

BRAND CHOICE OF SHOPPING ONLINE AMONG TOP THREE SOCIAL
MEDIA (FACEBOOK, INSTAGRAM, AND LINE) IN THAILAND



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ABSTRACT

The study is focus on factors influencing brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand by using a survey questionnaire to collect customer feedback, the dependent variable is brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand, and the independent variables which include Advertising, Price strategy, Brand factor, Customer satisfaction, Innovation, Word of Mouth, Perceived value.

The questionnaire is related to consumers who have considered and experienced shipping online through the three social media (Facebook, Instagram, and Line) in Thailand. The purpose of this study is to understand which reasons or factors can decide brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

Keywords: shopping online, social media, brand choice

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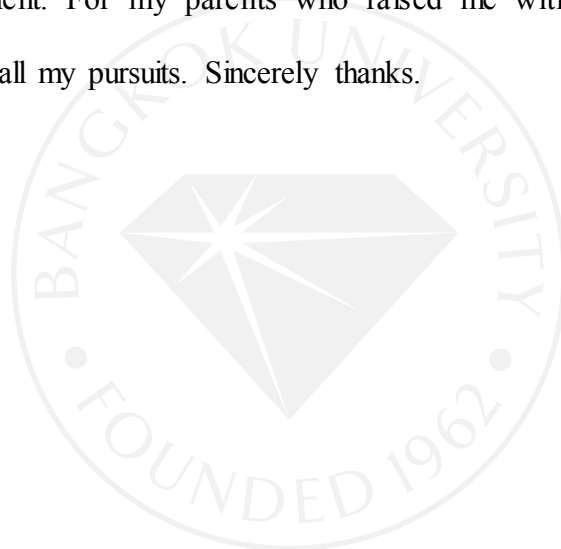


TABLE OF CONTENTS

	Page
ABSTRACT.....	iv
ACKNOWLEDGMENT.....	v
LIST OF TABLES	ix
LIST OF FIGURES	xii
CHAPTER1 : INTRODUCTION	1
1.1. Background	1
1.2. Statement of Problems	8
1.3 Intention and Reason for Study.....	9
1.4 Research Objectives	10
1.5 Assumptions	10
1.6 Scope of Research.....	11
1.7 Benefit of the Research.....	11
1.8 Limitation of the Research.....	12
CHAPTER 2: LITERATURE REVIEW	13
2.1 Previous Study	13
2.2 Definition and Theory of Factors	17
2.3 Hypothesis.....	31
2.4 Conceptual Framework	33

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 3: METHODOLOGY	34
3.1. Research Design.....	34
3.2. Population and Sample Selection.....	34
3.3. Research Instrument.....	35
3.4. Survey Design and Development.....	36
3.5. Statement of Research Method Used	36
3.6 Reliability Analysis of Research Instrument.....	37
3.7 Content Validity	39
3.8 Reliability Analysis of Research Instrument.....	41
CHAPTER 4: DATA ANALYSIS	43
4.1 Introduction.....	43
4.2 Descriptive Analysis	46
4.3 Findings of Hypotheses Testing.....	50
4.4 Cross Table Analysis	52
CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS.....	49
5.1 Conclusion	49
5.2 Discussion	51
5.3 Limitation and Suggestion for Future Study.....	52
BIBLIOGRAPHY	61

TABLE OF CONTENTS (Continued)

	Page
APPENDIX.....	64
BIODATA	69
LICENSE AGREEMENT.....	70



LIST OF TABLES

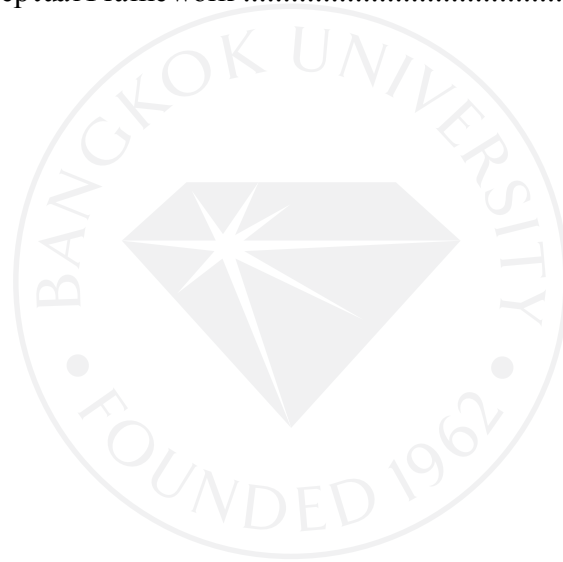
	Page
Table 3.1: Table of Content Validity	40
Table 3.2: Criteria of Reliability	42
Table 3.3: The Summary of Reliability	42
Table 4.1: Gender of Respondents	43
Table 4.2: Age of Respondents	43
Table 4.3: Education of Respondents.....	44
Table 4.4: Work Status of Respondents	44
Table 4.5: Marital Status of Respondents	45
Table 4.6: How Often to Purchase Online Shopping of Respondents	45
Table 4.7: How Much to Like to Purchase Online Shopping of Respondents.....	46
Table 4.8: Mean, Standard Deviation and Respondents Perception of Advertising. ...	46
Table 4.9: Mean, Standard Deviation and Respondents Perception of Price Strategy	47
Table 4.10: Mean, Standard Deviation and Respondents Perception of Brand Factor	47
Table 4.11: Mean, Standard Deviation and Respondents Perception of Customer Satisfaction.....	48
Table 4.12: Mean, Standard Deviation and Respondents Perception of Innovation....	48
Table 4.13: Mean, Standard Deviation and Respondents Perception of Word of Mouth	49

LIST OF TABLES (Continued)

	Page
Table 4.14: Mean, Standard Deviation and Respondents Perception of Perceived Value.	49
Table 4.15: Mean, Standard Deviation and Respondents Perception of Brand Choice	50
Table 4.17: Likelihood Ratio Tests	50
Table 4.18: Cross Table of Dependent Variable and Gender.....	52
Table 4.19: Cross Table of Dependent Variable and Age.....	53
Table 4.20: Cross Table of Dependent Variable and Education.....	53
Table 4.21: Cross Table of Dependent Variable and Work Status.....	54
Table 4.22: Cross Table of Dependent Variable and Marital Status.....	53
Table 4.23: Cross Table of Dependent Variable and Frequencies of Shopping Online	53

LIST OF FIGURES

	Page
Figure 1.1: General Information of Digital Market in Thailand 2017	3
Figure 1.2: Annual Digital Growth in Thailand 2017	4
Figure 1.3: E-commerce Revenues in Thailand 2017	5
Figure 1.4: Most Active Social Media Platforms in Thailand 2017	6
Figure 2.1: Conceptual Framework	33



CHAPTER 1

INTRODUCTION

Brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand and the factors related to it will be introduced primarily. The entire research will be presented at first. And the statement of problem, research objective, scope of research limitation of the study, intension and reason to study, assumptions, major research questions, benefit of study will present as well.

1.1 Background

Two billion young people under 18 from approximately one-third of the world's population. They consist of half of the population in the least developed nations and less than a quarter in the most industrialized nations. Globalization of media are among the key factors and defined the current generation of young people (Alexandru, 2000). Youth can access more multi-media choices than ago such conventional, satellite and cable TV channels; radio stations; newspapers and magazines; the internet and computer and video games. Today there is greater availability of foreign programming and media, and less official censorship and control in many parts of the world. Information, email and images flow around the world faster and more freely than ever. It helps people know each other more than ever (Yuvaraj, 2014).

Thailand is one of the hottest playgrounds for social networking platforms and with numbers that keep on growing especially for what concerns mobile penetration. Thailand

is home to one of the youngest online markets globally, with younger internet users accounting for a high percentage of the web population and commanding an even greater share of time spent online. Thailand serves as an interesting example of the effects of social media on emerging markets throughout Asia. Booming industries, such as tourism and retail, are experiencing a significant opening up — as both visibility and discoverability via online mediums provides greater marketing opportunities for remote businesses. Thai businesses have been quick to adopt social media not only to promote and advertise their services, but also as an element of savvy business strategies targeting international audiences.

Thailand has taken the leading regional role in use of social media by companies for innovative product development thanks to the availability of fourth-generation (4G) high-speed wireless broadband service. In Thailand, as in many parts of the developing world, social media is transforming the opportunities for local Thai business as well as international businesses looking to access the Thai consumers. For local Thai business, the opportunities to successfully market and grow business, both locally and globally, are endless. Social media offers a level of visibility and access that surpasses many of the barriers that underdevelopment can pose. For International businesses looking to market to the Thai population, Thailand's most developed industries such as FMCG, e-commerce, fashion, electronics and retail food pose stiff economic competition.



Figure 1.1: General Information of Digital Market in Thailand 2017

Figure 1.1 has showed the general information of digital market in Thailand 2017. The total population of Thailand is 68.22 million, and the active social media users are 46 million which are 67% of total population number, it means more than half of Thai people use social media in Thailand. And the active mobile social users are 42 million which got 62% of total population number, it means the mobile social media is also got half number of market share in Thailand as well.

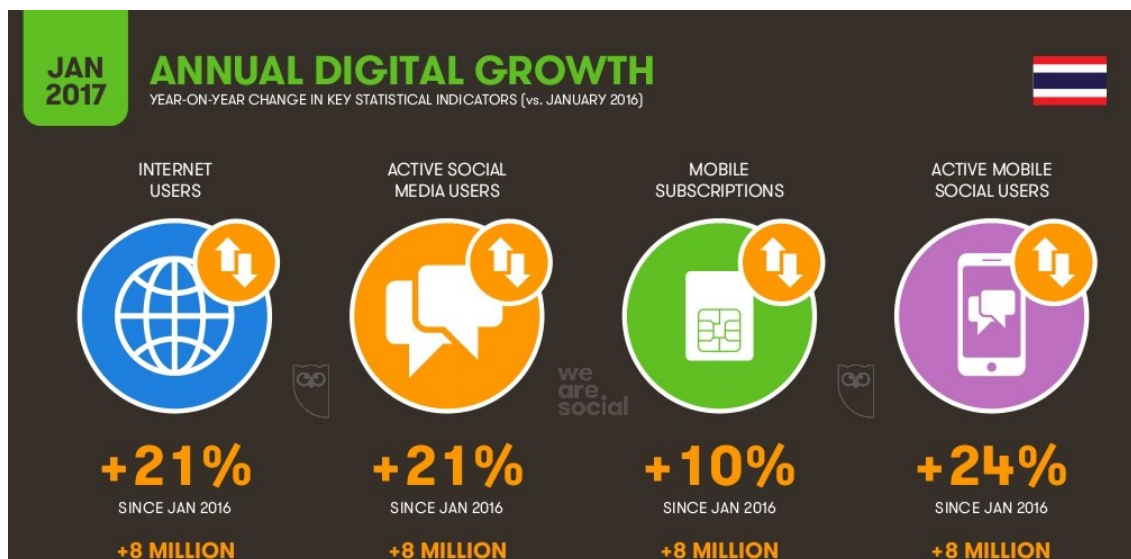


Figure 1.2: Annual Digital Growth in Thailand 2017

Figure 1.2 is the annual digital growth in Thailand 2017. From the table can see that the active social media users has been increase by 21% from Jan 2017 to Jan 2016 in Thailand which are 8 million. And the number of people use mobile social media actively has been growth by 24% since Jan 2016 to Jan 2017, which also 8 million. It mean in the year 2016 to 2017, the mainly increased social media users are come from mobile users.

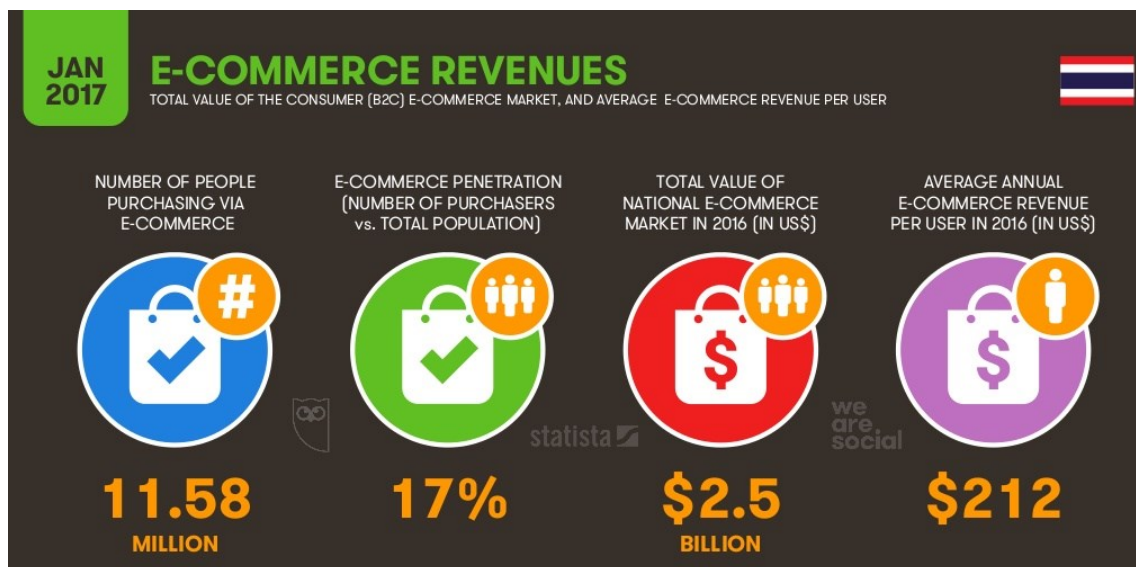


Figure 1.3: E-commerce Revenues in Thailand 2017

Figure 1.3 has been showed the E-commerce Revenues in Thailand 2017. The number of people purchase via e-commerce are 11.58 million, and the purchaser number got 17% of total population. And the total value of Thailand e-commerce market in year 2016 is 2.5 billion USD dollar, the average annual e-commerce revenue per user in year 2016 is 212 USD dollar.

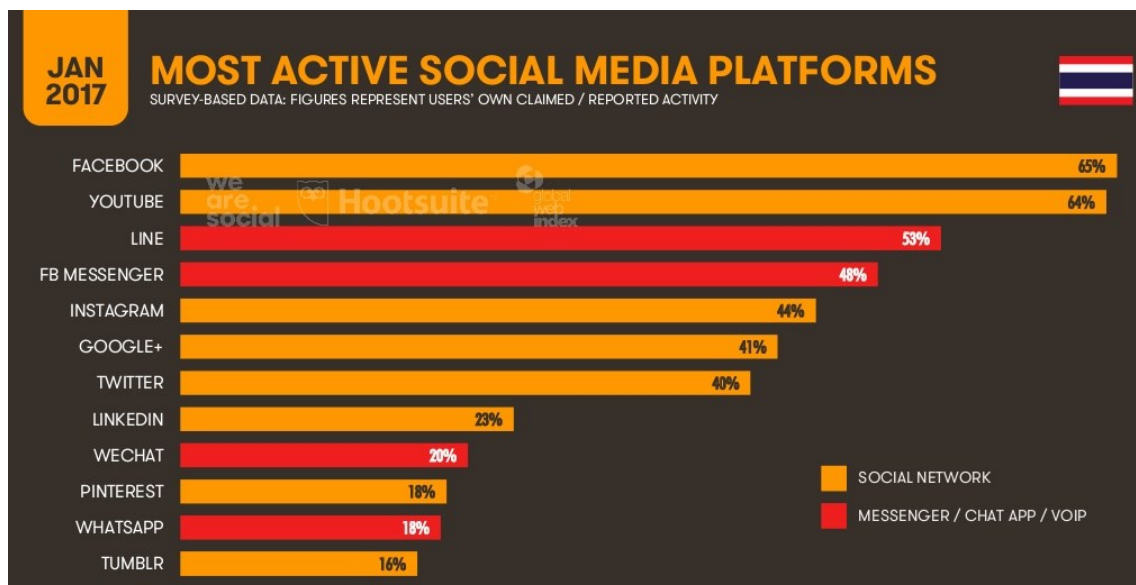


Figure 1.4: Most Active Social Media Platforms in Thailand 2017

Figure 1.4 has been showed the most active social media platforms in Thailand 2017. Facebook got 65% of social network in Thailand, and Line got 53% of social media market as well, Instagram also got 44% which is very active social media platform in Thailand as well.

Facebook

Facebook is a vital medium that people of any gender and in almost all age groups need to have. Its popularity lies in its convenient use, functions to access and share content in various formats, and flexibility in terms of privacy levels. Facebook can be regarded as a huge collection of all kinds of content and conversations, generating information of great varieties.

In 2013, Facebook users in Thailand reached 24 million, with over 7.1 million Likes shared each month and over 5.5 billion messages sent. Bangkok remains one of the top cities in the world in terms of number of Facebook users. When it comes to social marketing to the Thai market, Facebook is key, as over 25 million local fans are engaging with the top 20 brands on Facebook. Comparatively, only 1.5 million fans are engaging with the same brands on Twitter.

Instagram

In both 2012 and 2013, Bangkok was home to two of the most Instagrammed locations in the world and remains the 2nd most popular city on Instagram. Thailand has become a destination for Instagram photographers, in part as a result of an increase in smartphones in Thailand's urban centers, but also as a result of urban culture. In Thailand's Siam Paragon mall, store fronts set up photogenic window displays for Instagrammers. Thailand's most popular Instagram account belongs to actress 'Aum' Patchrapa Chaichua, with over 1.8 million followers and, interestingly, only 558,000 followers on Facebook. When analyzing the trends, it seems brands are having success when marketing on Facebook, while struggling to find the same hold on other social platforms such as Instagram and Twitter despite their popularity with Thai social media users.

Line

Line is another application that has gained increasing popularity, and already outplayed other existing media including Twitter and WhatsApp. This is because Line has a lot of fun chat features, and is convenient to privately communicate in an up-close level with certain groups of people, which is different from Facebook's character. Although Line also develops Timeline as a chat board to share contents or opinions, yet it is not as popular as Facebook's Timeline.

Japanese messaging app Line has the potential to turn into a mobile e-commerce giant across Southeast Asia — as it is already gaining significant profits through selling stickers. Recently in Thailand, Line has begun experimenting with physical goods, testing flash sales of iPhone cases and cosmetics through its messaging service.

1.2 Statement of the Problems

In recent years, social media has become increasingly popular as a business and communication tool. Businesses are recognizing the importance of social media as a way to engage with consumers on a more personal level while being able to implement marketing techniques and further the brand influence. In a world of social engagement and connectivity, many well-known brands are using social media to reach and engage their consumers by sharing great content. Three of the newest social media tools available to brands is Facebook, Instagram, Line, which are mobile app that allows users to capture and share images and videos with followers (Instagram, 2015). This case study aimed to

discover factors that effect on brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

The study focuses on factors influencing brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand. The dependent variable is brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand, and the independent variables which include Advertising, Price strategy, Brand factor, Customer satisfaction, Innovation, Word of Mouth, Perceived value.

1.3 Intention and Reason for Study

Social media is a phenomenon that has drawn a lot of attention both to companies and individuals interacting on the networking landscape. Social media has changed the traditional communication between brands and consumers and enabled consumer to make positive as well as negative influence on brand choice. Therefore, it is important for companies to know, how to manage marketing activities in social media seeking to build brand by building positive awareness for brand. Social media can provide many advantages to brands: it allows to secure the reputation of a brand, increase sales, involve consumers in brand creation process, expand brand awareness, help to distinguish points of brand performance, imagery, points-of-parity and points-of-difference and increase consumer loyalty to a brand. The art of marketing is largely the art of brand building. Brands have been considered as the second most important assets for a firm after customers. Strong brand has several advantages such as: fast recognition of an offering,

assurance to the quality and performance and emotional benefits. Obtain price premium, obtain higher market share, loyal customer and offer avenues for further growth. Enhance company value, increase consumer perceptions and preferences, barrier to competition, high profits and base for brand extensions

Therefore, the purpose and reason to study, researcher is emphasizing on factors influencing brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

1.4 Research Objectives

The objective of this independent study is mainly to find out factors influencing brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand. After that, the significant relationships between the factors and purchase behavior will be tested. Furthermore, it is to illustrate the relationships between the factors and brand choice. At last, the conclusion of the independent study can be showed.

1.5 Assumptions

This research realized to validity and reliability of research; therefore, the assumptions were made for this study as following:

1. The research assume that respondents have the experiences that shopping online in Thailand
2. All the feelings that respondents perceived about shopping online in

Thailand are reliable.

3. And the answers of questionnaire from respondents are exactly same with their thoughts.

4. The data from questionnaires that researcher conduct is only valid for this study.

1.6 Scope of Research

The scope of this study is focus on factors influencing brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand by using a survey questionnaire to collect customer feedback, the dependent variable is brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand, and the independent variables which include Advertising, Price strategy, Brand factor, Customer satisfaction, Innovation, Word of Mouth, Perceived value. The questionnaire is related to consumers who have considered and experienced shipping online through the 3 social media (Facebook, Instagram, and Line) in Thailand. The purpose of this study is to understand which reasons or factors can decide brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

1.7 Benefit of the Research

The brand becomes a strategic platform that provides the framework for the satisfaction of customers' wants and needs" (Crawford, 2005). In an increasingly competitive marketplace, greater emphasis is placed on brand choice development as the

basis for consumer discrimination (Hareem, 2011). It is important for firms to become more aware of customer perceptions and how customers associate brands within a total service network experience or process. Customers do not evaluate brands in isolation. Brand is created by brand knowledge, consumers' related experiences and emotions that accompany consumers when they deal with their brands. Nevertheless, consumers very frequently create their own brand on the basis of opinions and feedback provided by other consumers, which poses some challenge for companies wishing to manage their brands. It will be benefit for the companies to understand customers with brand better, for gaining more profit.

1.8 Limitation of the Research

The lack of literature finding in brand choice in social media is a limitation. This research just for 3 social media in Thailand, not involved in any other countries, therefore, the results from the study may not be generalized beyond this location. The Measures used to collect the data after completing the interpretation of the findings, it is discovered that the way in which the data has been gathered inhibits the ability to conduct a thorough analysis of the results. So in future there is a need to measure the collected data in a better way.

Access to people about their online shopping experience in Thailand social media is limited. Cultural and other type of bias also affected in gathering information about shopping in social media throughout the working of the project.

CHAPTER 2

LITERATURE REVIEW

This chapter is literature review and mainly introduces the concepts of theories that give academic viewpoints to support study topic “factors influencing brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand”. There included the literature definition and theories of factors that will study in this research. A study framework is presented. So the main purpose of chapter two is to give an insight and guide of this study.

2.1 Previous Study

Kally (2015) studied that Instagram and Branding: A Case Study of Dunkin’ Donuts. Instagram, a social media app, is becoming increasingly popular as a business and communication tool. Analyzing 12 posts on Dunkin’ Donuts’ Instagram account, this case study attempted to understand branding through framing theory. The study found that Dunkin’ Donuts used its brand name, logo, colors, and images of its products on Instagram to create a strong brand presence. But the company failed in creating an image of its brand as being people-oriented because it scarcely used text, photos, or videos to represent its fans or involve them.

Catherine (2008) explained that: Decision making and brand choice by older consumers. Older adults constitute a rapidly growing demographic segment, but stereotypes persist about their consumer behavior. The goal of this review was to develop

a more considered understanding of age-associated changes in consumer decision making. Our theoretical model suggests that age-associated changes in cognition, affect, and goals interact to make older consumers' decision-making processes, brand choices, and habits different from those of younger adults. We first review literature on stereotypes about the elderly and then turn to an analysis of age differences in the inputs (cognition, affect, and goals) and the outcomes (decisions, brand choices, and habits) of decision processes.

Sangwoo et al., (2010) studied that: Disentangling Preferences and Learning in Brand Choice Models. In recent years there has been a growing stream of literature in marketing and economics that models consumers as Bayesian learners. Such learning behavior is often embedded within a discrete choice framework which is then calibrated on scanner panel data. At the same time it is now accepted wisdom that disentangling preference heterogeneity and state dependence is critical in any attempt to understand either construct. We posit that this confounding often carries through to Bayesian learning models. That is, the failure to adequately account for preference heterogeneity may result in over/under estimation of the learning process. Using a unique dataset that contains stated preferences (survey) and actual purchase data (scanner panel) for the same group of consumer, we attempt to untangle the effects of preference heterogeneity and state dependence, where the latter arises from Bayesian learning. Our results are striking and suggest that measured brand beliefs can predict choices quite well and moreover that in the absence of such measured preference information the Bayesian learning behavior for consumer packaged goods is vastly overstated. The inclusion of preference

information significantly reduces evidence for aggregate-level learning and substantially changes the nature of individual-level learning. Using individual level outcomes, we illustrate why the lack of preference information leads to faulty inferences.

Tülin et al., (2008) studied that: A Dynamic Model of Brand Choice When Price and Advertising Signal Product Quality. In this paper, we develop a structural model of household behavior in an environment where there is uncertainty about brand attributes and both prices and advertising signal brand quality. Four quality signaling mechanisms are at work: (1) price signals quality, (2) advertising frequency signals quality, (3) advertising content provides direct (but noisy) information about quality, and (4) use experience provides direct (but noisy) information about quality. We estimate our proposed model using scanner panel data on ketchup. If price is important as a signal of brand quality, then frequent price promotion may have the unintended consequence of reducing brand equity. We use our estimated model to measure the importance of such effects. Our results imply that price is an important quality-signaling mechanism and that frequent price cuts can have significant adverse effects on brand equity. The role of advertising frequency in signaling quality is also significant, but it is less quantitatively important than price.

Alexandru et al., (2000) studied that: Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes. Are brand names more valuable online or in traditional supermarkets? Does the increasing availability of comparative price information online make consumers more price-sensitive? We address these and related questions by first conceptualizing how

different store environments online and traditional stores can differentially affect consumer choices. We use the liquid detergent, soft margarine spread, and paper towel categories to test our hypotheses. Our hypotheses and the empirical results from our choice models indicate that: 1 Brand names become more important online in some categories but not in others depending on the extent of information available to consumers — brand names are more valuable when information on fewer attributes is available online. 2 Sensory search attributes, particularly visual cues about the product e.g., paper towel design, have lower impact on choices online, and factual information i.e., non-sensory attributes, such as the fat content of margarine have higher impact on choices online. 3 Price sensitivity is higher online, but this is due to online promotions being stronger signals of price discounts. The combined effect of price and promotion on choice is weaker online than offline.

Yuvaraj (2014) studied that A Study on the Brand Choice Decisions of Consumers with Reference to Cosmetics. The products are valued by the consumers not only based on the need and importance but also the brand.

This research paper is analyzing the consumer buying decision of cosmetic products and the factors considered in the process of decision making. The research also considers the satisfaction level of consumers of the selected brand. The study reveals the consumers brand loyalty, brand preference and their mental attitude towards their brand. The consumers consider the quality and price of the product at the time of purchase. The promised result of the product is also one of the factors considered in the decision making

process. The awareness of the brand to the consumers is influenced by advertisement. Therefore proper advertisement is necessary for promoting the brands for the cosmetics.

Sarmin (2015) studied that Factors affecting the Consumer Brand Choice Preference towards New Package of Cellular Phone: A Study on Comilla Region. The aim of the study is to identify the factors that affect consumer brand preference and choice towards a new package of a cellular phone and also to identify the factors that influence the acceptability and attractiveness of a new mobile phone package. To achieve the objectives of the study a survey has been conducted on 80 respondents in the different area of Comilla. "Multiple Regression Analysis" and "Discriminant Analysis" was made to find out the objectives of the study. The result indicates that there are some factors that affect the customers brand preference on new package of cell phone such as Sim price, Call Rate, Network Coverage, F & F numbers, F & F call rate, Bonus talk time, SMS charge, free internet browsing, after sales service, etc. Consumers in Comilla region are not highly satisfied by using existing brands. It is also find that rural respondents are mainly using low price and simple functions cell phone. So they want new package that will gratify their needs by providing some attributes. Based on the findings, some recommendations have suggested for future action.

2.2 Definition and Theory of Factors

Advertising

The marketing literature has acknowledged how advertising influences consumers, beyond the traditional effects on their preferences. That is, a second channel is important

insofar as it changes consumer's awareness of a product. This awareness, in turn, determines consumer's choice sets; among the large number of products in the market, consumers are only aware of a few of them when they make their choices (Kally, 2015). Many marketers today are advertising using different types of social networking sites. Calder et al. studied the concept of how consumer engagement with a website can increase advertising effectiveness.

Kotler and Keller define the advertising as "any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor". According to Media-manager advertising awareness defines as "Extent to which a brand's or product's advertising is recognized by its target". Advertising awareness measures parallel brand awareness measures as they have top of mind, spontaneous and aided components. The way brand knowledge structure changes can indicate the effectiveness of communication in social media (Priyanka, 2012). Using of social media for the purpose of creating and enhancing brand awareness is essential and should be a part of marketers. Interactive marketing communications such as social media have a distinct advantage in their ability to encourage learning and teaching. Advertising create awareness of the brand and increase the probability that the brand is included in the consumer's evoked set. Researcher indicates that social media advertising is a paid form of brand, and it drives a lot of benefits: 1) Popularizing your brand, idea or service to the target group. 2) Informing target audience about your brand or service's presence in the market. 3) Encouraging healthy competition in the market. 4) Making the audience to interact and

keep them intact with the brand. 5) Providing social benefits for the brand. Crawford (2005) found that advertising awareness has positive effect on both brand awareness and brand choice.

Price

Pricing is a manager's biggest marketing headache. Much of research has quantified the effects of retail pricing on brand sales, Ahmed and Rouf (2014) said that price is a very important variable in the marketing mix and that price is an important selection criterion for shoppers. Price knowledge has been a research object in behavioral pricing theory for more than 40 years. We must recognize that buyers may encode price information into memory in different representational forms. Recent developments in memory research suggest that such recall of previously encountered information represents only one type of memory, generally referred to as explicit memory. Explicit memory is characterized by conscious recollection of an exposure episode. It is now apparent that there is a second type of memory referred to as implicit memory. Implicit memory reflects non-conscious retrieval of previously encountered stimuli, often detected by respondents' improved performance in a task subsequent to exposure to the stimuli. Price knowledge, as part of the explicit memory, can be remembered consciously, while price knowledge as implicit memory, is an unconscious function. Price knowledge defined as the "ability to keep a price in mind, even when not having recently been confronted with that particular price".

Brand awareness

Brand awareness is widely misunderstood and often wrongly measured, even by experienced managers. Brand awareness plays an important role in consumer decision making by bringing three advantages; these are learning advantages, consideration advantages, and choice advantages (Tülin, et al., 2008). Using of social media for the purpose of creating and enhancing brand awareness is essential and should be a part of marketers. Aaker defines brand awareness as “the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category”, and can be defined as “consumers' ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance”. Social networking sites are used as marketing tool by marketers in creating brand relationship. Brand awareness is the result of consumer's exposure to brand. Brand awareness is the strength of a brand's presence in the mind of the consumer. One of the oldest definition of Brand awareness is “the ability to identify the brand under different conditions”, on other hand both Aaker and Keller show that Brand awareness is based on both brand recognition and recall, Aaker defines brand awareness as “the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category”.

Brand awareness results in brand equity in four different ways: creating a brand node in consumer's memory, providing a sense of familiarity of the brand in the consumer's mind, acting as a signal of trust in the brand and being enough reason for the consumer to consider the brand in his consideration set. Charumbira (2015) show that

Brand awareness is based on both brand recognition and recall. Brand awareness was found to have positive effect on brand choice.

Brand Identity

Brand identity refers to physical or tangible identities related to the brand or product that makes consumers easily identify and differentiate with other brands or products, such as logo, colors, sounds, smells, packaging, location, corporate identities, slogan, and others.

Brand Personality

Brand personality is the distinctive character of a brand that makes up certain personalities as human being, so that consumer audiences can easily distinguish with other brands in the same category, such as assertive character, stiff, dignified, noble, friendly, warm, compassionate, sociable, dynamic, creative, independent, and so on. As explained earlier, Yuvaraj (2014) mentioned several dimensions of brand personality as competence, sincerity, excitement, sophistication, and ruggedness, while Catherine, et al (2008) illustrated the brand personality with tones of character such as 'youthful', 'colorful' and 'gentle'.

According to de Alam and Rubel (2014) 'personality is a useful metaphor the brand is used to make a statement about the user'. De Chernatony and McDonald emphasized

the importance of brand personality, particularly in cases where there are only minor variations in physical characteristics.

Brand distinctiveness

The need to distinguish from competitors is central to 'branding'. A number of authors have commented (directly or indirectly) on the distinctiveness of shopping centres (Avnet, and Tory, 2006). Yoon and Cole (2008) measured 'distinctiveness' and concluded that the successful retailer must 'distinguish itself from its competitors in appealing ways. Crawford, (2005) demonstrated that differences between shopping centres play an essential part in patronage decisions.

Customer satisfaction

Customer satisfaction is a key component of competitive strategies and keeping customers happy is critical to long-term business success. Customer satisfaction is the customer's after purchase judgment or evaluation of a specific product or service. Customer satisfaction includes service quality, expectations, disconfirmation, performance, desires, affect and equity (Pughazhendi, et al., 2012). Customer satisfaction is generally defined in the marketing literature as the discrepancy between a customer's expectations and perceptions. Satisfaction is generally viewed as an encounter-specific construct. Consumers usually go through confirmation of need, research prior to purchase, and product evaluation to make a purchase decision, and the last is a

particularly important factor. Due to the fact that, there are always risks within any purchase decision, consumers rely on product information or cues to lower the risks. Consumers generally believe they can make a satisfying purchase by choosing well-known brands and also lower any purchase risks by doing so. Customer satisfaction is an important theoretical and practical issue for most marketers and consumer researchers (Pughazhendi, et al., 2012). When a service failure occurs, the organization's response has the potential to either restore customer satisfaction or reinforce loyalty. Satisfaction with a purchased product and/or a service is a fundamental goal for consumers. Alvarez and Casielles (2005), have suggested that customer service satisfaction significantly impacts subsequent purchase behavior. Consumers seek to allocate monetary resources among available products and services to maximize their satisfaction. For marketers, consumer satisfaction is also a desired outcome of marketing activities. Satisfaction reinforces consumers' brand and store loyalty and/or resolution to buy the product frequently (Alvarez, and Casielles, 2005). Product involvement has also been found to have a direct effect on the level of satisfaction as well as a mediator between mood and shopping intentions. Kally (2015) have suggested that customer service satisfaction significantly impacts subsequent purchase behavior.

Innovation

Innovativeness is a personality trait related to an individual's receptivity to new ideas and willingness to try new practices and brands. The importance of innovativeness has been examined extensively in the literature on diffusion of innovation and consumer

behavior (Erdem, and Swait, 2004). The results indicate that these groups of firms significantly differs with respect to both subjective and objective measures of new product performance, and with product innovation strategies and activities pertaining to timing of market entry, product quality, marketing synergy, proficiency of market launch, and management support for innovation (Erdem, and Swait, 2004). The market opportunities of firms and the development opportunities of regions depend increasingly on their capacity to continuously generate innovative products and processes (Erdem, and Swait, 2004). A common observation is that individuals high in innovativeness are more venturesome and more willing to try new brands.

In the services sample (telecom brand), there is a positive relationship between the extent to which consumers are innovative and the extent to which services brand extensions are favorably evaluated (Pughazhendi, et al., 2012). The private value of innovation can be quite different from the private value of the intellectual property associated with that of innovation. Innovators differ in their ability to commercialize their innovations, and the value that the innovator can obtain from commercialization depends not only on the appropriability regime but also on the commercialization strategy that the innovator chooses ((Pughazhendi, et al., 2012). This aligns with the arguments of Hareem Zeb, (2011) that an innovative corporate image leads to positive brand extension evaluations. The historic district offers competitive advantages to its constituent firms by providing a unique set of skills and resources that can constitute a distinctive local capability within a "global marketplace (Hareem, 2011) and by enabling the rapid circulation of information on market trends and new design innovations that are

demanding by a cultural economy. Relative product advantage is the most important product innovation characteristic. A major product advantage typically generates major market share rewards, whereas a moderate advantage generates moderate rewards (Hareem, 2011). Highly innovation-supportive cultures are credited with fostering teamwork and promoting risk-taking and creative actions that seem directly linked to effective new product development (Hareem, 2011). The need for organizational innovation and renewal has been recognized, not only to withstand the gales of creative destruction, but also to create them. Product innovation has been recognized as a primary means of corporate renewal and as an 'engine of renewal'.

Word of Mouth

Word-of-mouth marketing (WOMM, WOM marketing), also called word of mouth advertising, differs from naturally occurring word of mouth, in that it is actively influenced or encouraged by organizations (e.g. 'seeding' a message in a network, rewarding regular consumers to engage in WOM, employing WOM 'agents'). While it is difficult to truly control WOM, research has shown that there are three generic avenues to 'manage' WOM for the purpose of WOMM: 1) Build a strong WOM foundation (e.g. sufficient levels of satisfaction, trust and commitment), 2) Indirect WOMM management which implies that managers only have a moderate amount of control (e.g. controversial advertising, teaser campaigns, customer membership clubs), 3) Direct WOMM management, which has higher levels of control (e.g. paid WOM 'agents', "friend get

friend" schemes). WOM has been suggested as a counterweight to commercially motivated word of mouth.

Word of mouth marketing can be very effective in the communication of the advertising campaign as it can offer a solution to "penetrating consumers guards" to get them talking about a particular product. Many Marketers find this type of marketing strategy to have many advantages to the whole advertising campaign of a certain product. One positive aspect of this marketing strategy is that sources of this word of mouth advertising are mostly personal. This means that they are not subject to persuasion from the organization for personal gains or subject to being bias. This has a positive effect on the advertising campaign as it shows what consumers honestly think about a product and the motivation to try the particular product or services increases, due to the consumer being recommended by a trusted reliable source.

However, there are some disadvantages and criticisms with word-of-mouth Marketing. One disadvantage is that word-of-mouth marketing is subject to a lot of clutter. As well as that word-of-mouth marketing may sometimes not be beneficial in changing or influencing consumer's attitudes and perception especially from an organic source as negative conversations maybe held about the brand. This is due to the organic source not finding the product beneficial so therefore has a negative perception of the product, which therefore is shared.

One more Criticism about this marketing strategy is that people tend to be off put and feel deceived when they find out that a person who influenced their attitude about a product has been working or benefitting from doing that. This ultimately has the potential

to make consumers change their attitude, which can have a negative impact on the firm's product reputation. This may be the case as consumers feel that it wasn't in the source's interest to tell what their full perceptions were of the brand.

Perceived value

Perceived value, is the difference between a prospective customer's evaluation of the benefits and costs of one product when compared with others. Perceived Value may also be expressed as a straightforward relationship between perceived benefits and perceived costs: $\text{Value} = \text{Benefits} / \text{Cost}$. The basic underlying concept of value in marketing is human needs. The basic human needs may include food, shelter, belonging, love, and self-expression. Both culture and individual personality shape human needs in what is known as wants. When wants are backed by buying power, they become demands. With a consumers wants and resources (financial ability), they demand products and services with benefits that add up to the most value and satisfaction. The four types of value include: functional value, monetary value, social value, and psychological value. The sources of value are not equally important to all consumers. How important a value is, depends on the consumer and the purchase. Perceived Values should always be defined through the "eyes" of the consumer.

Brand Choice Theory

The theory of brand choice is one of the fundamental elements of marketing science. Virtually all decisions made by marketing managers involve assumptions – explicit or

implicit – about how consumers make purchase decisions and how strategic marketing variables (such as price, advertising and distribution) impact these decisions. Brand choice models rest upon key assumptions about how consumers make purchase decisions.

The choice has been defined by different researchers in varied aspects, (Alam, and Rubel, 2014). viewed the choice with supporting example by saying, that" the person walking down a road who hesitates at a fork in the road before choosing which route to take classically illustrates choice". To choose a brand among from available brands of low involvement product category in a situation where consumer does not know about the brands under consideration seems very critical, because the most theories of consumer behavior support the awareness as a dominant factor in consumer choice. On the other hand it was also assumed that excess of everything is dangerous, likely it can be guessed that more information may confuse the consumer about the brand to be selected. Alam, and Rubel, (2014) are of the opinion that "Consumers actually make poorer purchase decisions with more information".

Consumers often analyses the reasons for their brand preferences, either willfully or as a consequence of marketer tactics. For example, some advertisement encourages consumers to think of the reasons they would prefer a particular brand. Several streams of research imply that thinking about attitude should increase the strength of the attitude behavior link. For example, research based on dual-process models of persuasion indicates that greater cognitive processing of attitude relevant information increases the accessibility of this information, as well as of the attitude itself, which thus increases the possibility that these attitudes will guide behavior. Another stream of research based on

the effects of accountability suggests that justifying attitudes increases the evaluative consistency of underlying cognitions, which thus bolster the attitude and the link to subsequent behavior. Brand equity is the value consumers assign to a brand above and beyond the functional characteristics of the product. Brand equity is nearly synonymous with the reputation of the brand. Brand equity is fragile because it is founded in consumer's beliefs and can be prone to large and sudden shifts outside of management's control because of consumer's exposure to information among other factors. Customer-based brand equity, which is defined as "the differential effect that brand knowledge has on consumer response to the marketing of that brand". Although little research directly examines the impact on brand equity, some financial studies show that firms suffer large drops in stock price because of product recalls, including damage to brand equity.

Among specific marketing mix variables, pricing appears to have the most consistent impact in studies. Promotions such as sales promotions have shown influence on brand choice which ultimately effect bottom-line prices for consumers. For example, pricing promotions could involve coupons or simply a reduction of price within the product category (Alam, and Rubel, 2014). In probability modeling studies, it has been shown that displays and features have some impact on brand choice, but this evidence is not as overwhelming or as consistent as other factors among brand choice research studies (Russell, and Gary, 2014). Product attributes have high importance on discovering what areas of the product can be altered in order to make their brand more appealing to the consumer. According to current research, it has been found that the greater the number of brand attributes for a product, then the more likely the consumer is to make that particular

brand choice (Russell, and Gary, 2014). Product attributes are important to marketers in order to differentiate products from their competitors.

Utility Maximization Theory

Definition of utility maximization is that: in the economics concept that, when making a purchase decision, a consumer attempts to get the greatest value possible from expenditure of least amount of money. His or her objective is to maximize the total value derived from the available money. Utility maximization is the guiding notion underlying consumer choices analyzed with consumer demand theory and utility analysis. It makes sense to think that people are generally motivated to do what is best for them, to purchase the most satisfying goods, to make the decisions that do more good than harm, to improve their overall living standards and well-being, that is, to maximize their utility.

To maximize utility, given a fixed amount of income to spend, an individual will buy those quantities of goods that exhaust his or her total income and for which the psychic rate of trade-off between any two goods (the MRS) is equal to the rate at which the goods can be traded one for the other in the marketplace. That spending all one's income is required for utility maximization is obvious. Because extra goods provide extra utility (there is no satiation) and because there is no other use for income, to leave any unspent would be to fail to maximize utility. Throwing money away is not a utility-maximizing activity. The condition specifying equality of trade-off rates requires a bit more explanation. Because the rate at which one good can be traded for another in the market is given by the ratio of their prices, this result can be restated to say that the

individual will equate the MRS (of x for y) to the ratio of the price of x to the price of y (p_x/p_y). This equating of a personal trade-off rate to a market-determined trade-off rate is a result common to all individual utility-maximization problems (and too many other types of maximization problems).

2.3 Hypothesis

H1_o: Advertising does not significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H1_a: Advertising significantly influences with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H2_o: Price Strategy does not significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H2_a: Price Strategy significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H3_o: Brand does not significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H3_a: Brand significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H4_o: Customer satisfaction does not significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H4_a: Customer satisfaction significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H5_o: Innovation does not significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H5_a: Innovation significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H6_o: Word of Mouth does not significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H6_a: Word of Mouth significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H7_o: Perceived value does not significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H7_a: Perceived value significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

2.4 Conceptual Framework

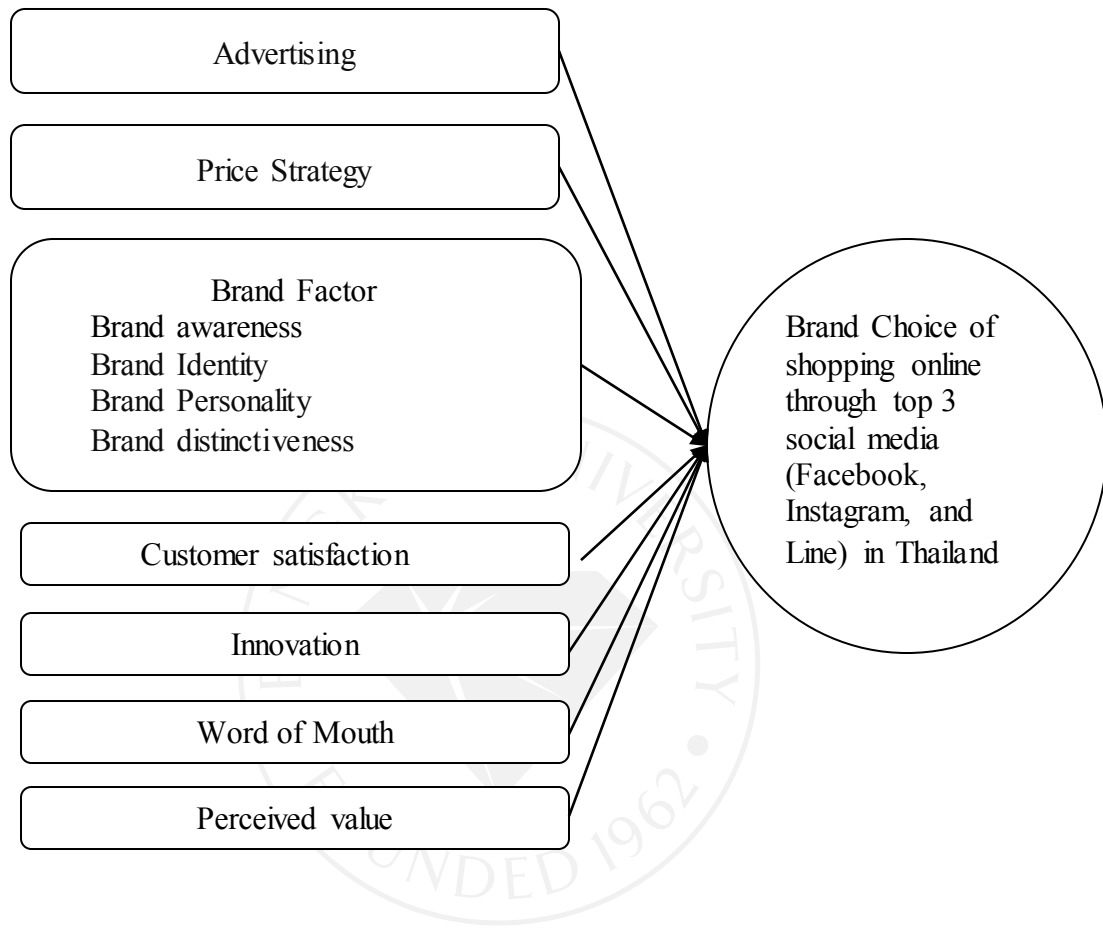


Figure 2.1: Conceptual Framework

CHAPTER 3

METHODOLOGY

3.1 Research Design

The study focuses on factors influencing brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand. A survey research is conducted to collect the data in order to investigate the correlation between factors and brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

Respondents were asked to accomplish the cross-sectional survey of self-management. Surveys indicate that respondents' answers are completely anonymous, but other demographic information such as age, income, education. Respondents' privacy is protected. All respondents are voluntary, and agree to use the data to focus their answers. When a large number of respondents answer the questionnaires with no cost and the shortest time required.

3.2 Population and Sample Selection

The population of this study is the customers who have online shopping experience in Thailand among top 3 social media (Facebook, Instagram, and Line). The questionnaire survey was distributed to customers in Bangkok, Thailand.

The researcher will determine sample size by applying an equation proposed by which is the adaptation at confidences level of 95% and precision levels = 0.05

The total of sample size is

$$n = \frac{Z^2 p(1-p)}{E^2}$$

$$n = \frac{1.96^2 * 0.5(1-0.5)}{(0.05)^2}$$

$$n = 384.16 \text{ samples}$$

$$\approx 385 \text{ samples}$$

So researchers try to use 400 samples to conduct the questionnaires in Bangkok.

3.3 Research Instrument

This study, the researchers developed the questionnaire to be three parts. Part one is the preference choice. Part two is Measuring Variables, which researcher applied 5 Likert scale for the question which is 1=strongly disagree, 2=disagree, 3=moderate, 4=agree, and 5=strongly agree. Part three is Demographic Data.

For Demographic information, the researchers designed to use Category scale as a tool to measure the demographic information of the respondents. The Category scale is an attitude measurement consisting of several categories to provide the respondents with a number of alternative ratings.

3.4 Sampling procedure

The non-probability is applied by researcher to find the sampling unit in this study. Probability sample is the process of probability sampling which is randomly chosen and non-probability sampling is the probability of specific member of the population which is unknown information for the researchers. The sampling unit is an individual component or group of components point to the selection of the sample stated by.

The researchers in this study applied convenience sampling which is the sampling procedure of obtaining the people or units that are most conveniently available. Convenience sampling, this kind of sampling focuses on people who are available to answers questions from researchers. The researchers distributed questionnaires to 400 respondents.

3.5 Data Collection Procedure

The following procedures described data collection for the survey:

3.5.1 In this study, the original questionnaire is in English. In order to investigate customers who have online shopping experience in Thailand among top 3 social media (Facebook, Instagram, and Line).

3.5.2 Then the questionnaires were distributed to customers at Bangkok. The researcher filled up the questions independently and completed the survey within 10 to 15minutes.

3.5.3 During the process of completing questionnaires, it roughly spent seven days to collect data and responders were selected randomly. Finally, there were 400

questionnaires to be returned and the raw data was entered in SPSS.

3.5.4 The questionnaire surveys were distributed face to face in Central World Bangkok from 1st Oct 2016 to 15th Oct 2016. Random sampling method was used to collect data. After the 400 questionnaires were collected, the data were entered into SPSS statistical program and analysis was run to determine significant findings.

3.6 Research Methodology

Descriptive Analysis

Descriptive Analysis refers to the transformation of the raw data into a form that makes them easily comprehensible and interpreted. This method typically describes the responses of observations. The calculation of the average, frequency distribution, and the percentage distribution is the most common form of summarizing data.

Multinomial Logistic Regression

Multinomial logistic regression is a classification method that generalizes logistic regression to multiclass problems, i.e. with more than two possible discrete outcomes.

That is, it is a model that is used to predict the probabilities of the different possible outcomes of a categorically distributed dependent variable, given a set of independent variables (which may be real-valued, binary-valued, categorical-valued, etc.).

Multinomial logistic regression is known by a variety of other names, including polytomous LR, multiclass LR, softmax regression, multinomial logit, maximum entropy (MaxEnt) classifier, and conditional maximum entropy model.

Multinomial logistic regression is used to predict categorical placement in or the probability of category membership on a dependent variable based on multiple independent variables. The independent variables can be either dichotomous (i.e., binary) or continuous (i.e., interval or ratio in scale). Multinomial logistic regression is a simple extension of binary logistic regression that allows for more than two categories of the dependent or outcome variable. Like binary logistic regression, multinomial logistic regression uses maximum likelihood estimation to evaluate the probability of categorical membership. Multinomial logistic regression does necessitate careful consideration of the sample size and examination for outlying cases. Like other data analysis procedures, initial data analysis should be thorough and include careful univariate, bivariate, and multivariate assessment. Specifically, multicollinearity should be evaluated with simple correlations among the independent variables. Also, multivariate diagnostics (i.e. standard multiple regression) can be used to assess for multivariate outliers and for the exclusion of outliers or influential cases.

Sample size guidelines for multinomial logistic regression indicate a minimum of 10 cases per independent variable. Multinomial logistic regression is often considered an attractive analysis because; it does not assume normality, linearity, or homoscedasticity. A more powerful alternative to multinomial logistic regression is discriminant function analysis which requires these assumptions are met. Indeed, multinomial logistic regression is used more frequently than discriminant function analysis because the analysis does not have such assumptions. Multinomial logistic regression does have assumptions, such as the assumption of independence among the dependent variable

choices. This assumption states that the choice of or membership in one category is not related to the choice or membership of another category (i.e., the dependent variable). The assumption of independence can be tested with the Housman-McFadden test. Furthermore, multinomial logistic regression also assumes non-perfect separation. If the groups of the outcome variable are perfectly separated by the predictor(s), then unrealistic coefficients will be estimated and effect sizes will be greatly exaggerated.

3.7 Content Validity

The questions from questionnaires had been review by the 5 qualified experts (Mr. Ake Hansasuta, marketing of Bangkok Elite Marketing Co., Ltd.; Mrs. Boonchu Kulapaditharom, marketing of Bangkok Elite Marketing Co., Ltd; Mr. Khorawit Sooklim, staff of Ace Marketing solution Thailand Ltd.; Mr. Somsak Thiplueporn, staff of Ace Marketing solution Thailand Ltd.; Ms. Chonnikarn Phatanaveerangkul, staff of Ace Marketing solution Thailand Ltd) in the field of high education industry and researcher can get the content validity from the questionnaire.

To prove the consistency of questions, the author use Index of Item - Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

$$IOC = \frac{\Sigma R}{N}$$

Where: IOC = Consistency between the objective and content or questions and objectives.

ΣR = Total assessment points given from all qualified experts.

N = Number of qualified experts.

The consistency index value must have the value of 0.5 or above to be accepted.

There are 3 levels of assessment point as follow:

- +1 means the question is certainly consistent with the objective of the questionnaire.
- 0 means the question is unsure to be consistent with the objective of the questionnaire.
- -1 means the question is inconsistent with the objective of the questionnaire.

The consistency index value must have the value of 0.5 or above to be accepted.

Index of Item - Objective Congruence (IOC) from five experts result are as followed;

The researcher applied this questionnaire to 5 experts in related social media area, and then they will review the question. Researcher can get content validity by the reviewing result.

Table 3.1: Table of Content Validity

No.	Expert1			Expert2			Expert3			Expert4			Expert5			ΣR	IOC	Data analysis
	1	0	-1	1	0	-1	1	0	-1	1	0	-1	1	0	-1			
AV1	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			5	1	Accepted
AV2		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			4	0.8	Accepted
AV3	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			4	0.8	Accepted
PS1	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		3	0.6	Accepted
PS2	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			5	1	Accepted
PS3	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			5	1	Accepted
BF1		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			4	0.8	Accepted
BF2	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			4	0.8	Accepted
BF3	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		3	0.6	Accepted
BF4	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			5	1	Accepted
BF5	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			4	0.8	Accepted
BF6	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			5	1	Accepted

(Continued)

Table 3.1 (Continued): Table of Content Validity

BF7		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			4	0.8	Accepted
BF8	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			4	0.8	Accepted
BF9	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		3	0.6	Accepted
BF10	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			5	1	Accepted
BF11		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			4	0.8	Accepted
CS1	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			4	0.8	Accepted
CS2	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			5	1	Accepted
CS3		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			4	0.8	Accepted
IN1	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			4	0.8	Accepted
IN2	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		3	0.6	Accepted
IN3	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			5	1	Accepted
WM1	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			4	0.8	Accepted
WM2	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			5	1	Accepted
WM3		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			4	0.8	Accepted
PV1	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			4	0.8	Accepted
PV2	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		3	0.6	Accepted
PV3	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			5	1	Accepted
BC1	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			4	0.8	Accepted
BC2		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			4	0.8	Accepted
BC3	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			4	0.8	Accepted

The total average of IOC is equals to 0.83125 which is more than 0.5, its means that all the questions in the questionnaire are accepted and can used in the following chapter to run the data analysis.

3.8 Reliability Analysis of Research Instrument

The researcher apply pilot test to examine the reliability of the questionnaire. The reliability test for this research is processed on computer program by using Cronbach's alpha coefficient.

Table 3.2: Criteria of Reliability

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

Table 3.3: The Summary of Reliability

	Coronhach's Alpha
Advertising	0.830
Price strategy	0.850
Brand factor	0.835
Customer satisfaction	0.837
Innovation	0.896
Word of mouth	0.884
Perceived value	0.827
Brand choice	0.939

CHAPTER 4
DATA ANALYSIS

4.1 Descriptive Analysis

The following table is that this is the ratio of the frequency and distribution of the defendants were described demographic analysis. The mean and standard mean and tables also show the 10 variables standard deviation.

Table 4.1: Gender of Respondents

gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	123	30.75	30.75	30.75
female	277	69.25	69.25	100.0
Total	400	100.0	100.0	

Table 4.1 showed that gender of the respondents' shows that 69.25% of the total gender is female. The second is male with the ratio of 30.75%.

Table 4.2: Age of Respondents

age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 23	53	13.3	13.3	13.3
23-30	205	51.3	51.3	64.5
More than 30	142	35.5	35.5	100.0
Total	400	100.0	100.0	

Table 4.2 showed that age of the respondents' shows that the age between 23-30 year

old is 205 respondents which is 51.3 %, the followed by the 142 respondents of age more than 30 years old which is 35.5%. Age less than 23 year old is 53 respondents which is 13.3%.

Table 4.3: Education of Respondents

		edu			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	271	67.75	67.75	67.75
	Master Degree	110	27.5	27.5	95.25
	Doctor Degree	19	4.75	4.75	100.0
	Total	400	100.0	100.0	

Table 4.3 showed that education of the respondents' shows that the education of bachelor degree is 271 of respondents which is 67.75%, then followed by the master degree is 27.5%. Last one is doctor degree which is 19, with 4.75%.

Table 4.4: Work status of Respondents

		work			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unemployed	71	17.8	17.8	17.8
	Part time	79	19.8	19.8	37.6
	Full time	175	43.8	43.8	81.3
	Students	75	18.8	18.8	100.0
	Total	400	100.0	100.0	

Table 4.4 showed that work status of the respondents' shows that the work status of respondents is 175 with 43.8%, then followed by the part time work status is 79 respondents with 19.8%. Students get 75 respondents with 18.8%. The last one is unemployed which

is 71 respondents with 17.8%.

Table 4.5: Marital Status of Respondents

		marital			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	103	25.8	25.8	25.8
	Single	293	73.25	73.25	99.9
	Divorced	4	0.1	0.1	100.0
	Total	400	100.0	100.0	

Most of the respondents are 293 from single with 73.25%, then followed by married respondents are 103 with 25.85%, last one is divorced respondents are 4 with 0.1%.

Table 4.6: How Often to Purchase Online Shopping of Respondents

		often			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 time per 1 month	130	32.5	32.5	32.5
	2-3 times per 1 month	177	44.3	44.3	76.8
	more than 3 times per 1 month	93	23.3	23.3	100.0
	Total	400	100.0	100.0	

For the frequency to purchase online shopping, the highest frequency is 2-3 times per 1 month of 177 respondents with 44.3%, then is 1 time per 1 month with 130 respondents of 32.5%. Last one is more than 3 times per 1 month with 93 respondent of 23.3%.

Table 4.7: How Much to Like to Purchase Online Shopping of Respondents

		like			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderate	138	34.5	34.5	34.5
	Slightly agree	16	4.0	4.0	38.5
	Strongly agree	246	61.5	61.5	100.0
	Total	400	100.0	100.0	

There are 246 respondents strongly agree that they like online shopping with 61.5%, then is 138 respondents moderate feeling that they like online shopping with 34.5%. Last one is 16 respondents slightly agree that they like online shopping with 4%.

4.2 Mean, Standard Deviation and Respondents Perception

Table 4.8: Mean, Standard Deviation and Respondents perception of Advertising.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
AV1	400	2	5	4.22	.882
AV2	400	1	5	4.07	1.201
AV3	400	2	5	4.16	.899
Valid N (listwise)	400				

Table 4.8 shown that Advertising has a total Mean in high level (Mean = 4.22) and Standard Deviation of 1.201. This research found that the lowest level at Mean = 4.07, and Standard Deviation of 0.882.

Table 4.9: Mean, Standard Deviation and Respondents Perception of Price Strategy.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PS1	400	1	5	3.95	1.171
PS2	400	1	5	4.01	1.135
PS3	400	1	5	4.05	.982
Valid N (listwise)	400				

Table 4.9 shown that Price Strategy has a total Mean in high level (Mean = 4.05) and Standard Deviation of 1.171. This research found that the lowest level at Mean =3.95, and Standard Deviation of 0.982.

Table 4.10: Mean, Standard Deviation and Respondents Perception of Brand Factor.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
BF1	400	2	5	4.24	.916
BF2	400	2	5	4.23	.930
BF3	400	2	5	4.31	.781
BF4	400	2	5	4.31	.903
BF5	400	2	5	4.14	.922
BF6	400	2	5	3.98	.932
BF7	400	2	5	4.10	1.021
BF8	400	2	5	3.93	1.016
BF9	400	2	5	3.97	.894
BF10	400	2	5	4.30	.851
BF11	400	2	5	4.30	.851
Valid N (listwise)	400				

Table 4.10 shown that Brand factor has a total Mean in high level (Mean = 4.30) and Standard Deviation of 1.021 This research found that the lowest level at Mean =3.93, and Standard Deviation of 0.781.

Table 4.11: Mean, Standard Deviation and Respondents Perception of Customer Satisfaction.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
CS1	400	2	5	4.02	1.033
CS2	400	1	5	3.83	.972
CS3	400	2	5	3.94	1.095
Valid N (listwise)	400				

Table 4.11 shown that Customer satisfaction has a total Mean in high level (Mean = 4.02 and Standard Deviation of 1.095. This research found that the lowest level at Mean =3.83, and Standard Deviation of 0.972.

Table 4.12: Mean, Standard Deviation and Respondents Perception of Innovation.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
IN1	400	1	5	4.24	1.098
IN2	400	2	5	4.10	.811
IN3	400	2	5	4.30	.851
Valid N (listwise)	400				

Table 4.12 shown that Innovation has a total Mean in high level (Mean = 4.30 and Standard Deviation of 1.098. This research found that the lowest level at Mean =4.10, and Standard Deviation of 0.811.

Table 4.13: Mean, Standard Deviation and Respondents Perception of Word of Mouth.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
WM1	400	2	5	4.01	.892
WM2	400	2	5	4.32	.854
WM3	400	2	5	4.20	.810
Valid N (listwise)	400				

Table 4.13 shown that Word of Mouth has a total Mean in high level (Mean = 4.32 and Standard Deviation of 0.892. This research found that the lowest level at Mean =4.01, and Standard Deviation of 0.810.

Table 4.14: Mean, Standard Deviation and Respondents Perception of Perceived Value.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PV1	400	2	5	4.16	1.005
PV2	400	1	5	4.07	.854
PV3	400	2	5	4.25	.936
Valid N (listwise)	400				

Table 4.14 shown that Perceived value has a total Mean in high level (Mean = 4.25 and Standard Deviation of 1.005. This research found that the lowest level at Mean =4.07, and Standard Deviation of 0.854.

Table 4.15: Mean, Standard Deviation and Respondents Perception of Brand Choice.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
BC1	400	2	5	4.01	.892
BC2	400	1	5	3.31	.902
BC3	400	2	5	4.39	1.066
Valid N (listwise)	400				

Table 4.15 shown that brand choice has a total Mean in high level (Mean = 4.39) and Standard Deviation of 1.066. This research found that the lowest level at Mean = 3.31, and Standard Deviation of 0.892.

4.3 Findings of Hypotheses Testing.

To test all the hypothesis in the study, a likelihood Ratio Tests of Multinomial Logit has been used.

Table 4.17: Likelihood Ratio Tests

Effect	Model Fitting Criteria		Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.	
Intercept	.001 ^a	.000	0	.	
MEANAV	49.101 ^a	33.271	4	.000	
MEANPS	46.328 ^a	30.498	2	.000	
MEANBF	23.870 ^a	8.041	2	.018	
MEANCS	333.280	37.535	2	.000	
MEANIN	295.744 ^a	.000	0	.000	
MEANWM	306.934	11.189	2	.004	
MEANPV	340.301	44.556	2	.000	

H1: The result from the p-value of hypothesis equals 0.000, which is less than 0.05, therefore the null hypothesis H_{10} can be rejected at a 5% level of significance and accept

H1_a. Thus advertising significantly influences brand choice decision in shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H2: The result from the p-value of hypothesis equals 0.000, which is less than 0.05, therefore the null hypothesis H2_o can be rejected at a 5% level of significance and accept H2_a. Thus price strategy can significantly influence with brand choice of shopping online through top 3 social media (Facebook, Instagram, and Line) in Thailand.

H3: The result from the p-value of hypothesis equals 0.018, which is less than 0.05, therefore the null hypothesis H3_o can be rejected at a 5% level of significance and accept H3_a. Thus brand can significantly influence with brand choice of shopping online through top 3 social media (Facebook, Instagram, and Line) in Thailand.

H4: The result from the p-value of hypothesis equals 0.000, which is less than 0.05, therefore the null hypothesis H4_o can be rejected at a 5% level of significance and accept H4_a. Thus customer satisfaction can significantly influence with brand choice of shopping online through top 3 social media (Facebook, Instagram, and Line) in Thailand.

H5: The result from the p-value of hypothesis equals 0.000, which is less than 0.05, therefore the null hypothesis H5_o can be rejected at a 5% level of significance and accept H5_a. Thus innovation can significantly influence with brand choice of shopping online through top 3 social media (Facebook, Instagram, and Line) in Thailand.

H6: The result from the p-value of hypothesis equals 0.004, which is less than 0.05, therefore the null hypothesis H6_o can be rejected at a 5% level of significance and accept H6_a. Thus word of mouth can significantly influence with brand choice of shopping online through top 3 social media (Facebook, Instagram, and Line) in Thailand.

H7: The result from the p-value of hypothesis equals 0.000, which is less than 0.05, therefore the null hypothesis $H7_0$ can be rejected at a 5% level of significance and accept $H6_a$. Thus perceived value can significantly influence with brand choice of shopping online through top 3 social media (Facebook, Instagram, and Line) in Thailand.

4.4 Cross Table Analysis

The cross table analysis is about demographic factors with dependent variables which is brand choice of shopping online through top 3 social media (Facebook, Instagram, and Line) in Thailand.

Table 4.18: Cross Table of Dependent Variable and Gender.

like * gender Crosstabulation

Count

		gender		Total
		male	female	
like	Moderate	44	94	138
	Slightly agree	16	0	16
	Strongly agree	63	183	246
Total		123	277	400

From table 4.18 the majority customers are gender is female strongly agree shopping online through the 3 social media (Facebook, Instagram, and Line) in Thailand.

Table 4.19: Cross Table of Dependent Variable and Age.

like * age Crosstabulation

Count

		age			Total
		Less than 23	23-30	More than 30	
like	Moderate	35	62	41	138
	Slightly agree	0	16	0	16
	Strongly agree	18	127	101	246
Total		53	205	142	400

From table 4.19 the majority customers are age between 23-30 years old strongly agree shopping online through the 3 social media (Facebook, Instagram, and Line) in Thailand.

Table 4.20: Cross Table of Dependent Variable and Education.

like * edu Crosstabulation

Count

		edu			Total
		Bachelor Degree	Master Degree	Doctor Degree	
like	Moderate	58	15	7	80
	Slightly agree	91	53	4	148
	Strongly agree	122	42	8	172
Total		271	110	19	400

From table 4.20 the majority customers are education level at bachelor degree strongly agree shopping online through the 3 social media (Facebook, Instagram, and Line) in Thailand.

Table 4.21: Cross Table of Dependent Variable and Work Status.

like * work Crosstabulation

Count

		work				Total
		Unemployed	Part time	Full time	Students	
like	Moderate	18	17	60	43	138
	Slightly agree	0	0	16	0	16
	Strongly agree	53	62	99	32	246
Total		71	79	175	75	400

From table 4.21 the majority customers are work status of full time strongly agree shopping online through the 3 social media (Facebook, Instagram, and Line) in Thailand.

Table 4.22: Cross Table of Dependent Variable and Marital Status.

like * marital Crosstabulation

Count

		marital			Total
		Married	Single	Divorced	
like	Moderate	33	46	2	81
	Slightly agree	0	16	0	16
	Strongly agree	70	231	2	313
Total		103	293	4	400

From table 4.22 the majority customers are marital status of single strongly agree shopping online through the 3 social media (Facebook, Instagram, and Line) in Thailand.

Table 4.23: Cross Table of Dependent Variable and Frequencies of Shopping Online.

like * often Crosstabulation

Count

		often			Total
		1 time per 1 month	2-3 times per 1 month	more than 3 times per 1 month	
like	Moderate	0	94	44	138
	Slightly agree	16	0	0	16
	Strongly agree	114	83	49	246
Total		130	177	93	400

From table 4.23 the majority customers are shopping online 2-3 times per 1 month strongly agree shopping online through the 3 social media (Facebook, Instagram, and Line) in Thailand.



CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The study focuses on factors influencing brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand. The dependent variable is brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand, and the independent variables which include Advertising, Price strategy, Brand factor, Customer satisfaction, Innovation, Word of Mouth, Perceived value.

The questionnaire is related to consumers who have considered and experienced shipping online through the 3 social media (Facebook, Instagram, and Line) in Thailand. The purpose of this study is to understand which reasons or factors can decide brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

5.1 Conclusion

For demographic factor:

The gender of the respondents' shows that 69.25% of the total gender is female. The second is male with the ratio of 30.75%. Age of respondents between 23-30 years old is 205 respondents which is 51.3 %, the followed by the 142 respondents of age more than 30 years old which is 35.5%. Age less than 23 year old is 53 respondents which is

13.3%. Education of the respondents' shows that the education of bachelor degree is 271 of respondents which is 67.75%, then followed by the master degree is 27.5%. Last one is doctor degree which is 19, with 4.75%. Work status of the respondents' shows that the work status of respondents is 175 with 43.8%, then followed by the part time work status is 79 respondents with 19.8%. Students get 75 respondents with 18.8%. The last one is unemployed which is 71 respondents with 17.8%. Most of the respondents are 293 from single with 73.25%, then followed by married respondents are 103 with 25.85%, last one is divorced respondents are 4 with 0.1%. For the frequency to purchase online shopping, the highest frequency is 2-3 times per 1 month of 177 respondents with 44.3%, then is 1 time per 1 month with 130 respondents of 32.5%. Last one is more than 3 times per 1 month with 93 respondent of 23.3%. There are 246 respondents strongly agree that they like online shopping with 61.5%, then is 138 respondents moderate feeling that they like online shopping with 34.5%. Last one is 16 respondents slightly agree that they like online shopping with 4%.

For Hypothesis testing:

H1: Advertising significantly influences brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H2: Price strategy significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H3: Brand factor does not significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H4: Customer satisfaction significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H5: Innovation significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H6: Word of Mouth significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

H7: Perceived value significantly influence with brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand.

5.2 Discussion

This independent study is mainly to find out factors influencing brand choice of shopping online among top 3 social media (Facebook, Instagram, and Line) in Thailand. After that, the significant relationships between the factors and purchase behavior will be tested. Furthermore, it is to illustrate the relationships between the factors and brand choice. At last, the conclusion of the independent study can be showed.

The majority customers are gender is female, and age between 23-30 years old, education level at bachelor degree, work status of full time, marital status of single, and

they also shopping online more than 3 times per 1 month, the target customer strongly agree shopping online through the 3 social media (Facebook, Instagram, and Line) in Thailand.

This study attempts to incorporate brand choice effect and competition into the framework and examination of the effects of brand choice on Advertising, Price strategy, Brand factor, Customer satisfaction, Innovation, Word of Mouth, Perceived value. Moreover, strong links exist between consumer attitudes to an advertisement and their attitude towards the brand featured in the advertisement customer satisfaction and word-of-mouth; perceived value towards an advertisement and perceptions of a brand directly influence their attitude towards that brand choice;

After having the analysis, it has been found that the brand choice has a positive correlation with seven independent variables, which are Advertising, Price strategy, Brand factor, Customer satisfaction, Innovation, Word of Mouth, Perceived value. With the fact that internet and social media have changed the marketing and competitive environments, and while everything is being turned upside down, one concept remains unchanged which is the brand is the heart of marketing.

The absence of how managers can build brand choice on social media, the study provides a model which managers can follow to build brand choice through social media, and the finding can be used by mobile market to stimulate brand choice, therefore, mobile companies should create and build awareness to customers, in order to enhance and stimulate brand choice. Marketing and brand managers can build brand choice by first,

creating a social media presence to your company so others may follow, the more people will become aware of your brand, second, by providing high customer satisfaction and high value to them, creating memorable advertising by engaging the consumer with compelling enjoyable and involving advertising elements which clearly linked to the brand, finally, need to be consistent across the board.

5.3 Limitation and Suggestion for Future Study

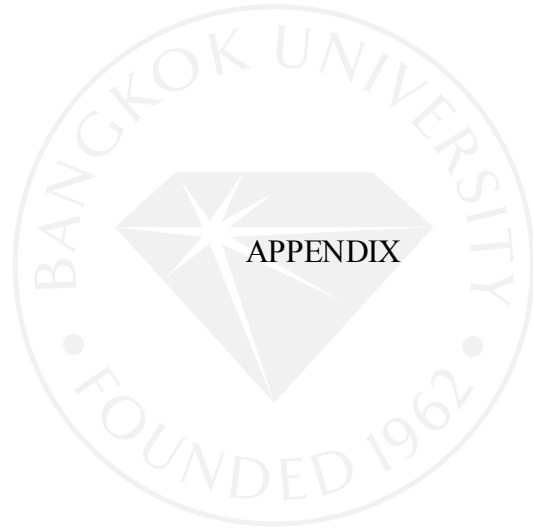
Limitations of this study include the small sample size of 400 questionnaires this study. However, there are some limitations of the study. First, this study does not consider all brand choice dimensions. Therefore, future research should consider more dimensions like promotion awareness, E-WOM and other dimensions. Second, the subject of this study is student. It is suggested that future research can expand its participants to general consumers. Third, researcher should try to investigate this study in service industries. Finally, researcher should try to replacing this study with more product categories. Future research on branding should also look at a brand's total social media presence by observing and studying beyond Instagram. By studying multiple social media sites together, such as Facebook, Instagram, and Twitter, researchers may examine more evidence about branding to draw a stronger conclusion. Finally, future research should focus on framing theory in the context of social media and branding. Few scholarly articles were available to study the theory in this way, making it difficult to draw strong conclusions about its presence in branding on social media.

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Questionnaire

Part I Social Media Choice

1. Which Social Media is your most favorite?

_____ Facebook _____ Instagram _____ Line

2. Rank the following factors that affect your choice decision in Q1 (0=no effect, 1=mild effect, 2= less effect, 3, slightly effect, 4=effect, 5=slight effect, 6=very effect, 7=strongest effect)

1. Advertising	0	1	2	3	4	5	6	7
2. Price Strategy	0	1	2	3	4	5	6	7
3. Brand Factor	0	1	2	3	4	5	6	7
4. Customer satisfaction	0	1	2	3	4	5	6	7
5. Innovation	0	1	2	3	4	5	6	7
6. Word of Mouth	0	1	2	3	4	5	6	7
7. Perceived value	0	1	2	3	4	5	6	7
8. Brand Choice	0	1	2	3	4	5	6	7

Part II. Measuring Independent Variables

The following factors affect my choice decision in Q1.

	Strongly Disagree	Slightly Disagree	Neutral	Slightly Agree	Strongly Agree
Advertising					
1. I always watch advertisement in social media	1	2	3	4	5
2. I get the most advertisement from social media	1	2	3	4	5
3. I am very interesting in advertisement of social media	1	2	3	4	5
Price Strategy					
1. I can accept the price of goods in social media	1	2	3	4	5
2. I think the price of goods in social media is more cheaper	1	2	3	4	5
3. I can get discount or promotion price in social media	1	2	3	4	5
Brand Factor					
1. I know the this product though social media	1	2	3	4	5
2. I like to watch the introduction of product though social media	1	2	3	4	5
3. I think product is a good brand in social media	1	2	3	4	5
4. I can easily recognize the brand of product	1	2	3	4	5
5. I can know the product from brand of product	1	2	3	4	5
6. I can get the information from brand of product	1	2	3	4	5
7. The brand of product is outstanding compare to other brand	1	2	3	4	5
8. The brand of product is especial compare to other brand	1	2	3	4	5
9. I can distinguish the brand of product easily	1	2	3	4	5
10. I can search the brand of product easily in social media	1	2	3	4	5
11. I like the brand of product because its distinctiveness	1	2	3	4	5
Customer satisfaction					
1. I am satisfy with product	1	2	3	4	5
2. product can meet my needs	1	2	3	4	5
3. I am very like product	1	2	3	4	5
Innovation					
1. I think the innovation of product is very good.	1	2	3	4	5
2. I think product is very creative product	1	2	3	4	5
3. I think product is new technology	1	2	3	4	5
Word of mouth					
1. I know the brand of product from friends	1	2	3	4	5

2. My friends always recommend me to buy product	1	2	3	4	5
3. I will recommend my friend to use product	1	2	3	4	5
Perceived value					
1. I believe that using product will enhance my skin	1	2	3	4	5
2. I think the value of product is good enough to me	1	2	3	4	5
3. I find that the product is worth to buy	1	2	3	4	5
Brand Choice					
1. I will choice this brand of channel for shopping online	1	2	3	4	5
2. I will recommend my friend to use this brand	1	2	3	4	5
3. This brand is the best choice for me	1	2	3	4	5

Part III Demographic Information

1. Gender?

Male

Female

2. Age?

Less than 23

23-30

More than 30

3. Education level?

Bachelor Degree

Master Degree

Doctor Degree

4. Work situation:

Unemployed

Part time

Full time

Students

5. Marital statuses

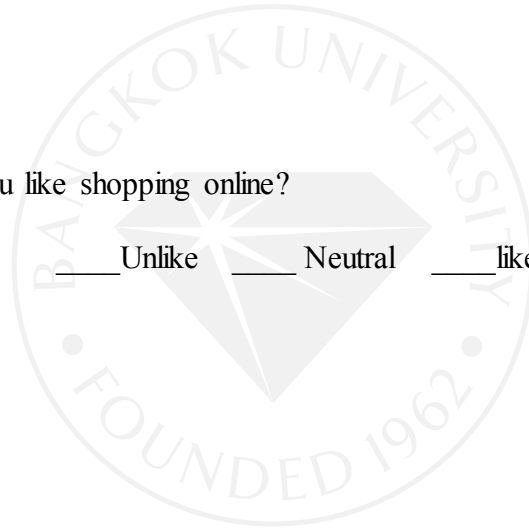
 Married Single Divorced

6. How often you usually shopping online?

1 time per 1 month 2-3 times per 1 month more than 3 times
per 1 month

8. How much do you like shopping online?

Strongly unlike Unlike Neutral like Strongly like



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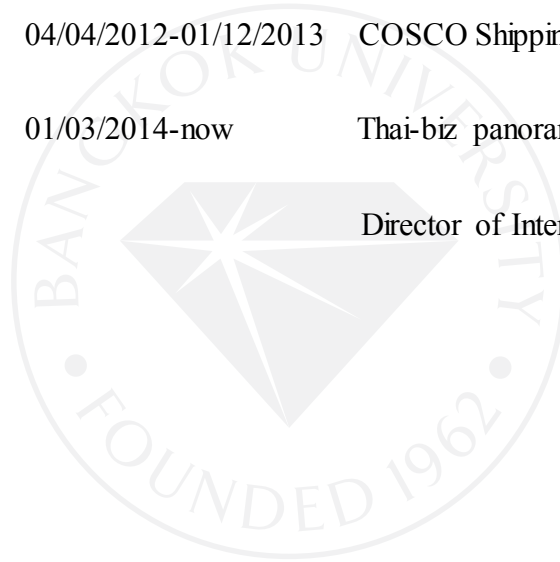
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