


**FACTORS POSITIVELY AFFECTING PURCHASE INTENTION OF
PRODUCT(S) OR SERVICE(S) OF FACEBOOK USERS AT LUMPINI PARK
IN BANGKOK**



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PRODUCT(S) OR SERVICE(S) OF FACEBOOK USERS AT LUMPINI PARK IN
BANGKOK

Saran Jamjongdumrongkit



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Factors Positively Affecting Purchase Intention of Product(s) or Service(s) of Facebook Users at Lumpini Park in Bangkok. (92 PP.)

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ABSTRACT

This research was aimed to study the independent factors positively affecting purchase intention of product(s) or service(s) of Facebook users at Lumpini Park in Bangkok. Those independent factors were feature use, privacy concern, informative & entertainment, invasiveness, avoidance, perceive personalization, information seeking and ads aesthetic toward purchasing intention of product(s) or service(s) of Facebook users at Lumpini Park in Bangkok. Total sample of 220 Facebook users collected with survey questionnaire in Lumpini Park, Bangkok. The majority of respondents were females and single, age between 19 – 29 years old, had bachelor degrees, which range salary between 15,001 – 30,000 Baht per month and most of them were students, they spent time on social network 2 – 6 hours per day, they shopped online at least once a month and spent not over than 500 Baht. The data set utilized descriptive statistics and multiple regression analysis. The researcher found that perceive personalization ($\beta = 0.355$), information seeking ($\beta = 0.304$), ads aesthetic ($\beta = 0.257$), and feature use ($\beta = 0.216$), accounted for 56.7% positively affecting purchasing intention of product(s) or service(s) of Facebook users at Lumpini Park in Bangkok with statistical significant at .01.

Keywords: Purchases Intention, Facebook, Facebook Promoted Posts

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CHAPTER 1

INTRODUCTION

1.1 Rational and Problem Statement

Since Facebook launched in 2004, it has played an increasingly important role in the society and in people's lives. The popularity of Facebook has exponentially accelerated across the globe in the past decade. In first quarter 2018, Facebook has 2.20 billion monthly users with the approximate of 13% increase year over year (Noyes, 2018). With such rapid growth, Facebook has been updating its platform with new features, ranging from new stickers to algorithm adjustment, to further facilitate its users. In addition, to support the rise of eCommerce, Facebook has also added supporting features, like advertising features and marketplace, which transform the mere social media platform into a social commerce platform.

Thailand had ranked in the 9th place as the country with highest Facebook users in the world in 2017, Thailand alone has approximately 47 million users with the growth of 15 % per year. Moreover, Bangkok is known to be the capital city of Facebook with 27 million users (Oongkhing, 2017). Correlatively, the value of eCommerce in Thailand has also skyrocketed to 2.8 trillion baht with the growth of approximately 37% since 2013. Seeing such strong trend, most of the business owners have established their presence on the platform and advertise their products to ultimately increase.

Given the same set of tools, particular businesses were quite successful with more purchase converted from the Facebook advertisement, but some were not. The question arises as to what's the difference between the successful and the unsuccessful ones? What cause the customers to make a purchase from particular business? Which factors are the key drivers and what's the degree of its impact on the purchasing intention of the customers? By answering these questions, we would be able to determine which factors would be the most crucial to successfully increase customer conversion rate from the promoted post on Facebook and could ultimately provide the clue for business owners in Thailand.

The major social networks offer advertising options—but not all will be a great fit for every marketer. When thinking about which social networks to use for advertising, look at which ones are performing well organically. Networks where your content naturally strikes a chord with fans are an obvious choice for your first social ad campaigns. (Pratskevich, 2018)

SWOT Analysis

Referred to the three most popular social network sites were Facebook which had all of people signing up for, followed by Line which had 99.5% of users and then Instrgram, which had 89.1% of people using. There are were other social sites which users did use apart from the 3 social sites mentioned, such as Youtube, Twitter, WeChat and so on, but they were not as popular as the three social sites mentioned here as it would be proven from the data were collected in chapter 3 and 4.

As it could be seen from the percentage mentioned for the social sites above that are all users using Facebook and using multiple social sites. A SWOT analysis as

shown in Table 1.1 had been done for the three most popular social sites as per the survey collected, but Instagram had own by Facebook company so this SWOT analysis would added Youtube instead Instargram and to give an insight of why a particular social site or these three social sites were more popular than the rest.

Table 1.1: Facebook, Line and YouTube SWOT analysis

SWOT	Facebook	Line	YouTube
Strength	1. Market leadership in the global scale.	1. Large user base with more than 700 million users.	1. The largest Video sharing site.
	2. Effective leadership by Mark Zuckerberg.	2. With over 10,000 stickers and emoticons, Line can express a wider range of emotions.	2. YouTube had 2 nd highest ranked most visited website after Google (Parent Company).
	3. Efficient capitalization on mobile advertising.	3. Let's users share photos, videos, voice messages, contacts and location information easily with your friends.	3. Can be called the starting point of viral marketing.

(Continued)

Table 1.1 (Continued): Facebook, Line and YouTube SWOT analysis

	4. Evolving role as a news source.	4. Can get the latest news and special coupons for popular artists and brands	4. Multi-language support, YouTube comes in 34 languages different.
Weakness	1. Dependence revenues of Facebook came from only on advertising.	1. Intense competition means limited market share for LINE	1. Has no paid subscription model. It does not release anything exclusive to YouTube.
	2. Controversies regarding fake names, data leaks, Free Basics etc.	2. User privacy is still susceptible in social media applications.	2. Podcasting is increasing, more and more bloggers and podcasters have shifted from YouTube to their own private podcasts.
	3. Users violating age restrictions are something which hurt Facebook's brand image.	3. Line not controls the information from users to users. The fake information would be happen.	3. Copyright material. A major problem faced by YouTube is copyrighted material being uploaded by users as original content.

(Continued)

Table 1.1 (Continued): Facebook, Line and YouTube SWOT analysis

Opportunity	1. Businesses having no online presence can be tapped by Facebook.	1. Provided business opportunity to expand globally too many countries.	1. Had been had more than 1 billion users.
	2. Using Facebook to tapping the business opportunities in emerging economies.	2. Research and development of Line Corporate develop for service expansion can help get more users.	2. Has been 2 nd largest searching platform after Google (Parent Company).
	3. Integrate with more telecom operators or similar companies.	3. Increasing internet penetration and number of smartphone users	

(Continued)

Table 1.1 (Continued): Facebook, Line and YouTube SWOT analysis

Threat	<p>1. Governments banning the website usage through monitoring & blocking can be a huge issue.</p>	<p>1. Changes in government regulation would damages to Line application. For example Line has been blocked in China.</p>	<p>1. Politics can increase YouTube’s risk factors, because government can quickly change business rules that negatively affect YouTube.</p>
	<p>2. Competitors trying to improvise their own product can hurt Facebook.</p>	<p>2. Availability of substitute products instead Line.</p>	<p>2. Netflix has taken away many YouTube users. As a result, many of them have shifted to Netflix to enjoy paid content.</p>
	<p>3. Fake accounts and hacking instances can reduce the credibility of Facebook.</p>	<p>3. Changes in consumer tastes means continuous improvement is needed, else it will become obsolete soon.</p>	<p>3. Inappropriate posting can risk the reputation of the YouTube company.</p>

Source:

Facebook. Dudovskiy, J. (2017). *Facebook SWOT Analysis: Market Leadership as a Major Strength*. Retrieved July 31, 2018,

from <https://research-methodology.net/>:

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Retrieved from [https://www.mbaskool.com/](https://www.mbaskool.com/brandguide/it-technology/12942-line.html)

[brandguide/it-technology/12942-line.html](https://www.mbaskool.com/brandguide/it-technology/12942-line.html)

Furthermore, according to previous research of Celebi (2015) study of feature use, privacy concern, information seeking, invasiveness, and informative & entertainment. There are different features of Facebook which offer its users convenience, practicality, and ease of connection as well as an easy way of expressing themselves (Celebi, 2015). Features can be defined as a technical tool on the Facebook site that enables its users to do multiple activities while spending their time on internet. However in their studies observe that when privacy concern increased among respondents, they left website by leaving the information page incomplete. However, many individuals still may not be aware of companies 'systematic collection of their private information including age, gender, products and services purchased, or brand preference (Celebi, 2015). In studied of information seeking, as it

was an expected, user with high information seeking motivation had positive behavior toward Internet advertising, because of the perceived informativeness of Internet advertising (Celebi, 2015). Moreover in Celebi (2015) research found that consumers may perceive advertisements as being invasive, when they feel that their private, social, and entertainment lives is interrupted. And previous research of informative & entertainment they investigated young adult's internet usage and found that they heavily used the internet for entertainment and information. More specifically, entertainment and informative are also important factors for internet and social media advertising messages (Celebi, 2015).

In addition, the study of Sohn (2017) found that the ads aesthetic similar dimensions have been identified with regard to perceptions of mobile interface quality (Gao et al., 2015). Hence, this study focuses on individuals' beliefs about the quality dimensions outlined above. While aesthetic quality refers to how organized and attractive a mobile online store is expected to be (Cai & Xu, 2011).

And also, referred to previous studies of perceived personalization and avoidance (Tran, 2017). Personalization can be understood to be an activity of developing individualized communication to a particular customer which is tailored based on the customer's implied or stated interests (Roberts and Zahay, 2012). Although several definitions are proposed in seminal literature, the core value of personalization is in common – personalization is the process (Vesonen & Raulas, 2006). From studied we known people are inclined to be vigilant and skeptical while being presented with a proposition, a message or promotion ad. A key normal for as incredulity is its steadiness and its significant effect on clients' reactions to

advertisements. Clients end up skeptical after they understood the organizations utilize showcasing strategies attempting to control them (Simonson, 2005).

Moreover, in previous research studied in order to increase competitive advantage of factors affecting purchase intention of product(s) or service(s) of Facebook users. In other words, online purchase rates of a product or service will be higher among consumers who state positive intentions to buy the product than among those with weaker intentions (Shaouf & Li, 2016). This view is consistent with many theoretical models of consumer behavior. From this reason, the researcher interested to study about what makes the customers purchase product(s)/ service(s) from Facebook and the result would benefit to new start-up business that want to advertise our product(s) or service(s) by online marketing or expanded channels distribution by social network site in the right decision.

1.2 Objective of Study

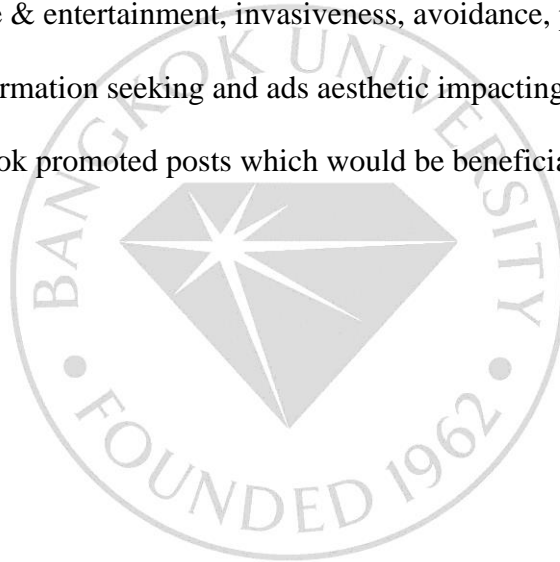
This objective of this research is to study factors positively affecting purchase intention of product(s) or service(s) of Facebook users at Lumpini Park in Bangkok. Those factors are feature use, privacy concern, informative & entertainment, invasiveness, avoidance, perceive personalization, information seeking and ads aesthetic toward purchasing intention of product(s) or service(s) of Facebook users at Lumpini Park in Bangkok.

1.3 Contribution of Study

1.3.1 The contribution of this research can offer the benefits for new start-up business who want to advertise our product(s) or service(s) by online marketing or expanded channels distribution by social network site in the right decision.

1.3.2 This research is to enlarge the information on factor positively impacted purchasing intention influence by Facebook promoted posts.

1.3.3 This research expanded the information how feature use, privacy concern, informative & entertainment, invasiveness, avoidance, perceive personalization, information seeking and ads aesthetic impacting purchasing intention influence by Facebook promoted posts which would be beneficial to researcher in the future research.



CHAPTER 2

LITERATURE REVIEW

2.1 Related Theories and Previous Studies

2.1.1 The researcher aimed to study eight independent variables and one dependent variable. The first independent variable was feature use (Celebi, 2015). There are different features of Facebook which offer its users convenience, practicality, and ease of connection as well as an easy way of expressing themselves. Feature can be defined as a technical tool on the Facebook site that enables its users to do multiple activities while spending their time on internet. Each year different features are added to Facebook. However, in this paper certain features have been used and those features have been described by Celebi (2015) in their article entitled Computers in Human Behaviour: They are namely status updates, comments, wall posts, private messages, chat, and groups. Based on motivations of Facebook, it is expected that those motivations positively affect users' Facebook feature. It is also possible that some motives (e.g., informativeness and entertainment) and some factors (e.g., age, gender, and frequency of Facebook use) will have an effect on certain Facebook feature use.

2.1.2 The second independent variable was privacy concern (Celebi, 2015). In Sheehan & Hoy (1999) in their studies observe that when privacy concern increased among respondents, they left website by leaving the information page incomplete. However, many individuals still may not be aware of companies' systematic collection of their private information including age, gender, products and

services purchased, or brand preference. The information storage and retrieval capacities of new media technologies can facilitate the collection and exchange of customer information, often without the knowledge or permission of the consumer (Papacharissi & Fernback, 2005). When connected to Facebook, users may feel that by viewing or clicking certain Facebook advertising they may lose their private information and therefore may such concern. If Facebook users feel secure in providing sensitive information on their Facebook page, and feel that Facebook keeps their personal and private information, they will not have privacy concern. In contrast, feeling secure in privacy concern will generate positive feeling and attitude toward Facebook advertising.

2.1.3 The third independent variable was informative & entertainment (Celebi, 2015). In studied of Urista, Dong, & Day (2009) investigated young adults internet usage and found that they heavily used the internet for entertainment and information. More specifically, entertainment and informativeness are also important factors for internet and social media advertising messages. Their need of having fun and relaxation by browsing the Internet influenced them to stay longer and to connect frequently. However, this study is limited with the investigation of entertainment as a motive of using the Internet, but not using the Internet advertising, and its effect on attitude toward Internet advertising. In other studies, entertainment as a motive of using the Internet advertising and its effect on attitudes can be examined. As a result of this study, it is expected that perceived entertainment and informativeness of Facebook advertising is related to positive attitude toward advertising.

That is individuals who enjoy, are entertained, and informed are drawn to Facebook advertising; and they were supposed to stay with Facebook for long hours and frequently connected to it.

2.1.4 The fourth independent variable was invasiveness (Celebi, 2015)

Consumers may perceive advertisements as being invasive, when they feel that their private, social, and entertainment lives is interrupted. Li, Edwards, & Lee (2002) note that advertisements may distract and irritate consumers when their goal oriented behaviours are interfered and therefore it can be seen as a common complaint of advertising. This complaint is the result of the uncontrolled environment and a need to re-establish freedom and taking control of a situation. Some comparative studies show that unsolicited e-mail are perceive as more intrusive and irritating than traditional postal direct mail (Morimoto & Chang, 2006).

Perceived invasiveness of Facebook advertising in this study was assessed by asking the participants' perception of distraction, intrusiveness, irritation, invasiveness and interference of their activities on Facebook. As a result, their perceived invasiveness of Facebook advertising negatively affected their attitudes and behaviors toward Facebook advertising. By the use of Internet advertising especially Facebook advertising, more addressable and appropriate ads can be selected to fit the Internet users' characteristics and online behaviors. That is, those advertisements should be more relevant to users first to attract attention and then to increase favorability without distracting them (Celebi, 2015).

2.1.5 The fifth independent variable was avoidance (Tran, 2017) Ad skepticism is a client's inclination to question the back rub conveyed by an advertisement (Obermiller & Spangenberg, 1998). Accordingly, people are inclined to be vigilant and skeptical while being presented with a proposition, a message or promotion ad. A key normal for as incredulity is its steadiness and its significant effect on clients 'reactions to advertisements. Clients end up skeptical after they understood the organizations utilize showcasing strategies attempting to control them (Simonson, 2005). So the client winds up monitored and vigilant when he is presented with a customized message that makes him be occupied with a one-sided handling. In a current report exploring youngsters' utilization of person to person communication locales, Kelly (2010) discover that four key precursors influencing adolescents' propensity to stay away from promotions: (1) regardless of whether the clients expect any negative involvement, (2) whether the advertisement is pertinent and (3) how much wary the clients are toward the promotion message and (4) how much distrustful the clients are toward the promotion medium. In the customized promoting setting on Facebook, a client's response to an advertisement isn't unique. The client comprehends an advertisement redid in light of his or her inclinations as an endeavour to control, thus he turns out to be more skeptical.

2.1.6 The sixth independent variable was perceived personalization (Tran, 2017). Personalization can be understood to be an activity of developing individualized communication to a particular customer which is tailored based on the customer's implied or stated interests (Roberts & Zahay, 2012). Although several definitions are proposed in seminal literature, the core value of personalization is in common – personalization is the process (Vesanen & Raulas, 2006).

Kotler (2001) view personalization as a process of targeting, segmentation, and positioning. Peppers & Rogers (1997) consider personalization as a way to obtain personal information of customers and tailor favorable solutions. Personalization can be applied in the online setting and is integrated in the system to help website interfaces more appealing. Personalization can be applied in the online setting and is integrated in the system to help website interfaces more appealing. Data mining is used to collect data on the website which then is analyzed to make the web more personalized (Pierrakos, 2003). Adomavicius & Tuzhilin (2005) interpret personalized as an Understanding-Delivering-Measuring cycle. This concept is consistent with Murthi & Sarkar's (2003) 3 phases conceptualization of personalization: (1) learn what customers need, (2) match what customers need to what is offered, and (3) evaluate the two previous phases. Personalization is also viewed as an integrated marketing communication that is derived from two way communication system, ability to control responses of each party in communication process, database application and personalized communication relationship (Peltier, 2003). An integration of the four components plays a role in synthesizing key elements necessary for personalized marketing and the whole process of personalization. Drawing on the concepts of personalization, this research defines personalized advertising on Facebook as “the process of advertising in which a retailer develops a customized ad of a product or service on Facebook based on prior customer activities on the Internet.”

2.1.7 The seventh independent variable was information seeking. As it was an expected, user with high information seeking motivation had positive behavior toward Internet advertising, because of the perceived informativeness of Internet advertising. The motivation of information seeking led the people to search for alternative methods for information gathering and one of them was using the Internet. That is why it is not surprising that the motivation of information seeking was a predictor of long year Internet usage. Internet offers its users a flexible way of searching for information and accessing sources of information anytime and anywhere (Kim, 2001) which has increased in popularity as a new way of finding information. However, the motivation of information seeking was not related with duration of using the Internet. Browsing Internet briefly may be because of the characteristic of the sample of this study. University students either look for daily brief information (e.g., weather forecast or Google map) or information necessary for their essays and homework. For other age groups, however, there might be a possible relation between information seeking and duration of using the Internet. Thus, in further research, other age groups can be included to be examined.

2.1.8 Finally the eighth independent variable was ads aesthetic (Sohn, 2017). Ads aesthetic similar dimensions have been identified with regard to perceptions of mobile interface quality (Gao, 2015). Beliefs about a mobile online store's quality refer to perceptions about specific store elements perceived security, perceived information, perceived aesthetic quality, and perceived technical quality play a pivotal role in perceptions of e-service quality. Similar dimensions have been identified with regard to perceptions of mobile interface quality (Gao, 2015).

Hence, this study focuses on individuals' beliefs about the quality dimensions outlined above. While aesthetic quality refers to how organized and attractive a mobile online store is expected to be (Cai & Xu, 2011), perceived technical quality captures the ease of navigation, speed of loading information, and the undisturbed functionality of mobile online stores (Al-Qeisi, 2014). Information quality reflects individual beliefs about the informativeness of mobile online stores, including the relevance, sufficiency, and timeliness of the presented content (Gao, 2015).

2.1.9 The only one dependent variable was purchase intention (Shaouf & Li, 2016). Online purchase intention has been defined as a consumer's desire to buy a product or service from a web site (Cyr, 2008). In this context, online purchase intention is considered as "the final consequence of a number of cues for the e-commerce customer" (Ganguly, Dash, & Cyr, 2009). Research in which online purchase intention has been examined shows a significant relationship between purchase intention and actual purchasing (Morwitz, Steckel, & Gupta, 2007). In other words, online purchase rates of a product or service will be higher among consumers who state positive intentions to buy the product than among those with weaker intentions. This view is consistent with many theoretical models of consumer behavior. For instance, Fishbein & Ajzen (1975) state, "if one wants to know whether or not an individual will perform a given behavior, the simplest and probably most efficient thing one can do is to ask the individual whether he intends to perform that behavior".

As a result, online purchase intention becomes a crucial factor that can predict the effectiveness of online stimuli (Amaro & Duarte, 2015) Thus, the challenge for online advertisers and marketers is to comprehend such differences and adjust their online communication strategies accordingly. In this study, therefore, we attempt to clarify these differences by investigating how the characteristics of web advertising visual design affect online purchase intention with and without attitudinal effects.

Kraithong & Kanthawongs (2015) studies about the factors of personal innovativeness in information technology, system quality, trust, word-of-mouth referrals, perceived ease of use, brand loyalty, and community membership intention, that positively affect the customers' intention to use an application of 'Brand A' clothing stores in Lat Phrao, BangKapi, and Bang Na in Bangkok. The 290 usable questionnaires were analyzed with multiple regression analysis. The majorities of respondents were female, aged 26-30 years old, single and had bachelor degrees. Most of them worked in private company with earned monthly income between 20,001-30,000 baht. The authors revealed that brand loyalty with beta coefficient of 0.379, and community membership intention with beta coefficient of 0.267, positively predicted the customers' intention to use at the .01 significant level.

Junla & Kanthawongs (2015) studies on the: strategy, performance and strategic comparison among different types of businesses, e-commerce strategy affecting e-commerce performance, and the opinions of the website users toward the website set up. Data were collected using a questionnaire with 400 electronic commerce entrepreneurs' and 400 website users. Descriptive statistics and inferential statistics were applied for analyzing data. The majorities of respondents were female,

aged 21--30 years old, single and had bachelor degrees. Most of them worked in private company with earned monthly income between 20,000-30,000 baht. The current study found that 1) electronic commerce strategies affected performance at the .05 significance level, and 2) context, content, and customization were the three critical success factors that the users select.



2.2 Hypothesis

2.2.1 There is a positive relationship between feature use and purchase intention.

2.2.2 There is a positive relationship between privacy concern and purchase intention.

2.2.3 There is a positive relationship between informative & entertainment and purchase intention.

2.2.4 There is a positive relationship between invasiveness and purchase intention.

2.2.5 There is a positive relationship between avoidance and purchase intention.

2.2.6 There is a positive relationship between perceive personalization and purchase intention.

2.2.7 There is a positive relationship between information seeking and purchase intention.

2.2.8 There is a positive relationship between ads aesthetic and purchase intention.

2.2.9 Feature use, Privacy concern, informative & entertainment, invasiveness, avoidance, perceive personalization, information seeking and ads aesthetic have positive impact toward purchase intention of product(s) or service(s) of Facebook users at Lumpini Park in Bangkok.

2.3 Conceptual Framework

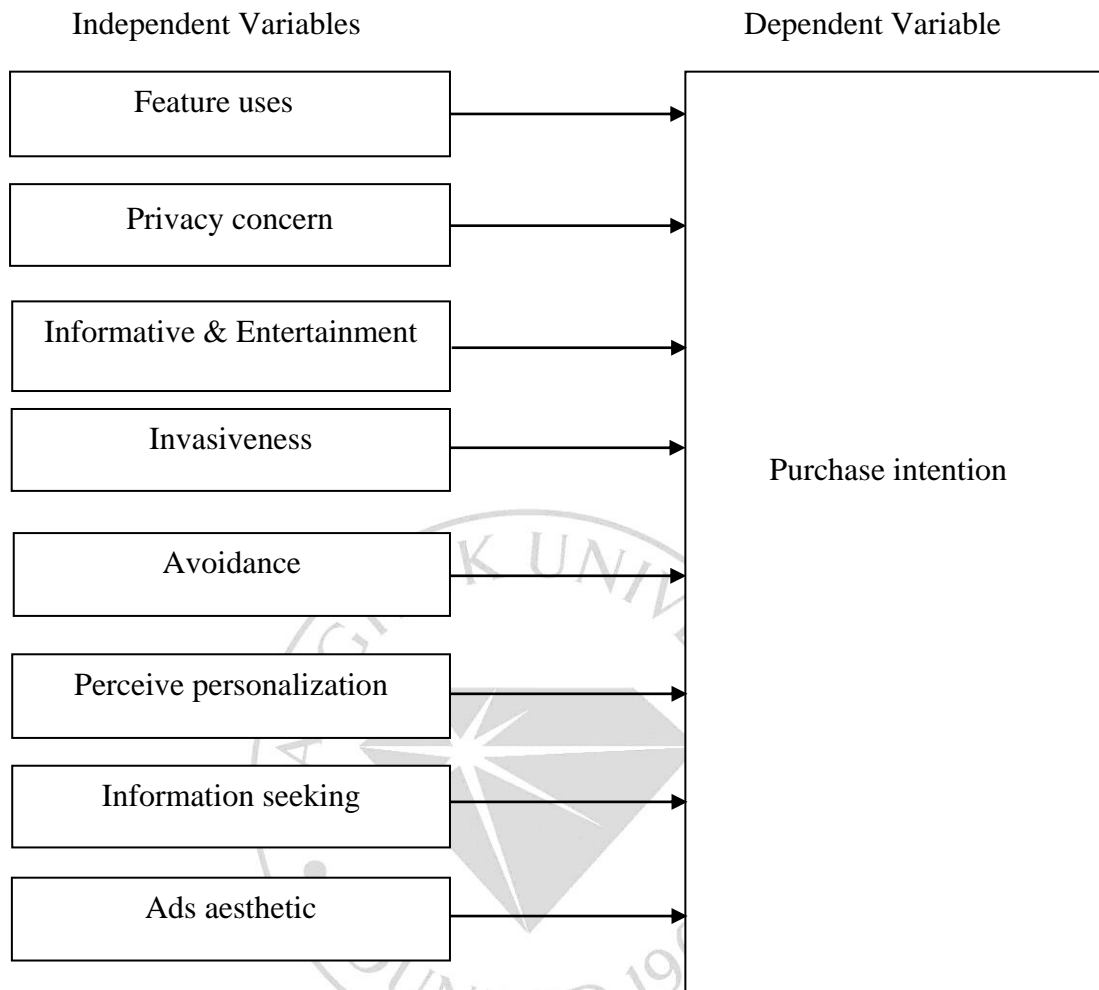


Figure 2.1: Theoretical framework for purchase intention

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This research objective was to finding and understands factors positively affecting purchase intention of product(s) or service(s) of Facebook users at Lumpini Park. The methodology was based on quantitative approach. The survey method and collection through questionnaires were chosen for this research.

3.2 Population and Sampling Selection

Population in this research were recruited by asking people who use Facebook at Lumpini Park, and then, the research conducted survey questionnaire to those Facebook users who using Lumpini Park to exercise. There were much evidence shown that Lumpini Park was define as The Green Lung of Bangkok, Lumpini Park appeals to people of all ages today, from wise elders practicing Tai Chi, sweethearts lounging by the lakeside, to nine-to-five workers craving fresh air and physical exercise (Claire, 2018). Beside, Lumpini Park is located in the area that near 2 important public transportations (BTS and MRT) that guarantee the number of potential Facebook users. However, total numbers of Facebook users in Lumpini Park were unknown. Hence, the estimated population should be taken from an infinite population.

The sample size was calculated from 40 pilot questionnaires by using G*power version 3.1.9.2, created by Cohen (1977) and approved by several researchers (Erdfelder, Faul & Buchner, 1996), with the Power (1- β) of 0.80, Alpha (α) of 0.20, Number of Test Predictor of 8, Effect Size of 0.409 (Calculated by Partial R² of 0.04018). As a result of G*power calculation, the minimum number of the total sample size was 220 (Cohen, 1977). Consequently, total 220 sets of the questionnaire would be collected from participants.

3.3 Research Instrument and Content Validity

3.3.1 Exploring published articles and journals from www.sciencedirect.com and www.emeraldinsight.com which related to internet advertising, Facebook advertising, purchasing intention, web advertising, mobile commerce, social media.

3.3.2 Creating questionnaire form which selected from articles and journals to get approval from an advisor.

3.3.3 Pass completed questionnaire form to 2 experts in the online advertisement industry, Mr. Supakit Cheamburaseth, PPS Safety Glass Co., Ltd. Managing Director in Online Marketing, and Mrs. Juta Wanasanti, EFM & Chill Online & ATime Online, Sales Manager gave advices to be more precise. After that, finalizing questionnaire referred to comments from the experts including an advisor's guidance.

3.3.4 Launching 40 pilots testing of questionnaires. And then was to conduct the reliability test of each variable in individual factor by using Cronbach's Alpha Coefficient. Value of Cronbach's Alpha was between $0 \leq \alpha \leq 1$, higher value means higher reliability and closely related of a section

3.3.5 Analysis of the reliability test was executed for 40 pilots testing of questionnaires in order to ensure the grouping of question and the consistency of each factor were aligned with theories of study.

Part 1 Consist of 12 questions which were 6 closed-ended response questions about demographic and general information such as gender, age, status, level of education, monthly income and professional status. Another 6 questions were about respondent's Facebook using behavior e.g. What are other social networking site(s) you use other than Facebook (You can select more than one choice), How many hour(s) do you spend on Facebook? How much money are you willing to spend on product(s)/service(s) after watched Facebook Promoted Post? What are the product(s)/service(s) that you will purchase on Facebook Promoted Post? (You can select more than one choice)

Part 2 Closed-ended response questions about factors positively affecting purchase intention of product(s) or service(s) of Facebook users at Lumpini Park in Bangkok. The purpose was gain attitude toward questions of each variable consist of:

Features use (FU)	4 Questions
Privacy concern (PC)	4 Questions
Informative & Entertainment (IE)	4 Questions
Invasiveness (IV)	4 Questions
Avoidance (AV)	4 Questions
Perceive personalization (PP)	4 Questions
Information seeking (IS)	4 Questions
Ads aesthetic (AA)	4 Questions
Purchase intention (PI)	4 Questions

This part was evaluated from interval scale by using a five-point scales ranking from 1 (lowest agreeable level) to 5 (highest agreeable level).

Part 3 Open-ended response question for participants to recommend other factors that might affect the purchasing intention of product(s)/service(s) toward Facebook promoted posts.

3.4 Testing Research Instrument

The researcher examined the validity and appropriateness of questionnaire with 3 experts by using an Index of Item-Objective Congruence: IOC. After revised questionnaire follow with expert recommend, the pilot test with 40 respondents were collected. The Cronbach's Alpha for each factor was compute ed. Result value was between 0.736 - 0.917 which exceeds 0.65 regarding the suggested level.

Table 3.1: Cronbach's Alpha Coefficient of 40 pilots testing of questionnaires

Questionnaire	N = 40	N = 220
Variable Factors		
Features use (FU)	.845	.842
Privacy concern (PC)	.917	.880
Informative & Entertainment (IE)	.736	.783
Invasiveness (IV)	.889	.879
Avoidance (AV)	.786	.801
Perceive personalization (PP)	.898	.844
Information seeking (IS)	.803	.803
Ads aesthetic (AA)	.875	.877
Independent Factor		
Purchase intention (PI)	.857	.875

The researcher used factor analysis technique to investigate construct validity as well as analyzed factor loading value of each factor. However, factor loading value result should exceed 0.3 to ensure the reliable component of questions (Field, 2005).

There are six deleted the question from informative & entertainment (IE), avoidance (AV) and information seeking (IS). There questions "Facebook promoted posts help me keep up-to-date. I am watching what out there related to my friends on Facebook. Moreover all questions from avoidance because the of factor loading value not exceed 0.3.

Factors analysis was conducted based on these factors: features use (FU), privacy concern (PC), informative & entertainment (IE), invasiveness (IV), avoidance (AV), perceive personalization (PP), information seeking (IS), ads aesthetic (AA), and purchase intention (PI) at n = 220

Table 3.2: Factor Analysis of factors positively affecting purchase intention of product(s) or service(s) at Lumpini Park in Bangkok at n = 220

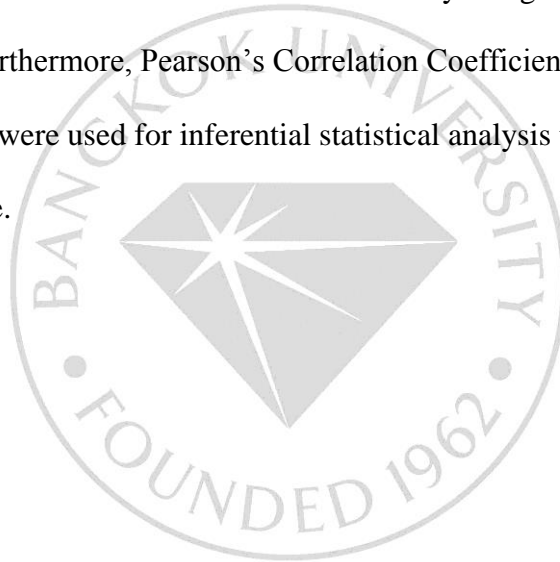
	FU	PC	IE	IV	AV	PP	IS	AA	PI
FU1	0.894								
FU2	0.729								
FU3	0.495								
FU4	0.619								
PC1		0.837							
PC2		0.710							
PC3		0.781							
PC4		0.812							
IE1			0.698						
IE2			<u>0.127</u>						
IE3			0.310						
IE4			0.350						
IV1				0.660					
IV2				0.811					
IV3				0.834					
IV4				0.863					

(Continued)

3.5 Statistics for Data Analysis

The questionnaires data were analyzed using statistical analysis software named SPSS version 24 by using Statistical Significant level of .01.

Descriptive statistics analysis such as demographic, general information and respondent's purchase Intention were measured by using Frequency and Percentage; whereas the scale ranking as individual factor, feature use, privacy concern, informative & entertainment, invasiveness, avoidance, perceive personalization, information seeking and ads aesthetic were measured by using Mean (\bar{x}) and Standard Deviation (S.D). Furthermore, Pearson's Correlation Coefficient and Multiple Regression analysis were used for inferential statistical analysis to evaluate independent variable.



CHAPTER 4

RESEARCH RESULTS

The aim of this research is to explore factors positively affecting purchase intention of product(s) or service(s) of Facebook users at Lumpini Park in Bangkok. The data was collected from 220 respondents by the survey questionnaire, and then the data analysis completed by SPSS version 24. The Cronbach's Alpha Coefficient of each factor was computed which had the result value between 0.783 – 0.88 as table 3.1, meaning that all alpha coefficient passed the suggested level (Nunnally, 1978) and had proven to be reliable.

4.1 Summary of Demographic Data

For all 220 respondents consisted of 53.6% females and 46.4 males, with the age between 19-29 years old which calculated as 86.8%. Almost all were single or 91.4% of the total sample and the majority of the population had bachelor degree accounted for 66.8%. Most of respondents or about 40% were students; with the largest group of income range was between 15,000 – 30,000 baht per month ratio 46.8%. Participants spend 2-6 hours on social network at 60.5%. The percentage of respondents who shop online for once a month was 32.7%, which is the highest frequency.

Participants who after watched Facebook promote posts and then not buy the product(s) or service(s) were about 122 respondents accounted 55.5% of the population sample. The popular social sites that all population using were

Facebook 100%, Line 99.5%, Instagram 89.1%, Youtube 75.5%, Twitter 24.5%, WhatsApp 10% and WeChat 6.4%.

Moreover, the frequency for all respondents who ever seen product(s) or service(s) from Facebook promoted posts 77.3% were fashion and costumes, 65% were health and beauty, 43.2% were food delivery, 42.3% were travel, 38.2% were it equipment, 27.7% were entertainment, 20.5% were consumers goods, 16.4% were download, 14.1% were home appliances and 6.4% were jewelry. Lastly, the frequency for all respondents had favorable to buy product(s) or service(s) after watched Facebook promotes posts 69.5% were fashion and costumes, 32.7% were health and beauty, 23.2% were food delivery, 16.8% were travel, 12.3% were it equipment, 8.6% were download, 5.9% were entertainment, 5.5% were home appliances, 4.1% were consumers goods and 1.4% were jewelry.

4.2: Results of Research Variables

The analysis of the correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of features use (FU), privacy concern (PC), informative & entertainment (IE), invasiveness (IV), avoidance (AV), perceive personalization (PP), Information seeking (IS), ads aesthetic (AA), and purchase intention (PI) at $n = 220$

Table 4.1: Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient (Descriptive Statistic)

	N	Mean	S.D.
Features use (FU)	220	2.9682	1.05856
Privacy concern (PC)	220	2.6716	0.92889
Informative & Entertainment (IE)	220	3.4977	0.75171
Invasiveness (IV)	220	3.1455	0.88904
Avoidance (AV)	220	3.1239	0.87145
Perceive personalization (PP)	220	3.3330	0.85688
Information seeking (IS)	220	3.8261	0.82598
Ads aesthetic (AA)	220	3.5318	0.87820
Purchase intention (PI)	220	3.3193	0.93543

**** Correlation is significant at the .01 level**

*** Correlation is significant at the .05 level**

Table 4.2 : Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of features use (FU), privacy concern (PC), informative & entertainment (IE), invasiveness (IV), avoidance (AV), perceive personalization (PP), information seeking (IS), ads aesthetic (AA), and purchase intention (PI) at n = 220

Variable	FU	PC	IE	IV	AV	PP	IS	AA	PI
Features use (FU)	1								
Privacy concern (PC)	0.650**	1							
Informative & Entertainment (IE)	0.196**	0.276**	1						
Invasiveness (IV)	0.444**	0.455**	0.489**	1					
Avoidance (AV)	0.225**	0.090	-0.176**	0.131	1				
Perceive personalization (PP)	0.540**	0.506**	0.532**	0.367**	-0.106	1			
Information seeking (IS)	0.313**	0.329**	0.539**	0.298**	-0.190**	0.622**	1		
Ads aesthetic (AA)	0.423**	0.493**	0.598**	0.464**	-0.166*	0.664**	0.720**	1	
Purchase intention (PI)	0.477**	0.335**	0.398**	0.303**	-0.076	0.661**	0.629**	0.628**	1

**Correlation is significant at the .01 level

*Correlation is significant at the .05 level

According to table 4.14, Hypothesis can explain as the following

Hypothesis 1, feature use has a positive relationship toward purchase intention or not. The analysis revealed that Feature use **had positive** relationship toward purchase intention (Pearson's Correlation = 0.477) at .01 significant level.

Hypothesis 2, privacy concern has a positive relationship toward purchase intention or not. The analysis revealed that privacy concern **had positive** relationship toward purchasing intention (Pearson's Correlation = 0.335) at .01 significant level.

Hypothesis 3, informative & entertainment has a positive relationship toward purchase intention or not. The analysis revealed that, informative & entertainment **had positive** relationship toward purchasing intention (Pearson's Correlation = 0.398) at .01 significant level.

Hypothesis 4, invasiveness has a positive relationship toward purchase intention or not. The analysis revealed that invasiveness **had positive** relationship toward purchase intention (Pearson's Correlation = 0.303) at .01 significant level.

Hypothesis 5, avoidance has a positive relationship toward purchase intention or not. The analysis revealed that avoidance **had no positive** relationship toward purchase intention (Pearson's Correlation = -0.076) at .01 significant level.

Hypothesis 6, perceive personalization has a positive relationship toward purchase intention or not. The analysis revealed that perceive personalization **had positive** relationship toward purchase intention (Pearson's Correlation = 0.661) at .01 significant level.

Hypothesis 7, information seeking has a positive relationship toward purchase intention or not. The analysis revealed that information seeking **had positive** relationship toward purchase intention (Pearson's Correlation = 0.629) at .01 significant level.

Hypothesis 8, ads aesthetic has a positive relationship toward purchase intention or not. The analysis revealed that ads aesthetic **had positive** relationship toward purchase intention (Pearson's Correlation = 0.628) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.3: Analysis of variance (ANOVA) of features use, privacy concern, informative & entertainment, invasiveness, avoidance, perceive personalization, information seeking, ads aesthetic, and purchase intention at n = 220 that positively affecting purchase intention of product(s) or service(s) of Facebook users at Lumpini Park area in Bangkok influenced by Facebook promoted posts”

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108.665	8	13.583	34.545	0.000 ^b
	Residual	82.966	211	0.393		
	Total	191.630	219			

From table 4.3 above, ANOVA analysis confirmed that independent factors comprised of features use (FU), privacy concern (PC), informative & entertainment (IE), invasiveness (IV), avoidance (AV), perceive personalization (PP), information seeking (IS), ads aesthetic (AA), on purchase intention (PI) because Sig. of the equation equaled 0.000 at .01 significant level.

Table 4.4: Multiple Regression Analysis of features use, privacy concern, informative & entertainment, invasiveness, avoidance, perceive personalization, information seeking, ads aesthetic, on purchase intention that positively affecting purchase intention of product(s) or service(s) of Facebook users at Lumpini park in Bangkok.

Dependent Variable : Purchase intention , R = 0.753 , R² = 0.567 , Constant(a) = 0.177						
<u>Independent Variables</u>	<u>β</u>	<u>Std Error</u>	<u>T</u>	<u>Sig</u>	<u>Tolerance</u>	<u>VIF</u>
(Constant)	0.177	0.307	0.577	0.565		
Perceive personalization (PP)	0.355	0.078	4.539	0.000**	0.399	2.507
Information seeking (IS)	0.304	0.079	3.864	0.000**	0.424	2.359
Ads aesthetic (AA)	0.257	0.084	3.064	0.002**	0.331	3.017
Feature uses (FU)	0.216	0.060	3.591	0.000**	0.443	2.256
Avoidance (AV)	0.001	0.054	0.023	0.981	0.820	1.219
Invasiveness (IV)	-0.009	0.063	-0.142	0.887	0.576	1.736
Informative & Entertainment (IE)	-0.074	0.080	-0.919	0.359	0.494	2.025
Privacy concern (PC)	-0.177	0.065	-2.741	0.007	0.499	2.003

**significant at the .01 level

From table 4.16, Multiple Regression Analysis results can be defined that **four independent variables**, which were feature use (Sig =0.000), perceive personalization (sig = 0.000), information seeking (sig = 0.000) and ads aesthetic (sig = 0.002) could be as the predictors for purchase intention. On the other hand, there were another **three independent variables** that had no positively impact on the purchase intention which were informative & entertainment (Sig =0.359), invasiveness (Sig =0.887) and avoidance (Sig = 0.981). Thus these three independent variables were not a significant predictor of purchase intention. Although, only one variable that the result of multiple regression that no positively impact on the purchase intention is privacy concern (Sig = 0.007) but the ($\beta = -0.177$) which make privacy concern act as a suppressor variable.

The most predictive independent variables were, perceive personalization ($\beta = 0.355$), information seeking ($\beta = 0.304$), ads aesthetic ($\beta = 0.257$) and feature use ($\beta = 0.216$). Although, the result of hypothesis test but coefficient of privacy concern is negative ($\beta = -0.177$) which make privacy concern act as a suppressor variable. As a result, perceive personalization, information seeking, ads aesthetic and feature use could be shown the positively impacting on purchase intention to customers at 56.7%. The rest 43.3% were influenced by other variables which were not in used in this research. The standard error was ± 0.307 by the following equation

$$Y (\text{purchase intention}) = 0.177 + 0.355 (\text{perceive personalization}) + 0.304 (\text{information seeking}) + 0.257 (\text{ads aesthetic}) + 0.216 (\text{feature use})$$

From this equation

If feature use value increased by 1 point while other factors remained, purchase intention would be increased by 0.216 points.

If perceive personalization value increased by 1 point while other factors remained, purchase intention would be increased by 0.355 points.

If information seeking value increased by 1 point while other factors remained, purchase intention would be increased by 0.304 points.

If ads aesthetic value increased by 1 point while other factors remained, purchase intention would be increased by 0.257 points.

From table 4.16 used to test the following hypothesis.

Hypothesis 9, by using Multiple Regression Analysis the result showed that perceive personalization, information seeking, ads aesthetic and feature use had positive influence on purchase intention at statistically significant level of .01; but on the other hand, privacy concern, informative & entertainment, invasiveness and avoidance had no positive influence on the purchase intention at .01 statistic significant.

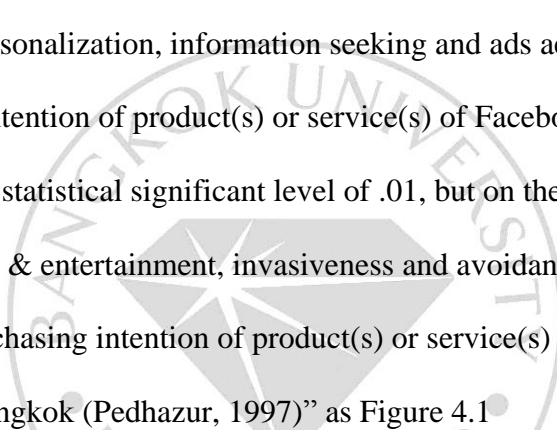
In statistics, multicollinearity is a circumstance of a very high relationship among the independent variables. High multicollinearity indicated the high degree of correlation between independent variables which might be caused the deviation from the true value. Likewise, multicollinearity should not occur as it could lead to incorrect interpreting of multiple regression results.

Multicollinearity can be examined by Variance Inflation Factor (VIF) value or Tolerance value. Variance Inflation Factor (VIF) value should not exceed 4 and Tolerance value should exceed 0.2 (Miles & Shevlin, 2001).

The result from table 4.16 showed that Tolerance value of each independent variable exceeded 0.2 with the less Tolerance was 0.331. Furthermore, Variance Inflation Factor (VIF) value of each independent variables value not over than 4 with the highest value was 3.017. All in all, there had no multicollinearity among the independent variables.

4.4 Summary of Hypothesis Testing

Result of Multiple Regression Analysis found that feature use, privacy concern perceive personalization, information seeking and ads aesthetic had positively affecting purchase intention of product(s) or service(s) of Facebook users at Lumpini Park in Bangkok” at statistical significant level of .01, but on the were privacy concern, informative & entertainment, invasiveness and avoidance had no positive influence on the purchasing intention of product(s) or service(s) of Facebook users at Lumpini Park in Bangkok (Pedhazur, 1997)” as Figure 4.1

A large, faint watermark of the Bangkok University logo is centered on the page. The logo is circular with a diamond shape in the center containing a starburst. The text "BANGKOK UNIVERSITY" is written around the top inner edge of the circle, and "FOUNDED 1962" is written around the bottom inner edge.

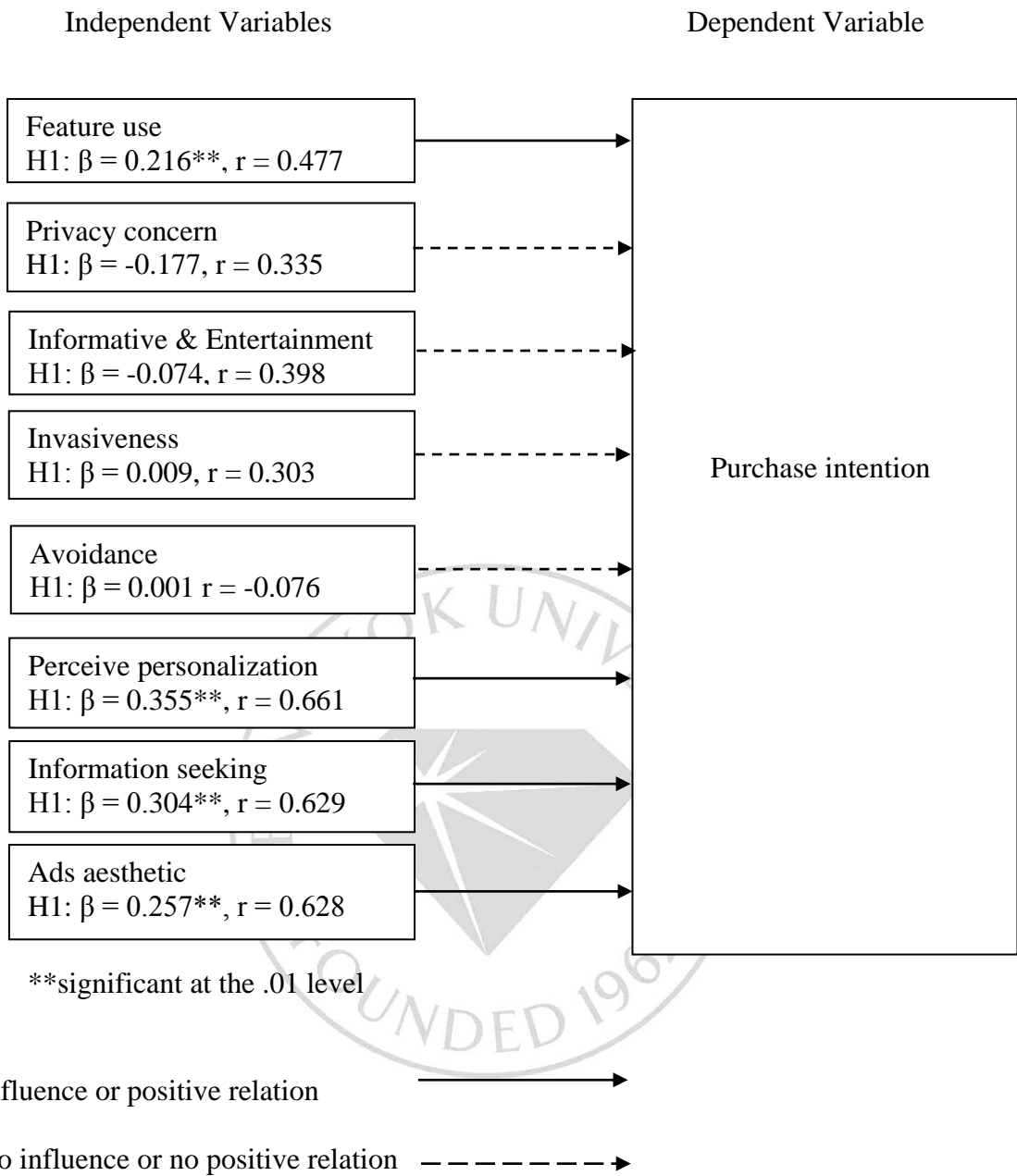


Figure 4.1: Result of Multiple Regression analysis from scope of research

CHAPTER 5

DISCUSSION

The purpose of this study is to describe the positive impact factors of feature use, privacy concern, informative & entertainment, invasiveness, avoidance, perceive personalization, information seeking, ads aesthetic toward purchase intention of product(s) or service(s) of Facebook users at Lumpini Park in Bangkok” A quantitative research method was used for this research through questionnaires surveys to collecting data.

The populations were collected from 220 respondents who exercise at Lumpini Park. The data analysis completed by SPSS version 24, the results could be concluded as the following.

5.1 Research Findings and Conclusion

The majorities of respondents were female at the age of 19-29 years old, single and had bachelor degree. Almost all were students with income range 15,000-30,000 Baht per month. They spent time on social network 2-6 hours. Most of respondents shop online once a month and not buy after watched Facebook promote posts. All of them used Facebook watched fashion/costumes products and they favorable to buy fashion/costumes products.

Regarding the analysis results based on hypothesis could be summarized that there were four independents factors accepted hypothesis as follow: perceive personalization ($\beta = 0.355$), information seeking ($\beta = 0.304$), ads aesthetic ($\beta = 0.257$) and feature use ($\beta = 0.216$).

Although, the result of the hypothesis testing show that privacy concern has relate toward purchasing intention at significant level of .01 but coefficient of privacy concern is negative value ($\beta = -0.177$) which make privacy concern characteristic act as a suppressor variable. Suppressor variable is the variable which a uncorrelated with the outcome variable but sometime correlate with other independent factors in order to improve the overall prediction by retain some error in other factors (Paandey & Elliott, 2010). So, in conclusion privacy concern not has positive influences to purchasing intention at statistical significant level of .01.

Therefore, the result could be concluded perceive personalization, information seeking, ads aesthetic and feature use had positive influence on purchasing intention statistically significant level of .01.

In addition, these four factors were explained the positively impact influence on purchasing intention at 56.7%. The rest 43.3% were influenced by other variables Furthermore, the result of Variance Inflation Factor (VIF) value was not exceed 4 that means there had no multicollinearity among the independent variables. The standard error was ± 0.284 by the following equation

$$Y (\text{Purchase intention}) = 0.174 + 0.355 (\text{Perceive personalization}) + 0.304 (\text{Information seeking}) + 0.257 (\text{Ads aesthetic}) + 0.216 (\text{Feature use})$$

5.2 Discussion

The research is to examine the factor positively impacting purchase intention to Facebook users at Lumpini Park in Bangkok; which comprised of feature use, privacy concern, informative & entertainment, invasiveness, avoidance, perceive personalization, information seeking, ads aesthetic of preferred Facebook promoted posts. Based on the sample size recommendations by Cohen (1977), 220 respondents were recruited to complete the survey with questionnaire method. Then analyzed the data by SPSS program and found the interesting points as the following.

Hypothesis 1, feature use had a positive relationship on purchase intention or not. The result from Pearson's Correlation analysis revealed that feature use had positive relationship toward purchase intention at .01 significant levels which accept hypothesis. That is to say, as mentioned in chapter 2 that feature use it is expected that those motivations positively affected Facebook users, it also possible that some motivates and some factors will have an effect on Facebook users (Celebi, 2015). Therefore, Facebook users who are use more features in Facebook are received more advertising then possible to purchases. Hence, feature uses have influence in purchase intention.

Hypothesis 2, privacy concern had a positive relationship on purchasing intention or not. The result from Pearson's Correlation analysis reevaluate that privacy concern **had no positive** relationship toward purchasing intention at .01 significant levels So, in conclusion privacy concern has positive influences to purchase intention at statistical significant level of .01. That is to say Facebook users feel secure in providing sensitive information on their Facebook pages and feel Facebook will keeps

users information, users will not have privacy concern (Taylor et al., 2011).

Therefore, privacy concern when users saw advertising between using social network in privacy or interrupt by advertising, the users were hate that adverting and brand image of the products/services.

Hypothesis 3, informative & entertainment had a positive relationship on purchase intention or not. The result from Pearson's Correlation analysis reevaluate that informative & entertainment **had positive** relationship toward purchase intention at .01 significant levels which accept hypothesis. As result it is expected that perceived entertainment and informative of Facebook Promoted Posts is related to positive attitude toward purchase intention. But in this research they are no positive, for the reason some entertainment and informative in present day not provide the needed of this respondent's area in Lumpini Park (Blanco, Blasco, & Azorin., 2010). Moreover, informative and entertainment of the adverting were the main factors that made users decided to purchase products/services so, possible that entertaining advertises will encouraged more users to buy.

Hypothesis 4, Invasiveness had a positive relationship on purchase intention or not. The result from Pearson's Correlation analysis reevaluates that invasiveness **had positive** relationship toward purchase intention at .01 significant levels which accept hypothesis. Users may perceive advertisements as being invasive from research of Li, Edwards and Lee (2002). Nevertheless, for present day Facebook Promoted Posts provide advertisement that not feel invasive much. Hence, form the result invasiveness has no influence the purchase intention. They is to say "if users feel bad when they were feel every advertising delivered base on hack our

information.” It made users hated and banned every products/services from that sources and this brand also.

Hypothesis 5, avoidance had a positive relationship on purchase intention or not. The result from Pearson’s Correlation analysis reevaluates that avoidance **had no positive** relationship toward purchase intention at .01 significant levels which accept hypothesis. Simonson (2005) users become more avoidance after they realized the companies use marketing tactic trying to manipulate them. Notwithstanding, the research result was not significant impact purchase intention not influence by avoidance. Moreover, nowadays social network had advertising that users cannot skip, some of that were good and interested but a lot of the rest were not, that mean social advertising were pressed many ads to the users if they clicked to the users the result would be great but if not they were the garbage posts.

Hypothesis 6, perceive personalization had a positive relationship on purchasing intention or not. The result from Pearson’s Correlation analysis reevaluate that perceive personalization **had positive** relationship toward purchasing intention at .01 significant levels which accept hypothesis. Users are only interested in receiving messages that are related to purchases decision or desire response. (Tsang et al., 2004) User control and customizability of advertisements have significant influence on user’s perception of interactivity, which is a strong predictor of attitude toward advertisements (Goldstein, 2013). There is to say in chapter 2, moreover not every single users would receive the same information in the same time so, the ads developers should create the ads that could delivered information in the every level of users.

Hypothesis 7, information seeking had a positive relationship on purchasing intention or not. The result from Pearson's Correlation analysis reevaluate that information seeking **had positive** relationship toward purchasing intention at .01 significant levels which accept hypothesis. Users with high information seeking motivation had positive behaviour toward internet advertising because of the perceived internet advertising. The motivation of information seeking led the users to search for alternative method of information gathering (Kim, 2001). Nowadays Facebook were not only sharing board but also the community of people who interested in the same type. The brand products/services could focus on group and delivered ads into group that made ads directed to the right customers.

Hypothesis 8, ads aesthetic had a positive relationship on purchasing intention or not. The result from Pearson's Correlation analysis reevaluates that ads aesthetic **had positive** relationship toward purchasing intention at .01 significant levels which accept hypothesis. Aesthetics can also consider technologies and characteristics. The motivation in this phase is to explore ideas and rhetorical devices in order to change, maintain or improve the current situation, or the consumer's decisions, about a brand, a product or service (Verginna & Romero, 2012). Moreover, nowadays only aesthetic were not enough. Social media could send many senses of human, not only nice picture could be work but also delivered the good sound or good interface to users. They were very important factors to promoted products/services for example using only product to produce and wrote description would not better than used net idol to promote and used face to be interface to click into the ads information linked.

Hypothesis 9, the result from multiple regression analysis shown that there were four factors impacting purchasing intention influence by Facebook promoted posts, which were **perceived personalization, information seeking, ads aesthetic and feature use** at statistically significant level at .01. The result support the previously research that perceived personalization, information seeking and feature use which focus on the users, and ads aesthetic which focus on the brand developer ads. Therefore, it was important to identify those people who were more innovative than others, more likely to use and adopt the new technology and Facebook always develop for the new version, new features for users and for business to target those identified segments. Concluding that all the four factors together were related which affected the purchasing intention influence by Facebook promoted posts.

5.3 Recommendation for Managerial Implication

The result of this research may help online market industry in develop the way to advertise via Facebook promoted posts in lacking area, including businesses want to expand the business to online market. As result, this paper has 4 factors positive affecting purchase intention of product(s) or service(s) of Facebook users at Lumpini Park in Bangkok **including**

First, **perceive personalization** this was the factor that business have to check the feedback from the advertising what customers received, what customer talked about our products/ services, and then improve for next advertising. If customers could perceived more information from the ads and understand information from the ads it possible customers will purchase the products/ services.

Second, **information seeking** related with purchase intention by users mostly looking for the products/ services by using internet to find the information and Facebook was the another source to find the information. This paper recommended companies business to using Facebook promoted posts to give more information and then latent advertised the products/ services.

Third, **ads aesthetic** related with purchase intention by encourage users watch or see ads. Good advertising could make customers feel that they were not induct to buy the products / services but made customers intended the message what advertising try to tell the customers more than selling the products/ services.

Finally, **feature uses** were also related with purchase intention such as if users used more features in Facebook should receive more advertising and might encourage users to buy the products/ services. For this reason promoters can using this factor to promotes the products/ services in other features in Facebook, it could delivered the ads to the right customers.

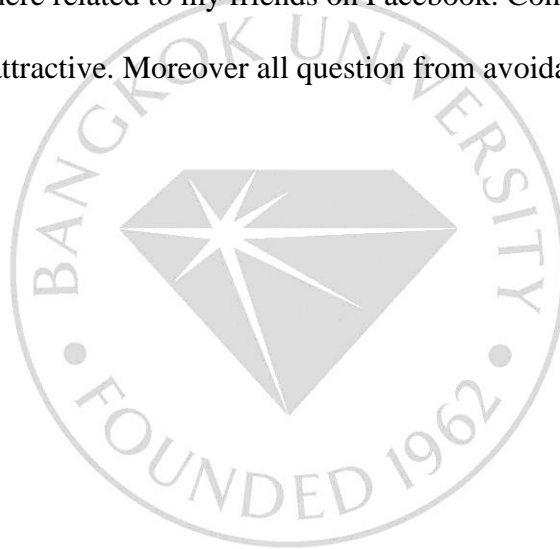
5.4 Recommendation for Future Research

5.4.1 Mostly research involved only Facebook users in Lumpini Park might not cover all potential population, Moreover, some of them were not intention to answer the questionnaire might affected the result were not accurate.

5.4.2 So, for the future research should be study in larger scale population and added more some positive factors that influence purchase intention for example, attitude toward brand (Shaouf, Lü, & Li, 2016), information quality (Sohn, 2017), etc..

5.4.3 Moreover, the monetary factor should also be analysed in further studies because the focus group of advertising might have a significant impacted on purchase intention influenced by Facebook promoted posts or another web advertisements.

5.4.4 During factor analysis, this research found that some questions had factor loading value less than 0.3, which should be deleted from the group or using confirmatory factor analysis in the future research. The questions that were not exceeding factor loading value are questions “Facebook promoted posts help me keep up-to-date. I am watching what out there related to my friends on Facebook and I am watching what out there related to my friends on Facebook. Contents of Facebook promoted posts are attractive. Moreover all question from avoidance.



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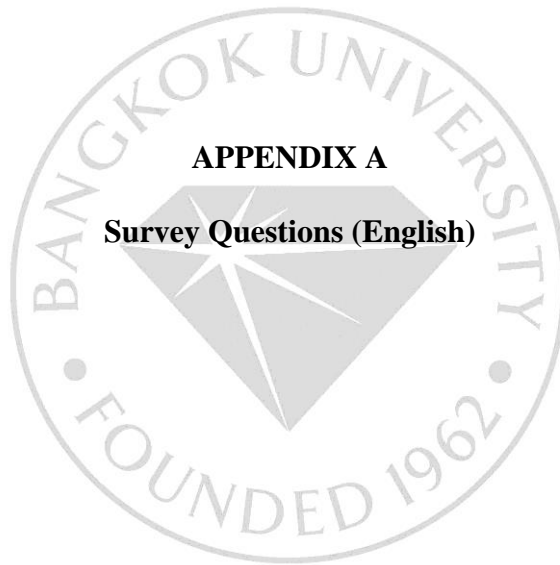
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APPENDIX A

Survey Questions (English)

Knowledge Page

Cocotte Farm Roast & Winery
Sponsored · 🌐 Like Page

The King of the Tomahawks in Bangkok 🔥👑🍷
#cocottebkk

....
Want to book a table or get more information?
🌐 www.cocotte-bangkok.com
📞 Call us 092-664-6777 or book online <https://lc.cx/42RV>
📱 Add us on LINE: @cocottebkk
📍 Google map link: <https://goo.gl/moZi5h>

....
We are open for lunch 11am-3pm and for dinner from 6pm! (5pm Friday - Saturday & last order 11pm // Sunday last order at 10.30pm)

79 likes · 2 Comments · 5 Shares · 13K Views

Like Comment Share

Facebook Promoted Posts are advertisements of sellers of any product(s)/service(s) to for other Facebook users to be interested or intend to buy the product(s)/service(s), in which Facebook users would know that the advertisements are Facebook Promoted Posts by observing below the posts as “**Sponsored**”



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BANGKOK UNIVERSITY

NO.....

Questionnaire

on

“Factors Positively Affecting Purchase Intention of Product(s) or Service(s) of Facebook Users at Lumpini Park area in Bangkok”

Instruction: The objective of this survey is to collect data for use in Master of Business Administration research, Bangkok University.

I am Saran Jamjongdumrongkit, Master's Degree in Business Administration student, of Bangkok University are thankful for your cooperation.

Instruction: Please answer the following question and put ✓ in that match (es) you most.

1. Gender

1) Male

2) Female

2. Age

1) Below or equal 18 years old

2) 19-29 years old

3) 30-39 years old

4) 40-49 years old

5) 50-59 years old

6) Equal or over 60 years old

3. Status

1) Single

2) Married

3) Divorced/ Widowed/ Separated

4. Level of Education

1) Under Bachelor Degree

2) Bachelor Degree

3) Master Degree

4) Doctorate Degree

5) Others, Please Specify

5. Monthly Income

- | | |
|--|--|
| <input type="checkbox"/> 1) Less than or equal 15,000 baht | <input type="checkbox"/> 2) 15,001–30,000 baht |
| <input type="checkbox"/> 3) 30,001–50,000 baht | <input type="checkbox"/> 4) 50,001-100,000 baht |
| <input type="checkbox"/> 5) 100,001–150,000 baht | <input type="checkbox"/> 6) 150,001– 200,000 baht |
| <input type="checkbox"/> 7) 200,001–500,000 baht | <input type="checkbox"/> 8) Equal or over 500,000 baht |

6. Professional Status

- | | |
|--|---|
| <input type="checkbox"/> 1) Unemployed | <input type="checkbox"/> 2) Students |
| <input type="checkbox"/> 3) Self-Employed | <input type="checkbox"/> 4) Housewives |
| <input type="checkbox"/> 5) State Enterprise Employees | <input type="checkbox"/> 6) Public Servants |
| <input type="checkbox"/> 7) Private Employees | |
| <input type="checkbox"/> 8) Others, Please Specify | |

7. What are other social networking site(s) you use other than Facebook?

(You can select more than one choice)

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> 1) Instagram | <input type="checkbox"/> 2) Twitter |
| <input type="checkbox"/> 3) Youtube | <input type="checkbox"/> 4) WeChat |
| <input type="checkbox"/> 5) WhatsApp | <input type="checkbox"/> 6) Line |
| <input type="checkbox"/> 7) Others, Please Specify | |

8. How many hour(s) do you spend on Facebook?

- | | |
|---|---|
| <input type="checkbox"/> 1) Less than or equal 1 hour | <input type="checkbox"/> 2) 2-6 hours |
| <input type="checkbox"/> 3) 7-12 hours | <input type="checkbox"/> 4) More than or equal 12 hours |

9. How much money are you willing to spend on product(s)/service(s) after watched

Facebook Promoted Post?

- | | |
|--|---|
| <input type="checkbox"/> 1) Never | <input type="checkbox"/> 2) Less than or equal 500 baht |
| <input type="checkbox"/> 3) 501-1,500 baht | <input type="checkbox"/> 4) 1,501-3,500 baht |
| <input type="checkbox"/> 5) 3,501-5,000 baht | <input type="checkbox"/> 6) More than or equal 5,000 baht |

10. How often do you shop online?

- | | |
|---|--|
| <input type="checkbox"/> 1) Never | <input type="checkbox"/> 2) Once a month |
| <input type="checkbox"/> 3) 2-5 times per month | <input type="checkbox"/> 4) 6-10 times a month |
| <input type="checkbox"/> 5) 11-15 times a month | |
| <input type="checkbox"/> 6) More than or equal 15 times a month | |
| <input type="checkbox"/> 7) Everyday | |

11. What are the product(s)/service(s) do you seen on Facebook Promoted Post?

(You can select more than one choice)

- | | |
|---|---|
| <input type="checkbox"/> 1) Fashion and Costumes | <input type="checkbox"/> 2) Health and Beauty |
| <input type="checkbox"/> 3) IT Equipment | <input type="checkbox"/> 4) Home Appliances |
| <input type="checkbox"/> 5) Food Delivery | <input type="checkbox"/> 6) Travel |
| <input type="checkbox"/> 7) Download | <input type="checkbox"/> 8) Entertainment |
| <input type="checkbox"/> 9) Consumers Goods | <input type="checkbox"/> 10) Jewelry |
| <input type="checkbox"/> 11) Others, Please Specify | |

12. What are the product(s)/service(s) that you will purchase on Facebook

Promoted Post? (You can select more than one choice)

- | | |
|---|---|
| <input type="checkbox"/> 1) Fashion and Costumes | <input type="checkbox"/> 2) Health and Beauty |
| <input type="checkbox"/> 3) IT Equipment | <input type="checkbox"/> 4) Home Appliances |
| <input type="checkbox"/> 5) Food Delivery | <input type="checkbox"/> 6) Travel |
| <input type="checkbox"/> 7) Download | <input type="checkbox"/> 8) Entertainment |
| <input type="checkbox"/> 9) Consumers Goods | <input type="checkbox"/> 10) Jewelry |
| <input type="checkbox"/> 11) Others, Please Specify | |



Please mark every question with only one ✓ in the box that most corresponded to your opinion.

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
Features use						
1	I update my status on Facebook often.					
2	I posts on my friends' status often.					
3	I comment on other people's posts on Facebook often.					
4	I share Facebook posts often.					
Privacy concern						
1	I feel secure in providing sensitive information on Facebook.					
2	I feel Facebook will keeping my personal details private.					
3	I feel secure in posting personal details on Facebook.					
4	I feel secure in posting my personal pictures on Facebook.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Informative & Entertainment						
1	Facebook promoted posts are valuable sources for finding product(s)/ service(s)					
2	Facebook promoted posts help me keep up-to-date.					
3	Facebook promoted posts are fun to watch or read.					
4	Facebook promoted posts do not just sell, they also entertain me.					
Invasiveness						
1	Facebook promoted posts are not distracting					
2	Facebook promoted posts are not interfering.					
3	Facebook promoted posts are not intrusive.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
4	Facebook promoted posts are not invasive.					
Avoidance						
1	I intentionally ignore any Facebook promoted posts.					
2	I hate any Facebook promoted posts.					
3	It would be better if there were no Facebook promoted posts on Facebook.					
4	I have tried to set up my account to avoid Facebook promoted posts.					
Perceive personalization						
1	Facebook promoted posts make purchase recommendations that match my need.					
2	I think Facebook promoted posts enable me to order product(s)/ service(s) that are tailor-made for me.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
3	Facebook promoted posts make me feel that I am a unique customer.					
4	I think Facebook promoted posts are customized to my needs.					
Information seeking						
1	I am looking for daily information on Facebook.					
2	I am looking for new information in the world on Facebook.					
3	I am watching what out there related to my friends on Facebook.					
4	I am looking for free information on Facebook.					
Ads aesthetic						
1	Facebook promoted posts are visually appealing.					
2	Contents of Facebook promoted posts are attractive.					

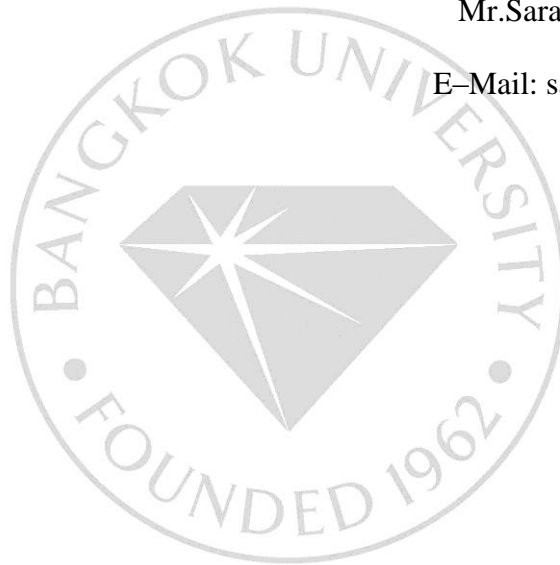
		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
3	Presenters of Facebook promoted posts are attractive.					
4	Pictures and videos of the Facebook promoted posts are attractive.					
Purchase intention						
1	After viewing Facebook promoted posts, I became interested in making a purchase the product(s)/ service(s).					
2	After viewing Facebook promoted posts, I am willing to purchase the product(s)/ service(s).					
3	After viewing Facebook promoted posts, I will probably purchase the product(s)/ service(s).					
4	After viewing Facebook promoted posts, I will share Facebook Promoted Posts to other.					

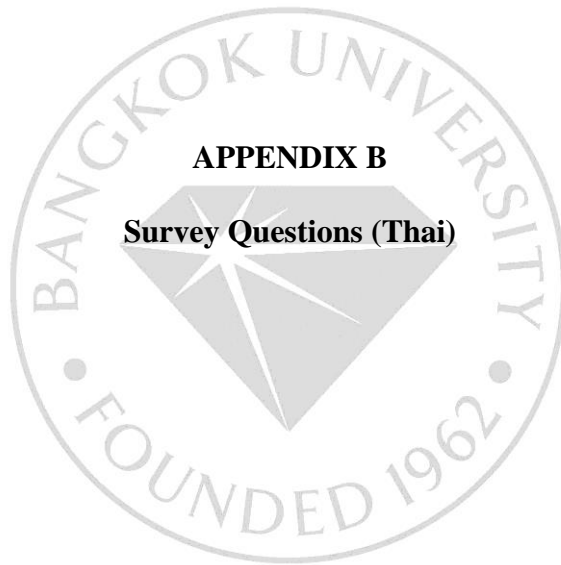
**Please recommend for other factors that might affect the purchase intention
of product(s)/service(s) toward Facebook Promoted Post.**

Thank you for your cooperation

Mr.Saran Jamjongdumrongkit

E-Mail: saran.jamj@bumail.net





APPENDIX B

Survey Questions (Thai)

หน้าความรู้

Cocotte Farm Roast & Winery
Sponsored · 🌐

The King of the Tomahawks in Bangkok 🍖🔥🍷
#cocottebkk

....

Want to book a table or get more information?
🌐 www.cocotte-bangkok.com
📞 Call us 092-664-6777 or book online <https://lc.cx/42RV>
📱 Add us on LINE: @cocottebkk
📍 Google map link: <https://goo.gl/moZi5h>

....

We are open for lunch 11am-3pm and for dinner from 6pm! (5pm Friday - Saturday & last order 11pm // Sunday last order at 10.30pm)

79 2 Comments 5 Shares 13K Views

Like Comment Share

เฟิชบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) คือ เนื้อหาบนเฟิชบุ๊ก โดยส่วนใหญ่จะเป็นการโฆษณา ของผู้ประกอบการที่ต้องการขายสินค้าหรือบริการของตนเอง เพื่อให้ผู้ใช้เฟิชบุ๊กคนอื่นๆ สนใจหรือต้องการซื้อสินค้าหรือบริการนั้น ซึ่งผู้ใช้เฟิชบุ๊กจะรู้ว่าเป็น เฟิชบุ๊กโปรโมทโพสต์ ได้จาก จะมีเขียนประโยคว่า “ได้รับการสนับสนุน” อยู่ที่ใต้ชื่อของผู้แบ่งปัน

เนื้อหาโฆษณา

Cocotte Farm Roast & Winery ราชาสเต็กเนื้อซีโครงโทมาฮอก อยู่ในกรุงเทพฯ

ต้องการจองโต๊ะหรือสอบถามข้อมูลเพิ่มเติม www.cocotte-bangkok.com

โทรหาพวกเราได้ที่ 092-664-6777 หรือ จองโต๊ะออนไลน์ <http://lc.cx/42RV>

แอดไลน์ @cocottebkk แผนที่ในกูเกิ้ลตามลิ้งค์ <http://goo.gl/moZi5h>

ทางร้านเปิดเมนูอาหารกลางวันตั้งแต่เวลา 11.00-15.00น. และสำหรับเมนูอาหารเย็นตั้งแต่เวลา 18.00น. เป็นต้นไป (17.00น. ในวันศุกร์และเสาร์ รับประทานอาหารเมนูสุดท้าย 23.00น. ส่วนในวันอาทิตย์รับประทานอาหารเมนูสุดท้าย 22.30น.)



มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

แบบสอบถาม

เรื่อง ปัจจัยที่มีอิทธิพลเชิงบวกต่อความความตั้งใจที่จะซื้อสินค้าหรือบริการ ของผู้ใช้เฟซบุ๊ก
ที่อยู่บริเวณ สวนลุมพินี ในกรุงเทพมหานคร ซึ่งมีอิทธิพลมาจากเฟซบุ๊กโปรโมทโพสต์ (Facebook
Promoted Posts)

คำชี้แจง: แบบสอบถามนี้มีวัตถุประสงค์เพื่อเก็บรวบรวมข้อมูล เพื่อนำไปประกอบการศึกษาระดับ
ปริญญาโท บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ ดังนั้นจึงใคร่ขอความร่วมมือจากท่านใน
การตอบแบบสอบถามให้ตรงตามความเห็นของท่านมากที่สุด โอกาสนี้ผู้ศึกษาวิจัย
นาย ศรัณย์ จำจงดำรงกิจ นักศึกษาปริญญาโท สาขาวิชาเอกบริหารธุรกิจ คณะบริหารธุรกิจ
มหาวิทยาลัยกรุงเทพ ขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียง
ข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

1. เพศ

- 1) ชาย 2) หญิง

2. อายุ

- 1) ต่ำกว่า หรือเท่ากับ 18 ปี 2) 19-29 ปี
 3) 30-39 ปี 4) 40-49 ปี
 5) 50-59 ปี 6) มากกว่า หรือเท่ากับ 60 ปี

3. สถานภาพ

- 1) โสด 2) สมรส 3) หย่าร้าง/ หม้าย/ แยกกันอยู่

4. ระดับการศึกษา

- 1) ต่ำกว่าปริญญาตรี 2) ปริญญาตรี
 3) ปริญญาโท 4) ปริญญาเอก
 5) อื่น ๆ โปรดระบุ.....

5. รายได้ต่อเดือน

- | | |
|---|--|
| <input type="checkbox"/> 1) ต่ำกว่าหรือเท่ากับ 15,000 บาท | <input type="checkbox"/> 2) 15,001-30,000 บาท |
| <input type="checkbox"/> 3) 30,001-50,000 บาท | <input type="checkbox"/> 4) 50,001-100,000 บาท |
| <input type="checkbox"/> 5) 100,001-150,000 บาท | <input type="checkbox"/> 6) 150,001- 200,000 บาท |
| <input type="checkbox"/> 7) 200,001-500,000 บาท | <input type="checkbox"/> 8) มากกว่าหรือเท่ากับ 500,000 บาท |

6. อาชีพ

- | | |
|---|--|
| <input type="checkbox"/> 1) ไม่ประกอบอาชีพ | <input type="checkbox"/> 2) นักเรียน/ นักศึกษา |
| <input type="checkbox"/> 3) ธุรกิจส่วนตัว | <input type="checkbox"/> 4) แม่บ้าน |
| <input type="checkbox"/> 5) พนักงานรัฐวิสาหกิจ | <input type="checkbox"/> 6) รับราชการ |
| <input type="checkbox"/> 7) พนักงานบริษัทเอกชน/ รับจ้าง | <input type="checkbox"/> 8) อื่น ๆ โปรดระบุ..... |

7. คุณใช้สื่อสังคมออนไลน์อื่นๆ อะไรบ้างนอกเหนือจากเฟซบุ๊ก (เลือกได้มากกว่าหนึ่งข้อ)

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> 1) Instagram | <input type="checkbox"/> 2) Twitter |
| <input type="checkbox"/> 3) Youtube | <input type="checkbox"/> 4) WeChat |
| <input type="checkbox"/> 5) WhatsApp | <input type="checkbox"/> 6) Line |
| <input type="checkbox"/> 7) อื่นๆ โปรดระบุ..... | |

8. จำนวนเวลาในการเล่นเฟซบุ๊กในแต่ละวัน

- | | |
|---|---|
| <input type="checkbox"/> 1) น้อยกว่าหรือเท่ากับ 1 ชั่วโมง | <input type="checkbox"/> 2) 2-6 ชั่วโมง |
| <input type="checkbox"/> 3) 7-12 ชั่วโมง | <input type="checkbox"/> 4) มากกว่าหรือเท่ากับ 12 ชั่วโมง |

9. หลังจากที่คุณดูเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) คุณจะจ่ายเงินซื้อสินค้าหรือบริการ ได้ไม่เกินกี่บาท

- | | |
|---|--|
| <input type="checkbox"/> 1) ไม่ซื้อ | <input type="checkbox"/> 2) น้อยกว่าหรือเท่ากับ 500 บาท |
| <input type="checkbox"/> 3) 501-1,500 บาท | <input type="checkbox"/> 4) 1,501-3,500 บาท |
| <input type="checkbox"/> 5) 3,501-5,000 บาท | <input type="checkbox"/> 6) มากกว่าหรือเท่ากับ 5,000 บาท |

10. คุณซื้อของออนไลน์บ่อยแค่ไหน

- | | |
|---|---|
| <input type="checkbox"/> 1) ไม่เคย | <input type="checkbox"/> 2) เดือนละหนึ่งครั้ง |
| <input type="checkbox"/> 3) 2-5 ครั้งต่อเดือน | <input type="checkbox"/> 4) 6-10 ครั้งต่อเดือน |
| <input type="checkbox"/> 5) 11-15 ครั้งต่อเดือน | <input type="checkbox"/> 6) มากกว่าหรือเท่ากับ 15 ครั้งต่อเดือน |
| <input type="checkbox"/> 7) ซื้อทุกวัน | |

11. คุณเคยเห็นสินค้าอะไร ผ่านเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) บ้าง (เลือกได้มากกว่าหนึ่งข้อ)

- | | |
|---|---|
| <input type="checkbox"/> 1) แฟชั่นและเครื่องแต่งกาย | <input type="checkbox"/> 2) สุขภาพและความงาม |
| <input type="checkbox"/> 3) อุปกรณ์ไอที | <input type="checkbox"/> 4) เครื่องใช้ภายในบ้าน |
| <input type="checkbox"/> 5) สั่งอาหารออนไลน์ | <input type="checkbox"/> 6) การเดินทาง/ท่องเที่ยว |
| <input type="checkbox"/> 7) ดาวน์โฮลด์ | <input type="checkbox"/> 8) บ้านเท็ง |
| <input type="checkbox"/> 9) ของอุปโภค/บริโภค | <input type="checkbox"/> 10) อัญมณี/เครื่องประดับ |
| <input type="checkbox"/> 11) อื่น ๆ โปรดระบุ..... | |

12) สินค้าอะไรบ้าง ที่คุณจะซื้อผ่านเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) (เลือกได้มากกว่าหนึ่งข้อ)

- | | |
|---|---|
| <input type="checkbox"/> 1) แฟชั่นและเครื่องแต่งกาย | <input type="checkbox"/> 2) สุขภาพและความงาม |
| <input type="checkbox"/> 3) อุปกรณ์ไอที | <input type="checkbox"/> 4) เครื่องใช้ภายในบ้าน |
| <input type="checkbox"/> 5) สั่งอาหารออนไลน์ | <input type="checkbox"/> 6) การเดินทาง/ท่องเที่ยว |
| <input type="checkbox"/> 7) ดาวน์โฮลด์ | <input type="checkbox"/> 8) บ้านเท็ง |
| <input type="checkbox"/> 9) ของอุปโภค/บริโภค | <input type="checkbox"/> 10) อัญมณี/เครื่องประดับ |
| <input type="checkbox"/> 11) อื่น ๆ โปรดระบุ..... | |

โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
การใช้คุณสมบัติในเฟซบุ๊ก (Features use)						
1	ฉันอัปเดตสถานะ ผ่านเฟซบุ๊กบ่อยๆ					
2	ฉันแสดงความคิดเห็นบนวอลล์โพสต์ของเพื่อนบ่อยๆ					
3	ฉันแสดงความคิดเห็นบนโพสต์ของคนอื่นบ่อยๆ ผ่านเฟซบุ๊ก					
4	ฉัน แบ่งปันเนื้อหาผ่านเฟซบุ๊กบ่อยๆ					
ความกังวลเรื่องความเป็นส่วนตัว (Privacy concern)						
1	ฉันรู้สึกปลอดภัยที่จะให้ข้อมูลผ่านเฟซบุ๊ก					
2	ฉันรู้สึกว่าเฟซบุ๊กจะเก็บข้อมูลของฉันเป็นความลับ					
3	ฉันรู้สึกปลอดภัยที่จะแบ่งปันข้อมูลส่วนตัวผ่านเฟซบุ๊ก					
4	ฉันรู้สึกปลอดภัยที่จะแบ่งปันรูปภาพส่วนตัวของฉันผ่านเฟซบุ๊ก					
ข้อมูลและความบันเทิง (Informative & Entertainment)						
1	เฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) เป็นแหล่งข้อมูลที่มีคุณค่าในการหาสินค้าและบริการต่างๆ					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
2	เฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ช่วยให้ฉันได้ข้อมูลที่ปัจจุบัน					
3	เฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) มีความสนุกเมื่อได้ดูหรืออ่าน					
4	เฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ไม่ใช่แค่การขาย แต่ให้ความบันเทิงด้วย					
การรุกราน (Invasiveness)						
1	เฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ไม่ทำให้เสียสมาธิ					
2	เฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ไม่ได้เป็นที่รบกวน					
3	เฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ไม่ได้รบกวนข้อมูล					
4	เฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ไม่ได้รุกราน					
การหลีกเลี่ยง (Avoidance)						
1	ฉันตั้งใจจะเลยและหลีกเลี่ยงเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts)					
2	ฉันเกลียดเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts)					
3	คงจะดีกว่านี้ถ้าเฟซบุ๊กไม่มีเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts)					
4	ฉันได้พยายามตั้งค่าบัญชีเพื่อหลีกเลี่ยงเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts)					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
การรับรู้ส่วนบุคคล (Perceived personalization)						
1	เฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ชักชวนให้ซื้อในสิ่งที่ฉันต้องการ					
2	ฉันคิดว่าเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ทำให้ฉันสั่งสินค้าหรือบริการที่สามารถปรับให้ตรงกับฉันได้					
3	เฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ทำให้ฉันรู้สึกว่าเป็นลูกค้าที่ไม่เหมือนใคร					
4	ฉันคิดว่าเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) มีการปรับแต่งให้ตรงกับสิ่งที่ฉันต้องการ					
การค้นหาข้อมูล (Information seeking)						
1	ฉันมองหาข้อมูลในแต่ละวันผ่านเฟซบุ๊ก					
2	ฉันมองหาข้อมูลข่าวสารใหม่ๆ ของโลกผ่านเฟซบุ๊ก					
3	ฉันคิดว่าเกิดอะไรขึ้นกับเพื่อนของฉันผ่านเฟซบุ๊ก					
4	ฉันมองหาแหล่งข้อมูลฟรีผ่านเฟซบุ๊ก					
ความสวยงามและเหมาะสมของโฆษณา (Ads aesthetic)						
1	หน้าตาของเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) เป็นที่ดึงดูดสายตา					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
2	เนื้อหาของเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) เป็นที่น่าสนใจ					
3	ฟรีเซ็นเตอร์ของเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) เป็นที่น่าสนใจ					
4	ภาพและวิดีโอของเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) เป็นที่น่าสนใจ					
ความตั้งใจที่จะซื้อ (Purchase intention)						
1	หลังจากที่ได้ดูเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) แล้ว ฉันก็เริ่มสนใจซื้อสินค้าหรือบริการนั้น					
2	หลังจากที่ได้ดูเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) แล้ว ฉันยินดีที่จะซื้อสินค้าหรือบริการนั้น					
3	หลังจากที่ได้ดูเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) แล้ว ฉันอาจจะซื้อสินค้าหรือบริการนั้น					
4	หลังจากที่ได้ดูเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) แล้วฉันยินดีที่ จะแบ่งปันเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ให้กับผู้ใช้เฟซบุ๊กคนอื่น					

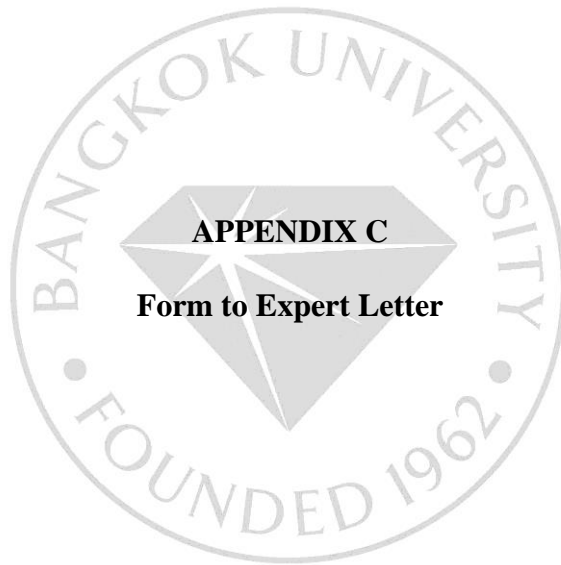
ขอให้ท่านแนะนำเพิ่มเติมสำหรับปัจจัยเชิงบวกอื่น ๆ ที่มีผลต่อความตั้งใจที่จะซื้อสินค้าหรือ
บริการเนื่องจากสื่อออนไลน์



โอกาสนี้ผู้ศึกษาวิจัยขอขอบคุณในความร่วมมือนของท่านเป็นอย่างสูง

นาย ศรัณญ์ จำจงดำรงกิจ

E-Mail: saran.jamj@bumail.net



2260 Soi Khaolham
Khaolham Road, Talad Noi
Samphanthawong , Bangkok 10100
Email: saran.jamj@bumail.net

February 1, 2017


Reference: Acceptance to be the expert in reviewing questionnaire items for the research as a part of Independent Study of Master of Business Administration's student at Bangkok University.

To Mrs. Juta Wanasanti
Sales Manager at EFM & Chill Online & ATime Online

I, Saran Jamjongdumrongkit, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University am conducting a research as a part of Independent Study titled, **Factors Positively Affecting Purchasing Intention of Product(s) or Service(s) of Facebook Users around Lumpini Park in Bangkok influenced by Facebook Promoted Posts.**

Due to your expertise in research, I would like to ask you to review the questionnaire items in term of wording and content validities by using Index of Items Objective Congruence: **IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible** by the target group of this research, I greatly appreciated your kind assistance.

Best Regard,

Signature 
(Mrs. Juta Wanasanti)
Sales Manager at EFM &
Chill Online & ATime Online

Signature  ...
(Saran Jamjongdumrongkit)
Researcher

2260 Soi Khaolham
Khaolham Road, Talad Noi
Samphanthawong , Bangkok 10100
Email: saran.jamj@bumail.net

January 14, 2017


Reference: Acceptance to be the expert in reviewing questionnaire items for the research as a part of Independent Study of Master of Business Administration's student at Bangkok University.

To Mr. Supakit Cheamburaseth
Managing Director of PPS Safety Glass Co., Ltd

I, Saran Jamjongdumrongkit, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University am conducting a research as a part of Independent Study titled, **Factors Positively Affecting Purchasing Intention of Product(s) or Service(s) of Facebook Users around Lumpini Park in Bangkok influenced by Facebook Promoted Posts.**

Due to your expertise in research, I would like to ask you to review the questionnaire items in term of wording and content validities by using Index of Items Objective Congruence: **IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible** by the target group of this research, I greatly appreciated your kind assistance.

Best Regard,

Signature 
(Mr. Supakit Cheamburaseth)
Managing Director of PPS Safety Glass Co., Ltd

Signature .....
(Saran Jamjongdumrongkit)
Researcher

2260 Soi Khaolham
Khaolham Road, Talad Noi
Samphanthawong , Bangkok 10100
Email: saran.jamj@bumail.net

August 4, 2018

Reference: Acceptance to be the expert in reviewing questionnaire items for the research as a part of Independent Study of Master of Business Administration's student at Bangkok University.

To Dr. Penjira Kanthawongs
Advisor, Bangkok University

I, Saran Jamjongdumrongkit, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University am conducting a research as a part of Independent Study titled, **Factors Positively Affecting Purchasing Intention of Product(s) or Service(s) of Facebook Users around Lumpini Park in Bangkok influenced by Facebook Promoted Posts.**

Due to your expertise in research, I would like to ask you to review the questionnaire items in term of wording and content validities by using Index of Items Objective Congruence: **IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible** by the target group of this research, I greatly appreciated your kind assistance.

Best Regard,

Signature
(Dr. Penjira Kanthawongs)
Advisor

Signature
(Saran Jamjongdumrongkit)
Researcher

Form to Expert

“Factors Positively Affecting Purchasing Intention of Product(s) or Service(s) of Facebook Users at Lumpini Park in Bangkok”

Facebook Promoted Posts are advertisements of sellers of any product(s)/service(s) to for other Facebook users to be interested or intend to buy the product(s)/service(s), in which Facebook users would know that the advertisements are Facebook Promoted Posts by observing below the posts as “Sponsored”

<u>Factors</u>	<u>Original</u> <u>Eng. v.</u>	<u>Adjusting</u> <u>Eng. v.</u>	<u>Adjusted</u> <u>Thai v.</u>	<u>I</u> <u>O</u> <u>C</u>	<u>Comments</u> <u>from the</u> <u>expert</u>	<u>Total</u> <u>points</u>
Facebook Features Use (FU) (Celebi, 2015)	FU1: I update my status on Facebook often.	FU1: I update my status on Facebook often.	ฉันอัปเดตสถานะผ่านเฟซบุ๊กบ่อยๆ			
	FU2: I write Wall posts on my friends' pages often.	FU2: I posts on my friends' status often.	ฉันแสดงความคิดเห็นบนโพสต์ของเพื่อนบ่อยๆ			
	FU3: I use the comments feature on Facebook often.	FU3: I comment on other people's posts on Facebook often.	ฉันแสดงความคิดเห็นบนโพสต์ของคนอื่นบ่อยๆผ่านเฟซบุ๊ก			
		FU4: I share Facebook posts often.	ฉัน แบ่งปันเนื้อหาผ่านเฟซบุ๊กบ่อยๆ			
Privacy Concern (PC), (Celebi, 2015)	PC1: I feel secure in providing sensitive information.	PC1: I feel secure in providing sensitive information on Facebook.	ฉันรู้สึกปลอดภัยที่จะให้ข้อมูลผ่านเฟซบุ๊ก			
	PC2: I feel Facebook will keeping my personal details private.	PC2: I feel Facebook will keeping my personal details private.	ฉันรู้สึกว่าเฟซบุ๊กจะเก็บข้อมูลของฉันเป็นความลับ			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>I O C</u>	<u>Comments from the expert</u>	<u>Total points</u>
	PC3: I feel secure in posting personal information.	PC3: I feel secure in posting personal details on Facebook.	ฉันรู้สึกปลอดภัยที่จะแบ่งปันข้อมูลส่วนตัวผ่านเฟซบุ๊ก			
		PC4: I feel secure in posting my personal pictures on Facebook.	ฉันรู้สึกปลอดภัยที่จะแบ่งปันรูปภาพส่วนตัวของฉันผ่านเฟซบุ๊ก			
Informative & Entertainment (IE), (Celebi, 2015)	IE1: Facebook ads are valuable source of a product/ service information.	IE1: Facebook Promoted Posts are valuable sources for finding product(s)/ service(s)	เฟซบุ๊ก โพรโมทโพสต์ (Facebook Promoted Posts) เป็นแหล่งข้อมูลที่มีคุณค่าในการหาสินค้าและบริการต่างๆ			
	IE2: Facebook ads help me keep up to date.	IE2: Facebook Promoted Posts help me keep up-to-date.	เฟซบุ๊ก โพรโมทโพสต์ (Facebook Promoted Posts) ช่วยให้ฉันได้ข้อมูลที่ปัจจุบัน			
	IE3: Facebook ads are fun to watch or read.	IE3: Facebook Promoted Posts are fun to watch or read.	เฟซบุ๊ก โพรโมทโพสต์ (Facebook Promoted Posts) มีความสนุกเมื่อได้ดูหรืออ่าน			
	IE4: Facebook ads do not just sell, they also entertain me.	IE4: Facebook Promoted Posts do not just sell, they also entertain me.	เฟซบุ๊ก โพรโมทโพสต์ (Facebook Promoted Posts) ไม่ใช่แค่การขายแต่ให้ความบันเทิงด้วย			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>I O C</u>	<u>Comments from the expert</u>	<u>Total points</u>
Invasiveness (IV), (Celebi, 2015)	IV1: Facebook ads are distracting	IV1: Facebook Promoted Posts are not distracting.	เฟซบุ๊ก โปรโมทโพสต์ (Facebook Promoted Posts) ไม่ทำให้เสียสมาธิ			
	IV2: Facebook ads are interfering.	IV2: Facebook Promoted Posts are not interfering.	เฟซบุ๊ก โปรโมทโพสต์ (Facebook Promoted Posts) ไม่ได้เป็นที่รบกวน			
	IV3: Facebook ads are intrusive.	IV3: Facebook Promoted Posts are not intrusive.	เฟซบุ๊ก โปรโมทโพสต์ (Facebook Promoted Posts) ไม่ได้รบกวนข้อมูล			
	IV4; Facebook ads are invasive.	IV4: Facebook Promoted Posts are not invasive.	เฟซบุ๊ก โปรโมทโพสต์ (Facebook Promoted Posts) ไม่ได้เป็นที่รุกราน			
Avoidance (AV), (Tran, 2017)	AV1: I intentionally ignore any personalized advertising on Facebook	AV1: I intentionally ignore any Facebook Promoted Posts.	ฉันตั้งใจจะเลย และหลีกเลี่ยง เฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts)			
	AV2: I hate any personal advertising on Facebook	AV2: I hate any Facebook Promoted Posts.	ฉันเกลียดเฟซบุ๊ก โปรโมทโพสต์ (Facebook Promoted Posts)			
	AV3: It would be better if there were no personalized advertising on Facebook.	AV3: It would be better if there were no Facebook Promoted Posts on Facebook.	คงจะดีกว่านี้ถ้า เฟซบุ๊กไม่มีเฟซบุ๊ก โปรโมทโพสต์ (Facebook Promoted Posts)			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>I O C</u>	<u>Comments from the expert</u>	<u>Total points</u>
	AV4: I have tried to set up my account to avoid personalized advertising from Facebook.	AV4: I have tried to set up my account to avoid Facebook Promoted Posts.	ฉันได้พยายามตั้งค่าบัญชีเพื่อหลีกเลี่ยงเฟชบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts)			
Perceive Personalization (PP), (Tran, 2017)	PP1: This personalized advertising on Facebook make purchase recommendations that match my need	PP1: Facebook Promoted Posts make purchase recommendations that match my need.	เฟชบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ชักชวนให้ซื้อในสิ่งที่ฉันต้องการ			
	PP2: I think that this personalized advertising on Facebook enables me to order products that are tailor-made for me.	PP2: I think Facebook Promoted Posts enables me to order product(s)/ service(s) that are tailor-made for me.	ฉันคิดว่าเฟชบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ทำให้ฉันสั่งสินค้าหรือบริการที่สามารถปรับให้ตรงกับฉันได้			
	PP3: This personalized advertising on Facebook makes me feel that I am a unique customer.	PP3: Facebook Promoted Posts makes me feel that I am a unique customer.	เฟชบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ทำให้ฉันรู้สึกว่าเป็นลูกค้าที่ไม่เหมือนใคร			
	PP4: I believe that this personalized advertising on Facebook is customized to my needs.	PP4: I think Facebook Promoted Posts are customized to my needs.	ฉันคิดว่าเฟชบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) มีการปรับแต่งให้ตรงกับสิ่งที่ฉันต้องการ			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>I O C</u>	<u>Comments from the expert</u>	<u>Total points</u>
Information Seeking (IS), (Celebi, 2015)	IS1: To look for daily information	IS1: I am looking for daily information on Facebook.	ฉันมองหาข้อมูลในแต่ละวันผ่านเฟซบุ๊ก			
	IS2: To get information in the world	IS2: I am looking for new information in the world on Facebook.	ฉันมองหาข้อมูลข่าวสารใหม่ๆของโลกผ่านเฟซบุ๊ก			
	IS3: To see what is out there	IS3: I am watching what out there related to my friends on Facebook.	ฉันดูว่าเกิดอะไรขึ้นกับเพื่อนของฉันผ่านเฟซบุ๊ก			
	IS4: To get information for free	IS4: I am looking for free information on Facebook.	ฉันมองหาแหล่งข้อมูลฟรีผ่านเฟซบุ๊ก			
Ads Aesthetic (AA), (Sohn, 2017)	AA1: Mobile online stories are visually appealing.	AA1: Facebook Promoted Posts are visually appealing.	หน้าตาของเฟซบุ๊ก โปรมอตโพสต์ (Facebook Promoted Posts) เป็นที่ดึงดูดสายตา			
		AA2: Contents of Facebook Promoted Posts are attractive.	เนื้อหาของเฟซบุ๊ก โปรมอตโพสต์ (Facebook Promoted Posts) เป็นที่น่าสนใจ			
		AA3: Presenters of Facebook Promoted Posts are attractive.	พรีเซนเตอร์ของ เฟซบุ๊ก โปรมอตโพสต์ (Facebook Promoted Posts) เป็นที่น่าสนใจ			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>I O C</u>	<u>Comments from the expert</u>	<u>Total points</u>
		AA4: Pictures and videos of the Facebook Promoted Posts are attractive.	ภาพและวิดีโอของ เพจบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) เป็นที่น่าสนใจ			
Purchase Intention (PI), (Shaouf, Lü, & Li, 2016)	PI1: After viewing the web advertisement , I became interested in making a purchase.	PI1: After viewing Facebook Promoted Posts, I became interested in making a purchase the product(s)/ service(s).	หลังจากที่ได้ดูเพจบุ๊ก โปรโมทโพสต์ (Facebook Promoted Posts) แล้ว ฉันก็เริ่ม สนใจซื้อสินค้าหรือบริการ นั้น			
	PI2: After viewing the web advertisement , I am willing to purchase the product.	PI2: After viewing Facebook Promoted Posts, I am willing to purchase the product(s)/ service(s).	หลังจากที่ได้ดู เพจบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) แล้ว ฉันยินดีที่จะ ซื้อสินค้าหรือบริการนั้น			
	PI3: After viewing the web advertisement , I probably purchase the product.	PI3: After viewing Facebook Promoted Posts, I will probably purchase the product(s)/ service(s).	หลังจากที่ได้ดูเพจบุ๊ก โปรโมทโพสต์ (Facebook Promoted Posts) แล้วฉันอาจจะซื้อ สินค้าหรือบริการนั้น			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>I O C</u>	<u>Comments from the expert</u>	<u>Total points</u>
		PI4: After viewing Facebook Promoted Posts, I will share Facebook Promoted Posts to other.	หลังจากที่ได้ดูเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) แล้ว ฉันยินดีที่จะแบ่งปันเฟซบุ๊กโปรโมทโพสต์ (Facebook Promoted Posts) ให้กับผู้ใช้เฟซบุ๊กคนอื่น			



Reference only form to expert

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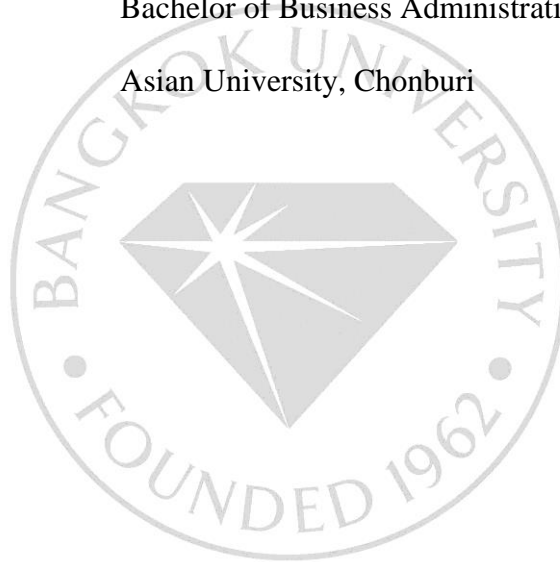
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