

The Impact on Repurchase Intention of Cosmetic via Facebook in Songkhla Province

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**The Impact on Repurchase Intention of Cosmetic via Facebook in
Songkhla Province**

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the Degree of Master of Business Administration (International Program)**

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ชื่อสารนิพนธ์

ผลกระทบต่อการซื้อเครื่องสำอางผ่านสื่อสังคมออนไลน์เฟสบุ๊คในจังหวัดสงขลา

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บทคัดย่อ

การศึกษาค้นคว้าครั้งนี้มีจุดประสงค์คือการประยุกต์แบบจำลองการรับรู้การใช้เทคโนโลยีเพื่อสำรวจการซื้อเครื่องสำอางผ่านสื่อสังคมออนไลน์เฟสบุ๊ค และเพื่อตรวจสอบผลกระทบของการรับรู้ถึงการใช้จ่ายที่เกิจากการใช้เฟสบุ๊ค การรับรู้ถึงความง่ายที่เกิจากการใช้เฟสบุ๊ค การรับรู้ถึงความเสี่ยงที่เกิจากการใช้เฟสบุ๊คต่อการซื้อเครื่องสำอางผ่านสื่อสังคมออนไลน์เฟสบุ๊ค การวิจัยเชิงปริมาณนี้ใช้วิธีการวิจัยโดยใช้แบบสอบถามซึ่งดัดแปลงมาจากการศึกษาที่ผ่านมา มีผู้ตอบแบบสอบถามทั้งหมด 239 คน ผู้ซึ่งเคยซื้อเครื่องสำอางผ่านเฟสบุ๊คอย่างน้อย 1 ครั้ง การศึกษาค้นคว้านี้ใช้การวิเคราะห์สถิติเชิงบรรยายและการวิเคราะห์สถิติเชิงอ้างอิงการศึกษาค้นคว้านี้ใช้การวิเคราะห์การถดถอยพหุคูณเพื่อวิเคราะห์ผลกระทบของการรับรู้ถึงการใช้จ่ายที่เกิจากการใช้เฟสบุ๊ค การรับรู้ถึงความง่ายที่เกิจากการใช้เฟสบุ๊ค การรับรู้ถึงความเสี่ยงที่เกิจากการใช้เฟสบุ๊คต่อการซื้อเครื่องสำอางผ่านสื่อสังคมออนไลน์เฟสบุ๊คผลการศึกษาพบว่าการรับรู้ถึงการใช้จ่ายที่เกิจากการใช้เฟสบุ๊ค การรับรู้ถึงความง่ายที่เกิจากการใช้เฟสบุ๊คมีผลกระทบเชิงบวกต่อการซื้อเครื่องสำอางผ่านสื่อสังคมออนไลน์เฟสบุ๊ค แต่การรับรู้ถึงความเสี่ยงที่เกิจากการใช้เฟสบุ๊คไม่มีผลกระทบต่อการซื้อเครื่องสำอางผ่านสื่อสังคมออนไลน์เฟสบุ๊ค อย่างไรก็ตาม โดยธรรมชาติของการรับรู้ถึงความเสี่ยงต่อการซื้อของออนไลน์ไม่สามารถขัดขวางพฤติกรรมการซื้อของซ้ำของลูกค้าได้ดังนั้นงานวิจัยนี้ ผู้ขายของผ่านสื่อออนไลน์เฟสบุ๊คสามารถนำไปประยุกต์ใช้ได้

คำสำคัญ

แบบจำลองการรับรู้การใช้เทคโนโลยี,
การรับรู้ถึงการใช้อย่างปลอดภัยที่เกิดจากการใช้เฟสบุ๊ค,
การรับรู้ถึงความง่ายที่เกิดจากการใช้เฟสบุ๊ค,
การรับรู้ถึงความเสี่ยงที่เกิดจากการใช้เฟสบุ๊ค

Thesis Title	The impact on repurchase intention of cosmetic via Facebook in Songkhla province
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ABSTRACT

The main aim of this study is to apply technology acceptance model in investigating the repurchase intention of cosmetic products through Facebook. This study therefore examined the ⁷ impact of perceived usefulness, perceived ease of use, and perceived risk on the repurchase intention of cosmetic product through Facebook. Quantitative research method with questionnaire adopted from previous studies was used. A total of 239 respondents who have purchased cosmetic product via Facebook at least once have responded to the online survey. In order to answer the research questions generated in the study, both descriptive and inferential statistical analysis were conducted. Multiple linear regression analysis was used to analyze the impact of perceived usefulness, perceived ease of use, and perceived risk on repurchase intention. The result revealed that perceived usefulness and perceived ease of use both have positive impact on the intention to repurchase cosmetic product through Facebook. However, the perceived risk has no impact on the intention to repurchase cosmetic through Facebook. Thus, the perceived risk inherent in purchasing online does not prevent customers from repeat purchase. The practical implication of this study is useful for the vendors who sell cosmetic product through Facebook.

Keywords: Technology Acceptance Model, Perceived usefulness, Perceived ease of use, Perceived risk, Repurchase intention

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CHAPTER 1

INTRODUCTION

1.1 Research Background

There is an increasing access to internet which has created a huge market for online shopping also known as electronic commerce (e-commerce) (Rokicki, 2018). In Thailand, the outcome of the survey of Internet users in Thailand in 2018 by the Office of Electronic Transaction Development Agency (ETDA) found that Thai people spend about 70 hours on the Internet per week or average of 10 hours 5 minutes per day (ETDA, 2018). The rise in internet users has resulted in the rapid growth of online shopping in Thailand. In 2017, e-commerce market in Thailand was worth \$2.9 billion in trade. The e-commerce market has been growing at an average of 14.5% annually and it is expected to be worth \$5.8 billion and \$11.1 billion by the year 2022 and 2025 respectively (Yongjiranon, 2018). Also, Pricewaterhouse Coopers (PwC, 2018) reported that e-commerce in Thailand is growing 100% faster than the traditional in store purchase. Many brick and mortar retail businesses are looking for a way to compete by starting their own online business alongside the brick and mortar. The reason for this is because the internet is becoming the channel to reach many customers faster as more people adopt internet usage.

Buying product online provides customers with convenience because it can be done at the comfort of the customers' home and the product can be delivered directly to the customers address. It also provides access to a wide range of options of products that the customer wants and can also aid decision making when customers look at reviews of the products by other customers. Online shopping is always also accessible. There is also benefits for the retail businesses as they are able to reach more customers even those not within their geographical area. It is also changing the way retail businesses are done as there may be no

need to incur the cost of opening a physical store to start a retail business. A virtual store can exist online and this is known as e-retailing or online retailing (Shaw, Blanning, Strader, & Whinston, 2012).

E-commerce is generally categorized into three types which are Business to Consumers e-commerce (B2C), Business to Business e-commerce (B2B) and Consumer to Consumer e-commerce (C2C) example of which is eBay (Kotler, 2003). An aspect of C2C e-commerce that is becoming the new way of doing business in Thailand is social commerce (s-commerce) (Yongjiranon, 2018). S-commerce refers to doing e-commerce activities and transactions through social media platform or environment and mostly within social network (Liang & Turban, 2011). S-commerce in Thailand is done through Facebook, Line, Instagram and Twitter and it is becoming so popular that it is taking up 50% of e-commerce purchases (Yongjiranon, 2018). Sukrat, Mahatanankoon, and Papasatorn (2018) also stated that s-commerce is flourishing in Thailand. According to the report by the Economic Intelligence Centre (EIC) of Siam Commercial Bank (SCB), more than 51% of online shoppers in Thailand purchase goods through Facebook, Instagram and other online social media platforms (Booasang, 2017). This report further claimed that s-commerce is a rival for Lazada which the biggest e-commerce platform in Thailand. The figure below presents online

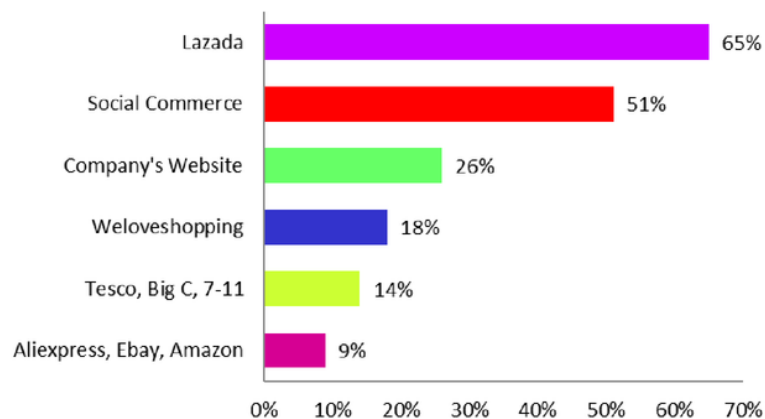


Figure 1.1 Thai consumers' preferred platform to shop online (Source: Booasang, 2017)

The popularity of s-commerce is because while e-commerce in Thailand and everywhere else has been dominated by big businesses, s-commerce is done by many people because of the low cost of starting up. S-commerce also is able to create many jobs for young adults in Thailand as they can easily engage in s-commerce in their free time and this is a major form of freelance job among young adults in Thailand. Booasang (2017) also revealed the type of goods purchased on s-commerce in Thailand by comparing the types of goods bought on s-commerce with the type of goods bought on Lazada. The figure below presents the findings.

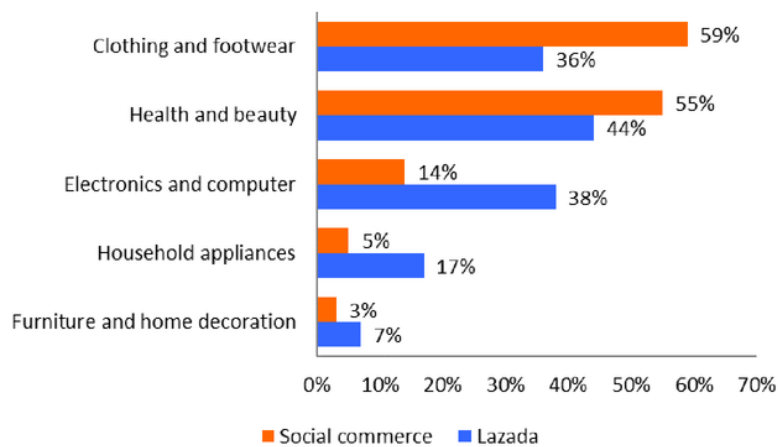


Figure 1.2 Comparison of products bought on Lazada and through social commerce (Source: Booasang, 2017)

As shown in Figure 1.2 above, 59% of the respondents to the survey conducted by the EIC of SCB in February 2017 claimed that they purchase their clothing and footwear through social commerce and 55% of the respondents purchase their health and beauty products through s-commerce. These shows that products bought through social commerce are products that do not need after-sales service.

One of the commonly observed trends on the s-commerce in Thailand is the growing sale and purchase of cosmetic products on social media. In 2017, the beauty and personal care products market in Thailand was valued at about \$4.7 billion (U.S. Department of Commerce, 2018). The value in 2017 was a 7.8% increase from 2016. The 2017 value of the beauty and personal care product market is made up of; skincare product which was valued at \$2.2 billion and it forms 47% of the market, the hair product which was valued at \$846 million and represents 18% of the market, the makeup products which was valued at \$658 million and represents 14% of the market, and the personal hygiene products which was valued at \$752 million and represents 16% of the market (U.S. Department of Commerce, 2018). Also, Thailand is the leader as an original equipment manufacturer (OEM) for international cosmetic brands among the Association of Southeast Asian Nations (ASEAN) (U.S. Department of Commerce, 2018). Moreover, due to the increasing health and wellness consciousness and because Thailand is becoming aging society, there may be an increase in demand for natural and herbal cosmetic products as well as anti-aging cosmetic products.

1.2 Problem Statement

As stated earlier, cosmetic products are one of the popular products that people buy through s-commerce in Thailand and the demand for cosmetic is projected to increase in the future. The social media platforms for s-commerce include Facebook, Twitter, Instagram, Line, among others. According to Statista, which is an online statistics and market research company, Facebook is the leading social networking site in Thailand with 75% penetration in the country (Statista, 2017). Therefore, many of s-commerce is likely to happen on Facebook since it is the highest used social media platform in Thailand. According to Rastogi (2018), there are currently more than 10,000 online stores operating on Facebook in Thailand. Due to the high number of individuals and small businesses selling products through Facebook

and the low switch cost for the buyers, the competition among the sellers is expected to be high and the sellers are expected to have high customer churn rate or low customer retention rate. However, a study by Mainspring and Bain & Company (2000) revealed that a customer needs to shop at least four times at online store before that store can make profit from this customer. Hence, customers' repurchasing or loyalty is important to the success of the online store. Therefore, it is important to study the factors that could impact on repurchase intention.

There are factors that can affect the repurchase intention of cosmetic through Facebook. Linda (2010) claimed that factors such as information quality, communication, and word-of-mouth (WOM), could make s-commerce trustworthy because it includes user-generated content, such as customer ratings, reviews, recommendations and referrals. S-commerce involves the use of technology and past literatures have examined the characteristics and acceptance of the technology on the consumer behaviour like purchase intention (Bruner & Kumar, 2005; Dahlberg, Mallat, & Öörni, 2003). The perceived usefulness of the e-commerce technology has been linked to the acceptance or adoption of online shopping and the consumer behaviour online (Gefen, Karahanna, & Straub, 2003; Tong, 2010; Venkatesh & Davis, 2000). Also, the perceived ease of use of the e-commerce technology has been explained to be an antecedent to the online purchase intention of the consumers (Hsieh & Liao, 2011; Tong, 2010). The perceived risk associated with the use of e-commerce technology has been revealed as an antecedent to consumer behaviour in the acceptance of the technology and intention to purchase online (Gefen et al., 2003; Lui & Wei, 2003; Phongsatha&Jirawoottirote, 2018). Sukrat et al. (2018) also stated that factors like trust among others have been identified as major determinant of the success of s-commerce. Perceived usefulness, perceived ease of use, and perceived risk have been studied as the factors that impact on intention to purchase under the model known as the technology acceptance model (TAM) (Davis, Bagozzi, & Warshaw, 1989; Venkatesh & Bala, 2008).

Whereas, there is abundance of studies that have investigated the ⁸ impact of perceived usefulness, perceived ease of use, and perceived risk on purchase intention, there are limited studies have investigated the ⁸ impact of perceived usefulness, perceived ease of use, and perceived risk on repurchase intention (Chiu, Chang, Cheng, & Fang, 2009). Therefore, there is a need for more studies ⁷ on the impact of perceived usefulness, perceived ease of use, and perceived risk on repurchase intention particularly in social commerce as many researches done have focused on e-commerce as a whole and few have focused on social commerce (Grandon & Pearson, 2004; Kim & Park, 2013).

1.3 Research Questions

Based on the problem statement above, this study therefore aims to answers the following research questions below:

1. What is the level of ³ perceived usefulness, perceived ease of use, perceived risk and repurchase intention of cosmetic product via Facebook in Songkhla province?
2. What is the impact of ³ perceived usefulness, perceived ease of use, and perceived risk on repurchase intention of cosmetic via Facebook in Songkhla province?

1.4 Research Objectives

The objectives of this research are therefore stated as:

1. To describe the level of ³ perceived usefulness, perceived ease of use, perceived risk, and repurchase intention of cosmetic via Facebook in Songkhla province
2. To investigate the impact of perceived usefulness, perceived ease of use, and perceived risk on repurchase intention of cosmetic via Facebook in Songkhla province.

1.5 Expected contributions

This study is expected to add to the existing literature on repurchase intention most especially from the aspect of s-commerce. There are many empirical literatures on online purchase intention but most of them have studied in the context of general e-commerce which includes the main platforms of B2B and B2C activities (Grandon & Pearson, 2004) and there are few studies that focus on the s-commerce. Also, this study could provide insight into the behaviour of consumers when deciding to purchase cosmetics on social media. Moreover, by applying the concepts of perceived usefulness, perceived ease of use and perceived risk in the context of s-commerce provided empirical information on the extent to which these concepts are applicable to s-commerce environment and a post purchase behaviour like repurchase intention.

1.6 Research Scope

This study focused on the impact of perceived usefulness, perceived ease of use, and perceived risk on repurchase intention of cosmetic through s-commerce in Songkhla province, Thailand. The reason the author decided to collect the information for this research in Songkhla province, Thailand is because of the popularity of s-commerce in Thailand. According to (PwC, 2016), Thailand compared to other countries in the world is a leader in purchasing goods directly through social media. The figure below shows the comparison.

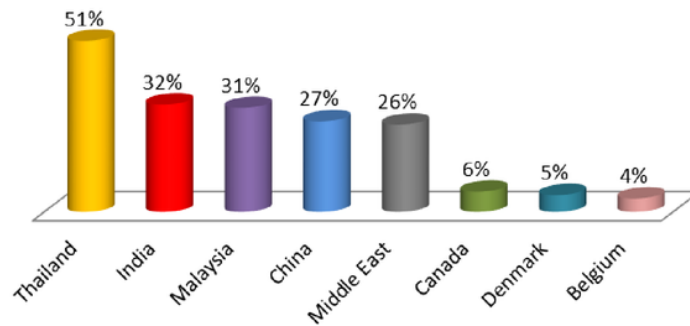


Figure 1.3 Social media as a shopping channel (Source: PwC, 2016)

Secondly, Songkhla province is the largest of province of lower southern of Thailand. According to National Statistical Office (2016)'s survey of internet users in Thailand from 2007-2016, Songkhla province ranked 6th in the province with the highest internet usage in 2009 with 298,859 internet users and moved up to 5th rank in 2011 with 355,750 internet users. There are 778,363 internet users in Songkhla province in 2016 (National Statistical Office, 2016). Consequently, there is an increase in the number of people using the internet in Songkhla province.

1.7 Key Definitions

1.7.1 Social Commerce (S-commerce): S-commerce refers to doing e-commerce activities and transactions through social media environment and mostly within social network (Liang & Turban, 2011). Kim and Park (2013) referred to s-commerce as a new business model of e-commerce motivated by social media that enables the purchase and sale of products and services. This study therefore defines social commerce as **the use of social media platform like Facebook for the sales and purchase of cosmetic.**

1.7.2 Perceived usefulness: it is the degree to which a person believes the using a system or device would enhance his or her task or job performance (Davis, 1989). In this

study, the perceived usefulness is defined as the consumers' perceived benefit in using Facebook for buying cosmetic products.

1.7.3 Perceived ease of use: it is the degree to which a person believes that using a system or device will be free of effort (Davis, 1989). This study defines perceived ease of use as the consumers' perception of limited or no effort required in using Facebook for purchasing cosmetic products.

1.7.4 Perceived risk: it is defined as the uncertainty about the outcome or consequences of a decision or choice (Hunter, Kasouf, Celuch, & Curry, 2004). This study defines perceived risk as any perceived uncertainty by the consumers in purchasing cosmetic product through Facebook.

1.7.5 Repurchasing intention: This can be defined as the individual's judgement about buying again a designated product or service (Zhang et al., 2011). In the context of this study, repurchase intention is defined as the willingness of the customer to buy cosmetic from Facebook again or to continue to buy cosmetic from Facebook after previously experiencing the purchase of cosmetic from Facebook.

1.7.6 Cosmetic product: Cosmetic products are defined as any substances or preparations that are intended to be placed in contact with the various external parts of the human body (epidermis, hair system, nails, lips, eyes and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, correcting body odours, protecting them or keeping them in good condition (Health Science Authority, 2017). Examples of cosmetic include creams, powders, fragrances, lipsticks, nail polish, eye and facial makeup, hair colours, among many others. According to O'Lenick, Somasundaran,

Rhein, and Schlossman (2006), cosmetic could be broadly classified into two groups as care cosmetics and decorative cosmetics.

CHAPTER 2

LITERATURE REVIEW

In Chapter 1, the growing trend of s-commerce was discussed and the need for understanding the factors influencing customers' online repurchasing intention was explained. This chapter therefore focuses on discussing the theoretical background, the underlying concepts, and review of previous literatures that have tested the TAM.

2.1 Technology Acceptance Model

Technology Acceptance Model (TAM) has been used to address the usage or acceptance of technology to better explain users' or consumers' behaviour. The model was developed by Davis et al. (1989) to understand the antecedents to the usage of new technology by linking the perceived ease of use and perceived usefulness of a technology to the behavioural intention to use the technology. The perceived ease of use was defined as the level to which a person believes that using a technology will be free of efforts or will require minimal effort. On the other hand, the perceived usefulness is defined as the level to which a person believes using the technology will enhance his/her performance. TAM was developed from both the theory of planned behaviour (TPB) and the theory of reasoned action (TRA) to identify the relationship among the determinants: perceived usefulness, perceived ease of use, attitude towards use, behavioural intention to use and the actual usage (Davis et al., 1989). The theory states that the actual usage of a technology is the outcome of behavioural intention to use the technology and the behavioural intention to use is impacted on the attitude towards using the technology whereas the attitude towards using the technology is determined by the user's or potential user's perceived usefulness and perceived ease of use of the technology. The original model is illustrated in the Figure 2.1 below:

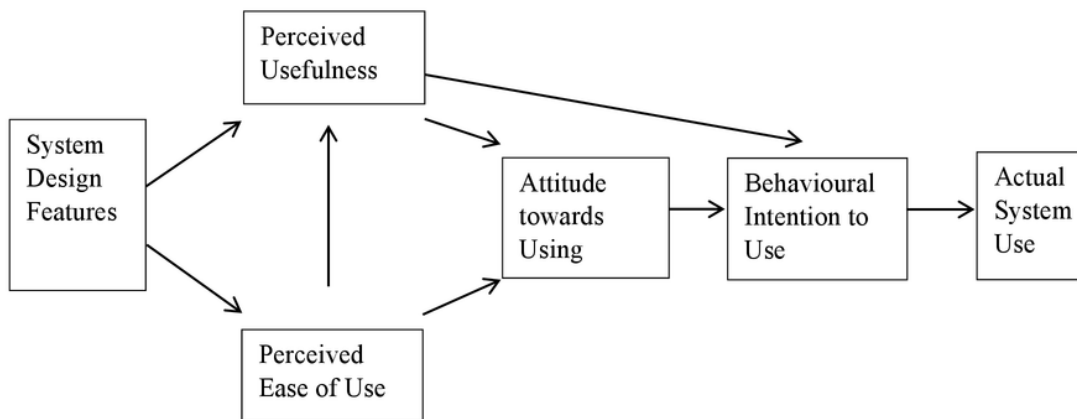


Figure 2.1: Technology Acceptance Model (Source: Davis et al. (1989, p.985).

In TAM, actual usage can be predicted by measuring behavioural intention, which can be determined by the person's attitude towards using the technology and the attitude is impacted on both the perceived usefulness of the technology and its perceived ease of use.

Davis (1989) further stated that TAM uses two constructs of beliefs which are usefulness and ease of use and these constructs enable researchers to explain attitudes toward the usage of different computer-mediated systems. Therefore, researchers explore the attitude toward usages of technology by studying the perceived usefulness and perceived ease of use of the technology. This is the reason why most researchers applying TAM do not study the attitude construct or variable in the model because by studying the perception of users and their behaviour intention, they can understand the users' attitude towards using the system or technology. When users perceived that the technology is usefulness and easy to use, it revealed their attitude toward eventually using the technology. In addition, the research results from Davis et al. (1989) revealed that empirical evidence supported the direct impact of usefulness on behavioural intention. In addition, the empirical evidence also supported that ease of use has a direct impact on perceived usefulness. This is shown in Figure 2.1 above. Hence, the focus of many studies in the attempt to understand the attitude toward the

usage of a technology has been to investigate perceived usefulness, perceived ease of use and the behavioural intention to use. The TAM has been widely used by researchers to understand consumer behaviour in accepting new technology. For instance, Pavlou (2003) used TAM to examine how consumers accepted e-commerce by suggesting a set of important drivers for engaging consumers in online transactions. Gefen et al. (2003) also used the TAM to examine trust by investigating vendor, safety mechanism and ease of use in online shopping.

2.1.1 Further Development of TAM

Despite many empirically proven results for this theoretical model, TAM has been criticised because it is too simple and it makes no reference to other variables that can give more explanatory power to the model (Bagozzi, 2007). Based on this criticism, Venkatesh and Bala (2008) added another important construct (perceived risk) to TAM from the e-commerce perspective developing what is known as TAM. They proposed that perceived usefulness, perceived ease of use and perceived risks are factors that impact on the acceptance of the e-commerce technology. The perceived risk is another belief construct that indicate the likelihood that something negative would happen during the purchase experience (Venkatesh & Bala, 2008). In conclusion, TAM is the underlying theory for the investigation of the factors that affects online purchase behaviours like repurchase intention.

2.2. Social Commerce (S-commerce)

2.2.1. Definition of S-commerce

Social commerce refers to doing e-commerce activities and transactions through social media environment and mostly within social network (Liang & Turban, 2011). Kim and Park (2013) referred to s-commerce as a new business model of e-commerce motivated by social media that enables the purchase and sale of products and services. Social commerce includes the use of web 2.0 social media technology to support online interactions between

the customer and the retailer in the purchase of products and services (Liang & Turban, 2011). This study therefore defines social commerce as the use of social media platform for e-commerce activities.

2.2.2. Differences Between E-commerce and S-commerce

Although s-commerce is a subset of e-commerce, there are some difference in the approach and application of e-commerce website to s-commerce. For instance, while e-commerce websites based on web 1.0 in which communication is one directional, s-commerce are done on social networking site which are based on web 2.0 technology and communication is multi-dimensional. Also, Rad and Benyoucef (2011) noted that while e-commerce uses push business model, s-commerce uses pull business model and while e-commerce is based on one to one customer relationship, s-commerce is based on customer community relationship. The differences between e-commerce and s-commerce are further explained in the table below;

⁵
Table 2.1 Differences between e-commerce and s-commerce

Perspective	Aspects	E-commerce	S-commerce
Business	Value creation and value chain	The design of the architecture that creates value and the corresponding coordination mechanisms is limited to the enterprise and/or its partners	⁵ New business values through user's attention
	Business models	Traditional business models	Value through participation and collaboration of large

Perspective	Aspects	E-commerce	S-commerce
			actors with rewarding motivation
		<p>5 The architecture of the products or services and the modelling and design of the business processes are limited to the enterprise and/or its partners</p>	<p>5 Newer technologies supporting social interactions enable new business models, where many actors participate in the elaboration of the architecture of the products/services and the modelling and design of the business process</p>
Technology	Infrastructure and platform	Web 1.0	Web 2.0
5 Design	Building blocks and elements of design	Content, Structure, and Navigation	<p>5 Individual, interactions, and community in addition to content, structure, and navigation</p>
	Customer connection/ communication/ conversation	<p>5 Content: Characteristics of the products or services, shopping cart, and to less</p>	User centred design, through interactive that enables identity,

Perspective	Aspects	E-commerce	S-commerce
		extent customer profiles	interactions, and communities
	⁵ System interactions	The browsing is one-way	⁵ More social and interactive approaches that let customers express themselves and share their information related to a context with other customers as well as with the enterprise
		One-way creation of content: from business to customers	Community creation / ⁵ sharing content related to a context Forums, blogs, and wikis

Adopted from Baghdadi (2016, p.100)

S-commerce is done on social media platforms. There are many types of social media platforms.

2.2.3. Types of Social Media Platforms

Bantadthong (2014) stated that online social media can be categorized by looking at the main purpose of the sites and features. She categorized social media sites into seven types based on their purpose as follows:

1. Identity Network

This type of social network is used by the visitors to create their presence on the site and to publish their stories on the Internet. The nature of the release may be a video image, writing a message to the blog. It is also a web site emphasizing on finding new friends or finding out old friends. Writing articles freely. This may be used in two forms:

1.1 Blog: Blog is a short name of a Weblog that comes from the word "Web", combined with the word "Log", which is a virtual record or detailed information stored. So blogs are web-based applications that keep track of stories. The content written by the owner expressed the feelings. In general, the owner which is called "Blogger", writes a record or tell the event that the readers want to know or offer his or her views and ideas into the blog itself.

1.2 Micro Blog: This type of social network allow user to post short messages via web service provider and can send the message to mobile phones such as Twitter etc.

2. Creative Network

This type of social networking is a society for users who want to express themselves and present their work and can show their works from all over the world. There are sites that provide virtual space as Gallery to showcase their own works such as videos, pictures, music. It also has the main purpose to share content between users of the web. But this web is focused only on multimedia files. These social networking providers include YouTube, Flickr, Multiply, Photobucket, and SlideShare.

3. Passion Network

It's an online social network that stores what you like on the web. It creates an online bookmarking. The idea is to allow users to keep pages of the bookmarks on the same person is kept on. The website must be shared with people who have the same passion. It also can be used as a reference source for information and they can also vote to rate with an online bookmark that users find useful and popular. This type of social network includes Digg, Zickr, Ning, del.icio.us, and Reddit.

4. Collaboration Network

It is a social network that needs knowledge and extension from the knowledgeable user. The knowledge that has come out constantly updated and developed in the end. If you look at the motives that occur, people who come into this society are often proud to publish what they know and bring benefits to society. Another reason to join this platform is to gather information on various topics in the academic content, geography, history, goods or services from most often academic or specialist. Examples of social networking service providers in a collaborative platform are Wikipedia, Google earth and Google Maps.

5. Virtual Reality

This type of social network is an online game, which is a very popular website because it is a source of many games. It provides video games that users can play on the Internet. This online game looks like a 3D game where users present their role-playing roles in the game. Players can interact with other players as in the real world. It's like having a social network of like-minded players. It also has attractive graphics and activities that players like such as Second Life, Audition, Ragnarok, Pangya and World of Warcraft.

6. Professional Network

Professional Network is a social network for work. The aim of using these social networks is to distribute their work and create networks with others in similar career or not. In addition, companies that need people to join can access the history of users in this social network. The social networks of this type such include LinkedIn, etc.

7. Peer to Peer

Peer to Peer (P2P) is a social network that connects directly between users. It makes communication or sharing of information quickly and directly to the user. The provider of this type of online social networks includes Facebook, BitTorrent, Skype, etc.

Out of all the social network platforms or sites, Facebook has been the world leader in terms of the number of users and the popularity. According to Hutt (2017), Facebook is by far the most popular social network in the world with more than 1.8 billion monthly active users.

2.3 Perceived Usefulness

2.3.1 Definition of Perceived Usefulness

The perceived usefulness is defined as the level to which a person believes using a certain technology will enhance his/her performance (Davis, 1989). It also means the consumer or users perceived benefit of using a system such increasing efficiency or facilitating the accomplishment of specific task (Gefen et al., 2003; Venkatesh & Davis, 2000). Perceived usefulness has also been defined as the measure of individual's subjective assessment of the value or helpfulness derived from using a new information technology for a specific task (Gefen et al., 2003). Although perceived usefulness was originally defined in the context of individual's job performance, perceived usefulness refers to the performance of any task in non-organizational settings as well (Gefen et al., 2003). Given that social media is both information technology and a channel through which consumers interact in s-commerce,

the perceived usefulness of the technology is important to its acceptance. In this study, the perceived usefulness is therefore defined as the consumers' perceived benefit in using Facebook for buying cosmetic products.

2.3.2 Importance of Perceived Usefulness

According to Davis et al. (1989), users' intention to use an information technology is based largely on the perceived usefulness of the system. Perceived usefulness has been found to have a positive impact on the attitude of online consumers towards buying products and services online (Kim & Forsythe, 2007). This is because the perceived usefulness is directly related to the task that the users want to achieve. For instance, an e-commerce website is only useful if the customer can successfully purchase the product or service from the website. The purpose of using the website was to make a purchase; therefore, the customers perceive the site to be useful if the consumer can achieve this purpose through the website. Liu (2006) further stated that the perceived usefulness of an e-service has a positive impact on the word of mouth marketing. This means that when online consumers perceived the usefulness of the system in terms of enhancing performance or completing a task, they tell others about the system.

There are external variables that can affect perceived usefulness. These external variables are computer training (Nelson & Cheney, 1987); social influence (Venkatesh & Davis, 2000); new technology in e-commerce (Gefen et al., 2003); e-service experience and online learning (Saade & Bahli, 2005).

2.4 Perceived Ease of Use

2.4.1 Definition of Perceived Ease of Use

The perceived ease of use is defined as the level to which a person believes that using a technology will be free of efforts or will require minimal effort (Davis, 1989). According to

Gefen et al. (2003), perceived ease of use is the assessment of the core aspect of the information technology regarding the interface and the process involved in using the technology. Perceived ease of use has been described as how users perceive that a technology is user friendly and the advancement is easy to comprehend (Duray, Ward, Milligan, & Berry, 2000). This study therefore defines perceived ease of use as the consumers' perception of limited or no effort required in using Facebook for purchasing cosmetic products.

2.4.2 Importance of Perceived Ease of Use

Davis et al. (1989) stated that perceived ease of use has both direct and indirect impact on the perceived usefulness of a system or information technology. In other words, when consumer or users perceived that a technology or system is easy to use, they consider the technology or system usefulness. Such system is useful in reducing the effort spent on completing a task like purchase a product or service. Other studies have found the importance of perceived ease of use. For instance, Venkatesh and Davis (2000) revealed that perceived ease of use is important because a poor user interface impacts the rejection of information technology. That is if the system is not user-friendly, users are quick to dump the system and look for alternatives. Duray et al. (2000) found that in an online shopping environment, most of the process requires customers' involvement like do it yourself, and it is important to have a user-friendly interface. Compared to the traditional brick and mortar where the customers can interact with the salesperson, the online shopping environment involves more of the customers interacting with the system. Therefore, it is important for the system to be easy to use by the customers. The ease of use, however, can vary from one customer to another depending on their level of technology savvy or their experience in using the technology. Nonetheless, consumers are likely to use or continue using a system or technology when they perceive that the system or technology is easy to use.

2.5 Perceived Risk

2.5.1 Definition of Perceived Risk

Perceived risk is defined as the uncertainty about the outcome or consequences of a decision or choice (Hunter et al., 2004). Forsythe and Shi (2003) defined perceived risk as the product of the uncertainty about the possible outcomes of behaviour and the potential impact on these outcomes. This means that the uncertainty about the outcome is not the only component of perceived risk, it also includes the potential impact on a worst-case scenario of the uncertainty. For instance, a customer might perceive that by purchasing a product online the product will not be delivered on time. The perceived delay and how the delay will affect the customer form the perceived time risk by the customer. Cox and Rich (1964) stated that perceived risk is the nature and degree, or extent of risk perceived by a consumer in making a certain purchase decision. This study therefore defines perceived risk as any perceived uncertainty by the consumers in purchasing cosmetic product through the social media.

Forsythe and Shi (2003) explained that the risk associated with purchasing online could include financial, performance, psychological, and time or convenience risk for the online shopper. Kotler and Keller (2016) also stated that consumer's decision to purchase a product can be impacted on the perceived risks which include functional risk, physical risk, financial risk, social risk, psychological risk and time risk. The functional risk, which is also known as the performance risk is the uncertainty and the consequences of a product not functioning at the level expected by the consumer (Kotler & Keller, 2016). The physical risk is the probability that a product purchased may pose a threat to the well-being and health of the users or others (Kotler & Keller, 2016). The financial risk is defined as the possibility of monetary loss when buying a product or that the product will not be worth the price (Schiffman & Kanuk, 2004). The social risk is the risk that purchasing a product will bring

about disappointment in the individual who made the purchase by friends and family for his or her poor choice of product or service (Ueltschy, Krampf, & Yannopoulos, 2004). The psychological risk is the possibility of disappointment in oneself for choosing a poor product of service (Ueltschy et al., 2004). Lastly, the time risk is defined as the probability or possibility that the product or service will take too long or waste too much time or a loss of time in the purchasing process (Chen & He, 2003).

2.5.2 Importance and Background of Perceived Risk

According to Kotler and Keller (2016), behavioural intention to purchase or repurchase can be modified by the consumers' perceived risk. When the consumers perceived a risk in purchasing goods or services, they may decide to not to purchase or develop ways to reduce the level of uncertainty like gathering more information from friends, asking for warranties, and developing preference for national brand (Kotler & Keller, 2016). The price or the amount of money involved in the transaction can affect the degree of perceived risk. In other words, the degree of perceived risk may vary with the amount of money that the buyer may lose if the seller fails to deliver the goods and services in the agreed conditions. The perceived risk is also affected by the level of self-confidence that the consumer has (Kotler & Keller, 2016). For online purchasing, the physical intangibility increases the consumers' perceived risk when compared to the physical store (Laroche, Yang, McDougall, & Bergeron, 2005).

According to Pavlou (2003), the risk inherent in online transactions can be divided into two namely; behavioural risk and environmental risk. The behavioural risk arises from the possibility for the online retailer to behave in a cunning manner by taking advantage of the fact that e-commerce is not done face to face, and that government may be unable to effectively monitor all e-commerce transactions (Pavlou, 2003). This means that the

behaviour of the retailer cannot be ascertained by the consumer. The environmental uncertainty exists because of the unpredictable nature of the environment where the transaction is taking place which is the Internet and this unpredictable nature is beyond the control of both the retailer and consumer (Pavlou, 2003). An example of the unpredictable nature of the internet is that is prone to hacking and can affect both the retailer and the consumers.

2.6 Repurchase Intention

2.6.1 Definition of Repurchase Intention

Hellier, Geursen, Carr, and Rickard (2003) defined repurchase intention as the individual's judgments about buying again a service or product from the same retailer, taking into account his or her current situation and future possible circumstances. Zhang et al. (2011) defined repurchase intention as the customers' intention to buy again from a service provider after the evaluation of the service including but not limited to emotional evaluation of the earlier service received. In other words, repurchase intention is a post-purchase behaviour whereby the customer is willing to buy a product or service the second time or is willing to continue using a product or service. In the context of this study, repurchase intention is defined as the willingness of the customer to buy cosmetic from Facebook again or to continue to buy cosmetic from Facebook after previously experiencing the purchase of cosmetic from Facebook.

2.6.2 Factors Impacting Repurchase Intention

One of the factors that may affect repurchase intention is satisfaction. According to Kotler and Keller (2016), a satisfied customer is more likely to purchase a product or service again and more likely to say good things about the brand to others. In other words, if the customer has a good experience in the purchase of a good or services the customer is likely to

repurchase and tell others about his or her experience. Researches support the notion that satisfaction from online shopping experience comes from values derived which can be both hedonic and utilitarian values (Babin & Darden, 1995; Chiu, Chang, Cheng, & Fang, 2009). The utilitarian value means task-related worth and is the total assessment of the functional benefits and costs, while the hedonic value means entertainment and emotional worth, and is the complete assessment of buyers' experience in terms of benefits and costs (Overby & Lee, 2006). Some studies have linked the perceived usefulness and perceived ease of use as utilitarian values and have linked them to customer attitude and behavioural intention towards online shopping (Ahn, Ryu, & Han, 2007; Lee, 2005). Perceived usefulness and perceived ease of use are important to achieving valued or desired outcomes like completing the purchase of goods and services, and thus reveal the utilitarian aspects of IT usage (Chiu et al., 2009). The perceived usefulness and perceived ease of use are both impact on the features or design of the system or technology used in the purchase of goods and services as shown in Figure 2.1 above.

2.7 Previous studies

Tong (2010) tested an extended TAM in the context of online apparel shopping in the U.S.A and China. The study examined the impact of perceived usefulness, perceived ease of use, perceived enjoyment, and perceived risk on online purchase intention. This study used quantitative research method by collecting response to questionnaire from 513 respondents from both the U.S and China. The independent variables were perceived usefulness, perceived ease of use, perceived enjoyment, and perceived risk. The dependent variable was the online purchase intention of apparel. The study also examined the impact of online shopping experience on the independent variables. The result of this study found out that for both the U.S and China, perceived usefulness of the virtual store has a positive impact on their future purchase intention. The study also found that perceived ease of use have a

positive impact on online purchase intention in both countries. Moreover, the findings revealed a strong association between perceived usefulness and perceived ease of use. The perceived risk had a negative impact on consumer purchase intention for both countries and this is consistent with previous studies that consumers' perception of risk is a fundamental obstacle for the growth of online commerce (Jarvenpaa & Todd, 1996).

Phongsatha and Jirawoottirote (2018) examined whether perceived usefulness, perceived ease of use, and perceived risk have an impact on online purchase intention of consumers in Thailand. They collected data from 110 respondents to the questionnaire that was distributed online to people who indicated that they are online shoppers. They found out that perceived usefulness, perceived ease of use and perceived risk are all considered by the consumers when making decision whether to buy or not to buy a product online. The result showed that both perceived usefulness and perceived ease of use had significant impact on online purchase intention while perceived risk had no significant impact on online purchase intention. They concluded that the reason why perceived risk had no significant impact on purchase intention is that due to the change in lifestyle online shoppers have accepted the risk associated with buying things online.

Cheng, Tsai, Cheng, and Chen (2012) examined the impact of perceived risk, social influence, perceived usefulness, and perceived ease of use on online group buying intention of foodstuffs in Taiwan. They conducted a quantitative survey of 304 online group shoppers in Taiwan. Their findings showed that perceived usefulness and social influence had a positive significant impact on online group buying intention. They also found that perceived ease of use and website quality positively impact on perceived usefulness. This finding is consistent with the empirical result of Davis et al. (1989) which stated that website or system design quality had an impact on the perceived usefulness and perceived ease of use of the website. This is because the website quality is often determined by its attractiveness and user-

friendliness. However, perceived risk had a negative impact on buying intention. When the customers have a perception that the online purchase of foodstuffs involves a high level of risk, they do not intend to buy from the online retailer.

² Kucukusta, Law, Besbes, and Legohérel (2015) examined the ⁷ impact of perceived usefulness and perceived ease of use on the online users' intention to book online tourism products or services in Hong Kong. A total of 213 online users were surveyed. Their findings showed that most of the people who have the ² intention to book online travel products are young people. The result also revealed that perceived usefulness is more influential than perceived ease of use to usage intention. The intention to purchase service or book online tourism service is significantly impacted on the customers' perception of the usefulness of the online service and the ease of booking through the website of the tourism service provider.

Chiu et al. (2009) also applied TAM to study the determinant of the intention of customer to repurchase from an online shop in Taiwan. They surveyed 360 customers of an online store to test the impact of trust, perceived ease of use, perceived usefulness and enjoyment on the repurchase intention of the customers. Their result showed that trust, perceived ease of use, perceived usefulness and enjoyment all have positive and significant relationship with customers repurchase intention. Their findings further supported that perceived usefulness and perceived ease of use can be represented as post-purchase beliefs that affect post-purchase behaviour like repurchase intention. The customers' perception of usefulness and ease of use might differ pre and post purchase. Also, their study further supports that ⁴ TAM is applicable for studying post-purchase behaviour, such as repurchase intention and loyalty.

2.7.1 Summary of Previous Literature

Table 2.2 below summarizes some of the previous literature reviewed in this study. The TAM has been applied to study post-purchase behavioural intention (repurchase intention). However, there have been more studies that applied TAM for purchase intention with limited studies testing TAM on repurchase intention. This is a gap in the existing literature on the application of TAM. Moreover, for both behavioural intentions the most common independent variables have been perceived usefulness, perceived ease of use, and perceived risk. Therefore, this study examined the impact of perceived usefulness, perceived ease of use, and perceived risk on repurchase intention of cosmetic product in Songkhla province of Thailand.

Table 2.2 Summary of Previous Literature

	Author(s)	Tong (2010)	Phongsatha&Jirawootirote (2018)	Cheng et al. (2012)	Kucukusta et al. (2015)	Chiu et al. (2009)
Independent Variables	Perceived Usefulness	✓	✓	✓	✓	✓
	Perceived Ease of Use	✓	✓	✓	✓	✓
	Perceived Risk	✓	✓	✓		
	Perceived Enjoyment	✓				✓
	Online Shopping Experience	✓				
	Social Influence			✓		
	Website Quality			✓		

Author(s)	Tong (2010)	Phongsatha&Jirawootirote (2018)	Cheng et al. (2012)	Kucukusta et al. (2015)	Chiu et al. (2009)
Trust					✓
Purchase Intention	✓	✓	✓	✓	
Repurchase Intention					✓

2.8 Conceptual Framework and Hypotheses

Based on the previous studies on the impact of perceived usefulness, perceived ease of use, and perceived risk on repurchase intention by Tong (2010), Phongsatha and Jirawootirote (2018), Cheng et al. (2012), and Kucukusta et al.(2015) among others, the conceptual framework for this study is as stated below.

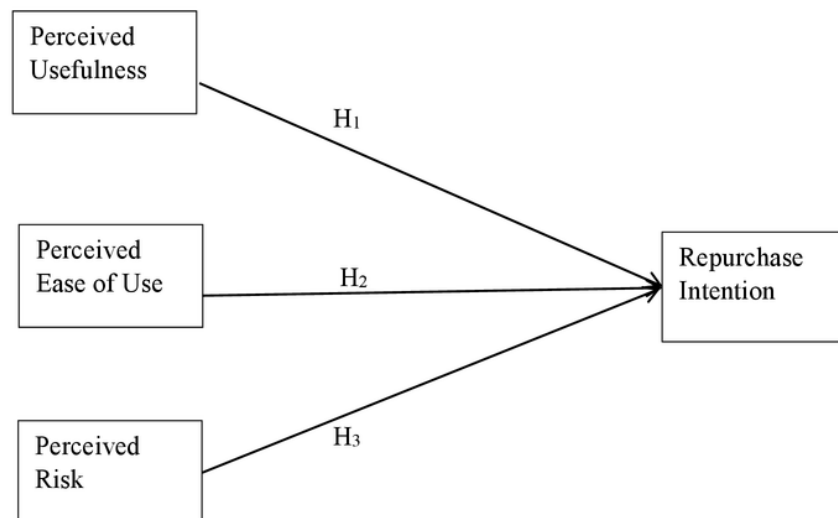


Figure 2.2: Conceptual framework

Hypotheses:

H₁: Perceived usefulness has positive impact on repurchase intention of cosmetic products through s-commerce

H₂: ³ Perceived ease of use has positive impact on repurchase intention of cosmetic products through s-commerce

H₃: Perceived risk has negative impact on repurchase intention of cosmetic product through s-commerce.

CHAPTER 3

METHODOLOGY

This chapter details research method that was used in this study. This chapter describes how the research was conducted in terms of population and sample, research approach, research procedure, research instruments, and data analysis.

3.1 Population, Sample and Sampling Method

3.1.1 Population

The target population for this study is the people that buy cosmetic through Facebook in Songkhla province. It can be deduced that majority of the people who buy cosmetic through Facebook was female. Therefore, this study focused on female Facebook users who buy cosmetic through Facebook and live in Songkhla province, Thailand. However, the size or number of this population is not known to the researcher.

3.1.2 Sample Size

The population for this study is unknown. However, this study used the Green (1991) formula for the required sample size for multiple regression analysis to determine the minimum sample size required for this study. According to Green (1991) the sample size formula is as stated below:

$$N \geq 50 + 8M$$

Where M = the number of independent variables.

N = the sample size.

The number of independent variables for this study is 3. Therefore, the minimum sample size for this is:

$$N \geq 50 + 8 (3), N \geq 74$$

Therefore, the required minimum sample size for this study is 74.

3.1.3 Sampling Method

The required minimum sample size for this study is 74. However, the researcher collected data from 405 respondents, 166 of the respondents have never bought cosmetic through Facebook and are therefore removed from the analysis. Thus, the data from 239 respondents were used in this study. The researcher used convenience sampling method to recruit the respondents. According to Dörnyei and Taguchi, (2009), convenience sampling is a type of nonprobability sampling in which target population that meet certain criteria, such as easily accessible, geographical proximity, available at particular time or willing to participate are included for the purpose of the study. The criteria that was used in the study was that the respondent must have bought cosmetic through Facebook at least once before filling the questionnaire. This is in line with the aim of this study to investigate repurchase intention of cosmetic through Facebook.

3.2 Research Approach

The quantitative research method was used in this study to examine the impact of perceived usefulness, perceived ease of use, and perceived risk on repurchase intention of cosmetic products through s-commerce. Questionnaire was used as the research instrument and was distributed to the respondents. According to Clampitt (2009), using questionnaire approach is convenient for respondents to answer the questionnaire by themselves and it is easy to interpret. The questionnaire was distributed to the respondents through Facebook. The use of Facebook as the channel to collect questionnaire is important since this study focus on people that buy cosmetic product through Facebook.

3.3 Research Procedure

A structured questionnaire was used to get data from the respondents. The following steps were taken as the procedure for this study:

Step 1: The adopted questionnaire was translated to Thai language version. This is because the respondents are majorly Thai language speakers. The translation from English language to Thai was done by an expert translator. Another translator was given to convert the Thai version back to English to confirm the accuracy of the translation. This process was repeated until the accuracy was confirmed.

Step 2: The final questionnaire in Thai language was created on Google Form. This process generated a link that can be shared with respondents.

Step 3: The survey link was shared on Facebook to recruit respondents. The target population for the respondents was explicitly written on the Facebook page with the link attached to serve as the criteria for recruiting respondents. The criteria were female Facebook users who have bought cosmetic through Facebook before.

Step 4: The researcher tracked the completion of the online form and exported the form to excel format after the number of respondents reached 405 participants. The excel format was then be coded on Statistical Program for Social Sciences (SPSS).

However, the ⁸reliability of the questionnaire was be tested by analysis the Cronbach's alpha from a sample of 30 respondents as a pre-test. The content validity was evaluated using the index of item-objective congruence (IOC) developed by Rovinelli and Hambleton (1977). To conduct the IOC, marketing research experts were asked to rate the relevance of each item in the questionnaire on a scale of 1 to 4; 1 being not relevant, 2 being somewhat relevant, 3 being quite relevant, and 4 being highly relevant. The average of the rating was interpreted as the content validity index.

3.4 Research Instrument

This study used a structured questionnaire as the instrument to measure the variables: demographic variables, ³ perceived usefulness, perceived ease of use, perceived risk, and purchase intention. A questionnaire is a set of questions used to conduct a survey. The set of questions or questionnaire that was used is adopted from previous studies. The questionnaire that was used is divided into five parts.

The first part is the demographic variables of the respondents. These include; age, marital Status, level of education, monthly income, occupation, and experience in the purchase of cosmetic through Facebook. This part used nominal and ordinal scale to find data frequency, average, and percentage of the composition of each demographic variable.

The second part of the questionnaire is the items adapted from Tong (2010) to measure perceived usefulness. The original Cronbach's alpha for this set of items is 0.79 (Tong, 2010). The items were measured on a five-point Likert scale; 5 = Strongly Agree to 1 = Strongly Disagree. An example of the questions is "²using the Facebook for my cosmetic shopping would enable me to accomplish tasks more quickly" (Tong, 2010).

¹The third part of the questionnaire is the items also adapted from Tong (2010) to measure perceived ease of use of Facebook. The original Cronbach's alpha for this set of items is 0.82 (Tong, 2010). The items were measured on a five-point Likert scale; 5 = Strongly Agree to 1 = Strongly Disagree. An example of the questions is "Facebook ¹shopping for cosmetic to me is easy to understand and clear" (Tong, 2010).

The fourth part of the questionnaire is the items also adapted from Tong (2010) to measure perceived risk. The original ⁶Cronbach's alpha for this set of items is 0.84 (Tong, 2010). The items were measured on a five-point Likert scale; 5 = Strongly Agree to 1 = Strongly Disagree. However, the five items of these variables are negatively worded, and the

data was transformed by using SPSS to change answers that strongly agree to strongly disagree, agree to disagree, while only neutral remain the same. An example of the question is “Cosmetic products bought on social media would fail to perform to my satisfaction” (Tong, 2010).

The fifth part of the questionnaire is the items adapted from Chiu et al. (2009) to measure repurchase intention. The original composite reliability for this set of items is 0.96 (Chiu et al., 2009). The items were measured on a five-point Likert scale; 5 = Strongly Agree to 1 = Strongly Disagree. An example of the questions is “If I could, I would like to continue using Facebook to purchase cosmetic products” (Chiu et al., 2009).

In summary this study used questionnaire adapted from Tong (2010) and Chiu et al. (2009). A pre-test was done on 30 samples of internet users to confirm the reliability of the instrument by conducting Cronbach’s alpha test. The acceptable Cronbach’s Alpha value is 0.70 and above (Cronbach, 2007).

3.5 Data Analysis

Data obtained from this survey was analysed by using SPSS. First, after obtaining the data from the internet user, preliminary screening was done to remove incomplete data. Thereafter, the descriptive statistics and inferential statistics analysis was done.

3.5.1 Descriptive Statistics

This statistics tool was used to describe the basic features of the large amount of information in this study such as demographic data (gender, age, ethnicity, monthly income, etc.) in order to see the overview of respondents (Mann, 1995). Also, to fulfil the first objective of this study which is to describe the perceived usefulness, perceived ease of use, perceived risk, and repurchase intention of cosmetic through Facebook in Songkhla province.

The mean score of these variables are interpreted using class interval. The class interval formula is as stated below:

$$\begin{aligned} \text{Class interval} &= \frac{\text{Highest value} - \text{lowest value}}{\text{Number of class}} \\ &= \frac{5-1}{5} \\ &= 0.8 \end{aligned}$$

Since all the variables used five-point Likert scale, then the interval is 0.8. The class interval of all variables (perceived usefulness, perceived ease of use, perceived risk, and repurchase intention) was arranged into five classes, which are 1) 1.00-1.80 is strongly disagree 2) 1.81-2.60 is disagree 3) 2.61-3.40 is neutral 4) 3.41-4.20 is agree 5) 4.21-5.00 is strongly agree.

3.5.2 Inferential Statistics

Inferential statistics was used to achieve the second objective of this study. The second objective of the study is to investigate the impact of perceived usefulness, perceived ease of use, and perceived risk on repurchase intention of cosmetic via Facebook in Songkhla province. Multiple regression analysis was used to analyse the impact of the independent variables of perceived usefulness, perceived ease of use, and perceived risk on the dependent variable of repurchase intention in this study. According to Tabachnik and Fidell (2007), multiple regression analysis is a multivariate statistical analysis used to predict the value of a variable based on the value of two or more other variables. In other words, multiple regression was used to predict repurchase intention of cosmetic products from the values of perceived usefulness, perceived ease of use, and perceived risk. The multiple regression analysis was conducted after the data was tested for the assumptions of multiple regression

which are linearity, normality and heteroscedasticity. The multiple regression model is stated below:

$$\hat{Y}_{RI} = \alpha + \beta_{PU}X_{PU} + \beta_{PEU}X_{PEU} + \beta_{PR}X_{PR} + e_i$$

Whereas:

\hat{Y}_{RI} = Repurchase Intention

α = Constant value

β = Unstandardized coefficient

X_{PU} = Perceived Usefulness

X_{PEU} = Perceived Ease of Use

X_{PR} = Perceived Risk

e_i = Error term

CHAPTER 4

FINDINGS

The research applies TAM to investigate repurchase intention of cosmetic through Facebook. Basically, the research studied the impact of ³ perceived usefulness, perceived ease of use, and perceived risk on repurchase intention of cosmetic products through Facebook. The survey instruments were adapted from previous studies as discussed in the previous Chapter. The survey was conducted for four months from February to May 2019. This chapter therefore presents the data analysis and the result of the quantitative survey of the respondents. Firstly, the demographic information of the respondents to the questionnaire are presented. Secondly, the characteristics of respondents in using Facebook are presented. Thirdly, the Pearson correlation and multiple regression among the factors are presented.

4.1 Demographic Information of the Respondents

This section reports the demographic information of the respondents to the questionnaire in the form of frequency and percentage. A total number of 405 respondents filled the online survey, 166 of the respondents have never bought cosmetic through Facebook and are therefore removed from the analysis. Therefore, data from the remaining 239 respondents who had purchased cosmetic of Facebook before were analyzed.

According to Table 4.1 below, majority of the respondents are female (95.4%) while 3.8% of the respondents are male and 0.8% did not specify their gender. ⁶ In terms of age, most of the respondents (46%) are between the age of 29 – 37 years old, followed by respondents between the age of 20 – 28 years old which form 41.8% of the respondents. In terms of marital status, 72% of the respondents are single while 27.6% are married. Majority of the

respondents (78.2%) has a bachelor's degree as the highest level of education. In terms of monthly income, 39.3% of the respondents earn less than 10,000 Baht monthly, while 22.2 % each of the respondents earn between 10,001 to 20,00 Baht and above 30,000 Baht.

Table 4.1: Demographic Information of the respondents

Variables	Description	Frequency (n=239)	Percentage
Gender	Female	228	95.4
	Male	9	3.8
	Not Specified	2	0.8
	Total	239	100.0
Age	<20 years old	20	8.4
	20 – 28 years old	100	41.8
	29 – 37 years old	110	46.0
	38 – 46 years old	7	2.9
	47 – 54 years old	2	0.8
	Total	239	100.0
Marital Status	Single	172	72.0
	Married	66	27.6
	Divorced	1	0.4
	Total	239	100.0
Education Level	High School	3	1.3
	Bachelor	187	78.2
	Master or higher	49	20.5
	Total	239	100.0
Monthly Income	<10,000	94	39.3
	10,001 – 20,000	53	22.2
	20,001 – 30,000	39	16.3
	>30,000	53	22.2

Variables	Description	Frequency (n=239)	Percentage
	Total	239	100.0

4.2 Facebook Usage

This section reports the characteristics of the respondents' usage of Facebook using descriptive statistics of frequency and percentage to provide information on how the respondents use Facebook. As shown in Table 4.2 below, in terms of frequency of connecting to Facebook, majority of the respondents (84.5%) connect to Facebook every day. The respondents were asked on how often do they make purchases through Facebook. Majority of the respondent (63.6%) reported that they make purchases from Facebook less than three times in a month, and 17.6% of the respondents buy something from Facebook more than four times in a month. When asked what type of cosmetic product they buy from Facebook, 61.5% of the respondents reported that they buy Make up from Facebook, and 32.6% of the respondents buy Skin care from Facebook.

Table 4.2: Information on Facebook Usage

Variables	Description	Frequency (n = 239)	Percentage
Frequency of connecting to Facebook	1 – 3 times per week	26	10.9
	4 – 6 times per week	11	4.6
	Everyday	202	84.5
	Total	239	100.0
Frequency of purchasing through Facebook	Once in a while	3	1.2
	1 time in 3 months	2	0.8

Variables	Description	Frequency (n = 239)	Percentage
	< 3 times per month	152	63.6
	3 – 4 times per month	39	16.3
	> 4 times per month	42	17.6
	Always	1	0.4
	Total	239	100.0
Type of cosmetic product bought through Facebook	Make up	147	61.5
	Make up tools	5	2.1
	Perfume	9	3.8
	Skin care	78	32.6
	Total	239	100.0

4.3 Level of Perceived Usefulness, Perceived Ease of Use, Perceived Risk, and Repurchase Intention

In line with the objective of this study, this section presents the level of perceived usefulness, perceived ease of use, perceived risk, and repurchase intention of the respondents. The items of the perceived usefulness, perceived ease of use, perceived risk, and repurchase intention questionnaire were all measured at a 5-point Likert scale. As explained in Chapter 3, class interval is used to interpret the levels of these factors. The class interval formula is as stated below:

$$\begin{aligned}
 \text{Class interval} &= \frac{\text{Highest value} - \text{lowest value}}{\text{Number of class}} \\
 &= \frac{5-1}{5} \\
 &= 0.8
 \end{aligned}$$

Since all the variables used 5-point Likert scale, then the interval will be 0.8. The class interval of all variables (perceived usefulness, perceived ease of use, perceived risk, and repurchase intention) will be arranged into five classes, which are 1) 1.00-1.80 is strongly disagree 2) 1.81-2.60 is disagree 3) 2.61-3.40 is neutral 4) 3.41-4.20 is agree 5) 4.21-5.00 is strongly agree. The following section therefore use the descriptive statistic of mean, standard deviation and class interval interpretation to present information on the levels of these factors.

4.3.1 Perceived Usefulness

As shown in Table 4.3 below, the statement “Using the Facebook for my cosmetic shopping would enable me to accomplish tasks more quickly” has the highest mean score (Mean = 4.28, S.D = 0.8) in the perceived usefulness questionnaire and it is interpreted as strongly agree. This shows that respondents strongly agree that using Facebook for their cosmetic shopping would enable them to accomplish the tasks more quickly. They also strongly agree that it is easier to buy cosmetic on Facebook with the statement “Using the Facebook would make it easier to shop for cosmetics” having a mean score of 4.25 (S.D = 0.85) and is interpreted as strongly agree. The statement with the smallest mean score in the perceived usefulness is “Overall, using Facebook for shopping cosmetic products is advantageous” with mean score of 3.78 (S.D = 0.98) which interpreted as agree. Overall, the respondents agree that they perceive the usefulness of Facebook in shopping for cosmetic with the mean score of 4.03 (S.D = 0.74) as the average of all items of the perceived usefulness which is interpreted as agree.

Table 4.3: Level of Perceived Usefulness

Statement	Mean	S.D	Interpretation
Using the Facebook for my cosmetic shopping would enable me to accomplish	4.28	0.80	Strongly agree

Statement	Mean	S.D	Interpretation
tasks more quickly.			
Using the Facebook for my cosmetic shopping would increase my productivity.	3.94	0.93	Agree
Using the Facebook would make it easier to shop for cosmetics.	4.25	0.85	Strongly Agree
Overall, using Facebook for shopping cosmetic products is advantageous.	3.78	0.98	Agree
Using Facebook in my cosmetic shopping would improve my shopping experience.	3.89	1.01	Agree
Average of all items of perceived usefulness.	4.03	0.74	Agree

4.3.2 Perceived Ease of Use

As shown in Table 4.4 below, the statement “I would find shopping on Facebook for cosmetic easy to use” has the highest mean score (Mean = 4.25, S.D = 0.83) among the items of perceived ease of use and this is interpreted as strongly agree. The statement with the smallest mean score in the perceived ease of use is “Facebook shopping for cosmetic to me is easy to understand and clear” with mean score of 3.69 (S.D = 0.94) which interpreted as agree. Overall, the respondents agree that they perceive the ease of use of Facebook in shopping for cosmetic with the mean score of 3.98 (S.D = 0.75) as the average of all items of the perceived ease of use which is interpreted as agree.

Table 4.4: Level of Perceived Ease of Use

Statement	Mean	S.D	Interpretation
Facebook shopping for cosmetic to me is easy to understand and clear.	3.69	0.94	Agree

Statement	Mean	S.D	Interpretation
Instructions for Facebook shopping of cosmetics are hard to follow.	3.79	0.89	Agree
I would find shopping on Facebook for cosmetic easy to use.	4.25	0.83	Strongly agree
I would find it easy to use Facebook to buy cosmetic products I want to buy.	4.13	0.85	Agree
It would be easy for me to become skilful at using Facebook shopping for cosmetic products.	4.05	0.90	Agree
Average of all items of perceived ease of use	3.98	0.75	Agree

4.3.3 Perceived Risk

The statements of perceived risk are all negatively worded unlike the perceived usefulness and perceived ease of use. As shown in Table 4.5 below, the statement “¹I would have a hard time returning or exchanging cosmetic bought on Facebook.” has the highest mean score (Mean = 3.75, S.D = 1.16) among the items of perceived risk and this is interpreted as agree. They also agree to the statement “¹If I buy cosmetic on Facebook, I might not get my money back if I am dissatisfied” with a mean score of 3.71 (S.D =1.20). This means that the respondents acknowledge that there is a perceived financial risk with purchasing cosmetic through Facebook. The statement with the smallest mean score ²in the perceived ease of use is “²Cosmetic products bought on Facebook would fail to perform to my satisfaction.” with mean score of 3.10 (S.D = 1.04) which interpreted as neutral. This means that the respondents neither agree nor disagree that the cosmetic product bought through Facebook will fail to perform to their satisfaction. Therefore, functional risk of the product may not be an issue for the respondents when shopping for cosmetic products on Facebook Overall, the respondents agree that they perceive risk of Facebook in shopping for cosmetic

with the mean score of 3.46 (S.D = 0.89) as the average of all items of the perceived ease of use which is interpreted as agree.

Table 4.5: Level of Perceived Risk

Statement	Mean	S.D	Interpretation
Cosmetic products bought on Facebook would fail to perform to my satisfaction.	3.10	1.04	Neutral
I would have to waste time and effort to get cosmetic products bought on Facebook replaced if it doesn't meet my expectation.	3.39	1.12	Neutral
I would have a hard time returning or exchanging cosmetic bought on Facebook.	3.75	1.16	Agree
If I return the cosmetic product bought on Facebook, I would not be able to get a full refund.	3.33	1.21	Neutral
If I buy cosmetic on Facebook, I might not get my money back if I am dissatisfied.	3.71	1.20	Agree
Average of all items of perceived risk	3.46	0.89	Agree

4.3.4 Repurchase Intention

Table 4.6 below shows the information about the level of repurchase intention of the respondents. The statement “If I could, I would like to continue using Facebook to purchase cosmetic products.” has the highest mean score (Mean = 3.67, S.D = 0.95) among the items of perceived ease of use and this is interpreted as agree. The statement with the smallest mean

score in the perceived ease of use is “I intend to continue purchasing cosmetic product from Facebook in the future” with mean score of 3.55 (S.D = 1.09) which interpreted as agree. Overall, the respondents agree that they have intention to repurchase cosmetic through Facebook with the mean score of 3.63 (S.D = 0.96) as the average of all items of the repurchase intention which is interpreted as agree.

Table 4.6: Level of Repurchase Intention

Statement	Mean	S.D	Interpretation
If I could, I would like to continue using Facebook to purchase cosmetic products.	3.67	0.95	Agree
It is likely that I will continue to purchase cosmetic from Facebook in the future.	3.65	1.02	Agree
I intend to continue purchasing cosmetic product from Facebook in the future.	3.55	1.09	Agree
Average of all items of repurchase intention.	3.63	0.96	Agree

4.4 Correlation among the Factors

The relationship between the four variables (perceived usefulness, perceived ease of use, perceived risk, and repurchase intention) was tested with Pearson correlation. Table 4.7 below shows the result of the Pearson correlation. The dependent variable (Repurchase intention) is positively and significantly correlated with perceive usefulness and perceived ease of use at $r = 0.65$ ($p < 0.001$) and $r = 0.69$ ($p < 0.001$) respectively. This means that as perceived usefulness and perceived ease of use of Facebook in purchasing cosmetic increases, the repurchase intention of cosmetic through Facebook is going to increase and also when the perceived usefulness and perceived ease of use of Facebook for cosmetic purchase goes down, the intention to repurchase cosmetic through Facebook will decrease as

well. The perceived risk has negative relationship with repurchase intention, but it is not statistically significant. The highest correlation is between perceived usefulness and perceived ease of use ($r = 0.79$, $p < 0.001$). Although, the correlation between the two independent variables (perceived usefulness and perceived ease of use) is high, there is no issue of multi-collinearity because the variance inflation factor (VIF) and tolerance test revealed that there is no multi-collinearity as shown in Table 4.8 below. According to Tabachnick and Fidell (2001) a maximum VIF value of 10 and a minimum tolerance of 0.10 show no multi-collinearity among the variables.

Table 4.7: Pearson Correlation Matrix

Variables	Perceived usefulness	Perceived ease of use	Perceived risk	Repurchase intention
Perceived usefulness	1			
Perceived ease of use	0.79*	1		
Perceived risk	-0.32	-0.41	1	
Repurchase intention	0.65*	0.69*	-0.79	1

Note: * $p < 0.001$

Table 4.8: Collinearity Diagnostics

Independent variables	Tolerance	VIF
Perceived usefulness	0.38	2.65
Perceived ease of use	0.38	2.65
Perceived risk	1.00	1.00

4.5 Multiple Regression Analysis

Multiple regression analysis is used to test the impact of perceived usefulness, perceived ease of use, and perceived risk on the repurchase intention of cosmetic product through Facebook. A total of 239 respondents were used for the analysis and it meets the rule

of thumb for multiple regression analysis which requires at least 100 respondents (Green, 1991). Therefore, the total respondents of 239 exceed the minimum sample size required for multiple regression based on the rules of thumb. The multiple regression is used to test the hypotheses in this study which are:

H₁: Perceived usefulness has positive impact on repurchase intention of cosmetic products through Facebook.

H₂: Perceived ease of use has positive impact on repurchase intention of cosmetic products through Facebook.

H₃: Perceived risk has negative impact on repurchase intention of cosmetic product through Facebook.

The multivariate normality of the variables was tested with normal probability plot and the data support the assumptions of multivariate normality as shown in Figure 4.1 below:

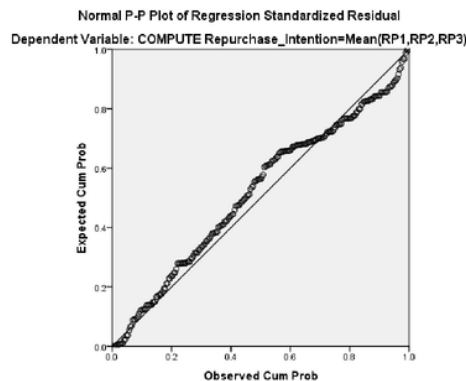


Figure 4.1 Normal Probability Plot

Table 4.9 below presents the result of the impact of the independent variables (perceived usefulness, perceived ease of use, and perceived risk) on the dependent variable (repurchase intention). Perceived usefulness and perceived ease of use have statistically

significant impact on repurchase intention while perceived risk have not significant impact on repurchase intention. The perceived ease of use has the strongest positive and significant impact on repurchase intention at $\beta = 0.473$ and 99% confidence interval. The perceived usefulness also has positive and significant impact on repurchase intention at $\beta = 0.272$ and 99% confidence interval. As expected, the perceived risk has a negative but not significant relationship with repurchase intention. This means that the perceived risk in the purchase of cosmetic product via Facebook does not affect the intention to repurchase. The equation for the multiple regression is therefore showed below. The coefficients in the multiple regression equation are the unstandardized beta coefficient reported in Table 4.9 below.

$$\hat{Y}_{RP} = -0.022 + 0.353X_{PU} + 0.607X_{PEU} \quad (1)$$

$$\hat{Y}_{RP} = 0.272X_{PU} + 0.473X_{PEU} \quad (2)$$

Whereas: \hat{Y}_{RP} = Repurchase Intention, X_{PU} = Perceived Usefulness, and X_{PEU} = Perceived Ease of Use

Equation 1 represents the unstandardized prediction formula while equation 2 represents standardized prediction formula.

Table 4.9: Multiple Regression Results

Model		Unstandardized				Sig
		B	S.E	Beta	T	
1	Constant	-0.022	0.314		-0.070	0.945
	Perceived usefulness	0.353	0.097	0.272	3.652	0.000
	Perceived ease of use	0.607	0.096	0.473	6.343	0.000
	Perceived risk	-0.055	0.050	-0.051	-1.102	0.272

The coefficient of determination which is the proportion of the dependent variable (repurchase intention) that the independent variables can predict is presented in Table 4.10 below. The table showed that both the perceived usefulness and perceived ease of use which are significant can predict 50.6% of the variations in repurchase intention and shown by the R^2 value of 0.506.

Table 4.10: Coefficient of Determination

Model	R	R ²	Adjusted R ²	Standard Error of the Estimate
1	0.712	0.506	0.500	0.679

4.6 Summary of Hypotheses

The three hypotheses in this study were tested using multiple regression analysis. The result of the multiple regression supports the first two hypotheses. Firstly, the hypothesis that perceived usefulness has positively impact on repurchase intention of cosmetic products through Facebook is accepted. This is because the regression result shows that perceived usefulness has a positive and significant impact on the intention to repurchase cosmetic through Facebook. Secondly, the hypothesis that perceived ease of use has positively impact repurchase intention of cosmetic products through Facebook is also accepted. This is because the regression result shows that perceived ease of use has a positive and significant impact on the intention to repurchase cosmetic through Facebook. However, the third hypothesis that perceived risk has negatively impact on repurchase intention of cosmetic product through Facebook is rejected. This is because from the regression result, perceived risk has no significant impact on the intention to repurchase cosmetic through Facebook. The table below therefore presents the summary of the hypothesis testing at a glance.

Table 4.11: Summary of Hypothesis

Hypothesis	Decision
H ₁ : Perceived usefulness has positive impact on repurchase intention of cosmetic products through Facebook.	Accepted
H ₂ : Perceived ease of use has positive impact on repurchase intention of cosmetic products through Facebook.	Accepted
H ₃ : Perceived risk has negative impact on repurchase intention of cosmetic product through Facebook.	Rejected

CHAPTER 5

DISCUSSION AND CONCLUSION

In this final chapter, all the outcomes of the previous chapters are summarized and discussed. The discussion will be organized to answer the research questions of this study. This chapter also presents some other information such as the practical implication and limitations of the study. The chapter concludes with recommendation for future study.

5.1 Conclusion

Facebook has been the leading social media site in Thailand (Statista, 2017) and has become the platform for commerce for many businesses. According to Rastogi (2018), there are currently more than 10,000 online stores operating on Facebook in Thailand. However, there is challenge for the online stores to retain the customers due to low switching cost and high number of sellers. Hence, this study examines the customers' intention to repurchase on Facebook by applying the TAM. The study was conducted among the buyers of cosmetic products because cosmetic products rank topmost in the products that is being purchased online and through social media (Booasang, 2017). The survey of 239 respondents who have at least once bought cosmetic products through Facebook, the study used a variety of analytical methods such as ⁶descriptive statistics, Pearson correlation and multiple regression analysis to provide valuable information and answer the achieve the research objectives. The descriptive information provides information about the respondents 95.4% of whom are

female and 3.8% male. Most of the respondents (46%) are between the age of 29 -37 and majority of the respondents (78.2%) has a bachelor's degree as the highest level of education. In terms of monthly income, 39.3% of the respondents earn less than 10,000 Baht monthly, while 22.2 % each of the respondents earn between 10,001 to 20,000 Baht and above 30,000 Baht. In terms of Facebook usage, most of respondents connect to Facebook every day and majority buy things through Facebook less than three times in a month. Make-up is the type of cosmetic product that majority of the respondent buy through Facebook. The outcome of the class interval analysis revealed that respondents agree that Facebook is useful in the purchase of cosmetic product. The respondents also agree that purchasing cosmetic through Facebook is easy to do and requires minimal efforts. However, the respondents also agree that they perceive risk associated with buying cosmetic products through Facebook. Moreover, the respondents agree that they have intention to repurchase cosmetic through Facebook. Finally, the regression results showed that the perceived usefulness and perceived ease of use of Facebook in purchase of cosmetic products impact the intention to repurchase cosmetic through Facebook. However, the perceived risk has no impact on the intention to repurchase cosmetic through Facebook. These outcomes are further discussed in the following section.

5.2 Discussion

The main purpose of this study is to examine the levels of perceived usefulness, perceived ease of use, perceived risk, and repurchases intention of cosmetic products through Facebook and to investigate the impact of perceived usefulness, perceived ease of use, and perceived risk on the repurchase intention of cosmetic products through Facebook. Based on the outcome of the research, the study objectives are therefore discussed as follows:

5.2.1 The Level of Perceived Usefulness, Perceived Ease of Use, Perceived Risk, and Repurchase Intention

The study examined the levels of perceived usefulness of Facebook in the repurchase of cosmetics. According to the outcomes, it is confirmed that the respondents have high perceived usefulness of Facebook for the purchase of cosmetics. This means that consumers who have used Facebook to purchase cosmetic before, have high perception of usefulness in using Facebook for purchasing cosmetic products. Their experience might have contributed or reinforce their perception of the usefulness of Facebook for purchasing cosmetics. Moreover, the findings of this study are consistent with the level of perceived usefulness reported by Aren, Güzel, Kabaday, and Alphan (2013) in their study of factors affecting repurchase intention to shop at the same store among students in Turkey. Also, Mouakket (2015) explained that the level of perceived usefulness for those who have used social media like Facebook before will be high based on the expectation confirmation theory. This means that the satisfaction and the perceived usefulness of using Facebook for cosmetic purchase are expected to increase after the perceived usefulness has been confirmed by prior usage.

Furthermore, the result showed that the level of perceived ease of use of Facebook to purchase cosmetic by the respondents is high. This means that the respondents perceived that it is easy to use Facebook to purchase cosmetic products. The reason for this could be because they have used Facebook to purchase cosmetic before. According to Mouakket (2015), the perceived ease of use of social media technology increases with the level of usage of the technology. Therefore, because the respondents have used Facebook to purchase technology before, the level of perceived ease of use is high.

The outcome of this study also revealed that the level of perceived risk is high among the respondents. This means that the respondents perceived that there is still risk inherent in

the usage of Facebook for the purchase of cosmetic. The result also showed that the highest form of the risk is the financial risk which is the risk of losing money when they purchase cosmetic through Facebook. They, however, do not perceive any functional risk for the products being purchased. This is consistent with result of Pavlou (2003) which supported that there is perceived risk associated with online commerce. According to Pavlou (2003), the high risk is because of the internet environment where online commerce operates, which is prone to hacking and fraudulent activities.

Moreover, the outcome of this study reveals that the level of repurchase intention among the respondents is high. This means that customers are willing to use the Facebook again to purchase cosmetic products. This is consistent with the results presented by Aren et al. (2013) which found that there is high repurchase intention among the students who have e-shopped before. According to Aren et al. (2013) the enjoyment derived from e-shopping, perceived usefulness, perceived ease of use the major reasons for high repurchase intention among people who have e-shopped before. Therefore, the high repurchase intention is expected due to high perceived usefulness and perceived ease of use recorded among the respondents.

5.2.2 Impact of Perceived Usefulness, Perceived Ease of Use, and Perceived Risk on Repurchase Intention

According to Table 4.9, the study reveals that perceived usefulness of Facebook for the purchase of cosmetic positively and significantly impacts the intention to repurchase cosmetic through Facebook. This can be explained that when customers perceived the usefulness of Facebook in purchasing cosmetic product, they will have high intention to repurchase cosmetic through Facebook. This is consistent with the findings of Chui et al. (2009) which also found that the perceived usefulness is an important determinant of

repurchase intention among online consumers in Taiwan. According to Chiu et al. (2009), perceived usefulness is a rational evaluation that customers make when considering continuing using a system. It relates directly to the task that the customer wants to perform, in this case to purchase cosmetic. This implies that consumers evaluate the perceived usefulness of Facebook in purchasing cosmetic and determine based on their evaluation to continue to use Facebook to repurchase cosmetic. Therefore, perceived usefulness is a factor that customer consider in having intention to repurchase.

Moreover, the outcome also shows that perceived ease of use has a positive and significant impact on the intention to repurchase cosmetic through Facebook. This means that when consumers perceived that using Facebook to purchase cosmetic is done with little effort, they are willing to repurchase cosmetic through Facebook. According to Cheng et al. (2003), perceived ease of use and perceived usefulness are utilitarian benefits derived from using a technology and affects the intention to use the technology again. The perceived ease of use is confirmed after the first usage of the technology and if the perception of how easy it is to use the technology still exists after usage, it causes the customer to have a repurchase intention or continuance in system usage (Filiari & Lin, 2017).

However, the result showed that perceived risk does not have an impact on the intention to repurchase cosmetic through Facebook. This means that, while the level of perceived risk is high among the respondents as shown in Table 4.5, it does not affect the intention to repurchase through Facebook. This shows that although the risk is present in buying cosmetic through Facebook, the consumers have accepted the risk as being the norm and it does not impact their intention to repurchase. However, the consumers may have developed certain ways to mitigate the risk like buying only cosmetic that are less expensive through Facebook or buying from only trusted suppliers and relying on the word of mouth, reviews and recommendations to select the store they buy from on Facebook. For instance,

according to Kotler and Keller (2016) consumers develop ways to reduce the level of uncertainty by gathering more information from friends, asking for warranties or developing preference for national brands. Moreover, Flanagin et al. (2014) found that consumers use the word of mouth and reviews to mitigate the risk associated with e-commerce.

5.3 Limitations

This study is not without its limitations. Firstly, the study was conducted with a focus on the repurchase intention of cosmetic products through Facebook. The results may be different if other products or other social media platforms are in consideration. Therefore, the ⁷ impact of perceived usefulness, perceived ease of use and perceived risk on the repurchase intention may not be generalized for all products and social media platforms. In addition, this study applied TAM to investigate the factors that impact on repurchase intention, other factors that are not included in the TAM could also possible impact on repurchase intention. Therefore, the study did not explore other ⁹ factors that may impact on repurchase intention.

5.4 Practical Implication

The study reveals that perceived usefulness and perceived ease of use impact on the intention to repurchase. Therefore, online retailers that are willing to retain their customers must focus on these two aspects. Online retailers should focus on enhancing what the consumer perceived as the usefulness of the platform used to sell the products. For instance, based on the adopted questionnaire on perceived usefulness, improved shopping experience is part of the usefulness of Facebook in buying cosmetic. Therefore, retailers should focus on improving the online shopping experience of the customers through aesthetic feature included

in the design that are built into the Facebook or other social media site that the retailer uses. Also, retailers should make the information on Facebook shopping site easy and clear to understand. This is because perceived ease of use impact on the intention to repurchase. Although, the perceived risk does not impact on the intention to repurchase, retailers should build integrity into the online retail process since the perceived risk is still high among the customers. In addition, retailers who can gain the trust of the customers may take the market share online through word of mouth, reviews and online recommendations.

5.5 Recommendation for Future Study

Based on the limitations of the study discussed above, it is therefore recommended that more investigations on the factors influencing repurchase intention is studies with other products and social media platforms like Line, Twitter, etc. This is because the social media platforms and the products being studied could affect the outcome of the study. Moreover, it is recommended that other factors apart from ³perceived usefulness, perceived ease of use, and perceived risk, that could affect the intention to repurchase be explored in future studies.

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APPENDIX A



Welcome to our survey

Topic: The impact on repurchase intention of cosmetic via Facebook in Songkhla province

Dear,

The survey is hosted by Ms. Kansuda Mahasawat from MBA Program (International Program), Faculty of Management Sciences, Prince of Songkla University. This survey is designed to investigate your perception in terms of repurchase intention of cosmetic via Facebook in Songkhla province. This will take approximately 25 minutes to complete.

Your responses are completely anonymous. If you have any questions about this questionnaire, please contact Ms. Kansuda Mahasawat, Faculty of Management Sciences (email: kansuda_m@hotmail.com).

Best regards,

Kansuda Mahasawat

Section 1: Demographic Information

Instruction: Please tick for the most appropriate answer.

1. Have you ever use Facebook?

Yes No

2. Have you ever bought cosmetic through Facebook?

Yes No

3. Gender

Male Female Others

4. Age

> 20 years old 20-28 years old 29-37 years old

38-46 years old above 46 years old

2. Marital status

Single Marriage Divorce

Widowed

3. Education level

Primary school High school Bachelor

Master or higher Others (Please specify).....

4. Monthly income (Baht)

- 10,000 or lower 10,001 – 20,000 20,001 – 30,000
- 30,001 and above

5. How often do you connect to Facebook?

- Never 1-3 times per month 4-6 times per month
- 1-3 times per week Everyday

6. Which of the following best describe your purchase of anything through Facebook?

- Never Rarely 1-2 times per month
- 3-4 times per month > 4 times per month

7. Which of the following best describe your purchase of anything through Facebook?

- Once in a while 1 time in 3 months < 3 times per month
- 3-4 times per month > 4 times per month Always

8. Type of cosmetic product bought through Facebook

- Make up Make up Tools Perfume
- Skin care Others (Please specify).....

Section 2: Perceived Usefulness

Using the following scale to indicate the following statements.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
(SD)	(D)	(N)	(A)	(SA)
1	2	3	4	5

Statements		SD	D	N	A	SA
1.1	Using Facebook for my cosmetic shopping would enable me to accomplish tasks more quickly.	1	2	3	4	5
1.2	Using Facebook for my cosmetic shopping would increase my productivity.	1	2	3	4	5
1.3	Using Facebook would make it easier to shop for cosmetics.	1	2	3	4	5
1.4	Overall, using Facebook for shopping cosmetic products is advantageous.	1	2	3	4	5
1.5	Using Facebook in my cosmetic shopping would improve my shopping experience.	1	2	3	4	5

Section 3: Perceived Ease of Use

Using the following scale to indicate the following statements.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
(SD)	(D)	(N)	(A)	(SA)
1	2	3	4	5

Statements	SD	D	N	A	SA
1.1 Facebook shopping for cosmetic to me is easy to understand and clear.	1	2	3	4	5
1.2 Instructions for Facebook shopping of cosmetics are hard to follow.	1	2	3	4	5
1.3 I would find shopping on Facebook for cosmetic easy to use.	1	2	3	4	5
1.4 I would find it easy to use Facebook to buy cosmetic products I want to buy.	1	2	3	4	5
1.5 It would be easy for me to become skilful at using Facebook shopping for cosmetic products.	1	2	3	4	5

Section 4: Perceived Risk

Using the following scale to indicate the following statements.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
(SD)	(D)	(N)	(A)	(SA)
1	2	3	4	5

Statements	SD	D	N	A	SA
1.1 ² Cosmetic products bought on Facebook would fail to perform to my satisfaction.	1	2	3	4	5
1.2 I would have to waste time and effort to get cosmetic products bought on Facebook replaced if it doesn't meet my expectation.	1	2	3	4	5
1.3 I would have a hard time returning or exchanging cosmetic bought on Facebook.	1	2	3	4	5
1.4 ¹ If I return the cosmetic product bought on Facebook, I would not be able to get a full refund.	1	2	3	4	5
1.5 If I buy cosmetic on Facebook, I might not get my money back if I am dissatisfied.	1	2	3	4	5

Section 5: Repurchase Intention

Using the following scale to indicate the following statements.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
(SD)	(D)	(N)	(A)	(SA)
1	2	3	4	5

Statements	SD	D	N	A	SA
1.1 If I could, I would like to continue using Facebook to purchase cosmetic products.	1	2	3	4	5
1.2 It is likely that I will continue to purchase cosmetic from Facebook in the future.	1	2	3	4	5
1.3 I intend to continue purchasing cosmetic product from Facebook in the future.	1	2	3	4	5

** Thank you for completing the survey**

Perceived Usefulness Items	Source
<p>1. Using the Facebook for my cosmetic shopping would enable me to accomplish tasks more quickly</p> <p>2. Using the Facebook for my cosmetic shopping would increase my productivity</p> <p>3. Using the Facebook would make it easier to shop for cosmetics</p> <p>4. Overall, using Facebook for shopping cosmetic products is advantageous</p>	Tong(2010)

5. Using Facebook in my cosmetic shopping would improve my shopping experience	
--	--

Perceived Ease of Use Items	Source
1. Facebook shopping for cosmetic to me is easy to understand and clear	Tong(2010)
2. Instructions for Facebook shopping of cosmetics are easy to follow	
3. I would find shopping on Facebook for cosmetic easy to use	
4. I would find it easy to use Facebook to buy cosmetic products I want to buy	
5. It would be easy for me to become skilful at using Facebook shopping for cosmetic products	

Perceived Risk Items	Source
1. Cosmetic products bought on social media would fail to perform to my satisfaction	Tong(2010)
2. I would have to waste time and effort to get cosmetic products bought on social media replaced if it doesn't meet my expectation	

<p>1 3. I would have a hard time returning or exchanging cosmetic bought on social media</p> <p>4. If I return the cosmetic product bought on social media, I would not be able to get a full refund</p> <p>5. If I buy cosmetic on social media, I might not get my money back if I am dissatisfied</p>	
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Repurchase Intention Items	Source
<p>4 1. If I could, I would like to continue using Facebook to purchase cosmetic products</p> <p>2. It is likely that I will continue to purchase cosmetic from Facebook in the future</p> <p>9 3. I intend to continue purchasing cosmetic product from Facebook in the future</p>	Chiu et al.(2009)

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