and local consumers to effectively use in a small SME

This survey is a part of subject "Thematic paper: Consulting Practice" of College of Management Mahidol University. All responses in this survey are treated anonymously, and used for the completion of Master Degree at CMMU

1. General Information

1. What kind of product do you interest to purchase via social media?
   - ❑ Beauty product
   - ❑ Cloth
   - ❑ Electronic product
   - ❑ Construction product
   - ❑ Food
   - ❑ Beverage
   - ❑ House decoration equipment
   - ❑ Accessories
   - ❑ Other, please specific……………

2. Have you ever bought or review the construction product or instrument such as steel or aluminum roof (picture) via social media before?
   - ❑ Yes
   - ❑ No

3. If it's possible, do you interest to review or buy the construction product via social media by contracting the business owner directly? (if yes go to point.4, if No, thanks for your supporting and end the question)
   - ❑ Yes
   - ❑ No

4. What was the experience did you receive from your review or purchasing the construction product via social media? (Positive or negative)

   ❑ Positive

   ❑ Negative

   ❑ Indifference

5. What is the reason make you buy this kind of product via social media?

   ❑ Not wasting your time to travel

   ❑ Being convenient

   ❑ Saving your cost of travel and telephone call

   ❑ Being able to review the comment or feedback

   ❑ Having a chance to contact business owner directly

   ❑ All above reasons

   ❑ Other, please specific.......

2. Demographic

1. Gender?

   ❑ Male

   ❑ Female

2. Which Thai local language do you use as normal?

   ❑ South

   ❑ East

   ❑ North

   ❑ Northeast

   ❑ Common language

3. Education?

   ❑ Master degree

   ❑ Bachelor degree

   ❑ Other, please specific…….

4. What category below is your age?
    - ❑ 15 - 20
    - ❑ 20 - 25
    - ❑ 25 – 30
    - ❑ 30 – 35
    - ❑ 35 – 40
    - ❑ 40 – 45
    - ❑ 45 – 50
    - ❑ More than 50

5. In terms of your current occupation, how would you characterize yourself?
    - ❑ Student
    - ❑ Employee
    - ❑ Business owner
    - ❑ Government officer
    - ❑ freelance
    - ❑ Other, please indicate…….

6. What is your average individual monthly income?
    - ❑ 10,000-25,000 Baht
    - ❑ 26,000-35,000 Baht
    - ❑ 36,000-45,000 Baht
    - ❑ 46,000-59,000 Baht
    - ❑ More than 60,000 Baht

7. Which part of Thailand have you been living or had you come from?
    - ❑ Central
    - ❑ South
    - ❑ North
    - ❑ Northeast
    - ❑ East
    - ❑ Other, please specific…….

3. Internet Connection

1. How hard of using social media do you feel

   ❑ Very hard

   ❑ Hard

   ❑ easy

   ❑ Very easy

2. Which is the device you use to access the internet

   ❑ Mobile phone

   ❑ Ipad

   ❑ computer

   ❑ All above

3. What is the internet connection brand of mobile phone you use?

   ❑ AIS

   ❑ Dtac

   ❑ True

4. 4. How effective is the internet connection of this brand for your mobile phone?

   ❑ H+

   ❑ 3G

   ❑ 4G

5. What is the internet connection brand you use for Wifi/Lan with a computer at your home?

   ❑ AIS

   ❑ True

   ❑ 3BB

   ❑ TOT

   ❑ CAT

   ❑ Other, please specific…….

6. How effective is the internet speed of this brand for your Wifi/LAN?

   ❑ Very speed

   ❑ Speed

   ❑ Slow

   ❑ Very slow

7. Do you think which internet brand is the most effective in your living area?

- ❑ AIS
- ❑ True
- ❑ 3BB
- ❑ TOT
- ❑ CAT
- ❑ Other, please specific……

4. Tools for social media channels

1. What is the communication devices you use the most to go online and use social media?

- ❑ Mobile phone
- ❑ Ipad
- ❑ computer
- ❑ All above

2. How many social media channels do you usually use? (you can select more than 1 choices)

- ❑ Line
- ❑ Facebook
- ❑ WhatsApp
- ❑ Instagram
- ❑ Pinterest
- ❑ LinkedIn
- ❑ Twitter
- ❑ Gmail
- ❑ Other, please specify…………

3. What is the social media channel you use most often?

- ❑ Line
- ❑ Facebook
- ❑ WhatsApp
- ❑ Instagram
- ❑ Pinterest
- ❑ LinkedIn

❑ Twitter

❑ Gmail

❑ Other, please specify…………

4. What is the reason you use that channel the most?

❑ Very popular

❑ Many people use

❑ All the people you contact with use

❑ You get the fast response from that channel

❑ Other, please specify…………

5. How many time do you use that social media channel per day?

❑ All the time

❑ One time

❑ Twice

❑ Every time when you are free

❑ Other, please specify…………

6. What the period time are you available to review the message or notification on that channel?

❑ Morning

❑ Afternoon

❑ Evening

❑ Late night

❑ Before going to bed

❑ Other, please specify…………

❑

5. Behavior of using social media for purchasing and marketing products.

1. Which is the most convenient channel for you to purchasing the construction or steel product?

❑ Online

❑ shop

❑ Department store

❑ Other, please specify…………

2. What is the price range of construction or steel products that make you interested in by online purchasing?
    - ❑ More than hundred-unit Baht
    - ❑ More than Thousand -unit Baht
    - ❑ More than Ten thousand- unit Baht
    - ❑ More than One hundred thousand- unit Baht
    - ❑ More than above amount

3. If you'd like to order the steel product, which social media or online application will you use to search or find information first?
    - ❑ Line
    - ❑ Facebook
    - ❑ WhatsApp
    - ❑ Instagram
    - ❑ Google
    - ❑ Pinterest
    - ❑ LinkedIn
    - ❑ Twitter
    - ❑ Gmail
    - ❑ Other, please specify…………

4. How fast of response via social media from the business owner would you like to get the reply after your message?
    - ❑ Immediate
    - ❑ Within 30 minutes
    - ❑ Within an hour
    - ❑ Within 6 hours
    - ❑ Within 1 day
    - ❑ Other, please specify…………

5. Would you like to provide feedback via social media after receiving and using the product?
    - ❑ Yes
    - ❑ No

6. Referring to Point 6. If "yes", what is your preferred social media channel forsharing the product feedback through?

- ❑ Line
- ❑ Facebook
- ❑ WhatsApp
- ❑ Instagram
- ❑ Pantip
- ❑ Pinterest
- ❑ LinkedIn
- ❑ Twitter
- ❑ Gmail
- ❑ Other, please specify…………
- ❑

6. Decision making for purchasing and marketing products.

1. Are "Likes" and reviews on Facebook or other social media channels influencing your decision to buy the construction product?

- ❑ Yes
- ❑ No

2. Do friends and family affected you to buy the construction product online?

- ❑ Yes
- ❑ No

3. Do you believe in brand, product and quality of construction product via social media marketing?

- ❑ Strongly Disagree
- ❑ Disagree
- ❑ Neutral
- ❑ Agree
- ❑ Strongly Agree

4. what is the reason make you decide to contact or buy the construction product with the business owner directly via social media

- ❏ Using the same language (south/north/northeast/east/central)
- ❏ Living in the same area
- ❏ Supporting the local product (premium quality)
- ❏ Knowing the business owner as a friend
- ❏ Being able to bargain the price
- ❏ Word of mouth
- ❏ Friend or the people suggest
- ❏ Free of delivery and install
- ❏ Trust the brand even not know it before
- ❏ All above reasons

5. Do you trust in the online payment process?

- ❏ Yes
- ❏ No

6. Which channel of payment do you use for purchase the construction product?

- ❏ Internet Banking
- ❏ ATM
- ❏ Other, please specify…………

7. Opinion.

1. What is your recommendation for the construction SME owner about the selling products online?

2. Please explain why you believe that social media is an effective way to reach the customer. You may use personal experiences as an example or your own reasons why social media is a useful tool for marketers and consumers?