

**DECISION MAKING ON BUYING FASHION PRODUCTS VIA
FACEBOOK BY THAI FACEBOOK USERS**



**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
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**The Research has been approved by
The Graduate School
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Abstract

Thailand, the number of active Facebook users has been increasing; as a result, businesses are now attracting customers through Facebook. The aim of this study is to examine the decision making on buying fashion products via Facebook by Thai Facebook Users.

To answer the research questions of the study and to address the research problem, a primary quantitative research method. Participants in this study are 400 Facebook users in Thailand. A random sampling technique was used to obtain the participants for this study. The research instrument used in this study is questionnaire. The survey has been developed from literature review. The data collected from the surveys has been analyzed using statistic software. Data collected was entered into software and using descriptive statistics. Frequency tables were generated and then interpreted to analyze the results.

The results found that Facebook has a significant impact on the purchase decision of fashion products.

Keywords: Decision making, Buying process, Facebook, Social media, Thai Facebook Users, Online, Consumer Behaviors

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CHAPTER 1

INTRODUCTION

1.1 Background

We all experience psychological processes that are fundamental to understanding how we make decisions regarding the purchase on Internet, and each of the phases that make up the so called decision making of purchasing fashion products are intensified, adopting more and more powerful tools where projected. First, try to understand brands and accelerate the process of buying their products, while on the other hand-we-consumers seek more intensely those goods and services that meet our needs (Miller & Que, 2012). This has always been the case and as consumers we have not changed, only the tools they have available to us and the field where we play. The popularity of internet has created lots of room for the companies to promote and sell their products and services via internet and for that they have various tools and options available to make best out of it (Woessner, 2011). Unlike the traditional business model, which relied on mass marketing and unidirectional communications, tipped marketing professionals were forced to recognize that communication strategies should be reviewed and adapted to a new situation of communication. Now, users clearly indicate their intention to participate actively in all spheres of socio-economic activities (Curtis & Giamanco, 2010).

The industrial era, characterized by an economy based on a business model type top-down, was regimented by individuals with the necessary material and financial produce goods and services for resale to consumers. The digital age transforms this paradigm by allowing anyone with the means and technological knowledge to do so and to participate in the economy. The globalization of markets has led to the emergence of an important phenomenon: the democratization of information technology and communication. The globalization of production and economies of scale arising enabled technologies offer lower cost, thus expanding the sales market products which are linked. They therefore become more accessible, but also more easy to use (Woessner, 2011). The appropriation of information technology

and communication by users is an essential element in this research because it has caused hatching practices of participation and collaboration on the web. Therefore the strong tool over here is the social media, which appear as a system for the exchange of views and information (Miller & Que, 2012).

The Internet has revolutionised the communication medium by allowing people and organisations to overcome any time and geographical constraint (Harris & Rae, 2009, p. 26). Because of the dynamic and evolving IT environment, online activities are performance through a new form of communication technology called “social media” or “Web 2.0 (Gretzel, Kang, & Lee, 2008, p. 92).” The high use of social media has lead to this era to be considered as social media era. Social media allows people to share their insights, perspectives, opinions, and experiences with each other through various forms like images, audio, text messages, and videos (Thevenot, 2007, p. 284).

In the sense of social commerce, it is identified with others hint as to the characteristics or parameters of the product or service, an indication of the real advantages and weaknesses offered to another interesting member of the community. It is therefore expressed in forums and discussion groups, the services and evaluating social services with reviews and comments relating to the offer of a specific company. For this recognition of the phenomenon of social commerce is a synonym for - social shopping. The second meaning is more transactional in nature. It is about submitting an offer to social networking site users (Curtis & Giamanco, 2010). The basic idea is to have the opportunity to purchase directly on community, without having to leave the same site. Moreover, often offer for members of the community is more favourable than standard, presented at that time. A third view takes into account the logic of collective decision-making purchasing. This theme is most evident in the case of services purchasing group. Offer available for users of this type service is so beneficial that allows you to attract many interested in buying (Powell, 2009). By taking into account the case-shot, a social commerce have ability to influence the purchasing process carried out by a member of virtual communities, involving in

particular to learn the regular users of the product, as well as opportunities direct purchase of the product or service in the media social networks (Hu, 2011).

Kaplan & Haenlein (2010) define social media as the “the online activities and behaviors among a group of people who gather in order to create and exchange user generated content (information, knowledge, opinions) by using web-based media or applications (p. 61).” The content generated on social media is circulated with the intent of educating people about various products and services (Blackshaw & Nazzaro, 2006, p. 16). Applications on social media allow consumers/organisations to blog, tag or post (share) information on the Internet (Xiang & Gretzel, 2010, p. 181). According to Kaplan and Haenlein (2010), social media can be classified in specific categories like projects, virtual game and social worlds, collaboration, blogs, and social networking sites (p. 62).

Social Networking Sites (SNS) are widely considered as an important category of social media (Harris & Rae, 2009; Ulusu, 2010). According to Ellison, Steinfield and Lampe (2007) SNS provides users with the opportunity to express them, establish social network ties, develop and maintain social relationships and exchange information and knowledge (p. 1145). SNSs are also recognised as the next big wave in business, social life and technology (Donath & Boyd, 2004, p. 73). Presently, Facebook is the most famous and successful SNS. Facebook functions as a social entertainer for its users and is also used as a marketing tool or platform by organisations (Lin & Lu, 2011, p. n.d).

Facebook has also introduced virtual brand communities or brand fan pages as a result of this social media revolution. Some companies have used these virtual brand communities to attract customers’ and enhance brand attractiveness. The interactions through the Facebook fan pages helps strengthen relations with fans and customers, while also allowing the organisation to transmit brand value (Qualman, 2009, p. 21). Furthermore, companies are taking advantage of this platform to build relations with their customers (Ulusu, 2010, p. 2950).

The greater the participation, the higher will be the level of involvement with the online community. This may bind each member of a community to other member. The binding may then improve instruction on common values that encourages information sharing and conjoint behaviours, increase brand value perceptions and to enable stronger group cohesion (Casaló, Flavián, & Guinalú, 2010; Qualman, 2009). The online brand communities can help companies identify the perception of consumers regarding a certain brand (Casaló et al., 2010, p. 900). The communities also influence consumer behaviour because customer appeared to refer to other consumers' recommendations and opinion during the purchase decisions (Casaló et al., 2010, p. 901). From the perspective of the management, the online brand community can be recognized as an innovative model of commercial development. Moreover, the online community may be an effective tool for CRM (customer relationship management) (Hanson, 2000, p. 10).

Companies can post their company profiles on the site Facebook, the so-called public profiles (called fun page, fun site). They are used for general marketing activities. The next stage of development of the company's profile can be made, with the online store (called F-commerce) (Woessner, 2011). Implementation of e-shop in the social networking site allows the potential of virtual communities - sharing information purchasing, recommendations, special offers for fans, etc. Bragging is a natural behaviour in the group, and through the integration of store within Facebook, which can propagate user purchase among friends, as well as the appropriate reward (discounts, and exclusive material not available anywhere else) (Curtis & Giamanco, 2010).

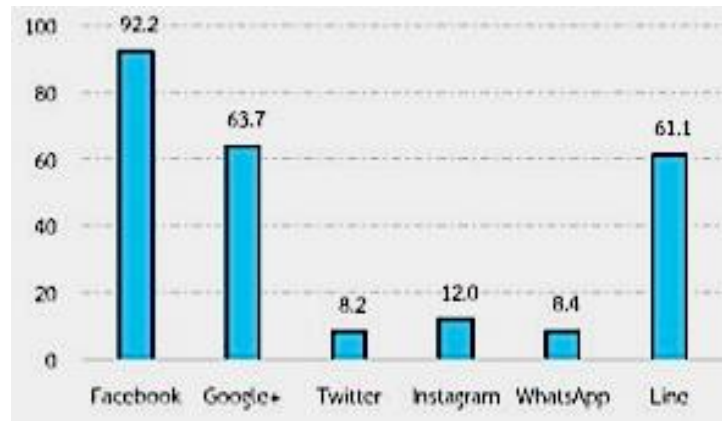


Figure 1.1 Thailand Social Media Users in 2013

Source: Electronic Transactions Development Agency [ETDA], 2013

Facebook and Social Media in Thailand, it is becoming the trend for Thai people who is accessing in the Internet. Social Media is increasingly important in Thailand for business sections and entertainments (Techinasia, 2013). Social Media has played major role in Thai culture. For example, Hi5 was the most popular social media for Thai who had Hi5 profile meaning they were in trend. Unfortunately, surviving online is not last for every company on the high competitive market with huge money and high technologies, which is the time to pop up of Facebook. According to Electronic Transactions Development Agency or ETDA 2013, the top 5 social media in Thailand are Facebook ranking the top social media, and following up with Google+, Line, Instagram and Whatsapp.

1.2 Statement of the Problems

Presently, Facebook is the most famous and successful SNS. Facebook functions as a social entertainer for its users and is also used as a marketing tool or platform by organisations. In Thailand, the number of active Facebook users has been increasing; as a result, businesses are now attracting customers through Facebook. Facebook represents a revolutionary trend that might be of high interest to the companies operating online in Thailand. The number of people using Facebook has increased tremendously in the previous years. As more people are online on Facebook, companies can attract these people through Facebook fan pages and

influence their decision making to purchase fashion products. This study will examine the decision making on buying fashion products via Facebook in Thailand.

1.3 Objectives and Scope of this study

The aim of this research is to analyze the buying process and behavior of Thai Facebook users who use Facebook for the purchase of fashion products. Thailand is one of the popular countries of Asia and its economy is also emerging as they are having heavy investments in technology and other sectors. The information and technology area of the country is on a particularly high rise and many companies are adapting to these changes as many people are having access to the internet and new mediums are continuously introduced in the market for having easy access to the internet (Powell, 2009). The buying behavior of consumers traditionally differs from the buying behavior over the internet as there is no face-to-face contact with the consumers and also there is no physical availability of the products. These aspects of the buying process over the internet and particularly via Facebook put great importance on conducting this research, as it will help in analyzing the buying process and how decisions are made and affected while buying online.

The scope of this study is to examine the decision making on buying fashion products via Facebook by people in Thailand. This scope has been achieved through the following objectives:

1. To highlight the unique characteristics of Facebook
2. To analyze the benefits and challenges of Facebook in social media marketing in Thailand
3. To examine the implications of Facebook on the decision process of people in Thailand

1.4 Research Questions

The study answers the following research questions:

1. What are the unique characteristics of Facebook?
2. What are the benefits and challenges of Facebook in social media marketing in Thailand?
3. What are the implications of Facebook on the decision making of people in Thailand?

1.5 Significance of the Study

The study focuses on the SNS Facebook because it is one of the oldest SNSs (founded in 2004) and also one of the most famous SNSs in Thailand with more than 24 million active users (www.facebook.com). The integration of Facebook through other websites having sharing function has also allowed Facebook to be used by companies to get close to their markets (Ulusu, 2010, p. 2951).



Figure 1.2 Thailand Facebook Population 2013

Source: Facebook.com, 2013: Online

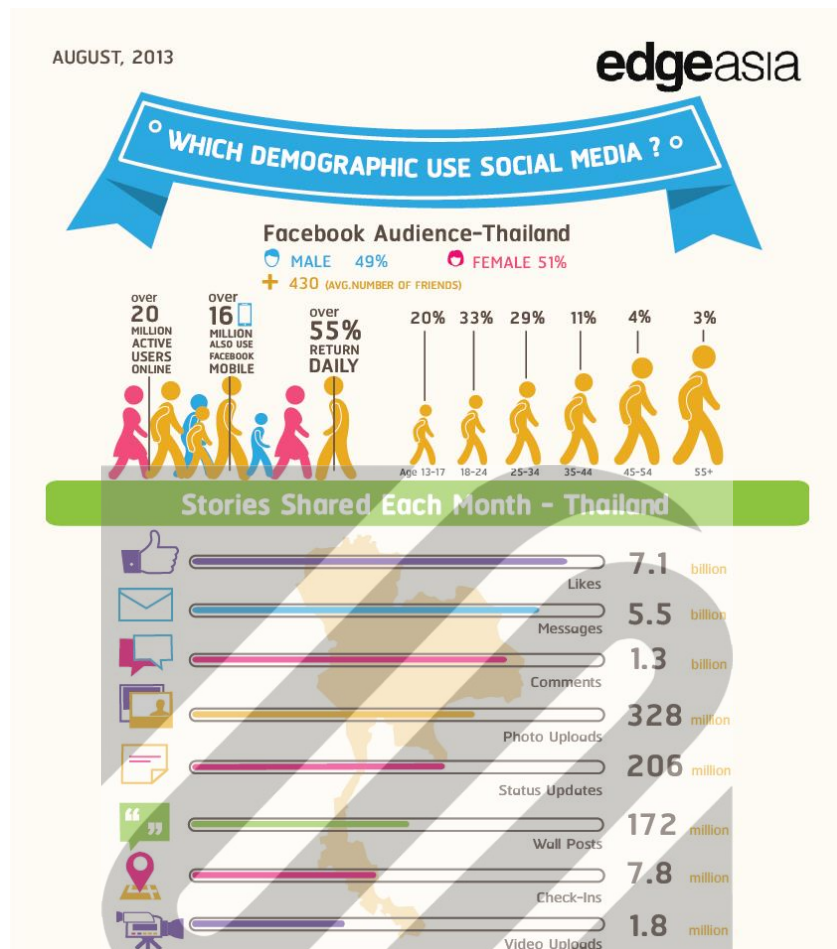


Figure 1.3 Facebook Audience in Thailand and Stories Shared each Month by Thai Facebook Users

Source: Edgeasia.com, 2013: Online

Social media has appeared on the web when it became possible for users to participate effectively in the development of content online or with Web 2.0, a term suggested by Tim O'Reilly in 2004 to define the New Web. Like large organizations, this environment free allowing thousands of individuals and small entrepreneurs to create products collaboration, access to new markets and to join other consumers in a social or commercial (Scott, 2011). These innovations result in the development of new business models more dynamic and productive characterized by individuals having a specific role to play (Miller & Que, 2012). Social media include various types of interactions between individuals and Web, and it is difficult to draw the line between social media and social networking sites. Social media implies, on the one

hand, the online publication content and, on the other hand, file sharing, opinions, as well as interactions social relations between people with common interests (Woessner, 2011). This involves grouping in communities of interest, acquired notoriety for everyone and also influence on the development of the Web. So are social media sites meeting for individuals, self-expression and sharing of opinions or information (Powell, 2009). Individuals come together based on common interests or shared values and traditional networking model is simply transposed on the web. The abolition geographical boundaries time and, to some extent, seems to psychological is a factor in propelling the online networking (Hu, 2011).

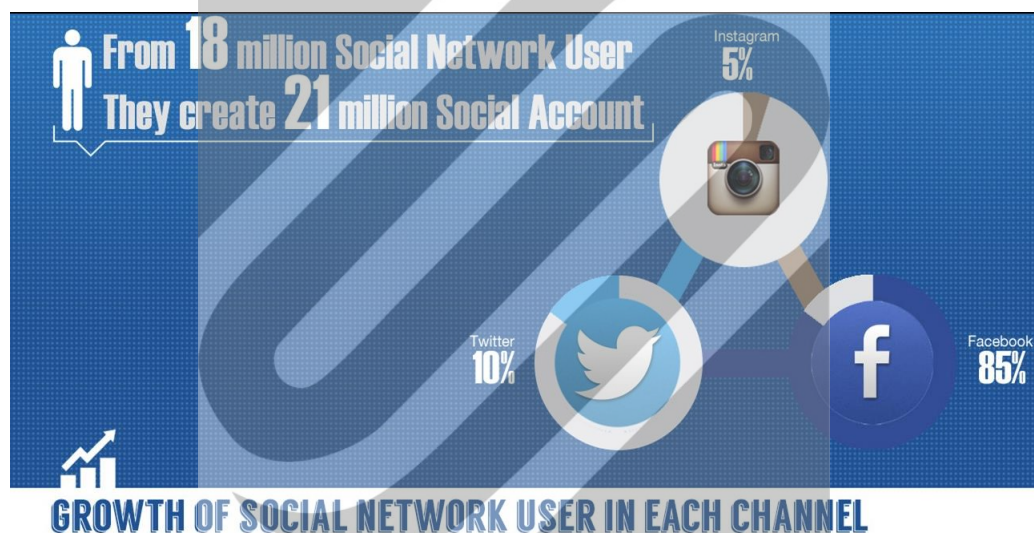


Figure 1.4 The growth of social network user in Thailand

Source: Facebook.com, 2013: Online

With the growing importance of social media resulting from the growing number of users spending more and more hours in the social networking sites, the entry into the so-called working age. Generation Y and generation Z will also be growing impact of virtual communities purchasing process carried out by the media social networks. Technological development and the emergence of applications that enable sales directly through social networking sites is another premise of the importance of social commerce in the coming years (Scott, 2011). Comments and opinions posted by Internet users play a significant role in decision-making by buyers. Facilitating make purchases directly from the social networking site (Facebook

Connect, F-commerce), which affects the potential buyer at the stage making the decision to purchase (Powell, 2009).

Market Value in Thailand

According to Thailand ICT Market value is expected to reach \$18.8 billion in 2012, and communication industry captured 76% of market share while hardware and software took up 17.6% and 5.5% market share.

E-commerce market value in Thailand

From website 'TechinAsia' reviewed that Thailand was blooming e-commerce in 2013 because of 3G. It was up to 131 percent mobile penetration result to more people shopping online. Thai E-commerce Association experts reviewed that E-shopping and online business will have grown by 30%, up from THB 119.64 billion (\$ 3.65 billion) in 2012.

Therefore, the significant of this study are;

1. To be further information for new entrepreneur
2. To be helpful for people who wants to start business on Facebook
3. To be information for people who interested in this topic
4. To be an information on the next research or other researchers

1.6 Conceptual Framework

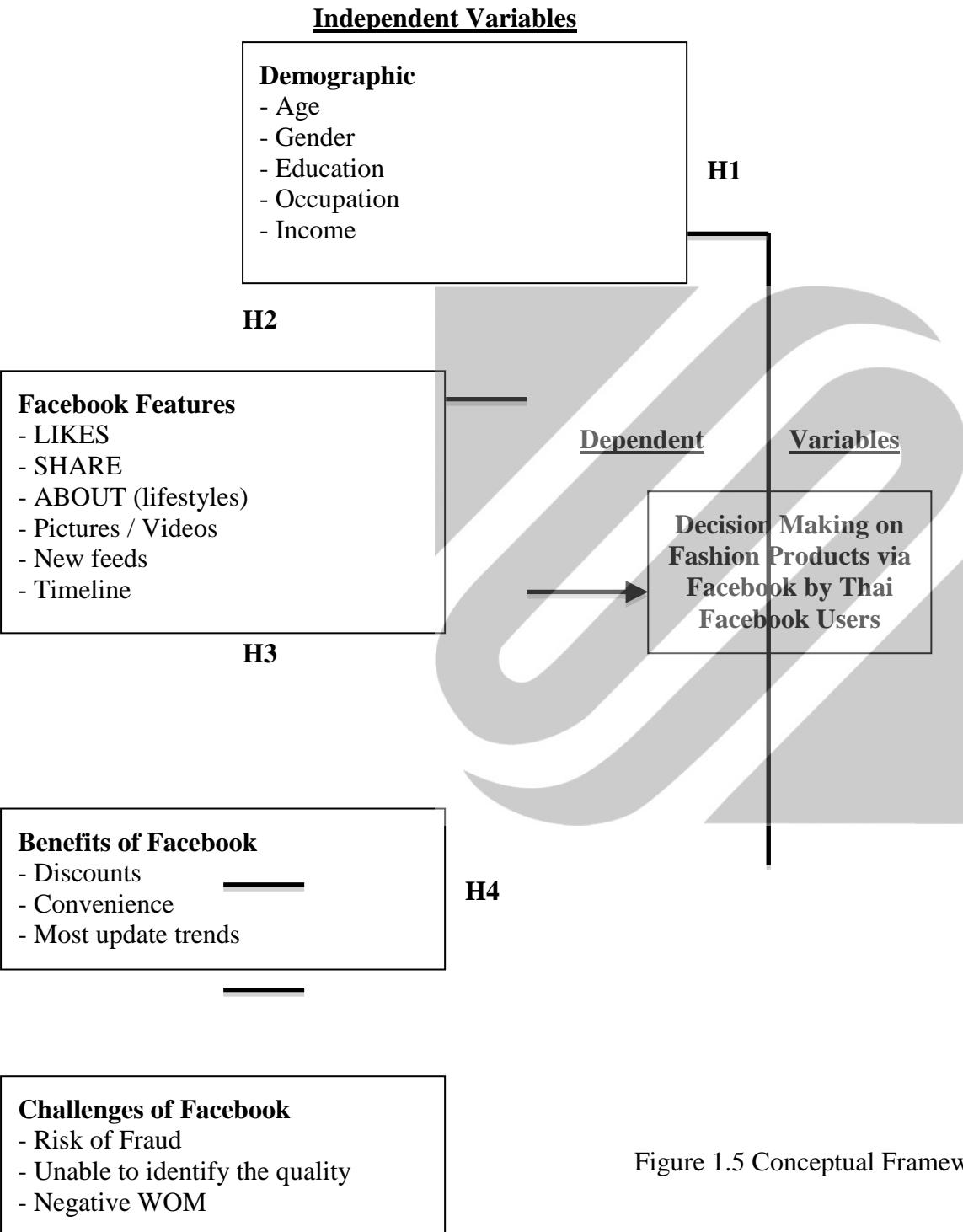


Figure 1.5 Conceptual Framework

1.7 Hypothesis

- H1 Demographic results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.
- H2 Facebook Features result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.
- H3 Benefits of Facebook result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.
- H4 Challenges of Facebook result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

1.8 Definition of Terms

Fashion Products

In the research Fashion products refers to “Consumer products where style, trendy or most in trend are the most important and the second thought is Price such as clothing, jewelry, handbags, sun glasses, watch, shoes, etc.

Social Network site: SNSs

According to Boyd and Ellison (2007) given the definition that there are two term of phenomenon of this meaning. First, “Networking” is related to connection mostly unknown person online, however, the specialist of SNSs has permission only the known person also prohibits the unknowns. Therefore, SNSs is including both two phenomenon together it means the user online is able to connect with both known and unknown person on SNSs such as Facebook.

Social Media

According to Tancharoen (2013) described that social media is one of the marketing tools to help the business to success, and the main purpose is to show online by promoting the business or company to be accepted online.

Word of Mouth: WOM

Word-of-mouth (WOM) is the oral person-to-person communication between communicator and receiver and the message communicated is of non-commercial nature (Arndt, 1967, p. 294). WOM is considered as the most influential source of pre-purchase information and therefore, has an important influence on consumer decision making process (Bickart & Schindler, 2002, p. 429). Moreover, WOM is also considered more powerful than conventional marketing tools like personal selling and advertisements.

CHAPTER 2

LITERATURE REVIEW

Related Literature and Previous Studies

2.1 Facebook as a Unique Medium

According to Charney and Greenberg (2002), being aware of the needs of the people and the type of activities preferred by them can enable media producers, media effects researchers, and policy makers to better understand the role of internet in consumers' decision making. Understanding the reason why people use technology, can help us assess the impact of technology on society (p. 379). It is important to examine how Facebook is being used by people in the society? How people use it differently than other media? And How does or does not Facebook fulfill those needs for individuals? More importantly, it is important to assess what makes Facebook a unique medium for brand communication. The answer lies in its social nature of Facebook. Facebook helps people fulfill their interpersonal and mediated needs.

According to Boyd and Ellison (2008), social networking sites (e.g. Facebook) are web-based services that allow users to create profiles, configure list of users with whom to share information with (e.g. friends, colleagues, family members, etc.) and explore the profile of those users or others (p. 210). Boyd and Ellison (2008) further add that SNSs are unique because they enable users to create their social networks and share it with other users, which results in new connections otherwise could not be made (p. 211). However, the primary purpose of SNSs is not to meet new people, but to create an online social network of people already known to the users. Moreover, people use Facebook to connect with family members and current and old friends.

Another reason why people use Facebook is to connect around a network of people having shared interest, reading comments by public figure and seeking out new friends and potential romantic relationships.

According to Facebook.com (2011), Facebook can be defined as “a social utility that helps people communicate more efficiently with their friends, family and co-workers.” The company is also proud of itself on revolutionizing information technology by facilitating the sharing of information through social graph. Social graph is the “digital mapping of people’s real-world social connections.”

There are many features and functions of Facebook that contribute to the improved user experience. The two major features that have enhanced the users Facebook experience are:

1. The home page, where news feeds and friends status updates and information shared by the people from their networks are updated
2. The profile page, where the personal information (like relation ship status, work history, education, interests and contact information) are displayed

Facebook allows the individual to control the information shared on his/her profile page, with respect to what to share and whom to share the information with. Facebook also allows individuals to share pictures and videos, create events, join public/private groups, and create, “like”, or follow some brand or dedicated fan page. A study conducted by Usulu (2010) examined the usage of Facebook found that users spend the major portion of their time on writing on walls, networking, sharing media, and searching friends (p. 2955). The study also examined the engagement of users’ with brands through Facebook. Usulu found that users were interested in brand related promotion and announcements on Facebook and they consider themselves as a part of the online brand community they follow.

The unique feature of engagement and the increasing popularity of Facebook has enabled firms to take advantage of this marketing platform to build their business,

and enhance relation with their customers. According to an article in CRM magazine “Every public and private organization needs a social-media based customer service function (Fluss, 2011, p. 8).” The customer service agents will be responsible in monitoring and managing the company’s brand image, as well as building relationships with the customers. Facebook, unlike traditional marketing mediums like print, television, posters and radio, allows firms and consumers to engage in a two-way communication. Therefore, marketers may be able to obtain important insights from their consumers through feedbacks and suggestions. Ray Poynter (2008) contends that: In the future, insight is less likely to be produced by large-scale, uniformly applied, structured survey instruments, and it is more likely to be acquired through purposeful discourse, and social networks could well be the medium (p. 12).

It is important for us to identify the motivating and driving factors behind the usage of Facebook so that these could be met and firms can then influence the decision to purchase goods and service through Facebook. Any inaccurate belief regarding a particular brand can be corrected through the online brand community on Facebook by putting on the right message by the firm. Firms can create new messages and marketing communication to overcome those inaccurate assumptions or perceptions.

2.2 Implication of Facebook on Consumption Behaviour

According to report on Mashable.com (2011), CRM specialists at Get Satisfaction, conducted a study to determine why consumers follow brands on SNSs. The study found that there are various reasons why people follow brands on SNSs. These reasons include: seeking entertaining or interesting content, seeking special deals or offers, or seeking news or support regarding a particular product. Moreover, Facebook users were either current users of a particular brand or their friends were fans of those brands. When a firm’s Facebook page helps in increasing the brand identification, then the firm’s marketing team can observe an increase in mass media viewership and merchandise sales by increasing their fan following on Facebook fan page.

2.3 Benefits and Challenges of Social Media Marketing

In a study by Cooke and Buckley (2008), they predicted that Web 2.0, along with the online social networks will be the marketing tactics used by firms in future (p. 270). They further added that the SNSs will create a new and distinctive area of social media marketing in the business world. Social media is gaining a tremendous importance in the minds of both, the consumers and the marketers. The marketers incorporate social media in their marketing plan (Gregurec, Vranešević, & Dobrinia, 2011, p. 169). Although social media cannot replace the traditional marketing tools, it is nonetheless becoming a very important part of a firm's marketing mix (Palmer & Koenig-Lewis, 2009; Withiam, 2010). According to Hennig-Thurau et al. (2010), the use of social media in the marketing strategy although threatens established business models, but also creates a large number of opportunities for the creation of new business models (p. 321). The next section discusses both, the challenges and the benefits of social media marketing in business.

2.3.1 Benefits

Social media marketing provides variety of benefits to businesses that includes sales increase, advertising and promotion, brand awareness and reputation, word-of-mouth marketing and customer relationships. The section below provides detail on these benefits of social media marketing:

Sales Increase

One of the major benefits that firms obtain through social media marketing is the increase in sales. For instance, Sony reported sales increase up to more than L1 million till 2010 because of its presence on social media platforms (McEleny, 2010,

n.d.). Furthermore, Dell also reported sales increase of PCs, accessories and software up to more than \$6.5 million through promotions on social media (Guglielmo, 2009, n.d.). Moreover, Huber (2011) predicts that by 2015, half of the online sales will be because of mobile and social media applications (n.d.). A study by “Reaching” (2009) shows that 78 percent of the marketing managers considered customer reviews to be the most important social media tool for generating sales.

The reason why social media marketing has an impact on sales revenue is that it provides opportunity to the marketer to solve the needs and problems of consumers in a better way as compared to traditional marketing tools (Chase, 2011, p. 4). Chase further adds that social media enables businesses to offer added value to the customers by communicating information to fulfill customer needs via social media.

In the hospitality industry, social media is claimed to be able to make the sales process faster, more efficient and ultimately, more productive (Verret, 2011, n.d.). User generated content on social media can increase hotel sales in two ways. One is an indirect way of bringing more traffic to hotel website by increasing rankings in search engines. The other is a direct way of increasing hotel bookings by increasing consumer confidence (Mackenzie, 2011, n.d.). A study showed that the volume of direct referrals from social media sites to hotel websites was growing (Quinby, 2010, p. 4). In 2009, more than 20% of travellers who booked trips from online travel agency or booked room from hotel websites had visited a traveller review site in the same month (Quinby, 2010, p. 6). What’s more, a number of social media savvy hotels have developed booking widgets on Facebook pages to facilitate users’ booking via Facebook and the outcomes were turned out to be favourable (Mayock, 2011, n.d.).

Advertising and promotion

Social media also provides a medium to online advertise and promote good and services of business. According to “Social network” (2011), the social media advertising and promotions costs has increased from \$55 billion to about \$80 billion

from 2009 to 2011. Moreover, the revenues have also increases three folds from social media advertising and promotions. The best feature of social media advertising is that it helps businesses segment the market automatically according to user profiles (Gregurec et al., 2011, p. 170). This increases the effectiveness of firms advertising and promotional activities. Furthermore, social media also allow businesses to obtain customer information with respect to psychographic, demographic and geographic from their social media profiles and then help them target them individually as per their need (Hoy & Milne, 2010, p. 31).

Another important feature of social media advertising is its inexpensiveness. Thus, firms can market their products to their target market with a minimal cost (Paridon & Carraher, 2009, p. 8). Therefore, social media marketing can be very useful for small enterprises (Tariq & Wahid, 2011, p. 1061). Another feature of social media advertising in that the communication is not limited to business and consumer. Messages can be delivered voluntarily from consumer to consumer (Gbadeyan, 2010, p. 279). This is called the momentum effect when a consumer refers a brand to his/her friend on Facebook (Gbadeyan, 2010, p. 279). A study by Microsoft Digital Advertising Solutions (2007) in UK has found that 25 percent of the users commented on an advertisement and 35 percent share it with other users. This momentum increases effectiveness of social media advertising and an exponential number of people get informed about the product/service.

Brand awareness and reputation

Brand awareness can be defined as the knowledge consumer has about the existence of a brand (Montalvo, 2011, p. 92). Social media allows marketers to increase their brand visibility and awareness by regularly posting new information regarding a particular brand on their social media page (Montalvo, 2011, p. 92). Through social media, businesses can repeatedly communicate information regarding a particular brand so that the information is reinforced in the consumers' minds (Edosomwan et al., 2011, p. 85).

Brand reputation or brand image can also be improved using social media tools as it provides marketers with a two-way communication channel. Therefore, through customer feedbacks marketers can identify and mitigate any risks to the reputation and image of the brand. The brand reputation can be increased through 3 main tactics. These tactics are listening, participating, and leading (Withiam, 2010, p. 2).

The brand image can be strengthened through the participation of customers on social media. Through the comments posted by the customer regarding a particular brand, the marketers can add customer's insight into the brand and enhance the brand's reputation (Withiam, 2010, p. 2).

Studies have shown that an increasing number of customers engage in talking and learning about brands on social media networks, especially on Facebook, and also visit websites through links posted on the brand's page (Mahoney, 2009; Pookulangara & Koesler, 2011). According to a study in UK, 73 percent of the users in UK have visited the brand's page and 16 percent have posted a comment or involved in a dialogue (Microsoft Digital Advertising Solutions, 2007). According to a study conducted by Mahoney (2009), more than 3 percent of the traffic on top retail sites is contributed by the active users on Facebook (n.d.).

Word-of-mouth marketing

Social media also enables businesses to reap the benefits from word-of-mouth marketing. Word-of-mouth (WOM) is the oral person-to-person communication between communicator and receiver and the message communicated is of non-commercial nature (Arndt, 1967, p. 294). WOM is considered as the most influential source of pre-purchase information and therefore, has an important influence on consumer decision making process (Bickart & Schindler, 2002, p. 429). Moreover, WOM is also considered more powerful than conventional marketing tools like personal selling and advertisements. According to Trusov, Bucklin and Pauwels (2009) WOM also helps businesses acquire new customers by being 30 times stronger than traditional media and 20 times stronger than marketing events (p. 97).

WOM marketing is a major feature of social media marketing (Trusov et al., 2009, p. 98). The reason for its importance lies in the fact that traditional WOM communication only targets a few friends and the message might not be endured as the WOM continues. On the other hand, social media WOM can remain original and visible to the entire world (Duan, Gu, & Whinston, 2008, p. 239). This allows business to take advantage of social media WOM because of its lower cost and faster delivery (Trusov et al., 2009, p.98). WOM marketing can be generated by company by hiring sponsored customer conversations to generate a positive information regarding a brand (Kim, 2010, n.d.).

WOM is one of the mainly powerful implements of marketing strategies. There is no one who wakes up and makes decision to go the shopping, but if they get the information it will be easier to do decision making. Nevertheless, there are both positive and negative affects, which are depending on the communication at the moment to encourage the consumer making purchase. Word-of-mouth communication is significant to consumer purchase behaviour. (Mangold, Miller, & Brockway, 1999)

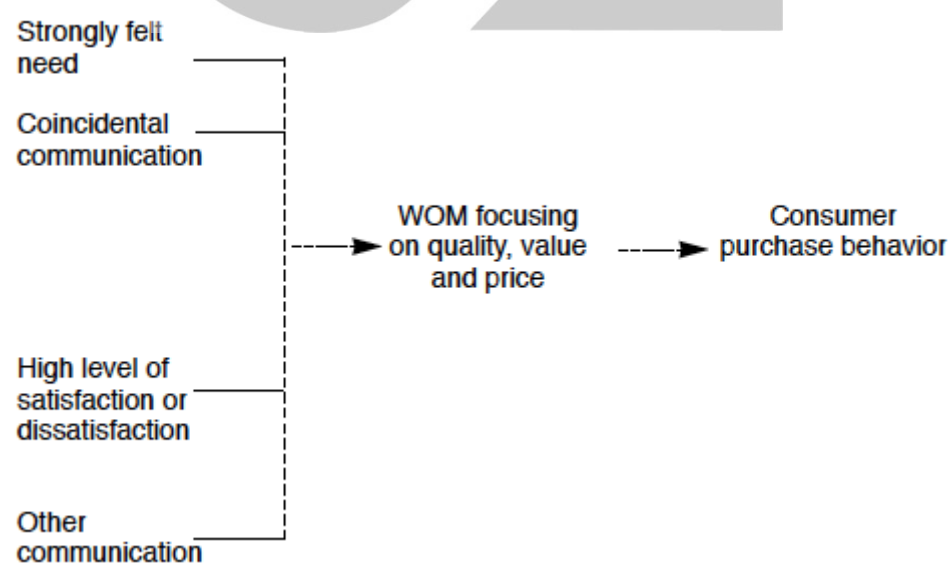


Figure 2.1 Word-of-mouth communication process

Source: Mangold, Miller, & Brockway, 1999: Online

Customer relationships

Social media does not only enable businesses to market their products and services, but also helps interact with the customers and build and sustain relationships with the customers (Edosomwan et al., 2011, p. 89). Moreover, social media also enables business to remain in touch with customer 24 hours a day reducing time constraints due to different geographic locations (Wright et al., 2010, p. 79). Since customers have the power to share and control information, this increases the willingness of customers to keep relationships with the businesses (Culnan & Armstrong, 1999, -p. 106). Moreover, traditional media limits itself by only keeping the customers informed; on the other hand, social media not only keeps the customers informed, but also keeps them involved and stimulated (Lim, 2010, n.d.).Lim (2010) further adds that by keeping the customers involved, firms can improve relationship with the customers (n.d.).

According to Wang, Yu, and Fesenmaier (2002), travel retailers use social media to improve their travel products (p. 410). A study conducted by Withiam (2010) has revealed that 78 percent of the companies that are using social media tools for CRM, the customer satisfaction have improved. Moreover, businesses are also increasing their social media usage because it helps communicate with consumers and solve their problems for free (Mathwick, Wiertz, & De Ruyter, 2008, p. 839).

2.3.2 Challenges

Apart from the benefits, there are also challenges that the businesses have to overcome to utilize social media marketing tools effectively and efficiently. Some of these challenges are negative WOM, legal risk and ROI. The section below provides detail regarding these challenges.

Negative WOM

One of the major challenges that businesses face by social media adoption is the risk of negative WOM. Companies find it challenging to develop strategies to neutralize the negative WOM generated through social media (Roehm & Tybout, 2006, p. 370). Social media provides an easier way for customers to provide product or service related feedback online (Withiam, 2010, p. 7). However, the proliferation of messages, and posting of inaccurate information, unanticipated and unfair negative opinion, and criticism online can generate negative consequences for the firm (Kasavana, 2008, n.d.). This can sometimes also make it hard for the firm to control. Nonetheless, it also provides a tremendous opportunity to realise the problem and correct the mistake identified by the customer. This is a wise approach as it helps neutralize any negative WOM. A major problem in neutralizing the negative WOM is that the social media marketing personnel do not respond on time. Most of the time users require a response in 10 minutes, whereas the marketers respond in an hour or so. Sometimes, there is also no response at all. Therefore, it is important that marketers reply to such customers quickly in order to reduce the damage done by the negative WOM.

Legal risk

Like traditional marketing tools, social media marketing also has its share of legal risks. According to Steinman and Hawkins (2010), there are several legal issues that businesses need to deal with when using social media marketing (p. 3). One of these legal risks is the protection of copyrights and trademarks. Since impromptu communications are usually facilitated on social media, abuse of copyrights and trademarks becomes easier. The second legal risk that social media involves is local, federal and state laws regarding the usage of social media marketing by a business. The third legal risk is to follow the terms and conditions of the social media channel.

Since every channel has different terms and conditions, it becomes difficult to follow them and thus, generates a challenging task for the marketers. The next legal risk is to be aware of the privacy and data security issues and to remain careful while collecting information of the users. The last legal risk is to keep the social media usage records up to date for any investigation or legal proceedings.

Tenenbaum and Zottola (2011) have suggested some measures to avoid legal risks in social media marketing (p. 7). They suggest that businesses should be careful while posting or sending any copyright media. Moreover, businesses should avoid using materials without the permission of the author and always provide citations for any content adopted from other sources. Moreover, firms should also limit their role in content distribution so that their intellectual property rights remain protected. Another suggestion is to disclaim the responsibility of any 3rd party website linked to the business website. Moreover, business should respect the privacy of their customers and therefore, should inform them while collecting any personal information. Another important thing to keep in mind is to maintain the behaviour of the company's employees on social media.

Return on investment (ROI)

One of the most challenging task for any marketer is to measure the effectiveness of social media marketing or in other words the return on investment (ROI) of the social media marketing (Palmer & Koenig-Lewis, 2009, p. 169). According to Fisher (2009), old metrics of ROI related to online advertising are not applicable to social media (p. 190). Although the social media marketing tools are effective in improving the marketing communication of a company, there is no quantitative tool to assess such claims. Various studies have suggested social media ROI measurement techniques. For instance, Owyang (2007) has highlighted some features that should be measured by the marketers to measure the effectiveness of social media marketing (n.d.). These features are: velocity, attention, activity, qualitative comments and participation. Similarly, Bensen (2008) has proposed another list of features, which include interaction, qualitative, sentiments, impacts,

conversion index, attention and velocity (n.d.). Furthermore, Interactive Advertising Bureau (IAB, 2009) has proposed its own social media ROI instrument in which the social media is categorised into three different types. These are social media blog, sites, and applications and widgets. IAB (2009) has defined different metrics to measure effectiveness of for each category. These measurements have so far remained controversial in both industry and academics (Fisher, 2009, p. 191). According to Ray (2009), the measuring standards set by IAB have many flaws as they neglect the sentiment within users' comments (n.d.). Fisher (2009) further adds that the definitions of IAB are inadequate as they do not correctly measure the ROI of social media marketing (p. 191). This is because the measurement technique proposed by IAB only involved business-to-consumer communication and not consumer-to-consumer interaction.

2.4 Word-of-mouth (WOM) and electronic word-of-mouth (eWOM)

Word-of-mouth (WOM) has been an important concept in the marketing field for decades. Arndt (1967) was one of the earliest researchers who defined WOM as oral, person-to-person communication between a communicator and receiver which is perceived as non-commercial message (p. 294). In terms of content, WOM is considered as “informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services and/or their sellers” (Westbrook, 1987, p. 261).

WOM is claimed to be a powerful marketing force to influence a variety of consumer conditions: awareness, expectations, attitudes, purchase intentions and decisions, and even post-usage perceptions (Anderson & Salisbury, 2003, p. 118). Research generally demonstrates that WOM is more influential than conventional marketing tools, such as printed materials, advertising, and personal selling. The power of WOM is attributed to the source reliability/trustworthy and the flexibility of interpersonal communication.

Traditional WOM is limited by boundaries since it works through person-to-person communications (Bhatnagar & Ghose, 2004, p. 1353). With the growth and popularity of the Internet, the WOM concept was expanded to be applied in the Internet-based communications and the power of WOM has become stronger using Web 2.0 technologies (Hennig-Thurau & Walsh, 2003, p. 61). WOM on the Internet is called electronic word-of-mouth (eWOM). Stauss (2000, p. 243) conceptualized eWOM as “internet customer communication that occurs when customers report or interact about consumption-relevant circumstances on the Internet”. More specifically, eWOM is defined as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet” (Hennig-Thurau et al., 2004, p. 39). Similar to WOM, eWOM is found to be influential in consumer shopping behaviors and product choices in Internet channels (Senecal & Nantel, 2004; Xia & Bechwati, 2008).

Researchers has also identified several major differences between WOM and eWOM. First, eWOM uses the internet as communicating medium, which is different from WOM (Klopper, 2002, n.d.). Granitz and Ward (1996) also mentioned that internet based WOM is mainly a written message while traditional WOM is usually a spoken message (p. 162). Second, the traditional WOM is a unidirectional communication, flowing from the communicator to the receiver (Kozinets et al., 2010, p. 78). With the help of Web 2.0, all consumers are free to create and share information online, so eWOM has changed from unidirectional to multidirectional communication. Third, the social ties between consumers are different between eWOM and WOM. In traditional WOM, consumers usually communicate through strong social ties since strong ties are more effective in terms of referral (Kim, 2010, n.d.). In eWOM, consumers often share information among weak ties and even anonymously, leading to a big problem of information credibility. Fourth, the biggest differences between eWOM and WOM are reach and growth. Granitz and Ward (1996) stressed that eWOM can spread more widely and broadly, while traditional WOM is usually limited by communicator's boundary (p. 163). In addition, WOM is local and slow in growth, while eWOM is usually global and enjoys an exponential

growth. Last, traditional WOM are very difficult to trace, while eWOM is measurable since comments on a product are written and available in the websites. eWOM is sometimes also controllable since businesses can delete negative reviews and comments on their websites (Park & Kim, 2008, p. 405).

Since eWOM has many differences from WOM, the WOM models have been revised to explore eWOM issues. Most eWOM studies have focused on the motives or drivers of posting (Hennig-Thurau & Walsh, 2003) and reading (Goldsmith & Horowitz, 2006) eWOM. Okazaki (2009) integrated social influence model and uses and gratifications theory to present a theoretical model of eWOM antecedents. The findings indicated that social identity, desires (purposive value, social enhancement and intrinsic enjoyment), and opinion leadership are all antecedents affecting social intention to engage in eWOM. Hung and Li (2007) employed social capital theory in understanding the antecedents and consequences of eWOM (p. 491). The integrated model proposed that three sources of social capital (structured eWOM, cognitive focus, and social relations) influence eWOM and the outcomes of eWOM include both cognitive and behavioural. Consumer learning as cognitive outcome has an impact on behavioural outcomes, including consideration set and consumer reflexivity. Through review of related literature, Chan and Ngai (2011) proposed a classification eWOM framework from an input-process-output perspective (p. 494). The inputs of eWOM include the motivations of three different parties: writers, readers, and marketers. The process of eWOM consists of the platform, system, or interface/site where eWOM is processed and the eWOM messages and message processing. The outputs of eWOM refers to the influence and impact of eWOM, including purchase decision, customer attitude, loyalty, product adoption, reduced risk, marketing implication, and eWOM metric.

De Bruyn and Lilien (2008) proposed a multi-stage model to explore how eWOM influences consumers in the three stages of the decision-making process: awareness, interest, and final decision (p. 155). They also posited that four antecedents, tie strength, perceptual affinity, demographic similarity, and source expertise, have different effects at different stages. The findings showed that tie

strength creates awareness, perceptual affinity evokes interest, and demographic similarity has a negative impact on eWOM. Park and Kim (2008) combined cognitive fit theory and the elaboration likelihood model to postulate that the type of eWOM is a moderator in the relationship between consumer expertise and purchase intention (p. 406). The results suggested that the type of eWOM has stronger impacts on purchase intentions of experts is than those of novices while the number of eWOM has stronger impacts on purchase intentions of novices is than those of experts. Yeh and Choi (2011) also proposed a conceptual model of eWOM that identifies key antecedents of eWOM as brand identification, brand loyalty, community identification, and community trust (p. 151). The findings implied that brand identification positively influences eWOM through the mediation of brand loyalty and community identification.

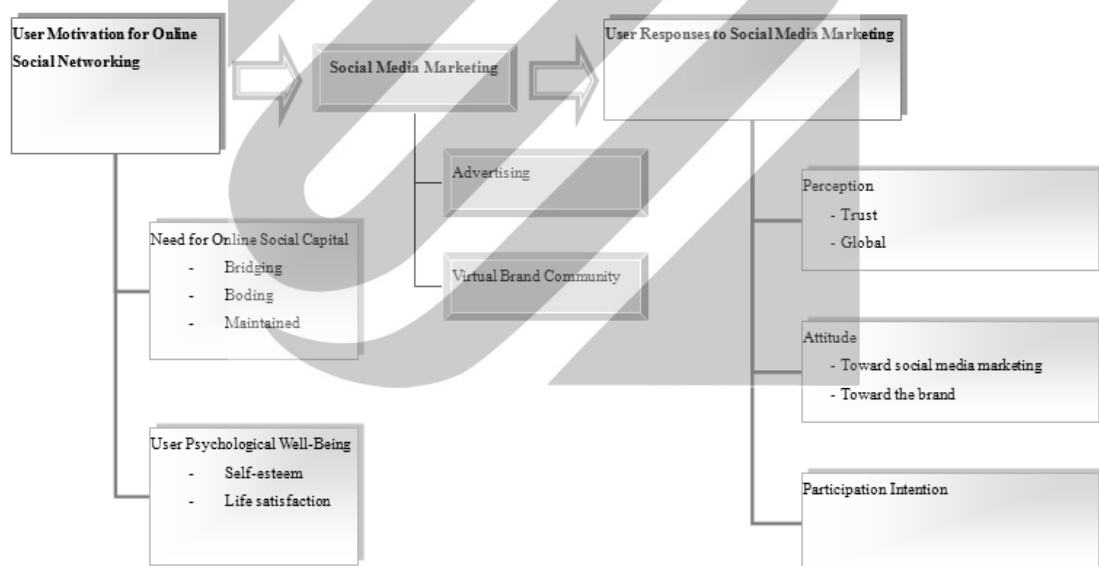


Figure 2.2 Proposed Relationships between User Motivation and User Responses to Social Media Marketing

Source: SocialCapitalist.com, 2010: Online

2.5 Social Influence and Consumer Decision Process

When a person makes a purchase decision, social influence plays a very significant role in it. Once the consumer realizes the need and lists down the required features, the consumer starts looking for the right product. However, searching and buying the product through e-commerce websites is frustrating and time consuming. A study has found that more than 80 percent of the web shoppers have at some point left the e-commerce website without finding any relevant product. As previously stated, friends and family members are the people that consumer trusts and seeks advice from. However, these acquaintances may be out of reach physically.

2.6 Related Theory

Consumer Decision Process

There are many factors that influence the behaviour of a consumer. For example, there may be internal factors like lifestyle, personality, emotions, motivation, self-concept. On the other hand, there may be several external factors that affect consumer behaviour like situational, social and cultural influences and group and family decision making. Since nowadays people have a variety of options to choose from, so they compare, evaluate and select different product alternatives to come to a final decision.

The figure below presents the five-stage model of consumer decision making process. Traditionally, customers go by five stages in order to decide purchasing or repurchasing a particular product or service. These five stages are: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior.

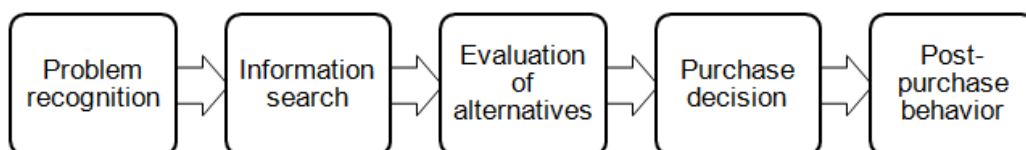


Figure 2.3 Consumer Buying Process

Source: Kotler, 2009

The buying process, however, starts even before the purchase decision as seen from the figure. Moreover, consumers may not follow this decision process exactly from stage 1 to stage 5, as they may either skip some stage or overturn some stages. We now discuss each stage in detail below.

1.1 Problem Recognition

The first step of any purchase process is the need recognition. A need or problem is recognised by the customer, which is the result of an internal or external stimulus. The internal stimulus affects the basic need, like hunger, in a strong manner that becomes the motivational driver for fulfilling that craving. On the other hand, external stimulus, by its names, works through external factors that are triggered when customer sees something that he or she truly wants to have (Kotler, 2009, p. 208). An example of external stimulus can be when a customer watches an ad on TV about a vacation in a famous and popular tourism destination. This triggers the customer to search for more information and inspires him/her to look for further travel ideas. As the interest towards getting a vacation grows, the willingness to travel also increases. This interest and willingness reaches a level when customer goes on a vacation.

Nowadays, there are many sources available that work as stimuli that trigger the need of a product or service. These sources are not restricted to traditional media tools. Internet and social media have created a huge influence on the consumer's need and problem identification. Therefore, contemporary marketing tools have exposed the consumers to a vast amount of information as almost every website features some type of ad. This leads to subconscious urge or impulse buying.

1.2 Information search

The second stage of the consumer decision process, according to Kotler (2009), is information search. After the consumer has identified the need for a particular product or service, they look out for more information on it. Kotler further adds that this stage can be divided into two levels, i.e. heightened attention and active information search. In the first level, the consumer is open to obtain information, and in the second level the consumer actually obtains the particular information regarding that product or service. Thus, at stage 2, the consumer starts to gather literature and experience from relatives and friends.

However, while during the information search stage, the customer acquires information regarding a variety of brands, out of which he/she gets familiar with some brands. The brands actually are similar products and services having low difference among them. Therefore, consumers are now exposed to the best alternatives.

1.3 Evaluation of alternatives

Kotler (2009) states that consumers have their own opinion regarding the product or service they require (p, 209). Therefore, the alternatives that do not fulfil the required need of the customer are eliminated so that the customer can focus on the brands that can fulfil the customer's needs. Some of the questions that can be asked to evaluate the alternatives are: the cost of the product/service, the user experience of other people regarding that product you want to buy, and the simplicity to use that product/service. For instance in hospitality industry, time and money might help evaluate the alternatives by looking at the options that let you reach the destination with lowest possible expenses and in the least amount of time. Therefore, marketers should realize the attributes that if offered can attract the customers and influence their decision process.

1.4 Purchase decision

Kotler (2009) states that during the "evaluation of alternatives" stage, the consumer evaluates all the available options and purchases a particular product or

service (2009, p.12). However, there are two critical factors that can influence the purchase intention and purchase decision. These two critical factors are unanticipated situational factors and attitude of others. Attitude of others is the level when the other person's attitude towards a product or service is negative and thus, decreases the purchase intention of the consumer and also reduces the willingness to proceed any further (Kotler, 2009, p. 213). Furthermore, the decision process becomes more complex when the consumer likes the product, but the people close to the consumer hold opposite opinions about the product. Thus, consumer does not purchase the product and keeps the people close to him/her happy.

On the other hand, unanticipated situation factors can change the purchase intention if an uncertainty arises unexpectedly. For instance, an unexpected purchase can be of higher importance than a planned product intended to be bought. Kotler (2009) states that preferences and purchase intentions are not reliable predictors of purchase behaviour (p. 213). In order to avoid risk due to impulse buying or incorrect decision making, consumers now prefer to avoid decision making and start gathering information through friends and family. Moreover consumers now also prefer some products having a preferred brand name and guaranteed quality. Nonetheless, there are also some products that involve less deliberation and smaller amount of decisions. Figure 9 provides a detail regarding the steps between evaluation of alternatives and purchase decision.

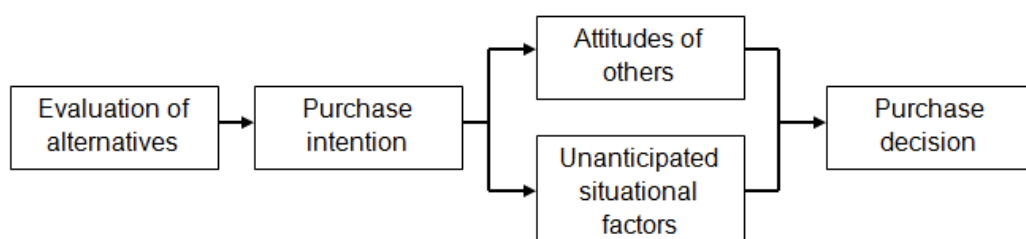


Figure 2.4 Steps between evaluation of alternatives and a purchase decision.

Source: Kotler, 2009: 212

1.5 Post-purchase Behaviour

According to Kotler (2009), “Marketing communications should supply beliefs and evaluations that reinforce the consumers’ choice and help them feel good about the brand (p. 213).” After the customer purchases a product/service, the customer experiences a post purchase situation. In this stage the customer evaluates the satisfaction or dissatisfaction generated by the use of the product. Through personal feelings, customers decide to buy the product or service again or not. Customers share their post purchase experiences with their friends and family members, and possibly on the social media where their personal review reaches to people outside their circles.

2.7 Related Study

According to Thailand Internet Users 2013 surveys on Thai consumer behaviour on Social Media. The main activity is mostly for chatting, sharing, and updating information. Also 21.8% is directly shopping on social media. And the survey also reviewed that the top goods purchasing on social media were clothes, shoes or bags; information-technology gadgets, computers or mobile phones; and cosmetics. Men bought IT gadgets more than women. The most popular price ranges for purchases on social media were 501 baht-1,000 baht (40.7 per cent) and 1,001 baht-5,000 baht (33.7 per cent).

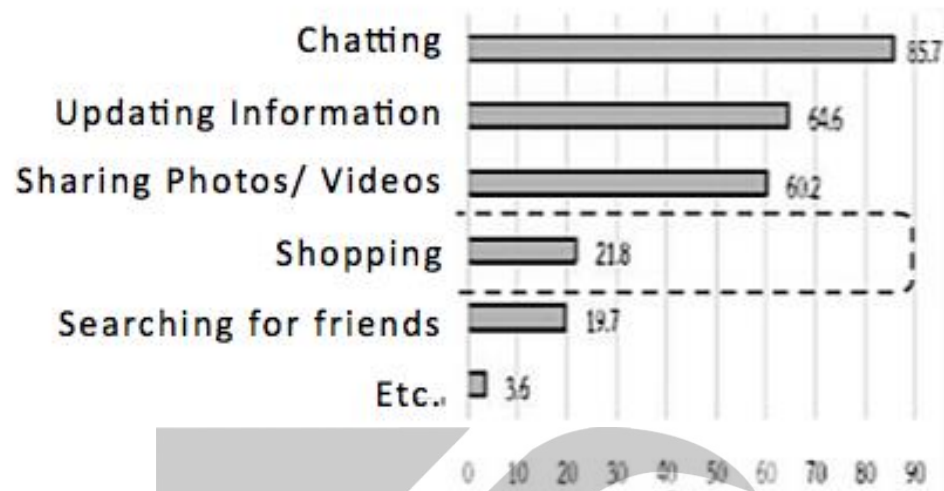


Figure 2.5 Main Activities on Social Media in Thailand

Source: Electronic Transactions Development Agency [ETDA], 2013: Online

The next study research topic is the effect of Perceived Risk on consumer Patronage in online shopping: Facebook by Anothip 2013 found that from 400 questionnaire, there were 223 respondents or 55.80% having the experience of shopping on Facebook, and the majority was female. Moreover, the majority of respondents showed that they were shop on Facebook 1-5 times in 3 months of 360 respondents or 90 %, and 2% of respondents shopped 11-15 times in 3 Months. Furthermore, the intention of people, who will shop on Facebook as awareness of perceived risk, the most effect is Performance risk of products then financial risk.



CHAPTER 3

RESEARCH METHODOLOGY

The following section presents the methodology of the study that was appropriate for the study. Quantitative methodology has been used to obtain data for the study. A quantitative study has a structure that can be utilised to obtain descriptive data that leads to credible results (Cresswell, 2008, p. 53). The chapter also includes the population selected for the study, the research design and data collection procedures. The purpose of this study is to investigate the decision making on buying fashion products via Facebook by Thai Facebook Users.

3.1 Research Design and Process

This research is founded on both primary and secondary data. The research encompasses the publications, articles and similar studies accessible on the Internet. Keeping in view the approach taken in earlier studies the research began with a broad

analysis of the existing literature. The methodology used for the purpose of this research is based on the primary and secondary data. This research is more or less based on the literature review & the conclusions are drawn on the basis of actual resources listed in the references. The aim of the secondary research was to obtain information regarding the literature review.

To answer the research questions of the study and to address the research problem, a primary quantitative research method also seemed appropriate for this study. The study is descriptive in nature. A descriptive research describes a particular phenomenon. The purpose of this study is to investigate the decision process on buying product or service via Facebook by Thailand people. The proposed study is based on quantitative research method and employs a questionnaire. Questionnaires were developed through literature reviews in order to examine the decision process on buying product or service via Facebook. A random sample from the identified population received the survey questionnaire. Quantitative data was obtained from Facebook users in Thailand. The data collected has been analysed using statistical software and findings are presented in form of tables generated by the software. The aim of the researcher is to understand the decision process on buying product or service via Facebook by Thailand people.

Quantitative Research

Quantitative research utilizes scientific methods in order to investigate a phenomenon and address problems and issues related to that phenomenon (Kumar, 2010, p. 27). These scientific methods provide findings in an objective manner that increases the validity and reliability of the information obtained (Graziano, 2009, p. 73). Moreover, the method also reduces biases due to the fact that it utilizes effective research tools to collect data for this study. On the other hand, qualitative research provides subjective data (Saunders, Lewis and Thornhill, 2009, p. 81), which is not useful for this study.

3.2 Populations and Sample Selection

The total population of this study is 24 million active account in Thailand then the information from EDTA 2013 showed that the main activities on Facebook is 21.8%, moreover, the sample selection of this study is the Thai Facebook Users who have experienced of shopping on Facebook. Thus, 24 million users deducted by 21.8% then the population of this research is 5,232,000 people.

The size of sample group in this study was calculated by using Taro Yamane (Yamane, 1973) equation as follows:

$$n = N / 1 + N(e)^2$$

Remark; n = sample size

$$N = 5,232,000$$

e = significant level (0.05)

From equation the sample size can be calculated as follows;

$$\begin{aligned} n &= 5,232,000 / 1 + 5,232,000(0.05)^2 \\ &= 399.97 \end{aligned}$$

Therefore, Participants in this study are 400 Thai Facebook users in Thailand. A random sampling technique was used to obtain the participants for this study.

3.3 Research Instrument

The research instrument used in this study is questionnaire. The survey has been developed from literature review. A pilot study was conducted to test the survey questionnaire and corrections were made if any mistakes are identified in it. Moreover, the pilot study also helped in examining the validity and reliability of the instrument.

IOC PRE-TEST

The pre-test overall result of the question on this questionnaire is reliability and following the objectives in this research by analyzing all questions by the expert. The overall is 0.95, which means pass the standard. There are some questions that will be adapting to improve the quality of the research. For instance, question no.4 is asking about education, that some experts are not understood as the comment that should they ticking on doing education or complete one. Also, some mistake on the word as how frequent should change to how often. All of these, the comments from experts will be improving on this research to complete following the objectives of the topic.

3.4 Data Collection Procedure

Descriptive and inferential statistics were used to analyze the data generated by this study. Initially, data were placed into a raw-data matrix. The researcher then used descriptive statistics to summarize and organize the raw quantitative data into a more manageable form. Demographic items were summarized using descriptive statistics that were appropriate to the measurement scale. Inferential statistics were used to draw additional conclusions from the data. The Statistics software was used to compute the mean, median, and the standard deviation for the responses to the survey statements resulting in a general overview of the distribution of the survey responses (Creswell, 2009).

The data collected from the surveys has been analysed using statistics software. Data collected was entered into software and analysed using descriptive statistics. Therefore, Frequency tables were generated and then interpreted to analyse the results. The findings are discussed with respect to previous research findings.

3.5 Ethical Concerns

This researcher's purpose was to objectively code, organize, analyze, and explain his study's data as they related only to the thesis topic, problem, and purpose. The researcher's initial responsibility was to acquire permission from The University to conduct this study and to obtain informed consent from the participants. The participants were asked to sign a consent form before participating in the study. Moreover, the participants were allowed to leave the study anytime they want. Furthermore, the risks to subjects were none and no minors were interviewed. Furthermore, the researcher maintained the confidentiality of the participants' complete anonymity was ensured to the participants. All the data collected from participants was discussed only with the dissertation advisor. All personal information (i.e., telephone / fax, email addresses, zip codes) were removed. Participants' information does not get misused.

CHAPTER 4

RESEARCH FINDINGS

This chapter presents findings from analyzed of decision making on buying fashion products via Facebook by 400 Thai Facebook users. There are 3 main parts; Part 1 is represented frequency and percentage of Respondents. Then Part 2 is distributed the means and standard deviation of decision making on buying Fashion products on Facebook also interpreting the meaning results. The last, Part 3 is the hypothesis test results are also presented.

Terms Definition of

N	=	Number of Populations
%	=	Percentage
X	=	Means
S.D	=	Standard Diviatons
F	=	test-F
.Sig	=	Significant Level

4.1 Represent frequency and percentage of Respondents.

Personal information of the respondents obtained from questionnaires was analyzed and presented in the following tables.

Table 4.1 Represent frequency and percentage of Respondents by Age

Valid	Frequency	Percent
Below 20 years old	91	22.8
20-25 years old	144	36.0
26-30 years old	63	15.8
31-40 years old	65	16.3
41-50 years old	18	4.5
Over 50 years old	19	4.8
Total	400	100.0

The first question of the survey enquired the age of the participants. From the survey results it was found that 91 participants aged between “Below 20”, 63 participants aged between “26-30”, 65 participants aged between “31-40”, 18 participants aged between “41-50” and 19 participants aged “Over 50”. The overall result shows that the majority of they were aged between 20 to 25 years old.

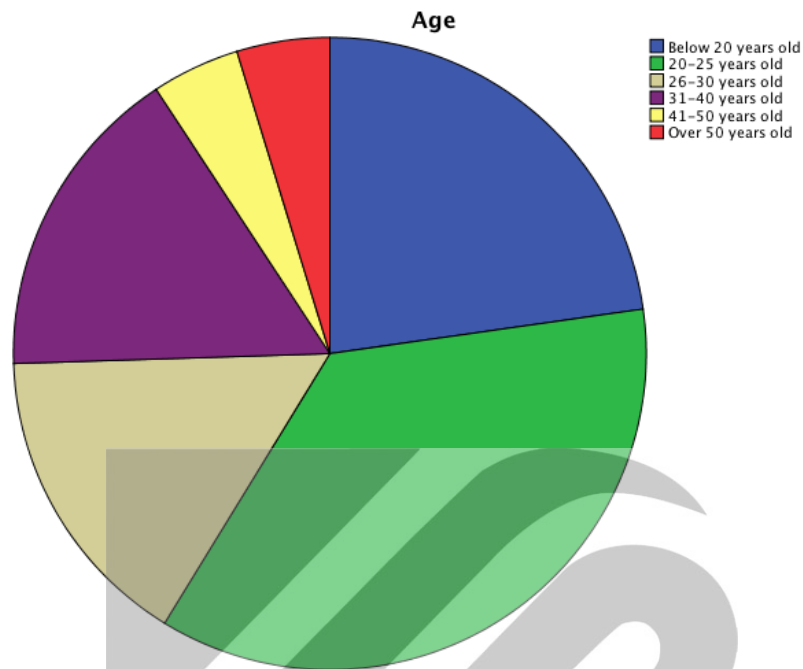


Figure 4.1 Distributions of Respondents by Age.

Table 4.2 Represent frequency and percentage of Respondents by Gender

Valid	Frequency	Percent
Male	143	35.8
Female	257	64.3
Total	400	100.0

The next question of the survey enquired the gender of the participants. From the survey results it was found that 143 participants were male and 257 participants were female.

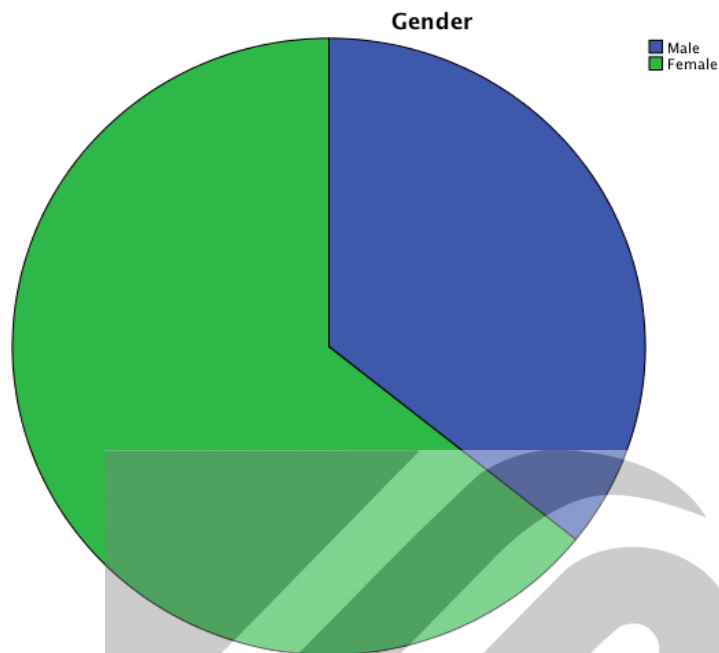


Figure 4.2 Distributions of Respondents by Gender.

Table 4.3 Represent frequency and percentage of Respondents by Education.

Valid	Frequency	Percent
High school	94	23.5
Certificated or Diploma	50	12.5
Bachelor degree	197	49.3
Master degree	56	14.0
Doctoral degree	3	.8
Total	400	100.0

The next question of the survey enquired the education of the participants. From the survey results it was found that 94 participants were in High School, 50

participants were in Certificated or Diploma, 56 participants were in Master degree and 3 participants were in Doctoral degree. The overall result shows that the majority of them were in Bachelor degree.

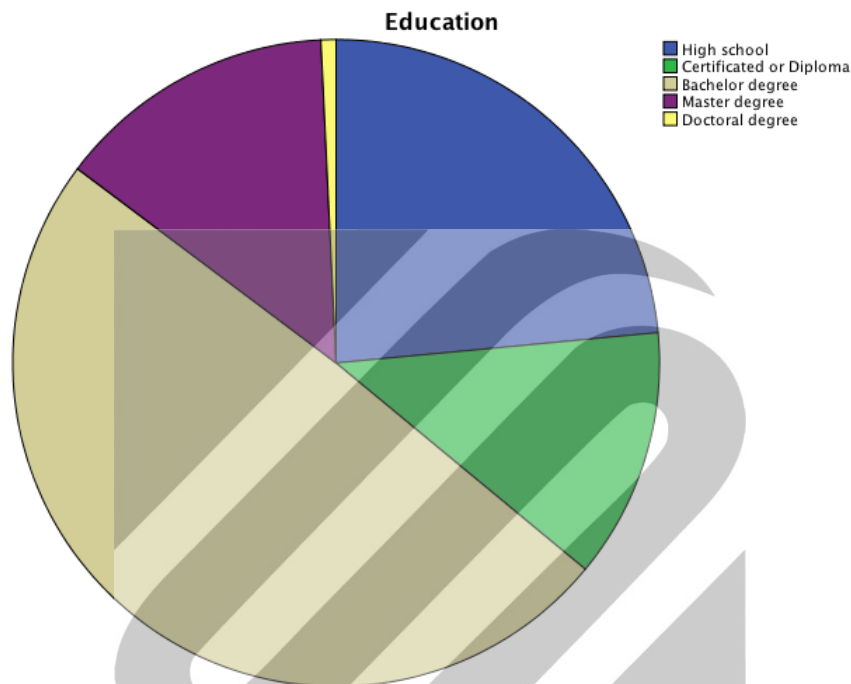


Figure 4.3 Distributions of Respondents by Education.

Table 4.4 Represent frequency and percentage of Respondents by Occupation.

Valid	Frequency	Percent
Employee	162	40.5
Business owner	51	12.8
Student	138	34.5
Freelancer	45	11.3
Retired	3	.8
Other	1	.3
Total	400	100.0

The next question of the survey enquired the occupation of the participants. From the survey results it was found that 51 participants were “Business owner”, 138

participants were “Student”, 45 participants were “Freelancer”, 3 participants were “Retired” and 1 participant were “Dentist”. The overall result shows that the majority of them were “Employee”.

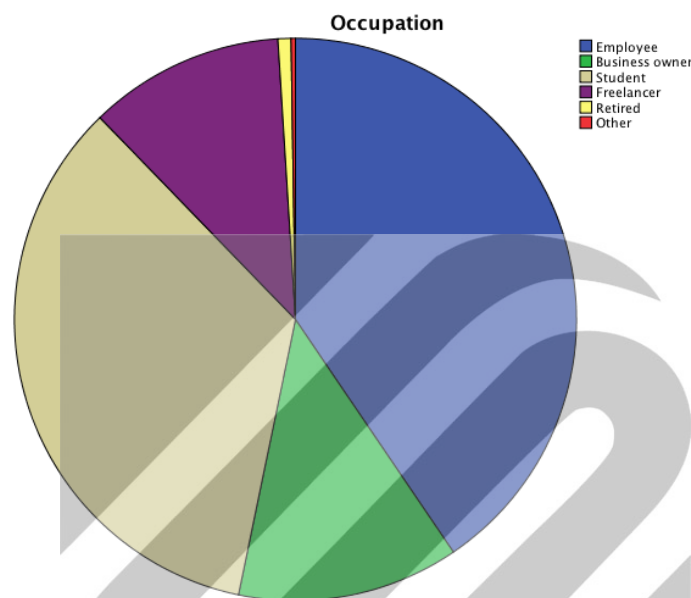


Figure 4.4 Distributions of Respondents by Occupation.

Table 4.5 Represent frequency and percentage of Respondents by Monthly Salary.

Valid	Frequency	Percent
Below 10,000 Baht	92	23.0
10,001-20,000 Baht	97	24.3
20,001-30,000 Baht	96	24.0
30,001-40,000 Baht	59	14.8
40,001-50,000 Baht	23	5.8
More than 50,000 Baht	33	8.3
Total	400	100.0

The next question of the survey enquired the monthly salary of the participants. From the survey results it was found that 92 participants were “Below

10,000 Baht”, 96 participants were between “20,001-30,000”, 59 participants were between “30,001-40,000”, 23 participants were between “40,001-50,000” and 33 participant were “More than 50,000 Baht”. The overall result shows that the majority of them were between “10,001-20,000 Baht”.

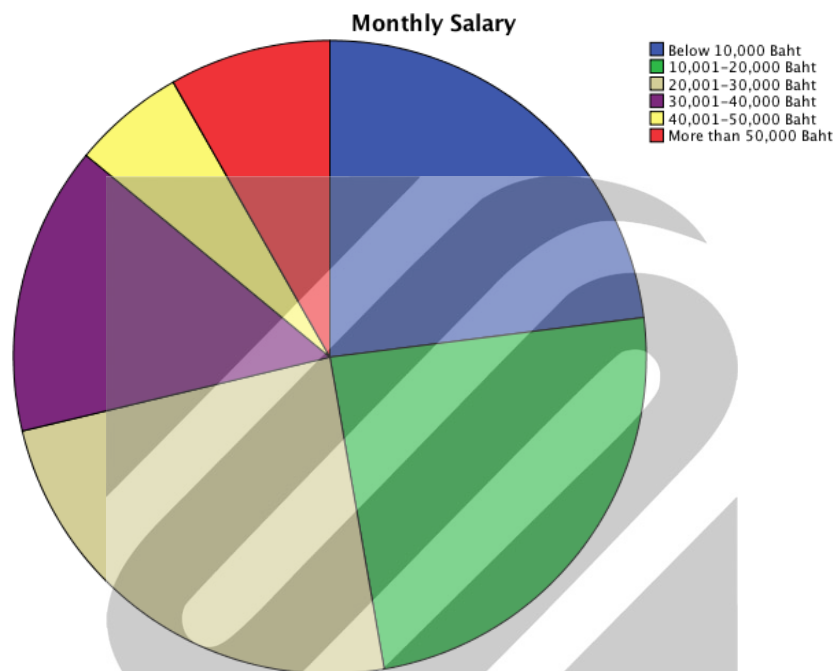


Figure 4.5 Distributions of Respondents by Monthly Income.

Table 4.6 Represent frequency and percentage of Respondents by Your decision to purchase through Facebook is affected by COMMENTS from friends and other users on Facebook.

Valid	Frequency	Percent
Strongly agree	106	26.5
Agree	244	61.0
Disagree	38	9.5
Strongly disagree	12	3.0
Total	400	100.0

The next question of the survey enquired if their decision to purchase through Facebook is affected by COMMENTS from friends and other users on Facebook.

From the survey results it was found that 106 participants strongly agreed, 244 participants agreed, 38 participants disagreed and 12 participant strongly disagreed. The overall result was positive as majority of the participants agreed that their decision to purchase through Facebook is affected by COMMENTS from friends and other users on Facebook.

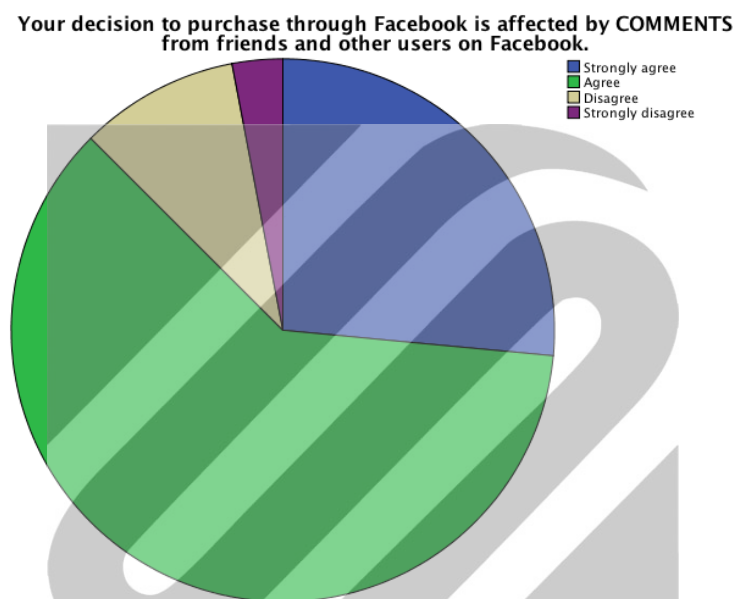


Figure 4.6 Distributions of Respondents by Your decision to purchase through Facebook is affected by COMMENTS from friends and other users on Facebook.

Table 4.7 Represent frequency and percentage of respondents by Facebook features (LIKE, SHARE, COMMENT, etc.) helps me show my friends what I use or have used in the past.

Valid	Frequency	Percent
Strongly agree	94	23.5
Agree	241	60.3
Disagree	47	11.8
Strongly disagree	18	4.5
Total	400	100.0

The next question of the survey enquired their decision to purchase through Facebook features (LIKE, SHARE, COMMENT, etc.) helps me show my friends

what I use or have used in the past. From the survey results it was found that 94 participants strongly agreed, 241 participants agreed, 47 participants disagreed and 18 participant strongly disagreed. The overall result was positive as majority of the participants agreed that their decision to purchase through Facebook features (LIKE, SHARE, COMMENT, etc.) helps me show my friends what I use or have used in the past.

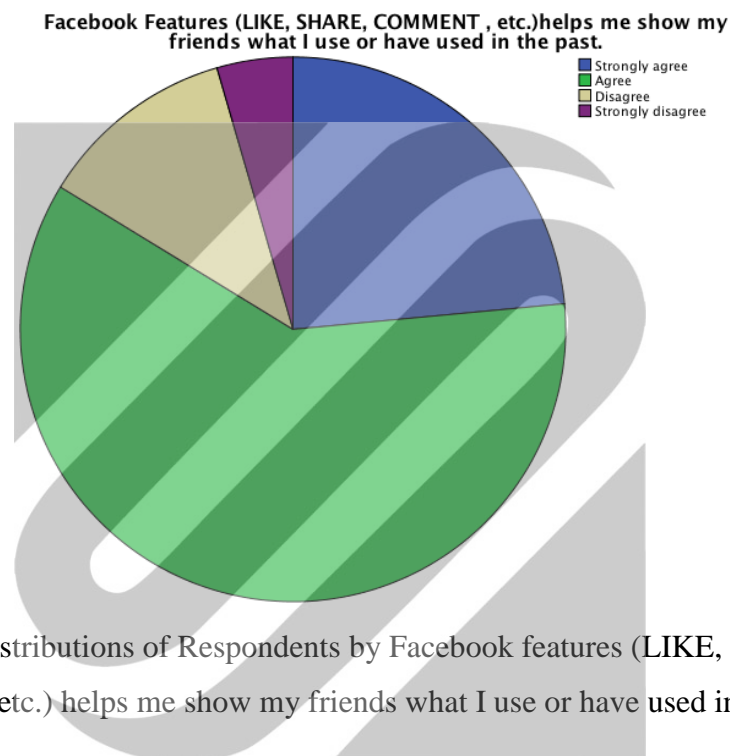


Figure 4.7 Distributions of Respondents by Facebook features (LIKE, SHARE, COMMENT, etc.) helps me show my friends what I use or have used in the past.

Table 4.8 Represent frequency and percentage of respondents by Facebook helps me let my friends know my LIFESTYLE.

Valid	Frequency	Percent
Strongly agree	93	23.3
Agree	245	61.3
Disagree	43	10.8
Strongly disagree	19	4.8
Total	400	100.0

The next question of the survey enquired the participants if Facebook helps them let their friends know their lifestyle. From the survey results it was found that 93 participants strongly agreed, 245 participants agreed, 43 participants disagreed

and 19 participants strongly disagreed. The overall result was agreed as majority of the participants said that if Facebook does help them let their friends know their lifestyle.

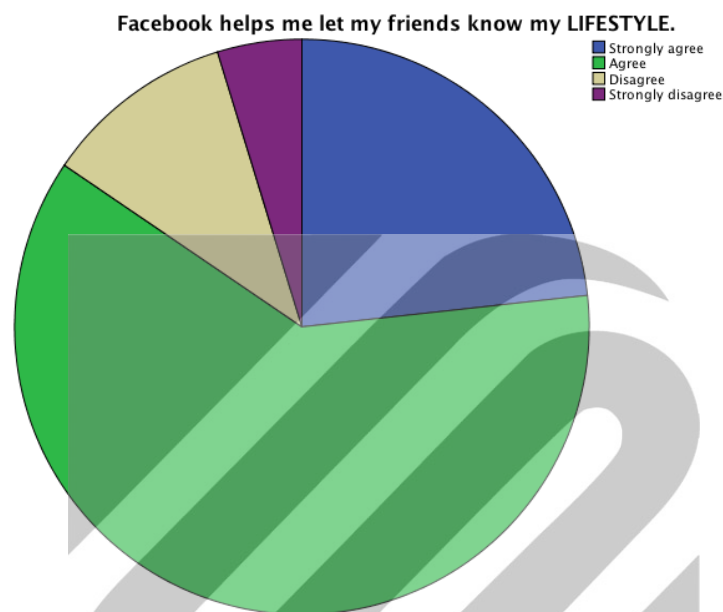


Figure 4.8 Distributions of Respondents by Facebook helps me let my friends know my LIFESTYLE.

Table 4.9 Represent frequency and percentage of respondents by PICTURE of product posted by my friend on Facebook that gets many COMMENTS influences my decision to purchase that fashion products.

Valid	Frequency	Percent
Strongly agree	92	23.0
Agree	199	49.8
Disagree	91	22.8
Strongly disagree	18	4.5
Total	400	100.0

The next question of the survey enquired the participants if a picture of a product or service posted by their friend on Facebook that gets good comments influences their decision to purchase that fashion products. From the survey results it

was found that 92 participants strongly agreed, 199 participants agreed, 91 participants disagreed and 18 participants strongly disagreed. The overall result was The overall result was as majority of the participants agreed that a picture of a product or service posted by their friend on Facebook that gets good comments influences their decision to purchase that fashion products.

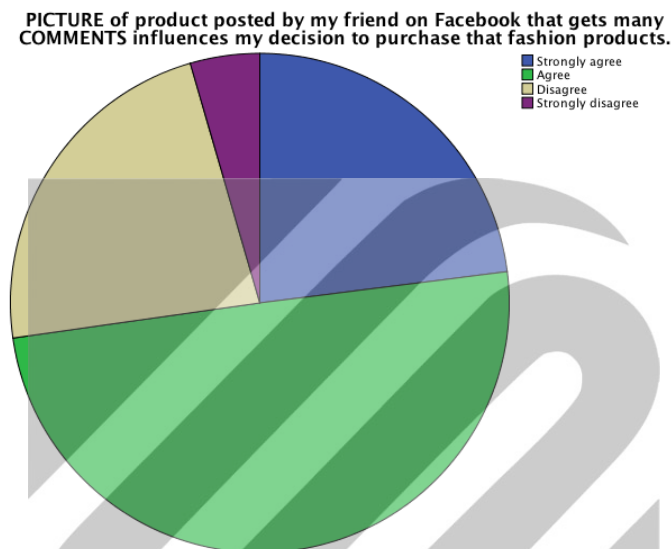


Figure 4.9 Distributions of Respondents by PICTURE of product posted by my friend on Facebook that gets many COMMENTS influences my decision to purchase that product.

Table 4.10 Represent frequency and percentage of respondents by How often do you purchase fashion products via Facebook?

Valid	Frequency	Percent
Regularly	65	16.3
Occasionally	165	41.3
Sometimes	107	26.8
Rarely	63	15.8
Total	400	100.0

The next question of the survey enquired the frequency by how often they purchase fashion products. From the survey results it was found that 65 participants said regularly, 165 participants said occasionally, 107 participants said sometimes and 63 participants said that the bought products online rarely. The overall result was

positive as majority of the participants said that they occasionally purchase products online.

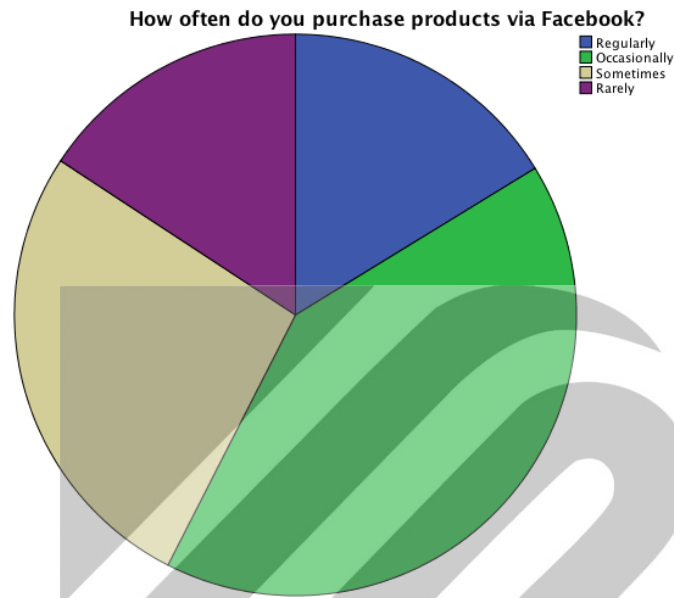


Figure 4.10 Distributions of Respondents by how often do you purchase fashion products via Facebook?

Table 4.11 Represent frequency and percentage of respondents by A product owned by my friend, influences my decision to purchase that product.

Valid	Frequency	Percent
Strongly agree	81	20.3
Agree	234	58.5
Disagree	68	17.0
Strongly disagree	17	4.3
Total	400	100.0

The next question of the survey enquired the participants if the product owned by their friend, influences their decision to purchase that product. From the survey results it was found that 81 participants strongly agreed, 234 participants agreed, 68 participants disagreed and 17 participant strongly disagreed. The overall result was

positive as majority of the participants agreed that if the product owned by their friend, influences their decision to purchase that product.

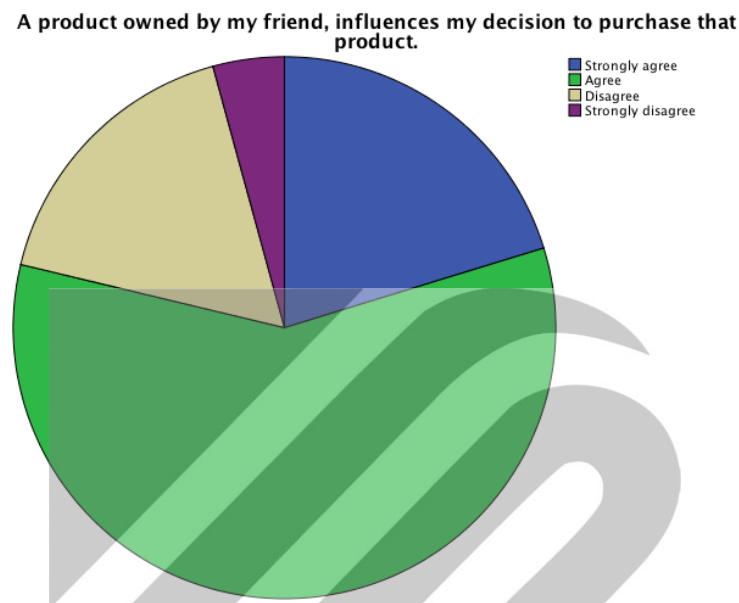


Figure 4.11 Distributions of Respondents by a product owned by my friend, influences my decision to purchase that product.

Table 4.12 Represent frequency and percentage of respondents by My friend's opinion about a product has an influence on my decision to purchase that product.

Valid	Frequency	Percent
Strongly agree	76	19.0
Agree	241	60.3
Disagree	61	15.3
Strongly disagree	22	5.5
Total	400	100.0

The next question of the survey enquired the participants if their friend's opinion about a product has an influence on their decision to purchase that product. From the survey results it was found that 76 participants strongly agreed, 241 participants agreed, 61 participants disagreed and 22 participant strongly disagreed. The overall result was positive as majority of the participants agreed that their

friend's opinion about a product has an influence on their decision to purchase that product.

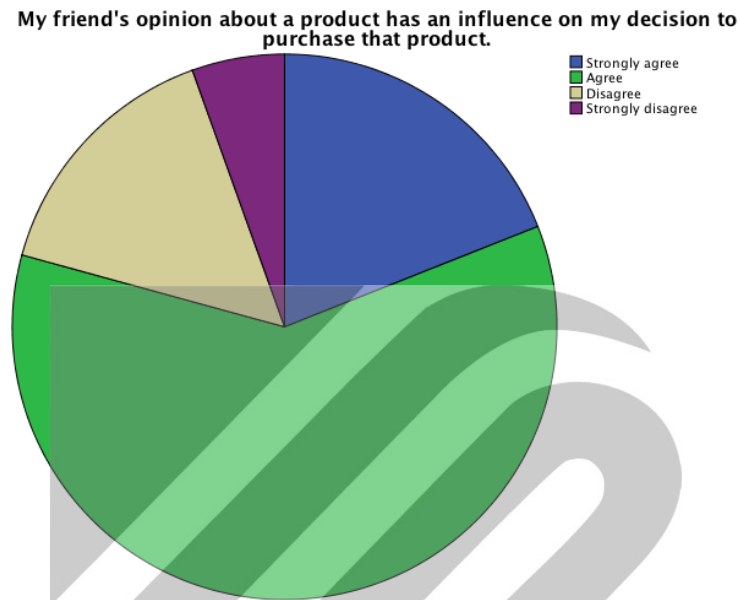


Figure 4.12 Distributions of Respondents by my friend's opinion about a product has an influence on my decision to purchase that product.

Table 4.13 Represent frequency and percentage of respondents by My decision to purchase a product is influenced by Facebook.

Valid	Frequency	Percent
Strongly agree	62	15.5
Agree	199	49.8
Disagree	97	24.3
Strongly disagree	42	10.5
Total	400	100.0

The next question of the survey enquired the participants if their decision to purchase a product is influenced by Facebook. From the survey results it was found that 62 participants strongly agreed, 199 participants agreed, 97 participants disagreed and 42 participants strongly disagreed. The overall result was positive as majority of the participants agreed that their decision to purchase a product is influenced by Facebook.

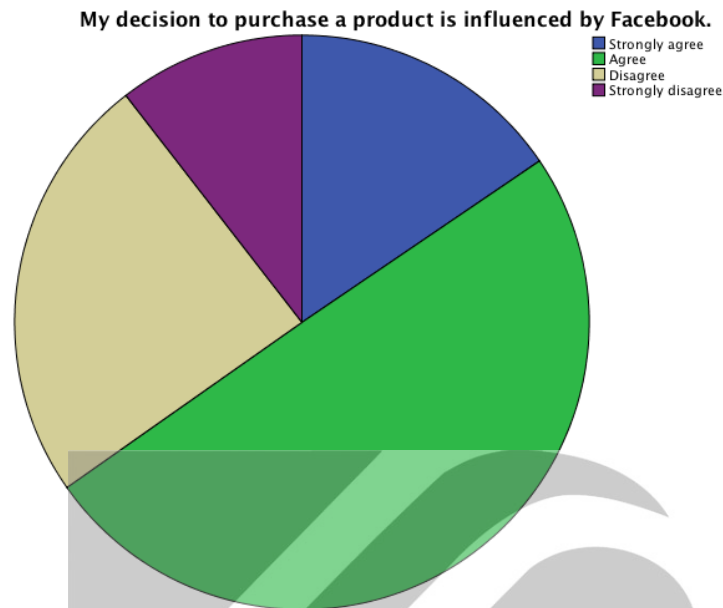


Figure 4.13 Distributions of Respondents by my decision to purchase a product is influenced by Facebook.

Table 4.14 Represent frequency and percentage of respondents by which Social Media influences your purchase decision "the most"?

Valid	Frequency	Percent
Facebook	225	56.3
Instagram	94	23.5
Twitter	14	3.5
Google+	15	3.8
Line	29	7.2
Whatsapp	3	.8
Other	20	5.0
Total	400	100.0

The next question of the survey enquired the participants regarding which of the social media website influences their purchase decision the most. From the survey results it was found that 225 participants said Facebook, 94 participants said Instagram, 14 participants said Twitter, 15 participants said Google+, 29 participants

said Line, 3 participants said Whatsapp and 20 participants highlighted other social media websites like Youtube, WeChat, QQ and Tumblr. The overall result demonstrates that Facebook is the most influential website.

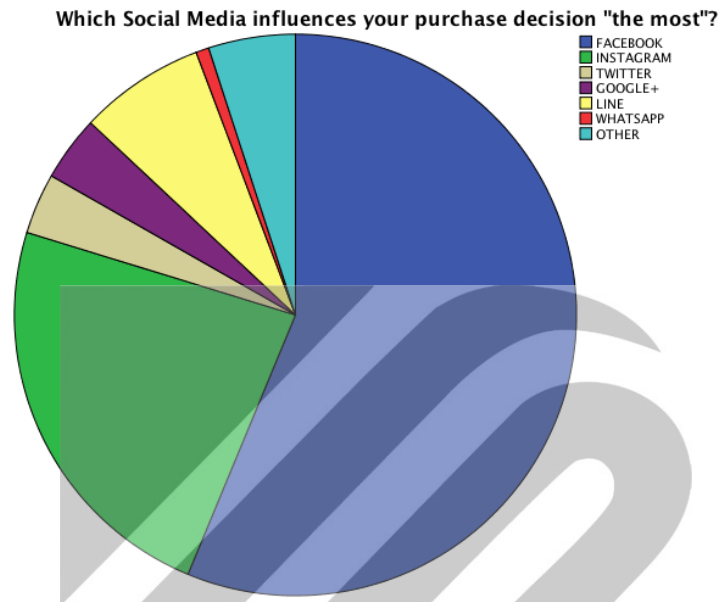


Figure 4.14 Distributions of Respondents by which Social Media influences your purchase decision "the most"?

Table 4.15 Represent frequency and percentage of respondents by Good discounts.

Valid	Frequency	Percent
Strongly agree	100	25.0
Agree	220	55.0
Disagree	60	15.0
Strongly disagree	20	5.0
Total	400	100.0

The next question of the survey enquired the participants if they purchase the products from Facebook because they get good discounts. From the survey results it was found that 100 participants strongly agreed, 220 participants agreed, 60 participants disagreed and 20 participants strongly disagreed. The overall result was positive as majority of the participants agreed that they purchase the products from Facebook because they get good discounts.

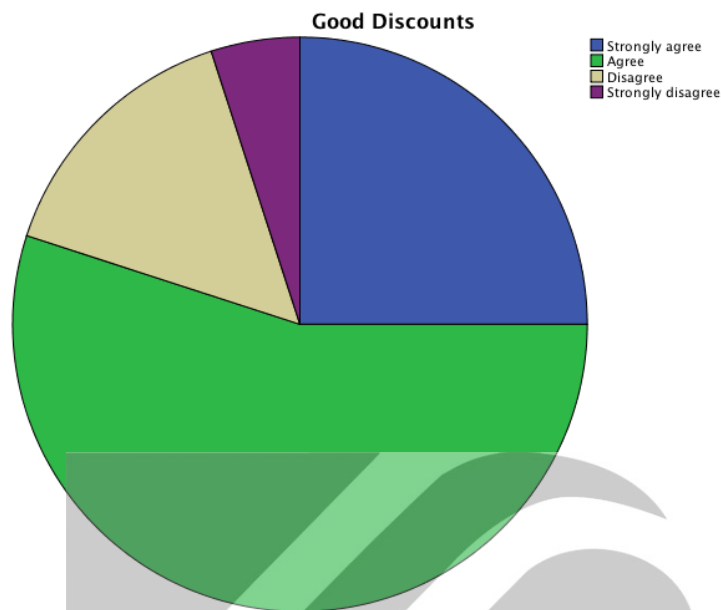


Figure 4.15 Distributions of Respondents by Good discounts.

Table 4.16 Represent frequency and percentage of respondents by Convenience.

Valid	Frequency	Percent
Strongly agree	95	23.8
Agree	242	60.5
Disagree	44	11.0
Strongly disagree	19	4.8
Total	400	100.0

The next question of the survey enquired the participants if they purchase the products from Facebook because of the convenience. From the survey results it was found that 95 participants strongly agreed, 242 participants agreed, 44 participants disagreed and 19 participants strongly disagreed. The overall result was positive as majority of the participants agreed that they purchase the products from Facebook because of the convenience.

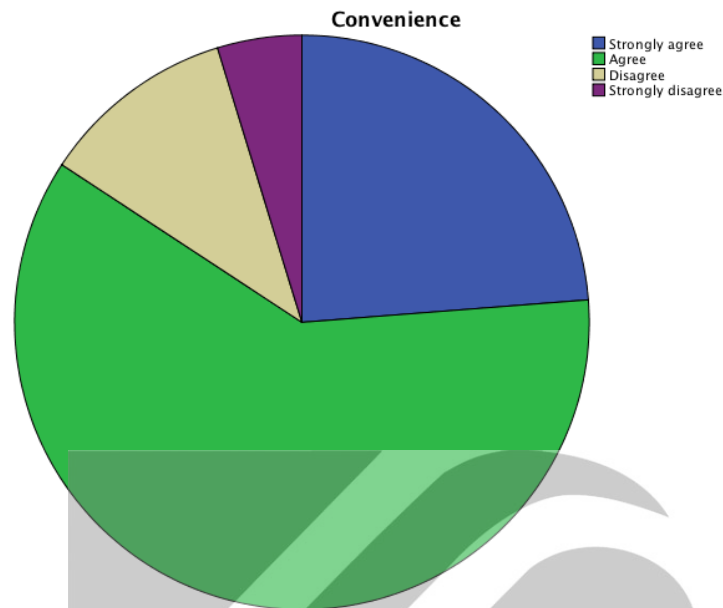


Figure 4.16 Distributions of Respondents by Convenience.

Table 4.17 Represent frequency and percentage of respondents by Can easily identify the most updated trends through LIKE and posts on particular product.

Valid	Frequency	Percent
Strongly agree	93	23.3
Agree	248	62.0
Disagree	39	9.8
Strongly disagree	20	5.0
Total	400	100.0

The next question of the survey enquired the participants if they purchase the products from Facebook because they can easily identify the latest trends through “likes” and posts on a particular product’s page. From the survey results it was found that 93 participants strongly agreed, 248 participants agreed, 39 participants disagreed and 20 participants strongly disagreed. The overall result was positive as majority of the participants agreed that they purchase the products from Facebook

because they can easily identify the latest trends through “likes” and posts on a particular product’s page.

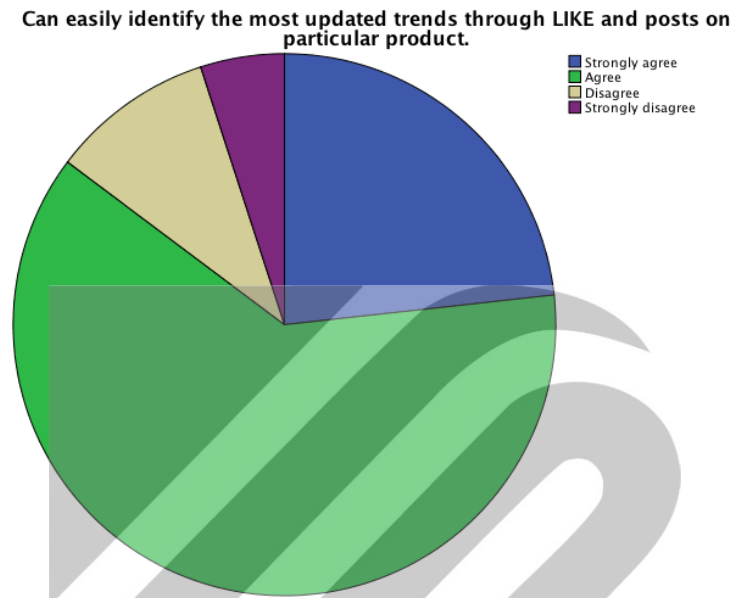


Figure 4.17 Distributions of Respondents by Can easily identify the most updated trends through LIKE and posts on particular product.

Table 4.18 Represent frequency and percentage of respondents by Risk of Fraud.

Valid	Frequency	Percent
Strongly agree	142	35.5
Agree	209	52.3
Disagree	35	8.8
Strongly disagree	14	3.5
Total	400	100.0

The next question of the survey enquired the participants if they do not purchase the products from Facebook because of the risk of fraud. From the survey results it was found that 142 participants strongly agreed, 209 participants agreed, 35 participants disagreed and 14 participants strongly disagreed. The overall result was positive as majority of the participants agreed that they do not purchase the products from Facebook because of the risk of fraud.

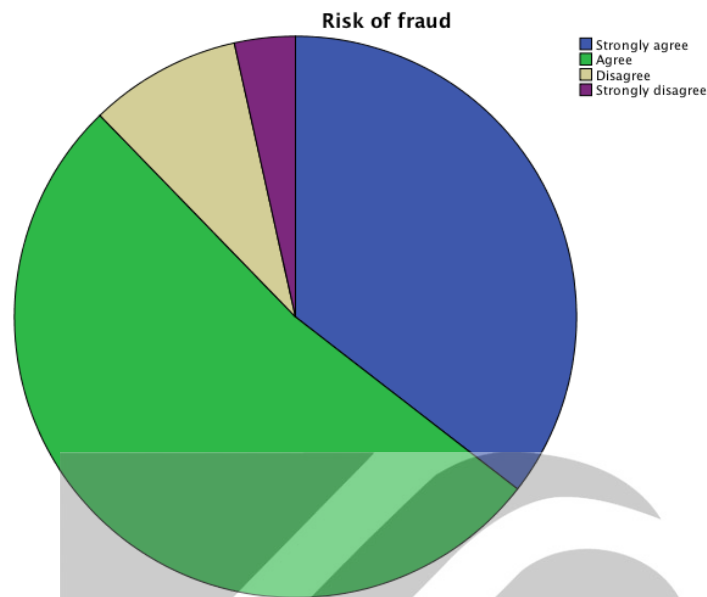


Figure 4.18 Distributions of Respondents by Risk of Fraud.

Table 4.19 Represent frequency and percentage of respondents by unable to judge the quality of the product.

Valid	Frequency	Percent
Strongly agree	139	34.8
Agree	218	54.5
Disagree	30	7.5
Strongly disagree	13	3.3
Total	400	100.0

The next question of the survey enquired the participants if they do not purchase the products from Facebook because they are unable to judge the quality of the product/service. From the survey results it was found that 139 participants strongly agreed, 218 participants agreed, 30 participants disagreed and 13 participants strongly disagreed. The overall result was positive as majority of the

participants agreed that they do not purchase the products from Facebook because they are unable to judge the quality of the product/service.

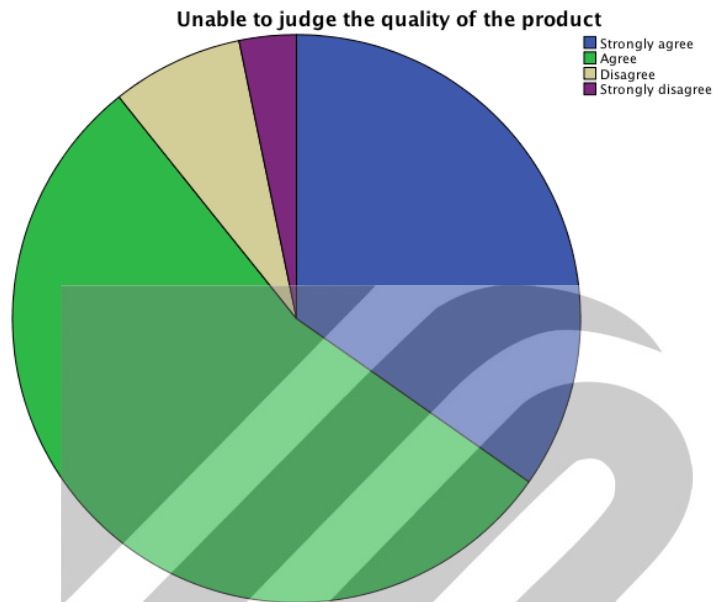


Figure 4.19 Distributions of Respondents by unable to judge the quality of the product.

Table 4.20 Represent frequency and percentage of respondents by Negative word of mouth (WOM).

Valid	Frequency	Percent
Strongly agree	108	27.0
Agree	229	57.3
Disagree	44	11.0
Strongly disagree	19	4.8
Total	400	100.0

The last question of the survey enquired the participants if they do not purchase the products from Facebook because of the negative word of mouth. From the survey results it was found that 108 participants strongly agreed, 229 participants agreed, 44 participants disagreed and 19 participants strongly disagreed. The overall

result was positive as majority of the participants agreed that they do not purchase the products from Facebook because of negative WOM.

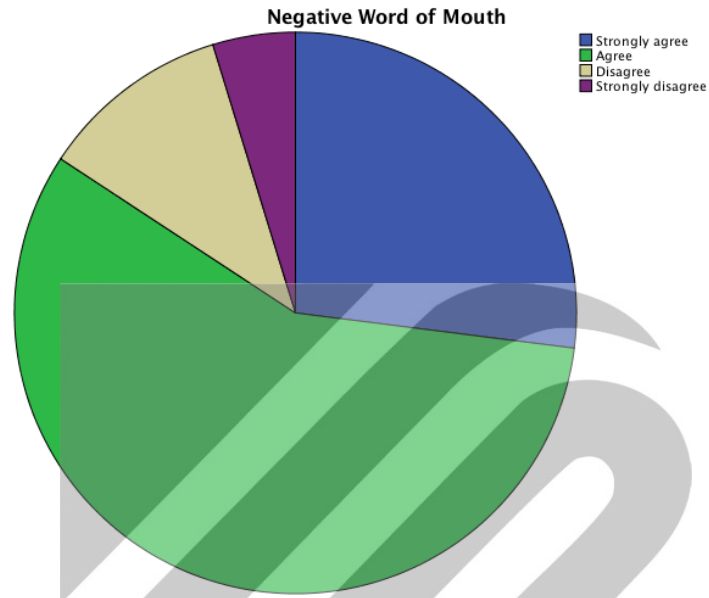


Figure 4.20 Distributions of Respondents by Negative word of mouth (WOM).

4.2 Distributions of means and standard deviation of Decision making on buying Fashion products on Facebook and an interpreting the meaning results.

Descriptive Statistics	Means	S.D	Interpreting
Age	2.58	1.367	20-25 years old
Gender	1.64	.480	Female
Education	2.56	1.022	Bachelor Degree

Occupation	2.20	1.128	Employee
Monthly Salary	2.81	1.500	10,001-20,000
Your decision to purchase through Facebook is affected by COMMENTS from friends and other users on Facebook.	1.89	.685	Agree
Facebook Features (LIKE, SHARE, COMMENT , etc.)helps me show my friends what I use or have used in the past.	1.97	.730	Agree
Facebook helps me let my friends know my LIFESTYLE.	1.97	.728	Agree
How often do you purchase products via Facebook?	2.42	.941	Occasionally
My decision to purchase a product is influenced by Facebook.	2.30	.855	Agree
Which Social Media influences your purchase decision "the most"?	2.05	1.666	Facebook

Table 4.21 Means, Standard Deviation (S.D), and Interpreting of Decision Making on buying Fashion products on Facebook by Thai Facebook Users.

Table 4.21 Means, Standard Deviation (S.D), and Interpreting of Decision Making on buying Fashion products on Facebook by Thai Facebook Users. (cont.)

Descriptive Statistics	Mean	S.D	Interpreting
Good Discounts	2.00	.776	Agree
Convenience	1.97	.733	Agree

Can easily identify the most updated trends through LIKE and posts on particular product.	1.97	.728	Agree
Risk of fraud	1.80	.738	Agree
Unable to judge the quality of the product	1.79	.715	Agree
Negative Word of Mouth	1.93	.753	Agree

As consequence, the means, SD, and interpreting of this study reviewed that the age of respondents is between 20-25 years old, the means and SD of gender is female, the education is majority in Bachelor degree, the monthly income is between 10,000 – 20,000 Baht. The means and SD of Decision to purchase through Facebook is affected by COMMENTS from friends and other users on Facebook, Facebook Features (LIKE, SHARE, COMMENT , etc.)helps me show my friends what I use or have used in the past, and Facebook helps me let my friends know my LIFESTYLE are “Agree” at 1.80, 1.97, and 1.97. Respondent’s means and SD is occasionally visiting Facebook, also Facebook is social media influences your purchase decision. In the part of Benefits and Challenges of Facebook the means And SD is “Agree”.

4.3 Hypothesis test results.

H1 Demographic results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H1.1 Age results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H1.2 Gender results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H1.3 Education results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H1.4 Occupation results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H1.5 Income results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

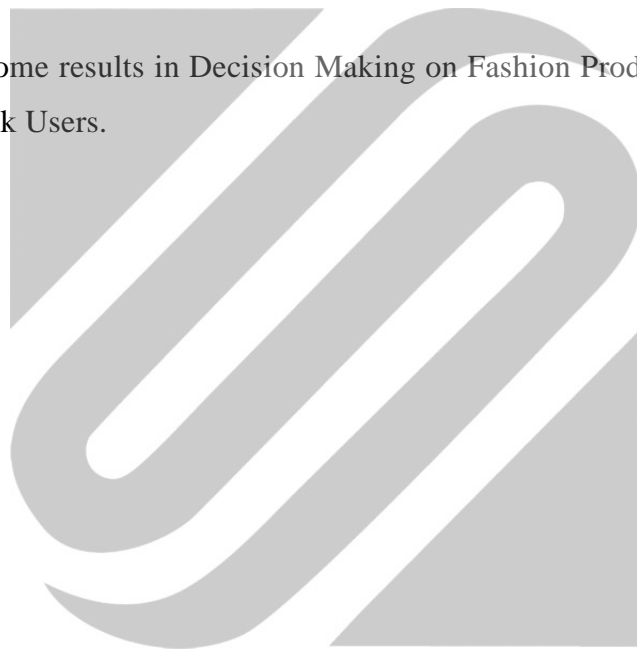


Table 4.22 Distributions analyzed by ONEWAY ANOVA of Demographic results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

		ONEWAY ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	14.689	3	4.896	2.653	.048*

	Within Groups	730.751	396	1.845		
	Total	745.440	399			
	Between Groups	.474	3	.158	.685	.562
Gender	Within Groups	91.403	396	.231		
	Total	91.877	399			
	Between Groups	14.204	3	4.735	4.660	.003*
Education	Within Groups	402.356	396	1.016		
	Total	416.560	399			
	Between Groups	7.348	3	2.449	1.940	.123
Occupation	Within Groups	500.050	396	1.263		
	Total	507.398	399			
	Between Groups	3.968	3	1.323	.586	.625
Monthly Salary	Within Groups	894.209	396	2.258		
	Total	898.177	399			

*The significance level at 0.05

As a result, from testing hypothesis by Oneway Anova found that Age results 0.048, this means Age is accepted Hypothesis at significance level less than 0.05. As the result as the education, at 0.003, which are both affected to Decision Making on Fashion Products via Facebook by Thai Facebook Users.

Table 4.23 The hypothesis result of H1 Demographic results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

Hypothesis	Hypothesis Results	
	Accepted	Rejected
H1.1 Age results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.	✓	
H1.2 Gender results in Decision Making on Fashion		✓

Products via Facebook by Thai Facebook Users.

H1.3 Education results in Decision Making on Fashion Products via Facebook by Thai Facebook Users. ✓

H1.4 Occupation results in Decision Making on Fashion Products via Facebook by Thai Facebook Users. ✓

H1.5 Income results in Decision Making on Fashion Products via Facebook by Thai Facebook Users. ✓

The hypothesis result of H1 Demographic results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H2 Facebook Features result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H2.1 Comments result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H2.2 Features (Like, Share, Timeline, etc.) result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H2.3 ABOUT (lifestyles) results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H2.4 Pictures / Videos result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

Table 4.24 Distributions analyzed by ONEWAY ANOVA of Facebook Features result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

ONEWAY ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Your decision to purchase through Facebook is affected by COMMENTS from friends and other users on Facebook.	Between Groups	11.743	3	3.914	8.837	.000*
	Within Groups	175.417	396	.443		
	Total	187.160	399			
Facebook Features (LIKE, SHARE, COMMENT , etc.)helps me show my friends what I use or have used in the past.	Between Groups	9.995	3	3.332	6.509	.000*
	Within Groups	202.703	396	.512		
	Total	212.698	399			
Facebook helps me let my friends know my LIFESTYLE.	Between Groups	7.573	3	2.524	4.898	.002*
	Within Groups	204.067	396	.515		
	Total	211.640	399			
PICTURE of product posted by my friend on Facebook that gets many COMMENTS influences my decision to purchase that product.	Between Groups	14.153	3	4.718	7.857	.000*
	Within Groups	237.784	396	.600		
	Total	251.937	399			

*The significance level at 0.05

According to hypothesis testing by Oneway Anova found that this hypothesis is all accepted. As the result shown that Facebook features affect in decision Making on Fashion Products via Facebook by Thai Facebook Users.

Table 4.25 The hypothesis result of H2 Facebook Features result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

Hypothesis	Hypothesis Results	
	Accepted	Rejected
H2.1 Comments result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.	✓	
H2.2 Features (Like, Share, Timeline, etc.) result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.	✓	

- H2.3 ABOUT (lifestyles) results in Decision Making on Fashion Products via Facebook by Thai Facebook Users. ✓
- H2.4 Pictures / Videos result in Decision Making on Fashion Products via Facebook by Thai Facebook Users. ✓

Indeed, Facebook Features are significantly inference in Decision Making on Fashion Products via Facebook by Thai Facebook Users at significant level 0.05.

H3 Benefits of Facebook result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H3.1 Discounts result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H3.2 Convenience results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H3.3 Most update trends result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

Table 4.26 Distributions analyzed by ONEWAY ANOVA of Benefits of Facebook result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

ONEWAY ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Good Discounts	Between Groups	12.217	3	4.072	7.080	.000*
	Within Groups	227.783	396	.575		
	Total	240.000	399			

Convenience	Between Groups	14.988	3	4.996	9.913	.000*
	Within Groups	199.589	396	.504		
	Total	214.578	399			
Can easily identify the most updated trends through LIKE and posts on particular product.	Between Groups	7.128	3	2.376	4.604	.004*
	Within Groups	204.382	396	.516		
	Total	211.510	399			

*The significance level at 0.05

According to hypothesis testing by Oneway Anova found that this hypothesis is all accepted. As the result, the benefits of Facebook affect in decision Making on Fashion Products via Facebook by Thai Facebook Users.

Table 4.27 The hypothesis result of H3 Benefits of Facebook result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

Hypothesis	Hypothesis Results	
	Accepted	Rejected
H3.1 Discounts result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.	✓	
H3.2 Convenience results in Decision Making on Fashion Products via Facebook by Thai Facebook	✓	

Users.

H3.3 Most update trends result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

✓

As the result, Benefits of Facebook are significantly inference in Decision Making on Fashion Products via Facebook by Thai Facebook Users at significant level 0.05.

H4 Challenges of Facebook result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H4.1 Risk of Fraud results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H4.2 Unable to identify the quality result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

H4.3 Negative WOM results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

Table 4.28 Distributions analyzed by ONEWAY ANOVA of Challenges of Facebook result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

ONEWAY ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Risk of fraud	Between Groups	3.670	3	1.223	2.267	.080
	Within Groups	213.727	396	.540		
	Total	217.398	399			
Unable to judge	Between Groups	7.107	3	2.369	4.770	.003*

the quality of the product	Within Groups	196.671	396	.497		
	Total	203.777	399			
Negative Word of Mouth	Between Groups	3.408	3	1.136	2.018	.111
	Within Groups	222.902	396	.563		
	Total	226.310	399			

*The significance level at 0.05

According to hypothesis testing by Oneway Anova found that Risk of Fraud and Negative word of mouth results over than significance level at 0.05, therefore, this hypothesis is rejected.

Table 4.29 The hypothesis result of H4 Challenges of Facebook result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.

Hypothesis	Hypothesis Results	
	Accepted	Rejected
H4.1 Risk of Fraud results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.		✓
H4.2 Unable to identify the quality result in Decision Making on Fashion Products via Facebook by Thai Facebook Users.	✓	
H4.3 Negative WOM results in Decision Making on Fashion Products via Facebook by Thai Facebook Users.		✓

Conclusion, Challenges of Facebook is not inference in Decision Making on Fashion Products via Facebook by Thai Facebook Users at significant level 0.05.



CHAPTER 5

CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

Summary

As the result of 400 questionnaire on Thai Facebook Users for decision making on buying Fashion products via Facebook showed that the majority of respondents are

between aged 20-30 years old, female, Bachelor degree, employee of the company and the monthly income is around 10,001-30,000 Baht. Next the result reviewed that the majority of respondents are 'Agree'. Facebook features (Like, Comment, Share, etc.) are affected to Decision making on Thai Facebook user. This research reviewed that the majority of respondents are 'Agree' with comments form their friends and other users on facebook making their decision to purchase fashion product, facebook features help them to show their friends what they use or have used, also facebook let's them know their left style. Moreover the majority of respondents is purchasing via facebook of occasionally additionally the benefits on facebook are good discounts, convenience, and the most updated trends through "like" and poses on particular products the majority of respondents review that they are with agree of benefits on facebook the last section on questionnaires show that the respondents are also agree with risk fraud, unable to judge the quality of product, negative word of mouth are challenges of facebook.

In conclude, the hypothesis tasting review that age and education is effected to hypothesis. So age and education result in decision making on fashion product via Facebook by Thai Facebook users. On the other hand, gender, occupation and income is not affect in decision making on fashion product via facebook by Thai users. It means unaccepted hypothesis. In addition, Demographics are not inference in Decision making on fashion product via Facebook by Thai Facebook users at significance level at 0.05. The second hypothesis showed that Facebook features result in decision making on fashion product via Facebook by Thai Facebook users. The testing hypothesis is all accepted. This means Comments, Features, Lifestyles, Pictures and Videos are resulted in decision making on fashion product via Facebook by Thai Facebook users. Therefore, Facebook features are significantly inference in decision making on fashion product via Facebook by Thai Facebook users at significant level 0.05. The next hypothesis testing is the benefits of Facebook resulting to decision making on fashion product via Facebook by Thai Facebook users. As the same result of testing showed that all hypothesis are accepted. Discount, Convenience, Updated Trend are affecting in decision making on fashion product via Facebook by Thai Facebook users.

As a consequence, Benefits of Facebook are majority inference in decision making on fashion product via Facebook by Thai Facebook users. The last hypothesis testing is the challenges of Facebook reviewed that the risk of fraud and negative word of mouth are not affect in decision making on fashion product via Facebook by Thai Facebook users, however, an unable to identify the quality is resulted in hypothesis testing.

Discussion

1. Growth in Online Purchasing and Impact on Purchase Decision

As marketers, we know that the Internet and growth of mobile options have significantly impacted the buying process as online purchasing continues to grow at a remarkable pace. Globalization and internet has lead to the explosion of media alternative, word-of-mouth experiences through social media, products and other information sources that has influenced traditional decision making process. Businesses, marketers and their agencies should acknowledge these changes in the consumer decision process. Therefore, reaching consumers at the right place at the right time can be achieved easily through social media by sending marketing messages to influence purchase decisions. The same is the case in Thailand as the Facebook users in the country are increasing every year. Firms are now targeting the people, especially the youth to generate sales through Facebook.

From the survey results and the literature review, the first step of buying decision process seems to be the same. The consumer identifies the need or recognizes the problem and then moves towards information search. In the second stage the consumer, based on his/her perception and exposure, considers an initial set of brands. The consumer then moves to the third stage where he/she evaluates the considered options. The consumer may move back and forth between stages two and three as he acquires information from websites, friends, and family members, which affects the list of available options to choose from. Thus, the number of choices

available is constantly revised. Here, some original choices might be rejected and new choices are evaluated before the consumer moves to the final stage of purchase decision. Therefore, the marketer can affect the initial considerations of the consumer by “push” marketing strategy and influence the decision process of the consumer.

While purchasing a product online, consumers also seek information regarding the already known brands, as well as obtain information regarding other brands they are unaware of through internet reviews and other websites. Moreover, consumer also seeks word-of-mouth recommendations from friends and family. Thus, the decision process is influenced because of it. The decision is also affected by past experience. For instance, if a consumer has had a bad experience regarding an online purchase, then he/she will be apprehensive in purchasing goods next time. Therefore, a variety of factors influence the decision process and many times the purchases are the result of a last minute decision.

Furthermore, the last stage of the decision process, i.e. the post purchase evaluation has been affected significantly after the arrival of internet as well. Users go online and conduct further research after the purchase. Thus, consumers obtain information regarding the product after the purchase of the product. This stage was never a part in the original Kotler’s decision process. This post purchase research can have 2 impacts. Firstly, the research can confirm the wisdom of their decision to purchase the product/service and secondly, by affecting the future purchase behaviour of the consumer.

Marketers should identify the touch points to influence consumer decision process in future.

Marketers should be actively pursuing every opportunity to help them build a bridge between the brand and their customer. Understanding how their customer reaches the ultimate purchase decision is a crucial ingredient in finding that bridge.

2. How Social Media Impacts the Consumer Decision in Thailand?

As mentioned in chapter 2 of this study, the traditional consumer decision process includes five stages. These five stages are: consumers recognize a void between their desired and actual states, seek information on products that will fill that void, form a consideration set of products, make a decision/purchase from those alternatives, and evaluate the purchase. This consumer decision process has not changed since its inception; however, the social media has revolutionized the way these steps are carried out. The major change in this process is the way consumers seek and evaluate information throughout the decision process. Social media has reduced the boundaries between the brand and the consumer, and has allowed hundreds or thousands of the consumer's friends and followers to discuss a particular product. Moreover, it would be an understatement that social media, in particular Facebook, has dramatically changed the consumer behaviour. In Thailand, the same phenomenon can be observed regarding the decision process to purchase products via Facebook. The survey has also demonstrated the perception regarding the decision to buy products via Facebook and the influence Facebook has on purchase decision. While social media affects all the stages of the consumer decision process, there are two specific areas of the decision process where the social media impacts the most. These stages are Information Search and Post-Purchase Evaluation.

3. Information Searching and Facebook

2012 Digital Influence Index has studied the relationship between the users behaviour regarding brands on Facebook and has found that the every user follows at least a brand on Facebook. Moreover, users join these fan pages because they want to educate themselves about the brand and to seek new promotions and latest trends of the brand's product. Moreover, while obtaining information regarding a brand, people now seek the help of Facebook.

This means that companies should keep their brand pages, product descriptions and new promotions updated so that consumers are aware of the latest offerings. This way companies can be at the right place at the right time and influence the decision

process of consumers. This can be helpful for consumer to properly weigh all the pros and cons of a particular product/brand attributes through the comments posted by other users regarding it. The videos and pictures posted regarding a product/brand can facilitate consumer in their purchase decision.

Moreover, the brand “like”d by the consumers’ friends, family and acquaintances can also influence the decision process of the consumer. Moreover, it also informs consumers about the different products available on the market, which expands the number of choices available to the consumer to choose from. Moreover, consumers can also get informed about the recent trends that are followed by their friends and consumers can follow it and buy those products/services.

4. Post-Purchase Evaluation and Facebook

When consumers purchase the product, they post reviews on their profile pages or the brands official page on Facebook regarding the product. This affects the decision of users who have planned to buy that particular product or brand. So every time new customers post their comments on Facebook to confirm that they have made a good purchase. The person is welcomed by the group of people who have been using that product and they are likely to share common buying habits and interests which influence their buying behaviour and decision process.

Conclusion

For marketers, it has been a holy grail to understand the link between purchase and social media activities. In the current situation, most of the marketers are involved in social media activities because that think it is important to have a presence in space where their customers and consumers are spending most of their time instead of the fact that that have been able to generate positive return on investment by engaging in these activities.

As defined by former, products are divided into two main categories: low involvement and high involvement. Low-involvement products are the ones purchased on frequent basis, are less costly, and required investment of minimum level of efforts and thoughts. On the contrary, high-involvement products are the ones that are purchased less frequently, are less costly, and required more efforts and time in the research phase. Kitchen appliances, vehicles, and laptops are typical products that fall under the category of high involvement, while beauty and fashion products generally fall under the category of low involvement.

In case high-involvement products, higher amount of research is involved which means that heavy information channels predominate, so consumers are usually involved in greater amount of research, by accessing user review sites, consulting family and friends, and visit brand websites, for obtaining word of mouth and recommendations. In case of low involvement purchases, the research phase is generally skipped, therefore, the initial source from consumers have heard about the products, such as Twitter, Facebook, become more important, effective and influential in making final purchase decisions. This does not at all mean that social networks like, Facebook and Twitter, do not play any role in the purchase decision making of high-involvement products. They still can play crucial role and influence the consumers in making product purchase related decisions, whether it is through hearing directly from contact or by conducting research about the product. The research also found that social media has played a significant role in the purchase decision made by consumers related to fashion products. This type of product category was not just the one identified through research, but the type of consumers also played a significant role, and here these were divided into high and low sharer.

In summary, the lower the involvement in the product, the higher the role played by images and looks in its purchase decisions, and the higher sharer the consumers is, the more effective influential the social networks becomes in the purchasing process. The reports provides information about the role played by social media in purchase decisions, it does not focus on the role played by consumer-

repurchase through community building or how it will be helpful in resolving issues related to customer services.

Limitations of the Study

The following problems are anticipated in completing this research: (1) Selecting Sample Participants: Identifying and selecting the right participants who have experience and knowledge of buying products online, together with the available time, (2) Response Failure: It is anticipated that a number of the sample will decline to participate and (3) Limitations of the Model: Sample size could impact average results. The researcher will try to minimize these limitations as much as possible in order to ensure valid and reliable results.

Recommendations of the Study

For the next research, the researcher will attempt to study further on qualitative method. It will help the researcher and other clarify on Facebook what are advantages for the best practices and disadvantages for developing in the better way which will be focused on Facebook in Thailand for businesses, marketers including the new entrepreneur who is interesting on Facebook particularly.

Store (Walk-in store); It is necessary to have store or physical address for customer to contact the company or store. As an increase truth, which is one of the most problem for online shopping, ensures the customer truth. Additionally, the store could be stock or show products as well. It is possible to be house or a small corner display. Following those statistics is, customer is more believe if they are able to touch or see the quality of products.

Bento Application, this one of famous application for Facebook shopping, it provides automatic service to reply customer, it helps the owner save times and save money in case of your online Facebook shopping is very busy, for example, as some

Facebook shopping page have 200 messages in the inbox. Moreover, the customer is able to purchase the fashion products directly. It will save time on both side.

Post-Purchase refers to the service after sale, which is very important in Europe and United States country; they provide a good service after sale to their customer until they are satisfied. If Thai Facebook shop owner can satisfy their customer, the good word of mouth or reputations will return back as the profit. Refund Policy is also one of post purchase service to customer, as we can see easily in the shop as H&M or Forever21, they have a well organized refund policy for customer which they are expanded branches around the world.

Facebook Marketing is not the new coming in town. There are many books about Facebook Marketing. It is a great opportunity for the owner or new entrepreneurs to study and educated them to increase the knowledge how to make the most profitable on your own Facebook. Advertising is still be the important way to promote your page on Facebook, and Facebook can be the one of the most powerful tool for marketing your company as well.

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APPENDIX A
QUESTIONNAIRE

Thesis Topic: Questionnaire for Decision Making on Buying Fashion Product via Facebook by Thai Facebook Users.

Instruction: The questionnaire is conducted by Ms. Kachaporn Wongchaisuwan, the MBA international student of Stamford International University, Bangkok Campus. Thesis topic is about decision making of Thai Facebook Users who have and have not

experienced in purchasing on Facebook, which is the most popular social media in Thailand. Social media is a group of Internet-based applications, which they create, share, and/or exchange information and ideas among the people. Facebook, Whatsapp, Google+, Instagram, Pinterest, LINE, Twitter and so on are social media. There are 5 PARTS in the survey, Part 1 is about personal information, and then Part 2 is about Facebook Features such as LIKE, ABOUT, NEW FEEDS, Ads, Timeline, photos, videos, groups, pages, reviews, comments or posts, and so on to Thai Facebook users on decision making to purchase the product on Facebook. Part 3, it is essentially on Decision making by Thai Facebook users to purchase fashion product via Facebook. And Part 4 is benefits of Facebook to influence the customer. Lastly, Part 5 is about challenges of users on decision making via Facebook. And please select (✓) only one answer in the box and write down a specify answer in other areas. Thank you for your attending on this questionnaire.

PART 1: Personal Information

Q1) Age:

- Below 20 years old 20-25 years old 26-30 years old
 31-40 years old 41-50 years old Over 50 years old

Q2) Gender

- Male Female

Q3) Education (Highest level of education you have completed)

- High School Certificated or Diploma Bachelor Degree
 Master Degree Doctoral Degree

Q4) Occupation

- Employee Business owner Student
 Freelancer Retired
 Other.....(please specify)

Q5) Monthly Salary

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

PART 2: Facebook Features to Decision Making

Q1) Your decision to purchase through Facebook is affected by **REVIEWS** from friends and other users on Facebook

- Strongly Agree Agree Disagree Strongly Disagree

Q2) Facebook Features helps me show my friends what I use or have used in the past

- Strongly Agree Agree Disagree Strongly Disagree

Q3) Facebook helps me let my friends know my **LIFESTYLE**

- Strongly Agree Agree Disagree Strongly Disagree

Q4) **PICTURE** of product posted by my friend on Facebook that gets good **COMMENTS** influences my decision to purchase that product

- Strongly Agree Agree Disagree Strongly Disagree

PART 3: Decision Making on Facebook

Q1) How often do you purchase products via Facebook?

- Regularly Occasionally Sometimes Rarely

Q2) A product owned by my friend, influences my decision to purchase that product

- Strongly Agree Agree Disagree Strongly Disagree

Q3) My friend's opinion about a product has an influence on my decision to purchase that product

- Strongly Agree Agree Disagree Strongly Disagree

Q4) My decision to purchase a product is influenced by Facebook

- Strongly Agree Agree Disagree Strongly Disagree

Q5) Which Social Media influences your purchase decision "**the most**"? (Choose only one answer)

- Facebook Instagram Twitter

- Google+ LINE Whatsapp
 Other.....(please specify)

PART 4: The Benefits on Facebook

Q1) What are your benefits to purchase products from Facebook?

1. Good Discounts

Strongly Agree Agree Disagree Strongly Disagree
2. Convenience

Strongly Agree Agree Disagree Strongly Disagree
3. Can easily identify the most updated trends through 'LIKE' and posts on particular product

Strongly Agree Agree Disagree Strongly Disagree

PART 5: The Challenges on Facebook

Q1) What are your challenging to purchase products from Facebook?

1. Risk of fraud

Strongly Agree Agree Disagree Strongly Disagree
2. Unable to judge the quality of the product

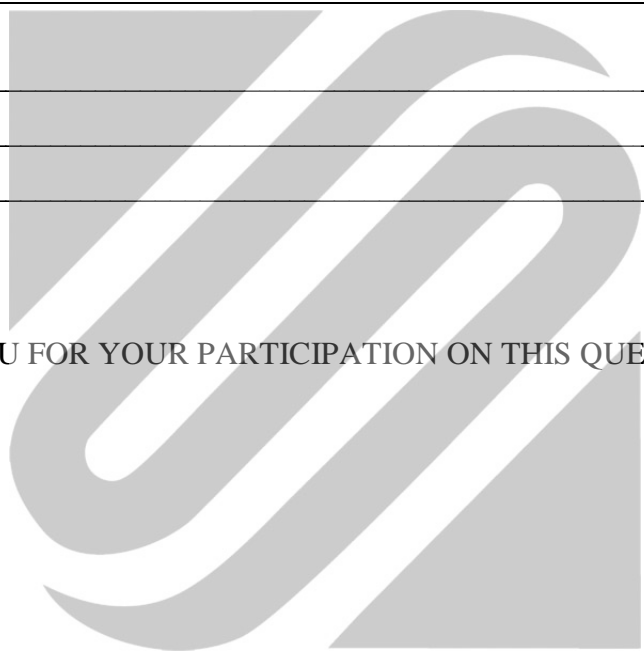
Strongly Agree Agree Disagree Strongly Disagree

3. Negative Word of Mouth

Strongly Agree Agree Disagree Strongly Disagree

Any Suggestion

THANK YOU FOR YOUR PARTICIPATION ON THIS QUESTIONNAIRE





INDEX OF ITEM OBJECTIVE CONGRUENCE (IOC) RESULTING

	EXPERT	EXPERT	EXPERT	EXPERT	EXPERT	IOC
	1	2	3	4	5	AVERAGE
Q1	1	1	1	1	1	1
Q2	1	1	1	1	1	1
Q3	1	1	1	1	1	1
Q4	1	1	1	1	0	0.8
Q5	1	1	1	1	1	1
Q6	0	1	1	1	1	0.8
Q7	1	1	0	1	1	0.8
Q8	1	1	1	1	0	0.8
Q9	1	1	1	1	1	1
Q10	1	1	1	1	1	1
Q11	1	1	1	1	1	1
Q12	1	1	1	1	1	1
Q13	1	1	1	1	1	1
Q14	1	1	1	1	1	1
Q15	1	1	0	1	1	0.8
Q16	1	1	1	1	1	1
Q17	1	1	1	1	1	1
Q18	1	1	1	1	1	1
Q19	1	1	1	1	1	1
Q20	1	1	1	1	1	1
	Overall					0.95



LIST OF EXPERTS		EXPERTS DETAILS
1	Dr. Waraporn Thaima	Director, Ph.D. (Ed.Ad.) program, Sripatum University
2	Dr. Noparatana Thongprasert	Investor, Dentist, Shareholder of ICC International
3	Dr. Ake Choonhachatrachai	Associate Dean, Bangkok Campus, Marketing Professor
4	Mr. Manoth Wongchaisuwan	Arrows Marketing, ICC International Thailand
5	Ms. Thitikarn Saladtook	Investor Relations, CH. Karnchang, Thailand

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LE CORDON BLEU DUSIT CULINARY SCHOOL
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