



**Factors affecting purchasing decision for female fashion clothes of online social
media on Facebook in Bangkok, Thailand**

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ABSTRACT

The study identified the factors which have the effect to the decision making to purchase female fashion clothes on Facebook in Bangkok. Marketing mix which composes of product, price, place, and promotion is used to test the relationship to purchasing decision. Technology Acceptance Model was also used to prove the relationship to purchasing decision. Data were collected from 400 Facebook users in Bangkok and analyzed with statistical analysis (SPSS). ANOVA, and multiple regression analysis were applied in this study. Questionnaires were distributed by researcher and convenience sampling was used in this study. The findings of this paper shows that all factors have the effect to purchasing decision. There is no significant difference among age group, level education, occupation and purchasing decision on social media Facebook in Bangkok. The null hypotheses 1, 2, and 3 were accepted. Moreover, the hypothesis 4 was accepted. Variables which have the most influent to purchasing decision are promotion, perceived usefulness, price, perceived ease of use, product, and place, respectively. ($t= 16.997$, $t= 4.074$, $t= 2.248$, $t= 1.600$, $t= -1.101$, $t= -8.098$).

Keywords: PEOU; PU; TAM; marketing mix; purchasing decision

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CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF THE RESEARCH

In today's globalized society is a society where access the information which is even more quickly and conveniently than in the past. The communication technology has continuously been developed, and has the important role in everyday life (Kaewwit, 2010).

Nowadays, no one can deny that internet is unknown. Internet occurs in 1969 from ARPANET Network which is advanced research projects Agency Network of the Ministry of Defenses in USA. The main purpose is to connect and create interaction which is the first network and is developed to internet network that people are using in present. Current internet can meet the variety needs such as e-mail, reading or comment in the web board, tracking and searching information, buying and selling goods online etc. (Alberts & Papp, 1997).

The widespread growth of the internet leads to the use of the internet in the developing countries such as Thailand, China, and India cause the buying and selling online rate increased. At present, people around the world are interested in buying and selling online in several products more and more via the internet channel seeing from the kind of products and services displayed graph that are most frequently available to buy via the online system in Asia Pacific (Marketing Oop!, 2014).

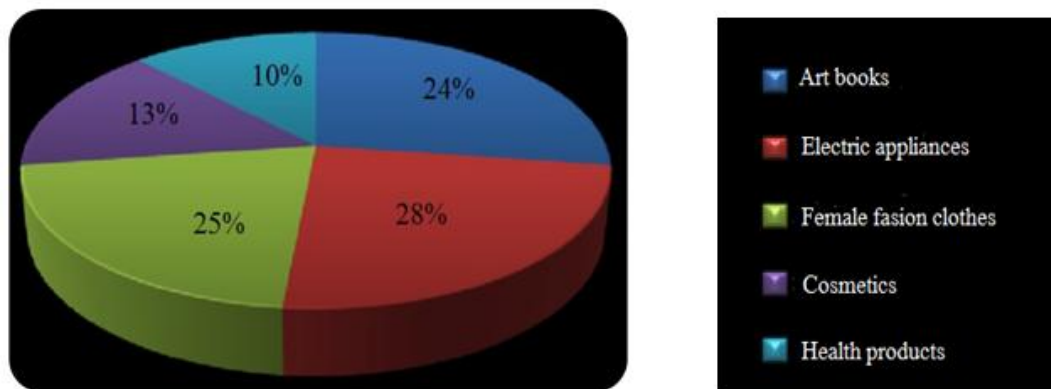


FIGURE 1: DISPLAY THE KIND OF PRODUCTS AND SERVICES THAT ARE AVAILABLE TO BUY MOST FREQUENTLY VIA THE ONLINE SYSTEM IN ASIA PACIFIC

(www.marketingoops.com)

As you can see from the chart above, women's fashion are goods which most buyers purchase as the 2nd rank under electric appliances which at present everyone has to accept that women and

clothes are counterpart, and current fashion business is a business that provides satisfaction to customers who use the service a lot (Malikao, 2011). Thus internet is the source of virtual trading that everyone can access and doing business or entering to buy products themselves. Causing a trading system in the network that can keep in touch anywhere, anytime, and from the above mentioned causes society or community in the internet world. These online groups will communicate and exchange information from each member, this is called social media. Moreover, consumers suggest and share their comments about products and services, pros and cons including sharing the experience that each person has derived after widely using produces and services which communication in online social group is the communication that is trusty and has much effect towards the decision making in selection the services for customers due to the reflection of data that derived from users, so it is the result in changed behavior and perception process of consumers. In addition, it results in the behavior of decision making in buying products and services of consumers has changed (Pholawat, 2006).

When social media is mentioned, another word which will come along is “social network” that is online media that have many users around the world (Pholawat, 2006). Website which is grouped into social network is Hi5, Facebook, and twitter etc. The trend of using social media results in using Facebook which is one of the format social media website in Thailand which has the accessible using rate from April 2009 until April 2010 increased around 630 percent (Wesaranurak, 2010), so Facebook is the website which has huge amount of accessibility in Thailand as the second rank. For the first rank is google cause many sellers changed the way to promote products and services via Facebook that is used to be media in selling products and services.

Zocial Rank is the website that gathers statistical data about social network. This website revealed the statistics of using the Thai social network in 2013. Found that Thailand has the internet users around 25 million, social network is 18 million which is divided into 3 parts as Facebook, Twitter, and Instagram users, 85%, 10%, 5%, respectively. Besides found that female used Facebook more than male around 51% or 6,856,260, and most of them are in 18-29 years as the following figure.

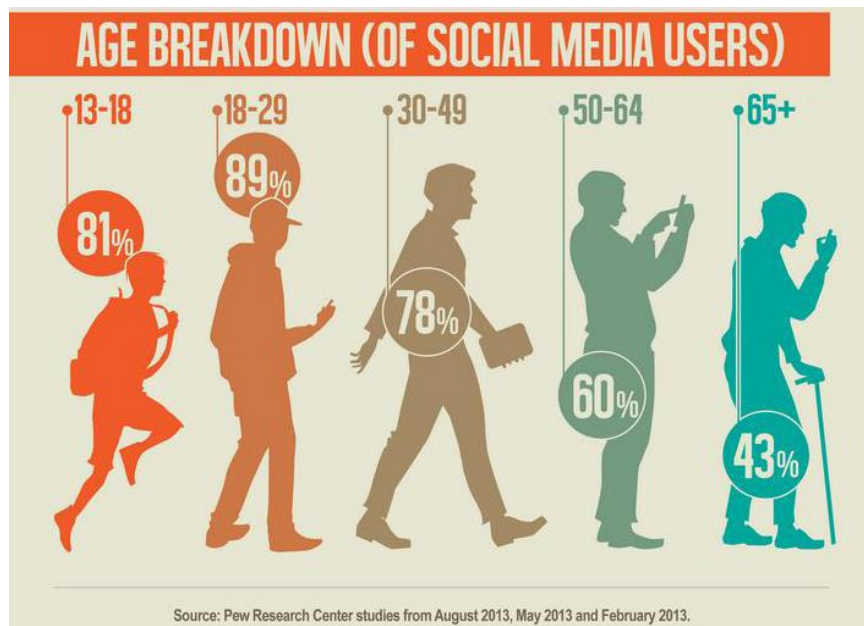


FIGURE 2: DISPLAY THE AGE RANGE STATISTICS THAT HAS SOCIAL NETWORK USERS
(Pew Research Center Studies, 2014)

However, previous research found that Thailand has now Facebook users amount around 16,403,280 which are in 16th rank in the world and in Bangkok is the city that has the most Facebook users members in the world as 8,682,940 from the amount of Thai population is 64,732,780, there is the amount of websites network users in online social network increases as 240% since 2010, and augment almost 4000% within last 2 years, so Thailand has got the second rank in the world that has the growth rate of amount of Facebook members in last 2 years. Brazil got the first rank. It shows that Facebook has the huge role for Thai and the growth of Facebook users result in communication, and distributing news has more effective (Nierhoff, 2013).

As mentioned before, today there are many shops on Facebook because Facebook is the marketing channel that can be the most accessible to the group of people who use online social media. Creating shop on Facebook stimulate more customers group to enter and participate in products. Furthermore, Facebook can be posed photo, videos, and messages to share customers to review on profile page. The vital thing is the owners of each shop can chat with customers; ask questions, opinion, satisfaction, etc. These can assist the owners to develop or further continue producing products or services from consumers' opinion. If buyers made a decision to buy products then they can post messages under the photo. This way has the rapid response between sellers and customers, thus shops on Facebook can be success in selling products and services (Kapko, 2015).

From the reason above, the researcher is interested in study the factors that affect to decision making to purchase female fashion clothes on social media Facebook of population in Bangkok in order to guide the entrepreneurs in Facebook, and develop, improve, and further continue doing business to get more effective and meet the consumers' needs for successful in business.

1.2 STATEMENT OF PROBLEM

Due to nowadays individuals have different form of life, so entrepreneurs use Facebook as the marketing channels by using built Fanpage to promote things such as news, events as well as products and services for customers who are looking for or are interested in what information can be used from Fanpage advantage such as public relations, ads, information dissemination service in the business, and can reach the target group thoroughly as well. All of the above can be done using the Fanpage which saves time and cost and be another channel to access the online world target group. Marketing on Facebook social media is one channel which the businessman of the fashion business used as a marketing channel to reach consumers (Malikao, 2011). It can see that doing business in the online world began to receive the more attention from entrepreneurs due to the cost is not high. Moreover, the rate of growth of the internet and the rise of business website is continually working to engage the particular business on the internet as the huge marketing channel, borderless, fast direct access, unlimited of time to reach consumer groups target, and place of the online business is still steadily growing to the future. Nonetheless, many shops are experiencing tremendous success in opening an online store. In contrast, some are not experiencing success in this field at all. This is due to opening an online store has both advantages and disadvantages of the commercial precautions. Moreover, 43% of Asia women are the professional or administrative which means that women change from housewife to businesswomen. About the decision making women will make a decision themselves if the products are clothes, so clothes for female have the trend about online purchasing in Thailand, and there is more survey in women more than men. Comparing 5 types which women made a decision more than men as clothing 73%, groceries 67%, travel services 33%, electronics 32%, and furniture 31%, respectively. Importantly, searching behavior for online products and services are purposed for hobbies then results in increasing trend of purchasing online products or services in Thailand. In addition, the growth of smartphone is augment and the internet access is in the high level leads to searching behavior for online products or services is high too. Due to online products and services sometimes sellers import products by avoiding taxes or no rental fee, so they can sell products cheaper. Moreover, customers can easily view products and services from online shops. Thus

Trend in online purchasing products and services increase. Once there are several online shops, sellers have to plan the online marketing including design, price, quality to be different from the competitors and customers will be interested in viewing the online shops. Quality of products is important because customers cannot see the real products, once customers receive the real products but the quality is bad then it affects to the well-known of shops. However, female is the vital customers group for online marketing. With the surrounding changed and technology is always developed, women has the huge role in purchasing products or services. Furthermore, customers in Thailand 69 percentages are likely to purchase clothes via social media channel. From the mentioned reasons, the researcher is interested in studying factors toward the decision making in purchasing female fashion clothes from online social media Facebook in Bangkok to be the way for entrepreneurs using Facebook bring this case to improve and expand the own business including planning the marketing strategies to get more effective and meet the consumers' needs to succeed in business.

1.3 OBJECTIVES OF THE RESEARCH

There are four objectives of this study:

1. To study the relationship of age that has the effects towards population's in purchasing decision female fashion clothes from online social media on Facebook in Bangkok.
2. To study the relationship of education level that has the effects towards population's in purchasing decision female fashion clothes from online social media on Facebook in Bangkok.
3. To study the relationship of occupation that has the effects towards population's in purchasing decision female fashion clothes from online social media on Facebook in Bangkok.
4. To study the relationship of product, price, place, promotion, perceived usefulness, and perceived ease of use that have the effects towards population's in purchasing decision female fashion clothes from online social media on Facebook in Bangkok.

1.4 SCOPE OF THE RESEARCH

Research topic "Factors that affect the population's the decision making in purchasing female fashion clothes from online social media Facebook in Bangkok" focus on study and accumulate data population who purchase female fashion clothes which are students and use online social media on Facebook.

1.5 SIGNIFICANCE OF THE RESEARCH

1. To provide information for new entrepreneurs who are interested in doing business on Facebook, and it also can be used to plan or strategies to enable business to reach the target group of consumers.

2. Entrepreneurs can apply the results of research and development to improve their marketing strategies to be more effective and to increase sales performance.

1.6 RESEARCH OUTLINE

This research contains five chapters. First, this chapter concerns overview, and background, objective, conceptual framework, and definition of terms. Second, this chapter focuses on theory, literature review. All would be brought to hypotheses for further investigation. Third, this chapter explains and discusses the way used to conduct in this study such as research approach, strategy. Fourth, the present findings answers will be compiled by analysing survey data. The fifth, this chapter sum up the investigation, answering research objectives and propose recommendations of the research.

1.7 DEFINITION OF TERMS

1.7.1 Social media refers to media that have been used as a medium of social communication with the author tells the story content, articles, images and video user experience, or the other media which users found and share them with other people through their network.

1.7.2 Social network means to engage with people who expect that these contacts will always have a strong desire and what you give to each other is good. Online community helps you find friends on the internet easily and we are able to create a private space to introduce yourself such as Hi5, Friendster, MySpace, Facebook, and OrkutBebo Tagged etc.

1.7.3 Facebook can be defined as online social media or website. Users can create personal information to add the other username in friend status for sharing information, news or comments.

CHAPTER 2: LITERATURE REVIEW

In the study “Factors affecting decisions making in purchasing female fashion clothes of social media on Facebook of people in Bangkok” on the basis knowledge, and understanding the concepts involved are as follows.

- 2.1 Social Media
 - 2.1.1 Facebook
- 2.2 Affecting Factoring
 - 2.2.1 Personal Factor
 - 2.2.2 Marketing Mix
 - 2.2.3 Perceived Usefulness
 - 2.2.4 Perceived Ease of Use
 - 2.2.5 Decision Making to Purchase
- 2.3 Basic theories
 - 2.3.1 Technology Acceptance Model (TAM)
 - 2.3.2 Consumer Decision Making
- 2.4 Related research

2.1 SOCIAL MEDIA

Kaplan & Haenlein (2010) explain about social media that is the bulk of the computer program is based on the internet which came from the concept and creation of technology and there became web 2.0, and is licensed for the creation and sharing content which users invented.

Kaplan & Haenlein (2010) said social media is media for social interaction of members by having access to a broad and rapidly disseminated. Social media uses web-based technology in order to convert and publish one way communications media into social media with multiple communications. It supports the democratization of knowledge and information, and changes those people from content receiver to become content creators instead.

Kerdsiri (2009) said that social media is to create a network of social media that has responded in several directions by the person using via internet. Creators can use their ability to easily

access the internet. In fact, social media arises because the basic needs of human beings are social animals and need to interact with each other and opinion. The first took place in the era of Web2.0. From the release of a messenger has to the audience as a way to communicate with each other. Then the media takes issue many statistics of each category and selection of quality natural materials.

Boyd & Ellison (2007) explain the meaning of social network website that is one channel of social media which has been widely popular and it provides the services on the site which are allowed to do activities as follows.

1. Individual can create and publish their profile within the system.
2. There is connection between groups of users who are allowed to connect.
3. Able to enter and block to access profile from other members within the system which the relationship will vary in each form of the site.

Kerdsiri (2009) provides a definition of the online social media that is a network creating media having a social response in many ways. By using the internet social media arise from human needs that require interaction, communication, and discuss some opinions.

Chainiran (2010) separated the definition of Social media as the following;

1. The media are spread by social interaction. It is the exchange of information, the sharing of content from anyone on the same network, and it may take the form, content, audio, pictures or video could be possible.

2. It is the media which have to change from one way (one-to-many) to a form of dialogue that can be attended by many people (many-to-many). When the condition is social media, the vital thing is the important conversations occurred the group discussed the matter of mutual interest without anyone controls conversation.

3. It is to change people from consumes content on social media require no cost, and also can create content and distribute it to recipients freely. If anyone creates content that majority love it, then they would be more powerful if it is in the market. It can predispose the followers to track the decision making with ease.

Lewis (2009) mentioned that the form of social media that have been the most popular include Facebook, YouTube, LinkedIn, Twitter, and Myspace respectively. The target of using social media each style depends on the needs of each organization and communication which the use would then have a different format as the following example.

- The press “like” to post it on the message board, and the number of fans on Facebook page of the organization.

- Tweet what's on the blog posts in order to publish new news on Twitter.
- Ratings and rankings video clip on Youtube.

Therefore, it is concluded that social media is a scope of social framework for creating structure where everyone can create their own to link and the interaction between the human world on the internet. Without some form of social media today is constantly evolving and can be interactive or exchanged at the same time. Therefore, social media has been used as a tool to communicate to the site in order to be general contact and be a tool for doing business.

Facebook

Some of the most popular websites include the following: MySpace, Facebook, LinkedIn, Second Life, Twitter and Flickr (Boyd & Ellison, 2007). In this dissertation, the use of Facebook as a social network will apply. It is a social network that has become extremely popular because it allows individuals to connect virtually and to form relationships for personal and business reasons.

There are numerous social-networking sites, blogs, wikis and virtual communities which people are allowed to share the common interests, ideas and team up in inventive ways (Brown & Adler, 2008). Each of the famous websites has a peculiar specialty: Flickr is an electronically connected association platform, web services hub, and image and video hosting website. It is also universally used by bloggers as photo repository. Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' information updates, known as tweets. Second Life allows members called residents, to communicate with each other via avatars. LinkedIn has a conventional business position (Kock, 2008).

The selection of Facebook for this study is on the basis that Facebook is now the largest social networking site in the world, with approximately 400 million active users, on 7 continents. This form of interactive media is bound to result in effects in the decision-making process, and can be of implication concern to marketers. According to Boyd & Ellison (2007), Facebook presently proposes the most applications, the most customization and segmentation abilities, and the most user adaptability. This multiplicity in the functioning of Facebook grants for greater scope in the research approach.

Based on the selling clothes on Facebook found that 10th rank best sellers, for example, 1) La Mingnone; dresses, price is 300 Baht up. 2) Pomelo; imported from Korea, clearly style, price is 600 Baht up to 3,000 Baht. 3) Napat Closet; clearly identify the owner and there is a shop at Jathujak, price is 300 Baht up. 4) Calico Cloth Shop; price is 500 Baht up 5) Lookbook, sweet style, price is

400 Baht up. 6) Morning Kiss, the models are from Net Idol, price is 350 Baht up. 7) Icyicy, price is 300 Baht up. 8) Missvivian, goods are pre-ordered from China, price is 300 Baht up. Target group is students because it's reasonable price. 9) @whatanshop, pre-ordered from Korea and China, price is 400 Baht up. 10) @Shopingping, price is 250 Baht up. Top 10th in Thailand such as previous mentioned found that;

Products which is female fashion clothes separated by categories such as dresses, shirts, skirts, and shorts.

Place is online social media which is Facebook.

Price is on Facebook is cheaper than shop due to shoppers don't need to travel to the shop.

Promotion highlighted on advertising, sale promotion.

2.2 AFFECTING FACTOR

2.2.1 Personal factor

Personal factors also have receive the influence from the aspects of personal. The important personal factors, which have an influence in buyer behavior, are a) Age, b) Occupation, c) Income and d) Education

a) Age: Age and life cycle, due to the products which the consumers purchase depend on age of consumers such as the aspects of clothes which dress up. If is the baby suits with toddler. If they are teenagers, they will have many types. Moreover, life cycle have an influence beyond the consumers' need with different buyer behavior, and different needs. Customers purchase different products at their different stages of cycle. Their taste, preference, are also change during changed in life cycle. Age is around 18-24 years old (Pornpatanangoon, 2009).

b) Occupation: Different professions of each person have influences his or her buying behavior. They make a decision to purchase following their life styles and standard of their occupation. For example, the buying of a nurse can be easily differentiated from businessman. Thus, the marketing managers have to design different marketing strategies which is suitable the buying purpose of different occupational groups. Most of them are students (Yaowasang, 2012).

c) Income: Income is an important source of purchasing power, Thus it can significantly influence in shaping the consumption pattern. So, different purchasing standard of each

person depend on different levels of income. Income is around 10,001- 20,000 Baht (Yaowasang, 2012). Some paper shows the income 5,000 Baht up (Rayrayab, 2013).

d) Education: the previous study tested the effect of education differences on decision purchasing behavior the result is the education level of consumer influences their purchasing behavior (Mazloumi, 2013).

Personal factor is separated into four variables as age, occupation, income, and education which each variable has the different levels and different types. These variables can predict the purchasing decision. This thesis compiles the results of the previous studies, the result can benefit marketers which groups or types they should focus.

2.2.2 Marketing mix

Marketing mix is a critical component in the operation of the market, and a factor which can be controlled entity. Businesses must create the right marketing mix in marketing strategy (Serirat et al., 1998). Wongmonta (1999) refers to a product which meets the target customers' needs and sold at the acceptable price to consumers. Moreover, consumers are willing to pay for perceived value including underwriting, distributing, consistent with their buying habits for customers convenience with properly effort, passion and motivation to behavior. Marketing mix consists of product, pricing, distribution (place), promotion, another word is known as a 4'Ps all 4 of them, all components are related to each P which is equally important, but the weight of each P can be emphasized which depends on each marketing executive will plan the strategy to meet the needs of target market which is consumers.

Product is the first factor which displays the companies are ready to do business. They must have things to offer for sale. It can be the tangible products, services, idea to meet the need. To be educated about products, marketers are likely to study in form of manufactured products. Integrated packaging (total product) added to the satisfaction and other benefits which consumers were gained from purchasing such products. The boards of marketing must adapt manufactured products or a service consistent with the target group's needs by focusing on creating the satisfaction and meet the consumers' needs. Studying about product must go in details of problems cover the selecting products or product line, increasing or decreasing types of products in product line, product appearance in term of quality, performance, color, size, shape, providing the warranty. Products are made for sale and considered to meet the consumers target group' needs, the period of one cycle, the marketing strategy. Nowadays, consumers' attention and meticulous shopping are more than in the past. The role of packaging is extremely important

to the product which cause the main benefits in two ways are to promote quality of products and sales. Therefore, the shape of the container or package today is so colorful, and packaging materials used to make exotic than ever. The consumers often make a purchase with regarding to the packaging rather than the product. Manufactured to be sold in the market has to define the brand and trademarks in order to demonstrate that the product is manufacture by one of the well. Brand is useful to consumers; it made consumers aware the producers. Consumers will be able to use past experience to assist in the buying decision easier without any support information all the time and be confident in the decision to buy the product.

Price is when the business has developed products including the distribution channels, and know how to distribute the products. The important thing which business must be continued running is to set the right price for the products that will be offered for sale. Before pricing, business goals need to be set in order to gain profit or expand the market share or to other targets. Moreover, apply the strategy of define the price which will accept from the target market, and fighting with competitive in the market. Price strategies are the tool to competitive, faster than the others such as reduction or define the high price for the unique products to show the good image, using the result of psychology to aid add on function to set the price, credit and discount for cash. Furthermore, running business has to realize the rule in law which can affect to price. Product price money value, Price is the cost of consumers. Consumers will compare between values of products with products price. If value is higher than price then consumers will make a decision to buy it. Therefore, the people who plan the price marketing strategies have to consider the cases as follows: perceived value in the customers' sight which considers the acceptance from customers in value of products is higher than price of products; cost of products', and related expenses, competitive.

Distribution or Place, although manufacturers produce products with the good quality if consumers do not know the source to purchase and to be supplied on demand then produced products cannot meet demand so, marketers need to consider how, by whom, where, when fitted to a sales presentation. Distribution is a complicated matter, but it is necessary to learn.

Distribution activities are divided into two parts which are the distribution channel. The study focused on the type of distribution channel that is used to sell products to consumers directly or sell products via middlemen. Role of middlemen are such as wholesalers, retailers, and agent middleman (mediator). On the market as part of the distribution is to distribute the products (physical distribution), to distribute products to consumers. The appropriate in selecting the way to transport which help in distributing products, transport media, including air, car, rail, barge, pipeline transportation.

Marketing executives must consider whether to opt for any medium to be the best by paying the low cost and deliver products to customers on time; another important step is storage phase to hold for timely distribution to the consumers' needs.

Promotion concerns a process that companies use to send the information about on-sale products to target customers, with the aims of suggesting and persuading customers to purchase the products. In order to practice marketing promotion, marketers should learn and realize how senders are related to receivers. In other words, they should know the relationship between companies and customers. There are 5 kinds of promotion tools or promotion mix that companies may use. The first and best tool is personal selling which means the sales representatives are responsible for selling the products face-to-face to the buyers; however, this tool is costly. The second one is advertising which can reach many groups of buyers and wide market because the media like the Internet, television, newspaper, radio, post, etc. are paid to promote the products, without the effort of sales representatives. The third tool is sales promotion, such as giving free samples or coupons, collecting stamps to exchange for goods, and creating boots, which involves arranging activities that attract buyers to buy products in order to increase the sales. The fourth tool called publicity and public relation involves creating a good image and reputation of the business. Many businessmen, now, focus their attention on their business's image and social service, apart from their own profit as they need buyers to perceive their good image, so they pay a big amount of money to build their good reputation. If the public realize that businesses do not take the societies or customers into consideration, they will have bad perceptions of the companies. For example, Boon Rawd Brewery Company that merchandising beer realizes that their product generates a bad image, so, in their advertisement, they try to present to the public the natural and cultural conservations, instead of promoting their product, in order to create a good image. On the other hand, if the company promotes their beer, people may not be satisfied with the company and do not buy their product, resulting in the pause of business growth. The last kind of tool refers to the production and delivery of product parts. The keys of this tool are the service speed and performance. The employees responsible for this should have good performance and provide quality service with good methods and accuracy (Yudelso, 1999). Digital communication's interactive aspects are also included here, with the Internet as a medium that differs from other kinds of mass media (Morris & Ogan, 1996). Unlike other media, the Internet contains interactive and multimedia features though it has the ability to reach wide audience, just like the others. Hoffman & Novak (1997) indicate that the one-to-many concept used on websites is not as cogent as the many-to-many concept. Personal interaction, which is more flexible than other media, lets an individual to send information to another individual (Bhatt & Emdad, 2001) and it can reach the target receivers during

their relaxing and confident time or as Krugman (1965) called “low involvement”. Television also shares this capacity, but online communication has higher abilities with its many multimedia features. It is able to send a lot of information to the receivers, with the aims of advertising products, and creating the buying relations and customers’ trust. In conclusion, when speaking of promotion, the 3 components that should be mentioned as well are interaction, multimedia, and relationship.

Promotion is a way companies use to approach and offer their products or services to buyers (Kotler et al., 2005). There are 5 kinds of tool used to promote products which are advertisement, sales promotion, public relations, direct sales, and direct marketing (Kotler et al., 1999).

Online advertising

It involves activities that inform customers about recent information of organization and promote products, services, or thoughts that stimulate buyers to think of the products. These activities should influence the customers’ feelings, believes, and buying behaviors through the exchange of information between customers and sellers. It can be seen that there are various kinds of advertisement now and Armstrong (2001) proposes all of them have only one purpose, that is, to increase the advertised product’s sales. However Kotler et al. (2005) suggests that an advertisement need an objective, for example, to inform, to persuade, or to remind buyers. Altstiel & Grow (2006) also points out that since online advertising can be attached with various audio and video, it is able to put more effects and impacts on buyers than unanimated print advertisement. After the birth of the World Wide Web, a major change in advertisement has occurred as informed by Venkatesh & Davis (2000) that the first advertisement came in the form of a banner appeared. A banner is a rectangular advertisement, put on the top of a webpage. It can be said that banner is the most common tool for advertising online. At present, the banners have taken new forms, like live banners, and it is replacing the unanimated ones. Apart from banners, there is another type of online advertisement: pop-ups which are ads appearing on users’ screens without their consent. Pop-ups are not very widespread now because many websites do not allow this kind of tool. (Altstiel et al., 2006)

Online personal selling

Kotler et al (2005) suggests that a promotion tool used for building consumers’ preferences, actions, and convictions is called personal selling while Fill (2006) argues that there is really

no online personal selling since there is no way that salespersons can contact buyers directly. One way to employ this tool is videoconferencing, but it is too expensive for some companies (Fill, 2006). Fill (2006) also points out that companies tend to mix many promotion tools when advertising online nowadays.

Online public relations

Public relations can be used as a promotion tool to create good images of companies and customers seem to believe them more than many other types of advertisement because it comes with stories, news, events, or sponsorships (Kotler et al., 2005). Fill (2006) suggests that sponsorships have important roles in online marketing communication. Kotler et al., (2005) explain that this kind of promotion can be used to create rumors or stories intentionally and to deal with undesirable rumors or stories as well. Another advantage of this promotion is that it can be used to cope with crises promptly as companies can provide information to customers quickly. Kotler et al. (2005) also propose 4 tools that can be used with this promotion: product publicity, corporate communication, press relation, and counselling.

Online direct marketing

Normally, online direct marketing is addressed directly to a specific individual, not to the public (Kotler et al., 2005) and the most used tool for this kind of promotion is e-mail, according to Fill (2006). The messages sent to customers can be tailored to stimulate them to buy products (Kotler et al., 2005). It can also be used to attract customers to the companies' websites (Fill, 2006). To do so, there are usually 2 ways: creating a teaser campaign to make customers curious, and using online direct marketing as a part of a promotion campaign, for example, companies may send their e-mail to inform customers that they can get a reward by visiting some specific websites (Fill, 2006).

Online sales promotion

Kotler et al. (2005) and Fill (2006) agree that sales promotion can be used to attract customers to buy products and to retain customers. Also, Fill (2006) explains that it can be used to encourage customers to visit the companies' websites again. However, sales promotion is a short-term activity (Gay et al., 2007 and Kotler et al., 2005). The promoted products or services will be added with

short-term values in order to attract customers to pay for them (Altstiel et al., 2006). With the use of the Internet, many forms of sales promotions are designed to be more exciting and enjoyable for customers in the Internet age (Sonal & Preeta, 2005).

Techniques/types/tools of sales promotion

The techniques used for sales promotion vary and can be differentiated by how promotion is sent to customers (Percy & Elliot, 2009). The techniques adopted by companies include promotion technique, retail promotion technique, and consumer sales promotion technique. According to Altstiel et al. (2006), there are 2 different types of sales promotions: consumer sales promotion, and trade sales promotion. This category is agreed by Kotler et al. (2005) who call them sales promotion tools. The keys that marketers should take into consideration while adopting these tools are the understanding of the market, the objectives, the competition, and the selection of a cost-effective tool (Kotler et al., 2005).

Online consumer sales promotion

Sales promotion is used to motivate and encourage customers to buy products (Altstiel et al., 2006) and consumer sales promotion is adopted to promote products to the market directly (Lamb et al., 2009). Consumer sales promotion is defined by Percy & Elliot (2009) as the offer targeted to customers and it can increase the speed and strength of the customers' decision. Kotler et al. (2005) explain that this type of promotion can be used by companies to attract customers to try products or purchase the companies' products, instead of the competitors'. Moreover, Kotler et al. (2005) suggest that companies can use it as a reward for loyal customers.

Lamb et al. (2009) suggests that companies should select the devices to promote their products online. When making an online campaign, companies should consider and improve their knowledge about customers' behaviors which are not all the same, so companies must know whether targeted customers are loyal to the products. Also, consumer behaviors involve whether customers buy only the products with the best deal in the market. After the companies realize their target customers and consumer behaviors, they can further decide the tools that can lead to the goals of the campaigns to launch the sales promotion (Lamb et al., 2009).

Marketing mix is divided into 4P as product, price, place, and promotion. All four variables have the vital role to purchasing decision. Each variable have to suit with the customers' needs.

Each customer has different needs, but previous studies were gathered information to perceive the behavior of customers, so the marketers know the actually needs of customers.

2.2.3 Perceived usefulness

Perceived usefulness is described as a subjective perception of a person on computer system's effortlessness which has an effect on a person's perceived usefulness and, therefore, has an indirect effect on the person's technology acceptance. Davis et al. (1989) define perceived usefulness as 'the degree to which a person believes that using a particular technology will enhance his or her job performance'. It also refers to a perception of customers concerning an experience's outcomes (Davis, Bagozzi, & Warshaw, 1992). The definitions come from the word useful's meaning which is "capable of being used advantageously." In organizational environments, it is general that people are given promotions, raises, bonuses, and other rewards as an encouragement to develop themselves to have better performance (Pfeffer, 1982; Schein, 1980; Vroom, 1964). There is one system with high perceived usefulness, that is, the one believed by users as having a good usage of performance relationship. Davis, F.D., et al. (1989) report that a number of people are likely to decide whether to use an application to the extent they find it helps them to do better jobs.

In addition, Phillips et al. (1994) define usefulness as a user's personal probability that the technology will benefit him or her and / or the company that employs the technology, or that the technology will provide users the better ways to finish each task. Therefore, perceived usefulness concerns an awareness of a user or the usefulness of technology that will help him or her finishing their task faster, yet more efficiently and accurately.

The essential role of perceived usefulness is customers know the usefulness in using technology then they will use it. In contrast, if they don't perceived the usefulness in using technology then they will not use it. However, perceived usefulness can predict purchasing behavior.

2.2.4 Perceived ease of use

Kottemann & Davis (1991) defines perceived ease of use as "the degree to which an individual believes that using a particular system would be free from physical and mental effort." And it can be defined as users' personal perceptions of computers' capability to boost job performance when doing tasks. These definitions come from the word ease's meaning as "freedom from difficulty or great

effort.” Radner & Rothschild (1975) explain that effort is a limited resource that people allot to perform many activities. Applications that are more user-friendly tend to be accepted by users rather than the complicated ones. Perceived ease of use can describe users’ perception of how much effort is needed to bring systems to use or the extent to which users believe that they will use a specific technology without an effort (Davis, F.D., et al., 1989). Igbaria, Livari & Maragahh (1995) claim that perceived ease of use has been a significant determinant that impacts users’ acceptance and usage behavior of information technology. Also, it should comprise of these factors: easy to read, using general terms, user-friendly, linking to find out other related information, and convenient to return to previous pages. It also involves complexity, support, and change of management. Venkatesh et al. (2000) explains that perceived ease of use is ‘the individual’s perception of how easy the innovation is to learn and to use’. There is an assumption that if a part of a user’s task is done more easily due to a particular system, the overall task should be performed more easily too. Davis & Arbor (1989) suggest that though a user may think that an application is effective, he or she may also think that it is too complicated to use and that the better performance is not worth the effort required to adopt the application.

Gefen & Straub (1997) mention that different genders have different perceptions of modes of communication, though it is the same mode, and this is a factor that managers and co-workers should take into consideration. This matter is agreed by many researches that involve the effects of gender and their perceived ease of use. According to Venkatesh et al. (2000), different genders employ and use the technology in their company differently. Their study also explains that men’s attitude toward the technology has an influence on their decision; however, women’s decision is likely to be influenced by their perceived behavior control and personal norm. There are also studies regarding the relationship between genders and computer skills and a study by Harrison & Rainer (1992) found that men have better computer skills while women are anxious to use a computer.

The vital role of perceived ease of use to purchasing decision is individual perceive how easy the technology has been used. Then they will use more technology, so there is more opportunities to have the decision making to purchase. Moreover, perceived ease of use can predict purchasing decision.

2.2.5 Decision making to purchase

Previous studies on online buying’s decision making reveal that 60 percentages of participants of the studies used to buy products and services by using e-commerce system. These

people use the Internet about 1-4 hours a day and spend at least 500 baht a month for products sold online. The products mostly bought are accessories and clothes. The factor that affects people's decisions to buy products and services online is the product's price which must be cheaper than the regular price in the market (Srisawad, 2008). Customers will make a decision making to purchase clothes based on the searching information. Moreover, they can make a decision to purchase for within the surrounding around them (Darban, 2012).

2.3 BASIC THEORIES

2.3.1 Consumer decision making

There are many basic issues concerning consumer behavior and one of them involves how consumers develop, adapt, and employ the decision-making strategies (Moon, 2004). Du Plessis et al. (1991) propose a definition of decision-making strategies as "behavior patterns of consumers that precede, determine, and follow on the decision process for the acquisition of need satisfying products, ideas or services"

Many researchers have been interested in consumer decision making. The early studies usually focused on the buying action (Loudon & Bitta, 1993). Later, after the 1950s, consumer decision making studies also involved modern concepts regarding marketing, as well as its wider scope of activities (Engel, Blackwell & Miniard, 1995). Now contemporary studies explain that there are many other activities involving, apart from the buying action. Before reaching the final outcome, there are various other factors that influence the consumers' decision making process. Scholars have studied these factors and accordingly developed theoretical models to explain the process and its significant factors which are discussed below.

Buyer's decision process

The process involves 5 stages, namely, problem recognition, information search, evaluation of alternatives, purchase, and post purchase behavior.

Steps in buyer's decision process:

Buyers' characteristics impact buyers' response (Lertprasitthana, 2013). The response is the result of their decision making process.

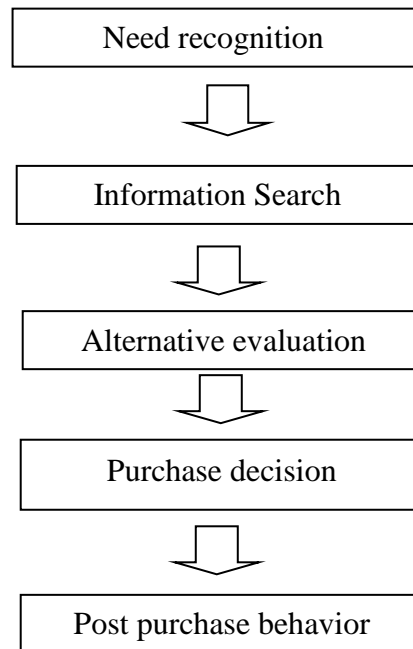


FIGURE 3: BUYER'S DECISION PROCESS

Stage 1 Need recognition: You are hungry on Sunday night (internal physiological stimulus) and there is no food left in the refrigerator. You will need to order food (statement of need).

Stage 2 Information search: You used to order from the Indian restaurant nearby last month (internal information). A friend had recommended a pizzeria in the neighborhood (external information from environment) and this morning you received a sushi restaurant's flyer in your mailbox (external information from advertising).

Stage 3 Alternative evaluations: You have a bad opinion toward the Indian restaurant because you were sick the last time you had its food (inert set). The pizzeria is recommended by your friend and happens to be a popular brand (positive perception –evoked set) but the sushi restaurant has got good reviews on Trip advisor (positive perception –evoked set).

Stage 4 Purchase decision: After evaluating all possibilities, you have decided to order from the popular pizza delivery chain. Moreover, there is a new episode of your favorite show broadcasting tonight on TV.

Stage 5 Post-purchase behavior: The pizza was delicious (positive review). But it contained too many calories and you regret for having it a little bit (mixed feelings about yourself). So, the next time you will order from the sushi restaurant instead since sushi has less fat than pizza (next purchase behavior).

2.3.2 Stimulus – Response Model (SR Model)

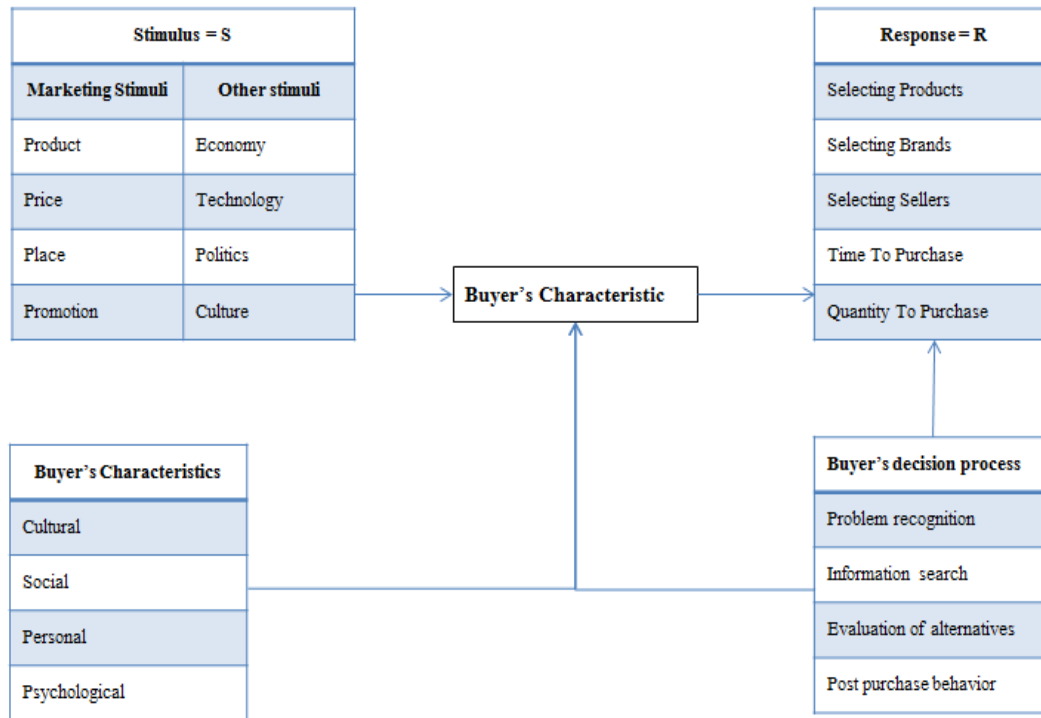


FIGURE 4: A MODEL OF CONSUMER BEHAVIOR

In the study of consumers marketing is needed which marketers have to understand the consumer behavior. Philip Kotler explained about the consumer behavior based on S-R theory in the format of a model of consumer behavior simulation which shows the details in what reasons make the consumers whether purchase such products which buyer's characteristic depends on 3 factors as follow; stimulus = S, buyer's characteristics, and buyer's decision process, respectively. These will lead to black box or buyer's characteristic, and the buyer's characteristics will lead to the response of buyers.

First factor

Stimulus is separated into 2 factors as follows;

First, Marketing Stimuli is the stimulus which the marketers can control and create or the stimulus related to Marketing Mix which composed of product, price, place, and promotion. Second, other stimuli are the external stimuli which marketers can control which are economics, technology, political, and cultural.

Second factor

Buyer's characteristics is the internal factor of buyer which lead to buyer's characteristic composed of cultural, social, personal, psychological.

Third factor

The third factor resulted in buyer's characteristic which composes of problem recognition, information search, evaluation of alternatives, and post purchase behavior.

Black box or buyer's characteristic:

Black box or buyer's characteristic will result in buyer's response which consumers will make a decision to purchase such products. Product choice is to respond their needs such as consumers choose to purchase milk for their breakfast. Brand of milk which consumers choose to drink for breakfast is called Brand Choice. Dealer Choice, purchase time, and purchase amount.

Steps in buyer's decision process:

Besides, buyer's characteristic will lead to response of buyers, so the buyer's decision process also leads to buyer's decision process (Lertprasitthana, 2013).

2.3.3 Technology Acceptance Model (TAM)

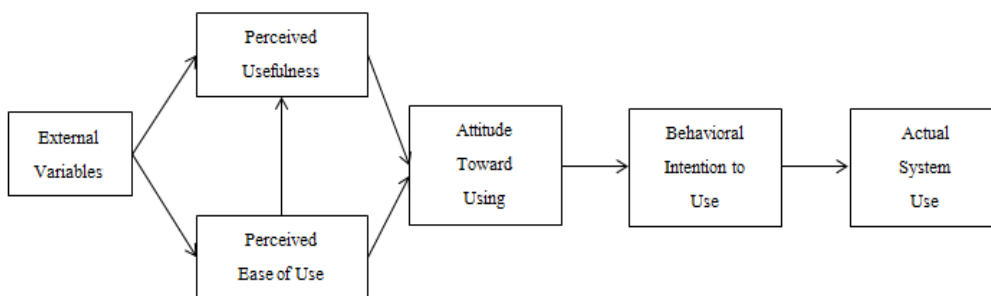


FIGURE 5: ORIGINAL TECHNOLOGY ACCEPTANCE MODEL (Davis, 1986)

Figure 5 shows that the Technology Acceptance Model or TAM which focuses on the attitudinal demonstrations of users' intention to adopt a particular technology or service. There are

two factors described in the Technology acceptance model which are perceived usefulness (PU) and perceived ease of use (PEOU). These 2 factors are the principal determinants of the attitudes (AT) toward a new technology. Perceived usefulness (PU) is defined as the degree to which one believe that a technology will improve one's performance when doing a task, while PEOU is described as the degree to which one believes that a particular system will help one finish a task without an effort (Davis, 1989).

TAM which explains the adoption and acceptance of information technology helps in providing a framework to explore the external variables' effects on the system usage (Hong et al, 2001). The theory of TAM demonstrates that there are 2 factors determining an individual's behavioral intention to use an information technology, namely, perceived usefulness and perceived ease of use. Perceived usefulness is defined as the degree to which a user believes that a new technology will help developing their task performance while perceived ease of use is described as the degree to which a person believes that a system will improve his or her job performance. Tornatzky & Klein (1982) mentioned that prior researches about the usage of innovations proposed the significant role of perceived usefulness on decision to adopt an information technology. In addition, Agarwal & Prasad (1999) mention the mediation of perceived usefulness on the perceived ease of use's effect. Therefore, perceived usefulness affects a user's intention to use a system directly (Taylor & Todd, 2001).

Perceived ease of use is explained as the degree to which a user believes that a system will help him or her finishing a task without an effort and it demonstrates the amount of effort needed in adopting an information technology (Davis, 1989). Both perceived usefulness and perceived ease of use are the 2 related confidences affecting a user when determining attitude toward any information technology. In conclusion, technology acceptance model (TAM) presumes that the perceived ease of use has a direct influence on the perceived usefulness (Davis, 1989).

2.4 RELATED RESEARCH

2.4.1 Relationship between personal factor and purchase decision

Demography is the study of population. The term comes from the definitions of 'demo' and 'graphic'. The meaning of 'demo' is people and graphic refers to writing up or description (Panchapong, & Tainsong, 1978). The concept of demographic involves the principled theory about human behavior that occurs in accordance with external stimulus. It is also mentioned that people with different characteristics in the population differ in their behavior.

The demographic characteristics are, for example, gender age, social and economic status, education, marital status, and religion. All of them affect the perception, interpretation, and understanding in communication (Benjarongkit, 1999). Women are physically, emotionally, and psychologically different from men. Researches in psychology have shown that there are huge difference in values and attitudes. However, each gender is appointed with different activities and roles. Another major factor affecting human communication behavior is age as it is related to a person's experience which involves ideas, belief, and aspects when responding to different situations. In general, when a person ages, he or she will have more experience and higher level of intelligence as well as there are changes in his or her way of thinking and interest. Moreover, education or knowledge is another important factor. People living in different period of time get various education level and system, so their ideology and needs vary as well. Each person's characteristics can reflect their education or studying as an educational institution teaches and trains their students differently. Since students are taught by lecturers or teachers, these people have an influence on students' minds, too. Therefore, when selecting a target group of receivers, education is a required factor that needs to be studied. About the socio-economic status, the concerning factors, such as, family residence, ethnicity, settlement, and income have influences on people and their social status. An economy impacts people's reaction to the messenger as well as the social and economic status of people from different cultures who have different, values, goals and attitudes.

2.4.2 Relationship between marketing mix and purchasing decision

Sukjai (2008) studied factors influencing the Internet users' use of e-commerce and marketing communication in Bangkok. There were more female than male participating in the study. Most respondents were 26-33 years old and graduated their degree and their salary ranges from ฿ 10,000 to 19,991. Most had never used the electronic commerce before. The majority of the Internet users looked for the technology safety, type, description of products and services, respectively. Also, the study found that the Internet users in Bangkok paid attention to the marketing promotion.

Julmakorn's study (2012) found that there were many products promoted on the Internet and a number of them were modern and quality products. Buyers were offered a refund or an exchange of an item as after-sales services. It was expected that users can use, find products, and make a purchase easily on websites. Also, sellers had to allow buyers to ask for information concerning their product.

Mimapan (2012) studied buying behavior on Facebook and focused on the purchasing of fashion items, especially clothes. Each time, a buyer spent 500 – 1,000 baht. The participants reported that they concerned that the product they bought might be different from what they saw on the websites or that there were defects on the product. In addition, it was found that the overall buyer's opinion towards the purchased items was excellent.

Previous study found that most buyers who bought female apparels online were between 26-35 years old. Most of them were single and had a bachelor's degree. The majority worked for private companies and their salary was above 30,001 baht per month. Most chose to buy products or services on the Internet because it was convenient and fast when searching for what they wanted.

In the matter of marketing mix, most participants indicated that the variety of products were the first factor that influenced their decision when shopping online. The second one was the products' images and the third was the refund or exchange policies if the products had flaws. Price was also one of the important factors. Most participants said that sellers needed to indicate the products' prices and they required that products had many different prices for buyers to select. Also, the majority chose to shop online because it was easy to choose the products and there were a lot of websites as well as many methods of payment.

Paisanwongdee (2013) found that the majority of participants of the study claimed that discount was the first-rated promotion. The second was advertisement and the third was free gifts or gift cards. Also, it was found that consumer satisfaction and marketing mix were related to the buying decision making of online buyers in Bangkok.

In Jantaravorn (2013)'s study, the majority of participants were female, around 20-29 years old with a bachelor's degree. Most of them worked for private companies and earned approximately 10,001-20,000 baht per month. The majority also used Facebook every day, more than an hour a day. They bought products sold on Facebook once a month. Each purchase took more than an hour and cost about 501 – 1,000 baht. The products which people usually bought were decorations and clothes. The result also revealed the information about the marketing mix that the major factor was price. The majority of participants selected the products that had acceptable prices and in accordance with their need. In addition, most participants chose discount and free product as the important promotions. Finally, the study's result concerned about the service. Most participants required free shipping service from sellers. Therefore, the study found that product, price, and service were the factors that affected decision making process of buyers in Bangkok in buying products on Facebook.

2.4.3 Relationship between perceived usefulness and purchasing decision

Perceived Usefulness or PU is defined by Davis (1989) as ‘degree to which a person believes that using a particular system would enhance his or her job performance’. Mathwick, Malhotra & Rigdon (2001) also describe perceived usefulness as the extent to which a person considers that a specific system can boost his or her job performance. That is to say, PU is the effectiveness, time saving, and related importance of a system for a person’s task (Joaquin et al., 2009). Many researchers, for example, Argarwal & Karahanna (2000); Hu, Chau, Sheng & Tam (1999); and Venkatesh & Morris (2000) have studied and found the effects of PU on usage intention. A system is likely to be unacceptable by people if it does not improve people’s job performance (Nysveen, Pedersen & Thornbjornse, 2005 as cited in Rao & Troshani, 2007). So, in this study, if the banking websites help improving users’ productivity, they will tend to be accepted by users.

2.4.4 Relationship between perceived ease of use and purchasing decision

Perceived Ease of Use or PU is defined by Davis (1989) as ‘degree to which a person believes that using particular system would be free from effort’. In the past decades, many studies concerning PU reveal that it has a direct or indirect influence on the usage intention (Hu et al., 1999; Sohail & Shanmugam, 2003; Eriksson, Kerem & Nilsson, 2008; Cheng et al., 2006; AbuShanab & Pearson, 2007; Lallmahamood, 2007). If a user finds a particular system too complicated, he or she may be discouraged to use it (Rogers, 1995). Therefore, Wang et al. (2003) suggest that internet banking system should be user-friendly. If these factors are considered and applied in the banking websites to make them user-friendly, users will be likely to accept and use the websites.

Therefore, nine hypotheses and conceptual model are developed as below:

- H0: There is no significant difference between age group and purchasing decision on social media Facebook in Bangkok.
- H1: There is significant difference between age group and purchasing decision on social media Facebook in Bangkok.

● H0: There is no significant difference between education level group and purchasing decision on social media Facebook in Bangkok.

● H2: There is significant difference between education level group and purchasing decision on social media Facebook in Bangkok.

● H0: There is no significant difference between occupation group and purchasing decision on social media Facebook in Bangkok.

● H3: There is significant difference between occupation group and purchasing decision on social media Facebook in Bangkok.

● H4: Product, price, place, promotion, perceived usefulness, and perceived ease of use have positive effect to purchasing decision on social media Facebook in Bangkok.

Independent variables

Dependent variables

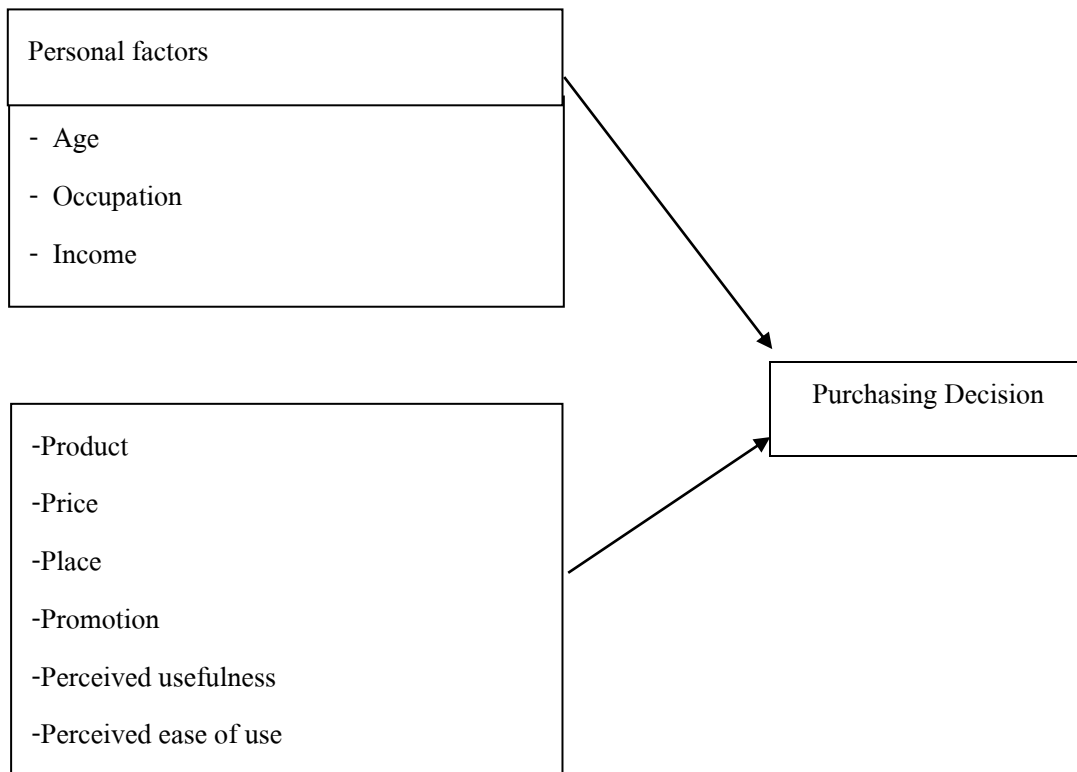


FIGURE 6: CONCEPTUAL MODEL FOR THE STUDY

CHAPTER 3: RESEARCH METHODOLOGY

In this topic study “Factors affecting purchasing products decisions-making from online social media on Facebook towards people in Bangkok” is the survey research from the measurement of sample at once by using the questionnaire as a tool to collect data.

3.1 RESEARCH APPROACH

The researcher selected the quantitative approach which involves compiling and converting data into numerical (obtained by assigning numerical values to response) form then it can be calculated. Question format is closed-ended. The process is as follows first, there are one or more hypotheses, variables, relationships that need to be investigated (Alzheimer Europe Office, 2009). Multiple regression analysis and one way ANOVA will be used to investigate the relationships among variables in this research. For ANOVA, Testing the significant difference among age group, education level, occupation and purchasing decision on social media Facebook in Bangkok. Moreover, product, price, place, promotion, perceived usefulness, perceived ease of use are independent variables which are tested the relationships among purchasing decision by multiple regression analysis. The reasons for using multiple regression analysis are because finding the relationship among many factors to one variable, and the results are clear (Trochim ,2006).

3.2 RESEARCH STRATEGY

Due to limited cost, researcher employs the survey research to collect data. The reason for choosing this method is famous and stable, and it is not hard to keep them, and cheap. By using convenience sampling technique at the places where have crowd people such as department store, school, and company by distributing the questionnaires (Wilson, 2010).

3.3 DATA COLLECTION

Types of Data

Source of data which collected for this study are as follows.

This study uses two types of data which are primary data, and secondary data. Primary data is the data derived from interviews of sample around 400 people by distributing query. The reason of 400 people is from calculating by using the formula concept of Taro Yamane in the topic below as 3.4. The amount of population in Bangkok is from the Census of Population and Social Research Institute Mahidol University in early 2014.

Secondary data is the research literature from documents, related articles, and research to find the basis of factors that affect the decision making to purchase products from online social media on Facebook.

Research Instrument

To collect data for this research conducted by using questionnaires which compose of 5 parts that are questions for answer the purpose as follows.

Part 1: General questions for personal factors provide the multiple choices to select the answer for measuring the parameters such as age, education, occupation, income.

Part 2: Questions about general online social media behavior on Facebook is the multiple choices to select the answer.

Part 3: Questions about perceived usefulness (PU) and perceived ease of use (PEOU) towards decision making in purchasing products on Facebook is measured by the Likert Scale 5 levels which contain Strongly agree, agree, neutral, disagree, strongly disagree. Total questions are 8.

Part 4: Questions about factors which have the effect towards decision-making in purchasing female fashion clothes through online social media on Facebook measured by the Likert Scale 5 levels which contain strongly agree, agree, neutral, disagree, and strongly disagree. Total questions are 20, and it is separated into 4 parts as follows.

1. Questions about factors which have the effect towards decision-making in purchasing female fashion clothes through online social media on Facebook concerning with products.

2. Questions about factors which have the effect towards decision-making in purchasing female fashion clothes through online social media on Facebook concerning with price.

3. Questions about factors which have the effect towards decision-making in purchasing female fashion clothes through online social media on Facebook concerning with place.

4. Questions about factors which have the effect towards decision-making in purchasing female fashion clothes through online social media on Facebook concerning with promotion.

Part 5: Questions about decision-making in purchasing female fashion clothes through online social media on Facebook measured by Likert Scale 5 levels. Total questions are five.

TABLE 1 QUESTIONNAIRE SCALE AND MEASUREMENT

Variable	Indicator	Measurement	References	Questionnaire scale
TAM	● Perceived usefulness (PU)	1. Using the Facebook enhanced my effectiveness in decision making in purchasing female fashion clothes. 2. Using the Facebook improved my performance in decision making in purchasing female fashion clothes. 3. Using the Facebook increased my productivity in decision making in purchasing female fashion clothes. 4. Using the Facebook enabled me to accomplish tasks more quickly.	Shroff, R. H., Deneen, C. D. & Ng, E. M. W. (2011)	Likert Scale

TABLE 1 QUESTIONNAIRE SCALE AND MEASURMENT (continue)

Variable	Indicator	Measurement	References	Questionnaire scale
	● Perceived ease of use	<ol style="list-style-type: none"> 1. Overall, I found the Facebook interface in purchasing female fashion clothes is easy to use 2. My interaction with the Facebook interface system was clear and understandable. 3. It was easy for me to become skilful at using the Facebook interface. 4. I found the Facebook to be flexible to interact with. 	Shroff, R. H., Deneen, C. D. & Ng, E. M. W. (2011)	Likert Scale

TABLE 1 QUESTIONNAIRE SCALE AND MEASURMENT (continue)

Variable	Indicator	Measurement	References	Questionnaire scale
Marketing Mix	● Product	<ol style="list-style-type: none"> 1. There are a variety of products. 2. Products have good quality. 3. Users can request more information about products. 4. Products are up to date. 	Usanit (2011) and Julmakorn (2012)	Likert Scale

Variable	Indicator	Measurement	References	Questionnaire scale
		5. Products are available in various sizes. 6. With the ease of finding products.		
	● Price	1. Purchasing products via Facebook are cheaper than other ways. 2. There are a variety of payment methods. 3. Charging the actual price indicated on the Facebook. 4. Fixed price is stable.	Usanit (2011) and Julmakorn (2012)	Likert Scale

TABLE 1 QUESTIONNAIRE SCALE AND MEASUREMENT (continue)

Variable	Indicator	Measurement	References	Questionnaire scale
	● Place	1. The store opens 24 hours. 2. Convenience in ordering, and save time. 3. Delivery is free. 4. Product delivery is punctual.	Usanit (2011) and Julmakorn (2012)	Likert Scale

Variable	Indicator	Measurement	References	Questionnaire scale
	● Promotion	<ol style="list-style-type: none"> 1. There are the public relations on Fanpage. 2. In the Festival, there are the activities such as free, discount, and exchange. 3. The promotions are always attractive. 4. Seasonal promotions are available. 5. I am well informed of promotions held. 	Usanit (2011), Julmakorn (2012), and Ling (2007)	Likert Scale

TABLE 1 QUESTIONNAIRE SCALE AND MEASUREMENT (continue)

Variable	Indicator	Measurement	References	Questionnaire scale
Decision making		<ol style="list-style-type: none"> 1. I use Facebook to find people that share the same interest as me. 2. I often get inspired to purchase something because I read about it on Facebook. 3. I use Facebook to make comments and inform others of my latest purchase. 	Mukina (2010)	Likert Scale

Variable	Indicator	Measurement	References	Questionnaire scale
		4. I often discover new products and services on Facebook.		

Reliability Test of the Questionnaire

The researcher will investigate the quality of instrument in this research by using questionnaire, and testing with the group who has the qualification close to the sample around 30 people by distributing questionnaire 30 sets in Bangkok. The amount of appropriate sample size is between 30 and 500 (Sekaran, 2003). Reliability test is Cronbach's Alpha Coefficient: Alpha Coefficient, the value should be 0.8 (Hill & Lewicki, 2006).

3.4 SAMPLE AND SAMPLING PROCEDURE

The sample in this research is the population in Bangkok who use Facebook which is a total of 400 people by determining the sample size was derived from formula concept to calculate the sample size of Taro Yamane by using finished tables at the confidential level of 95%, and the error +- 5 (Yamane, 1973). The total amount of population in Bangkok who use Facebook is 8,682,940 people (Institute for population and social, 2014). Convenience sampling is applied in this study.

$$n = \frac{N}{1 + Ne^2}$$

Given n = Amount of sample size in this research

N = Size of population which need to study

e = Error (e = 0.05)

$$n = \frac{8,682,940}{1 + (8,682,940)0.05^2}$$

$$= 8,682,940/21,708.35$$

$$= 399.98$$

$$= 400$$

So, the amount of sample size in this research is around 400.

3.5 DATA ANALYSIS

Data will be analyzed for concluding the result of the research which the researcher calculates by using the SPSS program in processing the result of data. Moreover, statistics which used in analyzing data are as follows.

1. Descriptive statistics such as presenting information in the percentage table format, and average.

- 1.1 Percentage is the presenting data by using percent for indicating percentage the amount of each sample for comparing the frequencies between data for each group and the amount of all data (Robert, 1974).

- 1.2 Mean is the measurement trend accessing to center of data. This type is famous and most suitable with data which are normal symmetric. Average of data can calculate from the result of all value are added divided by the total amount (Robert, 1974).

- 1.3 Testing the assumptions by using inferential statistic for testing the consumption composes of ANOVA, and multiple regression analysis. First, to test the relationship between personal factor such as age, education level, and occupation whether there are the different to purchasing decision. Second, to test the relationship between behavior of users for online social media on Facebook and the decision-making in purchasing products from online social media on Facebook. Third, to test the relationship between marketing mix such as product, price, place, promotion, perceived usefulness, perceived ease of use and purchasing. The reasons for using multiple regression analysis are because finding the relationship among many factors to one variable, and the results are clear. ANOVA analysis was applied to test the relationship between personal factor and purchasing decision.

3.6 PILOT TEST

The pilot test was collected 30 questionnaire at the first conduct (Hill & Lewicki, 2008) the minimum for Cronbach's alpha score is 0.8 or higher to be sure that the scales were strong and significant. The following table displays the summary of the scales and Cronbach's alpha coefficients.

TABLE 2 RELIABILITY RESULT

Scale	Number of Items	Cronbach's Alpha Coefficient
TAM	8	0.989
● Perceive usefulness	4	0.969
● Perceive ease of use	4	0.988
Marketing Mix	20	0.997
● Product	6	0.988
● Price	4	0.981
● Place	5	0.984
● Promotion	5	0.984
Purchasing decision	5	0.984

CHAPTER 4: RESEARCH FINDINGS

This chapter reports the result of research which provides the descriptive results, demographic information, customers' behavior on Facebook, mean value of product, price, place, promotion, perceived usefulness, and perceived ease of use, and purchasing decision. The results are provided as follow.

4.1 DESCRIPTIVE RESULTS

A sample of n = 400. This section provides the profound results which contain deeply descriptive questionnaire and its outcomes. Results are displayed as tables, graphs, and textual description.

Demographic Profiles

The first kind of data collection was demographic data from respondents. This information is presented in Table 3. All respondents were female (100%), and the most common age group was 13-29 years old (86%). The majority has monthly income was lower than 15,000 Baht, Students (89.3%) was the most frequent occupation in the response group.

TABLE 3 DEMOGRAPHIC INFORMATION

Details	Frequency (n=400)	Percentage (%)
Age		
13 to 29 year old	344	86
30 to 64 year old	56	14
Monthly Income		
Lower than 15,000 Baht	357	89.3
15,000 to 30,000 Baht	19	4.8
30,001 to 50,000 Baht	15	3.8
More than 50,000 Baht	9	2.3
Occupation		
Student	357	89.3
Government/Public officer	23	5.8

Details	Frequency (n=400)	Percentage (%)
Staff at the private company	15	3.8
Business	5	1.3

Consumer behavior of purchasing products on Facebook

The second group of questions highlighted on consumer behavior on Facebook (displayed in Table 4). Most participants (52.3%) purchased products on Facebook less than once a month, while 25.3% of respondents purchased products every two weeks. Only 3% purchased products every day. This suggests that consumers view the products as an occasional more than a part of daily life, and that it is not an ordinary behavior for most of them.

TABLE 4 FREQUENCY OF PURCHASING PRODUCTS ON FACEBOOK

Detail	Frequency (n=400)	Percentage (%)
Everyday	12	3.0
1 to two days per week	13	3.3
Once a week	21	5.3
Every 2 weeks	101	25.3
Once a month	44	11
Less than once a month	209	52.3

The next question is about the purpose in using Facebook service, the first is the 94.5% purchasing products. Second, entertainment, and exchange information, news are 2.8%, respectively.

TABLE 5 PURPOSE IN USING FACEBOOK SERVICE

Detail	Frequency (n=400)	Percentage (%)
Purchasing products	378	94.5
Entertainment	11	2.8
Exchange information, news	11	2.8

This shows that the kind of products which ever purchased on Facebook, the majority is female fashion clothes which has 94.5%, the second, participants are cosmetics about 4.8%, books is around 0.5%, and the last is sport equipment is around 0.3%.

TABLE 6 KIND OF PRODUCTS WHICH EVER PURCHASED ON FACEBOOK

Detail	Frequency (n=400)	Percentage (%)
Female fashion clothes	378	94.5
Cosmetics	19	4.8
Sport equipment	1	0.3
Books	2	0.5

The next question is about the type of female fashion clothes which ever purchased on Facebook. This shows that shirt is most popular (41.8%), followed by pants (26%), dress (23%), skirt (6.3%), and blouse (3%).

TABLE 7 TYPE OF FEMALE FASHION CLOTHES WHICH EVER PURCHASED ON FACEBOOK

Detail	Frequency (n=400)	Percentage (%)
Shirt	167	41.8
Skirt	25	6.3
Dress	92	23
Blouse	12	3
Pants	104	26

The next question is about brand of items which ever purchased on Facebook. This table shows the most participants are 95% don't purchase branded products. In contrast, 5% of participants purchase only branded products.

TABLE 8 BRAND OF ITEMS WHICH EVER PURCHASED ON FACEBOOK

Detail	Frequency (n=400)	Percentage (%)
Yes	20	5
No	380	95

The next question is about price of female fashion clothes which ever purchased on Facebook. The majority is 251-1,000 Baht (93.5%), 1,001-5,000 Baht (3.8%), more than 5,000 Baht (2%), and less than 250 Baht (0.8%).

TABLE 9 PRICE OF FEMALE FASHION CLOTHES WHICH EVER PURCHASED ON FACEBOOK

Detail	Frequency (n=400)	Percentage (%)
---------------	--------------------------	-----------------------

Detail	Frequency (n=400)	Percentage (%)
Less than 250 Baht	3	.8
251-1,000 Baht	374	93.5
1,001-5,000 Baht	15	3.8
More than 5,000 Baht	8	2

Perceived usefulness, and perceived ease of use

The final section of the descriptive analysis is the mean characteristics for each of the scales (perceived usefulness, perceived ease of use). As mentioned previously, each of these sections compose of Likert-scale questions (ranging from 4 questions for perceive usefulness, and 4 questions for perceive ease of use. The interpretation of these questions is based on the formulation as follows;

$$\text{“The width of each level} = \frac{\text{Highest score} - \text{Lowest score}}{\text{The number of level}} = \frac{5 - 1}{5} = 0.8$$

The average of 1.00-1.79 means a very low level of agreement

The average of 1.80-2.59 means a low level of agreement

The average of 2.60-3.39 means a moderate level of agreement

The average of 3.40-4.19 means a high level of agreement

The average of 4.20-5.00 means a very high level of agreement (Guyen, n.d.)

Perceived usefulness

The first part of descriptive Likert is based on perceived usefulness. This was the complicated because it composes of four different aspects of usefulness. This item has three associated like). Each of these items has three associated Likert scale items. Each of these items has three associated

Likert scale items. Each of these four aspects of usefulness is summarized in Table 13, including mean, standard deviation, and interpretation of the finding.

Item “Using the Facebook increased my productivity in decision making in purchasing female fashion clothes” has (M=3.96, SD=0.435). “Using the Facebook enabled me to accomplish tasks more quickly” has (M=4.16, SD=0.9.9) which is in the high ranked.

Item “Using the Facebook enhanced my effectiveness in decision making in purchasing female fashion clothes” has (M=4.26, S.D. =0.990). “Using the Facebook improved my performance in decision making in purchasing female fashion clothes” has (M=4.49, S.D. =0.736) which is in the very high ranked.

Perceived ease of use

The second part is perceived ease of use. “Overall, I found the Facebook interface in purchasing female fashion clothes is easy to use” has (M=3.92, S.D.= 0.524). “My interaction with the Facebook interface system was clear and understandable” has (M=4.14, S.D.= 0.958) which is in the high ranked

“I found the Facebook to be flexible to interact with” has (M=4.32, S.D. = 0.764)” which is in the very high ranked.

While perceived usefulness has mean (4.2181) and S.D. (0.62484) which is in the very high ranked, and more than perceive ease of use has mean (4.0637) and S.D. (0.51329).

TABLE 10 MEAN VALUE OF TAM

Item	Statement	Mean	S.D.	Mean Interpretation
PERCEIVED USEFULNESS		4.2181	0.62484	Very high level
3.1	Using the Facebook enhanced my effectiveness in decision making in purchasing female fashion clothes.	4.26	0.990	Very high level
3.2	Using the Facebook improved my performance in decision making in purchasing female fashion clothes.	4.49	0.736	Very high level
3.3	Using the Facebook increased my productivity in decision making in purchasing female fashion clothes.	3.96	0.435	High level
3.4	Using the Facebook enabled me to accomplish tasks more quickly.	4.16	0.909	High level
PERCEIVED EASE OF USE		4.0637	0.51329	High level
3.5	Overall, I found the Facebook interface in purchasing female fashion clothes is easy to use.	3.92	0.524	High level
3.6	My interaction with the Facebook interface system was clear and understandable.	4.14	0.958	High level
Item	Statement	Mean	S.D.	Mean Interpretation
3.7	It was easy for me to become skilful at using the Facebook interface.	3.71	0.193	High level
3.8	I found the Facebook to be flexible to interact with.	4.32	0.764	Very high level

Marketing Mix

The overall is in high level ordered by max to min, promotion (M= 4.0695, S.D. = 0.4117), place (M= 4.0070, S.D. = 0.38434), price (M= 3.9381, S.D.= 0.49536), and product (M= 3.8846, S.D.= 0.43091), respectively.

Product “With the ease of finding products” (M=4.13, S.D. = 0.802)

Price “There are a variety of payment methods” (M=4.15, S.D. = 0.803)

Place “Convenience in ordering products, and save time” (M=4.35, S.D. = 0.842) which is in the very high ranked.

Promotion “I am well informed of promotions held” (M=4.41, S.D. = 0.719) which is in the very high ranked.

TABLE 11 MEAN VALUE OF MARKETING MIX

Item	Statement	Mean	S.D.	Mean Interpretation
Marketing Mix		3.9748	0.27815	High level
Product		3.8846	0.43091	High level
4.1	There are a variety of products.	4.06	0.700	High level
4.2	Products have good quality.	4.05	0.668	High level
4.3	Users can request more information about products.	3.60	0.604	High level

4.4	Products are up to date.	3.71	0.753	High level
4.5	Products are available in various sizes.	3.75	0.649	High level
4.6	With the ease of finding products.	4.13	0.802	High level
Price		3.9381	0.49536	High level
4.7	Purchasing products via Facebook are cheaper than other ways.	4.09	0.503	High level
4.8	There are a variety of payment methods.	4.15	0.803	High level
4.9	Charging the actual price indicated on the Facebook.	3.73	0.792	High level
4.10	Fixed price is stable.	3.78	0.833	High level
Place		4.0070	0.38434	High level
4.11	The store opens 24 hours.	4.13	0.700	High level
Item	Statement	Mean	S.D.	Mean Interpretation
4.12	Convenience in ordering products, and save time.	4.35	0.842	Very high level
4.13	Delivery is free.	3.96	0.829	High level
4.14	Product delivery is Punctual.	3.92	0.765	High level
4.15	Facebook page is designed for customer easily to use, and convenience.	3.69	0.638	High level
Promotion		4.0695	0.41170	High level
4.16	There are the public relations on Fanpage.	4.12	0.777	High level
4.17	In the Festival, there are the activities such as free, discount, and exchange.	3.72	0.681	High level

4.18	The promotions are always attractive.	4.28	0.785	Very high level
4.19	Seasonal promotions are available.	3.83	0.551	High level
4.20	I am well informed of promotions held.	4.41	0.719	Very high level

The constant of purchasing decision comprises of five aspects, in which the mean, standard deviation, and mean interpretation of each aspect is displayed in the table as below. The highest result was “I often discover new products and services on Facebook.” (M=4.59, S.D. = 3.98). While the lowest result was “I use Facebook to find people that share the same interest as me.”(M=3.98, S.D. =0.785). “I often get inspired to purchase something because I read about it on Facebook.” also gain the lowest result as (M=3.98, S.D. =0.815).

TABLE 12 MEAN VALUE OF PURCHASING DECISION

Item	Statement	Mean	S.D.	Mean Interpretation
Purchasing decision		4.2245	0.58	Very high level
5.1	I use Facebook to find people that share the same interest as me.	3.98	0.785	High level
5.2	I often get inspired to purchase something because I read about it on Facebook.	3.98	0.815	High level
5.3	I use Facebook to compare products and services against each other.	4.25	0.817	Very high level
5.4	I use Facebook to make comments and inform others of my latest purchase.	4.22	0.842	Very high level
5.5	I often discover new products and services on Facebook.	4.59	0.695	Very high level

4.2 HYPOTHESIS RESULTS

In this part, the results of hypothesis testing are shown. The four hypotheses were tested by using multiple regression analysis to determine the relationships. The overall results of these hypothesis testing indicate that product, price, place, promotion, perceived usefulness, and perceived ease of use have a positive effect on purchasing decision via social media Facebook in Bangkok. It can sum up the research's hypotheses from chapter 2 can be accepted in case of consumers in Bangkok of Thailand. This presentation serves to describe the positive outcomes but some are negative.

- H0: There is no significant difference between age group and purchasing decision on social media Facebook in Bangkok.
- H1: There is significant difference between age group and purchasing decision on social media Facebook in Bangkok.
- H0: There is no significant difference between education level group and purchasing decision on social media Facebook in Bangkok.
- H2: There is significant difference between education level group and purchasing decision on social media Facebook in Bangkok.
- H0: There is no significant difference between occupation group and purchasing decision on social media Facebook in Bangkok.
- H3: There is significant difference between occupation group and purchasing decision on social media Facebook in Bangkok.
- H4: Product, price, place, promotion, perceived usefulness, and perceived ease of use have positive effect purchasing decision on social media Facebook in Bangkok.

Hypothesis 1

Hypothesis 1 stated,

- H0: There is no significant difference between age group and purchasing decision on social media Facebook in Bangkok.
- H1: There is significant difference between age group and purchasing decision on social media Facebook in Bangkok.

Since the F value is 2.085 and its p value is 0.150 are displayed in table 13, which is greater than accepted level of significance, so accepted the null hypothesis. Therefore, it can conclude that there is no significant difference between age group and purchasing decision on social media Facebook in Bangkok (Taeb, 2010). The most respondents are 13 to 19 years old.

TABLE 13 ONE WAY ANOVA TEST RESULTS OF AGE VS PURCHASING DECISION

Variable	Age	
	F	P
Purchasing decision	2.085	0.150

TABLE 14 DESCRIPTIVE RESULTS OF AGE VS PURCHASING DECISION

Age	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
13-29 years	344	4.2076	0.57433	0.03097	4.1467	4.2685
30-64 years	56	4.3286	0.62485	0.08350	4.1612	4.4959
Total	400	4.2245	0.58236	0.02912	4.1673	4.2817

Hypothesis 2

Hypothesis 2 stated,

- H0: There is no significant difference between education level group and purchasing decision on social media Facebook in Bangkok.
- H2: There is significant difference between education level group and purchasing decision on social media Facebook in Bangkok.

Since the F value is 1.747 and its p value is 0.176 are displayed in table 14, which is greater than accepted level of significance, therefore accepted the null hypothesis. Therefore, it can conclude that there is no significant difference between education level group and purchasing decision on social media Facebook in Bangkok (Taeb, 2010). Most respondents are bachelor degree.

TABLE 15 ONE WAY ANOVA TEST RESULTS OF EDUCATION LEVEL VS PURCHASING DECISION

Variable	Education level	
	F	P
Purchasing decision	1.747	0.176

TABLE 16 DESCRIPTIVE RESULTS OF EDUCATION LEVEL VS PURCHASING DECISION

Education level	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Under graduates	44	4.0727	0.44844	0.06761	3.9364	4.2091
Bachelor degree	261	4.2498	0.57897	0.03584	4.1792	4.3204

Education level	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Higher than graduates	95	4.2253	0.63864	0.06552	4.0952	4.3554
Total	400	4.2245	0.58236	0.02912	4.1673	4.2817

Hypothesis 3

Hypothesis 3 stated,

- H0: There is no significant difference between occupation group and purchasing decision on social media Facebook in Bangkok.
- H3: There is significant difference between occupation group and purchasing decision on social media Facebook in Bangkok.

Since the F value is 0.238 and its p value is 0.870 are displayed in table 15, which is greater than accepted level of significance, therefore accepted the null hypothesis. Therefore, it can conclude that there is no significant difference between occupation group and purchasing decision on social media Facebook in Bangkok (Taeb, 2010). Most of respondents are student.

TABLE 17 ONE WAY ANOVA OF OCCUPATION VS PURCHASING DECISION

Variable	Occupation	
	F	P
Purchasing decision	0.238	0.870

TABLE 18 DESCRIPTIVE RESULTS OF OCCUPATION VS PURCHASING DECISION

Occupation	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Student	357	4.2162	0.58719	0.03108	4.1551	4.2774
Government officer / Public enterprise officer	23	4.3043	0.53554	0.11167	4.0728	4.5359
Staff at the private company	15	4.2667	0.56400	0.14562	3.9543	4.5790
Business	5	4.3200	0.62610	0.28000	3.5426	5.0974
Total	400	4.2245	0.58236	0.02912	4.1673	4.2817

Hypothesis 4

Hypothesis 4 stated,

- H4: Product, price, place, promotion, perceived usefulness, and perceived ease of use have positive effect purchasing decision on social media Facebook in Bangkok.

TABLE 19 MULTIPLE REGRESSION RESULT OF PURCHASING DECISION VS PRODUCT, PRICE, PLACE, PROMOTION, PU, and PEOU

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std Error	Beta		
(Constant)	2.206	0.358		6.160	0.000
Product	-0.089	0.081	-0.066	-1.101	0.026
Price	0.152	0.068	0.130	2.248	0.025
Place	-0.538	0.066	-0.355	-8.098	0.000
Promotion	0.945	0.056	0.668	16.997	0.000
PU	0.248	0.061	0.266	4.074	0.000
PEOU	0.115	0.072	0.101	1.600	0.010

$$R^2=0.504; F=66.607$$

$$\text{Purchasing decision} = 2.206 + 0.152(\text{Price}) + 0.945(\text{Promotion}) + 0.248(\text{PU}) + 0.115(\text{PEOU}) - 0.089(\text{Product}) - 0.538(\text{Place})$$

These six variables were selected based on the preceding research showing that there are the relationships between price, place, promotion, perceived usefulness and purchasing decision, and assumption that this would be the case of consumers in Bangkok. The multiple regression is used to test the hypothesis which determine the likelihood of the outcome variable based on the predictor variables.

The R square is the prediction of future outcome based on other related information (dependent and independent variables). R^2 ranges between 0 and 1 which is used for describing how well a regression

line fits a set of data. $R^2=1.0$ indicates that a regression line fits the data well, while an R^2 closer to 0 indicates a regression line does not fit the data very well. As Table above shows $R^2=0.504$ suggests that 50.4% of the variation in purchasing decision can be influenced by product, price, place, promotion, perceived usefulness, perceived ease of use.

Then, coefficients enable construction of the multiple regression equations that can be used to describe this relationship. The model summary shows the rank order of the most significant predictive variables relative to their beta weights and statistical to the outcome dependent variable purchasing decision is promotion ($B= 0.945$, $t= 16.997$, $p= 0.000$), perceived usefulness ($B= 0.248$, $t= 4.074$, $p= 0.000$), price ($B= 0.152$, $t= 2.248$, $p= 0.025$), perceived ease of use ($B= 0.115$, $t= 1.600$, $p= 0.010$), product ($B= -0.089$, $t= -1.101$, $p= 0.026$), and place ($B= -0.538$, $t= -8.098$, $p= 0.000$). Thus, hypothesis 4 is accepted due to it can be said that the extent of product, price, place, promotion, perceived usefulness, and perceived ease of use do influence purchasing decision for the case of consumers in Bangkok. However, the result shows some negative. The variables which ordered by the most influent to the least influent are promotion, perceived usefulness, price, perceived ease of use, product, and place, respectively.

CHAPTER 5: DISCUSSION

5.1 CONCLUSION

This research was conducted to explore the relationship between age, education, occupation, product, price, place, promotion, perceived usefulness, perceived ease of use, and purchasing decision female fashion clothes via Facebook. The research objectives that were posed for this study are below:

1. To study the relationship of age that has the effects towards population's in purchasing decision female fashion clothes from online social media on Facebook in Bangkok.
2. To study the relationship of education level that has the effects towards population's in purchasing decision female fashion clothes from online social media on Facebook in Bangkok.
3. To study the relationship of occupation that has the effects towards population's in purchasing decision female fashion clothes from online social media on Facebook in Bangkok.
4. To study the relationship of product, price, place, promotion, perceived usefulness, and perceived ease of use that have the effects towards population's in purchasing decision female fashion clothes from online social media on Facebook in Bangkok.

These objectives conducted by using a quantitative survey of 400 respondents in Bangkok, collected data several days. The first analyzed variables which composes of age, education level, occupation and purchasing decision was analyzed by ANOVA. The second analyzed descriptively for the quantitative survey. Multiple regression was applied to all of these objectives between predictor variables (product, price, place, promotion, perceived usefulness, and perceived ease of use) and the outcome variable (purchasing decision). The relationships between these variables are on the literature review and become the hypotheses.

Hypothesis 1 accepted the null hypothesis proposed there is no significant difference between age group and purchasing decision on social media Facebook in Bangkok. However, the result was not consistent to the literature. It shows that it is not specify the range of age to have the purchasing decision of female fashion clothes on Facebook in Bangkok (Taeb 2010).

Hypothesis 2 accepted the null hypothesis proposed there is no significant difference between education level group and purchasing decision on social media Facebook in Bangkok. However, the result was not consistent to the literature. People who gain any education level can make the purchasing decision of female fashion clothes on Facebook in Bangkok (Taeb 2010).

Hypothesis 3 accepted the null hypothesis proposed there is no significant difference between occupation group and purchasing decision on social media Facebook in Bangkok. However, the result was not consistent to the literature. People who are in any occupation can make a decision to purchase female fashion clothes on Facebook in Bangkok (Taeb 2010).

Hypothesis 4 proposed a positive relationship among product, price, place, promotion, perceived usefulness, perceived ease of use and purchasing decision about female fashion clothes on Facebook. This relationship was displayed to be some negative. Moreover, there are the significant for all variables. This described that product influences customers purchasing decision to fashion clothes on Facebook in Bangkok. However, the relationship was not consistent following the literature. Price could be predictor variables, and purchasing decision as the outcome variables. This relationship was shown to be positive. This indicated that price influences purchasing decision to fashion clothes on Facebook in Bangkok. However, this relationship was consistent following the literature. Place could be predictor variables, and purchasing decision as the outcome variables. This relationship was shown to be negative, though only moderately strong. This indicated that place influences purchasing decision to fashion clothes on Facebook in Bangkok. However, this relationship was not based on the literature review. Promotion could be predictor variables, and purchasing decision as the outcome variables. This relationship was shown to be positive, though only moderately strong. This indicated that promotion did influence purchasing decision to fashion clothes on Facebook in Bangkok. However, this relationship was based on the literature review. Perceived usefulness could be predictor variables, and purchasing decision as the outcome variables. This relationship was shown to be positive, though only moderately strong. This indicated that perceived usefulness did influence purchasing decision to fashion clothes on Facebook in Bangkok. However, this relationship was based on the literature review. Perceived ease of use could be predictor variables, and purchasing decision as the outcome variables. This relationship was shown to be positive, though only moderately strong. This indicated that perceived ease of use did influence

purchasing decision to fashion clothes on Facebook in Bangkok. However, this relationship was based on the literature review.

Overall, the purposes of the research were capably completed by using a compilation of literature search and quantitative research. The findings present some vital comprehension into the essence of consumers purchasing decision to female fashion clothes for the case of Thai consumers in Bangkok where could apply to the other areas. The most essential finding for developing purchasing decision to female fashion clothes via Facebook. Moreover, perceived usefulness, and perceived ease of use are needed and only place can influence on purchasing decision of female fashion clothes via Facebook in Bangkok, but influence in the negative way as same as product. To sum up, these finding outcomes are area of the special vital for the internet marketers and the owner of the Facebook who sells the female fashion clothes.

5.2 DISCUSSION

In this section, each of these four relationships is discussed in some details, demonstrating that these findings were consistent with the expected outcomes and identifying potential reasons why these findings may have been seen.

There is no significant difference between age group and purchasing decision on social media Facebook in Bangkok. It shows that it is not specify the range of age to have the purchasing decision of female fashion clothes on Facebook in Bangkok (Taeb, 2010).

There is no significant difference between education level group and purchasing decision on social media Facebook in Bangkok. People who gain any education level can make the purchasing decision of female fashion clothes on Facebook in Bangkok (Taeb, 2010).

There is no significant difference between occupation group and purchasing decision on social media Facebook in Bangkok. People who are in any occupation can make a decision to purchase female fashion clothes on Facebook in Bangkok (Taeb, 2010).

Product appearance in term of quality, color, size, shape, providing the warranty. Products are intangible when people consider the products. Thus, in the pictures, they looks better than real. The quality is not

good as the seller advertised then it results in the image. Moreover, people need to try the clothes (Andersen, 2014). About price, Mimapan (2012) studied buying behavior on Facebook and focused on the purchasing of fashion items, especially clothes. Each time, a buyer spent 500 – 1,000 baht. The same as Jantarataporn (2013)'s study, the majority of participants were female, 20-29 years old with a bachelor's degree. The majority also used Facebook every day, more than an hour a day. They bought products sold on Facebook once a month. Each purchase took more than an hour. About place, normally, the main target of using Facebook is people intend to communicate with friends, so mostly they aren't interested in purchasing products via Facebook. Although the appropriate in selecting the way to deliver products which can assist in distributing channel which the customers expect for free and save time, but actually it is not. Moreover, it's complicated for people to use the Facebook's interface and spend more time on Facebook than average (Darban, 2012).

Promotion has positive effect decision making on social media Facebook in Bangkok. Most participants chose discount and free product as the important promotions. Sales promotion is used to motivate and encourage customers to buy products (Altstiel et al., 2006) as the offer targeted to customers and it can increase the speed and strength of the customers' decision. Kotler et al. (2005) explain that this type of promotion can be used by companies to attract customers to try products or purchase the companies' products, instead of the competitors.

Perceived usefulness has positive effect decision making on social media Facebook in Bangkok. In online shopping, if people feel the online shopping is useful because it provides several products choices, it can fulfill people needs faster, can decrease time for unproductive activity thus people will use it more frequently. The relationship between perceived usefulness and purchasing decision is positive (Davis et al., 1989).

Perceived ease of use has positive effect decision making on social media Facebook in Bangkok. Consumers try to minimize their endeavor to search the easiest process in shopping. Thus, using the easier technology in online shopping process like the way to access the sites easily. Comparing products and prices, finding the desired products, and understanding the procedure. Consumers will prefer the online shop, shopping online can let consumers using the technology free from difficulties with the perception (Pavlou, 2003).

5.3 RECOMMENDATIONS

5.3.1 Recommendations for business

This research empowers the researcher to create a number of recommendations, particularly for using the internet marketers, and other entrepreneurs in Thailand that are presently opening their own online store via Facebook. The first recommendation is clear that product, price, place, promotion, perceived usefulness, and perceived ease of use are all the key aspects of business competition. They should highlight on the area for customer improvement. If they will not provide the basic aspects of the Facebook, it will be hard to keep on to compete. The key for success on Facebook is to maintain the basic competitive advantages on the age of intensive competition. In details, product appearance in term of quality, performance, color, size, shape, providing the warranty. Products are made for sale and considered to meet the consumers target group' needs, packaging is extremely important to the product which cause the main benefits in two ways are to promote quality of products and sales. Therefore, the shape of the container or package today is so colorful, and packaging materials used to make exotic than ever. The consumers often make a purchase with regarding to the packaging rather than the product. Thus the manufacturer should improve the quality of products. Besides, manufacturing to be sold in the market has to define the brand and trademarks in order to demonstrate that the product is manufactured by one of the well. Brand is useful to consumers; it made consumers aware the producers. Consumers will be able to use past experience to assist in the buying decision easier without any support information all the time and be confident in the decision to buy the product. Consumers will compare between values of products with products price. If value is higher than price then consumers will make a decision to buy it. Therefore, the people who plan the price marketing strategies have to consider the cases as follows: perceived value in the customers' sight which considers the acceptance from customers in value of products is higher than price of products; cost of products', and related expenses, competitive. The appropriate in selecting the way to deliver products which is able to save time and cost for distributing channel, transport media, including air, car, rail, barge, pipeline transportation. Marketing executives must consider whether to opt for any medium to be the best by paying the low cost and deliver products to customers on time. Sales promotion can be used to attract customers to buy products and to retain customers. The marketers should keep in touch the customers so that to get used to them. Perceived usefulness, Davis et al. (1989) report that a number of people are likely to decide whether to use an application to the extent they find it helps

them to do better jobs. Perceived ease of use, creating or adjust the user interface to be easily use for the consumers. All questionnaires were answered by female respondents. Most of participants have ever bought the products online via Facebook. Analyzed data by regression then derive statistical data. Most of people who make a decision to purchase female fashion clothes via Facebook. The majority is 18 to 29 years old. Most participants received the monthly income lower than 15,000 Baht, and also being a student. The big group purchasing products less than once a month, then every 2 weeks. The purpose in using Facebook service is to purchase products especially female fashion clothes, and the type is shirt, pants, and dress, respectively. The consumers don't care about brand because they focus on price around 251-1,000 Baht are accepted. However, people who have different ages, education levels, and occupations can make a decision to purchase female fashion clothes on Facebook.

5.3.2 Recommendations for future research

The first recommendation for future research is to targeting in different things who shop via Facebook. For example, this research could collect information about demographic information (age, gender, occupation, monthly income, and so on) so that to determine the target group. The analysis should focus on the sharing comment for customers after purchasing products via Facebook to collect information in order to improve the Facebook pages, service, and quality. This type of research is essential due to involve to the Facebook's owners who are the seller, and could aid to identify the customers' needs.

The second recommendation for future research is to change the type of products and that maybe for men. In the future, the application online will be created more especially it can be used on mobile phone which people can use that application all the time. Then this will be the choices for doing thesis for the new case.

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APPENDIX

APPENNDIX A: QUESTIONNAIRE

Direction: This survey is used to collect data in this research topic “Factors affecting decisions making in purchasing female fashion clothes of social media on Facebook in Bangkok”.

This survey is separated into 5 parts as follows.

Part 1: General information about population.

Direction: Please fill the mark ✓ in in front of the choice which is suitable with you.

1.1 Age.....years.

13-29 years

30-64 years

1.2 Education level

Under graduates

Bachelor degree

Higher than graduates

1.3 Occupation

Student

Government officer/Public enterprise officer

Staff at the private company

Business

.....

1.4 Average personal income per month

Below 15,000 Baht

15,001 - 30,000 Baht

30,001 - 50,000 Baht

Above 50,000 Baht

Part 2: General online social media behavior on Facebook

Direction: Please fill the mark ✓ in in front of the choice which is suitable with you.

2.1 Do you have the experience in purchasing products on Facebook?

Yes

No (Skip to answer question no. 6)

2.2 How often do you purchase products on Facebook?

Everyday

1-2 days per week

Once a week

Every 2 weeks

Once a month

Less than once a month

2.3 What is the purpose in using Facebook service?

Communication

Purchasing products

Entertainment (see the movie)

Exchange information, news

Others

2.4 What kind of products which you have ever purchased on Facebook?

Female fashion Clothes (please continue doing 2.5)

(Else, please doing no. 2.6)

Cosmetics

Sport equipment

IT device

Books

Others

2.5 What type of female fashion clothes which you have ever purchased on Facebook?

Shirt

Skirt

Dress

Blouse

Pants

Others

2.6 Are items which you have ever purchased on Facebook branded?

Yes

No

2.7 What is price for each item which you have ever purchased on Facebook?

Below 250 Baht

251-1,000 Baht

1,001-5,000 Baht

More than 5,000 Baht

Part 3: External Factors of Perceived usefulness (PU), and Perceived ease of use (PEOU) toward decision making in purchasing products on Facebook.

Direction: Please fill the correct sign in the blank which the score of comments most matching with your opinion.

Item	Statement	Agreement level				
		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Perceived usefulness						
3.1	Using the Facebook enhanced my effectiveness in decision making in purchasing female fashion clothes.					
3.2	Using the Facebook improved my					

Item	Statement	Agreement level				
		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
	performance in decision making in purchasing female fashion clothes.					
3.3	Using the Facebook increased my productivity in decision making in purchasing female fashion clothes.					
3.4	Using the Facebook enabled me to accomplish tasks more quickly.					
Perceived ease of use						
3.5	Overall, I found the Facebook interface in purchasing female fashion clothes is easy to use.					
3.6	My interaction with the Facebook interface system was clear and understandable.					
3.7	It was easy for me to become skilful at using the Facebook interface.					
3.8	I found the Facebook to be flexible to interact with.					

Part4: Factors which have the effect towards decision-making in purchasing female fashion clothes through online social media on Facebook.

Item	Statement	Agreement level				
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Marketing Mix						
Product						
4.1	There are a variety of products.					
4.2	Products have good quality.					
4.3	Users can request more information about products.					
4.4	Products are up to date.					
4.5	Products are available in various sizes.					
4.6	With the ease of finding products.					
Price						
4.7	Purchasing products via Facebook are cheaper than other ways.					
4.8	There are a variety of payment methods.					

Item	Statement	Agreement level				
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
4.9	Charging the actual price indicated on the Facebook.					
4.10	Fixed price is stable.					
Place						
4.11	The store opens 24 hours.					
4.12	Convenience in ordering products, and save time.					
4.13	Delivery is free.					
4.14	Product delivery is Punctual.					
Promotion						
4.16	There are the public relations on Fanpage.					
4.17	In the Festival, there are the activities such as free, discount, and exchange.					
4.18	The promotions are always attractive.					
4.19	Seasonal promotions are available.					
4.20	I am well informed of promotions held.					

Part5: Decision-making in purchasing female fashion clothes through online social media on Facebook.

Item	Statement	Agreement level				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
Purchasing decision						
5.1	I use Facebook to find people that share the same interest as me.					
5.2	I often get inspired to purchase something because I read about it on Facebook.					
5.3	I use Facebook to make comments and inform others of my latest purchase.					
5.4	I often discover new products and services on Facebook.					

6. The reason why don't you purchase products on Facebook?