A STUDY OF FACTORS INFLUENCING THAI ADULTS INTENTION TO BUY A FITNESS TRACKER DEVICES IN BANGKOK

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ABSTRACT

The purpose of this study is to explore the factors that influencing Thai people intention to buy fitness tracker devices in Bangkok in order to be an useful guideline for manufacturers to develop the future fitness tracker device for serving Thai customer needs. The quantitative research approach will be conducted in this thematic paper and collected the data from 100 respondents who are Thai people, aged 21 – 60 years old, live in Bangkok.

The result of this study found that price value, social influence and perceived ease of use are factors that affecting Thai people intention to buy a fitness tracker in Bangkok.

KEY WORDS: Fitness tracker/ Intention to buy

50 pages

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CHAPTER I
INTRODUCTION

1.1 Background

Nowadays, technology has been used a lot in healthcare industry and it becomes a tool to enhance people to get better life especially wearable device or fitness tracker. Fitness Tracker has played a key role for taking care of people health through monitoring and recording physical health data in their daily routine. Fitness Tracker users can record their health data on a daily basis such as heart rate, sleeping rate, step counting, calorie counting, exercise activities and so on.

According to International Data Corporation (IDC, 2019), the global shipments of wearable devices has increasing to 49.6 million units during the first quarter of 2019 which jumped up at 55.2% from the previous year. The research director from IDC mentioned that "While the functionalities and capabilities have grown and changed, the one common thread is the relentless focus on health and fitness. This has resonated strongly with users and health insurance companies alike, and new health and fitness insights attract a larger audience."

Refer to Top 5 Wearable Companies in figure 1, the below chart shown that Xiaomi company is the first top ranking with the shipment of Mi Band product at 5 million units.

Top 5 Wearable Companies, Wrist Worn Devices only, by Shipment Volume, Market Share, and Year-Over-Year Growth, Q1 2019 (shipments in millions)

Company	1Q19 Shipments	1Q19 Market Share	1Q18 Shipments	1Q18 Market Share	Year-over-Year Growth
1. Xiaomi	5.3	10.7%	3.7	11.5%	43.6%
2. Apple	4.6	9.3%	4.0	12.6%	14.8%
3. Huawei	3.9	7.9%	1.3	3.9%	213.0%
4. Fitbit	2.9	5.9%	2.1	6.7%	35.9%
5. Samsung	2.0	4.1%	1.1	3.3%	92.0%
Others	12.5	25.3%	11.6	36.4%	7.8%
Total	**31.3**	**63.2%**	**23.8**	**74.5%**	**31.6%**

Source: IDC Worldwide Quarterly Wearables Tracker, May 30, 2019

Figure 1.1 Top 5 Wearable Companies by Shipment Volume, Wrist Worn Devices only

For Thailand, according to the marketing analysis of smart wearable in Thailand from Economic Intelligence Center (เอี่ยมศิริ , 2019) revealed that during the past three years smart wearable has become a popular product which can seen from an average increase of 23% on sales per year in health devices categories.

There are three factors of increasing sales on smart wearable in Thailand which are increasing healthy trends, elderly society, and the investment from world's leading technology companies in the smart wearable. Similarly as Institute for Population and Social Research, Mahidol University revealed that the increasing healthy trends in Thailand can observed from the increasing number of runners which is about 12 million in 2016 and it is expected to grow steadily. Besides, the government and the private sector have focusing on the campaign for building people health consciousness which can seen from many running events in Thailand were increased from 500 events per year in 2016 into 696 events per year in 2018. Second factor is an increasing on elderly in Thai society has been driven the growth of smart wearable as well (National Statistical Office). The number of elderly over 60 years old who tend to live alone has an cumulative average increasing 3% per year since 2007 until today and it is predicted to increase to 1.4 million in 2022 or approximately increasing 11% of total number of elderly in Thailand. This led to the number of elderly who have to rely on themselves to increasing. The data from the Department of

Disease Control revealed that the death of the elderly from falling accident has increasing high as nearly 2,000 per year which this situation lead to develop features on smart wearable from manufacturers. Last factor is the investment of world's leading technology companies in the smart wearable.

Refer to CB Insights revealed that the world's leading technology companies from USA such as Apple, Intel, Alphabet, IBM, and so on has invested in healthcare industry since 2012 to 2018. The data found that the health device was ranked as second in the healthcare market which is the second one from software investment (as of March 9, 2018). The statistic of investment number can be seen that the average growth of 41% per year (from 2012 to 2016) showing that there are an interests of the world's leading companies in this industry.

Therefore, this has shown that the wearable technology device is continuing growing and it is an essential for manufacturers to produce and develop their products in order to serve customer's needs. This research aims to study the factors influencing the intention to buy of fitness tracker devices for Thai people in Bangkok area in order to be an useful information for manufacturers to develop the fitness tracker in the future to maximum meet Thai customer needs.

1.2 Research Objectives

To explore the factors that influencing Thai people's intention to buy fitness tracker devices in Bangkok in order to be an useful guideline for manufacturers to develop the future fitness tracker device for serving Thai customer needs

1.3 Research Question

- What are the key factors that influencing Thai people in Bangkok to buy fitness tracker device?
- Does the demographic has the relationship affect the intention to buy fitness tracker of Thai adult who live in Bangkok area?

- What kind of the demographic of Thai adulthood most likely to buy fitness tracker?

1.4 Research Scope

The quantitative research approach will be conducted in this thematic paper. The quantitative data will be collected by conducting an online questionnaire with 100 respondents who are Thai people, aged 21 – 60 years old, live in Bangkok area. The respondents will be both customers and non-customers in order to explore what factor will be an influencer to buy fitness tracker.

1.5 Expected Benefits

- To get an useful information about the consumer behaviors toward the fitness tracker buying
- To get the useful information for the manufacturer to develop the suitable product for serving Thai people needs

CHAPTER II
LITERATURE REVIEW

This chapter consists of definitions, related theories and related literatures in order to study and uses of existing theoretical framework and concepts that are associated to the topic of my research paper. Besides this research are applied Technology Acceptance Model Theory and others variable that affecting the intention to buy fitness tracker devices for Thai people in Bangkok area to develop model of conceptual framework model.

2.1 Definition

Fitness Tracker

Fitness Tracker is a wearable healthy device that record physical fitness activities such as heart rate, body temperature, and step counting. It has various model and pricing (Bunparit, 2017). Fitness Tracker is a wrist-worn device that can track and monitor daily steps, heart rate, sleeping level, and swimming laps by connecting with mobile application via Bluetooth to download physical's activities data(PC Magazine). Unlike smart-watch which can be defined as a kind of smart mobile device with a touch-screen display, designed to be worn on the wrist. Ex. Apple Watch, Samsung Watch (Silbert, 2019). Nowadays, most of smart watches with new version have built the physical fitness activities function as well.

In this research, fitness trackers can define as a wrist-worn device that design to record your physical fitness activities and track body movements at any time such as heart rate monitoring, sleep monitoring, calories monitoring, stress level monitoring, step counting, etc. Some fitness tracker may have different functions build in such as timing, emails, listen to music or connected with mobile devices which depend on series and pricing.

2.2 Theoretical Framework
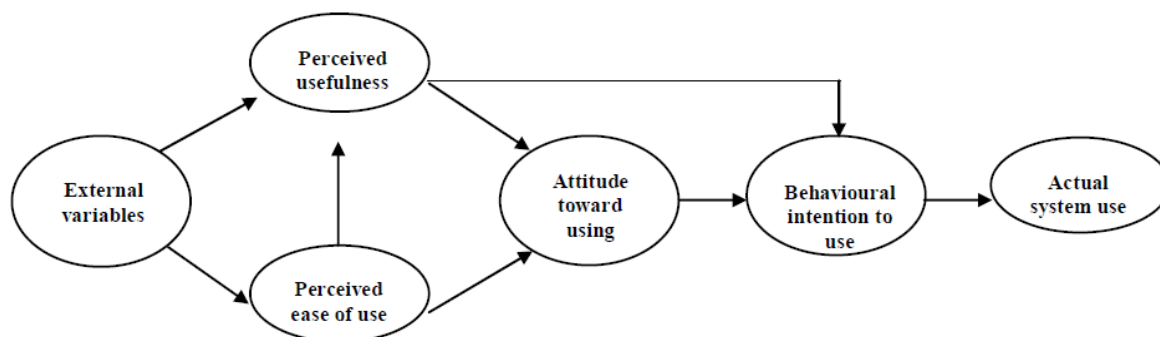
Figure 2.1: Technology Acceptance Model (TAM) by Davis (1989)

TAM was developed by Davis (1989) which the theory aims to understand and predict about the acceptance and usage of technology from people. TAM is one of the famous theories and has been widely used to study on technology acceptance in many researches. Davis (1989) proposed two factors that are the main factor of people 's acceptance and intention to use new technologies: perceived usefulness and perceived ease of use (Mahdokht, 2017). Similarly as Damrongkiatak (2016) mentioned that the main factors of TAM that are the most affecting to the acceptance and intention to use or actual to use are Perceived Usefulness and Perceived Ease of Use.

So, this research will be used Perceived Usefulness and Perceived Ease of Use to be factors of exploring.

2.3 Perceived usefulness

Davis defines Perceived usefulness as "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989, p. 320). Perceived usefulness is the level of people beliefs that new technology will be useful for increasing the effectiveness of work (ดำรงเกียรติศักดิ์, ร., 2016). Perceived Usefulness can described as person recognizes that using information system can be an useful tool and if using a new information system that has been

developed, it will increase the efficiency of the work which become direct impact on the intention to use of information system (Hirunkul, C. and Kanthawongs, D.,2016).

Other researches such as Kim and Shin (2015) use TAM in their researches and mentioned that the factor of Perceived Usefulness lead to intention to use where the theory of TAM states that when any technology is easy to use or the user perceive that it is useful to use, people is willing to use and lead to positive influence toward intention to use. While the researchers mentioned that perceived usefulness of technology is the factor that become determines about how the technology can improve performance efficiency and also be the factor that directly affects the intention to use (Chaweesuk, Chaturaphat , 2013).

In this research, perceived usefulness can be described as how fitness tracker devices can improve and enhance user's health productivity or their performance. Perceived usefulness can be measured by user's belief that using a fitness tracker will help them boost their personal goal easily such as being more productive and also get the benefit from its product which will lead them to buy the fitness tracker.

2.4 Perceived Ease of use

Davis defines perceived ease of use as "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989, p. 321). Perceived ease of use means the level of person beliefs that new technology will help them work easier, less time, and low effort (ดำรงเกียรติศักดิ์, 2016). Perceived ease of use means the level that users expect toward the technology that should be simple and low effort for using. Any technology that is easy to use and low complexity is high possible to be accepted by users and perceive ease of use has direct impact on people behavior toward acceptance and intention to use (Chureeporn Thongthanai (2012)

For this research, perceived ease of use can be described as low effort for user to use a fitness tracker which it is not come from often usage but it can illustrates by easy to command operations function as what user want to do and easy to interact with a fitness tracker.

2.5 Social Influences

Social influence can be described as the behavior of close people such as friends, family members, famous people from advertising media, or others opinions and users who have used technology or wearable devices can influencing people who use technology or wearable device (Venkatesh et al., 2003; Junadiand Sfenrianto, 2015; Huang and Qin, 2011; Chen and Chiang, 2013).

The social influence factor derived from the theory of reasoned action and the theory of planned behavior showing that subjective norm can influence one's behavior by impacting on one's behavioral intentions. The foundation of social influence factor is subjective norm and image. The subjective norm is defined as a person's perception that most people who are important to them think that they should or should not act (Fishbein and Ajzen, 1975, p.302). While the image is defined as the degree to which use of an innovation perceived to enhance one's status in one's social system (Moore and Benbasat, 1991, p. 195). Most of researches use social influence to be a factor that influencing the smartwatch adoption and this factor found that it has the significant effect to the smartwatch adoption (Wu et al., 2016; Hsiao, 2017, Kongraksa ,2017).

According to above definition and findings, Social Influence is defined as "the degree to which an individual perceives that an important from others people or environment drive them to think that they should use the new system". Social Influence can illustrate from a person such as friend, family, society or someone who has some influences status or past relationships to impact on one's behavior intention to buy a fitness tracker.

2.6 Perceived Aesthetics

Aesthetics is defined as the perception of beauty of objective which can perceived as attractive appearance. (Oxford Dictionary)

After review the others researches, the perception of aesthetics in term of visual attractiveness can be the factor that influencing people to adopt wearable devices because they perceived the enjoyment and social image of the wearable

devices (Yang et al., 2016) which is similar as the research from Jeong et al. (2017) that studying about the intention to adopt wearable devices and stated that "there was a significant effect of aesthetics on wearable devices adoption.

So, in this research, perceived aesthetics of fitness tracker can defined as the outward product appearance through color, size and shape of fitness tracker that user perceived as a beauty accessory.

2.7 Price value

Price Value is one of the components of Modified Unified Theory of Acceptance and Use of Technology2 (UTAUT2) which was extended developing from UTAUT and proposed by Venkatesh, Morris, and Davis (2003). The researchers found that the price value factor has an impact on the behavioral people. Price Value can be described as the expectation of users between their expenses and their benefit perception toward the products (Zeithaml, 1988). When the price value is assessed to be less than the product's benefit, the users are likely to adopt the product (Venkatesh et al., 2012).

After review other literatures, the price value has been used to be a hypothesis of influencing product adoption and it has a significant effect on consumer's intention to buy wearable's devices. (Lee, 2009; Yang et al., 2016; Preusse et al., 2016, Gao et al. 2015).

In this research, price value is defined as the worth perception between product's benefit and money that users will spend. Price Value can illustrate by user's perception that using fitness tracker offer good value for their money.

2.8 Intention to buy

The behavioral intention to buy is a measure of strength of one's intention to perform a specified behavior (Fishbein and Ajzen, 1975) and it is a predictor for usage (Szajna,1996). The intention to buy is defined as the behavioral intention to try to do thing and it can be described as a motivation factor that influences behavior. Intention is an indicator that how much effort that a person has dedicates to do thing. If

a person has more effort, there is possibility that he or she will perform a behavior. Sorebo, Halvari, Gulli & Kristiansen (2009)

The behavioral intention can be used to describe the actual buying or the intention to buy or use because there are several empirical studies that have found that the behavioral intention to buy strongly and significantly correlates with actual use (Davis, 1989; Al-Maghrabi and Dennis,2011; Venkatesh et al.,2012; Yiu et al., 2007).

For this research, the intention to buy a fitness tracker is defined as the degree to which a person is willing to use or buy a fitness tracker which can illustrates from user's perception toward the above independent variables such as perceived usefulness, perceived ease of use, social influence, perceived aesthetics and price value.

In this chapter of literature review, the study has found a study of factors that influence the intention to buy of fitness tracker devices for adulthood in Bangkok area are perceived usefulness, perceived ease of use, social influence, perceived aesthetics and price value which can see the conceptual framework in below figure 2.2.

Independent Variables   Dependent Variables

| Perceived Usefulness |

| Perceived Ease of Use |

| Social Influence (Subjective Norm , Image) |

| Perceived Aesthetics |

| Price Value |

| Intention to buy |
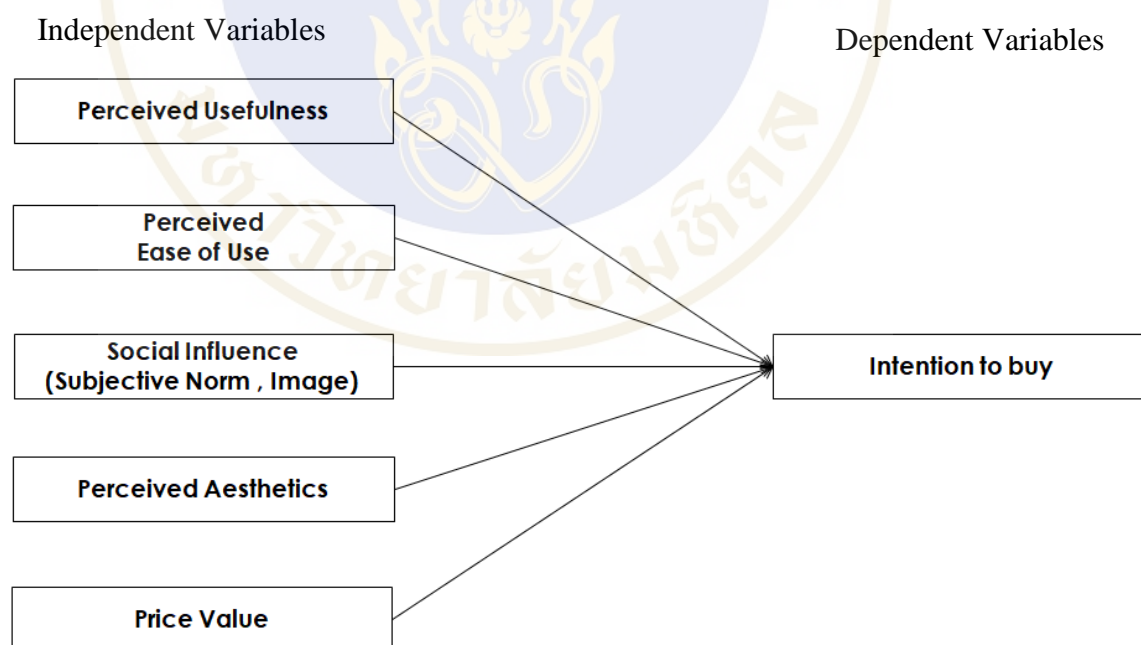
Figure 2.2 Conceptual Framework

CHAPTER III
RESEARCH METHODOLOGY

This research will focus on exploring the factors that the past research found and apply them to the context of Thailand. The research will be explored the factor that influence Thai people who are both customers and non-customers of fitness tracker, aged 21 – 60 years old and live in Bangkok area to buy fitness trackers.

This research requires the data collection by using quantitative research method via online questionnaire which it will send by Google Form Online and distribute to people in Bangkok area to investigate the most important factors that influencing Thai people in Bangkok to buy fitness tracker device.

3.1 Sample Size

The sample of this research is calculated by using Taro Yamane (Yamane, 1973) formula with 90% confidence level. (according 3,349,366 persons from the data National Statistic Office Report 2017.) The calculation formula of Taro Yamane is presented as follows;

After calculated the sample size by substituting the numbers into the Yamane formula, the numbers of sample is 99.99701 persons. In order to obtain reliable of data, researcher has increased sample size to 100 persons. Therefore, the sample size will come from non-random of 100 Thai people who are both customers and non-customers who are interested in fitness tracker and aged between 21 – 60 years old and live in Bangkok area. This is because they will understand which factors have an impact on their purchasing or intention to purchase.

Bangkok will be selected as the province to collect data because they are surrounded by technology. The distribution of questionnaires has been done personally through an Internet survey (Google Form Online).

3.2 Data Collection

This research requires the data collection by using quantitative research method with the online close-ended questionnaire because of the short data collection period and convenience for respondents to access the questionnaire. The questionnaire will send to 100 respondents by using Google Form Online format and distribute through Email, Facebook and Line to people who live in Bangkok area in order to investigate the most important factors that influencing Thai people in Bangkok to buy fitness tracker device. The survey questionnaire was developed from the literature reviews, all questions are linked to the factors that influences Thai people to buy fitness tracker such as perceive usefulness, perceive ease of use, social influence, perceived aesthetic and price value.

This questionnaire consists of 4 parts, examining all the factors of the conceptual model by using 24 questions.

Part 1: "Introduction" to introduce what the study will be explored but not specific because it will get bias data from the respondents.

Part 2: "Screening Question" to filter out people who do not know the fitness tracker before and do not interested in fitness tracker by using nominal scale.

Part 3: "Specific Question" to see respondent's attitude that influence factor of buy fitness tracker by using interval scales for 24 questions and four point Likert scales, from 1 to 4 that are:

1 — Strongly Disagree

2 — Disagree

3 — Agree

4 — Strongly Agree

Part 4: "Demographic Question" to see the information of the respondents.

3.3 Data Analysis

The data will be analyzed by using Statistical Package for Social Sciences (SPSS) program to identify and test the independent variables (Perceived Usefulness, Perceived Ease of Use, Social Influence, Perceived Aesthetics and Price Value) and

dependent variable (Intention to buy) from conceptual model in chapter II. This research uses measurement tools as below;

1. Descriptive analysis : To explain the demographic information of all respondents by using table of frequency, percentage, mean and standard.

2. One Way Analysis Of Variance : To test whether the relationship between demographic has the affected toward the intention to buy of a fitness tracker.

3. Regression Analysis : To study the relationship between all five independent variables toward the intention to buy a fitness tracker

Refer to this research uses 4 level Likert scale to evaluate the degree of agreement. To determine the minimum and the maximum length of the 4-point Likert type scale, therefore the range is calculated by below formula;

$$\text{Interval Scale} = \frac{4-1}{4}$$
$$= 0.75$$

Interval Scale and Meaning

Level	Likert scales
3.26 - 4.00	Strongly agree
2.51 - 3.25	Agree
1.76 - 2.50	Disagree
1.00 - 1.75	Strongly Disagree

3.4 Reliability and Validity

According to Reliability Test, the research has been using Cronbach's Alpha to measure the reliability coefficient of questionnaire. The score of Cronbach's Alpha should more than 0.70 which is acceptable for research. Refer to this research, there are 24 questions which all questions have above 0.70 alpha and it is showed that this research is reliability and the researcher can bring to collect the data.

Table 3.1 Reliability Analysis Cronbach's Alpha

Variables	Cronbach's alpha
Perceived Usefulness	
Using a Fitness Tracker would enable me to accomplish health goals faster	0.766
Using a Fitness Tracker would improve my health performance	0.802
Using a Fitness Tracker would increase my productivity	0.776
Using a Fitness Tracker would enhance my health	0.811
I find a Fitness Tracker useful when I exercise	0.798
Total	**0.825**
Perceived Ease of Use	
Using a Fitness Tracker in daily life is easy for me	0.821
It is easy to control a Fitness Tracker to do what I want it to do	0.831
A Fitness Tracker is flexible to interact with	0.812
It is easy to become skillful at using a fitness tracker	0.820
I find a Fitness Tracker is easy to use	0.794
It is easy to remember how to perform tasks with a fitness tracker	0.802
Total	**0.840**

Table 3.1 Reliability Analysis Cronbach's Alpha (cont.)

Social Influence	
People who influence my behavior such as parents, friends, girlfriend, etc. think that I should buy a fitness tracker.	0.691
I (will) buy Fitness Tracker because my friend buy it.	0.688
People/Society who are not important to me think that I should buy a fitness tracker	0.778
Using a fitness tracker gives me more prestige.	0.648
Wearing a Fitness Tracker in public is a status.	0.647
People that use a fitness tracker are more innovative	0.683
People using a fitness tracker look healthier	0.729
Total	**0.730**
Perceived Aesthetics	
A Fitness Tracker is a fashion accessory.	0.921
The outward appearance of wearable devices is important for intention to buy.	0.668
The design of a Fitness Tracker such as color, size and shape are aesthetically appealing to me for buying.	0.624
Total	**0.818**
Price Value	
Fitness Trackers that I use or will buy are reasonably priced	0.793

Table 3.1 Reliability Analysis Cronbach's Alpha (cont.)

Fitness Trackers that I use or will buy are good value for my money	0.709
At the current price, Fitness Tracker will definitely provides good value to me.	0.819
Total	**0.838**

According to Validity Test, firstly the researcher brought the questionnaire to the instructor for reviewing. Before the final data collection, the research recheck the correctness of questionnaire by launching the questionnaire to 40 respondents of target population in order to ask the respondents to comment on various aspects such as the understandable of questions, wording and translation, and the sequence of question's structure.

However, the problem of unclear of translation was revised by providing both English and Thai questionnaires. Then, the researcher launched the final questionnaire.

CHAPTER IV
RESULTS AND DISCUSSION

This chapter explains the results from the data analysis of factors influencing Thai adult's intention to buy fitness tracker devices in Bangkok area. The selected data were collected from 100 respondents who are living in Bangkok area and interested in fitness tracker device. This quantitative research has analyzed by SPSS program and presented the research findings as following;

4.1 Demographic Analysis and General Information of Respondents

Table 4.1 Demographic Profile

Personal Characteristics	Frequency	Percent (%)
Gender		
Male	34	34.0
Female	66	66.0
Nationality		
Thai	100	100.0
Age		
21 – 30 years old	26	26.0
31 – 40 years old	26	26.0
41 – 50 years old	42	42.0
51 – 60 years old	6	6.0
Educational Background		
High-School Diploma	14	14.0

Table 4.1 Demographic Profile (cont.)

Bachelor Degree	62	62.0
Master Degree	24	24.0
Income		
Below 15,000 THB	4	4.0
15,001 THB - 30,000 THB	36	36.0
31,000 THB - 45,000 THB	24	24.0
45,001 THB - 60,000 THB	18	18.0
60,001 THB – 75,000 THB	4	4.0
70,001 THB - 90,000 THB	5	5.0
More than 100,000 THB	9	9.0
Total	**100**	**100.0**

According to table 4.1, the data are collected from both male and female respondents. From total 100 respondents, there are 34 male respondents and 66 female respondents which are 34% and 66% respectively.

The majority of respondents are people who aged 41-50 years old at 42% . The following group is respondents who aged between 21-40 years old at 26%. A few of them are aged between 51-60 years old at 6%.

For the educational background, there are 3 levels which are high school diploma, bachelor's degree and master's degree. The majority of the respondents graduated from bachelor's degree at 62%. The following group is respondents who graduated with master's degree at 24%. A few of them graduated from high school diploma are 14%.

The monthly income range of respondents is classified into seven groups; Below 15,000 THB, 15,001 THB - 30,000 THB, 31,000 THB - 45,000 THB, 45,001 THB - 60,000 THB, 60,001 THB – 75,000 THB, 70,001 THB - 90,000 THB and More than 100,000 THB. The majority of respondents who earn income range at 15,001 THB to 30,000 THB is 36%. There are 24% of respondents who earn their income between 31,000 THB to 45,000 THB. There are 18% of respondents who earn their

income between 45,001 THB to 60,000 THB. There are 9% of respondents who earn their income more than 100,000 THB. There are 5% of respondents who earn their income more than 70,001 THB to 90,000 THB and there are 4 % of respondents who earn their income between 60,001 THB to 75,000 THB and people who earn their income below 15,000 THB.

Table 4.2 Respondents General Information

The experience of using fitness tracker	Frequency	Percent
Never	43	43.0
Yes	57	57.0
Total	**100**	**100.0**
The period of using fitness tracker	**Frequency**	**Percent**
No because they haven't use before	43	43.0
Less than a month	8	8.0
A month	11	11.0
A month to 6 months	7	7.0
6 months to 12 months	31	31.0
Total	**100**	**100.0**
Do you interest / have a plan to buy fitness tracker	**Frequency**	**Percent**
No because already have	57	57.0
Yes	43	43.0
Total	**100**	**100.0**
Do you live in Bangkok	**Frequency**	**Percent**
Yes	100	100.0
Total	**100**	**100.0**

From the table 4.2, there are 57% of respondents who has using fitness tracker but 43% of them has not using. There are 31% of them has been using fitness

tracker for 6 months to 12 months. 11% of them has been using fitness tracker for a month. 8% of them have been using less than a month and 7% of them have been using a month to 6 months.

On the other hand, there are 43% of respondents who never used fitness tracker before but they are interested in a fitness tracker and plan to buy a fitness tracker.

4.2 Result of Independent Variables Analysis toward Intention to buy a fitness tracker

Table 4.3 Mean and Standard Deviation for Perceived Usefulness

	1. Perceived Usefulness	**Level of Significant**		
		Mean	**Std. Deviation**	**Meaning**
1.1	Using a Fitness Tracker would enable me to accomplish health goals faster	2.96	0.585	Agree
1.2	Using a Fitness Tracker would improve my health performance	3.13	0.525	Agree
1.3	Using a Fitness Tracker would increase my productivity	3.14	0.513	Agree
1.4	Using a Fitness Tracker would enhance my health	2.73	0.723	Agree
1.5	I find a Fitness Tracker useful when I exercise	3.27	0.617	Strongly agree
	Total	**3.05**	**0.458**	**Agree**

Perceived Usefulness

From the table 4.3, the average score of Perceived Usefulness was 3.05 out of 4.

The majority of respondent strongly agree that they find a Fitness Tracker useful when they exercise (3.27) which has an influence on their intention to buy. They also perceived that a fitness tracker could increase their productivity (3.14)

Table 4.4 Mean and Standard Deviation for Perceived Ease of Use

	2. Perceived Ease of Use	Level of Significant		
		Mean	**Std. Deviation**	**Meaning**
2.1	Using a Fitness Tracker in daily life is easy for me	3.07	0.517	Agree
2.2	It is easy to control a Fitness Tracker to do what I want it to do	2.73	0.617	Agree
2.3	A Fitness Tracker is flexible to interact with	3.04	0.511	Agree
2.4	It is easy to become skillful at using a fitness tracker	2.69	0.677	Agree
2.5	I find a Fitness Tracker is easy to use	2.97	0.540	Agree
2.6	It is easy to remember how to perform tasks with a fitness tracker	2.99	0.522	Agree
	Total	**2.92**	**0.423**	**Agree**

Perceived Ease of Use

From the table 4.4, the average score of Perceived Ease of Use was 2.92 out of 4.

The majority of respondent agree that using a fitness tracker in daily life is easy for them (3.07) and it is flexible to interact with (3.04). While using fitness is easy for them to become skillful person as the lowest mean (2.69).

Table 4.5 Mean and Standard Deviation for Social Influence

	3. Social Influence	Level of Significant		
		Mean	Std. Deviation	Meaning
3.1	People who influence my behavior such as parents, friends, girlfriend, etc. think that I should buy a fitness tracker.	2.49	0.674	Disagree
3.2	I (will) buy Fitness Tracker because my friend buy it.	2.25	0.744	Disagree
3.3	People/Society who are not important to me think that I should buy a fitness tracker	2.38	0.789	Disagree
3.4	Using a fitness tracker gives me more prestige.	1.91	0.621	Disagree
3.5	Wearing a Fitness Tracker in public is a status.	2.01	0.772	Disagree
3.6	People that use a fitness tracker are more innovative	2.38	0.763	Disagree
3.7	People using a fitness tracker look healthier	2.81	0.706	Agree
	Total	**2.32**	**0.448**	**Disagree**

Social Influence

From the table 4.5, the average score of Social Influence was 2.32 out of 4.

The majority of respondent disagree that social influence has an impact toward their intention to buy a fitness tracker. Most of them disagree that People who influence their behavior such as parents, friends, girlfriend, and so on think that they should buy a fitness tracker (2.49).

While they also disagree that people or society who are not important to them think that they should buy a fitness tracker (2.38) which has similar means as the

perception of people who use a fitness tracker are more innovative (2.38). However, some of them agree that using a fitness tracker help them to look healthier (2.81).

Table 4.6 Mean and Standard Deviation for Perceived Aesthetic

4. Perceived Aesthetic		Level of Significant		
		Mean	Std. Deviation	Meaning
4.1	A Fitness Tracker is a fashion accessory.	2.50	0.718	Disagree
4.2	The outward appearance of wearable devices is important for intention to buy.	3.09	0.698	Agree
4.3	The design of a Fitness Tracker such as color, size and shape are aesthetically appealing to me for buying.	3.05	0.687	Agree
	Total	**2.88**	**0.600**	**Agree**

From the table 4.6, the average score of Perceived Aesthetic was 2.88 out of 4.

The majority of respondent agree that the outward appearance of wearable devices is important for their intention to buy (3.09). While the design of a fitness tracker such as color, size and shape are also appealing to them for buying (3.05). On the other hand, respondent disagree that a fitness tracker is a fashion accessory for their intention to buy (2.50).

Table 4.7 Mean and Standard Deviation for Perceived Price Value

5. Price Value		Level of Significant		
		Mean	Std. Deviation	Meaning
5.1	Fitness Trackers that I use or will buy are reasonably priced	2.93	0.607	Agree
5.2	Fitness Trackers that I use or will buy are good value for my money	3.02	0.603	Agree
5.3	At the current price, Fitness Tracker will definitely provide good value to me.	2.93	0.590	Agree
	Total	**2.96**	**0.522**	**Agree**

From the table 4.7, the average score of Perceived Price Value was 2.96 out of 4.

The majority of respondent agree that fitness trackers that they use or will buy are good value for their money (3.02).

Table 4.8 Summary Mean and Standard Deviation for all independent variables

Independent Variables	Mean	Std. Deviation	Meaning
Perceived Usefulness	3.05	0.458	Agree
Perceived Ease of Use	2.92	0.423	Agree
Social Influence	2.32	0.448	Disagree
Perceived Aesthetic	2.88	0.600	Agree
Price Value	2.96	0.522	Agree

From the table 4.8, the most important factors that Thai adult's will consider for their intention to buy fitness tracker in Bangkok area is Perceived Usefulness (3.05). The second important factor is Perceived Price Value (2.96). The third important factor is Perceived Ease of Use (2.88). On the other hand, the lowest

important factors that Thai adult's will consider for their intention to buy Fitness Tracker devices is Social Influence (2.32).

Table 4.9 Summary Mean and Standard Deviation of intention to buy

Dependent Variable	Mean	Std. Deviation	Meaning
I have an intention to buy a fitness tracker within 1 year	2.68	0.618	Agree

From the table 4.9, all respondents are agree to have an intention to buy a fitness tracker which contains means at 2.68

4.3 The relationship between demographic and intention to buy

Table 4.10 ANOVA analysis between gender and intention to buy

Intention to buy					
GENDER	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.056	1	0.056	0.145	0.704
Within Groups	37.704	98	0.385		
Total	37.760	99			

From the table 4.10, the data was classified from using One Way Analysis of Variance and it shows that there is no different significant level of 0.01 among the gender group. It means that the different gender group has no significant relationship with the intention to buy a fitness tracker.

Table 4.11 ANOVA analysis between age and intention to buy

	Intention to buy				
AGE	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	1.211	5	0.242	0.623	0.683
Within Groups	36.549	94	0.389		
Total	37.760	99			

From the table 4.11, it shows that there is no different significant level of 0.01 among the age group. It means that the different gender group has no significant relationship with the intention to buy a fitness tracker.

Table 4.12 ANOVA analysis between educational background and intention to buy

	Intention to buy				
EDUCATION	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	1.574	2	0.787	2.109	0.127
Within Groups	36.186	97	0.373		
Total	37.760	99			

From the table 4.12, the data shows that there is no different significant level of 0.01 among the educational background group. It means that the different educational background group has no significant relationship with the intention to buy a fitness tracker.

Table 4.13 ANOVA analysis between income and intention to buy

Intention to buy					
INCOME	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	1.691	6	0.282	0.726	0.629
Within Groups	36.069	93	0.388		
Total	37.760	99			

From the table 4.13, the data shows that there is no different significant level of 0.01 among the income group. It means that the different income group has no significant relationship with the intention to buy a fitness tracker.

Therefore, it can be summarized that the demographic in term of gender, age, educational background, and income has no relationship toward the intention to buy fitness tracker of Thai adult who live in Bangkok area.

4.4 The relationship between independent variables and intention to buy

Table 4.14 Regression analysis between all independent variables and intention to buy

Model Summary

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.493[a]	0.244	0.203	0.551

Table 4.14 Regression analysis between all independent variables and intention to buy (Cont.)

ANOVAᵃ

ANOVAᵃ						
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.196	5	1.839	6.052	.000ᵇ
	Residual	28.564	94	0.304		
	Total	**37.760**	**99**			

a. Dependent Variable : Intention to buy

b. Predictors: (Constant), Perceived Price Value, Perceived Aesthetics, Social Influence, Perceived Usefulness, Perceived Ease of Use

Regression (Coefficient)

Coefficientsᵃ						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.495	0.458		1.079	0.283
	Perceived Usefulness	-0.181	0.162	-0.134	-1.122	0.265
	Perceived Ease of Use	0.335	0.179	0.229	1.867	0.065
	Social Influence	0.326	0.152	0.237	2.141	0.035

Regression (Coefficient) (cont.)

	Perceived Aesthetics	0.001	0.110	0.001	0.009	0.993
	Price Value	0.338	0.120	0.286	2.816	0.006

a. Dependent Variables : Intention to buy

From the table 4.14, the data was classified from using the regression analysis that shows the result of relationship between all five independent variables (Perceived Usefulness, Perceived Ease of Use, Social Influence, Perceived Aesthetics and Perceived Price Value) and one dependent variable (intention to buy).

The data shows that the independent variables have a relationship with the intention to buy at 49.3%. The R Square is 24.4% which mean there are other independent variables that can be affected the intention to buy at 75.6%. The adjusted R Square of 20.3% shows that if the researcher bring all independent variables to test with to others sampling, the adjusted R Square will reduce to 20.3% from 24.4%. There is a Standard Error of the Estimate at 55.1% which means there are others independent variables that can be use for testing the intention to buy a fitness tracker, excepted Perceived Price Value and Social Influence. The data shows global test is significant because it is lower than 0.05 which are five independent variables can affect intention to buy a fitness tracker.

The regression analysis is used to measure the strength of the relationship between the dependent variable and independent variable. The researcher will use the standardized coefficients column indicated by the beta value column as the determinant for the coefficient regression. The independent variables that has significant relationship toward the intention to buy at 95% are Price Value (Sig = 0.006) and Social Influence (Sig = 0.035) while Perceived Ease of Use has significant relationship toward the intention to buy almost at 90%

Therefore, these three independent variables have affected the intention to buy a fitness tracker. On the other hand, Perceived Usefulness (Sig = 0.265) and Perceived Aesthetics (Sig= 0.993) have not significant relationship toward the

intention to buy. Therefore, these two independent variables have not affected the intention to buy a fitness tracker.

For the most significant independent variable is Price Value (Beta = 0.286), Social Influence (Beta = 0.237) and Perceived Ease of Use (Beta = 0.229) respectively.

Therefore, these three independent variables have a relationship with the intention to buy a fitness tracker for Thai adult who live in Bangkok area at 24.4% which mean there are other independent variables that can be affected the intention to buy at 75.6%. Thus, the regression equation shall be made as follows:

ITB = 0.495 + (0.286 x Price Value) + (0.237 x Social Influence) + (0.229 x Ease of use)

If Perceived Price Value factor increases by 1 unit, the intention to buy a fitness tracker value rises by 0.286 units.

If Social Influence factor increases by 1 unit, the intention to buy a fitness tracker value rises by 0.229 units.

If Perceived Ease of Use factor increases by 1 unit, the intention to buy a fitness tracker value rises by 0.237 units.

Finally, the researcher has removed the non-signification variables and rerun the result to see how much the Adjusted R-Square will be increased which can see from table 4.15;

Table 4.15 Regression analysis between Price Values, Social Influence, Perceived Ease of Use and intention to buy

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483ᵃ	0.233	0.209	0.549

Table 4.15 Regression analysis between Price Values, Social Influence, Perceived Ease of Use and intention to buy (cont.)

ANOVA[a]

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.810	3	2.937	9.738	.000[b]
	Residual	28.950	96	0.302		
	Total	37.760	99			

a. Dependent Variable : Intention to buy
b. Predictors: (Constant), Price Value, Social Influence, Perceived Ease of Use

Regression (Coefficient)

		Unstandardized Coefficients	Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.370	0.439		0.844	0.401
	Perceived Ease of Use	0.244	0.158	0.167	1.545	0.126
	Social Influence	0.304	0.139	0.221	2.181	0.032
	Price Value	0.303	0.115	0.256	2.622	0.010

a. Dependent Variables : Intention to buy

The final regression result showed that the Adjusted R-Square has slightly increased from 0.203 to 0.209 and the Standard Error of the Estimate has decreased to 54.9% from 55.1%. Thus, the final regression equation shall be made as follows:

ITB = 0.370 + (0.256 x Perceived Price Value) + (0.221 x Social Influence) + (0.167 x Perceived Ease of Use)

If Perceived Price Value factor increases by 1 unit, the intention to buy a fitness tracker value rises by 0.256 units.

If Social Influence factor increases by 1 unit, the intention to buy a fitness tracker value rises by 0.221 units.

If Perceived Ease of Use factor increases by 1 unit, the intention to buy a fitness tracker value rises by 0.167 units.

Therefore, the most important factor these that have affected the intention to buy a fitness tracker are Price Value, Social Influence and Perceived Ease of Use respectively.
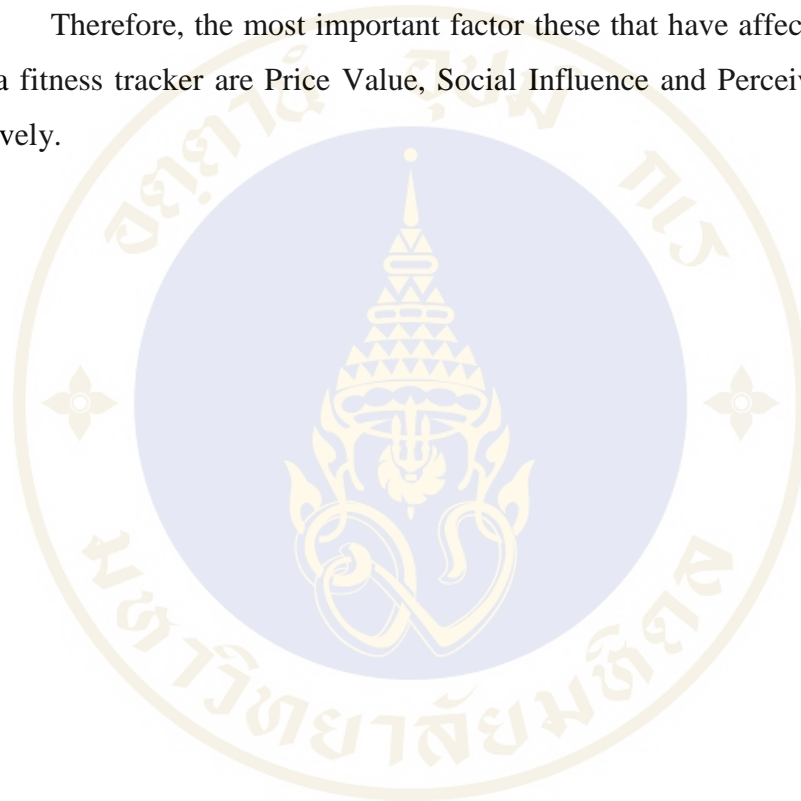
CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

From the research finding and data analysis, this research has focused on understanding the factor that affects Thai adult's intention to buy Fitness Tracker devices in Bangkok area. The objective of this research is to study the factors that influencing Thai consumer's intention to buy Fitness Tracker devices in Bangkok area which are Perceived Usefulness, Perceived Ease of Use, Social Influence, Perceived Aesthetics and Price Value toward the intention to buy a fitness tracker. The research also focus on exploring the relationship between adult's demographic such as gender, age, educational background and income toward the intention to buy in order to understand the most important factor that affect the intention to buy of Thai adult who live in Bangkok area and be an useful guideline for manufacturers to develop the future fitness tracker for serving Thai customer needs. This research collected data by using quantitative research method with the online close-ended questionnaire and sent to 100 respondents by using Google Form Online format and distribute through Email, Facebook and Line.

5.1 Discussion

According to demographics result from sampling group of 100 respondents, there are 66% women and 34% men and the majority of respondent age between 41 – 50 years old (42%). Most of respondents' educational background are bachelor's degree (62%) and has the income between 15,001 THB - 30,000 THB (36%). The majorities of respondents have been using a fitness tracker (57%) and has been used for 6 month – 12 months (31%).

According to the above regression analysis, the result showed that the most important factors that have affected to the Thai adult's intention to buy Fitness Tracker

devices in Bangkok area are Price Value, Social Influence and Perceived Ease of Use respectively. Therefore, the research can summary that Price Value is the factor most significant relationship between Thai adults who live in Bangkok area and intention to buy a fitness tracker which means most of Thai people will buy a fitness tracker when price of products has set as the reasonable price and product's benefit can deliver the value for customer's money. Secondly, Social Influence which also has positive influence on Thai adults purchasing intention shows that Thai people buy a fitness tracker when their friend or family referred them to buy through word of mouth. They may buy a fitness tracker for showing their personal image as a healthier or innovative person. Lastly, Perceived Ease of Use showed that Thai people buy a fitness tracker when they perceived that the product is easy to use in their daily life and it spend less time when using. People tend to buy a fitness tracker if they can use it easily and easy to remember how the product work or perform.

However, the research showed that Perceived Usefulness and Perceived Aesthetics were insignificants to affect intention to buy because the significant of coefficient estimates is more than 0.01. As a result, these two factors were rejected because cannot influence Thai adult's intention to buy a fitness tracker.

5.2 Interpretive Summary

The results of this research is able to answer the research questions that the demographic of adulthood that most likely to buy fitness tracker are Thai women who are age between 41 – 50 years old and earn income between 15,001 THB - 30,000 THB. The demographic of Thai people such as age, gender, income and education have no relationship affected to the intention to buy a fitness tracker. Moreover, the key factors that influencing the intention to buy fitness tracker among Thai people in Bangkok are Price Value, Social Influence and Perceived Ease of Use. Therefore, all the above research finding lead to be an useful guideline for the manufacturer or marketer as these followings;

For the Price Value, it is the most important factor that lead Thai people to buy a fitness tracker because customers want to get the reasonable price of product and they expect to receive the benefit as much as they are going to pay. Therefore, the

manufactures of fitness tracker can increase product value in order to meet the customer's expectation and their money. The manufacturers can be created price value by adding more features because it can attract the customer to perceive that the product is worth to pay for getting more special features. Moreover, the manufacturers can offered the new experience for customers which can meet their needs or solve their paint-points. For example, adding blood monitoring or hydration monitoring features.

For the Social Influence, it is the last important factor that can lead Thai adult tend to has the intention to buy a fitness tracker as well because of subjective norm and social image. People has an intention to buy when their friends, family, or their acquaintance referred to or recommended them. Also people will buy a fitness tracker because they want to increase social status. As healthy trends and technology become popular in Thailand, it can mention that people want to show their heath image and innovative image to the society, they will buy a fitness tracker.

For the Perceived Ease of Use, it is the second important factors that can lead Thai adult tend to have the intention to buy a fitness tracker. Thai People perceived a fitness tracker that it is easy to use and they can use without complicated application operation system which is similar as Chureeporn Thongthanai (2012) mentioned that any technology that is easy to use and low complexity is high possible to be accepted by users and it has direct impact on people behavior toward acceptance and intention to use.

5.3 Recommendation

The result of this research provide the useful information of factors that affected the intention to buy a fitness tracker of Thai adult who live in Bangkok area. Besides, this research provides the level of all factors that has both significant and insignificant toward Thai people's intention to buy. As this research is a quantitative research by using questionnaires for survey Thai adult who interested in a fitness tracker. After getting the statistic result, the research should extend further study on the insight of respondents by conducting the in-depth interview because it will provide

the in-depth customer's insight in order to understand deeply about what are the internal factors and determinants behaviors that could motivate them to buy.

In addition, the result of this research can provide the useful information for the manufacturers to develop the marketing strategies for future fitness tracker in order to maximize meet Thai customer's needs and also increase the sales revenue effectively.

Firstly, the manufacturers or marketers should consider about the product's pricing and its value. The product should provide a good value and reasonably priced for customers because when people buy, they will compare between cost and benefit whether it could meet their expectation or not. The manufacturer can add special features in order to make their product have more benefits such as blood pressure, glucose, and hydration monitoring.

Secondly, the manufacturers or marketers should develop the application on fitness tracker that easy to use and low complexity of system operation because if people think that the product is difficult to use or hard to control when they need. Then they will feel that they have to put much effort on it and lead to non-purchasing. For example, the fitness tracker may need to easy to control by sensitive touching screen or automatic sensor-screen that allow people can see the result without click the button.

Lastly, the manufacturers or marketers should use marketing communication strategies such as word of mouth and influencers through social media networking because Thai people behavior tend to buy a product when they see their close friend or their acquaintance use or referral. For example, the manufacturer can create the page for customer's review or testimonial in order to enhance product's values for Thai people. Another example is the manufacturer can use healthcare famous influencer or celebrity who has passion in exercise to be an endorsement because it is not only increase the product value but also create social influence for Thai people to imitate.

5.4 Limitation

According to this research, there is only 100 respondents are considered to be a sample size which it was too small number and could leads to imbalanced number of genders, in this case 66 women and 34 men. Moreover, the limitation of time for collected data was a barrier to receive questionnaire result and could lead to the lower accuracy level and reliability of result. Besides, this research had to translation from English language to Thai language of questionnaires which can be caused of misunderstanding toward the questions' meaning for respondents. This research also used only fours likert scale which may be too restricted answer choices for respondents. Lastly, this research have surveyed the respondents who lived in Bangkok area only which could lead to the limitation of people's attitude in other areas because different people in different areas have different perceptions toward the intention to buy of fitness tracker.

5.5 Future Research

For the future research, the researcher should increase the number of sample size and extend the area of studying from Bangkok area to suburb area. Moreover, the researcher should conduct both quantitative research and qualitative research together in order to not only gets the number of result but also they will understand deeply insight on factors that could motivate Thai people's intention to buy a fitness tracker. Besides the researcher should adapt other technology theory model such as UTAUT and UTAUT2 (Venkatesh, Morris, and Davis, 2003) which could affect the intention to buy.

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APPENDICES

APPENDIX A

ALLVARIABLES AND REFERENCES

Variables	Items	References
Perceived Usefulness	Using a Fitness Tracker would enable me to accomplish health goals faster	Hirunkul, C. and Kanthawongs, D.,2016 Chaweesuk, Chaturaphat , 2013
	Using a Fitness Tracker would improve my health performance.	
	Using a Fitness Tracker would increase my productivity.	
	Using a Fitness Tracker would enhance my health.	
	I find a Fitness Tracker useful when I exercise.	
Perceived Ease of Use	Using a Fitness Tracker in daily life is easy for me.	Chureeporn Thongthanai (2012)
	It is easy to control a Fitness Tracker to do what I want it to do	
	A Fitness Tracker is flexible to interact with	
	It is easy to become skillful at using a fitness tracker	
	I find a Fitness Tracker is easy to use	
	It is easy to remember how to perform tasks with a	

	fitness tracker	
Social Influence **(Subjective Norm)**	People who influence my behavior such as parents, friends, girlfriend, etc. think that I should buy a fitness tracker	Wu et al., 2016; Hsiao, 2017, Kongraksa ,2017 Viswanath Venkatesh M. G., 2003
	I (will) buy Fitness Tracker because my friend buy it.	
	People/Society who are not important to me think that I should buy a fitness tracker.	
Social Influence (Image)	Using a fitness tracker gives me more prestige.	
	Wearing a Fitness Tracker in public is a status.	
	People that use a fitness tracker are more innovative.	
	People using a fitness tracker look healthier.	
Perceived Aesthetic	A Fitness Tracker is a fashion accessory.	Yang et al., 2016 Jeong et al. (2017)
	The outward appearance of wearable devices is important for intention to buy.	
	The design of a Fitness Tracker such as color, size and shape are aesthetically appealing to me for buying.	

Price Value	Fitness Trackers that I use or will buy are reasonably priced	Lee, 2009; Yang et al., 2016; Preusse et al., 2016, Gao et al. 2015).
	Fitness Trackers that I use or will buy are good value for my money	
	At the current price, Fitness Tracker will definitely provides good value to me.	
Intention to buy	I have an intention to buy a Fitness Tracker within one year	

APPENDIX B
QUESTIONNAIRE

Part 1 : Introduction

This survey is a part of Thematic Paper of Master Degree's students from Marketing Management at the College of Management, Mahidol University.

The purpose of this survey is to study about the factors that influencing the adoption of Fitness Tracker devices for Thai people who live Bangkok area. Therefore, the information will only be used for research studies. This survey will take about 15 minutes to complete. Thank you.

Fitness Trackers can define as a wrist-worn device that design to record your physical fitness activities and track body movements at any time such as heart rate monitoring, sleep monitoring, calories monitoring, stress level monitoring, step counting, etc. Some Fitness Tracker may have different functions build in such as timing, emails, listen to music or connected with mobile devices which depend on series and pricing such as Garmin, Fitbit, Polar, Suunto, Xiao mi and others smart watch that has built physical fitness activities function.

Part 2 : Screening Question

1. Have you ever use fitness tracker?

   □ Yes (Continue Question no.2)

   □ No (Continue Question no.3)

2. How long have you been using fitness tracker?

   □ Less than a month

   □ A month

   □ A month to 6 months

   □ 6 months to 12 months

   □ More than 12 months

3. Do you interest / have a plan to buy fitness tracker?

   □ Yes (Continue to Part 3)

□ No (End survey)

4. Do you live in Bangkok?

□ Yes

□ No

Part 3 : Specific Questions

(Strongly disagree = 1, Disagree = 2, Neutral = 3, Neutral = 4, Strongly agree = 5)

1. **Perceived Usefulness**	1	2	3	4
1.1 Using a Fitness Tracker would enable me to accomplish health goals faster				
1.2 Using a Fitness Tracker would improve my health performance				
1.3 Using a Fitness Tracker would increase my productivity				
1.4 Using a Fitness Tracker would enhance my health				
1.5 I find a Fitness Tracker useful when I exercise				
2. **Perceived Ease of Use**				
2.1 Using a Fitness Tracker in daily life is easy for me				
2.2 It is easy to control a Fitness Tracker to do what I want it to do				
2.3 A Fitness Tracker is flexible to interact with				
2.4 It is easy to become skillful at using a fitness tracker				
2.5 I find a Fitness Tracker is easy to use				
2.6 It is easy to remember how to perform tasks with a fitness tracker				
3. **Social Influence (Subjective Norm and Image)**				
3.1 People who influence my behavior such as parents, friends, girlfriend, etc. think that I should buy a fitness tracker				
3.2 I (will) buy Fitness Tracker because my friend buy it				
3.3 People/Society who are not important to me think that I should buy a fitness tracker				
3.4 Using a fitness tracker gives me more prestige				

3.5 Wearing a Fitness Tracker in public is a status				
3.6 People that use a fitness tracker are more innovative				
3.7 People using a fitness tracker look healthier				
4. **Perceived Aesthetic**				
4.1 A Fitness Tracker is a fashion accessory				
4.2 The outward appearance of wearable devices is important for intention to buy				
4.3 The design of a Fitness Tracker such as color, size and shape are aesthetically appealing to me for buying				
5. **Perceived Price Value**				
5.1 Fitness Trackers that I use or will buy are reasonably priced				
5.2 Fitness Trackers that I use or will buy are good value for my money				
5.3 At the current price, Fitness Tracker will definitely provides good value to me				
6. **Intention to buy**				
6.1 I have an intention to buy a Fitness Tracker within one year				

Which factor has the most influence to your purchasing (select only one answer) ?

   □ Perceived Price Value

   □ Perceived Aesthetics

   □ Social Influence

   □ Perceived Ease of Use

   □ Perceived Usefulness

   □ Others ……………………………………….

Part IV : Demographic

1. Gender:

   □ Male

□ Female

2. Nationalities:

□ Thai

□ Non-Thai

3. Age:

□ Below 20 years old

□ 20 – 30 years old

□ 31 – 40 years old

□ 41 – 50 years old

□ 51 – 60 years old

□ More than 60 years old

4. Education:

□ High-School Diploma

□ Bachelor Degree

□ Master Degree

□ Ph.D

5. Monthly Income:

□ Below 15,000 THB

□ 15,001 THB - 30,000 THB

□ 31,000 THB - 45,000 THB

□ 45,001 THB - 60,000 THB

□ 60,001 THB – 70,000 THB

□ 70,001 THB - 80,000 THB

□ 80,001 THB - 90,000 THB

□ 90,001 THB - 100,000 THB

□ More than 100,000 THB

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