

**WHY THAI TEENAGERS LIKE TO PURCHASE WHITENING
CREAM ON FACEBOOK**



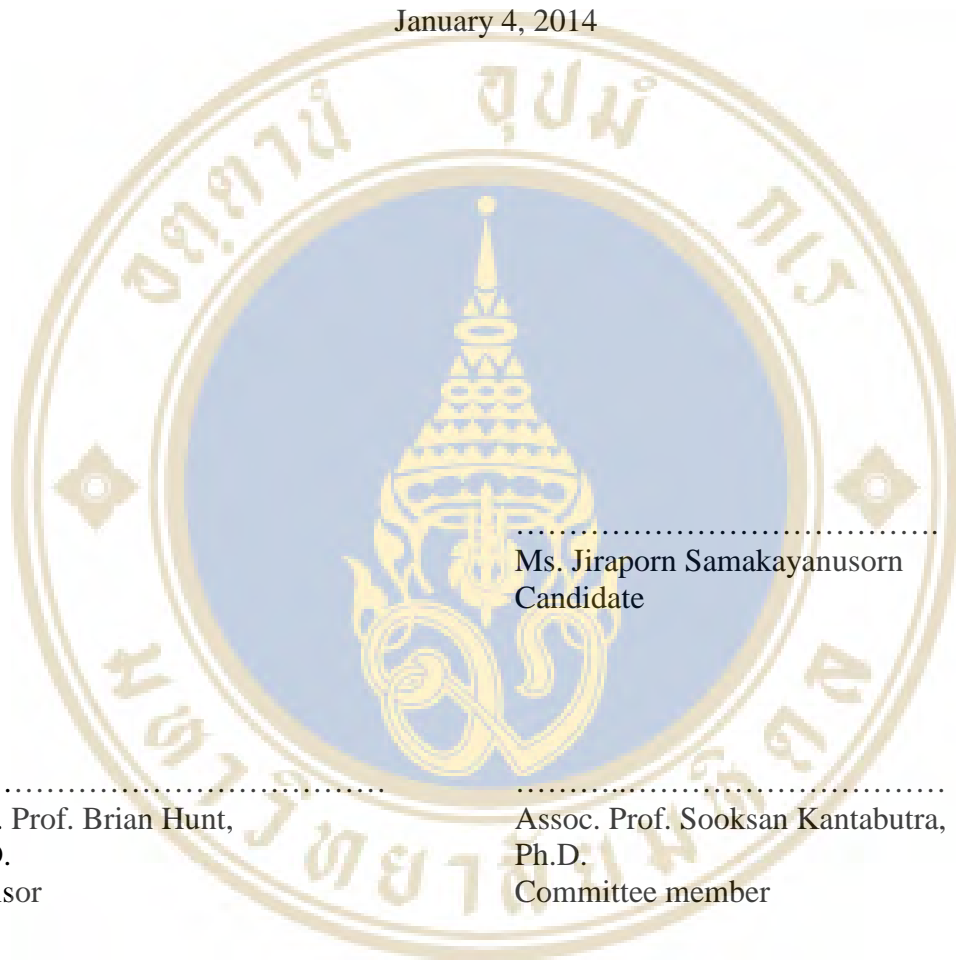
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**WHY THAI TEENAGERS LIKE TO PURCHASE WHITENING
CREAM ON FACEBOOK**

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WHY THAI TEENAGERS LIKE TO PURCHASE WHITENING CREAM ON FACEBOOK

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ABSTRACT

Nowadays Thai consumers tend to purchase products and services via online shopping dramatically increase. Because the technology and the internet providers have potential to access cover Thailand area so this era is the big step for e-commerce in Thailand. This study showed that the theory of planned behaviour (TPB) and the theory of reasoned reaction (TRA) link to behavior of online consumers in Thailand.

This paper will help identify the real factors that impact to consumer behaviour in Thailand. And can promote or stimulate of website's vendor to access and increase their sales.

KEY WORDS: Online shopping/the theory of planned behaviour/ the theory of reasoned reaction

25pages

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CHAPTER I

INTRODUCTION

The growth of on-line selling in Thailand is on the rise. A variety of businesses, such as retailers, manufacturers, and food centers, have started using the Internet as a new channel of distribution (Jitpleecheep & Pamsoonthorn, 1999). It is predicted that future business transactions will occur on the Internet. This study tries to capture this phenomenon by applying the theory of reasoned action and the theory of planned behavior to on-line transactions between e-sellers and consumer's behavior in Thailand. The results indicate that trust, confidence in using a credit card, subjective norm, and past behavior are key elements affecting on-line shopping intention (Application of the theory of reasoned action to on-line shopping). Instagram or Facebook have an important role to communicate information or selling any product (Thailand is number 1 that has population use Facebook in the world). That can indicate Thai people use social network in normal life very much. And everybody easily to access in anytime at anywhere so many people tend to sell product in this channel. In Thailand we have huge room and big growth in this channel. And another popular trend in Thailand, Thai people especially women favor to be a white girl. They try to do in every way such as eat supplementary, injection chemical or use whitening cream for be a white women. Because they receive influence from Thai actress, Korean stars or celebrities that they have value to be white or aura. They think beautiful measure by whiteness so this is a critical point of trend in this country. Thai women need to be like that so they may use products without carefully or any concern. From these issues, the important thing is Thai consumer behavior changed. They tend to buy products via online channel increasing in every product categories (graph1). So in term of cosmetics products especially whitening creams rise in social network channel extremely. Because now people in Thailand especially in Bangkok or urban cities mostly have smart phone or computer also the internet network in Thailand

much developed these are the reasons that end consumers can access online channel anywhere and anytime.

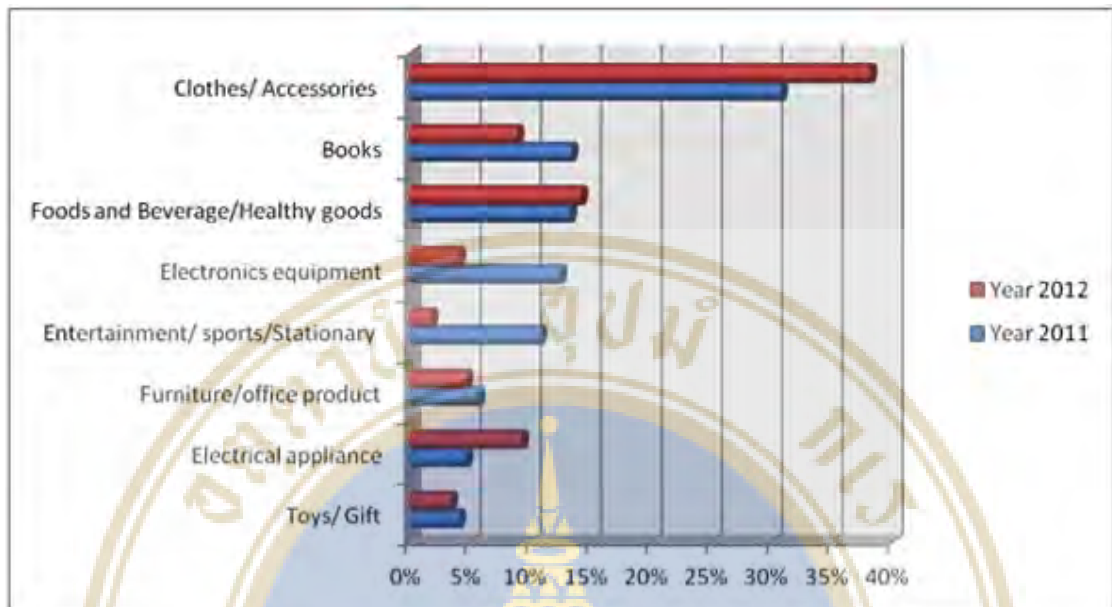


Figure 1.1 Percentage of population who ages above 6 years old have ever bought products via internet (illustrate only household products) In Thailand in 2011&2012.

So in this thematic paper, we will analyze the real influence behavior of Thai women especially in Bangkok and urban cities, age 25-29 years old about their behaviors in online shopping about whitening cream. Because in this span of age, they have more power to purchase because higher income, more confident and does not buying impulse like young adolescent. (Table 1.1)

Table 1.1 Percentage of population who age above 6 years old have ever reserved or bought products services via internet (In Thailand).

List	Percentage
Age	
6 - 24 years old	22.22%
25-49 years old	68.80%
above 50 years old	9.00%
Money that spending	
above 6,000 baht	25.80%
3,000 - 5,999 baht	17.20%
below 3,000 baht	57.00%

The conclusion and the recommendations in this thematic paper will be able to stimulate future research interests in the area of E-commerce because we will know real customer behaviors in Thai people about online shopping. Moreover it can increase awareness of online shopping in cosmetics products in Thailand.

CHAPTER II

LITERATURE REVIEW

Whitening and lightening skin products have recorded a dramatic growth in Asian markets over the past two decades and are the best-selling product categories in the Asian beauty industry. In Asian's opinion that shows White skin has traditionally been associated with higher social status and wealth in Asia – women of higher class did not have to work outside in the fields and be subjected to the sun's harsh rays, preserving the natural paleness of their skin. Modern East Asian women are constantly battered with an array of messages to “get white.” there are skin-whitening products and skincare regimens that include ingestible pills, injections, intravenous treatment, creams, and cosmetics (Beautiful white, April 2013). And Internet shopping is growing rapidly especially in Thailand because Thai internet users are increasing based on data from NSO, internet users increase from 22.4% to 26.5% from 2011 to 2012. And more studies are needed to give a better understanding of the factors influencing it. At the present, the number of internet users in Thailand has increased tremendously to be over 14 million users. Master Card conducted a survey on the topic "Online Shopping" in 2009 and found that 92% of internet users in Thailand used it for sending email, 80% for updating news, 73% for searching for general information, 70% for entertaining, 60% for chatting, and 43% for online shopping (Master Card Survey, 2009) (Graph2). In Social media, consumers are as though the channel of distribution to the chain of industry. For Cosmeceutical products industry, consumers are a component of distribution channel of industry chain. Consumers act like retailers for the industry (not just like business).

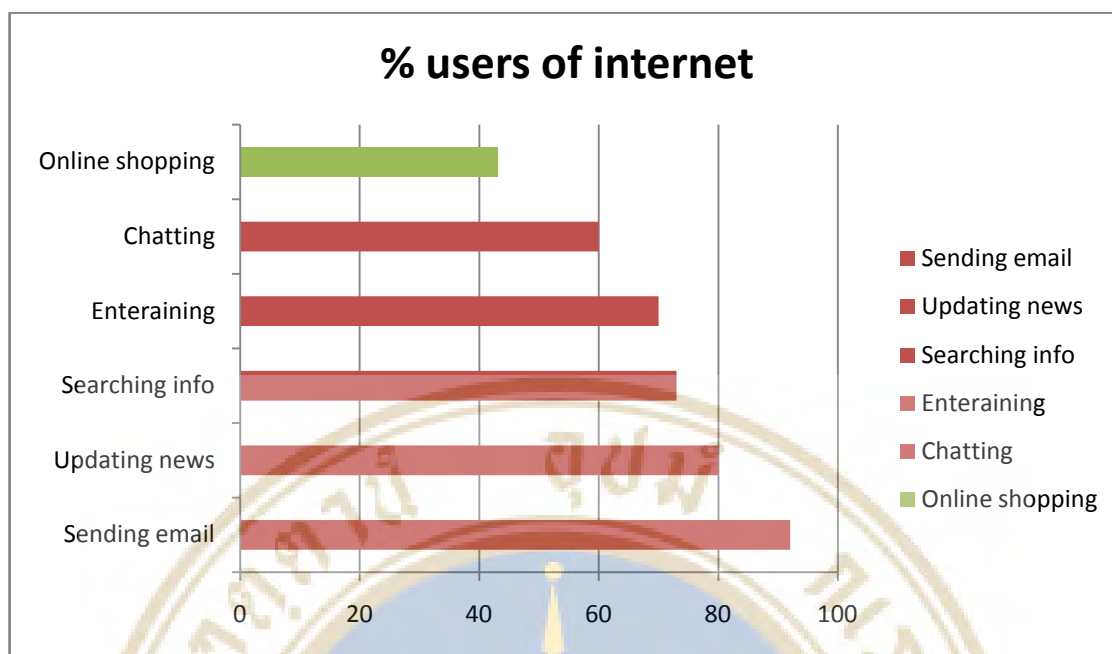


Figure 2.1 Percentage of population who use internet in each categories in Thailand 2009

In term of purchasing whitening creams in Facebook (online channel) in Thailand that have some literatures showed factor influencing customer buying intention on shopping online. So we need to review other literatures in zone of Asia because they can represent in term of same demographic. Also have some literatures study “whiteness trend in Asian”. But still has the gap between link whiteness value and intention to buy on social media. So we can point some issues from previous studies to help our method of study. The importance of online shops will be discussed in terms of type of products, type of consumers online, and buying behavior. For more understand about customer behavior to online shopping we have to review previous literatures. These show that there have been many studies, both empirical and theoretical, of factors identified by consumers as influencing internet shopping.

2.1 A Critical analysis of the sources used

2.1.1 Theory of planned behavior (TPB)

The theory holds that a potential customer's attitude towards the behavior and the customer's subjective norm and perceived behavioral controls can influence the intention and its eventual realization (Orapin L., 2009) (Figure 1). A literature review suggests that the theory of planned behavior (TPB) can be used to analyze the relationship between influencing factors and internet shopping behavior in different parts of the world. Currently, there are only a few studies applying Theory of planned behavior to identify the factors influencing online shopping intention. George (2002) used it to prove that the beliefs about privacy and trustworthiness can influence individuals' internet purchasing.

Athiyaman (2002) applied Theory of planned behavior to the question of internet users' intention to purchase air travel online. All three antecedents – attitude toward purchasing air travel online, subjective norm and perceived behavioral controls – of each individual's intention were studied, in particular the first.

Theoretical models are described, based on the theory of planned behavior (TPB), which links the intention of consumers to their behavior. A person's intention to perform a particular behavior can develop from the person's attitude toward that behavior, the subjective norm (beliefs about the attitudes of the person's associates, and perceived behavioral controls (Ajzen, 1991).

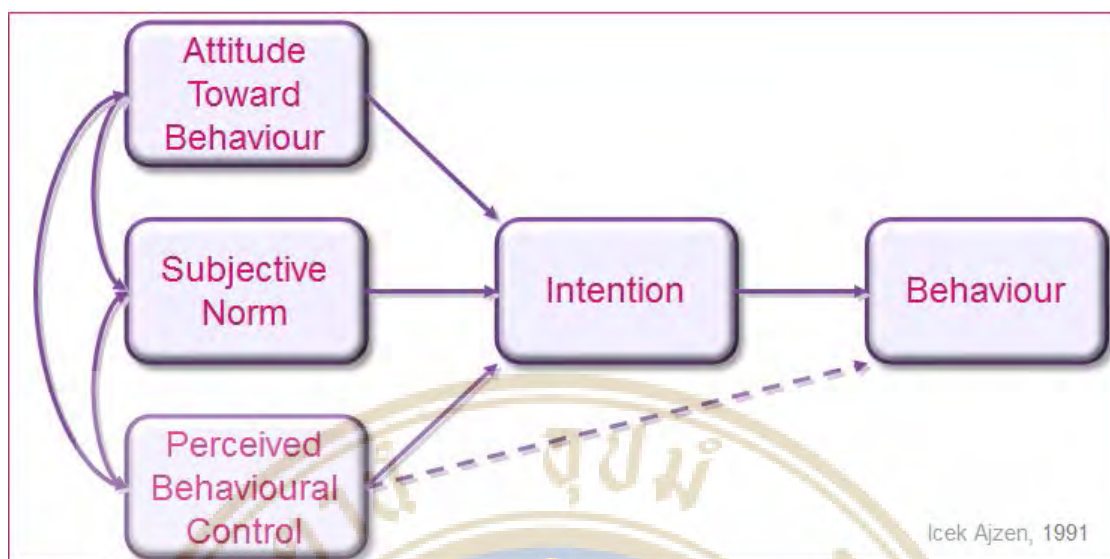


Figure 2.2 The Theory of Planned Behavior (TPB)

So the main three factors that affect to intention and behavior of consumer are

- Behavioral attitude
- Subjective norm
- Perceived behavioural control

We will analyze in each factor for seek out real consumer behavior to online shopping in Thailand.

1. Behavioral attitude

Attitude towards the behavior can be measured from beliefs about behavior. As Laohapensang, O. (2009) showed that the attitude toward behavior does not correlate with intention to buy shop online(but not significant in Table 2). By the way Thananuraksakul, S.(2007) said this factor is significantly predicts online buying intention.

Table 2.1 Properties of measures. Level, dispersion, and inter-correlations among components of multi-item scales. Scale: attitude toward internet shopping

	<i>Attitude1</i>	<i>Attitude2</i>	<i>Attitude3</i>	<i>Mean</i>	<i>SD</i>	<i>Correlated item total correlation</i>	<i>If item deleted</i>
<i>Attitude1</i>	1.00			29.03	13.62	0.61	0.69
<i>Attitude2</i>	0.64	1.00		32.91	15.46	0.70	0.59
<i>Attitude3</i>	0.42	0.54	1.00	28.50	12.54	0.54	0.77

From Table 2, psychometric analysis of the multi-item scales of Attitude towards internet shopping shows that all the components of the measure are strongly associated. Sekaran (2000) considered that the internal consistency reliability of the measure could be accepted if Cronbach's alpha were close to 1. Then the items in a set of this measure are positively correlated to one another; the reliability of this measure can be assessed, considering the correlation among constructs in the path model, Table III shows that attitude towards internet shopping has a negative correlation with both subjective norm and perceived behavioral control. In contrast, subjective norm and perceived behavioral control have positive correlations. In term of Orapin (2009) showed Attitude, expectations of behavior outcome – measured on purchase price, service reliability and user-friendliness of service – likely/unlikely scale. And evaluation of behavior outcome – important/unimportant

2. Subjective norm

Subjective norm suggests that behavior is instigated by one's desire to act as important referent others act or think one should act. Applied to the two focal behaviors, Subjective norm reflects consumer perceptions of whether these two behaviors are accepted, encouraged, and implemented by the consumer's circle of influence. The literature suggests a positive relationship between Subjective norm and

intended behavior, and empirical work has shown that Subjective norm influences behavioral intentions toward system use (Karahanna et al. 1999). A positive relationship between Subjective norm and intentions to get information and purchase products from a Web vendor is thus expected (Understanding and Predicting electronic commerce adoption, March 2006). Subjective norm can be measured from beliefs about other people's normative expectations and motivation to comply with these expectations.

Table 2.2 Properties of measures .Level, dispersion, and inter-correlations among components of multi-item scales. Scale: subjective norm on internet shopping

	<i>Social1</i>	<i>Social2</i>	<i>Social3</i>	<i>Mean</i>	<i>SD</i>	<i>Correlated item total correlation</i>	<i>If item deleted</i>
<i>Social1</i>	1.00			18.58	10.07	0.58	0.79
<i>Social2</i>	0.57	1.00		17.44	10.30	0.72	0.66
<i>Social3</i>	0.49	0.66	1.00	16.93	10.30	0.65	0.73

Table 3, the psychometric analysis of the multi-item scales of subjective norm on internet shopping, shows that all components are strongly associated. So this evidence show the another important influence that affect to intention to buy of customer.

And indicate that subjective norm of beliefs about normative expectations of family, friends and bosses – agree/disagree. And Siriporn T. agrees in term of subjective norm is strongly factor that affect to online shopping behavior in Thailand.

3. Perceived behavioral control

Perceived behavioral control is defined as a person's perception of how easy or difficult it would be to carry out a behavior (Ajzen 1991). To differentiate Perceived behavioral control from attitude, Ajzen (2002b) emphasized that Perceived behavioral control denotes a subjective degree of control over the performance of a behavior and *not* the perceived likelihood that performing the behavior will produce a *given outcome*. Ajzen suggested that Perceived behavioral control "should be read as *perceived control over the performance of a behavior*" (2002b, p. 668). Therefore, Perceived behavioral control is the consumer's perceived ease or difficulty of getting product information from a vendor's website and purchasing a product from a Web vendor, respectively. In general, Perceived behavioral control plays a dual role in Theory of planned behavior. First, along with attitude and Subjective norm, it is a co-determinant of intention. Second, together with intention, it is a co-determinant of behavior. Support for the role of theory of planned behavior on intention and behavior is provided by Mathieson (1991) and Taylor and Todd (1995b). It can be measured from beliefs of the available factors that can be support or inhibit performance of a behavior. Perceived behavioral control was found to be the factor most influencing internet shopping. Although the survey asked only one question about the degree of difficulty of internet shopping, the results suggest that it can be relatively difficult in Thailand as Laohapensang, O. (2009) said.

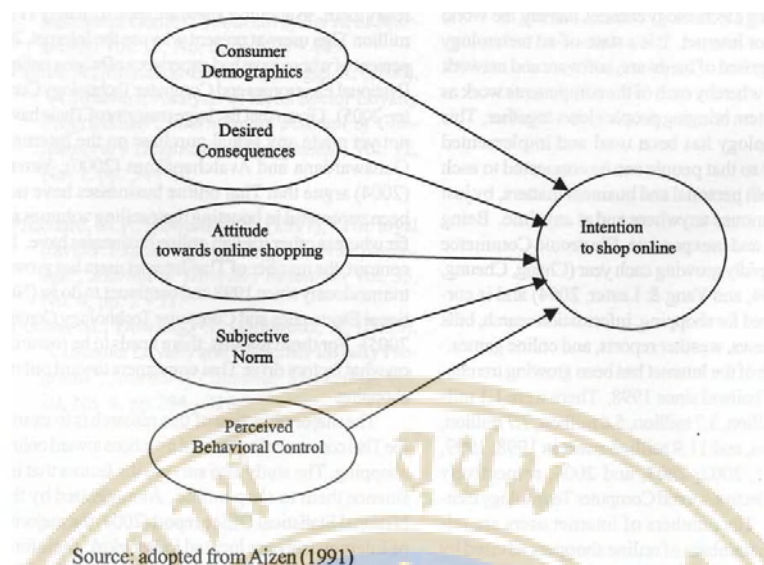
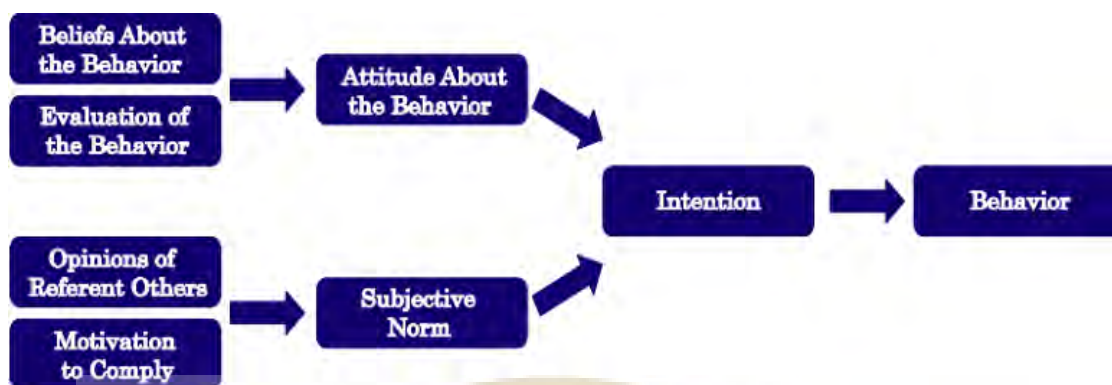


Figure 2.3 Adapted of Thory of Planned Behavior

(Figure 2.3) Siriporn T. adopt from Ajzen(1991) that increased two factors from original of Theory of Planned Behavior are *consumer demographics* and *desired consequences*. These are influence to intention to shop online. Bellman, Lohse and Johnson (1999) examine the relationship among demographics, personal characteristics, and attitudes towards online shopping. These authors find that people who have a more wired lifestyle and inclined towards excessive online buying, i.e., those who use the Internet as a routine tool and/or those who are more time starved prefer shopping on the Internet. The effect of demographic characteristics like income, gender, occupation, education levels, sector of employment are found to be statistically insignificant on both behavior for products as well as services while none of income, occupation, or sector of employment have any significant impact on purchase intention of online products or services though the combination of education and income may have some effect on the purchase intention. So the theory of planned behavior (TPB) is the critical theory of behavior that leads consumer behavior to shop online in Thailand.



Fishbein-Ajzen Theory of Reasoned Action

Figure 2.4 Theory of reasoned reaction (TRA)

Fishbein and Ajzen's theory of reasoned action (TRA) suggests that human beings behave in a reasoned manner trying to obtain favorable outcomes while meeting the expectations. The theory attempts to explain how attitudes are formed and how and why such attitudes affect the way people act. Fishbein and Ajzen proposed that a person's behavior is determined by his/her intention to perform that behavior. Intentions are a function of the person's attitude towards the behavior and the resultant outcome. Ajzen (1991) later defined attitudes as an individual's feeling, either positive or negative, that performance of the potential behavior will lead to the desired outcome. Intentions are assumed to capture the motivational factors that influence a behavior and can measure the amount of effort someone is willing to exert when performing a behavior. Based on social psychology research, Fishbein & Ajzen (1975) and Ajzen & Fishbein (1980) developed the Theory of Reasoned Action (TRA) to predict and understand individual behavior in a social context. The theory of reasoned action has been successfully applied to consumer behavior. When applying the theory of reasoned action to consumer behavior, consumers are believed to have a certain level of intention for each alternative selection. The alternative selected will be that which has the highest perceived reward value. Fishbein & Ajzen's theory of reasoned action (1975) is the most frequently applied theory to explain consumers' belief-attitude-intention-behavior continuum and continues as the basis for related information systems research (Venkatesh, 2000). In this study, the theory of reasoned action was used to examine the individual's attitude as a predictor of intention and then intention as a predictor of behavior.

While the theory of reasoned action provides a behavioral explanation of the attitudes on the decision-making process, Rogers' diffusion of innovations theory (DIT) (Figure 4) provides a sociological approach to innovation and adoption. The diffusion of innovations theory states that innovation is a process communicated through formal and informal channels over time between members in social systems. The innovation is internet shopping. The application of diffusion of innovations to this study provided the conceptual framework to show that each of the categories of consumers would exhibit common characteristics at the respective stages in which they had embraced internet shopping. Consumers who were in the same category, such as non-web shopper, web-store visitor, Internet browser and Internet buyer, share some common characteristics (e.g. level of Internet experience). Rogers (1995) divided the adoption process into five stages: knowledge, persuasion, decision making, implementation, and confirmation. The diffusion of innovations theory has been applied to research on consumer behavior as an explanation of the movement of new ideas, practices, and products through a social system. Previous research has only addressed the consumers' intent to buy, which covers only the first two or three stages of the model (Shim, Eastlick, Lotz, & Warrington, 2001).

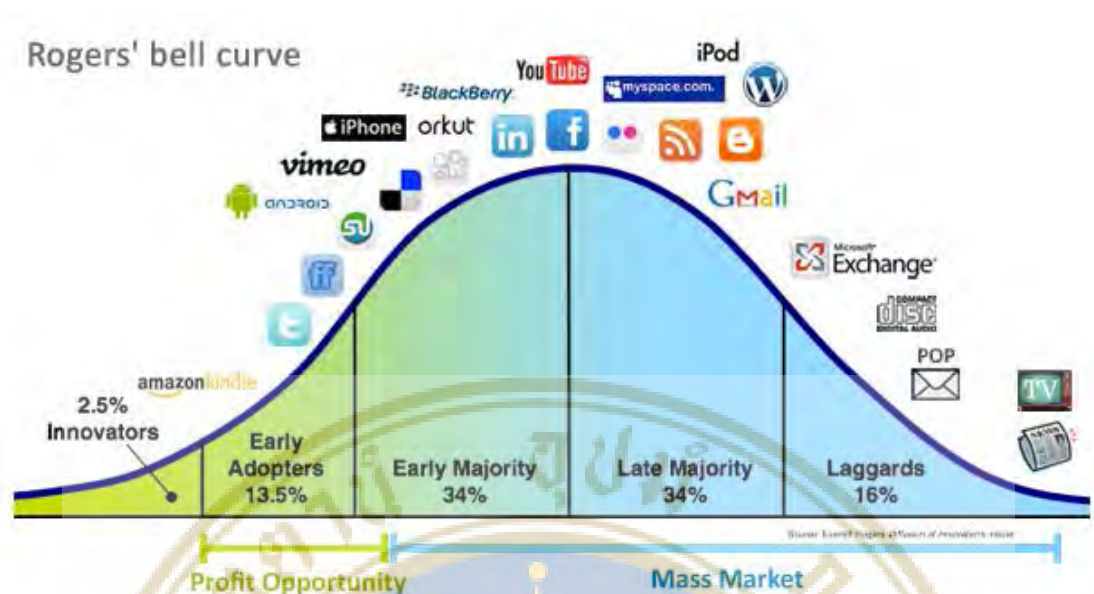


Figure 2.5 Diffusion of innovations (DIT)

This study attempts to evaluate the last three stages of the adoption process (decision-making, implementation and confirmation), which analyze the Internet buying behavior of consumers. Using the theory of reasoned action model that online buying behavior is a function of attitude, the various parts of the consumer's overall attitudes based on previous research can be put into a hypothesized model of Internet buying. Differences in the respondents' demographic backgrounds, technology and internet experiences, attitudes, intention, and behaviors when internet shopping were explored, based on these consumers' level of online shopping involvement. The consumers' demographic backgrounds, technology and Internet experiences, and attitudes towards online shopping were then used to predict future Internet buying intention. While research has often studied the first three groups, non-web shopper, web-store visitor and Internet browser, there has been limited examination of Internet buyers and the variations between internet buyers and non buyers. The basic theory is that behavior is influenced by behavioral intentions, while behavioral intentions are affected by attitudes toward the behavior and subjective norms about such behavior. From the initial territory of marketing (Shimp & Kavas, 1984; Oliver & Barden, 1985; Sheppard, Hartwick & Waeshaw, 1988), and lot the utilization of information systems (Davis, Bagozzi & Warshaw, 1989; Venkatesh & Davis, 2000; Venkatesh, Speier, & Morris, 2002; Hansen, Jensen & Solgaard, 2004). When applying the theory

of reasoned action to consumer behavior, consumers are believed to have a certain level of intention for each alternative selection. The alternative selected will be that which has the highest perceived reward value. In the study of Connolly and Bannister (2008) studied the association between perceived security control, privacy control, perceived integrity, perceived competence, and Prompongsatorn, Chanidapatrust studied in Thai's internet shopping "trust" and found the outstanding relationship of perceived integrity. This result is harmonized with Application of the Theory of Reasoned Action to On-line Shopping study that showed trust is the strongest effect, followed by confidence in using a credit card, past behavior, and subjective norm (as the table 4). This research studies the factors affecting consumers' trust in internet shopping in Thailand. Carter et al. (2010) found that perceived security has a significant impact on trust for an online website. Trust has been recently discussed as a key construct influencing the success of e-commerce (Mc-Cole, 2002; Papa-dopoulou et al., 2001; Ratnasingham,1998) and the success of buyer-seller relationship (Anderson & Narus, 1990; Doney & Cannon, 1997; Ganesan, 1994; Morgan & Hunt, 1994). In e-business transactions, trust can be defined as the consumers 'belief and expectation that e-sellers are reliable and will perform their obligations faithfully.

Table 2.4 Result of factors of theory of reasoned action

<i>Construct</i>	<i>Standardized coefficient</i>	<i>t-value</i>	<i>P</i>	<i>VIF</i>
<i>Trust</i>	0.224	4.655	0.000***	1.095
<i>Confidence in using a credit card</i>	0.181	3.343	0.001***	1.164
<i>Subjective norm</i>	0.160	3.017	0.003**	1.117
<i>Past behavior</i>	0.158	3.049	0.002**	1.065
<i>Confidence in using a credit card * trust</i>	-0.079	-1.528	0.128	1.060
<i>Confidence in using a credit card * subjective norm</i>	-0.012	-0.235	0.815	1.107

Kau et al (2003) found that most purchases made online are by males whose ages are slightly younger between 20-29 years old, from four Asian samplings, Hong Kong, Malaysia, Singapore, and Taiwan, whereas, the offline shoppers tend to be older, between 40-49 years. In Thailand, however, both genders were almost equal in their access of the Internet during 2001-2003 as reported by the National Electronics and Computer Technology Center (2005). From the “An analysis of online shopping in Thailand” (November 2013) that show *Trust* is a crucial part for induce customer to buy product in E-commerce. But from “Impact of factors influencing on consumer toward online shopping in Malaysia (Kuala Lumpur) in November 2011 show the result that promotion, attractiveness, believability, and originality don't significantly influence online shopping intention. So this maybe depends on demographic or social

norm in each country. For Salehi, Mehrdad, studied they found attitude directly influence decision making and, so the group with more positive attitude should be the target market. Because Malaysian people think security and validity of website were widely approved by online consumers. For Jongeun K. said key finding of the research was that four parsimonious factors, convenience, security, enjoyment, and willingness. The respondent's consumer attitude factors of convenience, security, enjoyment, and willingness were more significant predictors of Internet purchasing than were demographic characteristics such as gender, ethnic profile, and income. These findings are consistent with previous studies that found convenience, time saving, ease of using, and customer service to be predictors of online shopping intention (Lester et al., 2003; Shim & Kotsiopoulos, 1994; Then & DeLong, 1999). Based on the findings, four groups of consumers 'characteristic profiles were structured. To identify the variables that predict online purchasing behavior, a logistic regression analysis was conducted. A significant overall model resulted from the inclusion of demographic factors and the four empirical factors. The regression equation accounted for 49.2% of the variance in Internet purchasing behavior. Included gender, convenience factor, and security factor.

CHAPTER III

FINDINGS

The theoretical contribution of this research is the development of the conceptual framework, which is based on the extended theory of reasoned action. Past studies have mainly focused the theory's application on donations. This study is different from past studies in the sense that it applies the theory of reasoned action to e-commerce. The study tries to explain consumer behavior regarding on-line shopping. In addition, the proposed conceptual framework also divides the attitudinal component into two key elements, i.e., trust and confidence in using a credit card. These two attitudinal elements are considered the key factors affecting on-line shopping.

From several literatures, we found strong relationship between the theory of planned behavior and the theory of reasoned reaction. In term of intention to buy online shopping especially in Thailand, that composed of attitude behavior, subjective norm, perceived behavior, perceived behavioral control, and consumer demographics, desired consequences.

This study contributes new information to those developing online businesses in Thailand. Specifically, it found that the principal concern of consumers was the difficulty of conducting internet shopping, whereas earlier studies found that the factor with the most influence on the decision to shop online was the attitude of the consumers. This implication can be used to build up strategies for the promotion of online purchasing, targeting the provision of technology, training of online skills and knowledge. Although new technology can be seen as a problem, merchants wishing to do business online will improve their websites and increase access speeds. Even though difficulties with access to online technology are a problem for people wanting to shop online, and overcoming those presents a challenge, increasing consumer demand can help drive the government and business sectors to develop solutions. The findings of this study can be useful to those involved in developing such solution.

For the expert aspect; Mr.Pawoot Pongvitayapanu (Pom). He is a Managing Director and Founder TARAD.com-President at Thai E-commerce Association. For the key factors to persuade consumers to buy online, he said nowadays Thai people tend to shop via online dramatic increase and for the key trend to persuade Thai consumers are trustworthiness of vendor and audience analyses in respect of their socio-cultural and psychological backgrounds. In contrast for the key factors to dissuade consumers are poor quality and shipping problem. So these are critical points that vendors can improve and adapt to their websites or online channel.

Key trends for online shopping in 2014, he said the digital content is highly growth because it do not have transportation fee that is a main cost of online shopping compose with it can get along with everybody in the world because it is a universal language. Moreover the vertical e-commerce will extremely increase also because lower cost from offline channel and can access to target consumer easier than other channels and these target have high empower buying.

Another critical point to affect confident consumer's level is payment method. Mr.Pawoot said every vendor should have online payment system because it safe and provide convenient to consumers. And the important thing is the online payment can close selling efficiently. But the owners have to built security and create trust in online payment to Thai consumer both of urban and rural consumers.

When the products or services add the online channel, Mr.Pawoot said it can strengthen the brand of them and expand the consumer group. It creates the trust to local and international buyers. Also it can improve consumer's perception to our products or services.

The last but not least, in the point of view of the expert he said the website's owner should have fulfill management because it can control the stock, pick & pack and delivery completely.

3.1 Limitation

For the room of the current researches, previous studies showed the factors influencing to online shopping in term of normal products not cosmetics products. So our research can scope down to what are the real consumer behavior of Thailand in online channel and dig down in the group of 25 years old and above. Including the area between urban and out of town may have vary consumer behavior to them so we should find out more about the demographic.

- Vary demographics in Thailand
- Span of ages
- Deep down in cosmetics product
- Whitening perception
- Career of respondents
- Barrier to consume products or services in online channel in Thailand
- Safety issues in online shopping



CHAPTER V

CONCLUSION

At the present many literatures try to find out what are real factors to induce consumers to buy products or services in e-commerce. Varieties of theories show model that can persuade end consumers decide to buy their products. However customer's behavior to purchase things at e-commerce depends on what kind of products and service including depends on demographic of consumers, time and perception individual. And for the method, the researchers do different methods some they use questionnaires, some do ANOVA or adapt from previous theories. That may apply in this thematic paper. These theories (The theory of planned behavior and the theory of reasoned action) are some of part consumer behavior.

CHAPTER IV

DISCUSSION

E-commerce marketers can benefit from the results of the study. An e-marketing manager will be able to design a marketing program based on the theories in this study. E-marketing managers should pay close attention to the reliability, credibility, and trustworthiness of their websites. They must provide credible information and always keep promises. E-sellers need to make their customers feel more comfortable toward the use of credit cards on the Internet. They need to emphasize that using credit cards on the Internet is not different from using credit cards elsewhere. E-sellers also need to use a secure website and provide assurance to their customers regarding the security of their credit card information. They also need to provide other payment options to customers. Customers do not have to use credit cards to pay for their purchases if they do not want to. Customers should be able to use some other means to make payment, such as sending a money order via postal mail or deposit money directly into the merchant's bank account. Also should pay attention more about Thai consumer behavior's changing that based on the theory of planned behavior (TPB) and the theory of reasoned action (TRA).

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