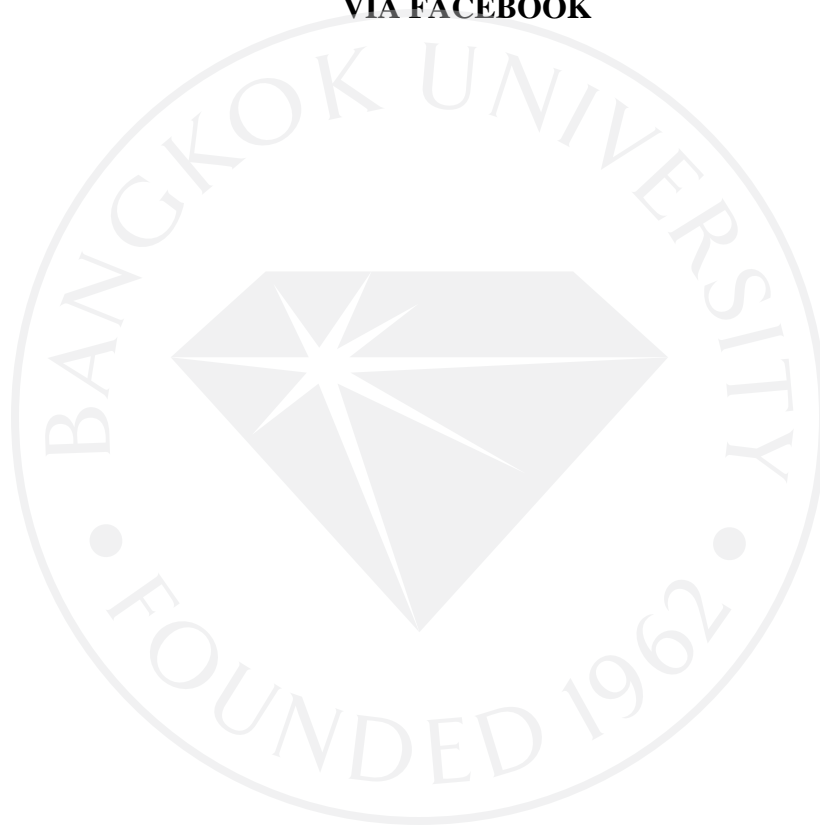


**FACTORS POSITIVELY INFLUENCING ONLINE REVIEW INTENTION OF
FASHION CLOTHING BUYERS IN RAMKHAMHAENG AREAS IN BANGKOK
VIA FACEBOOK**



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Nawinda Kasemkiatthai

This Independent Study Manuscript Presented to
The Graduate School of Bangkok University
in Partial Fulfillment
of the Requirements for the Degree
Master of Business Administration

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**This Independent Study has been approved by
the Graduate School
Bangkok University**

**Title: FACTOR POSITIVELY INFLUENCING ONLINE REVIEW INTENTION OF
FASHION CLOTHING ONLINE BUYERS IN RAMKHAMHAENG AREAS IN
BANGKOK VIA FACEBOOK**


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Factors Positively Influencing Online Review Intention of Fashion Clothing Buyers in Ramkhamhaeng Areas in Bangkok VIA Facebook (88 pp.)

Advisor: Penjira Kanthawongs, Ph.D.

ABSTRACT

The purpose of this paper was to examine the independent positively influencing online review intention of fashion clothing buyers in Ramkhamhaeng areas in Bangkok via Facebook. Those independent factors were price advantage, perceived of use, hedonic motivation, subjective norms, electronic word of mouth (e-wom), trust, satisfaction positively influencing online review intention of fashion clothing buyers via Facebook. A total sample of 246 respondents who were in Ramkhamhaeng Road in Bangkok were collected with a survey questionnaire. Almost all were females aged 25-34 years old, singles, and having bachelor degrees. They spent on average less than 1,500 baht when purchasing fashion clothing from any source and they spend less than 500 baht per time for purchasing online. They bought shirts as a fashion clothing via Facebook on online shopping. The data set utilized descriptive statistics and multiple regression analysis. The researcher found that subjective norms ($\beta = 0.201$), e-wom ($\beta = 0.215$) and trust ($\beta = 0.364$) accounted for 54.1% positively impacting online review intention of fashion clothing buyers via Facebook with statistical significant at .01.

Keywords: Online Review Intention, S-commerce, E-wom, Facebook

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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem statement

Nowadays technology is a part of human life, it allows individuals to keep in touch with friends who live far away from each other using online applications with their computers and mobile device. While technology makes individuals' lives at ease, it also makes ways for customers to shop at ease as well. Users can do online shopping through Facebook, Instagram, websites, or other applications using their smart device connecting to the Internet. Facebook is the world number one most used platform in the top 15 charts of social networking sites (Statistics.com, 2019).

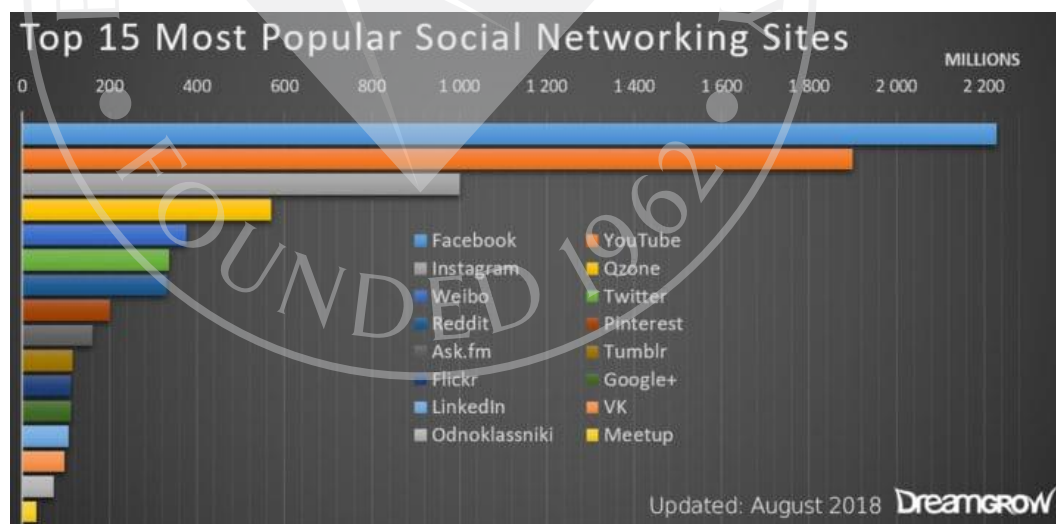


Figure 1.1: Top 12 Most Popular Social Networking Site

Source: Kallas, P. (2018). *Top 15 Most Popular Social Networking Sites*

andApps. Retrieved from <https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>

The number of Facebook users in Thailand from 2015 to 2022 have predicted to increase from 17.57 million to 25.13 million (Statista.com, 2019). Similar to the increased number of Facebook users worldwide, the e-commerce fashion industry has expected to increase from 481 USD billion in 2018 to 713 USD billion in 2022 (Orendorff, 2018). The driving growth can be the expansion of global markets outside the west, the increase of online access and smartphone penetration, the emergence of worldwide middle-classes with disposable income, or the innovation of technologies to create experiential e-commerce (Orendorff, 2018). Moreover, in Thailand, consumers who made orders through social media were accounted for 51% of all online shoppers. This ratio was above the world average of 16% and significantly higher than the 32% for India, 31% for Malaysia, and 27% for China (ONO, 2018). Live streaming and chat features on social media networking sites like Facebook helped store owners sell their apparels. For example, Nong, whose store was located in northern city of Lampang, was neither a celebrity nor a well-known social media influencer. However, her viewer counted quickly surpassed 100. Appearing in front of the camera, she showed various garments and communicated with her potential shoppers through text chat feature. Nong was one of the many Thai shop owners who had taken to Facebook for her fashion clothing online store (ONO, 2018). Kasikorn Bank, a major Thai bank, announced on June 25 of 2018 for a partnership with Facebook on online payments. The bank's new service, Pay with K Plus, let Internet shoppers to instantly pay through Facebook Messenger without entering an account number or switching screens (ONO, 2018).

Fashion clothing is an easy business to start but the store owners should be up-to-date to stay on trend. While there are a lot of vendors on Facebook who sell fashion

clothing products with similar price ranges, they have to compete with each other to keep their businesses. Therefore, many famous fashion clothing company like Diariez, 7th Street, or Nanyang use Facebook to promote and sell their products (Socialbakers.com, 2019). Many features of Facebook like online reviews are ways to know consumer's opinion, which can be negative or positive views These views might influence consumers' trust (Thakur, 2018). The online reviews can be channels for electronic word-of-mouth (e-WOM) via many social media networking sites such as Facebook, Twitter, Blog, Instagram, or YouTube, which consumers can read or watch before purchasing. To have a deeper understanding of the social commerce (s-commerce)'s customers, this study was aimed to study factors positively influencing online review intention of fashion clothing buyers in Ramkhamhaeng areas in Bangkok via Facebook.

1.2 SWOT analysis

As mentioned in the introduction, at the time of the research many fashion clothing brands in this market, such as Uniqlo, Forever21, Victoria's Secret, American Eagle and many others, had online channels to promote and sell their products and communicate with their customers. To inform analysis and to explain why the research yields this result, this paragraph presents the SWOT of three fashion clothing brands which had difference strategies and competed in the market to be the leading fashion company in the online market. Online marketing has been the main strategy in this century and the information below provided the researcher with knowledge of which factors could be measured and influenced the dependent variable. (Table1.1)

Table 1.1: SWOT analysis of H&M, MANGO and ZARA fashion clothing marketing and sales on Facebook

	H&M	MANGO	ZARA
Strengths	1.A wide range of products 2.Unique identity for all brands 3.Diversified global presence 4.Strong financial performance	1.Strong diversification strategies 2. Attractive clothing design 3.Dynamic product line	1.Unique designs 2.Strong presence 3.Strong brand value 4.Superb supply chain 5.Design advantage 6.Low cost and higher profits 7.Physical evidence of stores
Weaknesses	1.Dependence on third party suppliers 2.Following after trends 3.Affordable pricing affects quality	1.Copies Zara 2.Unused inventory in Asia 3.Inability to adapt to new markets	1.Generalised collection 2.Lack of advertising 3.Low safety stock

(Continued)

Table 1.1(Continued): SWOT analysis of H&M, MANGO and ZARA fashion

clothing marketing and sales on Facebook

	H&M	MANGO	ZARA
Opportunities	1.Focus on expansion to improve profitability 2.E-commerce as a platform 3.Expand in emerging markets 4.Improving Lifestyle	1.Diversification of new product lines 2.Traditional Wear	1.Online E-commerce 2.Backing some flagship designs 3.Growing market potential 4.Market expansion

(Continued)

Table 1.1(Continued): SWOT analysis of H&M, MANGO and ZARA fashion
clothing marketing and sales on Facebook

	H&M	MANGO	ZARA
Threats	1.Evolving fashion trends 2.E-Commerce allows new entrants 3.Intense competition 4. Rising labor costs in developed countries 5.A risk of foreign exchange fluctuations	1.Strong Competition in the market	1.Low advertising 2.Strong competition in the market,

Source: Bhasin, H. *SWOT analysis of Mango*. Retrieved from

<https://www.marketing91.com/swot-analysis-of-mango/>

Bhasin, H. (2018a). *SWOT Analysis of H&M*. Retrieved from

<https://www.marketing91.com/swot-analysis-of-h&m/>

Bhasin, H. (2018b). *SWOT analysis of Zara – Zara SWOT analysis*. Retrieved from

<https://www.marketing91.com/swot-analysis-of-zara/>

1.3 Objectives of Study

The objective of this research was to study positive influence of factors impacting online review intention of fashion clothing buyers via Facebook. Those positive factors were individual factors, including price advantage, perceived ease of use, hedonic motivation, subjective norms, e-wom, trust and satisfaction. This research measured the positively influencing online review intention of fashion clothing buyers via Facebook.

1.4 Contribution of Study

1.4.1 This research intends to disseminate information on factors positively influencing online review intention of fashion clothing buyers via Facebook.

1.4.2 The research could offer benefits to online shopping companies in respect to identifying potential new markets, strategy improvement and/or investment decision in the future regarding related factors predicting future intention of customers to shop online via Facebook.

1.4.3 This research aims to deepen the information available on how individual factors, including price advantage, perceived ease of use, hedonic motivation, subjective norms, e-wom, trust and satisfaction that were studied in this research, would measure the positively influencing online review intention of fashion clothing buyers via Facebook, which could be beneficial to future research in the field of online sales and marketing.

CHAPTER 2

LITERATURE REVIEW

2.1 Related Theories and Previous Studies

2.1.1 S-commerce (Social Commerce)

When the global market increasingly leveraging social networks for online commerce, marketers had to improve their marketing strategies to use interactive communication, through which the customer would receive greater convenience in receiving the product and in accessing service information 24 hours a day and would also be able to share information and knowledge on products as it is a better way to express an opinion immediately. Social Media Marketing (SMM) was also popular because s-vendors could reach the targeted customers to build customer relationship by the word of mouth (WOM) in wide social networks.

Contemporary s-commerce grew rapidly, combining e-commerce and social media with the 6Cs outlined below at the core of the approach (Sfetcu, 2017).

1. **Content** was the most important. Operators had to have product information on their website and keep it updated to allow customers to use search engines to find information and other features of the product to make informed decisions. This included for example advertising on YouTube and reviews and ratings from other previous customers.

2. **Commerce** forms of social media could respond to customer's needs which could service and communicate through a lot of channels. For example, horoscope through Skype, sold on Instagram, Facebook and received orders through Line.

3. **Context Social Commerce** was based on e-commerce which had environment and conditions to coordinate with payment system, transportation systems and other systems. All these systems were services available online, such as track and trace systems like Thailand Post Tracking and payment systems like Paypal. The overall system had to be able to access information on mobile devices with applications that supported a variety of functions that were very responsive.

4. **Connection Social Media** created a new online network. The information was about the relationship between people and social networks, allowing interaction in the online world where it was the base of marketing on social commerce.

5. **Community** concerned the connection between people which created social specialized social communities. Social media could be created by users that have had same interests to form a community. For example Wongnai is a community for reviewing restaurants across Bangkok and surrounding areas, Facebook Fan Page restaurants or even the famous Pantip Webboard in Thailand.

6. **Conversation** was important in the sales and marketing of social commerce so that the vendor and the buyer can communicate to get information about the product and services. The communication could be established through social media such as comment & post on Facebook.

2.1.2 The convenient marketing tools of s-commerce and several types of advertising were internet, high technology and social media. They were used for communication similar to word of mouth, but it was widespread with online consumers reviews or professional reviews that influenced the potential customer's choice. It could measure product or service by customer's expectation, experiences and attitude based on the product or service performance (Thakur, 2018). There was

some limited research in the hospitality sector in emerging economies on customer intention to write online reviews and related behavior. Since writing online reviews could be considered to be “planned, self-propelled information giving to other” as defined by Kim and Grunig (2011), usage of theory of planned behavior (TPB) to understand online review writing intention was deemed appropriate (Dixit, Jyoti Badgaiyan, & Khare, 2017). TPB concerns the review of the theory of reasoned action and states that the behavior of individual is determined by their intention and actual behavioral control (i.e. available resources and opportunities) to perform the behavior. The intention to perform the behavior is, in turn, explained by the individual’s attitude (beliefs about the likely consequences of performing the behavior), subjective norm (beliefs about how significant others think about the behavior) and perceived behavioral control (beliefs about the actual behavioral control). The attitude construct was composed of an instrumental and an experiential part. The instrumental part captures cognitive aspects of the behavior (e.g. important/not important) while the experiential component captures affective aspects (e.g. annoying/pleasant) (Haegemans, Snoeck, & Lemahieu, 2018).

The following information from literature review was used to determine the significant predictor of online review writing intention.

2.1.3 Price advantage has been found to be a very important factor in the online market as it can drive online shoppers to purchase fashion clothing with more easy decisions and is comparable between s-vendors. Price advantage could be derived from discussions between customer and seller around discount, which in turn fosters consumers’ trust online and also increases active communication between consumers and firm (Yahia, Al-Neama, & Kerbache, 2018). This factor is also found

to be sensitive to product price, because online shoppers prefer to buy lower price products (Sam & Chatwin, 2015).

2.1.4 Based on the (unified theory of acceptance and use of technology (UTAUT) that explains customer's behavior in accepting technology such as E-banking or university register system, Venkatesh along with many other researchers illustrated that customer's purchase/usage intention were likely to be predicted by performance expectancy (PE), effort expectancy (EE), social influence (SI), and facilitating conditions (FC). We assumed in the research that the perceived ease of use and hedonic motivation (the pleasure or entertainment received when buying on the platform) might be relevant to understand the customer's use of the platform for social commerce activities (Yahia et al., 2018). Another theory that preceded UTAUT was the Technology Acceptance Model (TAM) that was used to investigate an individual's adoption of technology, focused on the contributions of perceived usefulness, perceived ease of use, and attitude toward the behavior in predicting and explaining behavioral intention. TAM explains that an increase in perceived ease of use should be relevant to increases in behavioral intention to use the technology and increases in perceived ease of use should also be relevant to increases in perceived usefulness (Hansen, Saridakis, & Benson, 2018).

2.1.5 Similar to perceived ease of use, we assumed hedonic motivation based in the UTAUT theory would be a factor. The research also said that hedonic motivation was pleasure versus utility, and might be applied to online designs that offered attractive value proposal. Hedonic motivations not only stimulated browsing on their social media sites, but also created a positive encouragement for suitable

marketing info and interaction with the brand, which moreover stimulated purchase intention (Martín-Consuegra, Díaz, Gómez, & Molina, 2018).

2.1.6 Subjective norms concerns the belief of an individual in relation to other people's expectations of him/her and his/her motivation to agree with them. Thus, they are the extent to which a person perceives the opinion of people who are important to him/her about use of an information system or technology or F-platforms which remembered that their impact was direct and immediately observable inside the world of social networks (Liébana-Cabanillas & Alonso-Dos-Santos, 2017).

2.1.7 The internet has had more influence on our life with a lot of application and s-commerce that could gather information. Electronic word of mouth (E-wom) has been one way that online shoppers get information about the product or service by procuring that product or service via websites. On the other hand, online shoppers can get information from the online reviews from people who spend time on social media and which could be either positive or negative information (Liébana-Cabanillas & Alonso-Dos-Santos, 2017). Behavior of consumers showed that communication and interaction on social media, which was increasing at the time of the research, allowed firms to engage consumer life through responses on social media such as Facebook and YouTube. With electronic word of mouth, consumers can express their opinion on social media (Osei-Frimpong & McLean, 2018), which can in turn influence other consumers' perceptions of the the product or service information.

2.1.8 Trust referred to a feeling of safety and the intention to believe in someone or something, and also could be perceived in two ways. First was belief, confidence, attitude or expectation. Second was behavioral intention or behavior of

reliance and involving vulnerability and uncertainty (Liébana-Cabanillas & Alonso-Dos-Santos, 2017).

2.1.9 The higher level of satisfaction measured customer loyalty by repurchase intention and writing online favorable reviews which depended on the customers' expectation on that product or services performance. This satisfactory experience would motivate and activate a customer to respond desirably to retailer's request for providing online reviews while using the shopping app (Thakur, 2018). Satisfaction factor also impacted on customers' impression. For example word of mouth, similar to the research mentioned in 2.1.8, showed that online customer satisfaction came from positive experience in three online shopping stages (Pham & Ahammad, 2017).

2.2 Hypothesis

2.2.1 There is a positive relationship between price advantage and online review intention.

2.2.2 There is a positive relationship between perceived ease of use and online review intention.

2.2.3 There is a positive relationship between hedonic motivation and online review intention.

2.2.4 There is a positive relationship between subjective norms and online review intention.

2.2.5 There is a positive relationship between e-wom and online review intention.

2.2.6 There is a positive relationship between trust and online review intention.

2.2.7 There is a positive relationship between satisfaction and online review intention.

2.2.8 Price advantage, perceived ease of use, hedonic motivation, subjective norms, e-wom, trust, and satisfaction positively influence online review intention of fashion clothing buyers via Facebook

2.3 Conceptual Framework

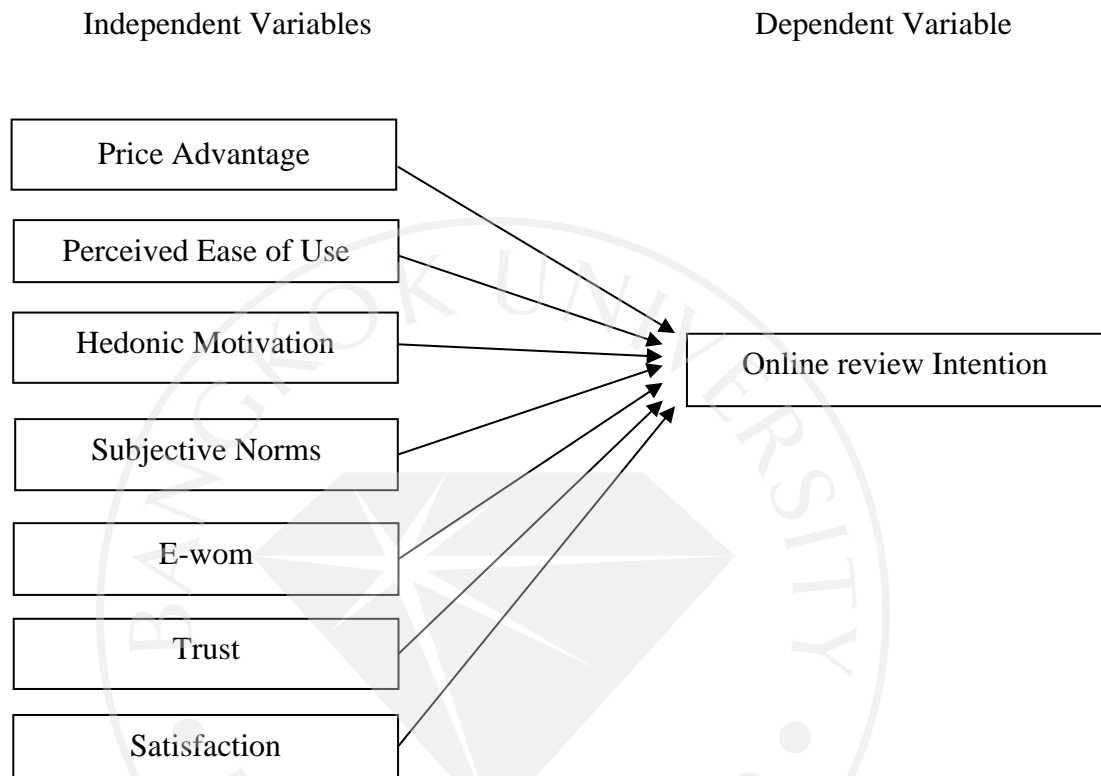


Figure 2.1: Theoretical framework for online review intention

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This research objective was to explore factors positively influencing online review intention of fashion clothing buyers via Facebook. The methodology was based on the quantitative approach. The survey method and data collection through questionnaires were chosen for this research.

3.2 Population and Sample Selection

Populations in this research choose who lived in Ramkhamhaeng Road, Bangkok, Thailand and had experience on shopping fashion clothing online via Facebook which cannot estimate population in this area. The researcher conducted survey questionnaires to area in Ramkhamhaeng such as Sports Authority of Thailand (SAT) and Paseo Ramkhamhaeng. There show that at the Sports Authority of Thailand have a lot of athletes, students who have studied in Ramkhamhaeng University and people who go exercise where have more people than Paseo Ramkhamhaeng where have a lot of students too but there are less people who are in target group. Both of the places is easy to collect data and target groups is suitable, however there're a lot of clothing there but the quality is very different and a price that depend on customer's want. So the target groups can choose which is the best way

to buy clothing which they can compare between at the market or shopping online via Facebook. Normally a lot of teenagers which is in target group use social media to look for fashion clothing and there's lot of s-vendors who sell on Facebook.

The sample size was calculated from 40 people questionnaires by using G*power version 3.1.9.2, created by Erdfelder, Faul & Buchner (1996) from the concepts of Cohen (1977) and approved by Wiratchai (2012) with the Power ($1-\beta$) of 0.83, Alpha (α) of 0.17, Number of Test Predictor of 8, Effect Size of 0.0456762 (Calculated by Partial R^2 of 0.043681). As a result of G*power calculation, the minimum number of the total sample size was 246 (Cohen, 1988). Consequently, total 246 sets of the questionnaire would be collected.

3.3 Research Instrument and Content Validity

3.3.1 Exploring published articles and journals from www.emeraldinsight.com and www.sciencedirect.com which related to shopping online, online review intention, e-commerce, s-commerce together with guidance from an advisor.

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 3 experts, first is Ms.Patsa Attanon, owner and manager of Pleasant Simple Shop and second is Mr.Nuttawut Songtan, Visual Merchandiser of Pacific company After that, finalizing questionnaire referred to comments from the experts including an advisor's guidance.

3.3.4 Launching 40 pilots testing of questionnaires. Next step 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 people testing of questionnaires in order to ensure the grouping of question and the consistency of each factor were aligned with theories of study. From instruments mentioned above, the questionnaire form that created from related principles could be divided into three parts with total forty six questions.

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 shopping behavior e.g. How much money did you pay on average when you bought on online?, How much money did you pay per time when you bought via Facebook?, Which social commerce you have bought fashion clothing the most?, Fashion clothing that you often buy via Facebook the most?.

Part 2 Closed-ended response questions about “Factors Positively Influencing Online Review Intention of Fashion Clothing Buyers via Facebook”. The purpose was to gain the attitude toward questions of each variable consist of:

Price Advantage	4 Questions
Perceived of Use	4 Questions
Hedonic Motivation	4 Questions
Subjective Norms	4 Questions
E-wom	4 Questions
Trust	4 Questions
Satisfaction	4 Questions
Online Review Intention	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 online review intention.

3.4 Testing Research Instrument

The researcher examined the validity and appropriateness of each question with 3 experts using an Index of item-Objective Congruence: IOC. After revised questionnaires align with experts recommend, the 40 people testing of questionnaires were collected. The Cronbach's Alpha Coefficient of each factor was computed, result value was between 0.808-0.939 which exceed 0.65 regarding the suggested level.

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

Questionnaire	n = 40	n = 246
Variable Factor		
Price Advantage (PA)	.833	.808
Perceived ease of used (PU)	.866	.852
Hedonic Motivation (HM)	.939	.939
Subjective Norms (SN)	.857	.858
E-wom (EW)	.866	.862
Trust (T)	.891	.914
Satisfaction (S)	.931	.918
Independent Factor		
Online Review Intention (OR)	.936	.909

The factors, they're pass the Cronbach's Alpha Coefficient which reach 0.65 suggested levels (Goforth, 2015).

By utilizing principal component analysis (PAC) and Varimax rotation method (Rossoni, Engelbert, & Bellegard, 2016) that were based on SPSS to make assessments the of validity of construct for the respondents test. In this study, consequently, loading value generated from the principal components analysis was utilized to determine the final number of factors would be taken in full-scale test. The Varimax rotation method is used to rotate axes for providing factors with meaningful interpretations. A loading value should greater than 0.3 (Rossoni et al., 2016). The details of values of each variable were showed in Table 3.2.

Factor analysis was conducted based on these factors: Price Advantage (PA), Perceived ease of used (PU), Hedonic Motivation (HM), Subjective Norms (SN), E-wom (EW), Trust (T), Satisfaction (S) and Online Review Intention (OR) at n = 246.

Table 3.2: Factor Analysis of factors that positively influencing online review intention of fashion clothing buyers via Facebook at n = 246

	PA	PU	HM	SN	EW	T	S	OR
PA1	<u>.810</u>							
PA2	.752							
PA3	.717							
PA4	.675							
PU1		.698						
PU2		<u>.717</u>						
PU3		.633						

(Continued)

Table 3.2(Continued): Factor Analysis of factors that positively influencing online review intention of fashion clothing buyers via Facebook at n = 246

	PA	PU	HM	SN	EW	T	S	OR
PU4		.523						
HM1			<u>.813</u>					
HM2			.800					
HM3			.764					
HM4			.753					
SN1				.566				
SN2				<u>.611</u>				
SN3				.597				
SN4				.595				
EW1					<u>.713</u>			
EW2					.627			

(Continued)

Table 3.2(Continued): Factor Analysis of factors that positively influencing online review intention of fashion clothing buyers via Facebook at n = 246

	PA	PU	HM	SN	EW	T	S	OR
EW3					.592			
EW4					.477			
T1						.573		
T2						.668		
T3						.622		
T4						<u>.736</u>		
S1							<u>.768</u>	
S2							.750	
S3							.732	
S4							.730	
OR1								.571

(Continued)

Table 3.2(Continued): Factor Analysis of factors that positively influencing online review intention of fashion clothing buyers via Facebook at n = 246

	PA	PU	HM	SN	EW	T	S	OR
OR2								.817
OR3								.773
OR4								<u>.837</u>

3.5 Statistics for Data Analysis

The questionnaires data were analyzed using statistical analysis software named SPSS version 23 by using Statistical Significant level of .01.

Descriptive statistics analysis such as demographic, general information and respondent's shopping online behavior were measured by using Frequency and Percentage; whereas the scale ranking as price advantage, perceived of use, hedonic motivation, subjective norms, e-wom, trust, satisfaction, online review intention 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 influencing online review intention of fashion clothing buyers in Ramkhamhaeng areas in Bangkok via Facebook. The data was collected from 246 respondents by the survey questionnaire, and then the data analysis completed by SPSS version 23. The Cronbach's Alpha Coefficient of each factor was computed which had the result value between 0.808-0.939 as table 3.1, meaning that all alpha coefficient passed the suggested level (Goforth, 2015) and had proven to be reliable.

4.1 Summary of Demographic Data

Of 246 respondents consisted of 62.2% females and 37.8% males, with the age between 25-34 years old which calculated as 47.6%. Almost all were singles or 80.9% of the total sample and the majority of the population had bachelor degree accounted for 68.7%. Most of the respondents or about 37.4% were working in private companies, with the largest group of income range was between 15,001 to 30,000 baht with ratio 34.1%. Most of respondents who paid money on average less than 1,500 baht on shopping online as 67.1% of population sample. Each time on online shopping respondents paid amount lower than 500 baht at 55.3%. The percentage of respondents who use Facebook to shop online accounted as 52%, in which the highest online channel. Lastly, 58.9% of population sample represented shirt which fashion clothing that buy via Facebook.

4.2 Results of Research Variables

The analysis of the correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of price advantage, perceived of use, hedonic motivation, subjective norms, e-wom, trust, satisfaction that positively influencing online review intention of fashion clothing buyers in Ramkhamhaeng areas in Bangkok via Facebook

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

	Mean	S.D.	N
Price Advantage (PA)	3.5701	.69099	246
Perceived ease of used (PU)	3.4675	.76162	246
Hedonic Motivation (HM)	3.5132	.86135	246
Subjective Norms (SN)	3.3587	.77269	246
E-wom (EW)	3.4258	.81806	246
Trust (T)	3.2022	.81473	246
Satisfaction (S)	3.4909	.70542	246
Online Review Intention (OR)	3.0701	.99893	246

Table 4.2 : Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of price advantage, perceived of use, hedonic motivation, subjective norms, e-wom, trust, satisfaction that positively influencing online review intention of fashion clothing buyers in Ramkhamhaeng areas in Bangkok via Facebook.

Variable	PA	PU	HM	SN	EW	T	S	OR
Price Advantage (PA)	1							
Perceived ease of used (PU)	.498**	1						
Hedonic Motivation (HM)	.461**	.797**	1					
Subjective Norms (SN)	.514**	.642**	.602**	1				
E-wom (EW)	.493**	.594**	.628**	.714**	1			
Trust (T)	.417**	.621**	.569**	.627**	.640**	1		
Satisfaction (S)	.404**	.672**	.628**	.647**	.613**	.725**	1	
Online Review Intention (OR)	.388**	.544**	.519**	.625**	.632**	.670**	.574**	1

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

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

According to table 4.2, Hypothesis can explain as the following

Hypothesis 1, price advantage has a positive relationship toward online review intention or not. The analysis revealed that price advantage had a positive relationship toward online review intention (Pearson's Correlation = 0.388) at .01 significant level.

Hypothesis 2, perceived ease of use has a positive relationship toward online review intention or not. The analysis revealed that perceived ease of use had a positive relationship toward online review intention (Pearson's Correlation = 0.544) at .01 significant level.

Hypothesis 3, hedonic motivation has a positive relationship toward online review intention or not. The analysis revealed that hedonic motivation had a positive relationship toward online review intention (Pearson's Correlation = 0.519) at .01 significant level.

Hypothesis 4, social norms has a positive relationship toward online review intention or not. The analysis revealed that social norms had a positive relationship toward online review intention (Pearson's Correlation = 0.625) at .01 significant level.

Hypothesis 5, e-wom has a positive relationship toward online review intention or not. The analysis revealed that e-wom had a positive relationship toward online review intention (Pearson's Correlation = 0.632) at .01 significant level.

Hypothesis 6, trust has a positive relationship toward online review intention or not. The analysis revealed that trust had a positive relationship toward online review intention (Pearson's Correlation = 0.670) at .01 significant level.

Hypothesis 7, satisfaction has a positive relationship toward online review intention or not. The analysis revealed that satisfaction had a positive relationship toward online review intention (Pearson's Correlation = 0.574) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.3: Analysis of variance (ANOVA) of price advantage, perceived of use, hedonic motivation, subjective norms, e-wom, trust, satisfaction that positively influencing online review intention of fashion clothing buyers in Ramkhamhaeng areas in Bangkok via Facebook.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132.324	7	18.903	40.115	.000 ^b
	Residual	112.154	238	.471		
	Total	244.478	245			

From table 4.3 above, ANOVA analysis confirmed that independent factor comprised of price advantage, perceived of use, hedonic motivation, subjective norms, e-wom, trust and satisfaction of preferred fitness studio had influence on online review intention factor because Sig. of the equation equaled 0.000 at .01 significant level.

Table 4.4: Multiple Regression Analysis of price advantage, perceived of use, hedonic motivation, subjective norms, e-wom, trust and satisfaction that positively influencing online review intention of fashion clothing buyers in Ramkhamhaeng areas in Bangkok via Facebook.

Dependent Variable : Online Review Intention, $R = .736$, $R^2 = .541$, Constant(a) = -.416						
<u>Independent Variables</u>	β	<u>Std Error</u>	<u>T</u>	<u>Sig</u>	<u>Tolerance</u>	<u>VIF</u>
(Constant)		.270	-1.541	.125		
Price Advantage (PA)	-.007	.078	-.132	.895	.669	1.495
Perceived ease of used (PU)	.042	.107	.516	.607	.290	3.453
Hedonic Motivation (HM)	.020	.090	.254	.800	.323	3.095
Subjective Norms (SN)	.201	.092	2.811	.005	.378	2.648
E-wom (EW)	.215	.086	3.044	.003	.387	2.586
Trust (T)	.364	.086	5.218	.000	.396	2.526
Satisfaction (S)	.010	.103	.143	.887	.366	2.729

**significant at the .01 level

Dependent Variable: ORE

From table 4.4, Multiple Regression Analysis results can be defined that three independent variables, which were subjective norms (Sig =0.005), e-wom (Sig =0.003) and trust (Sig =0.000) could be as the predictors for online review intention. On the other hand, there were another four independent variables that had no positively impact on the online review intention which were price advantage (Sig =0.895), perceived of use (Sig = 0.607), hedonic motivation (Sig =0.800) and satisfaction (Sig = 0.887). Thus these four independent variables were not a significant predictor of online review intention.

The most predictive independent variables were subjective norms ($\beta = 0.201$), e-wom ($\beta = 0.215$) and trust ($\beta = 0.364$). As a result, perceived ease of use, e-wom and trust could be shown the positively impacting on online review intention of shopping online via Facebook at 52.8%. The rest 47.2% were influenced by other variables which were not in used in this research. The standard error was ± 0.270 by the following equation

$$Y (\text{Online Review Intention}) = -0.416 + 0.364 (\text{Trust}) \\ + 0.215 (\text{E-wom}) + 0.201 (\text{Subjective Norms})$$

From this equation

If trust value increased by 1 point while other factors remained, online review intention would be increased by 0.364 points.

If e-wom value increased by 1 point while other factors remained, online review intention would be increased by 0.215 points.

If perceived ease of use value increased by 1 point while other factors remained, online review intention would be increased by 0.201 points.

From table 4.4 used to test the following hypothesis.

Hypothesis 9, by using Multiple Regression Analysis. The result showed that perceived ease of use, e-wom and trust had positive influence on online review intention at statistically significant level of .01; but on the price advantage, hedonic motivation, subject norms as well as satisfaction had no positive influence on online review intention at .01 statistic significant.

In statistics, Multicollinearity is a circumstance of a very high relationship among the independent variables (StatisticSolutions, 2017). 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 (O'BRIEN, 2007).

The result from table 4.4 showed that Tolerance value of each independent variables exceeded 0.2 with the less Tolerance was 0.290. Furthermore, Variance Inflation Factor (VIF) value of each independent variables values not over than 4 with the highest value was 3.453. All in all, there had no Multicollinearity among the independent variables.



4.4 Summary of Hypothesis Testing

Result of Multiple Regression Analysis found that subjective norms, e-wom and trust had positive had positive impact on online review intention of shopping online via Facebook at statistical significant level of .01, whereas price advantage, perceived of use, hedonic motivation and satisfaction had no positive impact on online review intention of shopping online via Facebook as Figure 4.1 below

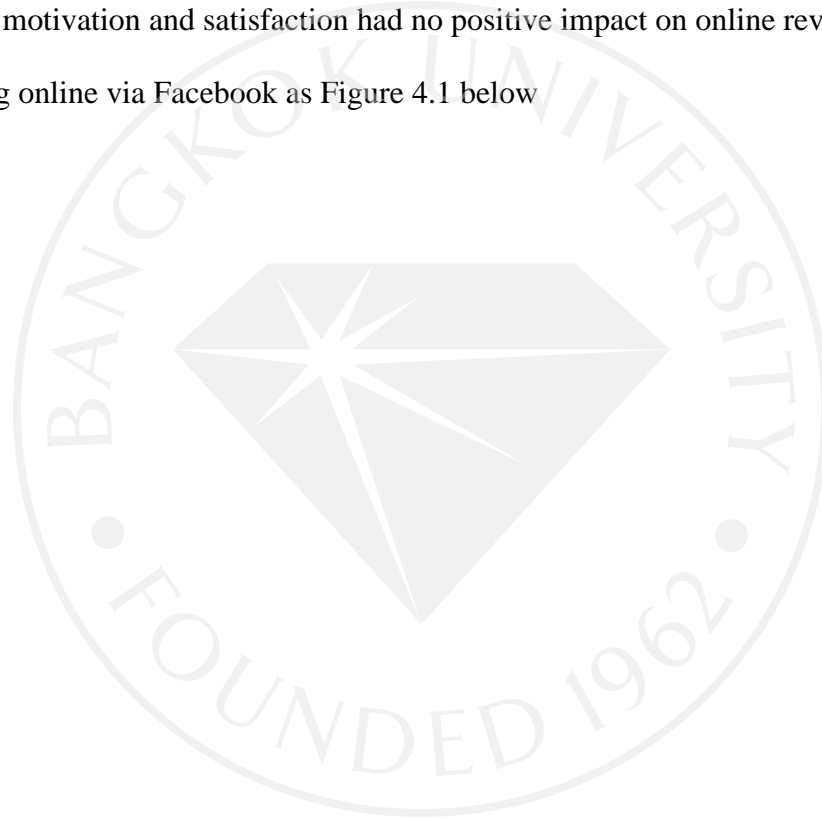


Figure 4.1: Result of Multiple Regression Analysis from scope of Research

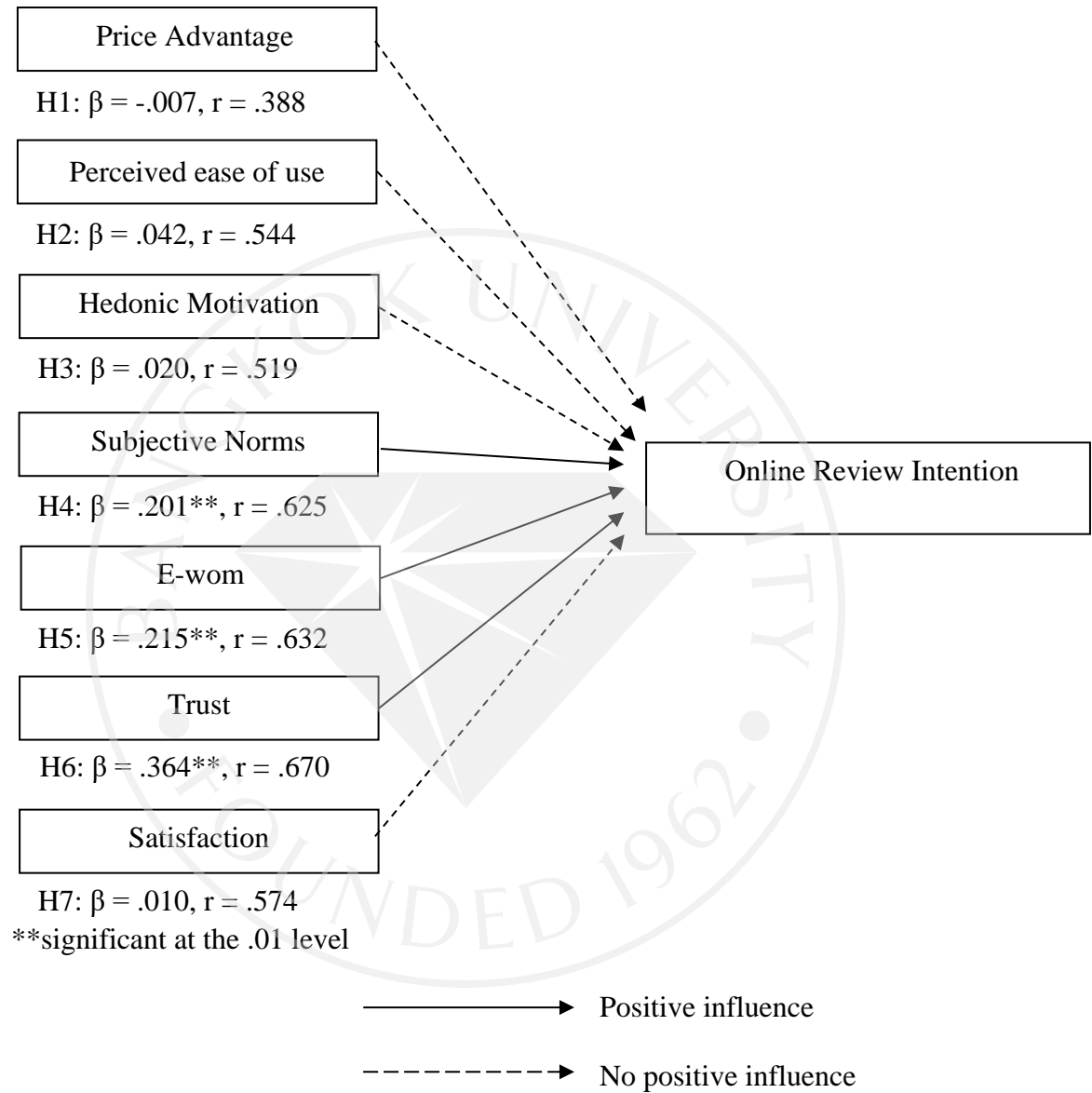


Figure 4.1: Result of Multiple Regression Analysis from scope of Research

CHAPTER 5

DISCUSSION

The purpose of this study was to describe the positive impact factors of price advantage, perceived ease of use, hedonic motivation, subjective norms, e-wom, trust, satisfaction that positively influenced online review intention of fashion clothing buyers in Ramkhamhaeng areas in Bangkok via Facebook. A quantitative research method was used for this research through the application of survey questionnaires for data collection.

Data was collected from 246 respondents who shopped online via Facebook and who live in on Ramkhamhaeng Road in Bangkok. SPSS version 23 was used to complete the data analysis. The results were concluded as follows.

5.1 Research Findings and Conclusion

The majority of respondents were females between the ages of 25 and 34 years old, single with bachelor degree. Almost all worked in private companies with income range between 15,001 to 30,000 baht per month. They paid on average less than 1,500 baht each time the purchased fashion clothing from any source and they spent less than 500 baht each time when shopping online. They mainly bought shirts as an item of fashion clothing via Facebook on online shopping.

The analysis of the results based on hypothesis in short found three accepted hypothesis as follows: subjective norms ($\beta = 0.201$), e-wom ($\beta = 0.215$) and trust ($\beta = 0.364$). Therefore, the result could be concluded that subjective norms, e-wom and trust had positive influence on online review intention at statistically significant level of .01. In addition, these three factors explained the positive impact on online review intention of shopping online via

Facebook at 54.1% whereas others at 45.9% were influenced by other variables which were not in used in this research. Furthermore, the result of Variance Inflation Factor (VIF) value did not exceed 4, that means there is no multicollinearity among the independent variables. The standard error was ± 0.270 by the following equation

$$Y (\text{Online Review Intention}) = -0.416 + 0.201 (\text{Subjective Norms}) + 0.215 (\text{E-wom}) + 0.364 (\text{Trust})$$

5.2 Discussion

The research was designed to examine the factors positively impacting online review intention of customers shopping online via Facebook; which comprised of price advantage, perceived ease of use, subjective norms, hedonic motivation, trust, e-wom and satisfaction. Based on the sample size recommendations by Cohen (1977), 238 respondents were recruited to complete the survey with questionnaire method. Following analysis of the data through the SPSS program, several interesting points were revealed as follows:

The most predictive independent variables were subjective norms ($\beta = 0.201$), e-wom ($\beta = 0.215$) and trust ($\beta = 0.364$).

Hypothesis 1, price advantage has a positive relationship on online review intention. The result from Pearson's Correlation analysis revealed that individual factor had a positive relationship toward online review intention at .01 significant levels, which disproved the hypothesis. In this case, price had no effect on online review intention because the price was not efficient on reviews. Customers normally just wanted to know the price to make decisions easier. Similar to the previous research, this research showed that price positively

affects purchase intention and has a mediating effect on purchase intentions through value, also effected by customer perceived value (Lee, 2012)(Lien, Wen, Huang, & Wu, 2015).

Hypothesis 2, perceived ease of use has a positive relationship on online review

intention. The result from Pearson's Correlation analysis revealed that perceived ease of use had no positive relationship toward online review intention at .01 level of significance, which disproved the hypothesis. Perceived ease of use showed that the effect (ease of use, facilitating conditions, usefulness, habits) had no positive impact on online review intention. Previous research, Yahia et al.,2018, however, revealed that the platform perceived ease of usage for social commerce was significant, which was relevant to the UTAUT model that explained technology adoption (Yahia et al., 2018). Online review by customers was primarily used to describe or express opinions about the product, not about the ease of use of the system.

Hypothesis 3, hedonic motivation ha a positive relationship toward on online review

intention. The result from Pearson's Correlation analysis revealed that hedonic motivation had no positive relationship toward online review intention at .01 significant levels, which disproved the hypothesis. The research showed that hedonic motivation (funny, enjoyable, entertaining, pleasant) had no effect on online review intention. Previous research nevertheless found that hedonic motivation impacted trust in the s-vendor, which relates to the UTAUT model (Yahia et al., 2018).

Hypothesis 4, subjective norms has a positive relationship with online review

intention. The result from Pearson's Correlation analysis revealed that subjective norms had a positive relationship toward online review intention at .01 significant levels which accepted the hypothesis. As the result subjective norms were found to significantly impact intention to post online review, which is aligned with the findings of the earlier research by Dixit, Jyoti

Badgaiyan, & Khare, 2017 that revealed that subjective norms significantly impacted intention to write online reviews, so marketers can initiate the provisions reviews and can even provide incentives for customers. Previous research also found a significant positive relationship between subjective norms and behavioral intention to upload the content on Wikipedia. In the text of online review writing behavior, it is possible that an individual thinking has significant impact on other customer review writing behavior(Dixit et al., 2017).

Hypothesis 5, e-wom has a positive relationship on online review intention. The result from Pearson's Correlation analysis revealed that e-wom had a positive relationship toward online review intention at .01 significant levels which accepted the hypothesis. Past study of Theory of Planned Behavior (TPB) which measures how consumers use online reviews for decision making, investigated the impact of consumer engagement in a firm's OBC on important indicators of consumer WOM behaviors, generating of online product reviews and ratings after purchase. Conner and Armitage, 1998 found some research on the predictors of intention to write online reviews that related behavior in hospitality sector in emerging economies such as India especially with regard to the restaurants. Since writing online reviews can be considered to be "planned, self-propelled information giving to other" as defined by Kim and Grunig (2011), usage of TPB to understand online review writing intention is deemed appropriate (Wu, Fan, & Zhao, 2018). One difference however is that WOM is a word of mouth, but this research used e-wom instead because it concerned online purchasing and it was conceptually the same as word of mouth but widely easier. Therefore, that the research found that e-wom had a positive effect on online review intention, along the lines of the research mentioned in the text above. As additional support to this research finding, Lin, Bruning, & Swarna, 2018 wrote that online opinion leadership usually involves eWOM in which information and opinions are transmitted through writing, video, pictures, or

emotion-laden characters (i.e., emoti-consor emojis) over the internet (Lin, Bruning, & Swarna, 2018).

Hypothesis 6, trust has a positive relationship on online review intention. The result from Pearson's Correlation analysis revealed that accessibility had a positive relationship toward online review intention at .01 significant levels which accepted the hypothesis. The study found that trust affected online review intention, which related to Thakur's research that showed that trust directly influenced online review intention. It makes sense that online review intention increases depending on the higher the level of trust (Thakur, 2018).

Hypothesis 7, satisfaction has a positive relationship on online review intention. The result from Pearson's Correlation analysis revealed that satisfaction had no positive relationship toward online review intention at .01 significant levels which disproved the hypothesis. The result showed that satisfaction had no effect on online review intention but it could be significant as same as the previous research which found that satisfaction was an important factor for customers to post online reviews to build customer engagement and motivate customers to come back for repurchase (Thakur, 2018). But in this research, it was the opposite, which might be because the target was not specific enough: for example, some of the persons surveyed were too old to accept online shopping. That could have affected online review intention because some of them said they would prefer to go to the store instead of shop from online sites so that they could try on the products.

Hypothesis 8, price advantage, perceived ease of use, hedonic motivation, subject norms, e-wom, trust, and satisfaction positively influence online review intention of fashion clothing buyers via Facebook. The result from Multiple Regression Analysis showed that three factors positively impacted online review intention of shopping online via Facebook which were subjective norms, e-wom and trust at statistically significant level of

.01. Thakur's (2018) research showed that trust has an effect on online review intention in direct and indirect ways, it can be via customers engagement. It will increase relationship between trust and online review intention. For e-wom Lin, Bruning, & Swarna (2018) wrote that as a result of the increase release and technological forms of eWOM online opinion leaders can have more social connections. From a marketing perspective, while online opinion leaders might have less influence on any one consumer that they interact with, they are more likely to have a much broader scope of influence, as they can reach thousands or even millions of potential customers (Lin et al., 2018). Finally, the last factor that had positive influence on online review intention, subjective norms, was found to significantly impact intention to write online reviews. Marketers have also found that the provisions of family reviews can even give motivation because it could create a review writing culture in families, and might not only increase the number of reviews posted, but also result in participatory social sense of responsibility in review writing (Dixit et al., 2017).

5.3 Recommendation for Managerial Implication

The results of this research may help s-vendors in the matter of investment decisions for future development in process on shopping online via Facebook, including to promote pages to wider communities. As discussed above, the most positive influence on online review intention of fashion clothing buyers in Ramkhamhaeng areas in Bangkok via Facebook was subjective norms, e-wom and trust.

Fashion clothing marketers and business owners should consider subjective norms, electronic word-of-mouth, and trust when they want to ask their customers to do online reviews on fashion clothing via Facebook. Including people around the customers they really

impacted customers' decision purchasing on fashion clothing and reviews from social media that they use in part of electronic word-of-mouth that can effect customers' thinking.

Therefore, the marketers or the owners should do their service before and after to their customers completely. Though it was not a finding of this research, because other research also found perceived ease of use of online platforms to be significant, managers could also consider ways to strengthen this area of business. The marketers or the owners should design product catalogs, shopping carts, payment methods as easy as possible for the customers to accomplish their purchases and be willing to do positive online review via Facebook. Facebook features like live streaming and chat features should be utilized with prompt responses in apparel businesses. The link for online payments between Facebook applications and major Thai banks without entering an account number or switching screens should be explored and implemented for the fashion clothing marketers and business owners.

5.4 Recommendation for Future Research

For future researches, other potential factors influencing online review writing could be considered and integrated into the conceptual framework of this study, including ego involvement, taking vengeance, and customer brand loyalty. Moreover, the mediating and mediator variables should be explored with structural equation model statistical method to investigate relationships among independent variables of this conceptual framework. The data collection of online clothing buyers via Facebook in other areas or other provinces might generalize the findings of this research.

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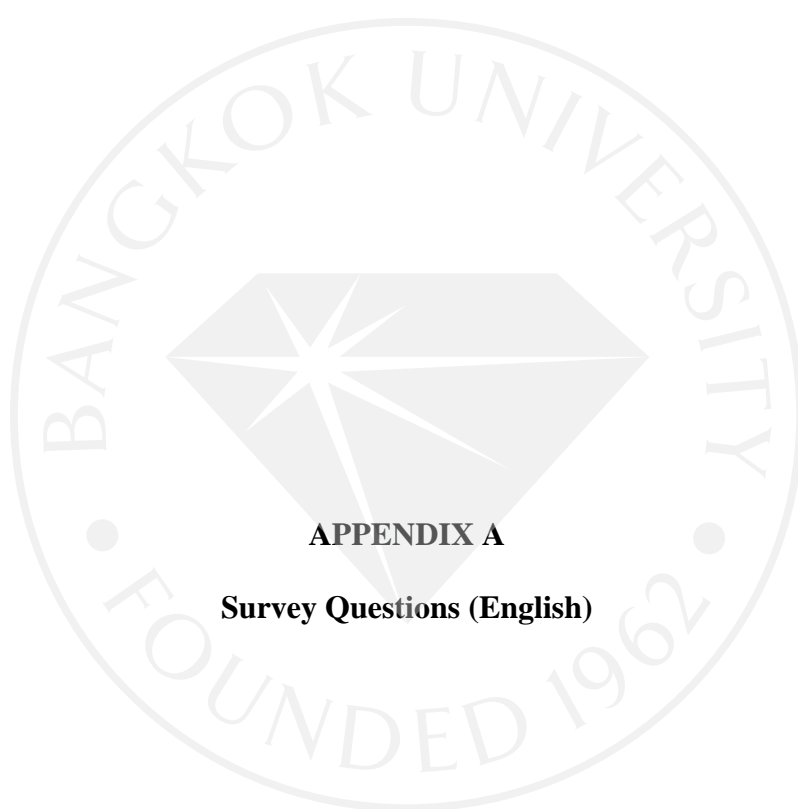
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APPENDIX A

Survey Questions (English)



มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

Questionnaire

on

Factors Positively Influencing Online Review Intention of Fashion Clothing Buyers in Ramkhamhaeng areas in Bangkok via Facebook

Instruction: Objective of this survey is to collected data for use in master of business administration research, Bangkok University. The result of this research will be benefit to online stores. In this regard, cooperation from the respondents are needed. I, Nawinda Kasemkiatthai, master's degree of business administration student from Bangkok University thankfully for your cooperation.

Instruction: Please answer the following question and put ✓ in ☐ that matches you most.

1. Gender

☐ 1) Male

☐ 2) Female

2. Age

☐ 1) 18-24 years old

☐ 2) 25-34 years old

☐ 3) 35-44 years old

☐ 4) 45 years or older

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

- ☐ 1) Less than and equal to 15,000 baht ☐ 2) 15,001–30,000 baht
- ☐ 3) 30,001–50,000 baht ☐ 4) 50,001-100,000 baht
- ☐ 5) 100,001–150,000 baht ☐ 6) 150,001– 200,000 baht
- ☐ 7) 200,001–500,000 baht ☐ 8) More than 500,000 baht

6. Professional Status

- ☐ 1) State enterprise employee ☐ 2) Private employee
- ☐ 3) Self-Employed ☐ 4) Searching for job
- ☐ 5) Housewives ☐ 6) Retired
- ☐ 7) Students
- ☐ 8) Others, Please Specify

7. How much of money you pay on average per time when you buy fashion clothing?

- ☐ 1) Lower than 1,500 Baht ☐ 2) 1,501 - 3,000 Baht
- ☐ 3) 3,001- 5,000 Baht ☐ 4) More than 5,001 Baht

8. How much you pay per time that you buy fashion clothing from Facebook?

- ☐ 1) Lower than 500 Baht ☐ 2) 501 - 1,500 Baht
- ☐ 3) 1,501 - 3,000 Baht ☐ 4) More than 3,001 Baht

9. Which social networking site/application you have bought fashion clothing the most?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> 1) Facebook | <input type="checkbox"/> 2) Instagram |
| <input type="checkbox"/> 3) Twitter | <input type="checkbox"/> 4) Line |
| <input type="checkbox"/> 5) Pinterest | <input type="checkbox"/> 6) Youtube |
| <input type="checkbox"/> 7) Webboard | <input type="checkbox"/> 8) Blog |
| <input type="checkbox"/> 5) Other, please specify..... | |

10. Fashion clothing that you often buy via Facebook the most?

- | | |
|--|---|
| <input type="checkbox"/> 1) Shirt | <input type="checkbox"/> 2) Trousers |
| <input type="checkbox"/> 3) Skirt | <input type="checkbox"/> 4) Jeans |
| <input type="checkbox"/> 5) Body suit | <input type="checkbox"/> 6) Shorts |
| <input type="checkbox"/> 7) Dress | <input type="checkbox"/> 8) Jacket |
| <input type="checkbox"/> 9) Under wear | <input type="checkbox"/> 10) Other, please specify..... |

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

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
Price Advantage						
1	The fashion clothing of the vendors via Facebook are reasonably priced.					
2	The fashion clothing products of the vendors on Facebook are good value for your money.					
3	The fashion clothing products prices on Facebook are cheaper than the ones found elsewhere.					
4	The lower prices of fashion clothing products are usually my choices.					
Perceived ease of use						
1	Buying fashion clothing products via Facebook is easy for me.					
2	I find the use of Facebook in buying fashion clothing products is convenient.					
3	I am extremely skillful at fashion clothing via Facebook.					
4	I feel confident buying fashion clothing via Facebook.					
Hedonic motivation						
1	Using Facebook to buy fashion clothing is fun.					
2	Buying fashion clothing via Facebook is enjoyable.					
3	Buying fashion clothing via Facebook is entertaining.					
4	Buying fashion clothing via Facebook is pleasant.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
Subjective norms						
1	The people whose opinions I value would approve of the use of Facebook to make my online purchases of fashion clothing.					
2	Most of the people I know favorably view the use of Facebook to make my online purchases of fashion clothing.					
3	Friends expect me to use Facebook to make my online purchases of fashion clothing.					
4	My family would agree with me using Facebook to make my online purchases of fashion clothing.					
E-wom						
1	In the purchasing of fashion clothing products, I generally buy brands I think other people will approve of.					
2	If other can see me wearing the fashion clothing products. I frequently buy the brand they expect me to buy.					
3	I find a sense of belonging through buying the same the fashion clothing products and brand that others buy.					
4	I can express and share my joy about brand of the fashion clothing product with others through Facebook.					
Trust						
1	I believe that all vendors on Facebook will keep the promises they make.					
2	Buying fashion clothing products via Facebook are trustworthy.					

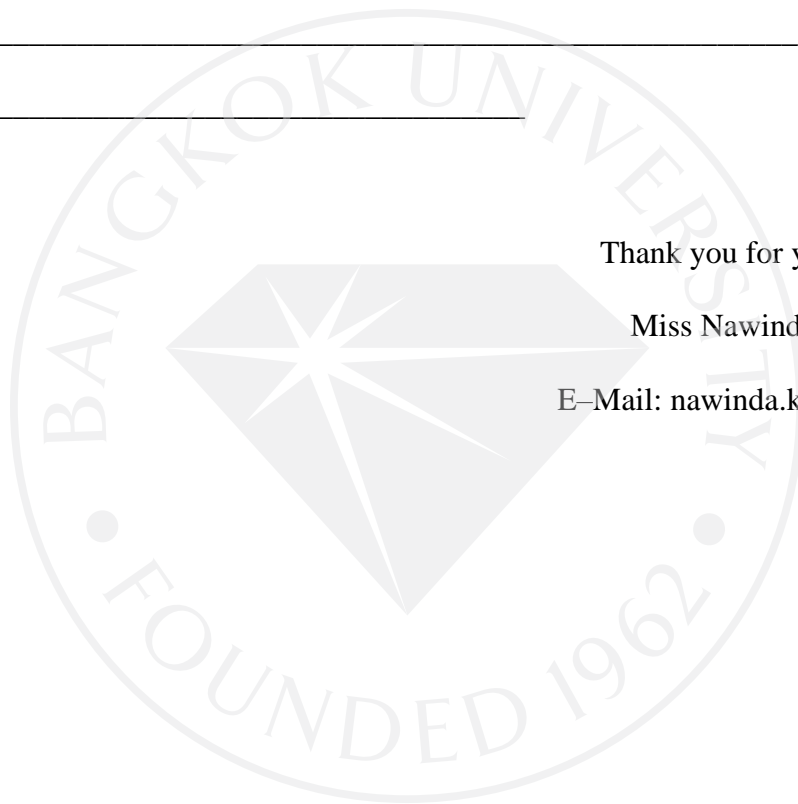
		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
3	I would rate trading fashion clothing products via Facebook platform as honest.					
4	Buying fashion clothing products via Facebook could be trusted.					
Satisfaction						
1	I think that made the correct decision to use Facebook for making purchases.					
2	The experience that I have had in making purchases fashion clothing via Facebook has been satisfactory.					
3	In general, I am satisfied with the services I have received from Facebook for making purchases of fashion clothing.					
4	I am satisfied with overall experience of online shopping at this Facebook.					
Online Review						
1	I am likely to recommend the fashion clothing products I bought through Facebook.					
2	I am likely to recommend the fashion clothing products I bought through Facebook.					
3	I will likely give online feedback about buying fashion clothing via Facebook through social networking.					
4	Writing online review will be a normal part of everyday life.					

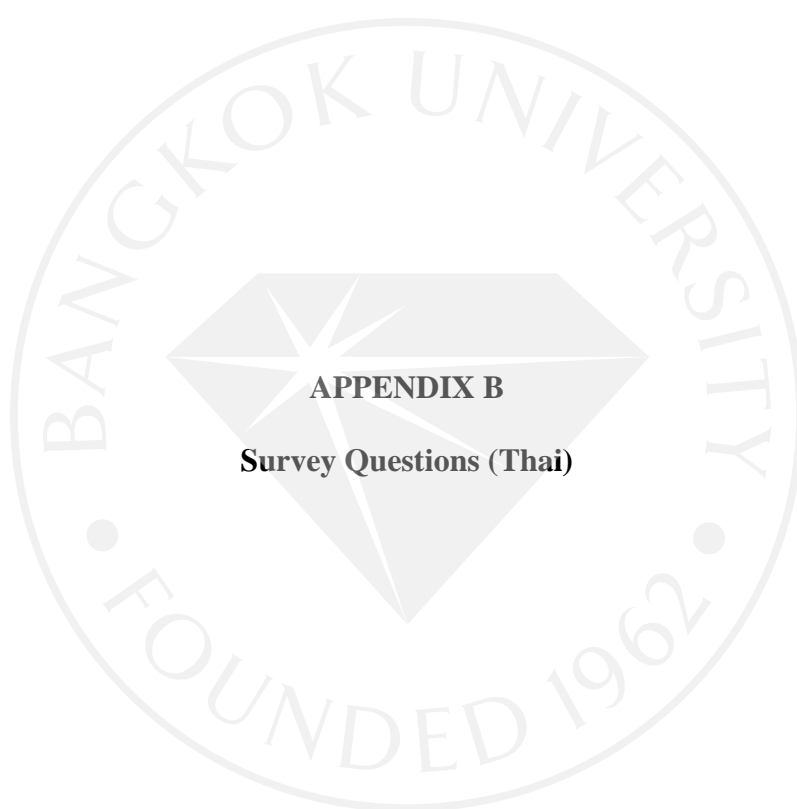
**Please recommend for other factors positively influencing online review intention
of fashion clothing buyers via Facebook**

Thank you for your cooperation

Miss Nawinda Kasemkiatthai

E-Mail: nawinda.kase@bumail.net







มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

แบบสอบถาม

ปัจจัยที่มีผลเชิงบวกต่อความตั้งใจในการรีวิวออนไลน์สำหรับการซื้อเสื้อผ้าแฟชั่นของผู้บริโภค

คำชี้แจง: แบบสอบถามนี้มีวัตถุประสงค์เก็บรวบรวมข้อมูล เพื่อนำไปประกอบการศึกษาระดับปริญญาโท บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ และสามารถนำผลการวิจัยไปใช้ประโยชน์ได้อย่างมีประสิทธิภาพ ดังนั้นจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามให้ตรงตามความเห็นของท่านมากที่สุด โอกาสนี้ผู้ศึกษาวิจัยนางสาว นวินดา เกษมเกียรติไทย นักศึกษาปริญญาโท สาขาวิชาเอก บริหารธุรกิจ คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

1. เพศ

☐ 1) ชาย

☐ 2) หญิง

2. อายุ

☐ 1) ตั้งแต่ 18 ถึง 24 ปี

☐ 2) 25-34 ปี

☐ 3) 35-44 ปี

☐ 4) 45 ปี หรือมากกว่า

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

- ☐ 1) ต่ำกว่าหรือเท่ากับ 15,000 บาท
 ☐ 2) 15,001–30,000 บาท
☐ 3) 30,001–50,000 บาท
 ☐ 4) 50,000–100,000 บาท
☐ 5) 100,001–150,000 บาท
 ☐ 6) 150,001– 200,000 บาท
☐ 7) 200,001–500,000 บาท
 ☐ 8) มากกว่า 500,000 บาท

6. อาชีพ

- ☐ 1) พนักงานรัฐวิสาหกิจ/ รับราชการ
☐ 2) พนักงานบริษัทเอกชน/ รับจ้าง
☐ 3) ธุรกิจส่วนตัว/ ค้าขาย
 ☐ 4) อยู่ในช่วงหางาน
☐ 5) ไม่ประกอบอาชีพ
 ☐ 6) เกษียณ
☐ 7) นักเรียน/ นักศึกษา
☐ 8) อื่น ๆ โปรดระบุ.....

7. จำนวนเงินโดยเฉลี่ยรวมที่ท่านใช้ในการซื้อเสื้อผ้าแฟชั่นทางออนไลน์แต่ละครั้ง

- ☐ 1) ต่ำกว่า 1,500 บาท
 ☐ 2) 1,501 - 3,000 บาท
☐ 3) 3,001 - 5,000 บาท
 ☐ 4) มากกว่า 5,001 บาท

8. ท่านมักซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊คในราคาต่อตัว ตัวละประมาณเท่าไร

- ☐ 1) ต่ำกว่า 500 บาท
 ☐ 2) 501 - 1,500 บาท
☐ 3) 1,501 - 3,000 บาท
 ☐ 4) มากกว่า 3,001 บาท

9. Social commerce ที่ท่านซื้อเสื้อผ้าแฟชั่นมากที่สุด

- ☐ 1) Facebook
 ☐ 2) Instagram
☐ 3) Twitter
 ☐ 4) Line
☐ 5) Pinterest
 ☐ 6) Youtube
☐ 7) Webboard
 ☐ 8) Blog
☐ 9) อื่น ๆ โปรดระบุ.....

10. สินค้าเสื้อผ้าแฟชั่นที่ท่านมักซื้อผ่าน Facebook มากที่สุด?

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> 1) เสื้อ | <input type="checkbox"/> 2) กางเกงขาสั้น |
| <input type="checkbox"/> 3) กระโปรง | <input type="checkbox"/> 4) กางเกงยีนส์ |
| <input type="checkbox"/> 5) Body Suit | <input type="checkbox"/> 6) กางเกงขาสั้น |
| <input type="checkbox"/> 7) ชุดเดรส | <input type="checkbox"/> 8) เสื้อคลุม |
| <input type="checkbox"/> 9) ชุดชั้นใน | <input type="checkbox"/> 10) อื่นๆ..... |



โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่ง
คำตอบและโปรดทำให้ครบทุกข้อ

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
ราคา (Price Advantage)						
1	เสื้อผ้าแฟชั่นที่ขายผ่านเฟสบุ๊กมีราคาสมเหตุสมผล					
2	เสื้อผ้าแฟชั่นที่ขายผ่านเฟสบุ๊กมีคุณภาพเหมาะสมกับราคา					
3	ราคาของเสื้อผ้าแฟชั่นบนเฟสบุ๊กถูกกว่าที่อื่นๆ					
4	เสื้อผ้าแฟชั่นที่มีราคาไม่แพงบนเฟสบุ๊กมักจะเป็นตัวเลือกของท่าน					
การรับรู้ความง่ายในการใช้ (Perceived ease of use)						
1	การเลือกซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊กเป็นเรื่องง่ายสำหรับท่าน					
2	ท่านเลือกซื้อเสื้อผ้าแฟชั่นได้อย่างง่ายดายจากเฟสบุ๊ก					
3	ท่านชำนาญอย่างมากในการเลือกซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก					
4	ท่านรู้สึกมั่นใจเวลาซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก					
แรงจูงใจ (Hedonic motivation)						
1	ท่านรู้สึกเพลิดเพลินในการเลือกซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก					
2	ท่านมีความสุขในการเลือกซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก					
3	ท่านจะรู้สึกบันเทิงใจ เมื่อได้เลือกซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก					
4	ท่านรู้สึกยินดีเมื่อได้เลือกซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก					

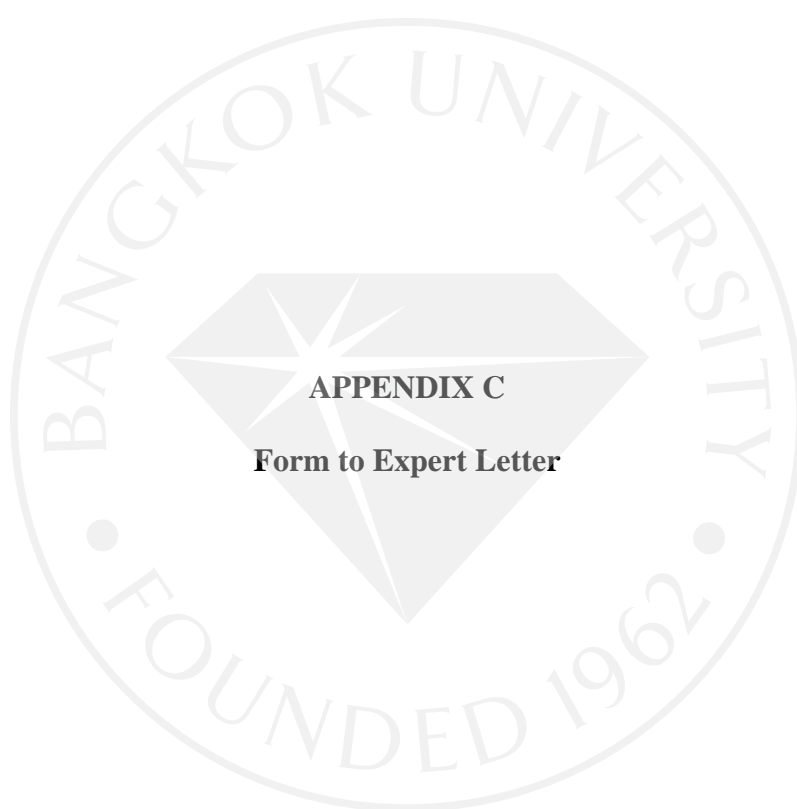
		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
บรรทัดฐานสังคม (Subjective norms)						
1	คนส่วนใหญ่ที่มีอิทธิพลต่อความคิยอมรับในการใช้เฟสบุ๊คเพื่อซื้อเสื้อผ้าแฟชั่น					
2	ญาติของท่านรู้จักการเลือกซื้อเสื้อผ้าแฟชั่นออนไลน์ผ่านเฟสบุ๊คมากขึ้น					
3	เพื่อนๆ คาดว่าท่านจะใช้เฟสบุ๊คในการซื้อเสื้อผ้าแฟชั่นออนไลน์					
4	สมาชิกในครอบครัวเห็นด้วยกับการใช้เฟสบุ๊คในการเลือกซื้อเสื้อผ้าแฟชั่นออนไลน์					
การพูดปากต่อปาก (E-wom)						
1	ในการซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ค โดยส่วนใหญ่ท่านจะซื้อแบรนด์ที่หลายคนให้การยอมรับ					
2	ถ้าผู้อื่นเห็นท่านสวมใส่เสื้อผ้าแฟชั่น ท่านมักจะซื้อแบรนด์ที่ผู้อื่นคาดหวังให้ท่านซื้อ					
3	ท่านจะพบการเป็นส่วนหนึ่งของสังคมโดยการสวมใส่สินค้าและแบรนด์เสื้อผ้าแฟชั่นเดียวกับที่ผู้อื่นสวมใส่					
4	ท่านสามารถอธิบายและแบ่งปันความสุขเกี่ยวกับแบรนด์สินค้าเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ค					
ความน่าเชื่อถือ (Trust)						
1	ท่านเชื่อว่า ผู้ขายทุกรายบนเฟสบุ๊คจะรักษาสัญญาที่มีให้กับท่าน					
2	การเลือกซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊คน่าเชื่อถือ					
3	ท่านจะประเมินการซื้อขายเสื้อผ้าแฟชั่นผ่านเฟสบุ๊กว่าเป็นรูปแบบการซื้อที่ซื้อตรง					
4	การซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊คสามารถไว้วางใจได้					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
ความพึงพอใจ (Satisfaction)						
1	ท่านคิดว่าตัดสินใจถูกต้องในการเลือกซื้อสินค้าผ่านเฟสบุ๊ก					
2	ประสบการณ์ที่ท่านได้จากการซื้อเสื้อผ้าแฟชั่นออนไลน์ผ่านเฟสบุ๊กมีความน่าพึงพอใจ					
3	โดยทั่วไป ท่านมีความพึงพอใจในการบริการที่ได้รับจาก การซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก					
4	ท่านมีความพึงพอใจโดยรวมเกี่ยวกับประสบการณ์การเลือกซื้อเสื้อผ้าแฟชั่นออนไลน์ผ่านเฟสบุ๊ก					
บทวิจารณ์ (Online Review)						
1	ท่านจะแนะนำสินค้าเสื้อผ้าแฟชั่นที่ซื้อผ่านเฟสบุ๊กให้กับคนอื่น					
2	ท่านจะเขียนรีวิวการซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊กให้กับคนอื่น					
3	ท่านจะให้ข้อมูลตอบกลับหลังจากการซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊กบนเครือข่ายทางสังคมออนไลน์					
4	การเขียนรีวิวออนไลน์จะเป็นส่วนหนึ่งในกิจกรรมประจำวันของท่าน					

ขอให้ท่านแนะนำเพิ่มเติมสำหรับปัจจัยอื่น ๆ ที่มีผลต่อรีวิวออนไลน์การซื้อเสื้อผ้าผ่าน
เฟสบุ๊ก

โอกาสนี้ผู้ศึกษาวิจัยขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง
นางสาว นวินดา เกษมเกียรติไทย
E-Mail: nawinda.kase@bumail.net





213 Soi Predeeponomyong 31
 Sukhumvit 71 Road, Klongtan,
 Wattana, Bangkok 10110
 Email: thisataya.choa@bumail.net

November 25, 2017

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Penjira Kanthawongs
 Advisor, Bangkok University

I, Thisataya Choakmongkoltawee, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Impacting Future Intentions to Exercise of Fitness Studios' Customers in Bangkok. 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 Item 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 Regards,

Signature



(Dr. Penjira Kanthawongs)

Advisor

Signature



(Thisataya Choakmongkoltawee)

Researcher

213 Soi Predeeapanomyong 31
 Sukhumvit 71 Road, Klongtan,
 Wattana, Bangkok 10110
 Email: thisataya.choa@bumail.net

November 29, 2017

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Khun Champ Wanithanon
 General Manager
 Bigbox Fight and Fitness

I, Thisataya Choakmongkoltawee, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Impacting Future Intentions to Exercise of Fitness Studios' Customers in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in term of wording and content validities by using Index of Item 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 Regards,

Signature.....

(Champ Wanithanon)

Expert

Signature.....

(Thisataya Choakmongkoltawee)

Researcher

79/844

Ramkumheang Road, Sapunsung

Bangkok 10240

Email: nawinda.kase@bumail.net

April 7, 2018

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Penjira Kanthawongs

Advisor, Bangkok University

I, Ms. Nawinda Kasemkiatthai, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Influencing Online Review Intention of Fashion Clothing Buyers via Facebook. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item 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 Regards,

Signature. [Redacted]

(Dr. Penjira Kanthawongs)

Advisor, Bangkok University

Signature. [Redacted]

(Nawinda Kasemkiatthai)

Researcher

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Price Advantage (PA) (Yahia et al., 2018)	PA1: The product of this vendor on X are reasonably priced.	PA1: The fashion clothing of the vendors via Facebook are reasonable price.	PA1: เสื้อผ้า แฟชั่นที่ขาย ผ่านเฟสบุ๊กมี ราคา สมเหตุสมผล			
	PA2: The product of this vendor are a good value for the money.	PA2: The fashion clothing products of the vendors on Facebook are good value for your money.	PA2: เสื้อผ้า แฟชั่นที่ขาย ผ่านเฟสบุ๊กมี คุณภาพ เหมาะสมกับ ราคา			
	PA3: The product prices on X are cheaper than the ones found elsewhere.	PA3: The fashion clothing products prices on Facebook are cheaper than the ones found elsewhere.	PA3: ราคา ของเสื้อผ้า แฟชั่นบน เฟสบุ๊กถูกกว่า ที่อื่นๆ			
(Sam & Chatwin, 2015)	PA4: The lower price products are usually my choice.	PA4: The lower prices of fashion clothing products are usually my choices.	PA4: เสื้อผ้า แฟชั่นที่มีราคา ไม่แพงบน เฟสบุ๊กมักจะ เป็นตัวเลือก ของท่าน			
Perceived Ease of Use (PU) (Yahia et al., 2018)	PU1: Buying from X is easy for me.	PU1: Buying fashion clothing products via Facebook is easy for me.	PU1: การ เลือกซื้อเสื้อผ้า แฟชั่นผ่าน เฟสบุ๊กเป็น เรื่องง่าย สำหรับท่าน			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	PU2: I find buying from X easy to use.	PU2: I find the use of Facebook in buying fashion clothing products is convenient.	PU2: ท่านเลือกซื้อเสื้อผ้าแฟชั่นได้อย่างง่ายดายจากเฟสบุ๊ก			
(Hansen et al., 2018)	PU3: I am extremely skillful at using the X.	PU3: I am extremely skillful at fashion clothing via Facebook.	PU3: ท่านชำนาญอย่างมากในการเลือกซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก			
	PU4: I feel confident working on X.	PU4: I feel confident buying fashion clothing via Facebook.	PU4: ท่านรู้สึกมั่นใจเวลาซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก			
Hedonic Motivation (HM) (Yahia et al., 2018)	HM1: Using X to buy is fun.	HM1: Using Facebook to buy fashion clothing is fun.	HM1: ท่านรู้สึกเพลิดเพลินในการเลือกซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก			
	HM2: Buying on X is enjoyable.	HM2: Buying fashion clothing via Facebook is enjoyable.	HM2: ท่านมีความสนุกในการเลือกซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก			
	HM3: Buying on X is entertaining.	HM3: Buying fashion clothing via Facebook is entertaining.	HM3: ท่านจะรู้สึกบันเทิงใจเมื่อได้เลือกซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
(Martín-Consuegra et al., 2018)	HM4: This X social network site profiles are pleasant.	HM4: Buying fashion clothing via Facebook is pleasant.	HM4: ท่านรู้สึกยินดีเมื่อได้เลือกซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก			
Subjective Norms (SN) (Liébana-Cabanillas & Alonso-Dos-Santos, 2017)	SN1: The people whose opinions I value would approve of the use of X to make my online purchases.	SN1: The people whose opinions I value would approve of the use of Facebook to make my online purchases of fashion clothing.	SN1: คนส่วนใหญ่ที่มีอิทธิพลต่อความคิดยอมรับในการใช้เฟสบุ๊กเพื่อซื้อเสื้อผ้าแฟชั่น			
	SN2: Most of the people I know favorably view the use of X to make my online purchases.	SN2: Most of the people I know favorably view the use of Facebook to make my online purchases of fashion clothing.	SN2: ญาติของท่านรู้จักการเลือกซื้อเสื้อผ้าแฟชั่นออนไลน์ผ่านเฟสบุ๊กมากขึ้น			
	SN3: People expect me to use X to make my online purchases.	SN3: Friends expect me to use Facebook to make my online purchases of fashion clothing.	SN3: เพื่อนๆ คาดว่าท่านจะใช้เฟสบุ๊กในการซื้อเสื้อผ้าแฟชั่นออนไลน์			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	SN4: People who are close to me would agree with me using X to make my online purchases.	SN4: My family would agree with me using Facebook to make my online purchases of fashion clothing.	SN4: สมาชิกในครอบครัวเห็นด้วยกับการใช้เฟสบุ๊กในการเลือกซื้อเสื้อผ้าแฟชั่นออนไลน์			
E-wom (EW) (Liébana-Cabanillas & Alonso-Dos-Santos, 2017)	EW1: In the purchasing of products, I generally buy brands I think other people will approve of.	EW1: In the purchasing of fashion clothing products, I generally buy brands I think other people will approve of.	EW1: ในการซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก โดยส่วนใหญ่ท่านจะซื้อแบรนด์ที่หลายคนให้การยอมรับ			
	EW2: If other can see me using a product, I frequently buy the brand they expect me to buy.	EW2: If other can see me wearing the fashion clothing products. I frequently buy the brand they expect me to buy.	EW2: ถ้าผู้อื่นเห็นท่านสวมใส่เสื้อผ้าแฟชั่น ท่านมักจะซื้อแบรนด์ที่ผู้อื่นคาดหวังให้ท่านซื้อ			
	EW3: I find a sense of belonging through buying the same products and brands that others buy.	EW3: I find a sense of belonging through buying the same the fashion clothing products and brand that others buy.	EW3: ท่านจะพบการเป็นส่วนหนึ่งของสังคม โดยการสวมใส่สินค้าและแบรนด์เสื้อผ้าแฟชั่นเดียวกับที่ผู้อื่นสวมใส่			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
(Osei-Frimpong & McLean, 2018)	EW4: Through social media, I can express and share my joy about X with others	EW4: I can express and share my joy about brand of the fashion clothing product with others through Facebook.	EW4: ท่านสามารถอธิบายและแบ่งปันความสุขเกี่ยวกับแบรนด์สินค้าเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก			
Trust (T) (Liébana-Cabanillas & Alonso-Dos-Santos, 2017)	T1: I believe that X will keep the promises and commitments they make.	T1: I believe that all vendors on Facebook will keep the promises they make.	T1: ท่านเชื่อว่าผู้ขายทุกรายบนเฟสบุ๊กจะรักษาสัญญาที่มีให้กับท่าน			
	T2: X are trustworthy.	T2: Buying fashion clothing products via Facebook are trustworthy.	T2: การเลือกซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊กน่าเชื่อถือ			
	T3: I would rate X as honest.	T3: I would rate trading fashion clothing products via Facebook platform as honest.	T3: ท่านจะประเมินการซื้อขายเสื้อผ้าแฟชั่นผ่านเฟสบุ๊กว่าเป็นรูปแบบการซื้อที่ซื้อตรง			
	T4: This X could be trusted.	T4: Buying fashion clothing products via Facebook could be trusted.	T4: การซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊กสามารถไว้วางใจได้			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Satisfaction (S) (Thakur, 2018)	S1: I think that made the correct decision to use X for making purchases.	S1: I think that made the correct decision to use Facebook for making purchases.	S1: ท่านคิดว่าตัดสินใจถูกต้องในการเลือกซื้อสินค้าผ่านเฟสบุ๊ก			
	S2: The experience that I have had in making purchases using X has been satisfactory.	S2: The experience that I have had in making purchases fashion clothing via Facebook has been satisfactory.	S2: ประสบการณ์ที่ท่านได้จากการซื้อเสื้อผ้าแฟชั่นออนไลน์ผ่านเฟสบุ๊กมีความน่าพึงพอใจ			
	S3: In general, I am satisfied with the service I have received from X for making purchases.	S3: In general, I am satisfied with the services I have received from Facebook for making purchases of fashion clothing.	S3: โดยทั่วไปท่านมีความพึงพอใจในการบริการที่ได้รับจากการซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก			
(Pham & Ahammad, 2017)	S4: I am satisfied with overall experience of online shopping at this X.	S4: I am satisfied with overall experience of online shopping at this Facebook.	S4: ท่านมีความพึงพอใจโดยรวมเกี่ยวกับประสบการณ์การเลือกซื้อเสื้อผ้าแฟชั่นออนไลน์ผ่านเฟสบุ๊ก			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Online Review Intention (OR) (Thakur, 2018)	OR1: I am likely to recommend the products I bought when the retailer asks for the review on its X.	OR1: I am likely to recommend the fashion clothing products I bought through Facebook.	OR1: ท่านจะแนะนำสินค้าเสื้อผ้าแฟชั่นที่ซื้อผ่านเฟสบุ๊กให้กับคนอื่น			
	OR2: I am likely to write a review on the site/ mobile application after using the products purchased from the X.	OR2: I am likely to write a review of purchasing fashion clothing products via Facebook.	OR2: ท่านจะเขียนรีวิวการซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊ก			
	OR3: It is likely that I will give online feedback based on my purchased from the X in future.	OR3: I will likely give online feedback about buying fashion clothing via Facebook through social networking.	OR3: ท่านจะให้ข้อมูลตอบกลับหลังจากการซื้อเสื้อผ้าแฟชั่นผ่านเฟสบุ๊กบนเครือข่ายทางสังคมออนไลน์			
(Dixit et al., 2017)	OR4: Writing online review will be a normal part of everyday life.	OR4: Writing online review will be a normal part of everyday life.	OR4: การเขียนรีวิวออนไลน์จะเป็นส่วนหนึ่งในกิจกรรมประจำวันของท่าน			

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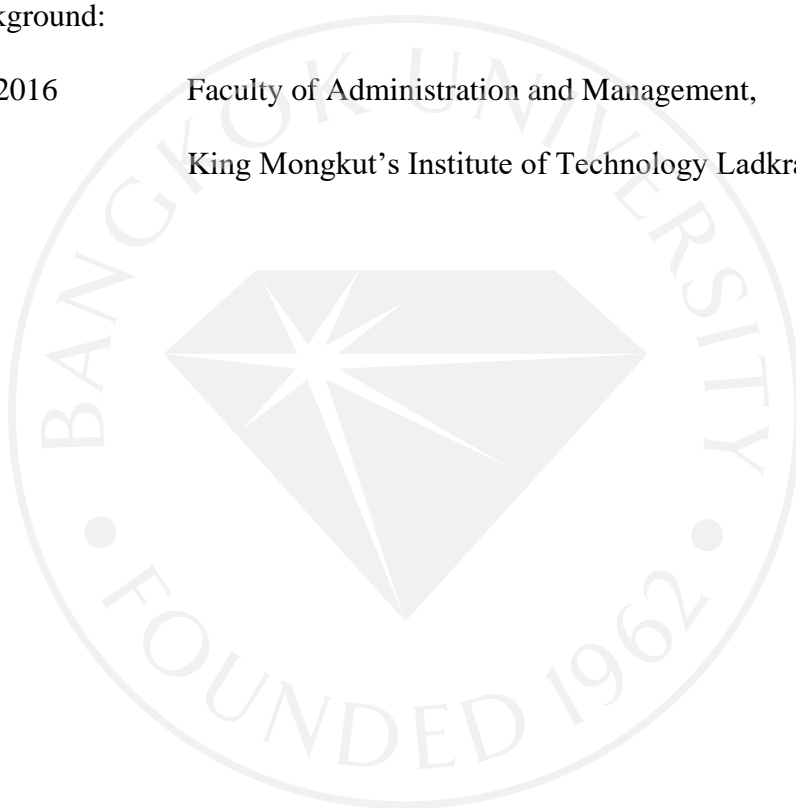
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