

**FACTORS IMPACTED CONSUMER SATISFACTION TO
PURCHASE NUTRIENT SUPPLEMENT PRODUCT WITH ONLINE
RESELLER ON FACEBOOK IN BANGKOK
AND THE NEARBY AREAS**



**A THEMATIC PAPER SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
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entitled
**FACTORS IMPACTED CONSUMER SATISFACTION TO
PURCHASE PRODUCT WITH ONLINE RESELLER ON
FACEBOOK IN BANGKOK AND NEARBY AREAS**

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**A STUDY OF FACTORS IMPACTED CONSUMER SATISFACTION TO
PURCHASE NUTRIENT SUPPLEMENT PRODUCT WITH ONLINE RESELLER
ON FACEBOOK IN BANGKOK AND THE NEARBY AREAS**

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ABSTRACT

In COVID-19 pandemics, there are many challenges in the local business. Most of the businesses cannot stand through the pandemics and must exit from Thai market however the nutrient supplement market contrastingly grows and is expected to expand 5-10% in this year following increase of healthy trend in Thailand. This study purposes to study key factors that impact to customer satisfaction for buying the nutrient supplement with following these independent variables, product offer, selling price, sales promotion, service, and people influence. There are 258 sample sizes. After the analyzing process, it is presented that there are only 3 independent variables affecting to the customer satisfaction. Recommendation from others has the most significant impact to customer satisfaction following by sales promotion, and service with all of them having Sig. < 0.001 analyzed by ANOVA, and there are differences between the respondents who live in Bangkok and the nearby areas analyzed with Sig. < 0.001 analyzed by ONE-WAY ANOVA.

KEYWORDS: reseller, supplement product, customer satisfaction, retailing mix, social media

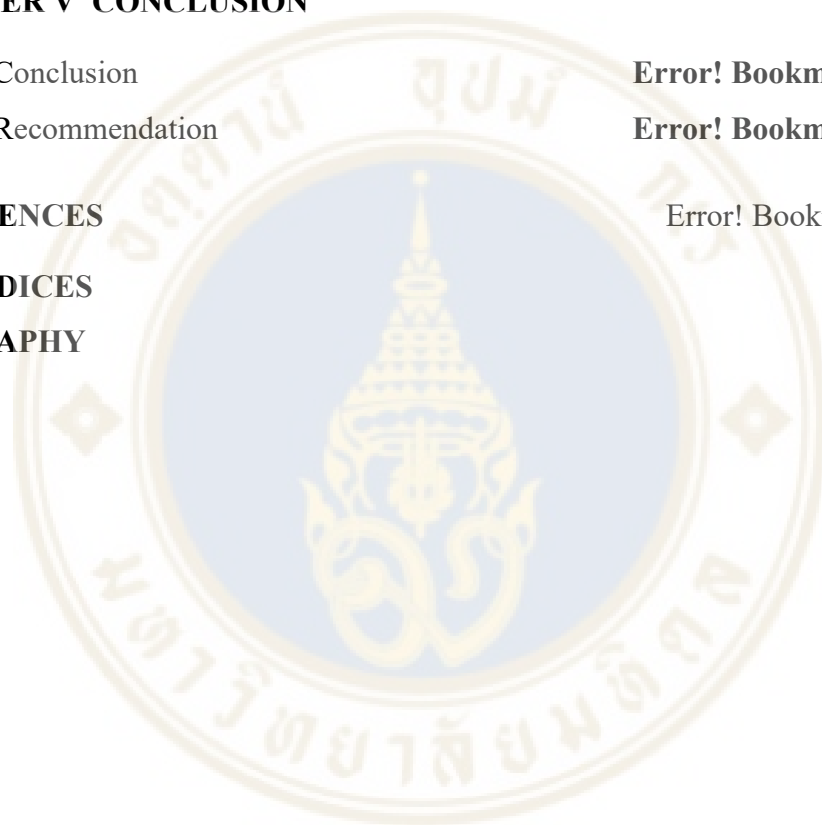
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CHAPTER 1

INTRODUCTION

Introduction and problem statement

After COVID-19 pandemic, it creates a lot of loss in many businesses all over the world including Thailand which has lost around 2 billion baht per day reaching 45,000 -60,000 million baht per month according to the prediction of Kasikorn Research Center. It has been dramatically shrinking GDP expected to 1.5 - 3.5% even though there are economic recovery signs from the foreign countries in January 2021 but the pandemic is still slowing down the recovery process. The return of COVID-19 pandemic in Thailand restricts local consumption in every business while the food industry does not affect as much as the tourist industry or others. It is slow down the growth of the businesses according to the consumption shrink however the health supplement business has reversed the downward trend to be the most positive growth business which values to 20,000 million baht in 2020, and is predicted to continuous the growth in the future following increase of healthy trend and easiness to access information on the internet expected to expand over 5 - 10% per year. Thailand's top tree supplements are healthy aging, natural supplement, and personalized nutrition.

The coming of aging society and COVID-19 is influencing the healthy trend among people aged around 30+ being more interested in self-care products such as skincare, vitamin capsule, and nutritious supplement. The pandemic leads people to have 'new normal' and expands their self-care lifestyle. According to Suan Dusit Poll, 45.39% of Thai people tend to be more focused on their health by having more exercise, consuming organic and supplement foods, and accessing medical consultation. It reports that the baby boomers and millennials are more anxious about health influenced by the information of COVID-19 protection that good health reduces the risk of contracting COVID-19 affecting the

increasing demand of immune supplements. Moreover there are journals published Optimal Health Level that can help humans effectively repair and restore the body such as The Nutrition Requirement by Dr.MD. Prasong Thiemboon, Head of the Institution of Nutrition Department of Pediatrics Faculty of Medicine Chiang Mai University. The market value of supplement food can increase from 20,876.30 million baht to 23,916.80 million baht in 2021 reported by Euromonitor International, the market research company.

The three popular health foods are categorized by its benefit and ingredient offering opportunities for industry growth. The health aging is interested by elderly aged over 60 to find a tailored dietary supplement specialized for decreasing deterioration of the body, including memory booster, common elder disease protector, such as heart disease, hypertension, cancer, and diabetes, and vitamin for elder. Secondly, the natural and functional food trend impacted the brand to produce the product by natural ingredient rather than synthetic supplement reported by EIC research that the natural supplement averagely grew over 13% per year in 2011-2015. Because it is confirmed that the natural diet is safer and has fewer side effects than synthetic food, however there are limited types of the product in the marketplace due to the limitation of research and product development. Lastly to the personalized nutrition, the DNA technology offers a chance to personalize tailored product specific needs of consumers which can enhance competitive advantage and decrease administration cost for the company expected to boom in the future according to advancements in technology. In Thailand, most of the dietary supplement is relied on as a beauty booster which has moved to the decline stage according to the sign of market growth dropped to 8-9% per year since 2016-2017 so the expert recommends brands to expand their product line to target both beauty and health concerns at the same time. In 2020, there are more variety of supplement products in Thai market such as brain booster, osteoarthritis prevention, body detox, and so on to personalize the tailor products to cover each consumer's need and gain competitive advantage due to higher competition. As a brand, they have to find a strategy to achieve their goal and compete with the subsidy in the market thus the most popular strategy to gain both sales and brand awareness at the same time is using online resellers or online distributors to buy their products in wholesale and retailing

them to the target consumers. Is it true that the more resellers sign with the brand, the closer to their success?

Nowadays, online distributor strategy is widely used as a popular tool for online shopping. It will be a very first strategy if you want to sell something online and it has been very popular in the food supplement business. Most people like to think that it is the shortcut to guarantee your sales and cut the marketing and operational cost of promoting and selling products by the brand itself because the main consumer of yours becomes the retailers for your brand. These people will buy the products and help brands promote the supplement on their channel using their own budget, not the brand's budget. It is thought to be the win-win situation between the brand and the retailer. In reality, there are many details for this strategy and it is not easy to imagine.

As a brand owner, you have to make sure that you can keep the online distributor satisfied with your product. They have to be profitable, be motivated, and receive good customer relationships from yours. It is challenging to keep the product having a good status to easily sell on Facebook online marketplace, and always doing business with sincerity to your partners so pricing plays a key role for the online distributor strategy. On the other hand to the online resellers, it is also challenging to pick up the right product and retailing it to the target consumer. On the marketplace, there is not only you selling the product, there are a lot of retailers out there selling the same things which creates the big test to survive in the game.

From the challenges, this dissertation is studied the key factors of consumer purchasing decision to buy a product from an online reseller on Facebook to find the dependent variables impacted the purchasing decision which will be advantage for brand owners to build the strategy for the retailers to keep them satisfied to sell the product from the brand moreover it will be beneficial for small retailers to distribute the product and be profitable among the red oceans.

Research Objectives

1. To identify the key factors influencing consumer to buy food supplement product from online resellers on Facebook
2. To compare the differences between the purchasing behavior of consumer located in Bangkok and nearby areas

1.3 Scope and Method of Study

This study emphasizes the concept of 6P's of Retail by Vedamani (2012) and Customer Engagement Cycle by Sashi (2012) mapped a theoretical framework with customer journey attached the customer attention to the point of purchase following the figure 1 to analyze the factors that impact consumer purchasing behavior based on the factors from consumer side and online distributor side. The study will use at least 200 qualitative research to analyze the impacted factors to customer purchase behavior through the context of Facebook scoped down to Bangkok and nearby areas including Nonthaburi, Samut Prakan, Samut Sakorn, Nakorn Prathom, Pathumthani.

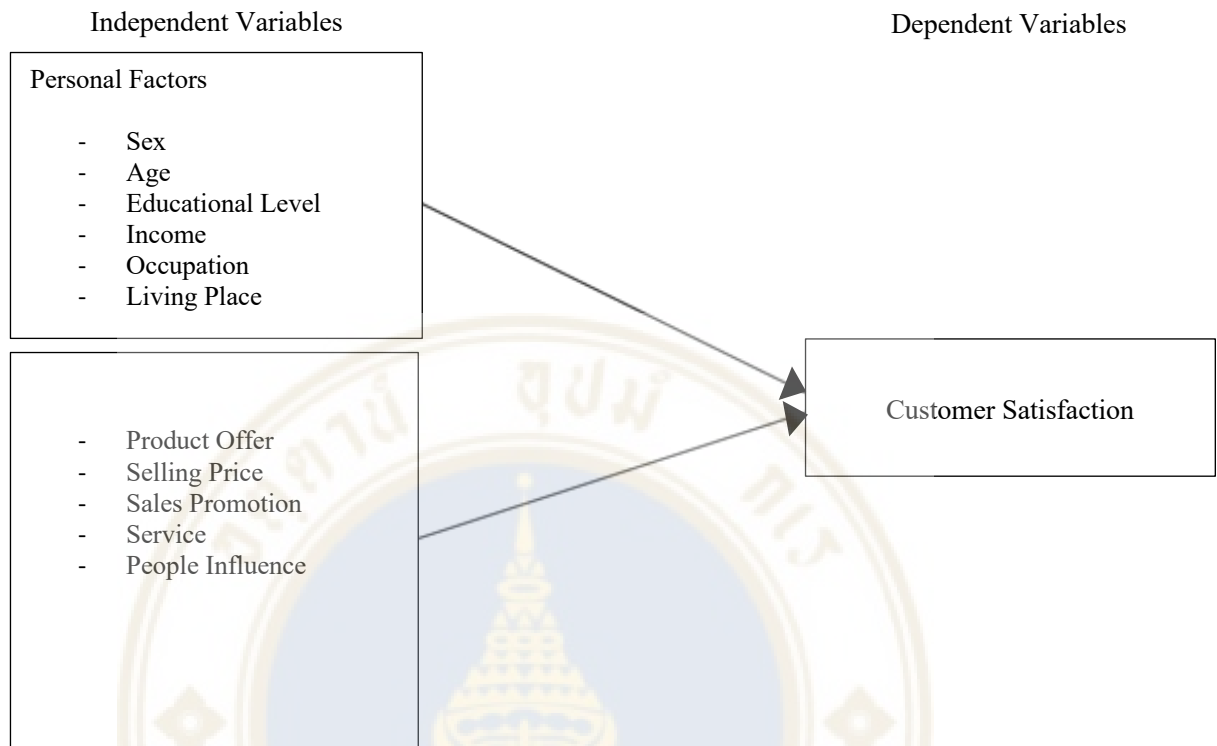


Figure 1: Scope of Study

Hypothesis

H1: Product offer on each online retailer has a significant impact on customer satisfaction.

H2: Selling price on each online retailer has a significant impact on customer satisfaction.

H3: Sales promotion on each online retailer has a significant impact on customer satisfaction.

H4: Service has a significant impact on customer satisfaction.

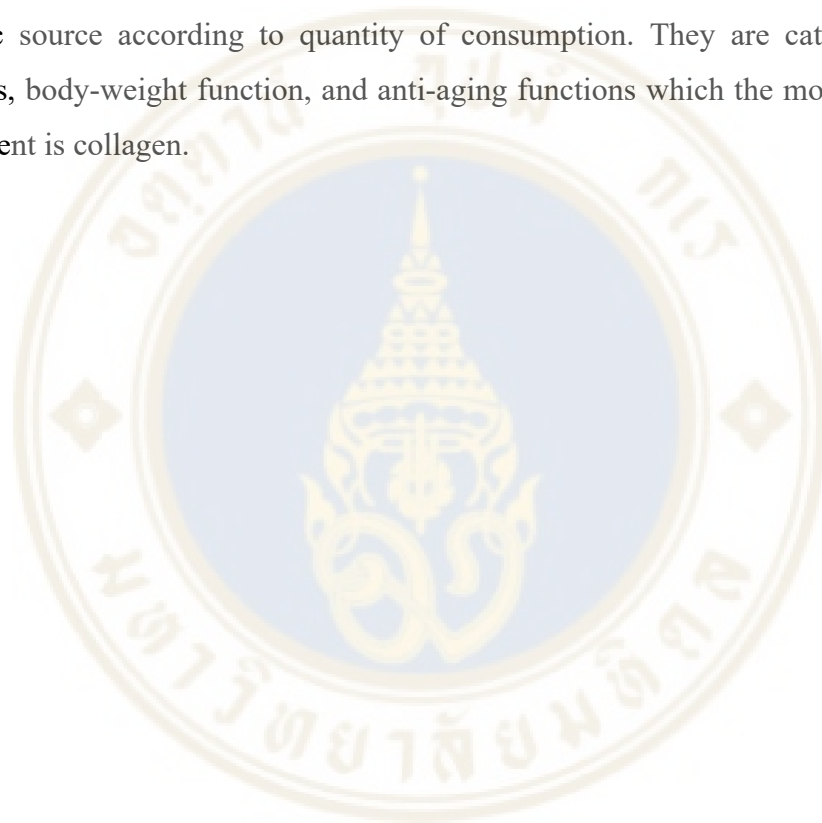
H5: People influencer has a significant impact on customer satisfaction.

H6: There are different influencing factors for customer satisfaction between people who live in Bangkok and the nearby areas.

Definitions

Supplement product/ Food supplement/ Dietary supplement

Dietary supplements are a manufactured food product which are an alternative way to consume the daily recommended intake of vital vitamins, minerals and nutrients necessary for health contained in many ways such as capsule, tablet, ready-to-drink, powdered food, jelly, and etc. A nutrient supplement can extract from natural source and synthetic source according to quantity of consumption. They are categorized by skin functions, body-weight function, and anti-aging functions which the most famous dietary supplement is collagen.



CHAPTER II

LITERATURE REVIEW

The retailing mix and customer purchasing behavior

Retailing consists of final activities and product journeys delivering goods or services to customers which is the last step of the supply chain so any firm or seller that sells product or service to the final customer is acting at the stage of retailing. Therefore, the firm tries to sell products via online or offline channels such as e-mail, social media, door-to-door, or through a vendor machine, the firm is doing retailing. In terms of retailing marketing strategy, it uses the method of The Six P's containing the core 4Ps, product, price, place, and promotion, in addition to people and performance (Dunne & Carver, 2014). By testing the core concept of the retailing mix, it results that a retailer uses 6Ps to build (Ahmed, 2020) close relationships using the instrument to create store satisfaction, word-of-mouth, patronage intention, and behavior which product and related brand management deliver the hardest effect to the result of the variables while price, communication, service, and incentive method impact some outcomes. However, the shopping context, such as product type, shopping frequency, store type, and functions, plays a more critical role in the effectiveness of the retailing mix. Nowadays, store advertising and the surrounding environment are essential on online shopping whereas purchasing motivation, in-store orientation, and store location have lower relevance (Markus Bluta & Flohb, 2018). The revolution of online shopping extremely changes the world of retailing. The internet and new alternative channel such as mobile and social media have transformed the retail business model, the execution of retailing mix and customer behavior moved to multichannel and omnichannel retailing, a broader perspective on channel and movement of the customer journey through channels in their search and buying process influenced by the surrounding (Peter C. Verhoefa & Jeffrey Inman, 2015).

Nowadays, many firms are using social media as a platform to complement product information, feedback from their customers given the power to have free speech in label and measurement and relating more to the company after reading various reviews. It is concluded that social media has a lot of power to change customer behavior resulting in females aged around 25-29 being the main target buying product on an online channel and having at least an account on social media by the reason of convenient online transaction and ready-to-sent service. There is the support that posts from other customers who buy the same wished product do not influence the others to buy. They just have scanned reading. It would say that social media is powerful to purchase on-screen particularly the degree of message exposure and the relation formed between the various information and customers who are longing to purchase so the company should intentionally track its marketing mix strategy to increase sales, the net turnover, and market share.

The mixed marketing strategy depends on the company's size, product, or service type resulting in a niche or mass following the number of its customers (Elisabeta Ioană, 2014). The emergence of young customers and product platforms on the social network examine that the customers are willing to unite online shopping behavior, namely, product/service recommendation and retail purchase activities. Engaging customers purchasing on social media such as Facebook are noted to be attached with friend's recommendation in a change of online shopping behavior, and the trustworthy level of reviewers from a close friend topping down to reviews website positively leads to purchasing behavior (Lisa Harris, 2011). Customer engagement enhances customer loyalty as a fan through the customer engagement cycle which the brand should find the customer who potentially turns into a fan. The multi-channel of online and offline can be used to facilitate a customer's transition in the customer engagement cycle, connection, interaction, satisfaction, retention, commitment, advocacy, and engagement (Sashi, 2012).

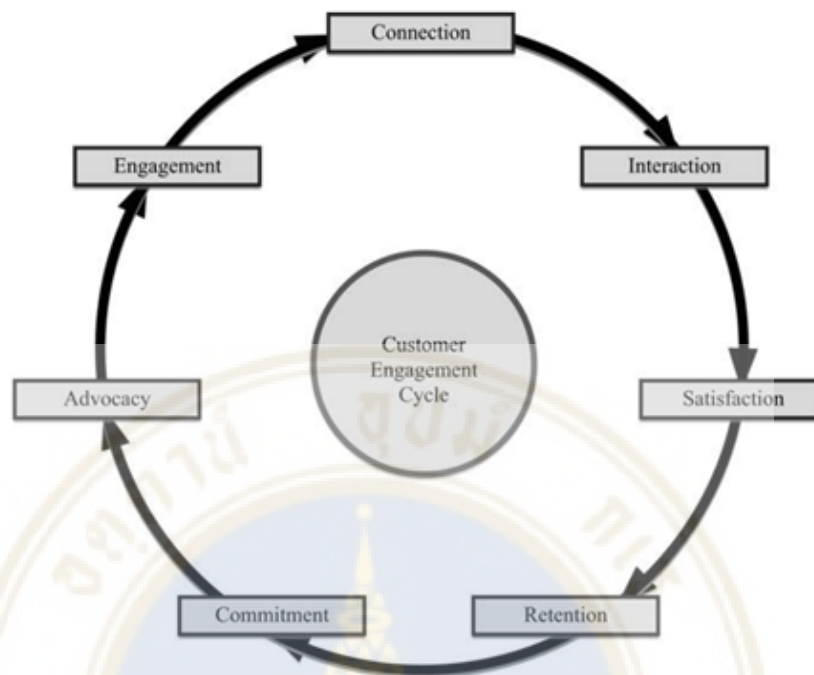


Figure 2: Customer Engagement Cycle

Customer purchasing behavior on social media

Social media is the most popular for people to share their experience, reviews, information, and any kind of issue connecting to their interest and friends which provide the main source of persuading the stage of purchasing decision (need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior) to others as a key role on E-marketing recommended that Facebook, Twitter, and Youtube is indicated to in the marketing plan (Walid Nabil Iblasi & Al-Qreini, 2016). Most of the companies use social networks as tools to build brand awareness and convert sales which has confirmed its impact over time incredibly reviving many declined firms to the moon.

The study results show that social media has a positive relationship with a customer purchasing decision, yet not all items are a similar impact. It presents those functional elements (convenience, efficiency, information, and sharing experience), sales

promotion, and hedonic benefits have a direct effect on customer purchasing behavior while sociopsychology has no relationship to it (Sujin Song, 2016). Facebook is the most well-known platform providing product information to customers that easiness of purchasing is considered by the cost of a product, clicking-through purchased locations, recommended source, and risk of purchasing. By the cost of a product, customers tend to immediately buy low-cost products despite spending a lot longer time on high-cost products. There are many marketing cases providing affiliated links to redirect to the purchase channel, but it gains low clicking-through and likely to read a recommendation then searching for a similar website in the next couple of days which means that on social media customers will not locate in a place by the display, push strategy may not work. They enjoy being pulled to the product eventually. For recommended sources, it is another confirmation of the relationship level between sender and receiver connected to the cost of the product and its risk and product claims. If the product is cheap and recommended by their friend, it will be easy to buy without any concern (Forbes, 2013).

The online world serves people everything about products and services according to their willing-to-pay price, location, and desired attributes which brand awareness and brand loyalty significantly increase sales provided impact on customer's preferences and information acquisition, electronic word-of-mouth (eWOM), customer's perceived quality and seller created information on consumers' purchase intention. The negligence of a customer's perceived risk causes a little effect on customer intention although it would occur negative relationships. The consistency of information via social media can significantly change customer purchasing behavior (Malik, 2016). The power of social media marketing influences many businesses joining the community leading to high competition on the feed, so the brand has to come out with strong communication such as content and visuals caught customer's eyes with their product promoting them to more purchases. It is presented that visualization of advertising is the major effect of the purchase decision because it drives attention to the product as a tool influential item which results differently by gender. The advertising image has a higher effect on the female than male (Ahmed, 2020).

Online Shopping and Customer Satisfaction

In the past, customer satisfaction and customer intention concept are important in online and offline shopping world resulted from the study that information quality, system quality, service quality, product quality, delivery quality, and perceived price have positive effects to level of customer satisfaction in addition to deliver quality and product quality serving the best impact (Chun-ChunLin & Wu Yong-Fu, 2011). To find the behavioral factors in online shopping, it is presented that e-service quality is a key role of customer satisfaction, customer trust, and customer's building behavior, that does not test only impact of customer satisfaction to customer behavior such as customer repurchase intention, word-of-mouth, and traffic on site but deepens down to the e-service quality model offering better understanding on customer trust. It is the result that website design, security/privacy and fulfilment are considered overall e-service quality however customer service does not relate to e-service quality (Paulo Ritaa & Farisab, 2019). On the other hand, the result of the study is found that the influence of information quality, security/privacy, payment system, and customer service are significant to determine customer satisfaction which become the most popular e-commerce strategy in Indonesia (Maria Dharmesti, 2013). By the influence of information quality, blogging has become one of the significant parts of online shopping, which influencer's recommendation leads to opinion and intention to shop online. The reputation of bloggers affects the level of customer's trust in a product (Chin-Lung Hsu & Chiang, 2013).

CHAPTER III

RESEARCH METHODOLOGY

In this research information acquisition (IA), the study will use at least 200 quantitative surveys to collect the opinion of the target group who is divided by demographic such as sex, age, relationship status, educational level, income, and living location which the personal information of respondents and buying experience of the nutrient supplement product from the reseller following the retailing mix (6Ps) are a independent variable (IV) while customer satisfaction and preference is a dependent variable (DV). All of the variables are scoped in context of Facebook Thailand to find the key of purchasing decision among the red oceans. In this study, it contains the element of methodology following the below agenda.

1. Source of Data
2. Population and Samples
3. Data Collection Instruments and Method
4. Data Analysis and Interpretation
5. Statistical Analysis

3.1 Source of Data

The research uses the quantitative research method to study the population factors and the retailing mix factors impacted the customer in Bangkok to purchase the supplement product from a reseller on Facebook by using survey questionnaire as a collecting tool to find the factors impacted consumer purchasing behavior of supplement

product to online resellers on Facebook in Bangkok compared with the nearby areas (Nonthaburi, Samut Prakan, Samut Sakorn, Nakorn Prathom, Pathumthani).

3.2 Population and Samples

Study group is the customers who have experience of buying the supplement product from the reseller on Facebook more than a time and live in Bangkok or the nearby areas aged above 18 years which is the primary target group of the supplement product (EIC, 2016) by collecting at least 200 surveys to summarize the information with purposive sampling collected by Google Survey, the well-known online survey tool.

3.3 Data Collection Instruments and Method

The researcher used the online survey as the main tool to collect the data from the samples following the below step.

1. The research studies the information from the research, journal, and paper issuing the customer purchasing behavior and retailing mix in the online context to be the survey creation guideline.
2. Developing the questionnaire by the scope of study which is related to the customer behavior and retailing mix resulting in the level of customer satisfaction and preference to buy the supplement product from any resellers in the context of Facebook E-commerce and social media.
3. Sending the questionnaire to the instructor to feedback the draft.
4. Re-sending the questionnaire to the instructor to approve the questionnaire before sending to the data collecting process.
5. Uploading the questionnaire on Google Survey and sending to 200 respondents.

This survey aims to measure the demographic of a supplement product's consumer living in Bangkok and the nearby areas, and the factor leading them to purchase from the brand's distributors (online reseller) on Facebook. The data collection questionnaire is designed to collect information from 200 respondents with 4 parts of close-ended questions.

Part 1: Screening questions

This part will screen people who have willingness to purchase the product with a brand's distributor or online reseller on Facebook to be as the respondent of the survey to make sure that the respondent is possible to be a future customer of the supplement product.

Part 2: Customer purchasing behavior on Facebook

This part collects the general purchasing behavior of respondents on Facebook such as buying frequency and product touchpoint. The questions measure by nominal scale and checkbox.

Part 3: Factor of buying

This part asks for the element that makes the respondent decide to start conversation and purchase with the reseller. The questions measure by rating scales with 5 rating scores following the level of agreement with the provided messages. This part will ask following the variables by mixing all the items together to reduce bias in the analysis

Part 4: Personal information of respondents

This part collects the personal information of respondents that the format of the questions will be nominal scale. The questions in this part will be separated in 5 questions as the lists.

- Sex collected data
- Ages collected data
- Educational level collected data
- Average income collected data
- Occupation collected data
- Living place collected data

3.4 Data Interpretation

The researcher created the questionnaire with the following scoring criteria:

The 5-score is interpreted to mostly agree

The 4-score is interpreted to agree

The 3-score is interpreted to moderate.

The 2-score is interpreted to disagree.

The 1-score is interpreted to mostly disagree.

The researcher has set the criteria of interpreting the meaning of data as follow:

Average between 4.21 to 5.00 is equal to the highest impact

Average between 3.41 to 4.20 is equal to high impact.

Average between 2.61 to 3.40 is equal to moderate impact.

Average between 1.81 to 2.60 is equal to less impact.

Average between 1.00 to 1.80 is equal to the least impact.

3.5 Data Collection

The data collection of the research's topic is collected as follow:

1. Primary Data from 200 of the survey's respondents, who are the customers of supplement products on Facebook and live in Bangkok or the nearby areas, from answering the questionnaire from Google Survey. After gathering all data, the researcher will check the data, and move to the analysis.
2. Secondary Data from the academic sources such as the academic journal in the past 10 years and the online sources refers as the information to develop the conceptual framework and the questionnaires

3.6 Data Analysis

1. Descriptive Statistic is used to explain the personal information of respondents such as sex, age, educational level, average income, occupation, living place, consumer purchasing behavior of the supplement product, and factor impacted customer satisfaction the buy the product. For analyzing the general information of the respondents and consumer purchasing behavior data, this part uses X-Bar and Standard Deviation (S.D).
2. Factor Analysis is implemented to analyze the factors impacted by customer satisfaction by buying the product according to the level of agreement of the respondents.
3. Inferential Statistics is used to test the assumption that there are different factors between people who live in Bangkok, and people who live in the nearby areas around Bangkok.

CHAPTER IV

DATA ANALYSIS RESULT

The research purposes to study the factors impacted consumer purchasing behavior of supplement products to online resellers on Facebook in Bangkok and nearby areas. After collecting the data screening only people who have willingness to buy the product from the online resellers on Facebook including non-purchasing users but have willingness to buy with the brand's distributors in the future. The researcher has received 200 of answers which are able to be used in the data analysis process nearly to the expectation number in the chapter 3. In the analysis, the researcher will explain the results in form of descriptive analysis which is divided into 3 parts as follow:

Part 1: Descriptive Statistic

1. Personal Information of the respondents such as sex, age, educational level, average income, occupation, living place.
2. Consumer Purchasing Behavior of the respondent such as buying frequency and product touchpoint.

Part 2: Factor Analysis

Factors impacted to customer satisfaction to purchase the supplement product from an online resellers or brand's distributors on Facebook to test the assumptions as follow:

- 2.1) Product offer on each online retailer has a significant impact on customer purchasing behavior.
- 2.2) Selling price on each online retailer has a significant impact on customer purchasing behavior.

2.3) Placement of product content has a significant impact on customer purchasing behavior.

2.4) Sales promotion on each online retailer has a significant impact on customer purchasing behavior.

2.3) People, retailing service, has a significant impact on customer purchasing behavior.

2.5) People, influencers, have a significant impact on customer purchasing behavior.

Part 3: Inferential Statistics

To Test the assumption that there are different opinions between people who live in Bangkok and the nearby areas as follows

3.1) There are different influencing factors for purchasing behavior between people who live in Bangkok and the nearby areas.

Data Analysis Result

Part 1: Descriptive Analysis

This part will describe 258 the respondents' personal information in total reported by frequency and percent of information according to sex, age, educational level, income, occupation, and living place, and report the descriptive analysis of construct on impacted factor to level of customer satisfaction to purchase a supplement product with a reseller on Facebook of people who live in Bangkok and the nearby areas analyzed by mean-score. It is presented into 2 parts as follow:

1.1) Descriptive Analysis of Respondents' Personal Information

Table 1: Sex of Respondents

		Sex			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	21	8.1	8.1	8.1
	female	237	91.9	91.9	100.0
	Total	258	100.0	100.0	

According to the answers, 237 of the respondents are female equal to 91.9 percent of the total while 8.1 percent out of 100 percent is male, or 21 from 258 respondents.

Table 2: Age of Respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20	4	1.6	1.6	1.6
	20-25	60	23.3	23.3	24.8
	26-30	85	32.9	32.9	57.8
	31-40	43	16.7	16.7	74.4
	41-45	9	3.5	3.5	77.9

Table 3: Age of Respondents (cont.)					
	46-50	3	1.2	1.2	79.1
	Above 50	54	20.9	20.9	100.0
	Total	258	100.0	100.0	

From the table 2, most of respondents age between 26-30 years old which is 85 of the total equal to 32.9 percent, following by the people aged 20-25 years old which is 60 of the total equal to 23.3 percent, 54 respondents age above 50 years old at 20.9 percent of the total, 9 respondents age 41-45 years old at 3.5 percent of the total, and 3 respondents age 46-50 at 1.2 percent of the total.

Table 4: Educational Level of Respondents

Educational level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under bachelor's degree	17	6.6	6.6	6.6
	Bachelor's degree	157	60.9	60.9	67.4
	Master's degree	66	25.6	25.6	93.0
	Doctoral degree	18	7.0	7.0	100.0

Table 5: Educational Level of Respondents (cont.)					
	Total	258	100.0	100.0	

Based on information on the table 3, most of respondents have graduated from Bachelor's degree at 60.9 percent of the total of or 157 out of 258 respondents following by Master's degree at 25.6 percent equivalent to 66 of 258 respondents, and Doctoral degree at 7 percent or 18 respondents from the total.

Table 6: Income per Month of Respondents

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20,000 baht	30	11.6	11.6	11.6
	20,001-30,000	88	34.1	34.1	45.7
	30,001-40,000	53	20.5	20.5	66.3
	40,001-50,000	38	14.7	14.7	81.0
	50,001-60,000	20	7.8	7.8	88.8
	Above 60,000	29	11.2	11.2	100.0

Table 7: Income per Month of Respondents (cont.)					
	Total	258	100.0	100.0	

According to the table 4, most of the respondents have income per month around 20,001-30,000 baht at 34.1 percent or 88 respondents of the total, following by 30,001-40,000 baht which is approximately at 20.5 percent or 53 respondents of the total, 40,002-50,000 baht which is equal to 14.7 percent or 38 respondents of the total, above 60,000 baht which is equal to 11.2 percent or 29 respondents, lastly to 50,001-60,000 being equal to 7.8 percent or 20 respondents of the total.

Table 8: Occupation of Respondents

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	7	2.7	2.7	2.7
	Private officer	171	66.3	66.3	69.0
	Government Employee	18	7.0	7.0	76.0
	Business Owner	28	10.9	10.9	86.8
	Freelancer	22	8.5	8.5	95.3

Table 9: Occupation of Respondents (cont.)					
	Other	12	4.7	4.7	100.0
	Total	258	100.0	100.0	

Based on the table 5, most of the respondents are private officer at 66.3 percent or 171 respondents of the total following by business owner at 10.9 percent or 28 respondents of the total, government employee at 7 percent or 18 respondents of the total, freelancer at 8.5 percent or 22 respondents of the total, unidentified job at 4.7 percent of 12 respondents of the total, and lastly to student which is 2.7 percent or 7 respondents from 258 respondents.

Table 10: Living Place of Respondent

Living place					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bangkok	218	84.5	84.5	84.5
	The nearby areas around Bangkok	40	15.5	15.5	100.0
	Total	258	100.0	100.0	

From the table 6, 84.5 percent of respondents live in Bangkok approximately at 218 respondents of the total while the people who live in the nearby areas such as

Nonthaburi, Samut Prakan, Samut Sakorn, Nakorn Prathom, Pathumthani are around 15.5 percent of the total or 40 respondents.

1.1) Descriptive Statistic of Constructs

Table 11: Descriptive Statistic of Independent Constructs

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Product width	258	1.00	5.00	3.4651	1.18056
Product depth	258	1.00	5.00	3.5233	1.22611
Cheaper price	258	1.00	5.00	3.8256	1.19849
Higher price with service	258	1.00	5.00	3.4341	1.15253
Buy 1 get 1 free.	258	1.00	5.00	3.9961	1.10710
Always price discount	258	1.00	5.00	3.6783	1.10938
Promotional pack	258	1.00	5.00	3.0581	1.19031
Quick response service	258	1.00	5.00	4.2326	.90834
Product details	258	2.00	5.00	4.6124	.75176

Table 12: Descriptive Statistic of Independent Constructs (cont.)					
Sincere to defective	258	1.00	5.00	4.531 0	.84211
Trying to help	258	1.00	5.00	4.290 7	.97278
Friend recommendation	258	2.00	5.00	3.814 0	.97252
Review on Fanpage	258	1.00	5.00	3.821 7	.97398
KOL	258	1.00	5.00	3.228 7	1.02784
Other's post	258	1.00	5.00	2.682 2	1.21267
Recommended by Brand	258	1.00	5.00	3.558 1	1.03936

Following the information on the table 7, it presents mean-score of independent constructs which are designed to find the impact of each variable, product offer, selling price, sales promotion, service, people influence. By finding what constructs have the most impact on customer satisfaction to purchase a supplement product with an online reseller on Facebook. The construct that receives the highest mean-score is product detail stated that people prefer to the reseller that provide product details clearly when being asked. The other constructs have mean-score as following. In term of product offer, product width has mean-score at 3.4651, and product depth has mean-score at 3.5233. Next to selling price variables, the respondents prefer to buy with cheaper price with mean-score at 8256 while some of them prefer to buy higher price if they have added-on service with mean-score at 3.4341. For sales promotion, the respondents prefer buy-1-get-1-free promotion with mean-score at 3.9961, all-time price discount with mean-score at 3.6783,

and promotional pack with mean-score at 3.0581. Moving to service variables, quick response service construct receives mean-score at 4.2326, product details information provided has mean-score at 4.6124, sincerity when defective happened has mean-score at 4.5310, and trying to help when the customers have problem has mean-score at 4.2907. Lastly to people influence variables, friend recommendation construct has mean-score at 3.8140, review on a reseller's Facebook Fanpage has mean-score at 3.8217, Key-opinion-leader recommendation has mean-score at 3.2287, others' personal post recommendation has mean-score at 2.6822, and brand recommendation gains mean-score at 3.5581. It would say that service tend to have higher scores than the others. From the descriptive statistic, it may conclude that service has the most impact on customer preference on the reseller with above 4 of mean-score.

Table 13: Descriptive Statistics of Dependent Constructs

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Product offer satisfaction	258	1.00	5.00	3.8101	.90329
Selling price satisfaction	258	2.00	5.00	3.7791	.85166
Sales promotion satisfaction	258	2.00	5.00	3.8682	.84503
Service satisfaction	258	1.00	5.00	3.9186	.96896
People influence satisfaction	258	2.00	5.00	3.4729	.81882
Valid N (listwise)	258				

To measure the level of customer satisfaction on the variables, the table 8 reports that satisfaction on service gains the highest mean-score at 3.9186 related to the previous table following by sales promotion satisfaction at 3.8682 mean-score, product offer satisfaction at 3.8101 mean-score, selling price satisfaction at 3.7791 mean-score, and influencer comes to the last at 3.4729 mean-score

Part 2: Factor Analysis

This part will analyze the impacted factors related by the answer of respondents to level of customer satisfaction to purchase a supplement product from a online reseller on Facebook. The factors are analyzed by dimension reduction tools on SPSS, the well-known statistic analysis program, to portrait the correlation between each construct presented by Initial Eigenvalues, and Rotated Component Matrix. The factor analysis on the report is divided into 2 parts as following:

2.1) Factor analysis of independent variables

Table 14: Initial Eigenvalues of Independent Variables for Factor Analysis

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	2.749	34.365	34.365
2	1.538	19.219	53.584
3	1.056	13.194	66.779
4	.777	9.714	76.493
5	.701	8.765	85.258

Table 15: Initial Eigenvalues of Independent Variables for Factor Analysis (cont.)			
6	.526	6.575	91.834
7	.368	4.605	96.438
8	.285	3.562	100.000

After running dimension reduction of independent variable's constructs and cutting the cross-loading data, it is possible to group the constructs into 3 groups based on Eigenvalues > 1. The 1 component has chance to variance at 34.365 percent, 2 components with 19.219 percent, and 3 components at 13.194 percent. According to multiple variables, this study is categorized the multiple constructs into 3 components to test the regression in the next step.

**Table 16: Rotated Component Matrix of Independent Constructs
for Factor Analysis**

Rotated Component Matrix			
	Component		
	1	2	3
Buy 1 get 1 free.			.697
Promotinal pack			.836

Rotated Component Matrix (cont.)			
Provide product details	.860		
Sincere to defective	.906		
Try to help	.712		
Friend's recommendation		.562	
Reviews on Fanpage		.783	
Recommended by Brand		.876	

According to the rotated component matrix after excluding the cross-loading constructs, it shows the correlation of promotion strategy, buy-1-get-1-free and promotional pack which are grouped together as 'sales promotion'. The correlation of service constructs provided product information in details, sincerity to defective, and trying to help the customers are grouped as 'service'. Friend's recommendation, reviews on Fanpage, and brand recommendation are grouped into another variable named 'recommendation'.

2.2) Factor Analysis of dependent constructs

Table 17: Total Variance Explained of Dependent Variables for Factor Analysis

Total Variance Explained			
Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	3.065	51.085	51.085
2	0.842	14.035	65.120
3	0.714	11.905	77.025
4	0.596	9.932	86.957
5	0.425	7.077	94.034
6	0.358	5.966	100.000

For dependent constructs defined customer satisfaction variable, it is possible to be grouped at 1 component with Initial Eigenvalues > 1 so it could be grouped as 'customer satisfaction'.

Part 3: Inferential Statistics

To prove the hypothesis which consist of product offer, selling price, sales promotion, service, and people influences, however, after processing the factor analysis, it could conclude the independent variables in only 3 groups, service, sales promotion, and recommendation while the dependent variable has 1 component as customer satisfaction. It is presented that some of variable such as product and price may not have enough impact to the topic, or it could not be able to summarize due to variance of data. It must be studied in the future research. Even though, impact of product offer hypothesis and impact of selling price hypothesis are not proved, it is able to test the effect of sales promotion, service, and recommendation to customer satisfaction in inferential statistic by using Regression Analysis and test the assumption that there are differences of answers between people who live in Bangkok and the nearby areas by using one-way ANOVA. Before going to regression analysis, I would like to present the new sample size and mean score after processing the factor analysis as follow:

Descriptive statistic after Processing Factor Analysis

Table 18: Descriptive Statistic after Processing Factor Analysis

Descriptive Statistics			
	Mean	Std. Deviation	N
Satisfaction	3.7151	.64216	258
Service	4.4780	.71950	258
Sales promotion	3.5271	.91849	258
Recommendation	3.7313	.76519	258

The table 12 reports that satisfaction has mean-score at 3.7151, service has mean-score at 4.4780, sales promotion has mean-score at 3.5271, and recommendation has mean-score at 3.5271 which the highest one is service as same as the previous analysis.

3.1) Regression Analysis

This will test the impact of independent variables, sales promotion, service, and recommendation with the customer satisfaction by using the model of regression.

Table 19: Regression Model Summary

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.701 ^a	0.491	0.485	0.46078	0.491	81.715	3	254	0.000	0.863

To analyze the relationship of factors that impact the customer satisfaction to purchase the product from an online reseller, this study using model of linear regression to prove the significant of the independent variables to the dependent variable. From the table

13, the research result is proven that there is relationship to each other with the adjusted R-Square at 0.485 and 0.491 of the variances with the customer satisfaction.

Table 20: ANOVA of Linear Regression

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.049	3	17.350	81.715	.000 ^b
	Residual	53.929	254	0.212		
	Total	105.978	257			

From the table 14, the sample size of the research is 258 that the results explain the relationship between the independent variables, sales promotion, service, and recommendation which reports that the independent variables are significant to the customer satisfaction with Sig.< 0.005, have significant according to Sig.<0.001. The data prove that sales promotion, service, and recommendation have significant to customer satisfaction to purchase of a supplement product.

Table 21: Coefficients of The Independent Variables to The Dependent Variable

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.685	0.211		3.238	0.001
	Service	0.216	0.042	0.242	5.145	*0.000
	Sales promotion	0.170	0.033	0.243	5.150	*0.000
	Recommendation	0.393	0.041	*0.468	9.631	*0.000

Table 15 report how many independent variables relate to dependent variable that service, sales promotion, and recommendation have completely significant to the customer satisfaction with Sig.<0.001. To analyze what factor has the most impact to the customer satisfaction by exploring the Beta, it reports that recommendation has the most effect to the customer satisfaction with 0.468 Beta following by service at 0.211, and sales promotion at 0.243.

3.1) One-way ANOVA

A) Independent Variable (Service)

Table 22: One-Way ANOVA of Independent Variable (Service)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
sex	Between Groups	2.418	8	.302	4.460	.000*
	Within Groups	16.873	249	.068		
	Total	19.291	257			
age	Between Groups	81.502	8	10.188	3.251	.002*
	Within Groups	780.296	249	3.134		
	Total	861.798	257			
educational level	Between Groups	16.083	8	2.010	4.513	.000*
	Within Groups	110.913	249	.445		

Table 23: One-Way ANOVA of Independent Variable (Service) (cont.)

	Total	126.996	257			
income	Between Groups	30.754	8	3.844	1.724	.093
	Within Groups	555.126	249	2.229		
	Total	585.880	257			
occupation	Between Groups	25.801	8	3.225	2.146	.032
	Within Groups	374.219	249	1.503		
	Total	400.019	257			
living place	Between Groups	3.922	8	.490	4.085	.000*
	Within Groups	29.877	249	.120		
	Total	33.798	257			

To test the assumption that there are differences of answer between people who live in Bangkok and people who live in the nearby areas to the factors (service) that impact the customer satisfaction to purchase a supplement product from the online reseller. The table 16 prove that living place has different score between groups that is completely

significant to the customer satisfaction with Sig.<0.001. Moreover sex, age, and educational level also have different on answer between the group and are significant to the customer satisfaction with Sig.<0.005.

B) Independent Variable (Sales Promotion)

Table 24: One-way ANOVA of Independent Variable (Sales Promotion)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
sex	Between Groups	1.032	8	.129	1.759	.086
	Within Groups	18.259	249	.073		
	Total	19.291	257			
age	Between Groups	114.541	8	14.318	4.771	.000*
	Within Groups	747.257	249	3.001		
	Total	861.798	257			
educational level	Between Groups	24.740	8	3.092	7.530	.000*

		Table 25: One-way ANOVA of Independent Variable (Sales Promotion) (cont.)				
	Within Groups	102.256	249	.411		
	Total	126.996	257			
income	Between Groups	52.429	8	6.554	3.059	.003*
	Within Groups	533.451	249	2.142		
	Total	585.880	257			
occupation	Between Groups	47.687	8	5.961	4.213	.000*
	Within Groups	352.333	249	1.415		
	Total	400.019	257			
living place	Between Groups	1.605	8	.201	1.551	.140
	Within Groups	32.194	249	.129		
	Total	33.798	257			

To test the assumption that there are not differences of answer between people who live in Bangkok and people who live in the nearby areas to the factors (sales promotion) that impact the customer satisfaction to purchase a supplement product from the online reseller. The table 17 prove that living place has no different score between groups with $\text{Sig.} > 0.005$ while age, educational level, income, and occupation have different on answer between the group and are significant to the customer satisfaction with $\text{Sig.} < 0.005$.

C) Independent Variable (Recommendation)

Table 26: One-way ANOVA of Independent Variable (Recommendation)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
sex	Between Groups	3.333	10	.333	5.158	.000*
	Within Groups	15.958	247	.065		
	Total	19.291	257			
age	Between Groups	79.801	10	7.980	2.521	.007
	Within Groups	781.997	247	3.166		
	Total	861.798	257			

educational level	Between Groups	31.572	10	3.157	8.172	.000*
	Within Groups	95.424	247	.386		
	Total	126.996	257			
income	Between Groups	65.923	10	6.592	3.132	.001*
	Within Groups	519.957	247	2.105		
	Total	585.880	257			
occupation	Between Groups	40.578	10	4.058	2.788	.003*
	Within Groups	359.442	247	1.455		
	Total	400.019	257			
living place	Between Groups	4.721	10	.472	4.010	.000*
	Within Groups	29.078	247	.118		

Table 28: One-way ANOVA of Independent Variable (Recommendation) (cont.)						
	Total	33.798	257			

To test the assumption that there are differences of answer between people who live in Bangkok and people who live in the nearby areas to the factors (recommendation) that impact the customer satisfaction to purchase a supplement product from the online reseller. The table 18 prove that living place has different score between groups that is completely significant to the customer satisfaction with Sig.<0.001. Moreover sex, educational level, income, and occupation also have completely different on answer between the group and are significant to the customer satisfaction with Sig.<0.001.

D) Dependent Variable (Customer Satisfaction)

Table 29: One-way ANOVA of Dependent Variable (Customer Satisfaction)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
sex	Between Groups	4.746	15	.316	5.265	.000*
	Within Groups	14.544	242	.060		
	Total	19.291	257			

age	Between Groups	73.982	15	4.932	1.515	.100
	Within Groups	787.816	242	3.255		
	Total	861.798	257			
educational level	Between Groups	26.019	15	1.735	4.157	.000*
	Within Groups	100.977	242	.417		
	Total	126.996	257			
income	Between Groups	115.314	15	7.688	3.954	.000*
	Within Groups	470.566	242	1.944		
	Total	585.880	257			
occupation	Between Groups	57.641	15	3.843	2.716	.001*

Table 31: One-way ANOVA of Dependent Variable (Customer Satisfaction) (cont.)						
	Within Groups	342.378	242	1.415		
	Total	400.019	257			
living place	Between Groups	4.438	15	.296	2.439	.002*
	Within Groups	29.360	242	.121		
	Total	33.798	257			

To test the assumption that there are differences of answer between people who live in Bangkok and people who live in the nearby areas to level of the customer satisfaction to purchase a supplement product from the online reseller. The table 19 prove that living place has different score between groups that is significant to the customer satisfaction with Sig.<0.005. Moreover sex, educational level, income, and occupation also have completely different on answer between the group and are significant to the customer satisfaction with Sig.<0.005.

CHAPTER V

CONCLUSION AND RECOMMENDATION

Conclusion

The study purposes to identify the factors that impact customer satisfaction to purchase a supplement product from an online reseller on Facebook by assumption that product offer, selling price, sales promotion, service, and people's influence will be a factor that impact the customer satisfaction however after collecting the data and processing data analysis the assumptions have been proven in some part.

By 258 respondents, most of respondents are female aged around 26-30 graduated in bachelor's degree, have income around 20,001-30,000 baht per month being a private officer, and live in Bangkok area. On the descriptive statistic, service component seems to be the highest score of impact to the customer satisfaction. Although after processing factor analysis, the constructs are grouped into 3 groups which are service, sales promotion, and recommendation, service still gains the most significant impact to the customer satisfaction by significant of trying to help when the customers having a problem, sincerity when having defective, and provided product information in details. The factor is cross-checked by linear-regression and the result take it for granted to be the same. There are 3 hypotheses proven. Service has a significant impact on the customer satisfaction. Sales promotion has a significant impact on the customer satisfaction. People influence or recommendation has a significant impact on the customer satisfaction. Whereas product offer and price are removed during factor analysis process by the reason of cross-loading.

Lastly to the assumption that living place has affected to the influencing factors of the respondents, this assumption is proven by One-way ANOVA but not all 3 factors have differences between the group. There are differences on service and people's influence or recommendation.

Recommendation

From the study, it concluded that service has the most impact on the customer satisfaction to purchase a supplement nutrient product from an online reseller on Facebook following by people's influence, and sales promotion. Nowadays most of resellers are focusing on sales promotion so this study will recommend them to focus more on service that should provide product information with details instead of hidden some. Moreover, they can use nano influencer to recommend their stores to the customer. This could be studied in the future about how nano influencers have affected to the retail business.

On the factor analysis, there is missing data such as pricing and product offer. They have not been proven to the true impact of them that need more study in the future. The limitation of the research is that people may be confused between direct sales, Downline, and buying product with the reseller so the respondent will not choose the choice that they will not be willing to buy with the resellers in this research, that it is totally different resulted to difficulty to find the respondents that pass the screening questionnaire. The suggestion is the future research should define and provide more information about this strategy to let the people understand the concept more.

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Research Questionnaire

Dear Respondent

This survey is a part of the Thematic Paper on the topic of Customer purchasing behavior of the supplement product on Facebook submitted to the Major of Marketing and Management in College of Management Mahidol University (CMMU). The purpose of the survey is to explore the key factors of purchasing behavior of people who live in Bangkok and the nearby areas (Nonthaburi, Samut Prakan, Samut Sakorn, Nakorn Prathom, Pathumthani) to a nutrient supplement product's online dealer on Facebook, and to compare the differences between the answers of people who live in Bangkok and the nearby areas.

The information in this survey is confidential and used only for educational purposes. For answering the survey will spend around 5-10 minutes divided into 3 parts;

Part 1: Screening Questions

Part 2: Customer purchasing behavior of the supplement product on Facebook

Part 3: Factor of purchasing the supplement product with the retailers or dealers on Facebook.

Part 4: Personal Information

I would like to say thank you for your participation and information. This survey will be approved by CMMU Thematic Paper's committee. Thank you

* Require

Definitions

Supplement product/ Food supplement/ Dietary supplement

Dietary supplements are a manufactured food product which are an alternative way to consume the daily recommended intake of vital vitamins, minerals and nutrients necessary for health contained in many ways such as capsule, tablet, ready-to-drink, powdered food, jelly, and etc. A nutrient supplement can extract from natural source and synthetic source according to quantity of consumption. They are categorized by skin functions, body-weight function, and anti-aging functions which the most famous dietary supplement is collagen.

ส่วนที่ 1: คำถามคัดกรอง

(Screening Questions)

คำชี้แจง: คำถามส่วนนี้คือคำถามคัดกรอง โดยให้ผู้ตอบแบบสอบถามเลือกตอบเพียง 1 ข้อเท่านั้น จำเป็นต้องตอบข้อที่มีเครื่องหมาย (*) ให้ครบถ้วน

Explanation: This part is the screening questions requesting you choosing only one choice, that the red mark (*) is required.

1.1) คุณเคยซื้อผลิตภัณฑ์อาหารเสริมผ่านตัวแทนจำหน่ายบนเฟสบุ๊กหรือไม่

(Have you ever bought the nutrient supplement product from the brand's retailer or online dealers on Facebook?) *

a) ใช่ ฉันเคยซื้อ (หากใช่ กรุณาข้ามไปตอบคำถามในส่วนที่ 2)

Yes, I have (If yes, please move to do the survey in part 2.)

b) ไม่ ฉันไม่เคย

(No, I have not.)

1.2) หากคุณไม่เคยซื้อผลิตภัณฑ์อาหารเสริมผ่านตัวแทนจำหน่ายบนเฟสบุ๊กมาก่อน คุณมีความยินดีที่จะซื้อสินค้าผ่านตัวแทนจำหน่ายในอนาคตหรือไม่

(If you have not ever bought the product from the brand's retailer or online dealers on Facebook, will you willing to buy the product from the brand's retailer or online dealers on Facebook in the future?) *

a) ใช่ ฉันยินดี (หากใช่ กรุณาข้ามไปตอบคำถามในส่วนที่ 2)

Yes, I will (If yes, please move to do the survey in part 2.)

b) ไม่ใช่ ฉันไม่ต้องการ (หากไม่ กรุณาจบแบบสอบถามนี้)

(If no, please end the survey.)

ส่วนที่ 2: พฤติกรรมการซื้อผลิตภัณฑ์อาหารเสริมบนเฟสบุ๊ก

(Customer purchasing behavior of the supplement product on Facebook)

คำชี้แจง: คำถามส่วนนี้เป็นการสอบถามพฤติกรรมการซื้อผลิตภัณฑ์เสริมอาหารทั่วไปบนเฟสบุ๊ก ให้ผู้ตอบแบบสอบถามเลือกตอบเพียง 1 ข้อเท่านั้น จำเป็นต้องตอบข้อที่มีเครื่องหมาย (*) ให้ครบถ้วน

Explanation: This part is questions of general customer purchasing behavior of the supplement product on Facebook requesting you choosing only one choice, that the red mark (*) is required.

2.1) คุณซื้อผลิตภัณฑ์เสริมอาหารบนเฟสบุ๊กผ่าน ตัวแทนจำหน่ายทั้งหมดกี่ครั้ง

(From 2.1, how many times have you bought the product from the brand's retailer or online dealer on Facebook?)*

a) น้อยกว่า 1 ครั้ง (Less than 1 times)

b) 1-3 ครั้ง (1-3 times)

c) 4-6 ครั้ง (4-6 times)

d) มากกว่า 6 ครั้ง (More than 6 times)

คำชี้แจง: คำถามส่วนนี้คือการสอบถามพฤติกรรมการซื้อขายผลิตภัณฑ์เสริมอาหารทั่วไปบนเฟซบุ๊ก ให้ผู้ตอบแบบสอบถามเลือกตอบได้มากกว่า 1 ข้อ จำเป็นต้องตอบข้อที่มีเครื่องหมาย (*) ให้ครบถ้วน

Explanation: This part is questions of customer purchasing behavior of the supplement product on Facebook requesting you able to choose multiple choices, that the red mark (*) is required.

2.2) คุณเจอสินค้านี้บนเฟซบุ๊กได้อย่างไร

(How do you meet the product on Facebook?)*

- a) การยิงข้อความโฆษณา (Sponsored Ads)
- b) แฟนเพจของตัวแทนจำหน่าย (The online dealer's Fanpage)
- c) คอมเมนต์ของตัวแทนจำหน่ายได้โพสต์ต่างๆ (Pick a brand's retailer from a comment box)
- d) คอนเทนต์ของอินฟลูเอนเซอร์หรือคนดังบนโลกออนไลน์ (Influencer's content)
- e) คำแนะนำจากเพื่อน (Friend's recommendation)
- f) กลุ่มในเฟซบุ๊ก (Community group)
- g) อื่นๆ โปรดระบุ (Other.....)

ส่วนที่ 3: ปัจจัยที่มีผลต่อการซื้อผลิตภัณฑ์อาหารเสริมผ่านตัวแทนจำหน่ายบนเฟซบุ๊ก

(Factors of purchasing the supplement product with the retailers or dealers on Facebook.)

คำชี้แจง: คำถามส่วนนี้คือการสอบถามระดับความคิดเห็นต่อบริษัทที่มีผลต่อการซื้อผลิตภัณฑ์อาหารเสริมผ่านตัวแทนจำหน่ายบนเฟซบุ๊ก ให้ผู้ตอบแบบสอบถามเลือกตอบเพียง 1 ข้อเท่านั้น โดยเรียงลำดับจากความเห็นด้วยน้อยที่สุดเท่ากับ 1 และเห็นด้วยมากที่สุดเท่ากับ 5 จำเป็นต้องตอบข้อที่มีเครื่องหมาย (*) ให้ครบถ้วน

Explanation: This part is questions of factors of purchasing the supplement product with the retailers or dealers on Facebook requesting you choosing only one choice according to the level of agreement from the lowest at 1 to the highest at 5, that the red mark (*) is required.

ปัจจัยที่มีผลต่อการซื้อผลิตภัณฑ์อาหารเสริม ผ่านตัวแทนจำหน่าย (Factors of buying the product from the online dealer)	ระดับความเห็นด้วย Level of agreement				
	1	2	3	4	5
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่มีสินค้าให้เลือกหลายแบรนด์ มากกว่ามีสินค้าหลายชิ้นแต่มีให้เลือกแค่แบรนด์เดียว (I prefer to buy the product with a retailer that sells the kind of product to more than one brand.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่ขายสินค้าหลากหลายประเภท (I prefer to buy the product with a retailer that has more variety of products.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่ขายสินค้าถูกกว่าตัวแทนจำหน่ายเจ้าอื่น (I prefer to buy the product with a retailer that sells it cheaper than the others.)*					
ฉันยอมซื้อสินค้ากับตัวแทนจำหน่ายที่ขายสินค้าราคาแพงกว่าเจ้าอื่น หากเขามีบริการเสริมอื่นๆ เช่น บริการ ส่งฟรี เก็บเงินปลายทาง หรือของแถมพิเศษ เป็นต้น (I prefer to buy the product with a retailer that sells it more expensive than the others but having added-on services such as free shipping or COD.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่โพสต์ข้อมูลสินค้าลงในกลุ่มที่ฉันอยู่ในเฟสบุ๊ก (I prefer to buy the product with a retailer that posts the product content on a community group.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่ยิงแอดสินค้ามาบนไทม์ไลน์ของฉัน (I prefer to buy the product with a retailer that has a sponsored ad on my timeline.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่มากคอมเมนต์ใต้คอนเทนต์ที่ฉันกำลังสนใจ (I prefer to buy the product with a retailer that comments below the content I explore.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่โพสต์ข้อมูลสินค้าบนพื้นที่ร้านค้าออนไลน์ของตัวเอง เช่น หน้าที่ แฟนเพจ ร้านค้าใน Facebook E-commerce (I prefer to buy the product with a retailer that posts their product on other personal channel such as private feed, Fanpage, Facebook E-commerce's store.)*					

ปัจจัยที่มีผลต่อการซื้อผลิตภัณฑ์อาหารเสริม ผ่านตัวแทนจำหน่าย (Factors of buying the product from the online dealer)	ระดับความเห็นด้วย Level of agreement				
	1	2	3	4	5
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่มีโปรโมชั่นซื้อ 1 แถม 1 (I prefer to buy the product with a retailer that offers buy 1 get 1 free.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่มีโปรโมชั่นลดราคาตลอด มากกว่าตัวแทนจำหน่ายที่ลดราคาเป็นช่วงๆ (I prefer to buy the product with a retailer that always offers price discounts rather than seasonal discounts.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่มีโปรโมชั่นแบบแพ็คเกจ แม้ว่าฉันอยากซื้อสินค้าเพียงชิ้นเดียวก็ตาม (I prefer to buy the products with a retailer that offers a promotional pack even if I want only one piece in the set.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่ตอบข้อความฉันรวดเร็ว แม้ว่าเขาจะมีผู้ติดตามเพียงน้อยก็ตาม (I prefer to buy the product with a retailer that has quick responses even if there are a few followers on her channel.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่ตอบคำถามเกี่ยวกับผลิตภัณฑ์ด้วยรายละเอียดครบถ้วน (I prefer to buy the product with a retailer that provides my product information completed in detail.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่บอกจุดตำหนิหรือข้อผิดพลาดต่างๆอย่างจริงจัง (I prefer to buy the product with a retailer that sincerely tells me that it is defective.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่พยายามแก้ปัญหาให้ฉัน แม้ว่าพวกเขาอาจจะช่วยไม่ได้ก็ตาม (I prefer to buy the product with a retailer that attempts to solve my problem even if she cannot help.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่เพื่อนของฉันเป็นคนแนะนำมา (I prefer to buy the product with a retailer that is recommended by my friend.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่มีคำแนะนำในหน้าแฟนเพจของร้าน (I prefer to buy the product with a retailer that is recommended by a personal review on the store's Fanpage.)*					

ปัจจัยที่มีผลต่อการซื้อผลิตภัณฑ์อาหารเสริม ผ่านตัวแทนจำหน่าย (Factors of buying the product from the online dealer)	ระดับความเห็นด้วย Level of agreement				
	1	2	3	4	5
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่ถูกแนะนำโดยคนดังหรือแฟนเพจชื่อดังบนโลกออนไลน์ (I prefer to buy the product with a retailer that is recommended by a key opinion leader on Facebook.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่ถูกแนะนำโดยคนอื่นที่ฉันอาจไม่รู้จักรบบนเฟซบุ๊ก (I prefer to buy the product with a retailer that is recommended by others' posts on Facebook.)*					
ฉันอยากซื้อสินค้ากับตัวแทนจำหน่ายที่ถูกแนะนำโดยเจ้าของแบรนด์ (I prefer to buy the product with a retailer that is recommended by Brand's account.)*					
ฉันพึงพอใจที่จะซื้อสินค้ากับตัวแทนจำหน่ายคนนั้น เพราะตัวสินค้าที่เขามีในร้าน (I am satisfied to buy the product with the retailer because of the product offer.)*					
ฉันพึงพอใจที่จะซื้อสินค้ากับตัวแทนจำหน่ายคนนั้น เพราะราคาสินค้าที่ทางร้านนำเสนอ (I am satisfied to buy the product with the retailer because of the product's price offer.)*					
ฉันพึงพอใจที่จะซื้อสินค้ากับตัวแทนจำหน่ายคนนั้น เพราะพื้นที่ที่ฉันเห็นข้อมูลสินค้านั้น เช่น ینگแอด แฟนเพจ Facebook E-commerce เป็นต้น (I am satisfied to buy the product with the retailer because of the product's placement I have found on Facebook.)*					
ฉันพึงพอใจที่จะซื้อสินค้ากับตัวแทนจำหน่ายคนนั้น เพราะโปรโมชั่นของสินค้า (I am satisfied to buy the product with the retailer because of the sales promotion.)*					
ฉันพึงพอใจที่จะซื้อสินค้ากับตัวแทนจำหน่ายคนนั้น เพราะการให้บริการของแอดมิน (I am satisfied to buy the product with the retailer because of the people's service.)*					

ปัจจัยที่มีผลต่อการซื้อผลิตภัณฑ์อาหารเสริม ผ่านตัวแทนจำหน่าย (Factors of buying the product from the online dealer)	ระดับความเห็นด้วย Level of agreement				
	1	2	3	4	5
ฉันพึงพอใจที่จะซื้อสินค้ากับตัวแทนจำหน่ายคนนั้น เพราะคนที่แนะนำตัวแทนจำหน่ายคนนั้น (I am satisfied to buy the product with the retailer because of the people's influence.)*					

ส่วนที่ 4: ข้อมูลส่วนบุคคล (Personal Information)

คำชี้แจง: คำถามส่วนนี้คือการสอบถามข้อมูลส่วนบุคคล ให้ผู้ตอบแบบสอบถามเลือกตอบได้ 1 ข้อเท่านั้น จำเป็นต้องตอบ
ข้อที่มีเครื่องหมาย (*) ให้ครบถ้วน

Explanation: This part is questions of personal information requesting you
choosing only one choice, that the red mark (*) is required.

4.1) เพศ (Sex)

- a) หญิง (Female)
- b) ชาย (Male)

4.2) อายุ (Age)

- a) น้อยกว่า 20 ปี (Under 20)
- b) 20-25
- c) 26-30
- d) 31-40
- e) 41-45
- f) 46-50
- g) มากกว่า 50 ปี (Above 50)

4.3) ระดับการศึกษา (Educational Level)

- a) ต่ำกว่าปริญญาตรี (Under bachelor's degree)

- b) ปริญญาตรี หรือเทียบเท่า (Bachelor degree)
- c) ปริญญาโท หรือเทียบเท่า (Master degree)
- d) ปริญญาเอก หรือเทียบเท่า (Doctoral degree)

4.4) รายได้เฉลี่ยต่อเดือน (The average income per month)

- a) ต่ำกว่า 20,000 (Under 20,000 baht)
- b) 20,001-30,000
- c) 30,001-40,000
- d) 40,001-50,000
- e) 50,001-60,000
- f) มากกว่า 60,000 บาท (Above 60,000)

4.5) อาชีพ (Occupation)

- a) นักเรียน/นิสิต/นักศึกษา (Student)
- b) พนักงานบริษัทเอกชน (Private officer)
- c) ข้าราชการและพนักงานรัฐวิสาหกิจ (Government Employee)
- d) เจ้าของธุรกิจ (Business Owner)
- e) รับจ้างอิสระ (Freelancer)
- f) อื่นๆ โปรดระบุ (Other.....)

4.6) ที่อยู่อาศัยปัจจุบัน (Living Place)

- a) กรุงเทพฯ (Bangkok)
- b) ปริมณฑล ได้แก่ นนทบุรี สมุทรปราการ สมุทรสาคร นครปฐมและปทุมธานี (The nearby areas such as Nonthaburi, Samut Prakan, Samut Sakorn, Nakorn Prathom, Pathumthani)