

**ONLINE SHOPPING BEHAVIOUR: THE KEY FACTORS THAT
INFLUENCED USERS NOT TO PURCHASE GOODS
ON INSTAGRAM IN BANGKOK**



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entitled
**ONLINE SHOPPING BEHAVIOUR: THE KEY FACTORS THAT
INFLUENCED USERS NOT TO PURCHASE GOODS
ON INSTAGRAM IN BANGKOK**

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ABSTRACT

Online shopping is a new type of retail shopping, which it has now adopted all over the world including Thailand. Instagram plays a significant part in our daily life, especially to Thai users. Some groups of people are using this application to sell products and services. However, there was a study into Thai's shopping behavior which concluded that more than half of 100 respondents had never purchased online. This study is aimed to identify the relationship between consumers' buying decisions and their credibility on Instagram. It is to identify the key factors that influence consumers NOT to purchase on Instagram. In order to get deeper understanding and discover the factors affecting their decisions, respondents should be should acquire a smartphone and familiar with Instagram; however, they must never purchased anything from Instagram. Questionnaires were distributed with hard copy and via online. The results from this study show that 'trust' is the main barrier influenced consumers NOT to purchase on Instagram. Business owners or new entrepreneurs who plan to open a new channel on Instagram should consider these essential factors to gain trust, increase customer satisfaction, and disposition to purchase from them.

KEY WORDS: Consumer Behavior/ Online Shopping/ E-commerce/ Instagram

53 pages

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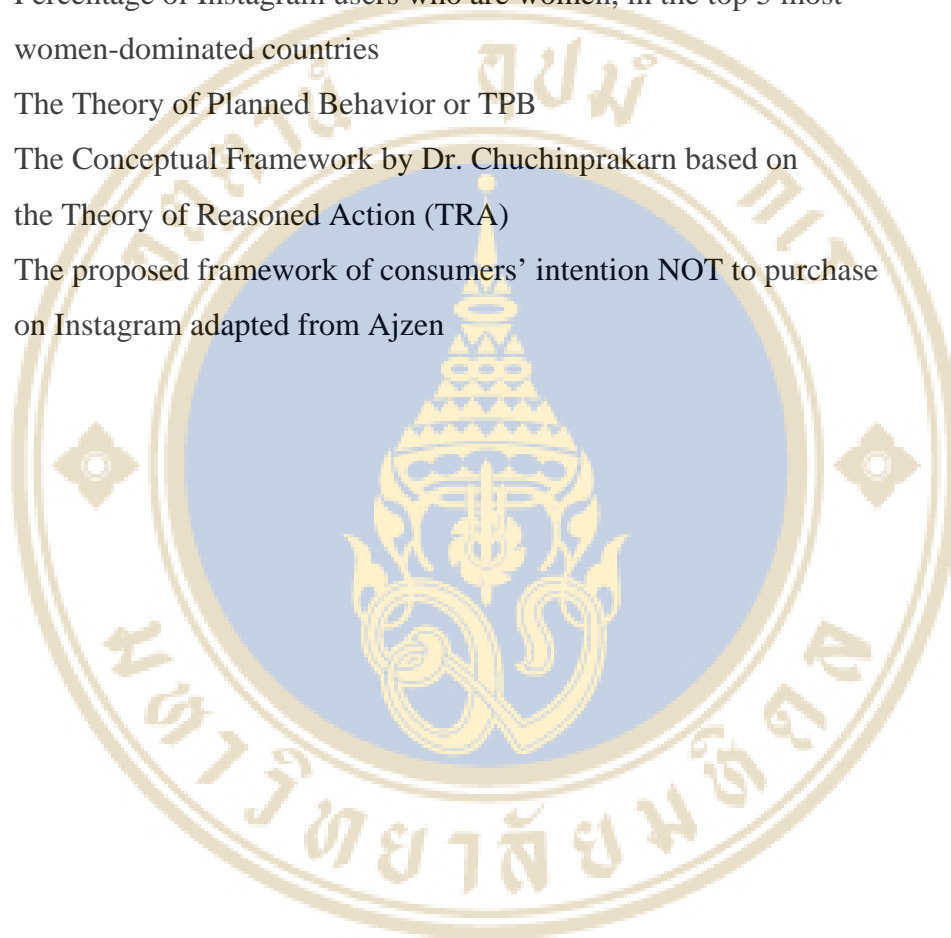
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CHAPTER I

INTRODUCTION

Instagram was launched in the United States on October 6th, 2010 by two college students who had graduated from Stanford University (Instagram, 2014 and Teleportd, Ltd., 2014). Instagram provides a fun and unique way for users to share their life with their friends and Instagram followers through pictures. Users quickly snap a photo with their mobile phone, select a filter for the image, upload it to their Instagram profile, where it is shared with their friends/Instagram followers and it is kept as a memory forever. This application lets people experience their friends' lives through a series of pictures and allows each group or network to be more connected (through photos) worldwide (Instagram, 2014). The Instagram community dramatically increased to a million users after only two months following its release and it has increased ever since, to the point now where around 60% of the community is located outside of the United States. The most recent count showed that there are 150 million active users sharing 16 billion photos a month. (Teleportd, Ltd., 2014).

We cannot deny that Instagram is one of the most trendy and popular applications that influences Thais. This was shown by a rapid growth in its users and behavior between 2012 and 2013. There are 18 million social network users in Thailand. Instagram had 1.8 million users in 2013, up from 240,000 in 2012 (Millward S., 2013 and Zocial inc., 2014).

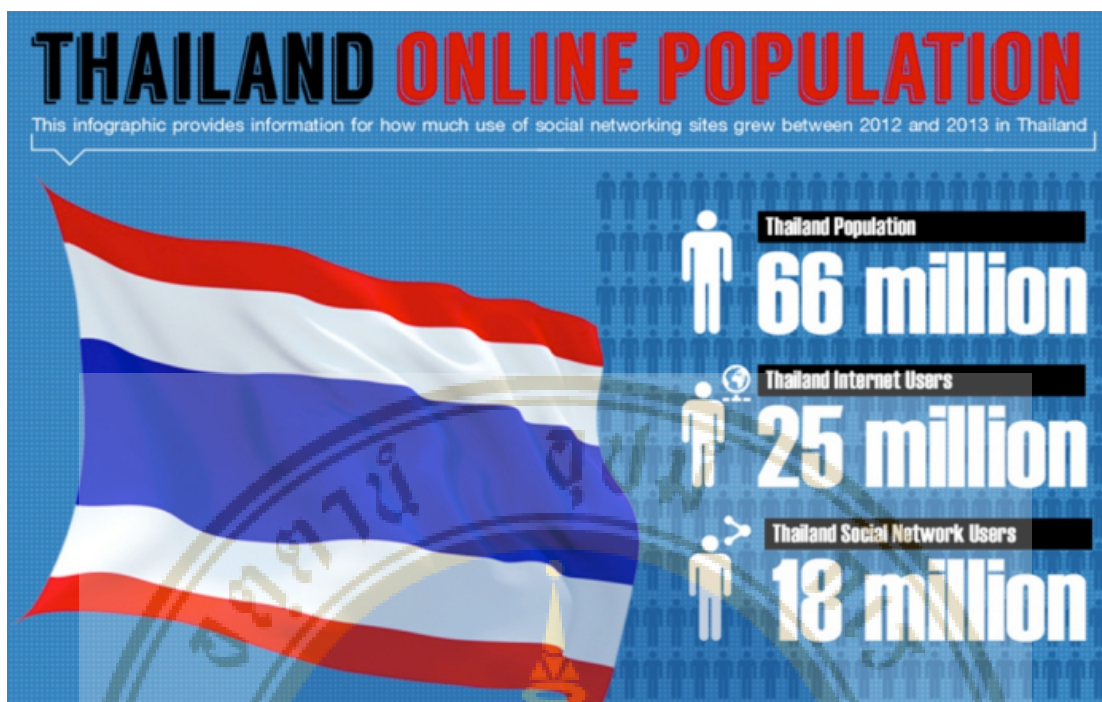


Figure 1.1 Social networking usage in Thailand (Millward S., May 13, 2013)

Thailand is the country with the most female users out of the most women-dominated countries in South-East Asia with 65% of its Instagram users being female. The highest percentage of female users outside of Asia is Russia with 60% (Teleportd, Ltd., January 16, 2014).

According to the data from the ZocialRank (a tool that ranks and organizes social media trends) almost 48% (743,860 users) were active users while 52% (807,789 users) were inactive users (Zocial inc., 2014). They categorized Thai users into three groups:

1. Celebrities – 0.26% of all users. Average number of followers: 172,013.
2. Influencers – 10.48% of all users. Average number of followers: 5,636.
3. Normal users – 89.26% of all users. Average number of followers: 261.

South-East Asia and Russia show strong adoption by women...

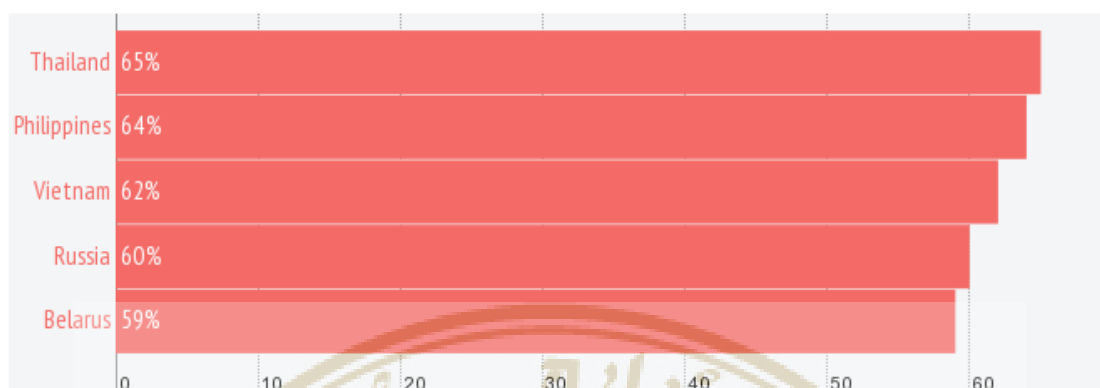


Figure 1.2 Percentage of Instagram users who are women, in the top 5 most women-dominated countries (Teleportd, Ltd., January 16, 2014)

1.1 Problem Statement and Its Importance

1.1.1 The Advancement in Technology

In the past few years, e-commerce has gradually become more and more important. The latest survey on e-commerce by shop.com and the Boston Consulting Group specified that purchasing online has become more popular and therefore more profitable. Thus, the advancement in the Internet has converted and modified the way business transactions are conducted. A prediction for future business transactions was the movement from market place to market space (Kotler, 2000).

The Internet, was introduced to Thailand 20 years ago and it has been applied to and improved many industries, both manufacturing and services, in the process. At present, the number of Thai Internet users has increased tremendously to approximately 25 million users. A survey on the topic “Online Shopping” in 2009, conducted by MasterCard found that 92% of Internet users in Thailand used it for sending emails, 80% for updating on the news, 73% for searching for general information, 70% for entertainment purposes, 60% for chatting, and online shopping was conducted by 43% of users (Master Card Survey, 2009). The growth of online selling is speeding up, as a greater variety of businesses are using the Internet as their new distribution channel (Jitpleecheep & Parnsoonthorn, 1999).

From the statistics mentioned previously, we can see that Instagram plays a significant part in our daily life globally, especially to Thais. As mentioned above, there are many Thai people who are actively using Instagram. While some groups of people are using Instagram to share their daily experiences with friends, others are using this application to sell products and services. Online shopping seems to have created a new trend of shopping behavior for Thai consumers; however, there was a study into Thais' online shopping behaviour which concluded that 62 out of 100 respondents had never purchased something online (Research Dynamics, 2011). Even though many studies have investigated consumer acceptance of online shopping, there was little experimental research conducted to study online purchasing behaviour on Instagram. Therefore, if this study can tell us why consumers are NOT purchasing on Instagram, we can use the results to apply and/or develop a business strategy for companies that relate to the focus of this study; business-to-consumer (B2C) e-commerce. As a result, we may meet their needs so to encourage shoppers to purchase from them rather than a competitor on Instagram that does not have a good strategic business plan.

1.2 Research Question

“What are the key factors that influenced users NOT to purchase goods on Instagram in Bangkok?”

1.3 Research Objectives

The purpose of this research is to define the aspects of buying decisions of Instagram users. The research objectives of this study are as follows:

1. To identify the relationship between consumers' buying decisions and their credibility on Instagram.
2. To identify the key factors that influence consumers NOT to purchase products on Instagram.
3. To plan and develop a marketing strategy for a real-life business to use on Instagram.

1.4 Research Scope

This study focuses on Thai consumers' intentions to purchase products and services on Instagram. The target respondents are young/mature Thai working adults, who live in Bangkok, aged 18 – 45 years old, who have Internet access, and are capable of using the Internet. They should own a smartphone and know about Instagram; however, they do not have to have Instagram on their smartphone. Since the target respondents are recorded as 'the majority' of Internet users in Thailand, this study will be conducted in Bangkok (due to a great number of the respondents being located there). Subject to a limited time to conduct the research for this study, the questionnaires will be given out to 100 respondents using a hardcopy and online survey format, focusing on those who are NOT purchasing on Instagram. They were requested to answer all questions regarding to their purchasing intentions towards online shopping on Instagram.

1.5 Expected Benefits

1. To understand more about consumers' intentions towards online shopping.
2. To be a further reference for those who are interested in this topic or related field.
3. To be used as personal reference for developing a business strategy to open a new store on Instagram in order to reduce further problems.
4. To reduce further problems; i.e. trust on payment and products warranty, increase customer satisfaction, and create credibility so that it will increase the re/purchasing rate from their own store.

CHAPTER II

LITERATURE REVIEWS

In a world full of technological advancement, consumers can either choose between 'indirect shopping' (surfing on the Internet or using e-mail to order catalogues) and 'direct shopping' (shopping from a high-street store). The new shopping channel - online shopping - requires access to the Internet using a personal computer or a smartphone. The 'theory of planned behaviour' (TPB) mentions that it is not only the attitudes of an individual that leads to an intention to purchase products or services online, but also people around that person and the availability of technology. Some consumers may have a positive attitude to online shopping; on the other hand, some may have a negative attitude. In addition, even if both potential consumers and their connections have positive attitudes towards online shopping, zero will happen if there is an inaccessibility to technology (Laohapensang, 2009).

In order to investigate the factors that affecting consumers NOT shopping on Instagram, a conceptual framework from the TPB will be used (Figure 3).

2.1 Theoretical Foundation

2.1.1 The Theory of Planned Behavior

According to this theory, a human's intention to perform a behavior is influenced by three factors; (1) attitude towards the behavior, (2) subjective norm, and (3) perceived behavioural control.

Attitudes - This refers to the degree to which a person has a favorable or unfavorable evaluation of the behavior of interest. It entails a consideration of the outcomes of performing the behavior.

Attitudes are an individual's evaluation of a certain behaviour and whether it will produce a positive or negative outcome if performed (Ajzen, 2002, and Francis

et al, 2004). A person may have a positive attitude towards a particular product or a brand; however, has a low intention to make a purchase because of an outside factor. For instance, Peter likes to drink beer and has already drunk three pints; however, he has to work tomorrow and knows that if he drinks more, his work performance will be affected and he will more than likely feel unwell, too. So, he stops (Shannon, 2010).

Subjective norm is a consumer's own perception of what people around them want that person to do (Peter and Olsen, 2005, pp. 155). Francis et al states, "A person's own estimate of the social pressure to perform or not to perform the target behaviour." (2004). A person may consider to perform a certain behave due to peer pressure; for instance, a group of friend's persuading you to try a cigarette for the first time and you oblige because you don't want to look 'uncool'. Also, it is the way that person feels about doing something that their companions expect that person to do (Shannon, 2010). For example, Peter goes out with his supervisor for a formal job meeting with clients and everyone orders drinks; therefore, Peter feels he should order a drink too.

According to Ajzen (2002) and Francis et al (2004), perceive behavioral control is about a control of a person over a situation; "a person who has a belief in and control over his/her ability to perform a task by him/herself whether this person is successful in the task or not" (Thananuraksakul, 2007, pp. 24). Continuing from the previous example given above, his supervisor is taking care of the bill for this formal job meeting with clients; therefore, it is acceptable for Peter to order some drinks. Conversely, if his client is paying for that bill, it may not appropriate for Peter to order more than one or two drinks (Shannon, 2010).

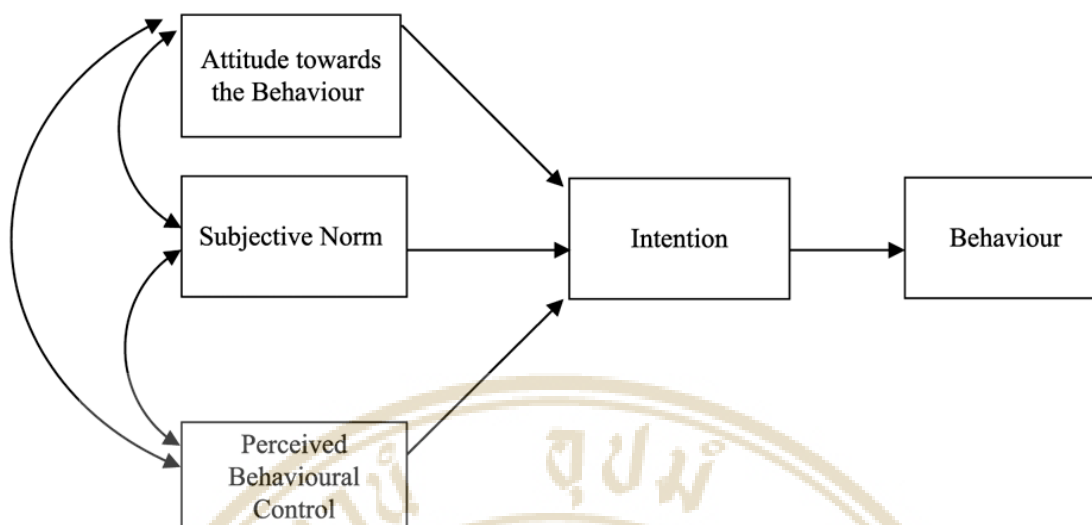


Figure 2.1 The Theory of Planned Behavior or TPB (Ajzen, 1991)

2.1.2 The Theory of Reasoned Action

This theory was developed by Martin Fishbein; it assumes that “consumers consciously consider the consequences of alternative behaviors and choose the one that leads to the most desirable outcome.” (Peter and Olsen, 2005). The theory of reasoned action (TRA) states that behavior has strong influence from behavioral intentions, which in turn are determined by attitudes towards performing the behaviour and the social normative beliefs about the behavior.

There was a past study conducted by Dr. Supanat Chuchinprakarn focusing on online shopping where its conceptual framework development (Figure 4) was based on the behavioral intention model or more widely known as the theory of reasoned action (TRA) (Ajzen & Fishbein, 1980 and Fishbein and Ajzen, 1975). The research was applied to test online shopping intention. The four factors considered to influence online shopping were; trust, confidence in using a credit card, subjective norm, and past behaviour.

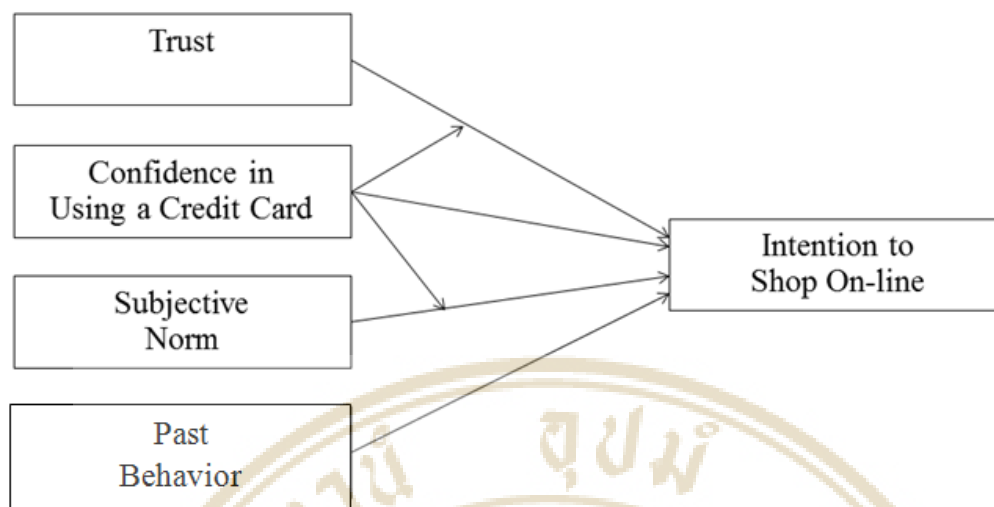


Figure 2.2 The Conceptual Framework by Dr. Chuchinprakarn based on the Theory of Reasoned Action (TRA) (Chuchinprakarn, 2005)

2.2 Proposed Framework

According to the above literature, we hypothesized that following factors may have an impact on firm's performance. Especially, it will highly affect to the issue of knowledge transfer and sharing for a project manager in the company. To support the reason, we will propose a framework that can link factors which can solve the problem in this case.

According to the above literature, I can hypothesize that the following factors may have an impact on consumers' intention NOT to purchase on Instagram. The development of the conceptual framework will be based on the behavioral intentional model, often referred to as the TRA by Ajzen & Fishbein (1980). In this research, the TPB will be applied to test the consumers' shopping intention on Instagram. According to this theory, there are two components that are expected to influence behavioral intention: attitude and the subjective norm. In this study, there are four constructs proposed to influence the intention NOT to purchase on Instagram. The first construct is consumer demographics which is considered an independent variable. The second construct; desire consequences, is an independent variable and considers elements of the attitudinal component. The last construct is the subjective

norm; for instance, the influence of celebrities, influencers, or friends. These four constructs are predicted to directly affect the consumers' shopping intention to shopping on Instagram.

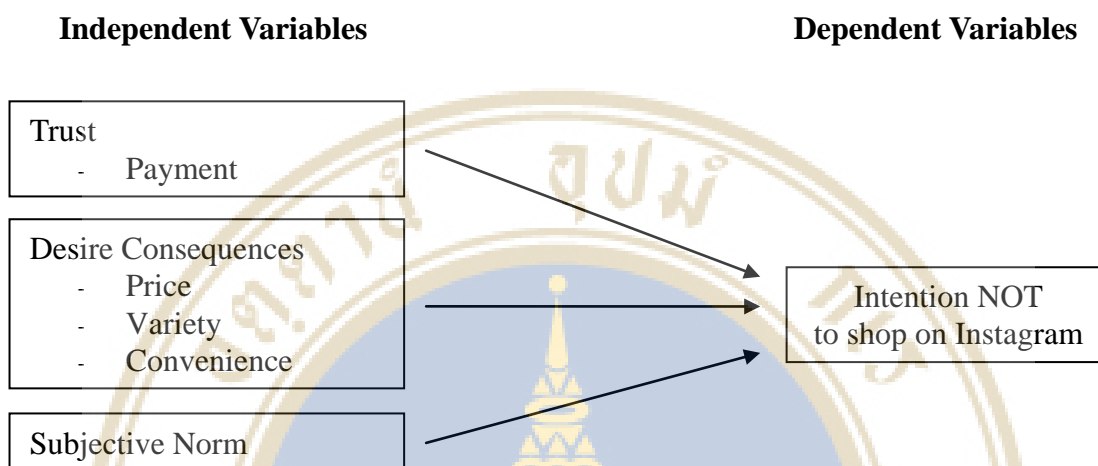


Figure 2.3 The proposed framework of consumers' intention NOT to purchase on Instagram adapted from Ajzen (1991)

2.3 Hypotheses

This section will primarily contain a review of all variables under the two main constructs from the conceptual framework - Attitude (trust, price, variety, convenience) and Subjective norm - to develop hypotheses. There are 10 hypotheses in total, which will be tested in this study.

2.3.1 Consumer Demographics

Consumer data such as, age, gender, education, occupation, and personal income, is included in order to find out who would be potential shoppers on Instagram.

The first five hypotheses examine the differences between consumer demographics and shoppers' intention on Instagram.

According to Joines, Scherer, and Scheufele (2003), young people tend to adapt easily to using new technological formats as they are using them as part of their

daily lives and for greater periods of time; for example, using a computer for information searching or using their smartphone for social communication. Therefore, this demographic are more likely to purchase products via online channels than older people. Thus, the first hypothesis (H) is:

H1 – Those who are older than 40 will have a lower intention to buy on Instagram than those who are younger than 40.

As mentioned previously in chapter 1, the research conducted by Teleportd. Ltd. (2014) revealed that the country with the most female users of Instagram in women-dominated countries in South-East Asia is Thailand, which it has 65% of its Instagram users being female. Thus, gender is used in the next hypothesis:

H2 – Men will have a lower intention to buy on Instagram than women.

Several articles about online shopping (Cook et al, 2002; Forsythe & Shi, 2003; Foucault & Scheufele, 2002; Jayawardhena et al, 2003; Teo, 2002) disclosed that online shoppers are likely to have a higher education and higher income. Additionally, it appears to be positively correlated with people who have a higher education and who have good computer skills. Thus, the next three hypotheses are as follows:

H3 – Those who have lower education level will have a lower intention to purchase on Instagram than those who have a higher education level.

H4 – Those who do not work in a computer-related field will have a lower intention to purchase on Instagram than those who do.

H5 – Those who have lower income will have a lower intention to purchase on Instagram than those who have higher income.

2.3.2 Trust

Trust is required for conducting business and also for constructing business relationships between sellers and shoppers. Creating a credible relationship is what a business should do and it is one of the main concerns of a company if it wants to keep its business profitable. There is no life-long business unless there is credibility.

Credibility in online shopping is related to many aspects; for instance, online payment systems and security risks (Thananuraksakul, 2007). Hoffman, Novak, and Peralta (1999) supported that most people do not trust online shops at all in aspects of financial risk. Thus, a hypothesis focusing on trust follows:

H6 – Low trust positively correlates with an unwillingness to purchase on Instagram.

2.3.3 Desired Consequences

2.3.3.1 Price

Foucalt and Scheufele (2002) and Gupta et al (2004) reported that consumers are affected by price sensitivity; shoppers actively look for lower prices. Bargaining is another trait of shoppers in Thailand and also in other countries. People will bargain when they are shopping in both offline and online stores since they want to get the best price possible when purchasing products and services. Before shoppers make a decision to buy from a shop on the Internet, they search for a shop that offers the lowest price and also one that has a good deal or promotion.

Online shoppers are not as worried about the quality of the good as the price. They do not pay much attention even if the product is a famous brand name. They like to purchase based on of the price alone. The cheaper the quoted price, then the higher the effect on the online shoppers' intention (Goldsmith and Goldsmith, 2002). Thus, the next hypothesis is:

H7 – A high price positively correlates with an aversion to purchase on Instagram.

2.3.3.2 Product Variety

From my own observation, there are many products and services offered on Instagram. Some shops have a variety of product collections, colours, sizes, etc. for customers to choose. Those shops on Instagram that have many product types tend to have high numbers of followers. Therefore, the next hypothesis for this variable is:

H8 – A low variety of products or services positively correlates with a disinclination to purchase on Instagram.

2.3.3.3 Convenience

Convenience: Many online stores have shown that convenience is an essential variable in driving shoppers to shop at their store. According to Forsythe and Shi (2003) and Koiso-Kanttila (2005), they suggest that shoppers, who are motivated by convenience, are more likely to purchase specific goods and services on the Internet. They prefer to have a product delivered by the shop rather than go to the shop and carry the product back themselves. This is another advantage of online stores which is that they provide a convenient delivery service from sellers to shoppers (Pechtl, 2003). When the Internet shoppers feel comfortable to surf on the Internet with convenience, they are likely to go shopping online (Smith and Rupp, 2003). However, the study of Jayawardhena et al (2003) found that convenience is not the first reason that prompts people to purchase online. Smith and Rupp (2003) have argued that online transactions are more convenient; on the other hand, some goods e.g. clothing and shoes, need to be touched and tried on by shoppers before buying. Thus, the hypothesis for this variable is as follows:

H9 – Low convenience positively correlates with a reluctance to purchase on Instagram.

2.3.4 Subjective Norm

One of the constructs of the theory of planned behaviour (TPB) is the subjective norm. It is related to online shoppers' behaviour and looks at whether companions and people seen as important to that person think that he or she should participate in the behaviour. However, Cook et al (2002) mentioned that social norms would not be a driven variable if they clearly perceive the differences among products or services they are intending to purchase. Hansen et al (2004) also state that it depends upon the product type, with the subjective norm not being the cause, but rather the normative and that it neither directly nor indirectly affects an online shoppers purchasing intention. Thus, the last hypothesis is:

H10 – Subjective norms positively correlates with an unwillingness to purchase on Instagram.

CHAPTER III

METHODOLOGY

3.1 Research Setting

In order to get a deeper understanding and discover the factors affecting consumer's decisions NOT to purchase products or services on Instagram as mentioned in the previous chapters, I have prepared a questionnaire; respondents will be asked for the following information:

- Sex
- Age
- Live in Bangkok or on the perimeter of
- Are of Thai nationality
- Education level
- Occupation
- Monthly salary/income
- Ownership of a smartphone
- Knows and is familiar with Instagram
- If they have purchased products or services on Instagram before

3.2 Sample and Data Collection

This study will use a quantitative research approach. A survey method where a questionnaire will be distributed to 100 respondents which then will be used to collect the primary data. The target populations are people who do NOT have experience purchasing on Instagram. Since there is a limited time frame for this study, the questionnaire will be distributed in two ways. The first method is to provide 50 hard copies for people to complete at the CMMU where there are random types of demographics and they have similar characteristics to the survey objective. Sending

out 50 questionnaires via the Internet is the second method of data collection for this study to find other demographics apart from people at the CMMU.

The rationale behind these two methods is to get a large number of sample sizes so that we can get information to analyze results.

The questionnaire is provided in the appendices.



CHAPTER IV

RESULTS

In order to discover the hypothesized factors which cause consumers NOT to purchase on Instagram based on the Theory of Planned Behaviour (TPB), the questionnaire will be randomly distributed to students, staff, and lecturers at the CMMU building in hard copy form and uploaded to the internet using Google.doc as an online survey.

The questionnaire was given to 100 respondents in total. Though only 62 respondents were eligible to complete the questionnaire, with 48.39% being male and 51.61% female (Table 4.1).

Table 4.1 Gender of Respondents in Total

Gender	Number of Respondents	Percentage of Respondents
Male	30	51.61%
Female	32	48.39%
Total	62	100%

4.1 Data Analysis

4.1.1 Respondents Demography

In total 95.16% of all respondents own a smartphone with 45.16% being male and 50.00% female. 3.23% of males do not own a smartphone and 1.61% of females do not own a smartphone (Table 4.2). Amongst all the respondents who own a smartphone, 29.03% of males and 41.94% of females have the Instagram application

installed on their smartphone. Another 16.13% of males and 8.06% of females do not have an Instagram application on their smartphone (Table 4.3).

Table 4.2 Respondents who own a Smartphone

Gender	Smartphone Owner	Number of Respondents	Percentage of Respondents	Sum of Percentage
Male	Yes	28	45.16%	48.39%
	No	2	3.23%	
Female	Yes	31	50.00%	51.61%
	No	1	1.61%	
Total		62	100%	100%

Table 4.3 Respondents who installed the Instagram Application on their Smartphone

Gender	Instagram Application Installation	Number of Respondents	Percentage of Respondents	Sum of Percentage
Male	Yes	18	29.03%	45.16%
	No	10	16.13%	
Female	Yes	26	41.94%	50.00%
	No	5	8.06%	
Total		59	95.16%	95.16%

Focusing on those respondents who own a smartphone and have the Instagram application installed on their smartphone (44 or 70.97% of all respondents), we can notice that a majority were in the age ranges 21 – 25 years old and 26 – 30 years old in both genders. In total, the age range 26 – 30 years old (in both genders of all respondents) own a smartphone and have the Instagram application on their smartphone or 33.87% of all respondents. The lowest number falls in the age range above 40 years old or 1.61% of all respondents. Below is the detail of respondents by age range focusing on those who have a smartphone and have Instagram installed on their smartphone.

Table 4.4 Age Range of Respondents who own a Smartphone and have the Instagram Application on their Smartphone

		Gender		Total	Percentage of Age Range
		Female	Male		
Respondents' Demography					
Age Range	Below 20	1	1	2	3.23%
	21 - 25	9	8	17	27.42%
	26 - 30	13	8	21	33.87%
	31 - 40	2	1	3	4.84%
	Above 40	1	0	1	1.61%
Total Respondents		26	18	44	70.97%

From the survey, we can see that 32 people (51.62% of all respondents) have never had the experience of buying on Instagram. The highest numbers falling in the age range between 21 – 25 years old and 26 – 30 years old. Both age ranges consist of 13 people which equals to 20.97% of all respondents. However, only one person (1.61% of all respondents), who is aged above 40 years old, has never made a

purchased on Instagram. Therefore, the survey results do not support the first hypothesis that ‘people above 40 years old have a lower intention to purchase on Instagram. The detail of buying experience in each age range is shown in the table below.

Table 4.5 Buying Experience of Respondents by Age Range

		Buying Experience		Total	Percentage of Age Range
		Yes	No		
Respondents' Demography					
Age Range	Below 20	0	2	2	3.23%
	21 - 25	4	13	17	27.42%
	26 - 30	8	13	21	33.87%
	31 - 40	0	3	3	4.84%
	Above 40	0	1	1	1.61%
Total Respondents		12	32	44	70.97%

From the survey, there are 22 respondents of both genders (35.48% of all respondents) who have never purchased products on Instagram, including 15 females or 24.19% of all respondents and 17 males or 27.42% of all respondents. Therefore, the survey result supports the second hypothesis that ‘men have a lower intention to purchase on Instagram than women’. Below is the table that shows the buying experience of those respondents who own a smartphone and have an Instagram application on their smartphone.

Table 4.6 Buying Experience of Respondents by Gender

		Buying Experience		Total	Percentage of Age Range
		Yes	No		
Gender	Female	11	15	26	41.94%
	Male	1	17	18	29.03%
Total Respondents		12	32	44	70.97%

The highest education level completed amongst the respondents who took the questionnaire is Master's degree. Most of the respondents have completed a Bachelor's degree which is equivalent to 48.39% of all respondents, whereas only 22.58% of all respondents have a Master's degree. Comparing these two education levels, those who have a Bachelor's degree have a higher number of non-buying experiences on Instagram than those who have a Master's degree. 32.29% of respondents have a Bachelor's degree while 19.35% of respondents have Master's degree who has not had a buying experience on Instagram. Therefore, we can see that those who have a lower education level than Master's degree have a lower intention to purchase on Instagram as shown in Table 4.7.

Table 4.7 Buying Experience of Respondents by Education Level

		Buying Experience		Total	Percentage of Education Level
		Yes	No		
Respondents' Demography		Yes	No	Total	Percentage of Education Level
Educational Level	Below high school	0	0	0	0.00%
	High school	0	0	0	0.00%
	Diploma	0	0	0	0.00%
	Bachelor's degree	10	20	30	48.39%
	Master's degree	2	12	14	22.58%
	Doctoral degree	0	0	0	0.00%
Total Respondents		12	32	44	70.97%

There are various types of occupations between the respondents who took the questionnaire. The occupational fields that the respondents specified include 'business owner, customer services, freelance, finance and banking sector, MIS (Management Information System), production, psychology, student, tourism, and unemployed'. The 'other' choice is equal to 22.58% of all respondents, while another 4.84% did not specify their occupation. Among the types of occupation, the highest number worked in Sales and Marketing (17.74%), followed by Management (14.52%). There are two respondents (3.23%), who work in the Computing field, with both of them never having had a buying experience on Instagram. From the hypothesis we set that people who do not work in the field related to computing will have lower intention to buy products on Instagram, we can see that almost all of them except the accounting field have a lower intention to purchase on Instagram. The details of other types of occupation are provided in Table 4.7 to support the hypothesis.

Table 4.8 Buying Experience of Respondents by Occupation

		Buying Experience		Total	Percentage of Occupation
		Yes	No		
Respondents' Demography		Yes	No	Total	Percentage of Occupation
Occupation	Accounting	2	1	3	4.84%
	Education	0	1	1	1.61%
	Management	2	7	9	14.52%
	Computing	0	2	2	3.23%
	Engineering	0	1	1	1.61%
	Sales and marketing	4	7	11	17.74%
	Other	2	12	14	22.58%
	Unspecified	0	3	3	4.84%
Total Respondents		12	32	44	70.97%

The average monthly income in Thailand is between 12,000 Baht – 15,000 Baht. If someone has graduated with a Bachelor degree their salary will depend on their educational field; for example, if they graduated with a degree from an international program, their salary will be higher. Additionally, their monthly salary will also increase if they have worked in a related field before. Therefore, this research will consider the income ranges below 20,000 Baht as ‘lower income level’. According to the survey, there are 19.35% of all respondents who have an income between 10,001 Baht – 20,000 Baht and less than 10,000 Baht. We can obviously see that only two of them or 3.23% of all respondents have purchased on Instagram; while 16.13% of all respondents have never had a buying experience on Instagram before.

From the hypothesis that ‘a lower income level will inspire a lower intention to purchase on Instagram’, the result of this survey supported this hypothesis.

Table 4.9 Buying Experience of Respondents by Income Level

Respondents' Demography		Buying Experience		Total	Percentage of Income Level
		Yes	No		
Income Level (Baht)	Less than 10,000	1	4	5	8.06%
	10,001 - 20,000	1	6	7	11.29%
	20,001 - 30,000	4	6	10	16.13%
	30,001 - 40,000	3	4	7	11.29%
	40,001 - 50,000	1	4	5	8.06%
	More than 50,000	2	8	10	16.13%
Total Respondents		12	32	44	70.97%

4.1.2 Respondents Desire Consequences

Among 44 people or 70.97% of all respondents, there are 32 people or 51.61% of all respondents who never bought a product on Instagram. We will find out more why they do not have an intention to purchase products on Instagram.

According to the hypothesis H6 – H9 (to do desire consequences), the questionnaire was designed so respondents could rank the most important factors that influence them NOT to purchase or shop on Instagram between 1-4, with 1 being the most important and 4 the least important. There are four factors that are used in this research - ‘trust, price, product variety, and convenience of information and delivery’. Among 32 people or 51.61% of all respondents, who never had a buying experience

on Instagram, 30.65% gave trust as their first factor that influenced them not shop on Instagram. The second factor is product variety which is 22.58%, followed by price and convenience with 20.97% and 17.74% respectively (Table 4.9).



Table 4.10 Factors that Influenced Respondents NOT to Purchase on Instagram

Rank	Desire Consequences							
	Trust	Percentage of Trust	Price	Percentage of Price	Variety	Percentage of Variety	Convenience	Percentage of Convenience
1st	19	30.65%	2	3.23%	6	9.68%	5	8.06%
2nd	6	9.68%	13	20.97%	8	12.90%	5	8.06%
3rd	2	3.23%	5	8.06%	14	22.58%	11	17.74%
4th	5	8.06%	12	19.35%	4	6.45%	11	17.74%
Total Respondents	32	51.61%	32	51.61%	32	51.61%	32	51.61%

After the previous question, we provided more in-depth options for respondents to choose from and asked them to choose only three barriers that stop them from not purchasing on Instagram. The barriers will link with the previous question. The choices and links provided are as follows:

1. Safety of payment	Trust
2. Value added tax/ Custom duty	Price
3. High shipping cost	Price
4. Small variety of products or services	Variety
5. Refund policy	Trust
6. Warranty and claims	Trust
7. Long delivery period	Convenience
8. Not enough product information	Convenience
9. Other reasons	None

We provided choices randomly for respondents to choose from and gave them the chance to tell us more if they think there were other reasons that blocked them from not shopping on Instagram. However, among 32 people or 51.61% of all respondents, few people choose only one or two answer/s. From the survey, the most important barrier that influenced our respondents not to purchase on Instagram is the 'safety of payment' which equals to 37.10%. The second barrier is because there is 'not enough product information' which equals to 19.35% of all respondents. The last barrier that influenced 19.35% of all respondents not to shop on Instagram is that there is a 'small variety of products or services'. Apart from the choices provided to our respondents, there are six people or 9.68% of all respondents who thought that there are other reasons that influenced them not to shop on Instagram. Other reasons that our respondents stated are as follows:

- Low confidence in the products and/or seller
- Shopping on an e-commerce website is better
- Product quality
- Hard to see picture

- Never thought about buying on Instagram
- Do not know that Instagram sells products

The result of the survey shows that ‘trust’ is the most important factor affecting the behaviour of respondents not to buy products on Instagram which is equivalent to 69.36% of all respondents. 29.94% of all respondents thought that ‘convenience’ is the second factor that influenced them to shop at other places rather than Instagram. Another factor that influenced respondents to not purchase on Instagram is ‘small variety of shops/products’ which equals to 19.35%. The last barrier that respondents are concerned about is ‘price’, with 12.90% of all respondents choosing it to be the reason not to shop on Instagram. Details of all barriers are shown in Table 4.10 below.



Table 4.11 Top Three Barriers that Influenced Respondents NOT to Purchase on Instagram

Desire Consequences				
	Barriers	Respondents	Percentage of Respondents	Sum Percentage
Trust	Safety of payment	23	37.10%	69.36%
	Refund policy	10	16.13%	
	Warranty and claims	10	16.13%	
Price	Value added tax/ Custom duty	1	1.61%	12.90%
	High shipping cost	7	11.29%	
Variety	Less variety of products or services	12	19.35%	19.35%
Convenience	Long delivery period	2	3.23%	29.94%
	Not enough product information	16	25.81%	
	Other reasons	6	9.68%	9.68%

The next question that we asked our respondents required them to choose only one barrier as being the most important factor that made them not buy products or services on Instagram. The results from the survey show that ‘trust’ is the main barrier affecting 35.49% of all respondents. Another reason that respondents specified is ‘shopping on an e-commerce website is better (than on Instagram)’. More details of other barriers are shown in Table 4.11.

We also asked open-ended questions to respondents so they could give us their reasons for answering why the factor chosen was the main barrier for not

shopping on Instagram. Some of the answers that respondents gave to support their choices about trust ‘related to safety of payment’ and ‘warranty and claims’ are shown below:

- Afraid of their information being hacked
- The data might not be safe
- Afraid of being cheated
- Lack of information about sellers
- How can I be guaranteed that I will receive my purchases
- I do not know sellers, so I fear to buy their product
- Issue of transactions
- It’s hard to get my money back if there is a problem
- It is not guaranteed that If I order a product through Instagram and pay the seller that I will get the product
- No guarantee and cannot be trusted because anyone can post anything
- There are no measures to show their trustworthiness
- Transactions are not secure

From the three questions that we asked respondents about desire consequences that influenced them not to shopping on Instagram, we can see that the survey results support the hypothesis about trust; ‘a lower trust has a positive correlation to their buying intention’. The second factor that influenced respondents’ buying intention is ‘convenience’. The results supported the hypothesis that ‘lower convenience has a positive correlation to respondents’ intention to buy on Instagram’.

The ‘variety of products and services’ is the third factor while ‘price’ does not impact much on respondents’ buying intention on Instagram.

Table 4.12 Main Barriers that Influenced Respondents NOT to Purchase on Instagram

Desire Consequences				
	Barriers	Respondents	Percentage of Respondents	Sum Percentage
Trust	Safety of payment	19	30.65%	35.49%
	Refund policy	0	0.00%	
	Warranty and claims	3	4.84%	
Price	Value added tax/ Custom duty	0	0.00%	3.23%
	High shipping cost	2	3.23%	
Variety	Less variety of products or services	1	1.61%	1.61%
Convenience	Long delivery period	0	0.00%	8.06%
	Not enough product information	5	8.06%	
	Other reasons	1	1.61%	1.61%

4.1.3 Respondents Subjective Norm

The next topic that we asked our respondents about related to subjective norm. Three factors that we used for this topic included ‘celebrities, social influencers such as gurus and bloggers, and friends’. Among 32 respondents, there is only one respondent who left the question blank.

The short sentence that we provide in the questionnaire stated, “Celebrities/ Social influencers/ Friends have an influence on me shopping on

Instagram.” The results from the survey show that these factors do not affect our respondents’ shopping behaviour on Instagram. 54.84% of all respondents feel that these influencers have a ‘neutral effect’ on them shopping on Instagram and 12.90% of all respondents ‘strongly disagree’ that celebrities have a high influence on them shopping on Instagram. More details from our respondents are provided in Table 4.12.

The questionnaire asked our respondents further, if these influencers support a shop on Instagram, will they purchase products or services at that shop. From the survey, the results show that these influencers have less an effect on the respondents to shop at a shop that those influencers support on Instagram (14.52%). However, 40.32% agreed to purchasing from a shop that these influencers support. A greater amount of respondents said that their friends are their biggest influencers (20.97%), followed by celebrities (4.84%) and social influencers (3.23%) (Table 4.13). Only 6.45% of all respondents strongly agree to shopping on Instagram shops that social influencers such as gurus and bloggers supported. However, if their friends support a shop on Instagram, 20.94% agreed that they will purchase from that shop.

The last question relating to subjective norm that we asked was opposite to the previous question. We asked, if those influencers do not support a shop on Instagram, will the respondents have an intention to purchase from that shop. From the survey, 61.28% of all respondents’ buying intentions are not affected by those influencers. Whereas social influencers got 22.58% while celebrities and friends got the same percentage of 19.35%. However, 6.45% of all respondents strongly agree that they will not purchase at a shop that their friends do not support on Instagram.

Results from the survey regarding to the subjective norm clearly show that respondents’ buying intentions have a negative correlation to subjective norm; celebrities, social influencers, and friends. Statistics information are given in tables below:

Table 4.13 Influencers that Affected Respondents' Decisions to Purchase on Instagram

	Celebrities	Percentage of Respondents	Social Influencers	Percentage of Respondents	Friends	Percentage of Respondents	Sum Percentage
Strongly disagree	8	12.90%	3	4.84%	5	8.06%	25.80%
Disagree	3	4.84%	4	6.45%	2	3.23%	14.52%
Neutral	13	20.97%	11	17.74%	10	16.13%	54.84%
Agree	4	6.45%	11	17.74%	10	16.13%	40.32%
Strongly agree	3	4.84%	2	3.23%	4	6.45%	14.52%
Total Respondents	31	50.00%	31	50.00%	31	50.00%	

Table 4.14 Influencers who Support a Shop on Instagram and Affected Respondents' Decisions to Purchase at that Shop

	Celebrities	Percentage of Respondents	Social Influencers	Percentage of Respondents	Friends	Percentage of Respondents	Sum Percentage
Strongly disagree	8	12.90%	3	4.84%	3	4.84%	25.80%
Disagree	6	9.68%	7	11.29%	3	4.84%	14.52%
Neutral	13	20.97%	15	24.19%	10	16.13%	54.84%
Agree	3	4.84%	2	3.23%	13	20.97%	40.32%
Strongly agree	1	1.61%	4	6.45%	2	3.23%	14.52%
Total Respondents	31	50.00%	31	50.00%	31	50.00%	

Table 4.15 Influencers who did not Support a Shop on Instagram and its Effect on Respondents' Decisions NOT to Purchase at that Shop

	Celebrities	Percentage of Respondents	Social Influencers	Percentage of Respondents	Friends	Percentage of Respondents	Sum Percentage
Strongly disagree	10	16.13%	7	11.29%	5	8.06%	35.48%
Disagree	7	11.29%	8	12.90%	6	9.68%	33.87%
Neutral	12	19.35%	14	22.58%	12	19.35%	61.28%
Agree	1	1.61%	1	1.61%	4	6.45%	9.67%
Strongly agree	1	1.61%	1	1.61%	4	6.45%	9.67%
Total Respondents	31	50.00%	31	50.00%	31	50.00%	

CHAPTER V

DISCUSSION & CONCLUSION

This research aimed to find the main factors that influenced our respondents consumers NOT to purchase products or services on Instagram. This research is based on the Theory of Planned Behaviour; therefore, the results of the 10 hypothesizes which cause consumers NOT to purchase on Instagram, will be based on this theory. The proposed conceptual framework indicates the elements associated with attitude are; trust, desire consequences, and subjective norm. These influence the intention NOT to shop on Instagram.

The results of the study are consistent with the conceptual framework based on the Theory of Planned Behaviour which states that human's intentions to perform a behaviour is influenced by attitude towards a behaviour and subjective norm. Our study on respondents' demographics showed that a person who is aged above 40 years old, especially males, who have a lower education than a master's degree, whose career is not related to computing, and has an income lower than 15,000 Baht has less intention to purchase products or services on Instagram. The test results indicate the significant effects on trust relate to payment, convenience, product variety, and price. In terms of the strongest relationship, 'trust' has the strongest effect that positively correlates to an unwillingness to purchase on Instagram, followed by convenience of product information and delivery, product variety, price, and then subjective norm.

5.1 Contribution of a Study

The contributions to this study was the development of the conceptual framework based on the Theory of Planned Behaviour, together with past research, in order to explore the factors that influenced consumers' shopping behaviour on Instagram. This study applied the Theory of Planned Behaviour to e-commerce and tried to understand consumer behaviour towards online shopping.

5.2 Managerial Implication and Suggestion

The results of this research show that these essential factors (shown below) could cause the consumers' adversity to purchasing products or services on Instagram. Therefore, business owners or new entrepreneurs who plan to open a new channel on Instagram should consider these factors in order to gain trust, increase customer satisfaction and a disposition to purchase from them.

5.2.1 Demographics

From the results of this study it can be said that male users have a lower intention than female users to purchase on Instagram. Most of the users who are aged above 40 have a lower intention to shop on Instagram; therefore, these users are not the target market of online shopping via Instagram. Therefore, new business owners and entrepreneurs, who have shops on Instagram, should focus on females aged between 21 – 30 who have experience of online shopping through other channels apart from the Instagram.

5.2.2 Desire Consequences

The results of this study show that 'trust in payment' is the most significant factor that influenced consumers' purchasing intention on Instagram. We cannot deny that it takes time to build trust between sellers and shoppers, but in order to reduce this gap we can create trust via word-of-mouth and brand name loyalty, so to reduce the risk perception among new online customers. Building a good brand name and providing reliable services will lead to an increase in trust.

5.2.3 Subjective Norm

Subjective norm cannot be controlled when depending on personal perception and beliefs. Many famous brand names are hiring celebrities and influencers such as bloggers to promote their products. Followers of those celebrities and bloggers who have positive beliefs are more likely to behave like the celebrities and bloggers. For instance, if a blogger recommends a specific cosmetic product for this season, followers of that blogger may try hard to find and purchase that product. On the other hand, some followers who possess more individualism may observe and

listen to celebrities and bloggers; however, they will not necessarily behave like them because of their own personal beliefs. Two other important factors are friends and peer pressure. Since everyone needs a sense of belonging among a group of friends; for instance, in the work place, at school or in their neighbourhood, then it can be said that an individual is most likely to be heavily influenced by those around them. These networks of friends seem to have a stronger effect than celebrities and influencers. In order to attract the right target market, we also need to understand their social environment too.

5.3 Limitations

This study also has several limitations. Since our research focused on those who do not purchase on Instagram, then the first limitation of this study is that it solely focuses on those who own any kind of smartphone. Secondly, we centred the research around those that had Instagram installed on their smartphone. Thirdly, our target respondents for this study focused on those who had never bought products or services on Instagram before. Next, the respondents are from small groups of people at the CMMU campus and social networks. Therefore, if an extended study be proposed then we would add more constructs to the model, cover a wider variety of consumer groups from other areas and increase the number of people interviewed.

5.4 Future Research

This study is focusing on factors affecting disinclination of online shoppers to purchase on Instagram in the Bangkok area. Concentrating on one area at a time is a good strategy; however, to get a deeper understanding of Thai consumers' habits future research should be extended to study more areas/regions in Thailand.

The world's technology, especially the Internet, is developing every second and features are constantly being updated, reformatted, enhanced, and new designs released each year. Therefore, users have to upgrade their systems and need to learn how to use new product features continuously. Future research can be focused on online shoppers' behaviour as follows:

1. Future research should study separate products; for example, books, clothing, and mobile phone accessories to identify the findings and correlations between one specific product and online shoppers' behaviour towards that particular product, so that we can extend the new knowledge from this study and make it more product specific.
2. Future research should also study those online shoppers who have already purchased products or services on Instagram so to understand and study the factors that influenced their decision making. If we can understand their needs for purchasing intentions and decisions, then this future research can apply the findings to discovering ways to encourage first time buyers to purchase from Instagram.

5.5 Conclusion

E-commerce has grown exponentially in the global market and it is predicted that all future business transactions will occur on/over the Internet. Instagram; however, is an application where users have found the potential to conduct business by adapting its main function of sharing pictures of daily experiences, into sharing pictures of items they want to sell among their online and real-life networks. This study tried to capture this occurrence by applying the Theory of Planned Behaviour to business transactions online between e-sellers and online users in Thailand. The results specify that trust, convenience, variety of products, and price are key factors influencing consumers' intention NOT to shop on Instagram. We hope that this study may guide new business owners and entrepreneurs in opening or expanding their shops by applying the findings effectively, so that their online business can grow and hopefully generate greater profits.

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APPENDIX A: Questionnaire



College of Management, Mahidol University

This questionnaire is the part of research in order to study attitude and behavior of consumers toward online shopping of products and services on Instagram.

This study belongs to a Master degree student of College of Management, Mahidol University. The information will be used for the academic propose and it will be kept in confidentially. Your kindly cooperation would be much appreciated. This may take 5 minutes of your time.

Products and services on Instagram for this study are including all types of stores; for instance, fashionable clothes, shoes, bags, cosmetics, vitamins, books, dolls, IT products and services, food and beverages, women accessories, toys, perfumes, real estates (rooms or condominium for rent), pets, and furniture. All products and services mentioned above are included brand name and non-brand name products and also first-handed and second-handed products.

Section I: Demographics

1. What is your gender?

(1) Male

(2) Female

2. How old are you?

(1) Below 20 years old

(4) 31 – 35 years old

(2) 21 – 25 years old

(5) 36 – 40 years old

(3) 26 – 30 years old

(6) Above 40 years old

3. What is your highest educational level?
- (1) Below high school (4) Bachelor degree
 (2) High school (5) Master degree
 (3) Diploma (6) Doctoral degree
4. In which field are you working?
- (1) Accounting (5) Engineering
 (2) Education (6) Sales and Marketing
 (3) Management (7) Other (*please specify*) _____
 (4) Computer
5. What is your salary/ income per month?
- (1) Less than 10,000 Baht (4) 30,001 – 40,000 Baht
 (2) 10,001 – 20,000 Baht (5) 40,001 – 50,000 Baht
 (3) 20,001 – 30,000 Baht (6) More than 50,000 Baht
6. Do you own a smartphone?
- (1) Yes (2) No (*please end this survey*)
7. Do you have the 'Instagram' application on your smartphone?
- (1) Yes (2) No
8. Have you ever bought anything from 'Instagram'?
- (1) Yes (*please end this survey*) (2) No (*please proceed to No. 9*)

Section II: Trust and Desire Consequences

9. Please rate the factors that influence you NOT to shopping on the Instagram from 1 to 4, where 1 is the most importance and 4 is the least importance.
- ___ Trust on payment system
 ___ Price
 ___ Product variety
 ___ Convenience (product information and delivery service)

10. What are the main barriers that influence you NOT to purchase on Instagram?

(please choose only 3 factors)

- (1) Safety of payment
- (2) Value added tax/ Custom duty
- (3) High shipping cost
- (4) Less variety of products or services
- (5) Refund policy
- (6) Warranty and claims
- (7) Long delivery period
- (8) Not enough product information
- (9) Other reasons (please specify) _____

11. What are the main barriers that influence you NOT to purchase on Instagram?

(please choose only ONE factor)

- (1) Safety of payment
- (2) Value added tax/ Custom duty
- (3) High shipping cost
- (4) Less variety of products or services
- (5) Refund policy
- (6) Warranty and claims
- (7) Long delivery period
- (8) Not enough product information
- (9) Other reasons (please specify) _____

12. From your answer in no.11, why do you think it is the main barriers influenced you NOT to purchase on the Instagram? *(please specify and provide your support)*

Section III: Subjective Norm

13. Please tick (✓) on the answer where you think it suits you the most.

	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
1. Celebrities have high influence to me for shopping on Instagram.					
2. If celebrities support a shop on Instagram, I will buy products from that shop.					
3. If celebrities do not support a shop on Instagram, I will not buy products from that shop.					
4. Social influencers such as bloggers or gurus have high influence to me for shopping on Instagram.					
5. If social influencers support a shop on Instagram, I will buy products from that shop.					
6. If social influencers do not support a shop on Instagram, I will not buy products from that shop.					
7. My friends have a high influence to me for shopping on Instagram.					
8. If my friends support a shop on Instagram, I will buy products from that shop.					
9. If my friends do not support a shop on Instagram, I will not buy products from that shop.					

APPENDIX B: Questionnaire (Online)

Online Shopping in Thailand

This questionnaire is part of research in order to study attitude and behavior of Thai consumers toward online shopping of products and services on the Instagram application. This study belongs to Mater degree student of College of Management, Mahidol University. The information will be used for the academic propose and it will be kept in confidentially. Your kindly cooperation would be much appreciated. This may take 5 minutes of your time.

Products and services on the Instagram application for this study are including all types of stores; for instance, fashionable clothes, shoes, bags, cosmetics, vitamins, books, dolls, IT products and services, food and beverages, women accessories, toys, perfumes, real estates (rooms or condominium for rent), pets, and furniture. All products and services mentioned above are included brand name and non-brand name products, and also first-handed and second-handed products.

* Required

*What is your gender? **

- Male
- Female

*How old are you? **

- Below 20 years old
 - 21-25 years old
 - 26-30 years old
 - 31-35 years old
 - 36-40 years old
 - Above 40 years old
-

*What is your highest educational level? **

- Below high school
 - High school
 - Diploma
 - Bachelor degree
 - Master degree
 - Doctoral degree
 - Other:
-

*In which field are you working? **

- Accounting
 - Education
 - Management
 - Computer
 - Engineering
 - Sales and Marketing
 - Other:
-

*What is your income per month? **

- Less than 10,000 Baht
 - 10,001-20,000 Baht
 - 20,001-30,000 Baht
 - 30,001-40,000 Baht
 - 40,001-50,000 Baht
 - More than 50,000 Baht
-

*Do you own a smartphone? **

- Yes
 - No
-

Do you have the 'Instagram' application on your smartphone?

*

- Yes
 - No
-

Have you ever bought any thing from the 'Instagram'? *

- Yes
 No

Continue »

33% completed

* Required

Section 2: Trust and Desire Consequences

*Please rate the factors that influence you NOT to purchase on the Instagram. (Trust on payment system, Price, Product Variety, Convenience; product info and delivery service) **

1 = the most importance and 4 = the least important

What are the main barriers that influence you NOT to purchase on the 'Instagram'? *

please choose only 3 factors

- Safety of payment
 Value added tax/ Custom duty
 High shipping cost
 Less variety of products or services
 Refund policy
 Warranty and claims
 Long delivery period
 Not enough product information
 Other:

*What are the main barriers that influence you NOT to purchase on the 'Instagram'? **

please choose only ONE factor

- Safety of payment
- Value added tax/ Custom duty
- High shipping cost
- Less variety of products or services
- Refund policy
- Warranty and claims
- Long delivery period
- Not enough product information
- Other:

*From your answer in no.11, why do you think it is the main barrier influenced you NOT to purchase on the 'Instagram'? **

please specify and provide your support

« Back Continue »

66% completed

* Required

Section 3: Subjective Norm

Please tick on the answer where you think it suits you the most.

*Celebrities have high influence to me for shopping on the Instagram. **

1 2 3 4 5

strongly disagree strongly agree

*If celebrities support a shop on the Instagram, I will buy products from that shop. **

1 2 3 4 5

strongly disagree strongly agree

*If celebrities do not support a shop on the Instagram, I will not buy products from that shop. **

1 2 3 4 5

strongly disagree strongly agree

*Social influencers such as bloggers and gurus have high influence to me for shopping on the Instagram. **

1 2 3 4 5

strongly disagree strongly agree

*If social influencers support a shop on the Instagram, I will buy products from that shop. **

1 2 3 4 5

strongly disagree strongly agree

*If social influencers do not support a shop on the Instagram, I will not buy products from that shop. **

1 2 3 4 5

strongly disagree strongly agree

*My friends have high influence to me for shopping on the Instagram **

1 2 3 4 5
strongly disagree strongly agree

*If my friends support a shop on the Instagram, I will buy products from that shop. **

1 2 3 4 5
strongly disagree strongly agree

*If my friends do not support in the Instagram, I will not buy products from that shop. **

1 2 3 4 5
strongly disagree strongly agree

« Back Submit

Never submit passwords through Google Forms.

100%: You made it.

