

WHAT MAKE THAI PEOPLE PURCHASE VIA MOBILE APPS?

TREERUK BOONCHAROEN

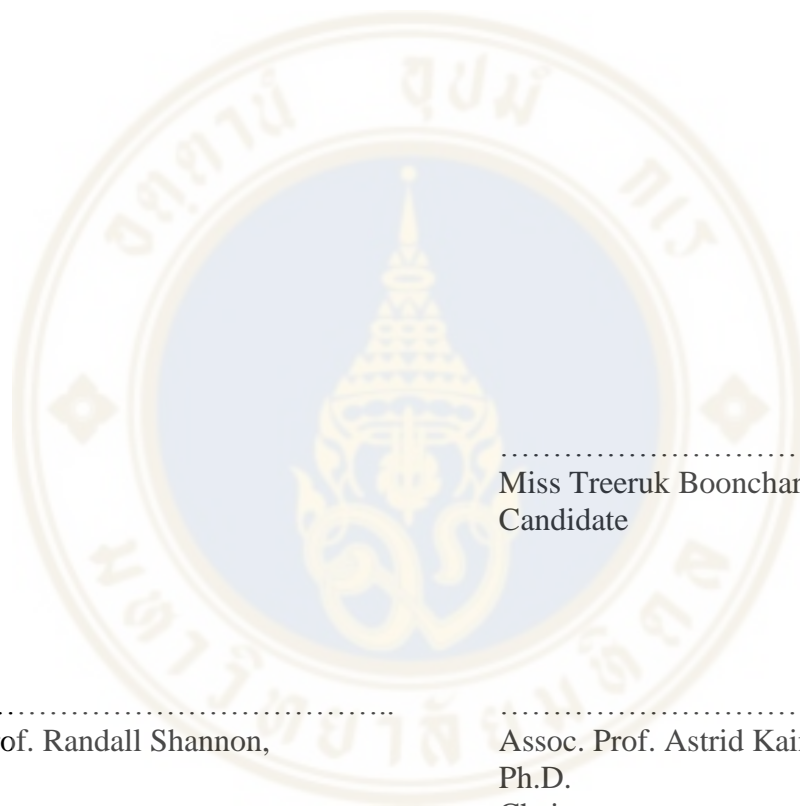


**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2019**

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Thematic paper
entitled
WHAT MAKE THAI PEOPLE PURCHASE VIA MOBILE APPS?

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
September 7, 2019



.....
Miss Treeruk Booncharoen
Candidate

.....
Asst. Prof. Randall Shannon,
Ph.D.
Advisor

.....
Assoc. Prof. Astrid Kainzbauer,
Ph.D.
Chairperson

.....
Duangporn Arbhasil,
Ph.D.
Dean
College of Management
Mahidol University

.....
Ronald Surachai Thesenvitz,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

First of all, I would like to thank you to my advisor, Dr. Randall Shannon for dedication and invaluable support to this research paper. I am honored to have Dr. Randall Shannon to be my advisor. For this research paper course he encourages me by giving advice and supports me to complete my paper. This research paper cannot be completed without full support from him.

In addition, I would like to say thank you to all research participants for help me complete this research paper. Without them, I could not find any in-depth data to analyze and to complete my paper.

Last but not least, I would like to thank my friend, my family and everyone for their constant source of inspiration.

Treeruk Booncharoen



WHAT MAKE THAI PEOPLE PURCHASE VIA MOBILE APPS?

TREERUK BOONCHAROEN 6049138

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. ASTRID KAINZBAUER, Ph.D., RONALD SURACHAI THESENVITZ, Ph. D.

ABSTRACT

In today's world, thousands of new businesses have their core on the mobile application. The mobile application seems promising from the developer side of view. However, when customers are questioned, "how many application(s) you have been using so far?", the answers are rather small. People frequently only use top well-known applications such as Line, Facebook. An insight from a small focus group suggests that very few are purchasing online goods and services via mobile application. This raises the question, "What makes Thai people purchase via mobile apps?"

The methodology of this paper is to conduct an online survey and analyze data using SPSS software, for help about calculation weight average. The survey consists of three parts; factors to influence the purchasing of online goods, factors to influence the purchasing of online services, and respondent demographics. Throughout all survey questions, there are six key different questions asking toward the same goal that is to investigate factors that influence respondent the most in switching to purchase more via mobile purchasing platform.

Data was collected from 274 respondents. A key finding of research shows that discounts or deals are the key triggers. People are price sensitive and they will consider changing their behavior if sellers offer the discount. In the finding, there also are some less obvious factors that also significantly affect consumer behavior including satisfaction, credibility and trust, and ease of usage.

KEY WORDS: Online shopping/ mobile application/ Thai/ consumer behavior

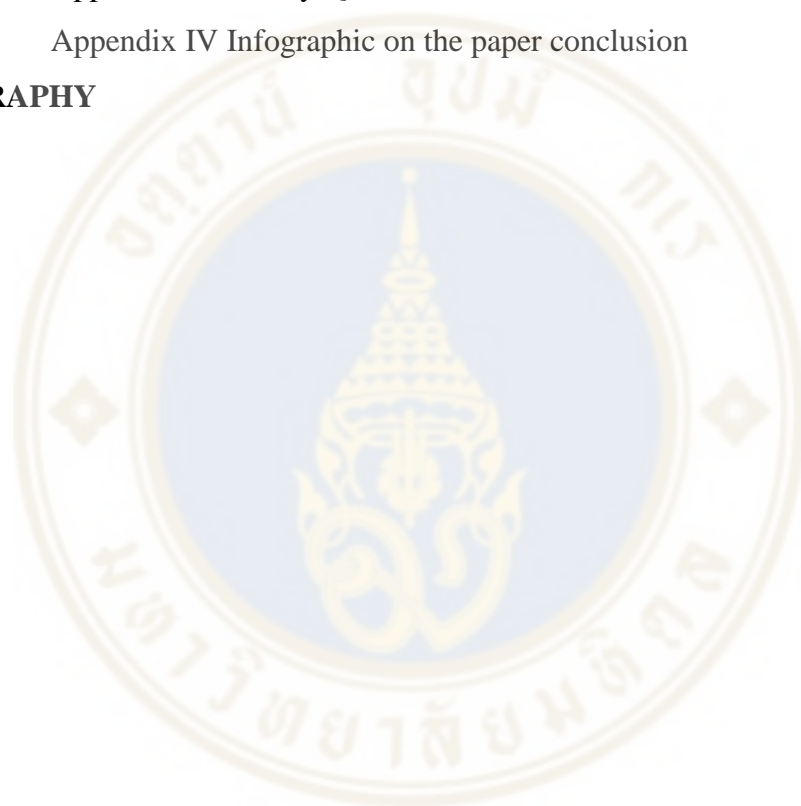
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CHAPTER I

INTRODUCTION

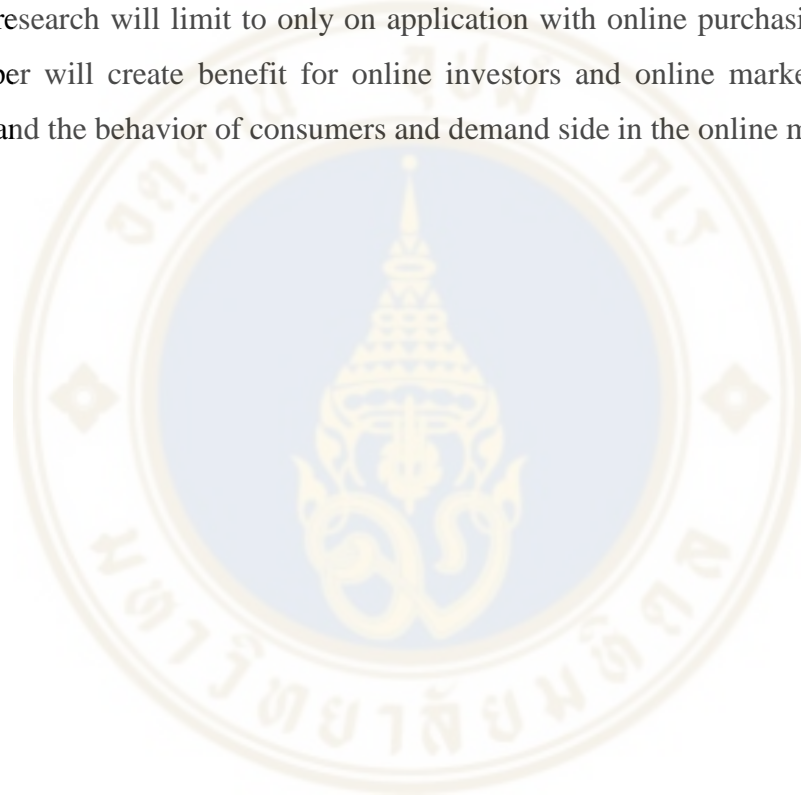
In this era where technological innovations are what drive the economy forward, there are many drastic changes in various industries and the obvious one is the mobile industry. The evolution begins with the launch of the iPhone in 2007. iPhone has changed consumer's experience with a mobile phone. It creates new features and norms such as mobile applications, which leads to the new definition of the economy called "App Economy". App Economy is basically the economy where there is a major range of economic activities surrounding mobile application (Techopedia, 2016). Statistically, mobile application generated ten billion dollars in revenue by the iOS App Store in 2014 and is expected to create 77 billion dollars worldwide application revenue in 2017 (CA Technologies, 2015). Moreover, this has a crucial impact on the employment rate. There was a 110 percent growth of Android developers job between 2012 and 2014 and created over 627,000 US jobs from iOS App Store until July 2015.

App Economy has been changing the world of business by allowing brand or seller to connect to their target customers easily, remotely and globally. New kinds of businesses are established such as online marketplace, e-commerce, online services provider. With this in mind, technology is coming toward all business sectors and become more and more personalized. Potential of App economy growth in Thailand is relatively high within the region. It is ranked as the second largest smartphone market in ASEAN and generated 600 million dollars in 2014 from the mobile application and mobile content (Leesa-Nguansuk, 2016).

Nowadays, there are significant numbers of businesses created using mobile application (Gazdecki, 2016). Private sectors such as E-commerce Company, bank, retailer, and airlines, and the public sector such as government agencies are trying to engage with their customers via mobile application. In the meantime, people in startup society are coming up with new business ideas by using technology and mobile application to fulfill customer needs. With this in mind, there is a lot of new mobile application publisher from every industry. The interesting point comes when the author

starts to ask people with the question of “how many apps you are using per day?” Most of the answer is that the only few top applications such as Line, Facebook, Safari or Instagram are utilized daily. Hence, thousands of new applications are produced from the business sector and start-up without reaching enough target customers. As a result, it is crucial for one to understand the criteria affecting consumers in purchasing mobile application, in order to optimize the application users.

This paper will investigate what factors would make Thai people purchase more goods and services via mobile application by using an online survey. The scope of this research will limit to only on application with online purchasing. Which hope this paper will create benefit for online investors and online market researchers to understand the behavior of consumers and demand side in the online market more.



CHAPTER II

LITERATURE REVIEW

There are various literature studied about factors influencing the success of E-commerce business. From the literature, this paper categorizes those factors into five main topics, which are company reputation and customer attitude, convenience, trust and risk, customer satisfaction, and privacy concern. To begin with company reputation, a study of Ruyter in 2001 found the positive relationship between company reputation and customer attitude. He said, “Organizational reputation also has an influence in the case of using customer adoption of e-service”. However, his finding is not consistent with the study of Mikhail in 2003. Mikhail found that reputation has only a small effect on the willingness of buyers to purchase goods. In terms of convenience, 73% of the reasons people bought online food because it is convenient and they could save their time (Morganosky et al., 2000). Trust and risk also are factors to be considered. Kim et al. (2008) found that online consumer’s trust has a direct relationship with the consumer’s intention to make an online transaction. It is also mentioned in his paper that customer perception of risk could reduce the intention of buying. From the angle of customer satisfaction, Hallowell (1996) indicated that there are inferences of a relationship between customer satisfaction to customer loyalty and customer loyalty to profitability. Furthermore, customer satisfaction is also affected by customer trustworthiness, reliability, and responsiveness (Lee et al, 2005). Wangenheim et al. (2007) stated that customer satisfaction has a direct impact on word-of-mouth referrals.

Apart from these factors, there are other factors related to intention to use online service including privacy concern (Eastlick et al, 2006) and customer demographic (Hiser et al, 1999). These factors in the literature review will be included in the survey in order to understand consumer behavior and what could influence them to purchase more via mobile application.

CHAPTER III

RESEARCH METHODOLOGY QUESTIONNAIRE

DESIGNATION

To investigate what makes the customer purchase via the mobile application, this paper separates app purchasing into two categories, goods, and services.

3.1 Purchasing of online goods

This first part will focus on studying the reasons that make people purchase goods via apps. The survey's logic is to filter the valid respondent step by step. The first step is to screen the offline user out of all respondents. The rest of the respondents will go through the funnel which separates each individual by purchasing platforms they are using the most frequently in buying the online product; website, mobile applications, and social media. Then they will meet again at the end of part I question which is a general question. (see figure1 in Appendix II).

Question 1 of the survey will filter out respondents who never experience in online purchasing. The only customer who has online purchasing experience will be asked question group 1, otherwise, they will be asked question group 2. There are three subgroups of questions in question group 1 which are website user, social media user, mobile application user. The participant will be categorized into each subgroup by frequency of buying from each purchasing platform. Each participant will be displayed a set of questions regarding the platform they use most frequently. For example, the Web platform user will be asked only on website user question (see table 23 in Appendix III).

In each subgroup, participants will be asked on what are the three most frequent online marketplaces they buy from. This question will provide statistical data on the popularity of each marketplace. For website and social media subgroup, the fourth question will ask the rationality of purchasing via a purchasing platform rather

than buying from the mobile application. The fifth question will ask on factors influencing respondents to change from a particular purchasing platform to purchase more via mobile application. For mobile application subgroup, question 4 will ask for the reason's participants are purchasing via mobile application rather than a website or social media. Question 5 will ask what are the top three factors to consider not using the mobile application anymore. Question 4 and 5 of the surveys will indicate which factors customers are considering in making decisions and provide the data to understand consumer behavior.

From question 6 on, all group 1 participant then be asked general questions such as categories of product they bought online, frequency of purchasing, payment method, and reasoning they prefer to buy online rather than offline.

Participant in Group 2 is those who never buy online. They will be jumped to question group 2, which asked the reasons why they prefer to buy offline than online.

3.2 Purchasing of online services

Part II is underlining on studying the factors affecting customers in purchasing online service via mobile application. The survey will introduce nine industries of online services to respondents including banking/finance, transportation service, live stream music/movie, subscription/magazine, food reservation/ food delivery, hotel reservation/ tour, delivery/ messenger, financial services, and tutoring/ self- improvement, and require the respondent to answer accordingly.

They were asked to choose which platforms they have requested the most frequently for each service among online application, online website, offline services. A choice of never is also provided in the case that respondent never uses that particular kind of service. Participants will be asked on what factors they would consider purchasing service more via online application rather than offline service and which factors influence customer decision to purchase services more via mobile application rather than website service. Those two questions will help in understanding consumer behaviors regarding what makes them purchase the more via the app (see table 24 in Appendix III).

3.3 Demographic

This part of the survey is designed to collect demographic data of the participant, including age, gender, marital status, occupation and income per month. The demographic data would be beneficial to analyze data by different demographic types.

3.4 Data Analysis

This research was conducted using an online survey from a survey monkey. The data were analyzed by descriptive statistic technique by using SPSS Statistics to analyze the frequency, descriptive data from 274 samples.

3.5 Frequency

Frequency is a tool to explore categorical data and display frequency table including frequency data, percentiles data, and cumulative percentiles.

3.6 Rating Score

Many questions in the survey will be ranking questions. Rating average score is the method this paper used for ranking results. The weight assigned to different rank from three to one ordering from first highest preference to the third highest preference. For example, the first preferable factor has a weight of three, the second has a weight of two and the third has a weight of one. Rating score is calculated from the rating average equation as below.

$$\mu^n = \frac{3x_1 + 2x_2 + x_3}{n}$$

Given that;

$$x_1 = 3$$

$$x_2 = 2$$

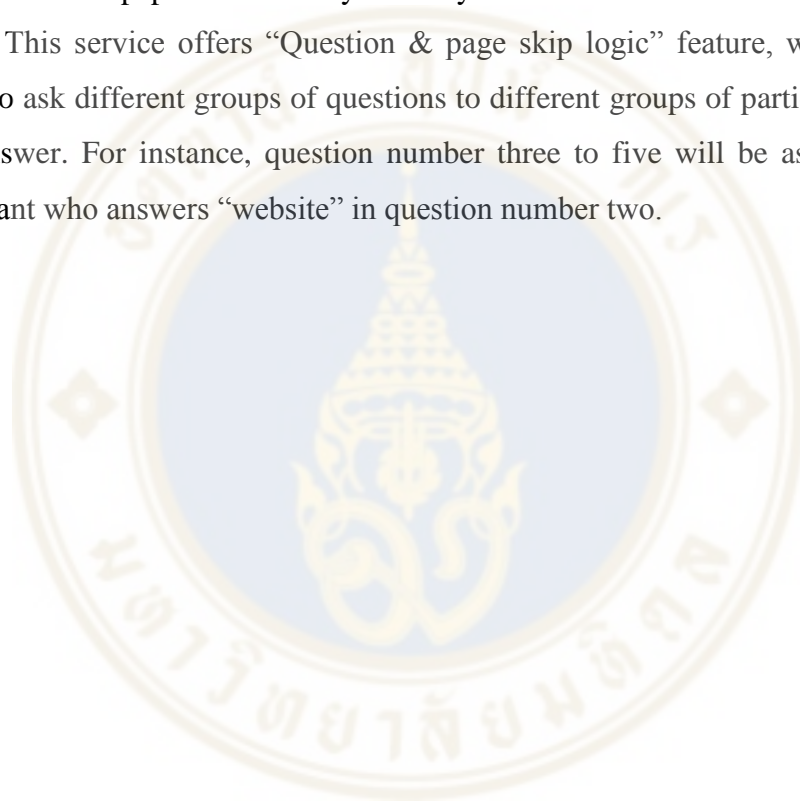
$$x_3 = 1$$

CHAPTER IV

DATA

274 questionnaires were distributed through an online survey. The data will be collected from July 18, 2019, to August 1, 2019.

This paper uses Survey Monkey service to collect the data from an online survey. This service offers “Question & page skip logic” feature, which allows the author to ask different groups of questions to different groups of participants based on their answer. For instance, question number three to five will be asked to the only participant who answers “website” in question number two.



CHAPTER V

RESULT

5.1 Data Demographic

Respondents with different demographic groups may have different preferences. This paper collects five demographic data including age, gender, income, occupation and marital statuses. From 274 responses, 39% of them are at the age of 18 to 25, 22% of them are between the ages of 26 and 35, 22% are between the ages of 36 to 50. (see table 1 in Appendix I). In terms of gender, 29.9% of all respondents are male, 69% of them are female, others are 1.1% . (see table 2 in Appendix I) Out of all samples, 29% earns less than 10,000 baht, 22% has income between 10,000 and 25,000 baht and 19% has income between 25,000 baht to 50,000 baht. (see table 3 in Appendix I). Regarding occupation of the participants, 43% of them are students, 42% of them are currently working in private sectors, and 10% of them are business owners. (see table 4 in Appendix I). Most of the respondents are single (76%), where 26% of them are married. (see table 5 in Appendix I).

5.2 Part I: Purchasing of online goods

5.2.1 Overview

From 274 respondents, 87.2% of them have experience in purchasing online goods. However, only 10.6% of all respondents are purchasing goods via online channel more than offline purchasing channel, 37.2% are purchasing from online channel equally to offline channels and 39.4% are purchasing goods from online channel less than offline channel. (see table 6 in Appendix I). Social media and website are playing very crucial role in online business. According to table 7 (see table 7 in Appendix I), 44.1% of all online users are purchasing online goods mostly via social media. 41.6% of them are buying most from website. Only 14.3% of them are mostly buy online goods

from mobile application. These facts have brought to an interesting question on what are the reasons influencing their decision in using their current purchasing platform. Section 5.2.2 will investigate why they decided to use website and what factors could influence them to start purchase via mobile application.

5.2.2 Website User

As the data shown that 41.4% of online users purchasing goods from website as their main purchasing channel. Question 3 of the survey asks web users what are websites that they purchase online good from the most frequently? Search engine or Google made it to the first rank. It is suggested that the majority of people go to search engines such as Google to search for sellers of the product ($\mu=2.77$, $n=75$). (see table 8 in Appendix I).

Question 4 of the survey want to investigate why participants are purchasing via website rather than mobile application. With a significance level of 0.05, it is statistically significant that top reason is that website has clear and informative data in which mobile application has less information about product ($\mu=2.32$, $n=94$). At the same time, customers believe that website is more credible than mobile application ($\mu=2.14$, $n=79$). The other key reason is that they are using website on a regular basis, thus they prefer using website to make transactions rather than mobile application ($\mu=2.08$, $n=164$). (see table 9 in Appendix I). To understand what factors will influence customer in starting purchasing via mobile application, question 5 tries to extract factors that could make participants that use website as the main purchase platform consider purchasing via mobile application. It is 95% statistically significant that having deals and discounts would influence customer to switch ($\mu=2.55$, $n=55$). Customers are also prefer to have application that not only aiming on being a purchasing platform but adding other values to the application ($\mu=2.27$, $n=11$). They are also preferred to have easy registration process ($\mu=2.13$, $n=39$). (see table 10 in Appendix I).

5.2.3 Social Media User

Of all respondents, 108 are mostly purchasing online from social media. Line or Line@ are the number one social media buying platform ($\mu=2.48$, $n=108$) followed by Facebook ($\mu=2.06$, $n=108$) and Instagram ($\mu=1.45$, $n=108$). (see table 11 in

Appendix I). Top three reasons people buy goods online via social media mostly rather than mobile application because they use it everyday ($\mu=2.47$, $n=75$), social media made it easy to browse the product ($\mu=2.07$, $n=60$), and it is easy to communicate with seller via social media ($\mu=2.0$, $n=27$). In which, all the answer choices are 99% statistically significant. (see table 12 in Appendix I). Deals become the first priority influencing respondents to purchase on mobile application ($\mu=2.64$, $n=76$). They will also consider buying from mobile application when it become more credible ($\mu=2.22$, $n=45$) and have less registration process ($\mu=2.0$, $n=23$). (see table 13 in Appendix I).

5.2.4 Mobile Application User

Out of all respondents, 14.6% are majority buy online good from mobile application. The result suggested that most of the participant buy from Shopee ($\mu=2.82$, $n=11$). (see table 14 in Appendix I). For question 10 asked the participant on top three reasons they purchasing from mobile application rather than buying from a website or social media. The finding suggests that the most important factor are friend recommendation ($\mu=2.4$, $n=5$), ease in browsing the product ($\mu=2.38$, $n=26$), and a cheaper price or deals as an incentive ($\mu=2.29$, $n=21$). (see table 15 in Appendix I). When asking about what could stop participants from using app, price is an important factor at 99% statistically significant. They may consider stop purchasing goods via app when there are no more discount or deal ($\mu=2.37$, $n=19$), or if it is cheaper somewhere else ($\mu=2.21$, $n=19$). Product satisfaction is also an important factor to keep in mind ($\mu=2.06$, $n=17$) as it ranks the third top reason. (see table 16 in Appendix I).

5.2.5 Product category analysis

Product Category vs purchasing platforms

This paper categorized online product into eight different categories; fashion/clothing, health and beauty, electronic device, book and magazine, furniture/home decoration, consumer goods and grocery, child products/games, and oddments. Table 17 (see table 17 in Appendix I) shows the statistical data on customer preference regarding each purchasing platform, which can be summarized in the following paragraph. It is shown that customers are willing to buy fashion and clothing product in social media more than mobile application and website ($\mu=2.25$, $\mu=1.43$,

$\mu=1.16$ respectively). They are willing to buy health and beauty product in social media more than mobile application and website ($\mu=1.42$, $\mu=0.83$, $\mu=0.81$ respectively). They are likely to buy electronically device from website more than mobile application and social media ($\mu=1.22$, $\mu=1.17$, $\mu=0.38$ respectively). Book and magazine are most popular to purchase via mobile application, followed by website and social media ($\mu=0.54$, $\mu=0.5$, $\mu=0.31$ respectively). Furniture/home decoration are mostly purchased from website than mobile application and social media ($\mu=0.32$, $\mu=0.23$, $\mu=0.12$ respectively). Consumer goods/grocery are most popular to be purchased from mobile application than website and social media ($\mu=0.89$, $\mu=0.74$, $\mu=0.27$ respectively). Child product and games are most purchased from website ($\mu=0.26$). Oddments are mostly purchased from social media and website ($\mu=1.00$, $\mu=0.99$). The popularity of the platform depends on each industry, which might be affected by others factors have investigated in this paper.

5.3 Part II: Purchasing of online services

274 respondents were asked what are their preferences on service purchasing platform for nine online services including banking/finance, transportation service, live stream music/movie, subscription/magazine, food reservation/food delivery, hotel reservation/tour, delivery/ messenger, financial services, and tutoring/self- improvement. They were asked to choose which platforms they purchasing services the most among online application, online website, offline services, and never (if they never use that particular kind of services). Table 18 (see table 18 in Appendix I) shows the percentage of all respondents that are currently using each different platform, sorted from left to right by percentage of users who currently purchasing via online application. From nine different services, banking/finance services have the highest online application users followed by live stream music/live stream movie services and transportation services. Tutoring, self-improvement services have the lowest percentage of online application users followed by hotel reservation/tour services and food reservation/food delivery services. 78.4% of delivery/messenger users are currently using offline services such as motorbike taxi rather than online application services such as Skootar, 67% of insurance/credit card customers are purchasing via

offline broker or bank counter rather than online application channel, 65.6% of all tutoring, self-improvement customers are learning with offline tutor or extra class academy. 58.9% of transportation service customers are using offline service such as taximeters or Tuk-tuk rather than Uber or Grab. In order to investigate the factors that could influence those offline users to purchase services via mobile application, question 28 asked customer on what factors they would consider purchasing service more via online application (see table 19 in Appendix I). Most of the respondents prefer not to switch due to the fact that online application is hard to use ($\mu = 2.29$, $n=17$). The second highest rank suggests that discount is one of the most powerful factors in drawing people to try online application services ($\mu = 2.23$, $n=172$). The third top rank conveys that trial option is crucial to make people switch if they are satisfied with the service ($\mu = 2.17$, $n=157$). 80.2% of all hotel and tour reservation customers are having transaction online via website, 38.1% of subscription article/magazine reader read it via website. 33.3% of customer reserve their seat at a restaurant or order delivery food via website. Results from question 29 shows the statistical data on which factors influence customer decision to purchase services more via mobile application. (see table 20 in Appendix I). Top three factors include; if mobile application become more convenient and easy to use than website ($\mu = 2.46$, $n=217$), refusing to change as the website are already good ($\mu = 2.0$, $n=38$), and if mobile application offer cheaper service fee than website ($\mu = 1.98$, $n=180$).

CHAPTER VI

KEY FINDING

As the questionnaire was designed to distinguish users among website user, social media users and mobile application users as displayed in table 21 (see table 21 in Appendix I), it can be interpreted that people are price sensitive as there shows many duplications of price related answers. It seems that people care most about discounts or deals. Website customers would prefer trying mobile application if the application offer deals for their orders. Customers from social media also have the willingness to try purchasing goods via mobile application once they got offered deals. At the same time, one of the reasons that customers buy via mobile application is the cheaper price in mobile application than in other platforms. In addition, they might purchase less via mobile application if there are no discounts or they found a cheaper price somewhere else. All these findings imply the same message of high price sensitivity of online user in paying through online platform.

As can be seen on the table 22 (see table 22 in Appendix I), service customers are also price sensitive. They would consider changing from offline service to mobile application service if online application would offer the better price. Service customers from website are willing to change from website to mobile application when mobile application offer more discount over website. With this duplication of the same factor in different customer groups, it can be concluded that discount is the most influential factor in gaining more customers to increase their purchases via mobile application.

CHAPTER VII

CONCLUSION AND BUSINESS IMPLICATION

The core of this paper is to discover the trigger to influencing customers to purchase more via mobile application. Throughout all the questions in the survey, there are six different key questions; reason why mobile application user is purchasing goods through mobile application, factors that influence mobile application user to not purchase goods on mobile application anymore, factors that influence customers to change from purchasing goods via website to mobile application, factors that influence customers to purchasing goods via social media to mobile application, factors that influence offline service customers to switch to mobile application, factors that influence website service customers to switch to mobile application. These questions are aimed for different group of respondents but asking towards the same goal, which is how to induce customers to switch to mobile application platform. These six branches of research have repeated answers, which are to have discounts and deals. People who are currently using website and social media to purchase online good will consider to use mobile application if mobile application offer lower price than on their current purchasing platform. People who are currently purchasing mostly from mobile application are doing so because they have got offered discount. In addition, they might consider switching to another platform if they no longer get discount from mobile application. The service which users are currently using offline can be influenced towards mobile application by discount. The service that users are currently using via website can also be influenced towards mobile application by discount. With this in mind, this paper shall conclude that people are price sensitive. Discounts and deals are the best incentive to grab their attention. They would try new product or new service if they were offered discount (see figure 2 in appendix IV). Businesses may gain new potential customers by providing discount, however, this cannot be used in the long run. Customers are also caring about application satisfaction, credibility, trust and ease of usage. Mobile application with bad user experience and not having real benefit to

customers may result in unsuccessful and unprofitable outcome in the long run. There are also other points to be considered, in which this paper also mentioned. Firstly, customers are also caring about application satisfaction. From the findings, it is the third top practice that application users will deviate from mobile application if they are not satisfied with the product, which is similar to Hallowell's research in 1996. Second of all, this paper found that the second top reasons that people purchase through website is due to higher credibility and trust of the website. This aligns with Kim et al. (2008) in section two. Third of all, ease of usage, this paper found the top reason that people prefer website services rather than application services is due to the ease of navigating through the website. This finding is consistent with Morganosky et al., 2000 in section two. Additionally, mobile application with bad user experience and not having real benefit to customers may result in unsuccessful and unprofitable outcome in the long run. For example, application that sold product at the low price but no one recommend their friends to use it because the application is unstable or hard to use may need to leave the market. Thus, it is critical for businessperson to consider other points of view in inducing traffic to the mobile application apart from price promotion. It is sentimental to develop a good company's core value as a unique selling point.

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Appendix I Survey result

Table 1.1: Participant's Age

Age Range	Frequency	Percentage	Cumulative Percent
Under the age of 18	21	7.6 %	7.6%
18-25	108	39.4 %	47.0 %
26-35	59	21.5 %	68.6 %
36-50	59	21.5 %	90.1 %
Over the age of 50	27	9.8 %	100 %
Total	274	100 %	

Age Range

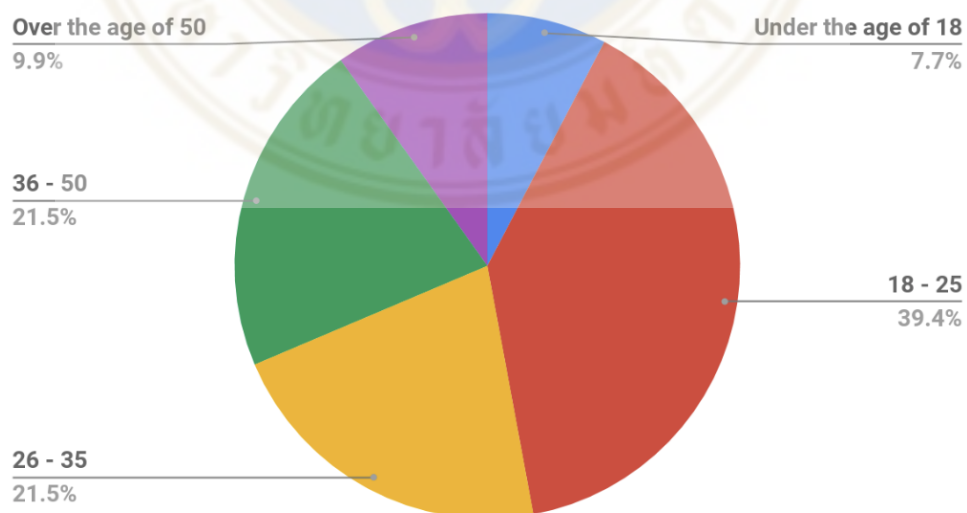


Table 2.1: Participant's Gender

Gender	Frequency	Percentage	Cumulative Percent
Male	82	29.9 %	29.9 %
Female	189	69.0 %	98.9 %
Others	3	1.1 %	100 %
Total	274	100 %	

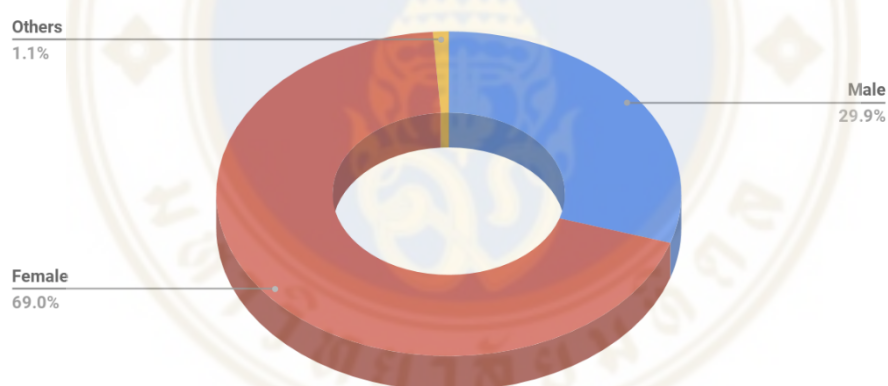
Participant's Gender

Table 3.1: Participant's Income per month

Income per month	Frequency	Percentage	Cumulative Percent
Less than 10,000 THB	79	29%	29%
10,000-25,000 THB	61	22%	51%
25,000-50,000 THB	51	19%	70%
50,000-75,000 THB	36	13%	83%
75,000-100,000 THB	14	5%	88%
Over 100,000 THB	33	12%	100%
Total	274	100%	

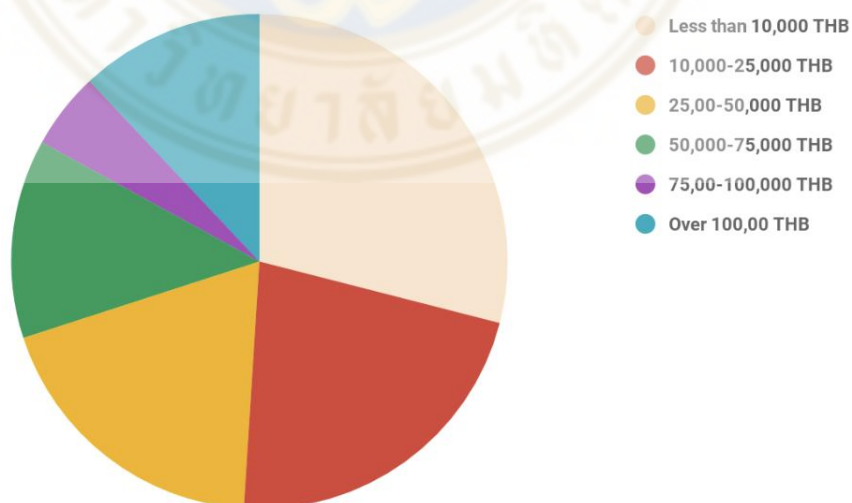
Participant's Income per month

Table 4.1: Participant's Occupation

Occupation	Frequency	Percentage	Cumulative Percent
Not working	10	3.6%	3.6%
Student	119	43.4%	47.0%
Public Sectors	4	1.4%	48.5%
Private Sectors	114	41.6%	90.1%
Business Owner	27	9.8%	100%
Total	274	100%	

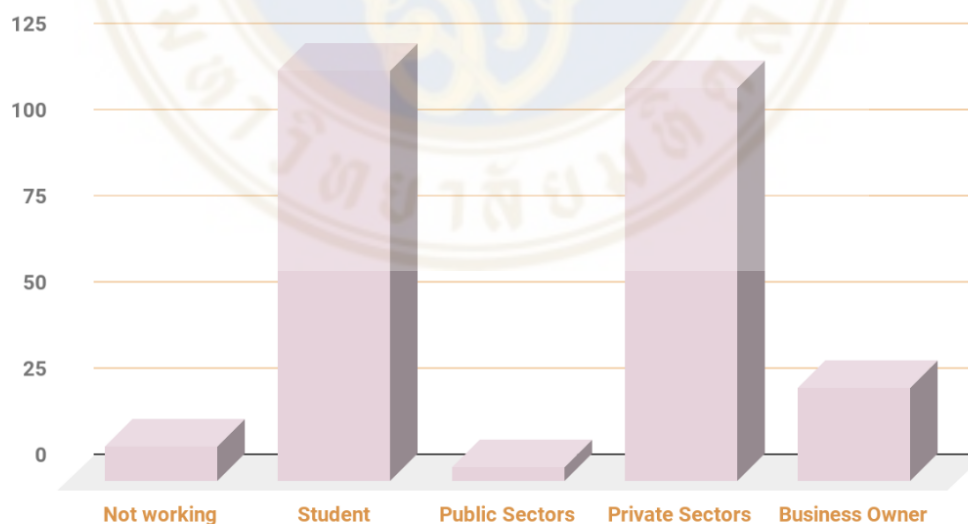
Occupation

Table 5.1: Marital Statuses

Marital Statuses	Frequency	Percentage	Cumulative Percent
Single	203	74.0 %	74.0 %
Married	70	25.5 %	99.0 %
Divorced	1	0.3 %	100%
Total	274	100 %	

Points scored**Divorced**

0.4%

Married

25.5%

Single

74.1%

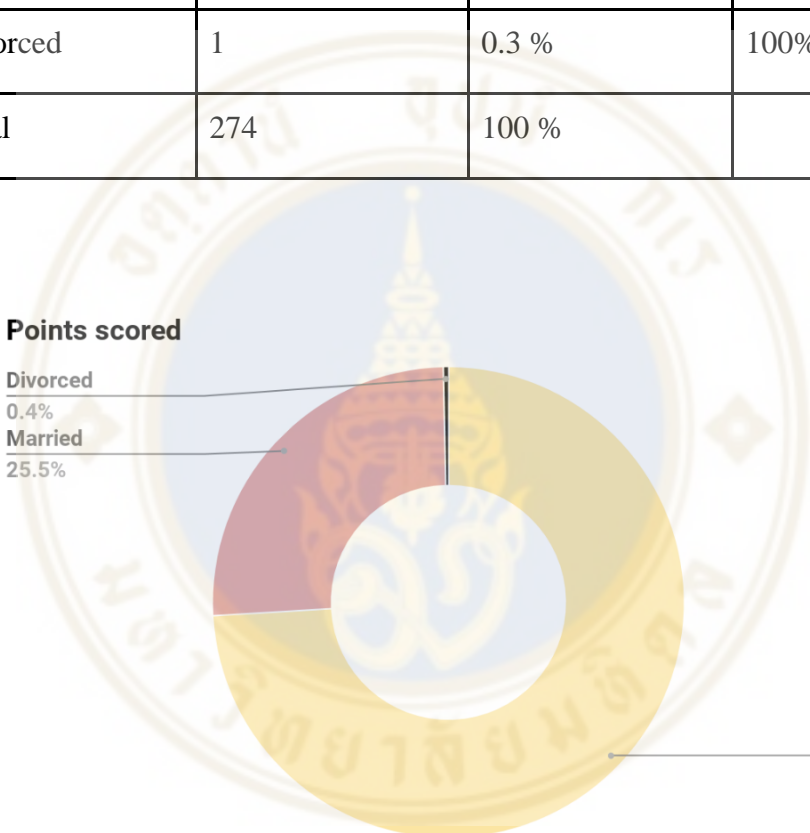


Table 6.1: Purchasing Channel

Purchasing Channel	Frequency	Percentage	Cumulative Percent
Online > Offline	43	15.6%	15.6%
Online = Offline	47	17.1%	32.8%
Online < Offline	156	56.9%	89.7%
Never buy online	28	10.2%	100%
Total	274	100%	

Base: Website user (n=274). Ref: Q1

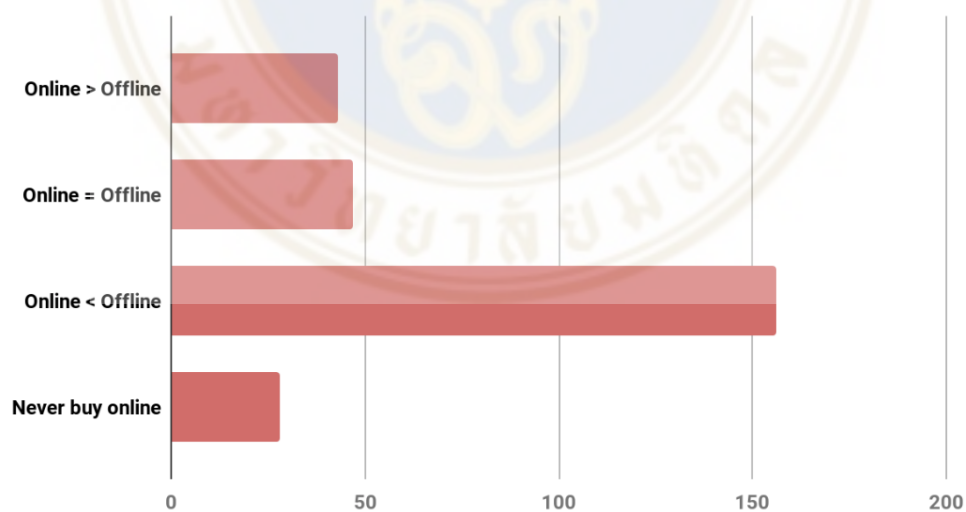
Purchasing Channel

Table 7.1: Purchasing Platforms - Only respondents with online purchasing experience

Purchasing Platform	Frequency	Percentage	Cumulative Percent
Website	102	41.4%	41.4%
Social Media	108	43.9%	85.3%
Mobile Application	36	14.6%	100%
Total	246	100%	

Base: Website user (n=246). Ref: Q2

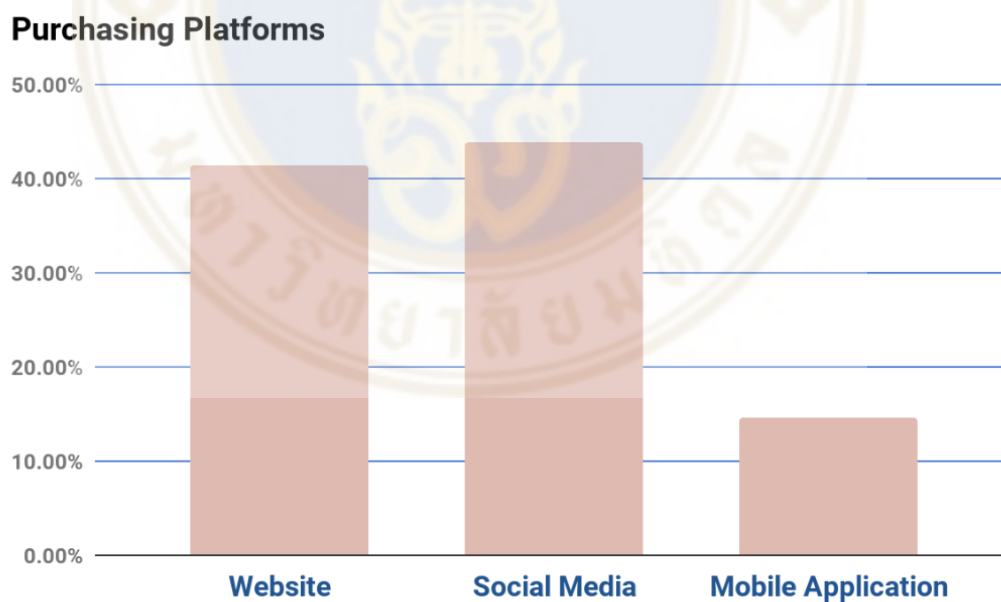


Table 8.1: Website usage rank based on survey answer

Website	1st rank	2nd rank	3rd rank	Rating Average (μ)	Count
	(Percentage of Response Count)				
Search Engine/Google	83	12	5	2.77	75
Central.co.th	50	33	17	2.33	6
7catalog	33	67	0	2.33	3
Inwshop	33	67	0	2.33	3
Cdiscount (BigC)	25	75	0	2.25	4
Lazada	28	44	28	2	43
J.I.B.	33	33	33	2	3
Taobao	0	100	0	2	1
Officemate	0	100	0	2	2
B2S	0	100	0	2	1
Tops Supermarket	20	40	40	1.8	5
Tarad	25	25	50	1.75	4
Zalora	25	25	50	1.75	12
Ensogo	8	58	33	1.75	24

Table 8.1: Website usage rank based on survey answer (Cont.)

Se-ed	0	75	25	1.75	4
WeloveShopping	19	29	52	1.67	21
Kaidee	0	67	33	1.67	3
Lotusonline	0	67	33	1.67	3
eBay	17	33	50	1.67	18
Amazon	19	29	52	1.67	21
Pantipmarket	0	67	33	1.67	3
iTrueMart	10	30	60	1.5	10
Reebonz	0	50	50	1.5	2
Wearyouwant	0	50	50	1.5	2
Others	11	26	63	1.47	38
Chilindo	0	0	100	1	1

Base: Website user (n=104). Ref: Q3

Table 9.1: Reason of participant on why they are currently most purchasing via website

Reasons	1st rank	2nd rank	3rd rank	Rating Average	Count
	(Percentage of Response Count)			(μ)	
Clear and informative**	43	27	30	2.32	n=94
More credibility than app**	48	36	16	2.14	n=79
Everyday usage**	37	34	29	2.08	n=164
Goods are only sell on website**	16	37	47	1.78	n=32
Too much internet usage on Apps**	0	50	50	1.71	n=24
Lower prices**	22	22	56	1.68	n=32
Not familiar with app**	21	29	50	1.67	n=15
No smartphone	5	33	63	1.5	n=3
App crashing/Unstable**	22	33	44	1.43	n=57

Base: Website user (n=104). Ref: Q4 **:95% statistically significant

Table 10.1: Factor to influence website user to purchasing more via mobile application

Reasons	1st rank	2nd rank	3rd rank	Rating Average (μ)	Count
	(Percentage of Response Count)				
Have more deals**	65	24	11	2.55	n=55
Do not only aim for selling goods**	36	55	9	2.27	n=11
Less registration Process**	36	41	23	2.13	n=39
Bad experience with website**	50	13	38	2.13	n=8
More informative**	31	31	38	1.92	n=52
More secure payment**	29	31	40	1.89	n=35
More popularity**	38	13	50	1.88	n=8
Better communication with sellers**	16	48	36	1.8	n=25
Have a return policy**	16	47	37	1.79	n=19
Goods are only sell on apps**	25	25	50	1.75	n=24
More stable/ No app crashing**	11	36	53	1.58	n=36

Base: Website user (n=104). Ref: Q5 **:95% statistically significant

Table 11.1: Social Media usage rank based on survey answer

Social Media User	1st rank	2nd rank	3rd rank	Rating Average (μ)	Count
	(Percentage of Response Count)				
Line/Line@	56	35	8	2.48	n=108
Facebook	33	40	27	2.06	n=108
Instagram	10	25	65	1.45	n=108

Base: Website user (n=108). Ref: Q6 **:95% statistically significant

Table 12.1: Reason of participant on why they are currently must purchasing via social media

Reasons	1st rank	2nd rank	3rd rank	Rating Average (μ)	Count
	(Percentage of Response Count)				
Everyday usage***	60	27	13	2.47	n=75
Easy product browsing***	37	33	30	2.07	n=60
Shops are popular. High No of shares.***	37	26	37	2	n=27
Lower prices***	26	47	26	2	n=19

Table 12.1: Reason of participant on why they are currently must purchasing via social media (Cont.)

Easy communication***	26	37	37	1.89	n=62
Don't want to download apps***	20	27	54	1.66	n=41
Easy payment process***	8	44	48	1.6	n=25
App was crashing/Unstable***	0	56	44	1.56	n=9
Not familiar with apps**	0	33	67	1.33	n=6

Base: Website user (n=108). Ref: Q7

**** :95% statistically significant**

*****:99% statistically significant**

Table 13.1: Factor to influence social media user to purchasing more via mobile application

Reasons	1st rank	2nd rank	3rd rank	Rating Average (μ)	Count
	(Percentage of Response Count)				
Have more deal***	76	12	12	2.64	(n=76)

Table 13.1: Factor to influence social media user to purchasing more via mobile application (Cont.)

More credibility**	40	42	18	2.22	(n=45)
Less registration process**	26	48	26	2	(n=23)
Better communication with sellers**	27	36	36	1.91	(n=33)
Do not only aim for selling goods**	30	20	50	1.8	(n=10)
More secure payment**	16	36	48	1.68	(n=25)
More popularity**	17	33	50	1.67	(n=6)
Have a return policy**	8	50	42	1.65	(n=26)
Gathered all products in one place**	12	40	48	1.64	(n=25)
More informative**	8	38	55	1.53	(n=40)
More stable/No app crashing**	7	40	53	1.53	(n=15)

Base: Website user (n=108). Ref: Q8

**** :95% statistically significant**

Table 14.1: Mobile application usage rank base on survey answer

Mobile Application	1st rank	2nd rank	3rd rank	Rating Average (μ)	Count
	(Percentage of Response Count)				
Shopee	91	0	9	2.82	11
Zalora	60	40	0	2.60	5
Tesco Lotus	50	50	0	2.50	2
AliExpress (Alibaba)	50	50	0	2.50	2
Ensogo	18	82	0	2.18	11
Lazada	47	18	35	2.12	17
Kaidee	25	50	25	2.00	4
Oriental Princess	0	100	0	2.00	1
Inwshop	0	100	0	2.00	1
eBay	33	33	33	2.00	6
Amazon	0	100	0	2.00	6
Homepro	0	100	0	2.00	1
iTruemart	20	60	20	2.00	5
cdiscount	0	50	50	1.50	2
7catalog	0	50	50	1.50	2
Others	23	0	77	1.45	22
Ikea	0	0	100	1.00	2
Central App	0	0	100	1.00	2

Base: Website user (n=34). Ref: Q9

Table 15.1: Reason of participant on why they are currently must purchasing via mobile application

Reasons	1st rank	2nd rank	3rd rank	Rating Average (μ)	Count
	(Percentage of Response Count)				
Friend recommendation***	60	20	20	2.4	(n=5)
Easy for product browsing***	54	31	15	2.38	(n=26)
Cheaper prices/Have deals***	38	52	10	2.29	(n=21)
Clear and informative***	25	38	38	1.88	(n=8)
Can use it anywhere/anytime***	21	29	50	1.71	(n=14)
Goods are only sold on app**	33	0	67	1.67	(n=6)
Able to buy without contact sellers***	11	33	56	1.56	(n=9)
More credible than other platform*	25	0	75	1.5	(n=4)
Several payment methods***	0	44	56	1.44	(n=9)

Base: Website user (n=34). Ref: Q10

**** :95% statistically significant**

*****:99% statistically significant**

Table 16.1: Factor to influence mobile application user not to use it anymore

Reasons	1st rank	2nd rank	3rd rank	Rating Average (μ)	Count
	(Percentage of Response Count)				
No more discount/deal***	53	32	16	2.37	19
Cheaper somewhere else***	37	47	16	2.21	19
Not satisfied with product***	41	24	35	2.06	17
Mobile internet consuming	0	100	0	2	2
Not popular anymore	50	0	50	2	2
Apps turn to unstable or crash***	38	19	44	1.94	16
Can not find product anymore***	13	53	33	1.8	15
Hard to make a payment***	8	17	75	1.33	12

Base: Website user (n=34). Ref: Q11

*****:99% statistically significant**

Table 17.1: Rating average data of product category on each purchasing platform

Fashion/Clothing			Health & Beauty		
Platforms	Rating Average(μ)	Count	Platforms	Rating Average(μ)	Count
Social Media	2.25	108	Social Media	1.42	108
App	1.43	35	App	0.83	35
Website	1.16	102	Website	0.81	102

Electronic Device			Book/ Magazine		
Platforms	Rating Average(μ)	Count	Platforms	Rating Average(μ)	Count
Website	1.22	102	App	0.54	35
App	1.17	35	Website	0.5	102
Social Media	0.38	108	Social Media	0.31	108

Furniture/Home Decoration			Consumer goods/Grocery		
Platforms	Rating Average(μ)	Count	Platforms	Rating Average(μ)	Count
Website	0.32	102	App	0.89	35
App	0.23	35	Website	0.74	102
Social Media	0.12	108	Social Media	0.27	108

Child products/ Games			Oddments		
Platforms	Rating Average(μ)	Count	Platforms	Rating Average(μ)	Count
Website	0.26	102	Social Media	1.00	108
Social Media	0.25	108	Website	0.99	102
App	0.06	35	App	0.69	35

Base: (n=245) Ref: Q2&Q12

Table 18.1: Percentage of purchasing platform usage on each online service based on survey data.

	Banking/ Stock Trading		Live Stream Music/ Movie		Transporta tion Service		Subscriptio n Magazine		Delivery/ Messenger	
	User (n = 191)	All (n = 274)	User (n =145)	All (n=2 74)	User (n=1 87)	All (n=2 74)	User (n=1 55)	All (n=2 74)	User (n=9 7)	All (n=27 4)
Online Applica tion	49.7 %	34.7 %	47.6 %	25.2 %	41.1 %	28.1 %	25.2 %	14.2 %	21.6 %	7.7 %
Online Website	30.4 %	21.2 %	19.3 %	10.2 %	-	-	38.1 %	21.5 %	-	-
Offline	19.9 %	13.9 %	33.1 %	17.5 %	58.9 %	40.1 %	36.8 %	20.8 %	78.4 %	27.7 %
Not User	-	30.3 %	-	47.1 %	-	31.8 %	-	43.4 %	-	64.6 %

Table 18.1: Percentage of purchasing platform usage on each online service based on survey data. (Cont.)

	<i>Insurance/ Credit Card</i>		<i>Live Stream Music/Movie</i>		<i>Transportation Service</i>		<i>Delivery/ Messenger</i>	
	<i>User (n=12)</i>	<i>All (n=274)</i>	<i>User (n=207)</i>	<i>All (n=274)</i>	<i>User (n=232)</i>	<i>All (n=274)</i>	<i>User (n=122)</i>	<i>All (n=274)</i>
Online Application	14.3%	5.8%	11.6%	8.8%	9.5%	8.0%	4.1%	1.8%
Online Website	18.8%	7.7%	33.3%	25.2%	80.2%	67.9%	30.3%	13.5%
Offline	67.0%	27.4%	55.1%	41.6%	10.3%	8.8%	65.5%	29.2%
Not Use	-	59.1%	-	24.5%	-	15.3%	-	55.5%

Table 19.1: Factor to influence to switch participants from using offline service to service on mobile application.

Reasons	1st rank	2nd rank	3rd rank	Rating Average (μ)	Count
	(Percentage of Response Count)				
Not want to change due to its hard, not used to it	41	47	12	2.29	(n=17)

Table 19.1: Factor to influence to switch participants from using offline service to service on mobile application. (Cont.)

Has a discount/ Cheaper than offline service	48	27	25	2.23	(n=172)
Get to try and it is good	45	27	28	2.17	(n=157)
More convenient to use that service than offline	28	35	36	1.92	(n=151)
When my friends recommend to use it	21	43	36	1.86	(n=56)
Once they have secure Payment	24	37	39	1.85	(n=87)
App become more stable/ not crashing	18	44	38	1.80	(n=66)f
When app has more credible	19	38	43	1.76	(n=72)
No change. Offline service provided all I need	25	25	50	1.75	(n=20)

Table 20.1: Factor to influence to switch participants from using service via website to service on mobile application.

Reasons	1 st rank	2nd rank	3rd rank	Rating Average (μ)	Count
	(Percentage of Response Count)				
App will become more convenient and easy than web	60	26	14	2.46	(n=217)
Not change since web already good enough	34	32	34	2.00	(n=38)
Discount on app is cheaper than that on web	32	35	33	1.98	(n=180)
App can provide as much as info as web does	22	45	33	1.89	(n=163)
App will become more stable and fast loading	18	38	45	1.73	(n=114)
Not change since I not get used to use service via app	26	19	55	1.71	(n=31)
Friend recommendation	7	18	76	1.31	(n=45)

Table 21.1: Part I Finding Summaries.

Reasoning of participant to most using particular platform for online purchasing?		
Website User	Social Media User	Mobile Application User
1) Informative than app ($\mu=2.32$, $n=94$)	1) Everyday usage of social media ($\mu=2.47$, $n=75$)	1) Recommendation of friend ($\mu=2.4$, $n=5$)
2) Credible than app ($\mu=2.14$, $n=37$)	2) Easy to browse products ($\mu=2.07$, $n=60$)	2) Easy to browse products ($\mu=2.38$, $n=26$)
3) Everyday usage of website ($\mu=2.08$, $n=79$)	3) Easy to communicate with seller via social media ($\mu=2.00$, $n=27$)	3) Cheaper prices/deals ($\mu=2.29$, $n=21$)

Factors to influence purchasing more via mobile application		Factors to influence purchasing less via mobile application
Website User	Social Media User	Mobile Application User
1) Have more deals ($\mu=2.55$, $n=55$)	1) Have more deals ($\mu=2.64$, $n=76$)	1) No more discount/deal ($\mu=2.537$, $n=19$)
2) Do not aim only for selling product ($\mu=2.27$, $n=11$)	2) More credible ($\mu=2.22$, $n=45$)	2) Cheaper somewhere else. ($\mu=2.21$, $n=19$)
3) Less registration process ($\mu=2.13$, $n=39$)	3) Less registration process ($\mu=2.00$, $n=23$)	3) Not satisfied with the product from apps ($\mu=2.6$, $n=17$)

Table 22.1: Part II Finding Summaries.

Factors to influence purchasing more via mobile application	
Offline User	Web User
No change. App is hard. (2.29, n=17)	App will become more convenient and easy than web. (2.46, n=217)
Cheaper than offline service. (2.23, n=172)	Not change since web already good enough. (2.23, n=38)
Get to try and it is good (2.17, n=157)	Discount on app is cheaper than that on web. (1.98, n=180)

Appendix II

SURVEY PART I : GOODS

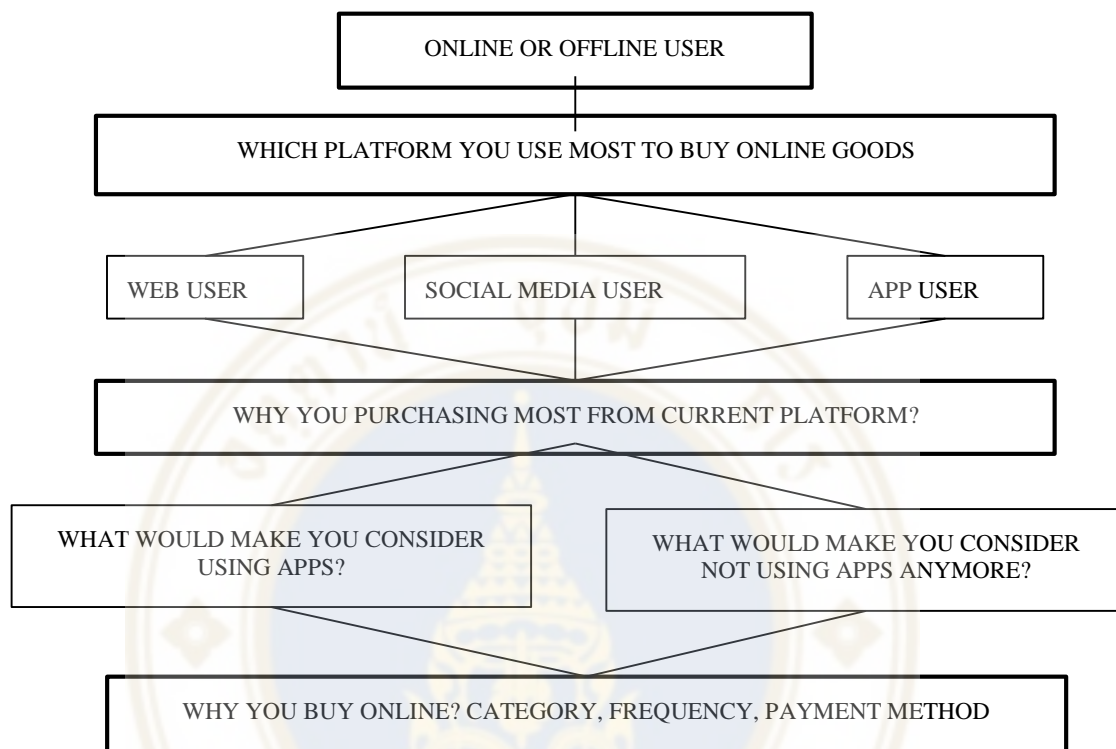


Figure 1.1: Infographic on structure of the part I survey

Appendix III Survey Questionnaires

Survey Part I – Purchasing of goods

Question	Answers List
1) What purchasing behavior that participant has on buying online and offline good?	Online > Offline Online = Offline Online < Offline Never buy online
Question Group 1 - For those who do not answer “Never buy online” on question 1	
2) What purchasing platform that participants most frequency buy online good from?	Website Social Media Mobile Application
Question Group 1.1: Website User For those who answer “Website” on question 2	
3) What are the three most frequent website participant purchasing online good from? <i>(stated as question 3 for website subgroup in research methodology)</i>	Search Engine/Google Lazada WeloveShopping Tarad Zalora Ensogo Cdiscount (BigC) J.I.B. Central.co.th iTrueMart Munkong Gadget Kaidee Lotus online 7catalog

	<p>Tops Supermarket</p> <p>Inwshop</p> <p>eBay</p> <p>Amazon</p> <p>Taobao</p> <p>Reebonz</p> <p>W earyouwant Se-ed</p> <p>Officemate</p> <p>B2S</p> <p>Pantipmarket Chilindo</p> <p>Others</p>
<p>4) Why participant are purchasing via website rather than buying from mobile application? (Top three reasons)</p> <p><i>(stated as question 4 for website Subgroup in research methodology)</i></p>	<ul style="list-style-type: none"> - Clear and informative - More credibility than app - Everyday usage - Goods are only sell on website - Too much internet usage on Apps - Lower prices - Not familiar with app - No smartphone - App crashing/ Unstable
<p>5) What could make participant that are most purchasing via website consider purchasing via mobile application? (Top three reasons)</p> <p><i>(stated as question 5 for website subgroup in research methodology)</i></p>	<ul style="list-style-type: none"> - Have more deals - Do not only aim for selling goods - Less registration process - Bad experience with website - More informative - More secure payment - More popularity - Better communication with sellers - Have a return policy - Goods are only sell on apps - More stable/ No app crashing

Question Group 1.2: Social Media User , For those who answer “Social Media” on question 2	
<p>6) What are the three most frequent social media that participant purchasing online good from?</p> <p><i>(stated as question 3 for social media subgroup in research methodology)</i></p>	<p>Line/Line@ Facebook Instagram</p>
<p>7) Why participants are purchasing via social media rather than buying from mobile application? (Top three reasons)</p> <p><i>(stated as question 4 for social media subgroup in research methodology)</i></p>	<ul style="list-style-type: none"> - Use social media everyday - Easy to browse product - Easy to communicate with seller - Don't want to download App - Shop is popular. High No of shares. - Easy payment process - Lower Prices than app - App was crashing and unstable - Not familiar with App
<p>8) What could make participant that are most purchasing via social media consider purchasing via app? (Top three reasons)</p> <p><i>(stated as question 5 for social media subgroup in research methodology)</i></p>	<ul style="list-style-type: none"> - Have more deals - More Credible - Better communication with sellers - More informative - Less registration process - Have a return policy - More secure payment - Gathered all products in one place - Apps become more stable - Apps do not only aim for selling goods - More popularity - More stable/No app crashing

Question Group 1.3: App User	
<p>9) What are the three most frequent mobile applications that participant purchasing online good from?</p> <p><i>(stated as question 3 for mobile application subgroups in research methodology)</i></p>	<p>Lazada</p> <p>Kaidee</p> <p>Shopee</p> <p>Oriental Princess</p> <p>Priceza</p> <p>Zalora</p> <p>Inwshop</p> <p>Tesco Lotus</p> <p>cdiscount</p> <p>AliExpress (Alibaba)</p> <p>eBay</p> <p>Amazon</p> <p>Big C Mobile Shopping 7catalog</p> <p>Homepro</p> <p>Reebonz</p> <p>Ikea</p> <p>Central App</p> <p>Ensogo</p> <p>iTruemart</p> <p>Others</p>
<p>10) Why participants are purchasing via mobile application rather than buying from a website or social media? (Top three reasons)</p> <p><i>(stated as question 4 for mobile application subgroups in research methodology)</i></p>	<ul style="list-style-type: none"> - Easy for browsing product - Cheaper prices/Have deals - Can use it anywhere - Clear and informative - Able to buy without contacting the sellers - Several payment methods - Friend recommendation - Goods are only sold on app - More credible than other platform

<p>11) What are the top three factors to consider not using mobile application anymore? (Top three reasons)</p> <p><i>(stated as question 5 for mobile application subgroups in research methodology)</i></p>	<ul style="list-style-type: none"> - No more discount/deal - Cheaper somewhere else - Not satisfied with product - Apps turn to unstable or crash - Can not find product anymore - Hard to make a payment - Mobile internet consuming - Not popular anymore
<p>Question Group 1: General Question</p>	
<p>12) What are the top three product categories that participant mostly buy?</p> <p><i>(stated as question 6 and on in research methodology)</i></p>	<ul style="list-style-type: none"> - Fashion/ Clothing - Child products/Games - Electronic Device - Beauty - Consumer goods/Grocery - Book/Magazine - Furniture/Home decoration - Oddments
<p>13) What are the top three reasons why participant purchasing goods online?</p>	<ul style="list-style-type: none"> - I see the product while surfing the net - Goods are only sold online - Online purchasing has good discount/deal - I can save my product browsing time - It is convenient, product delivered to my home - All product are gathered in one place
<p>14) How often participants purchasing online good?</p>	<ul style="list-style-type: none"> 0 Time 1-5 Times 6-15 Times 16-30 Times >30 Times

<p>15) What are the top three payment methods that participants are using the most?</p>	<p>Money Transfer Credit Card Cash on Delivery Bank Counter Counter Service/7-11 Paypal Cash Card/True Money Reward Point</p>
<p>Question Group 2 - For those who answer “Never buy online” on question 1</p>	
<p>16) Why participants prefer to buy offline than to buy online.</p>	<p>Offline is more credible Not get used to online purchasing Do not want to make an online payment I want the good immediately I want to see how product look like I need to have a variety of products to compare</p>
<p>17) What factors could influence participant to start purchasing online?</p>	<ul style="list-style-type: none"> - More Credible - More secure payment - Have a return policy - If online platform can deliver good within 1-2 days - If online platform is able to see the product before making decision - If online platform offers the cheaper price
<p>18) What are the top three payment methods that participants are using the most?</p>	<p>Money Transfer Credit Card Cash on Delivery Bank Counter Counter Service/7-11</p>

	Paypal Cash Card/True money Reward Point
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Survey Part II – Purchasing of services

Question	Answers List
19) Transportation Service	<ul style="list-style-type: none"> - Buy online via mobile app (Uber, Grab) - Buy offline (Taxi meter, Tuk-Tuk) - Not use it
20) Hotel Reservation, Travel Package	<ul style="list-style-type: none"> - Buy online via website - Buy online via mobile app - Buy offline - Not use it
21) Insurance, Credit Card	<ul style="list-style-type: none"> - Buy online via website (Gobear, TQM, Directasia) - Buy online via mobile app (AIA, TQM) - Buy offline (Broker, Bank Counter) - Not use it
22) Banking/Finance	<ul style="list-style-type: none"> - Online transaction via website (Internet Banking, online trading, mutual fund) - Online transaction via mobile app (Mobile Banking, Settrade Streaming) - Offline transaction (Broker, Bank Counter) - Not use it
23) Tutoring, Self-improvement	<ul style="list-style-type: none"> - Buy online via website (Skillance, Udemy, Coursera) - Buy online via mobile app (Skillance app, Udemy app)

	<ul style="list-style-type: none"> - Buy offline (Extra Class, Seminar, Tutor) - Not use it
24) Live Stream Music/Movie	<ul style="list-style-type: none"> - Buy online via website (iflix.com) - Buy online via mobile app (Apple Music, Joox, iflix) - Buy offline (Cable TV, Radio, CD, DVD) - Not use it
25) Delivery/Messenger	<ul style="list-style-type: none"> - Buy online via mobile app (Rushbike, Skootar, Lala Move) - Buy offline (Messenger, Motorbike Taxi) - Not use it
26) Food Reservation/ Food Delivery	<ul style="list-style-type: none"> - Buy online via website (pizzahut.com, kfc.co.th, foodpanda) - Buy online via mobile app (Foodpanda, Eaitgo) - Buy offline (Telephone order) - Not use it
27) Online Subscription	<ul style="list-style-type: none"> - Buy online via website (WSJ, Finnomena) - Buy online via mobile app (Ookbee, WSJ App) - Buy offline (Newspaper, Magazine) - Not use it
28) What factors they would consider purchasing service more via online application rather than offline service?	<ul style="list-style-type: none"> - Not want to change due to its hard, not used to it - Has a discount/ cheaper than offline service - Get to try and it is good - More convenient to use that service than offline - When my friends recommend to use it - Once they have secure Payment - App become more stable/ not crashing - When app has more credible - No change. Offline service provided all I need

29) What factors they would consider purchasing service more via online application rather than web service?	<ul style="list-style-type: none"> - App become more convenient and easy than web - Not change since web already good enough - Discount on app is cheaper than that on web - App can provide as much as info as web does - App become more stable and fast loading - Not change since I not get used to use service via app - Friend recommendation
30) How often participants purchasing online service?	<ul style="list-style-type: none"> 0 Time 1-5 Times 6-15 Times 16-30 Times >30 Times
31) What are the top three payment methods that participants are using the most?	<ul style="list-style-type: none"> Money Transfer Credit Card Cash on Delivery Bank Counter Counter Service/7-11 Paypal Cash Card/True money Reward Point

Survey Part III – Demographics

Question	Answers List
32) Gender	Male / Female / Others
33) Age	Under the age of 18 / 18-25 / 26-35 / 36-50 / Over the age of 50

34) Marital Status	Single / Married / Divorced
35) Occupation	Not working / Students / Public Sectors / Private Sectors / Business Owner
36) Income per month	<10,000 / 10,000-25,000 / 25,000-50,000 / 50,000-75,000 / 75,000-100,000 / >100,000
37) What type of goods that you buy more often?	- Online good > Online Service - Online good = Online Service - Online good < Online Service



Appendix IV

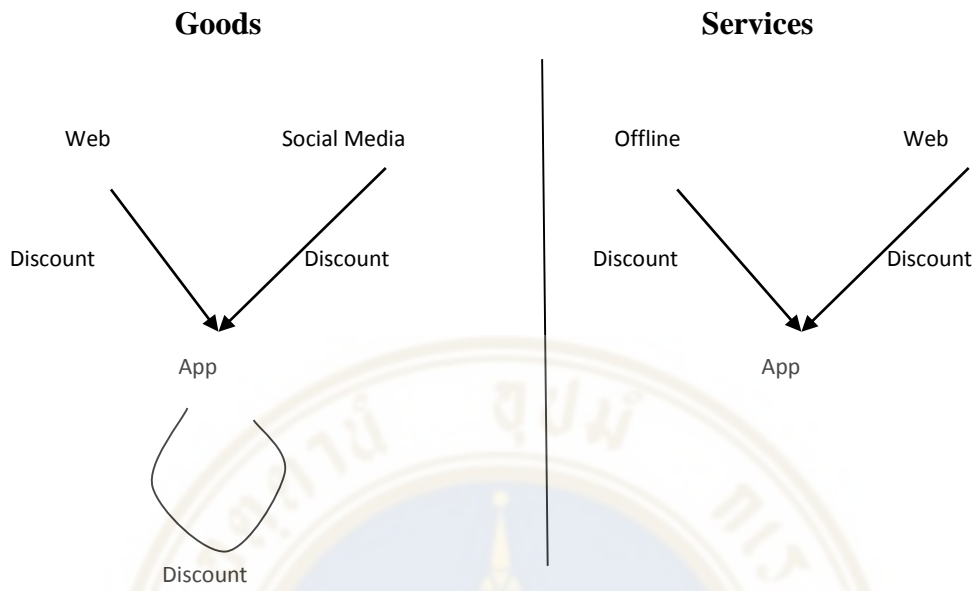


Figure 2.1: Infographic on the paper conclusion