

**CUSTOMERS' EXPECTATION
OF BUYING THAI LOCAL PRODUCTS ON THE INTERNET**



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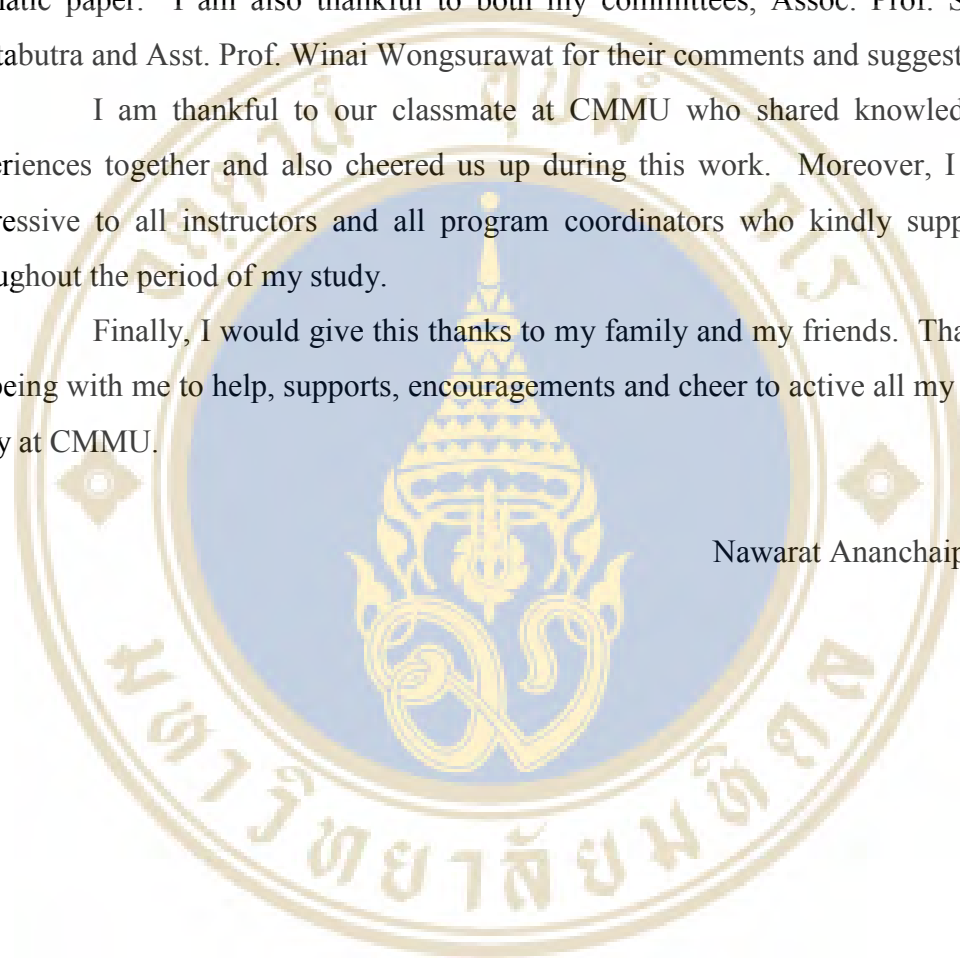
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CUSTOMERS' EXPECTATION OF BUYING LOCAL THAI PRODUCTS ON THE INTERNET

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ABSTRACT

The emerging of e-commerce increasing dramatically as many firm use e-commerce to reach wider market. It is a tool that can expand the market of local products. There are many key success factors that can affect to e-commerce websites successfully. Moreover, the most importance thing is about understands customers' expectations. The aim of this study is finding about customers' expectation and suggests about factors that customer concern when buy local Thai products on the internet by interview people who have experience with buying local Thai products on the internet. There are many factors that customer concerned. The product is main factor. Other factors that we found are about content and design of website, keywords, shopping process, payment process, frequently asked questions, system design and development, government support and on time delivery.

KEY WORDS: E-commerce / customers' expectations / Local Thai products

26 pages

CHAPTER I

INTRODUCTION

The emerging of e-commerce has increased dramatically as many firms use e-commerce to reach wider market, increase new customers, and operate fast growing business. In this time, firms are fighting to succeed in globalization era, the information technology is a key component for firm to detect and reach to market change. There are many benefits of using e-commerce such as cost saving, timely information, product customization, and product promotion; moreover, using e-commerce has many intangible benefits to firm. It is about creating brand awareness, building a global image, and establishing new business opportunities. Not only large firms can get benefits but small firms can get benefits using e-commerce also.

E-commerce is the tool that can expand the market of local products. In the past, customers have to go to buy local products in limited areas. Nowadays, people can buy local products from any place via the websites. However, there are many firms in Thailand using e-commerce to reach wider market, but some are successful, others are not. There are very good an opportunity for local products' firms to use e-commerce to expand the market but operating an e-commerce is not easy. The e-commerce's strategies are a bit different from the traditional. There are many key success factors that can affect toe-commerce websites successfully.

Moreover key success factors, the most important to make e-commerce success are understanding customers' expectations about buying local products on the internet. People may be not expected to buy products via very good websites but they will have other expectations to buy the product from other hidden reasons that we cannot know it before so, we have to find about what are they expectations when buy local products on the internet. In the last study shown quality of products or services are two main issues that customer concerned. However, delivery of right products in the right time with the right quality, all are some aspects of attracting the customers'

satisfaction that can meet customers' expectation and can be measured by the method accurately and efficiently.

As Thailand have many local products that are unique and special but it is hard to find because they have only traditional channels in limited areas. E-commerce can be tool for expanding local products to wider market and globally also. However, mostly local products' firms are not ready to use e-commerce because many reason such as do not familiar with technology or lack of knowledge about using e-commerce. Some firms start to use e-commerce but do not meet customers' expectation yet. The study will find about what the customers' expectation of buying local products on the internet and show factors that important to them when buy local products from online channel. Customers' expectations are directly related to customers' satisfaction. If the research can find customers' expectation and make, customer perceived performance over the quality of specific product or service is higher than the customers' expectation so, customers' satisfaction will occur. Customers' satisfaction is very important. If consumers are satisfied with a product, service or brand, they will continue to buy it and tell others—consumers about their favorable experiences. If they are dissatisfied, they will be more likely to switch products or brands and complain about manufacturers, retailers and other consumers.

The aim of this study is to find customers' expectation and suggest about factors that customers are concerned with when buying local products on the internet. First part is about literature review that study about last research that is related to the topic. The last research can help to understand general information and some background of the topic. Research methodology was developed to describe the research approach and method of gathering data. The core section is data analysis part that about analysis data and discussion. This section will describe what is important and interesting about findings. The last important parts are about recommendation and conclusion. This part will summarize all of the research and recommendation. The key finding will be useful for local product firms about expanding the market by using e-commerce.

CHAPTER II

LITRERATURE REVIEW

Thailand e-commerce is growing very fast with the behavior of Thai users changing rapidly. Statistics from World bank shown that the percentage of Internet users increase 27 % over last year (2011 vs. 2010). Moreover, the online shopping rate increases also. These statistics confirm that Thai users are becoming more familiar with online shopping and many companies are starting to use online business strategies to attract more customers.

The electronic communication which called electronic commerce (e-commerce) is the concept of selling and buying or exchanging products, services and information over the internet. It has been one of the most important developments in the business. Basically, e-commerce mention about operating business online. There are many benefits of using e-commerce such as cost saving, timely information, product customization, and product promotion moreover using e-commerce have many intangible benefits to firm also. It is about create brand awareness, building a global image and establishing new business opportunities. Nowadays, the emerging of e-commerce increasing dramatically as many firm use e-commerce to reach wider marker, increase new customers and operate fast growing business. In this time, firms are fighting to succeed in globalization era, the information technology is a key component for firm to detect and reach to market change. Not only the big companies dominated e-commerce for expand their market but also small company have increase to join the trend. Moreover, both large and small firms can get benefits of using it. Chailom, P. (2009). In the internet world, people can buy many things through the website include local products. Local products are products with specifications and packaging tailored that are distributed only in limited areas.

E-commerce is a tool that can expand the market of local products. In the past, customers have to go to buy local products in limited areas but now people can buy the local products from any place via the websites. However, there are many

firms in Thailand using e-commerce to reach wider market, but some are success and some are not. There are the very good opportunities for local products' firms to using e-commerce to expand the market but operating an e-commerce are not easy. The e-commerce's strategies are a bit different from the traditional. There are many key success factors that can affect to e-commerce websites successfully. The last study identifies eight key success factors as following that considered as a potential factors for e-commerce success.

2.1 Key success factors

2.1.1 Products and services

In the website, the actual product has been replaced by information about the product, as Internet has cut down the cost of gathering and disseminating information about products. Since the customer can just virtually touch or feel a product and it cannot be seen in person, which expands the risk of the buying. The product and service are the key that make people interest the website. The local products are special products that are distributed only in limited areas so, core value is identity and unique that people can find from other areas. Rayport, J. F. & Sviokla, J. J., (1994).

2.1.2 Design and implementation

There are two major phases of e-commerce website development. Design can show the identical and unique of product. Mood and tone of the website will connect with feeling of visitor when they visit the website. The content of an e-commerce website is usually considered as a very important factor to express business products and services. The quality of website content has a significant impact on e-commerce success. Content can tell visitors about the information of products so, it should be thing that importance of product and thing that visitors would like to known about products also. Leea, Y., & Kozar, K. A., (2006). The website should be was designed as easy for users to find it and use it. Users should move from one section of a site to another without having to go back to the home page. The

layout and design of your site should be obvious to visitors and no matter where they land inside. In addition, the website should have good table of contents and index because not everyone is going to start at the front door and proceed in an orderly fashion through the site. Many users want to get in, grab a few pages, and then get out. That means in the page should show the number of screens and sub screens for contents and site organization down to the bare minimum. And also pit link both to the table of contents and to an index on your front page, so that visitors can find them quickly. Halper, M. (1997).

2.1.3 Keywords

Search engines are very importance function to pull visitors to the websites. Make sure visitors can find you with straight forward keywords. Web owner should make it simple to find your site via the various search engines then improve searching on the site itself. Halper, M. (1997).

2.1.4 Shopping process

It is also dependent on other factors such as usability, performance, security, content, and design. In real life experience, online shopping process is different from retail shopping, so system developers should also consider consumer behaviors while doing their online shopping. The process of shopping in online should be easy and privacy because it is difference things between online shopping and offline shopping is about convenience and privacy. Spiekermann, S., Grossklags, J., & Berendt, B. (2001).

2.1.5 Payment process

It is importance things that people consider. It should be have many choices and security. As the main benefits of using e-commerce is about convenience. In the website should be provide many ways of payment to people for give convenience to them however people will be scared of using an e-commerce service if it does not have a good level of security protection so, payment process is very importance factor that should be concerned. Gehling, B., & Stankard, D. (2005).

2.1.6 Frequently asked questions or FAQ

As the e-commerce is a kind of self-service that people can find all of information in the website by themselves so, there will be have some questions happen. Frequently asked questions or FAQ can help customers and different browsers to resolve problems because FAQ puts different problems and questions, which can help customers to resolve their difficulties. Contact details can help customers to call and fax to company directly with traditional communication methods. In the website should be have many ways that easy to visitors. If visitors have problem or would like some more information so, they can find easy way to contact via the phone, mobile, e-mail or leave the message in contact form. Citera, M., & Beauregard, R. (2005). Make sure website has contact information that is accurate and complete. It should be shown the basics way to communication such as postal address, phone and fax numbers and make it easy to find also. Halper, M. (1997).

2.1.7 System design and development

It has an essential impact on experiences of users while using the e-commerce website; it will influence consumer acceptance and satisfaction. When visitors visit the website they expect to get updated information so, the information in website should be updated all time. Anil, S., Ting, L. T., Moe, L. H., & Jonathan, G. P. G., (2003).

2.1.8 The government support

The government has had a strong interest in helping and supporting the SMEs sector by providing the website for SMEs. The good website quality can increase the motivation of customers to online shopping. The website that has government support can improve consumer trust also. That means that if the government provides facilities for SMEs to advertise their goods and services, the tendency of firms to use e-commerce will increase. (Le, T. T., & Koh, A.C. (2002).

2.2 Customers 'expectation

Although there are many key success factors that can affect to e-commerce websites successfully, understanding customers' expectations are very important also. Customers' expectations are key determinants of their consumption experiences, satisfaction, and loyalty. In general, if consumers are satisfied with a product, service, or brand, they will be more likely to repeat purchase it and tell others about their favorable experiences. If they are dissatisfied, they will more switch products or brands and complain about manufacturers, retailers to others. Customers' expectations are directly relate with customers' satisfaction. The expectancy disconfirmation theory is a famous for measuring customers' satisfaction that was introduced in 1957 by Leon Festinger. Expectation is related to the pre purchase period that customers have initial expectation about a specific performance before purchase but experience or perceived performance is related to the after purchase period that the customer gets the experience after perceiving a real performance. The difference between initial expectation and perceived experience is known as disinformation of expectation or desire. The disconfirmation of expectation or desire can be either positive or negative way. When customers perceived performance over the quality of specific product or service is higher than the customers' expectation so, the positive disconfirmation will occur. In other way, when customers perceive the performance is worse than what they expected about the quality of specific product or service, the negative disconfirmation will happen. According to positive disconfirmation leads to the customers' satisfaction and negative disconfirmation, means perceived performance of products or services couldn't make the customers' satisfaction. The expectancy disconfirmation theory was applied by many researchers in different fields for a better understanding of the customers' expectations and requirements for attracting their satisfaction. Festinger, L. (1957) According to the model, satisfying customers is not limited only to their expectation of products or services. Rather than these factors, satisfying the customers from perceived information is the first step that can attract the customers' trust over offered both products and services. If they realize that perceived information of product or service can satisfy their initial expectations, then occurred positive disconfirmation leads to their satisfaction. In versus, if the perceived information of products or services does not match with their initial satisfaction, then

negative disconfirmation leads to their dissatisfaction. We can divide customers' demands into two concepts that are expectations and desires. Expectations are defined as a set of standards that predict expectations and perceptions of customers about specific product or service. On the other hand, desires are defined as a set of attributes that present more value to the customers. Figure 2.1 shows the impact of Expectations and desires over perceived performance in the model.

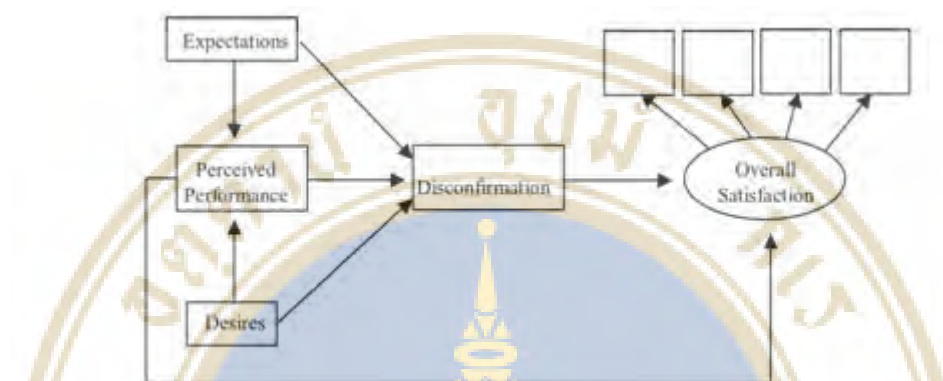


Figure 2.1: Desires and Expectation Disconfirmation model (Spreng, R. A., & Jr., T. J. P. (2003)).

According to the model (Figure 2.1), expectations have a positive impact on perceived performance and desires make a positive relationship with perceived performance too. In addition, disconfirmation generates a positive effect on overall satisfaction that consists of both negative and positive disconfirmation. Although last researches did not find any relationship between perceived performance and overall satisfaction, the last research proved that performance has direct impact on overall satisfaction. The overall satisfaction can be defined as the customers' satisfaction of previous purchase experience from websites that such a satisfaction can include all different aspects such as; customers' information satisfaction, online facilities satisfaction and purchase satisfaction. Spreng, R. A., & Jr., T. J. P. (2003).

This framework is illustrated in Figure 2.2. It clearly shows meeting that different kinds of expectation in first part leads to the customers' satisfaction in second part and failure in meeting that different kinds of expectations in first part causes dissatisfaction feeling in customers as second part, also it indicates satisfaction or dissatisfaction feelings as second part leads to which behaviors in customers as third part. First part of this framework indicates that customers' expectations have different

levels consisting of two zones: intolerable and tolerable. In intolerable zone, the small difference between customers' expectations and perceived performance will lead to dissatisfaction that is shown in second part, while in tolerable zone three states is predictable. First, when perceived performance is adequate and acceptable compare to customers' expectation that leads to acceptable result of previous usage of products or services in part two, but it has a negative disconfirmation because could not make a higher level of satisfaction among customers. Second, when perceived performance is very close to whatever customers desired or predicted that leads to satisfaction or delight feeling. Disconfirmation of this difference will be positive because this performance could make more satisfaction among customers. The third part explains the customer's behavior from perceived satisfaction or dissatisfaction. The High satisfaction or even delight feeling among customers from previous purchase leads to compliment behavior. It is predictable dissatisfaction feeling leading to complain behavior. Customers will do anything if they feel just acceptance or satisfaction so, it will be better to make customers feel delight. Santos, J., & Boote, J. (2003).

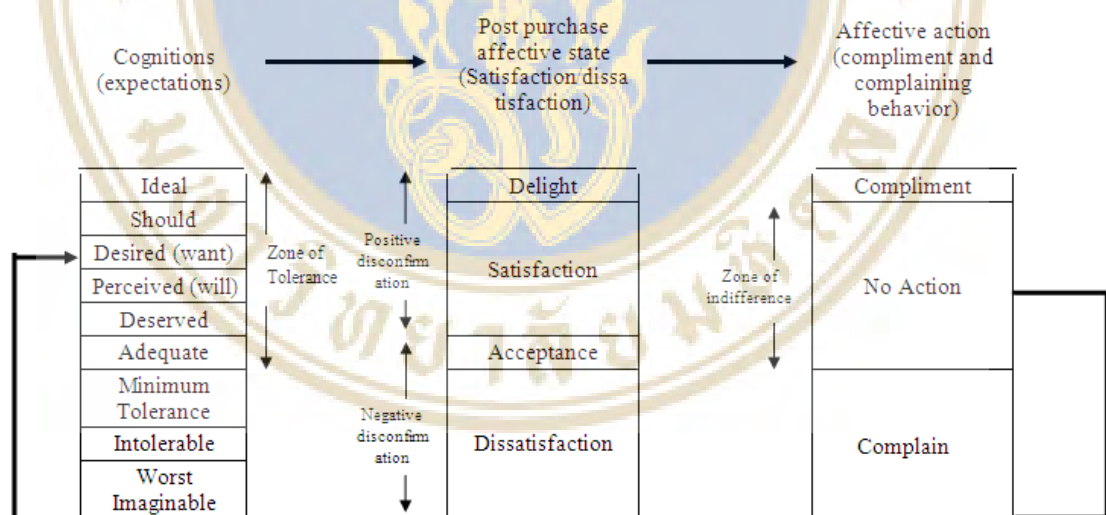


Figure 2.2: Conceptual framework of expectancy disconfirmation theory (Santos, J., & Boote, J. (2003)).

The model can be used as a method for measuring the customers' satisfaction from different aspects of quality of services, products, and information that present by websites of B2C e-businesses. In addition, it can be used for

measuring the customers' satisfaction from actual performance of B2C e-businesses that deliver their products to the customers non-virtually. Delivery of right products in the right time with the right quality, all are some aspects of attracting the customers' satisfaction that can meet customers' expectation and can be measured by the method accurately and efficiently. Elkhani, N., & Bakri, A., (2012)

In my point of view, Level of expectation is impact to satisfaction levels. If customers have high expectation in their mind before buy the product. They will be feel dissatisfaction. If compare with customer who have low expectation before buying so, they will feel more satisfied in the end. Many factors affect to expectation's levels. First is past experience. It is direct impact to customers' expectation. If they ever have good experience about the product or service, they will have high expectation about the product and service. Famous of brand or company and word of mouth communication will make customers set high expectation before purchase the product also.

The current study by use of the above literature and some evidence about the customers' expectation and importance factors that affect to e-commerce websites successfully. The customer expectation of buying local Thai product on the internet with methodology and research model is provided in next section. The next section introduces the research methods and approach of the primary study. The research will show about what the customer expectation of buying local Thai product on the internet and show factors that important to them when buy the local Thai product from online channel.

CHAPTER III

RESEARCH METHODOLOGY

The purpose of this study is about the customers' expectation of buying local products on the internet. It is important for local products' firms who would like to expand market. The research will show about what the customers' expectation of buying local products on the internet and show factors that are important to them when buy local products from online channel.

Two types of research always use for studying. First is quantitative research that uses mathematical analysis. It always uses to find statistical data by questionnaire or survey. The sample size would be large. Another research is qualitative research. Qualitative research could be used to examine the attitudes, feelings, and motivations by focus group or interview. The qualitative research was selected for this study. Qualitative research could be used to examine the attitudes, feelings, and motivations. It is a good way to find people's thought. The qualitative approach was derived from the work of the mid-18th century historian GiambattistaVico. Vico wrote that only people can understand people and that they do so through a faculty called intuitive understanding. In sociology and other social sciences, the concept of Verstehen, or the intuitive experiment, and the use of empathy have been associated with major discoveries. McDaniel, C., & Gates, R., (2003).The qualitative research involves open-ended questioning and probing. The result should be more deep details about people thought and it is usually much better than quantitative research.

There are many techniques for the qualitative research. This study uses Individual Depth Interviews or IDI. It is relatively unstructured one-on-one interviews that are the second most popular technique of qualitative research. The interviewer is thoroughly trained in the skill of probing and eliciting detailed answers to each question. Any given respondent will answer some questions in greater depth and others in a more perfunctory manner. The former usually indicate greater knowledge

and involvement, and are worth pursuing. The latter usually indicate lack of interest or expertise and may be worth pursuing to be sure the interviewer is communicating clearly with the interviewee. The flexibility, as you have come to see, is the critical quality of exploratory research methods. Thus, after presenting a few initial questions, an interview becomes much unstructured as the interviewer probes more deeply, asking follow-up questions. Hence, interviews are often termed depth interviews. The interviews will begin with an open-ended question. Subsequent questions are conversational in an attempt to get the interviewee to discuss further something. Open-ended questions are those to which the respondent replies in her or his own words. The advantage of this type of question is interviewee will provide the researcher with rich array of information. The respondent's answers are based on his or her personal frame of reference and described in real-world terminology rather than laboratory and marketing jargon. Open-ended questions may suggest additional alternatives not listed in a closed-ended response format. Often, open-ended questions require probing. Probing means that an interviewer encourages the respondent to elaborate or continue discussion. Powerful probes will advance a discussion quickly away from top-of-mind response and seat-of-pants answers and access deeper information, allowing insight into the baseline thinking that drives behavior. McDaniel, C., & Gates, R., (2003).

The study selects interviewees who have experience with buying local products on the internet. In the survey will find about the customers' expectation of buying local product on the internet.

The set of interview questions will be about their experience and reasons about buying local product on the internet. Moreover, factors that are important to customers when buying local products online are included in the research also. The questionnaire included with four major parts as following.

3.1 Screen Questions

3.1.1 Have you ever bought any local products on the internet within last 3 months?

3.1.2 What are products?

Screening questions were used as a tool to screen unqualified interviewee. In the survey will find about the customers' expectation of buying local product on the internet. The question will be about their experience of buying local product on the internet so; interviewee should have experience about buying any local product on the internet within last 3 months.

3.2 General Questions

3.2.1 What is your purpose of buying that product?

3.2.2 Why do you choose product from local?

3.2.3 Why did you not buy the local product from other channels such as modern trade or any shop?

This part is work like warm up question to lead the interviewee to think about the buying local products.

3.3 Specific Questions

3.3.1 What are important to you when you buy local products on the internet?

3.3.2 Can you prioritize all factors by importance?

3.3.3 What does that website of local product provide to you?

3.3.4 Did you satisfy about buying the local product?

3.3.5 Did you repurchase the product or recommend to others?

3.3.6 If compare with other websites in the same type of product, what should they improve?

The question will be about their experience and more focus on what the customer expectation of buying local product on the internet and factors that are important to them when purchase the local product from online channel

3.4 Demographic Questions

3.4.1 Gender

3.4.2 Age

3.4.3 What is your occupation?

3.4.4 How often do you buy product on the internet?

3.4.5 What types of product that your buy on the internet?

3.4.6 How much does the average that you spend on online shopping per time?

The demographic questions are about the interviewees' characteristics and opinions. This part will make more understand the interviewees.

CHAPTER IV

DATA ANALYSIS

In the in depth interview, the total number of the interviewees are seven people. There were five women or 71.4% of all interviewees and there were two men or 28.6% of all interviewees. The majority interviewees are people age between 26 – 35 years old, which has 57.1 % of all interviewees. Next below are the people ages between 16 – 25 years old, which has 42.9% of all interviewees. For the occupation, officer is majority group, which has 57.1 % of all interviewees. Then, Student, government officer, and business owner show same percentage as 14.3%. Online shopping behavior of interviewees is very importance. It will make researcher more understand the interviewees. First is about how often those interviewees buy products on the internet. Most of interviewees bought products one to two month per time. It is 42.9%. Then, 28.6% of interviewees bought products three to six month per time. Finally, 14.3% of interviewees bought products two to three months per time or more than six months per time. In the interview, interviewees were asked about types of product that they always buy on the internet. The result shown that they always buy cosmetics and electronics. It is 28.6 %. Then, they buy handmade product, coupon, air ticket, and women's bags in 14.3%. The interviewees also have average of spending for online shopping about 500-1000 baht per time, which has 57.1%.

Before asking specific question about customers' expectation of buying local products on the internet. Interviewer have to start with question about buying local products experience in general for make interviewees think about their past experience. The results shown that 42.9% of interviewees ever buy decorate things, 28.6 % ever buy cosmetics, and 14.3% ever buy food and clothes from the internet. The result also shown that 85.7 % of interviewees brought local products for their self. The main reason of buying local products are about the uniqueness of products that difference from other, which has 57.1%. Second reason is about properties of product that other product cannot provided, which has 28.6%. Other interesting reason is

about they buy local product because they would like to support local people. The last question of this part is about online channel. It result shown 57.1 % of interviewees buy local products from online channel because convenience and 14.3 % of interviewees buy from the internet because they cannot find the product from other channel, they also do not believe to buy the product from other channel and they can find products and they can compare price easier on the internet.

The most importance part is about key finding. This part will ask about their experience and attitude. The question will more focus on what is the customers 'expectation of buying local products on the internet and factors that importance to them when buy local products from online channels also. The first question will start with the factors that importance to customers when they would like to buy some local products on the internet. All of interviewees mention about the product. The product is main factor that they concerned. In their attitude, product would be high quality, good design and unique. Second is about price. Interviewees expect that they will get products which cheaper than other channels or reasonable price when compare with quality of product. Other two main importance factors that they concerned are about the website and delivery. The result shown that 57.1% of interviews concerned about both factors. The main thing that website should provide is information. They would like information as much as possible. In the website should have pictures of all products too. Delivery is factor that they concern also. They would like product on time and product should not collapse. The result also shown that 14.3% of interviewees concern about famous of brand, reliability, and promotion support. Interviewers also ask for prioritize the important of all factors. Product, price, and brand are the most importance factors that interviewers concerned. The result in first rank shown that 57.1 % of interviewees concern about product. Information provided in the website will be second factors that also importance for customer. Other factors such delivery and promotion support will be importance factors that customers concern too. The results and percentage of all factors in each rank shown as table belows,

Table 4.1 Customers' expectation of buying local Thai product on the internet

First Ranking	Quantity of interviewees	Percentage
Product	4	57.1%
Price	2	28.6%
Brand	1	14.3%
Second Ranking		
Information	3	42.9%
Product	3	42.9%
Price	1	14.3%
Third Ranking		
Product	2	33.3%
Information	1	16.7%
Delivery	1	16.7%
Price	1	16.7%
Promotion	1	16.7%

The result of interview also had shown the amount of expectation factors for each person. The majority interviewees have four expectation factors, which has 42.9% of all interviewees. Then, 28.6% of interviewees have three expectations factors and 14.3% of interviewees have two or five expectations factors. After asking about expectation factors, the interviewer also repeat ask about satisfaction of each factors from last experience of buying local products on the internet too. The result was shown in percentage of satisfy factors. The 42.9 % of interviewees have 76-100 % of satisfy factors and this group of interviewees feel delight when buy the local product on the internet. They also repeat purchase the product and recommend to other. Other group is 28.6 % of interviewees who have 51-75% of satisfy factors. They also feel satisfy about buying experience. The groups of interviewees who have satisfy factors less than 50% was dividing to two groups. First, have 26-50% of satisfy factors, they feel just acceptance of buying the local product on the internet. People who feel just acceptance and satisfy about buying will not repurchase or recommend to other. The last group is 14.3% of interviewees who have less than 25% of satisfy level. They feel dissatisfy and complain to others.

After we ask about their expectation and satisfaction, Interviewer will ask for suggestion by compare with other websites. There are seven factors that importance for the local product firms. If compare with other websites the local

products firm should develop in each parts. First importance part that customers concerned the most is product. In the website should have many choice products. The real product should be same as information in the website and quality of product should be meet the standard. Reliability and availability of product are importance too. Website is very importance also. Customers would like website that easy to use with beautiful design. The information in website should be much as possible and picture of product should be involve all information should be always update. Reliability is thing that consumer concern when buy products on the internet so, payment process should have a good level of security protection and it should be provide many ways of payment to people for give convenience to them. Other factors that customers concerns are about respond to question and contact information. In the website should be providing many contact information such telephone number, e-mail and fax. Website owner should have quick respond to question also. Customer mentions about keywords that should be easy to find from search engine. On time delivery is importance issue for buying local products on the internet also because customer have to transfer money to firm before get the product so, they will worry about time of delivery. The last importance factor is about reliability. If governments support the local product, customers will more believe in the product.

As the result from interview, All of interviewees said about the product. The product is main factor that they concerned. In their attitude, product would be high quality, good design and unique. It mean product is the most importance factor moreover there are many factors that customers concerned also such as price, website, delivery brand, reliability and promotion. It relate with last study too. The last study shown that the customers 'satisfaction will measure from different aspects of quality of products, service and information that present by websites. In addition, it can be used for measuring the customers' satisfaction from actual performance of e-businesses that deliver their products to the customers non-virtually. Delivery of right products in the right time with the right quality, all are some aspects of attracting the customers' satisfaction that can meet customers' expectation and can be measured by the method accurately and efficiently. Elkhani, N., & Bakri, A., (2012)

Interviewers also ask for prioritize the important of all factors. Product, price, and brand are the most importance factors that interviewers concerned.

The result of first rank shown that 57.1 % of interviewees concern about product. According to the model, the first step that can attract the customers' trust over offered both products and services. If they realize that perceived information of product or service can satisfy their initial expectations, then occurred positive disconfirmation leads to their satisfaction. In versus, if the perceived information of products or services does not match with their initial satisfaction, then negative disconfirmation leads to their dissatisfaction. Spreng, R. A., & Jr., T. J. P. (2003).

For customers 'satisfaction level and customers 'behavior, the result of interview also related to last study. The group of interviewees who feel delight when buy the local product on the internet. They also repeat purchase the product and recommend to other. People who feel just acceptance and satisfy about buying will not repurchase or recommend to other. People who feel dissatisfy, they also complain to others. The last research also shown that if consumers are satisfied with a product, service, or brand they will be more likely to repeat purchase it and tell others about their favorable experiences. If they are dissatisfied, they will more switch products or brands and complain about manufacturers, retailers to others. Festinger, L. (1957). The other research also shown that the high satisfaction or even delight feeling among customers from previous purchase leads to compliment behavior. It is predictable dissatisfaction feeling leading to complain behavior. Customers will do anything if they feel just acceptance or satisfaction. Santos, J., & Boote, J. (2003).

After study about customers' expectation and satisfaction, customers' suggestion part is importance for the local product firms also. If compare with other websites the local products firm should develop in seven suggestion parts. First importance part that customers concerned the most is product. As the last research shown that the product and service is the key that make people interest the website. The local products are special products that are distributed only in limited areas so, core value is identity and unique that people can find from other areas. Rayport, J. F. & Sviokla, J. J., (1994).

Website is the key point that very importance also. Customers would like website that easy to use with beautiful design. The last study also shown that the quality of website content has a significant impact on e-commerce success. Content can tell visitor about the information of products so, it should be thing that importance

of product and thing that visitors would like to know about products also. Leea, Y., & Kozar, K. A., (2006).

Customer also concern about payment process that should have a good level of security protection. It is as same as the last study shown that people will be scared of using an e-commerce service if it does not have a good level of security protection. Gehling, B., & Stankard, D. (2005).

Other factors that customers concerns are about respond to question and contact information. The last study suggests that as the e-commerce is a kind of self-service that people can find all of information in the website by themselves so, there will be have some questions happen. Frequently asked questions or FAQ can help customers and different browsers to resolve problems. Contact details can help customers to call and fax to company directly with traditional communication methods. In the website should be have many ways that easy to visitors. Citera, M., & Beauregard, R. (2005).

Customer mention about keywords that should be easy to find from search engine. The last study said that Search engines are very importance function to pull visitors to the websites. Make sure visitors can find you with straightforward keywords. Web owner should make it simple to find your site via the various search engines then improve searching on the site itself. Halper, M. (1997).

On time delivery is importance issue for buying local products on the internet also because customer have to transfer money to firm before get the product so, they will worry about time of delivery. It is very good point that did not show in the last study. Firm should concern about availability of the product. If customer would like to order the product, Firm should have products in stock and send to customer on time. Delivery issue is very importance that firm should be concerned.

The last importance factor is about reliability. If government supports the local product, customers will more believe in the product. The last study also shown that the website that has government support can improve consumer trust also. (Le, T. T., & Koh, A.C. (2002).

CHAPTER V

RECOMMENDATIONS/CONCLUSIONS

E-commerce is a tool that can expand the market of local products. There are many firms in Thailand using e-commerce to reach wider market, but some are success and some are not. There are the very good opportunities for local products' firms for using e-commerce to expand the market but operating an e-commerce is not easy. The e-commerce's strategies are a bit different from the traditional. There are many key success factors that can affect to e-commerce websites successfully. Although there are many key success factors that can affect to e-commerce websites successfully, understanding customers' expectations are very important also. In general, if consumers are satisfied with a product, service, or brand, they will be more likely to repeat purchase it and tell others about their favorable experiences. If they are dissatisfied, they will more switch products or brands and complain about manufacturers, retailers to others so, It is importance to make customer satisfy about products, services or brands. The study shown that all interviewees concerned about products. The local products are difference from other because it is uniqueness and identity. The content of an e-commerce website is usually considered as a very important factor to express business products and services. Content can tell visitor about the information of products so, it should be thing that importance of product and thing that visitors would like to known about products. The quality of website content has a significant impact on e-commerce success and design can show the identical and unique of product. Keywords in search engines are very importance function to pull visitors to the websites. The process of shopping in online should be easy and privacy. Payment process is importance things that people consider. It should be have many choices and security. Frequently asked questions or FAQ can help customers and different browsers to resolve problems. System design and development have an essential impact when visitors visit the website they expect to get updated information so; the information in website should be updated all time. The government has had a

strong interest in helping and supporting the SMEs sector by providing the website for SMEs. The website that has government support can improve consumer trust. On time delivery is importance issue for buying local products on the internet also because customer have to transfer money to firm before get the product so, they will worry about time of delivery. Although many factors are importance to customers' satisfaction but only one things that very importance to customer is product issue. Product is the first factor that people looking for when they buy the local product so, in the website should provide the information of the product as much as possible. Product's image and weight are very importance also.

In this study, we can interview a small amount of interviewees. The results will show form the small group of customers only. Even small group can be representative to all but I would like to interview other group for comparison. If have more time, I will recommend to interview other group of customer. This study focus on women who are in age between 26-35 year olds. The group of teenager and men age between 26-35 year olds are importance to study also. Potential customer of local products that available on the internet is everyone who can access the internet so; everybody can be interviewees of the study. Other group is people who never buy local product on the internet. Many people never buy local products on the internet. If we can their find hidden reason about their need, local product firms can be increase size of customer easily too. Customer behavior is very important and people in difference age, gender, social and culture will have difference behavior too so, local products firm should be set up their target and focus on behavior of the target. It will be making firms more understand their target customer first then develop products and website to serve with customers' expectation. If products and website are better than customers' expectation, customer will satisfy and they will repeat purchase and recommend to other too.

From the study, we can conclude that customers' expectation is very importance for firms. Customers' expectations are key determinants of their consumption experiences, satisfaction, and loyalty. Customers' expectations are directly related with customers' satisfaction. The key success factors are about make customers 'satisfaction. There are many factors that customer concerned. The product is main factor. The result shown all of interviewees said about the product and if

prioritized all factors, interviewees concern about product in first rank too. The theory also shown that satisfying customers are not limited only to their expectation of product or services. Other factors that we found are about content and design of website, keywords, shopping process, payment process, frequently asked questions, system design and development, government support and on time delivery. If firms would like to satisfy customer, they have to develop all factors for meet with customers 'expectation too.



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