THE FACTORS THAT AFFECT CUSTOMERS' PURCHASE INTENTION

WHILST USING WECHAT AS A MARKETING TOOL

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Jing Li

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Author: Miss Li Jing

Independent Study Committee:

Advisor

....
(Dr. Paul TJ James)

Field Specialist

....
(Dr. Lokweetpun Suprawan)

....
(Asst. Prof. Dr. Aunya Singsangob)
Vice President for Academic Affairs
Acting Dean of the Graduate School
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<u>The Factors that Affect Customers Purchase Intention whilst Using WeChat as A</u>

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ABSTRACT

The independent study is mainly to find out the factors (perceived enjoyment, perceived usefulness, perceived ease of use, trust, brand image and attitude) that affect customers' purchase intention whilst using WeChat as a marketing tool, it took university student as the target population and was to apply random sampling to select 4 universities which has English program in Bangkok area. The data analysis was based on 385 valid questionnaires and was processed by SPSS.

The study result showed two aspects: Firstly, the majority of customers who are like to purchase within WeChat is married female with master degree aged between 26 to 29 years, and their income is between 20,001 to 35,000 baht. They purchase within WeChat2-3 times per month. Secondly, perceived enjoyment, trust, perceived ease of use, attitude, perceived usefulness, brand image have high positive correlation relationship with purchase intention, also have positive impact on purchase intention. So this study gave some managerial implications finally.

Keywords: WeChat, purchase intention, perceived enjoyment, trust, perceived ease of use, perceived usefulness, brand image, attitude

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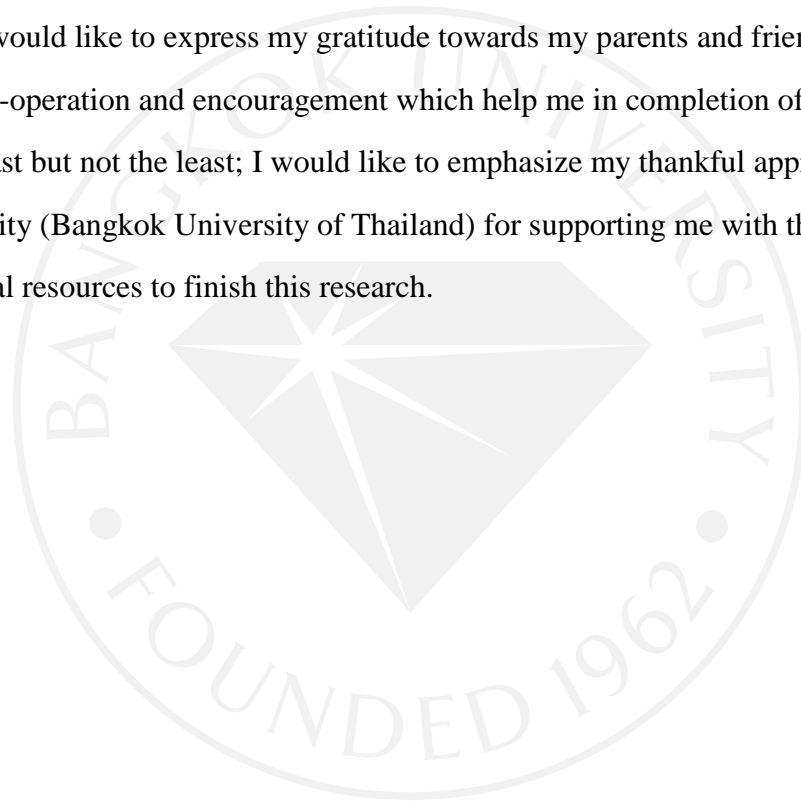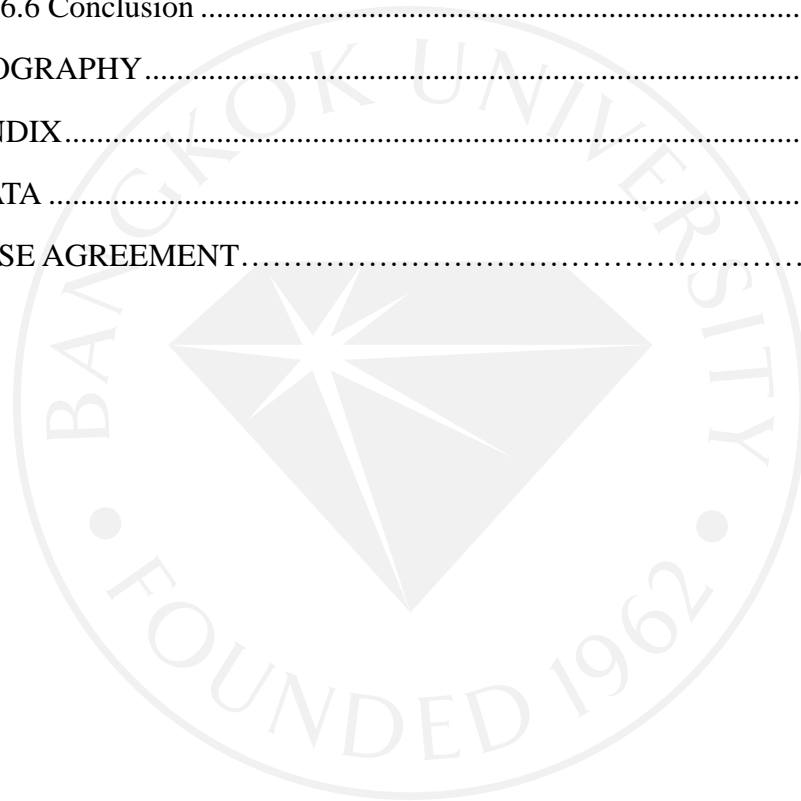
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CHAPTER 1
INTRODUCTION

1.1 Introduction

The main purpose of this chapter is to give an overview of this study and an outline about this study. The scope, limitation and reason, objective, scope, benefit, assumption and limitation about this study are presented.

1.2 Background

Xiong (2014) pointed out that with mobile Internet applications; the wide utilization of mobile device in people's daily lives and APP technology as an extension function of mobile devices has attracted more and more attention from the users, also resulting in an increasing number of companies began porting products to various marketing mobile operating system platform. In addition, well-known brands of more than 20% take advertising budget plan into consideration (Xiong, 2014) as a key indicator of mobile marketing for the first time in 2012. So this is a trend, it is necessary for enterprises to implement marketing activities through the APP (Xiong, 2014).

The birth of WeChat, starting in Guangzhou Tencent study in October 2010 that the application of the original version of a project, Project Center, "Wenxin", by Zhang Xiaolong invention and named Ma, Tencent CEO Mittal. Tencent WeChat communications services in China to develop mobile text and voice messages, and in January 2011 was first released, it has been developing rapidly in China. Since May 2015, in China WeChat have 549 million users and Chinese adults spend on WeChat more than 40 minutes a day.

In addition, for Chinese consumers WeChat (known as weixin in Chinese name) is the most popular marketing tool (Tanner, 2013) to reach. WeChat is a native of Chinese style answer to WhatsApp, and no other Chinese clone mobile applications, it

has its own originality (Chao &Mozur, 2012). If successful, WeChat can direct you to target China's market through the ways of effective communication, and can also affect the potential target market (Tanner, 2013).

Today, advanced technology has changed people's lives, make people's lives more convenient, it is an opportunity to establish new business models and marketing tools. Thus, for every business it is very important to maintain a leading position in the market, it takes a lot of effective strategies to stand firmly in the competitive business world. For long-term success of the organization, it is very important to find out the way how to deal with their end customers. Therefore, every company should strive to build a strong marketing technical and strength customers' willingness to buy, also learn how to utilize marketing tools to precise marketing. This study sought to identify the impact of the customer's willingness to buy, and use WeChat as a marketing tool.

There are four figures to present more information about WeChat and the importance of WeChat.

Figure one shows the functions of WeChat. It can be seen that e-commerce & payment has an e-commerce button as WeChat features, companies can directly display some merchandise and merchants sell through their service accounts. Consumption on WeChat, consumption on other Apps, scan QR code to pay for purchase on PC website, scan QR code to pay for purchases at offline stores.
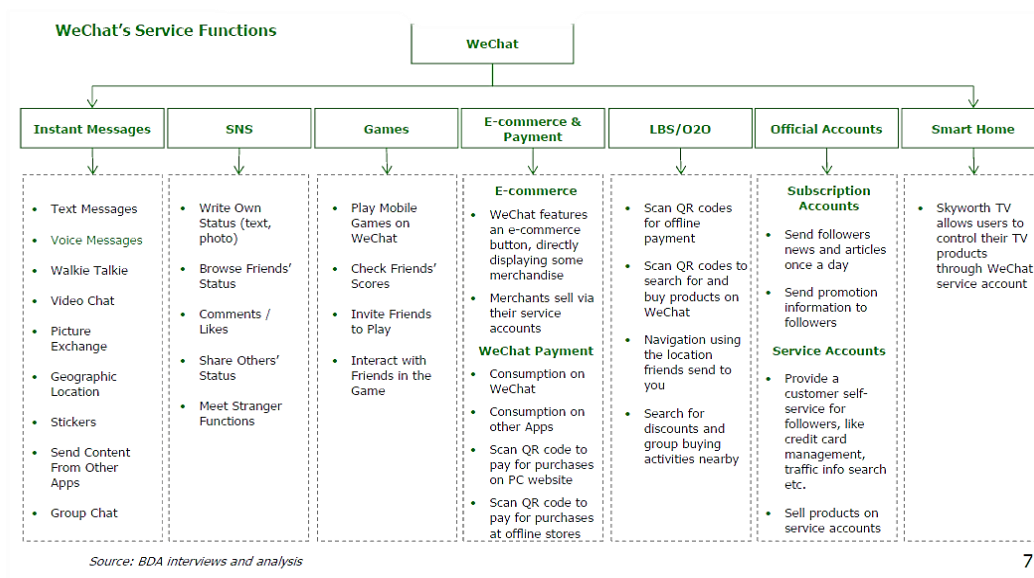
Figure 1.21: The service functions of WeChat.

Figure two shows that there is a significantly shift about the brands present from 2012 to 2014 and WeChat rise to 51% more brands present percentage than other platforms during this two years, so it was a rapid growth.
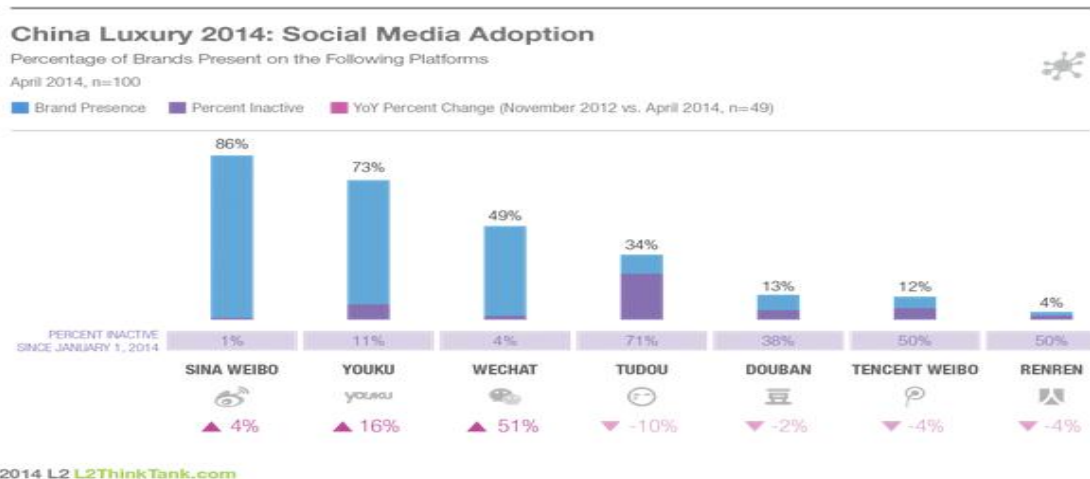
Figure 1.22: The social media adoption of China 2014.

Figure three shows that WeChat has ranked the first in the messaging apps on smartphones in China, which reached to 93% and then, followed by SinaWeibo and Skype. Compare to other countries, WeChat is the most popular app in Chinese market.
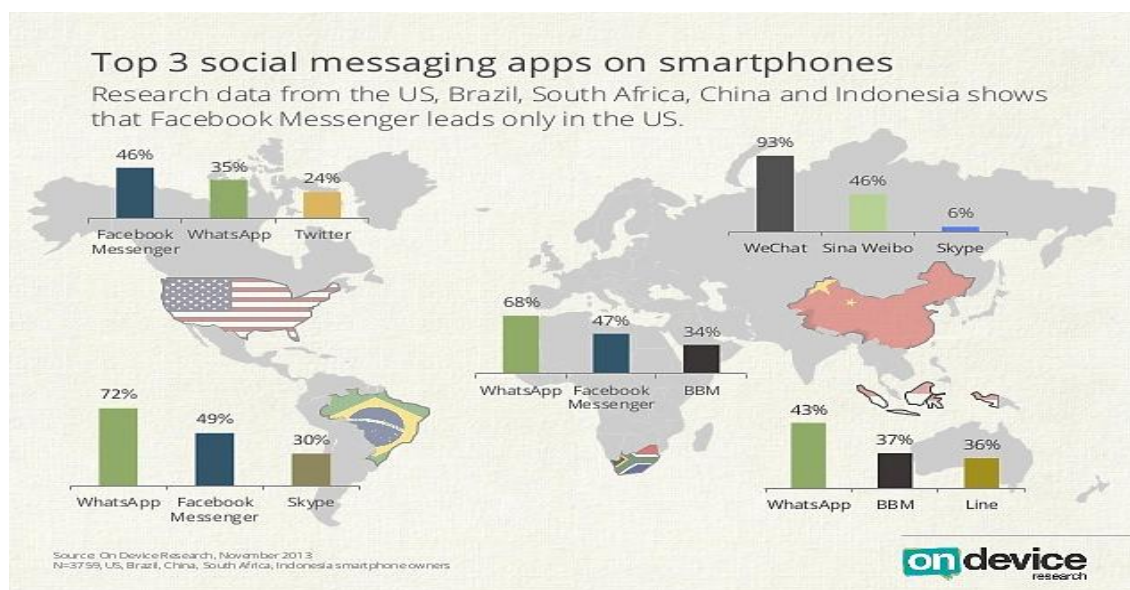
Figure 1.23: The social messaging apps on smartphones all over the world.

Figured four shows that the age distribution of WeChat users in China as of January 2015, and the WeChat users aged between 18 and 25 years old occupied 45.4%, 40.8% WeChat users are between 26 and 25 years old.

Distribution of WeChat users in China as of January 2015, by age
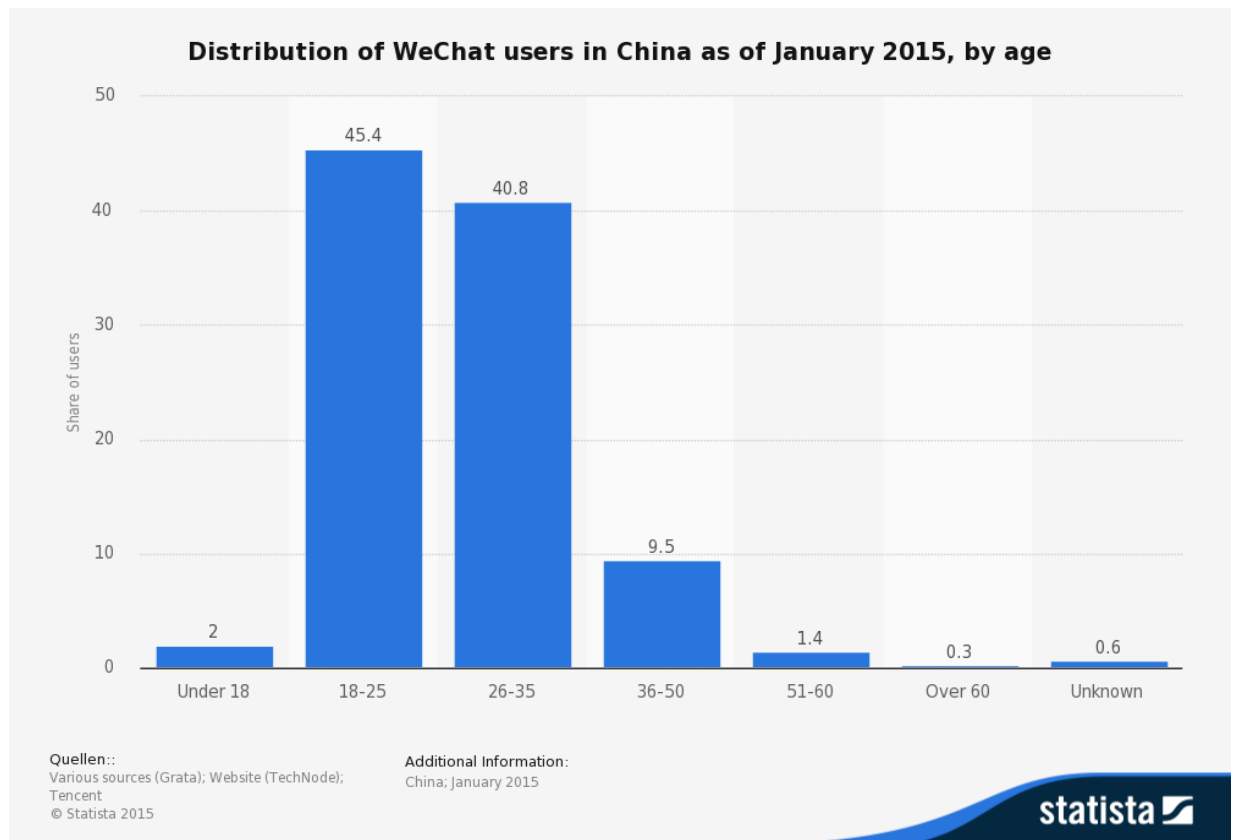
Figure 1.24: Distribution of WeChat users in China by age in January2015.

To summarize, as showed from figure 1 to figure 4, WeChat has strong functions and has large amount of users aged from 18 to 35. It remains high popularity. In the developing years it has attracted more brands present and also has high penetration in Chinese market. As a marketer cannot ignore the importance of WeChat, what's more, WeChat can be a good channel to connect with target customers successfully and also a good channel to get huge profit.

1.3 Problem Statement

"New York Times" wrote, WeChat users are growing faster than Facebook or Twitter (Huang, 2014). This also makes the application is in the dominant position in the Chinese market at present, whether public WeChat users or developers, they hold

the same opinion that WeChat is a powerful instant messaging tools and platforms, also gradually integrated into people's daily lives (Huang, 2014).

First, the key to marketing is to strengthen the marketing popularity; the future of marketing is precise marketing, the switch of customers can be created through every step of the flow channel (Tang, 2014). WeChat as a marketing tool is an enterprise marketing model of innovation in the mobile Internet economy, but also with the rise of mobile Internet (Tang, 2014). Closer relationship fueled WeChat high-quality exposure and trading, and strongly interactive to help to precise marketing, which also achieving a true "marketing" and "sales" (Tang, 2014), this is unique advantage.

Then, a keen awareness of the extensive business and business prospects and unlimited potential, while the use of WeChat as a marketing tool, thousands of brands, from airlines to hotels and fast-food or handbag under construction in the WeChat (Tang, 2014) using the application. Brand created the game, reservations, flight schedules, and buy now can be directly used by the WeChat applications (Tang, 2014) application. This type of additional services and features in the WeChat marketing campaign is to promote the brand to drive sales and tight more customers (Tang, 2014). Then the brand can build their own mobile Internet services and Wechat, is expected to achieve better marketing results (Tang, 2014). This marketing communication has been accepted by many people, however, only a few companies can successfully use the WeChat as a marketing communications tool; most companies are still unable to find their own WeChat marketing communication strategy (MA, 2014), an appropriate marketing communication strategy.

In addition, due to the development and application of WeChat activity, it will cause some social problems, especially the four outstanding issues: First, create a new form of WeChat crime; second, involving false information and the violence is very easy to communicate by information, and the third is information overload flooding;

fourthly, the user experience of WeChat may be reduced (Huang, 2014) in viral marketing.

To sum up, since the spread of new object, there may be some problems. Therefore, how to take advantage of the full advantage of this marketing tool, to bring maximum benefits for companies, to avoid the negative impact of the company is to be solved a very important task. In addition, it is necessary to study the impact of customers' willingness to buy, and factors of using WeChat as a marketing tool. Therefore, companies can establish their own WeChat marketing strategy.

1.4 Intention and Reason for Study

The intention and reason of this study was to address how the factors (perceived enjoyment, perceived usefulness, perceived ease of use, trust, brand image, attitude) that affect purchase intention whilst using WeChat as a marketing tool. So knowing the possible factors, companies can kindly know how to upgrade customer purchase intention to attract more customers to purchase with WeChat.

1.5 Objective of Research

This study about "the factors that affect purchase intention whilst using WeChat as a marketing tool" will be accomplished by the following objectives: It is to find out the factors through reviewing related academic articles, then it utilized questionnaire to collect data, then present the date, and then test the relationships between variables(perceived enjoyment, perceived usefulness, perceived ease of use, trust, brand image, attitude and purchase intention), next discuss the outcome to answer the research questions. Finally it gives conclusion and recommendation and implication.

1.6 Assumptions

The data obtained and data analyzed are only appropriate and valid only for the research design for this study.

1.7 Scope of research

The scope was to choose universities which has English program in Bangkok area.

1.8 Benefit of research

This study will bring two benefits for companies from the following aspects: Firstly, to assist the companies in knowing the possible factors that affect customer purchase intention whilst using WeChat as a marketing tool in china. So the companies can set up better marketing plans or marketing strategies. Next, to assist the companies in knowing the target customers of who like purchasing within WeChat, so the companies can meet customers' demands preferably.

1.9 Limitation of the research

Firstly, this study intends to explore the factors that affect customers purchase intention whilst using WeChat as a marketing tool in general. Secondly, the sample is taken from Bangkok area. Thirdly, this study used quantitative research and the research instrument was only questionnaire.

1.10 Conclusion

To summarized, the intention and reason of this study was to address how the factors (perceived enjoyment, perceived usefulness, perceived ease of use, trust, brand image, attitude) that affect purchase intention whilst using WeChat as a marketing tool. So knowing the possible factors, companies can kindly know how to upgrade customer purchase intention to attract more customers to purchase with WeChat.

Secondly, It is to find out the factors through reviewing related academic articles, then it utilized questionnaire to collect data, present the date, and test the relationships between variables((perceived enjoyment, perceived usefulness, perceived ease of use, trust, brand image, attitude and purchase intention), then discuss the outcome answer the research questions. Finally it gives summary and recommendation and implication. The scope was to take university student as the target population and was to apply random sampling to select 4 universities which has English program in Bangkok area. The sample size was 385. Meanwhile, it focused on five independent variables which represent perceived enjoyment, perceived usefulness, perceived ease of use, trust, brand image, and taking attitude as intervening variable and purchase intention as dependent variable. The benefits are to assist the companies in knowing the possible factors that affect customer purchase intention whilst using WeChat as a marketing tool. So the companies can set up better marketing plans or marketing strategies. Next, to assist the companies in knowing the target customers of who like purchasing within WeChat, so the companies can meet customers' demands preferably. There are three limitations: Firstly, this study intends to explore the factors that affect customers purchase intention whilst using WeChat as a marketing tool in general. Secondly, the sample is taken from Bangkok area. Thirdly, this study used quantitative research and the research instrument was only questionnaire.

So this chapter demonstrated an overview look of the study and in next chapter is literature review.

CHAPTER 2

LITERATURE REVEIEW

2.1 Introduction

Chapter 2 is literature review and mainly introduces the concepts of theories that give academic viewpoints to support study topic "the factors that affect customers' purchase intention whilst using WeChat as a marketing tool". There included purchase intention, studies on purchase intention, factors and marketing tool. A study framework is presented. So the main purpose of chapter two is to give an insight and guide of this study.

2.2 Related literature and Previous Study

2.2.1 Purchase Intention

First, the purchase intention refers to a mental state or a series of actions to perform an action on behalf of that will occur in the future (Batman, 1987). Purchase intention can be regarded as the purchase probability, this means that the proportion of the individuals how many will actually buy the product (Whitlark,Geurts and Swenson, 1993).

As a result, a growing number of researchers intent to define the purchase intention, which to meet the needs of the majority of the provisions of a possible method of purchase intention. Consumers' willingness to buy is whether a probability of making order to achieve the final purchase behavior to meet the needs and desires (Feng, Mu & Fu, 2006). Kotler (1997) states that individuals, groups and organizations about consumers' willingness to buy, to buy and sell goods, services, is an experience of using their ways to meet the needs and desires. Consumers' willingness to buy has also been defined as the number of consumers purchasing philosophy, which is the process of meeting their needs and aspirations (Hellier et al.,

2003). By defining Azevedo et al under the (2008) describes the consumer's purchase intention can be regarded as personal and group selection, buying, utilize and trading of offerings to satisfy their needs and desires in the process. Similar definitions of consumer willingness to buy, put forward by Kotler and Keller (2009), they described the behavior of consumer willingness to buy is exhibited by consumers when they pay money through, in order to enable them to meet their decision need to purchase a product or service, desirably.

As we know, consumer purchase intention has been impact by many factors, such as individuals or families make purchase decision to buy goods and services for personal consumption, because they are final consumers (Mattar, 2001). Then, consumer willingness to buy on the basis of purchasing behavior can also predict consumer behavior (Feng, Mu & Fu, 2006). Swati (2010) pointed out that there is a consumer's buying process of five stages: First, it is a phase, that the customers will recognize the needs to identify the product or service, second is to search for the product or service, customer information hope, the third possibility is a kind of alternative option which means customers will make comparisons among products or services, then the choice or decision will be made, and final purchase is that customers will complete the final action. Western and Chinese scholars generally believe that the purchase intention belonging to the fourth stage, because consumers have gone through the first three phases (Feng, Mu & Fu, 2006) after showing preferences.

To summarize, in this study purchase intention can be regarded as a process that consumers have the probability to purchase products or services in the future in order to meet their desires and needs; this process happens before actual purchase behaviors. In this study purchase intention is as dependent variable.

2.2.2 Studies on purchase intention

Many studies have attempted to investigate factors influencing the online purchasing intention over the past ten years (Fatemeh et al, 2013). The following researches present the related studies on purchase intention in recent five years and they are:

Yulihasri et al (2011) who wrote "Factors that Influence Customers' Buying Intention on Shopping Online". And Liu (2013) who analysis "Factors influencing Chinese Consumer Online Group-Buying Purchase Intention: An Empirical Study".Houda and Mohsen (2012) who researched "Online Purchasing Intention: Factors and Effects". Cheng and Yee (2014) who studied "Factors Influencing Consumers' Online Purchase Intention: A Study among University Students in Malaysia". Qiping Wang (2014) "A Research of Corporate WeChat Precision Marketing Influence on User Purchase Intention and Purchase Behavior."

The reason for the purchase intention previous studies have found factors surveys and academic contributions. More study tried to find out the factors which influence willingness to buy of e-commerce also their purpose of the study is to study the influence of the students through online shopping in buying factors, institutions of higher learning institutions in Malaysia (Yulihasri et al., 2011). Another study designed to investigate the factors that influence among university students in Malaysia (Zheng He Yee, 2014) willingness of consumers to buy online. The study Liu (2013) conducted contribute to technology acceptance model, in combination with other potential drivers, emphasizing how they affect purchase intentions Chinese consumers buy the network. This will require better test which push consumers to adopt or reject the procurement network, and the study sought to determine purchasing behavior to explain network (Houda and Mohsen, 2012). On the WeChat platform, researches affect the user's purchase intention and purchase behavior, by the king on the basis of precision marketing Wang (2014).

Factors affecting network purchase intention proposes a theory based on previous studies. The theory of reasoned action (TRA), the Technology Acceptance Model (TAM) concluded are the two main beliefs which is ease of use and practicality (Yulihasri et al., 2011). Research on this theory has been applied to this technology used unlike users, and became gradually a model survey for improving the predictive capability (Yulihasri et al., 2011). In this study this theory was used to spell out the willingness to buy in regard to on-line student (Yulihasri et al., 2011). In addition to the ease of use and usefulness, other factors for examples: compatibility, confidentiality, security, normative beliefs and self-efficacy is the use of this TAM. The results show that compatibility, usability, ease of use and security, as important predictor, and are considered to be online shopping attitude (Yulihasri et al., 2011).

Next, Fatemeh et al (2013) noted that trust and security are known to be based on two main factors affecting the relevant literature online purchase intention. Other previous studies have attempted to identify additional factors that affect online purchasing intention. Liu (2013) uses two actions to achieve purpose; first action is to collect raw data using focus group interviews, the results help combining technology acceptance model hypotheses, and the second action is that it applies to the experimental data The collection will build and exploratory element analysis, to verify reliability of the questionnaire and analysis, and then the model and multiple linear regression analysis (Liu, 2013) for testing. The results show that the model has been successfully adapted to research in this study (Liu, 2013) for testing. The results show that Liu, seven factors (perceived usefulness, perceived ease of use, price, E- trust, mouth, site quality and perceived risk word) on purchase intention of Chinese consumers buy a significant network impact. This study suggests that managers need to buy the site design and convenient platform for users. In addition, Liu also (2013) argues that companies need to buy the site to make a variety of rules or regulations to keep safe the interests of consumers. When conflict occurs, the electronic vendors can

use these rules to provide solutions. Thick and Mawson (2012) conducted a study to try to determine the factors that explain the online purchasing behavior. Their findings show perceived ease of use, perceived usefulness and past experience is to determine the Internet as a new business tool factors. This article adds to the existing literature models, integration experience, and gender and technology acceptance model influence online purchase intention traditional variables to empirical test. They gave to understand factors that influence online shopping also will allow companies to adjust their marketing strategies, and ultimately attract more potential customers, profits many companies get advice provided by e-commerce opportunities.

Cheng Yee (2014) by the use of quantitative research methods are aged Malaysian university students aged 20-29, who in the online shopping experience in the online questionnaire. Their study found that trust, perceived usefulness and subjective norm is a factor in predicting online purchase intention significantly. The findings also indicate that subjective factors regulate online Students in Malaysia to buy the most significant predictor of intention. Finally, their research will provide online marketing for online purchase intention deeper understandings also make them more effective online marketing strategies (Cheng Yee 2014). Wang (2014) uses structural equation modeling (SEM) to analyze empirical data collected through an online survey of 206 valid surveys. Her results show that based on WeChatplatform, accuracy of information and interactive one-to-one is brand attitude significant determining factor, and brand attitude purchase intention significant determinant of purchase intention is to further the purchasing behavior significantly determinants.

2.2.3 Factors

This study will focus on the impact of purchase intention of customers, whilst using WeChat as a marketing tool, including trust, attitude, and perceived ease of use, perceived usefulness, perceived enjoyment, and brand image. Considering perceived

ease of use, perceived usefulness, perceived enjoyment, trust, brand image as independent variables. Considering attitude as intervening variable.

Attitude

It is about to positive or negative evaluations of an individual on his or her behavior (Ajzen & Fishbein, 1980; Davis, 1989), it is also thought to be the psychological process of assessment of a specific object (Chervany and McKnight, 2001). Attitude including emotional involvement of joy, happiness, disgust, dislike or like (Triandis, 1979). Attitude can be developed through experiences and the experiences may be changed by a specific behavior, because new experiences, to give (Fatemeh et al., 2013). Consumer attitudes and preferences are based on specific products with related to personal aspiration (Yulihasri et al., 2011). Based on well-known theoretical definition, attitude is a key element in determining purchase intention, and then customers fulfill transaction by internet has a positive attitudes towards purchase intention in e-business (Houda and Mohsen, 2012).

Perceived Ease of Use

In the e-business environment, perceived ease of use means that an access to the information, the site is functional, easy to order and good navigation (Chervany and McKnight, 2001). Perceived ease of use also means how consumers believe online website that can help them without too much effort to get more valuable information on the extensions (Chui et al., 2005). If the site has accessible and user-friendly interface, consumers are always willing to visit (Chuiet al., 2005). If a customer believes that a website is difficult to use, or if the site shows the complex, he or she will have less willing to buy online (Chui et al., 2005). It seems that difficulty as an obstacle, for online shopping (Ranganathan and Ganapathy, 2002). So have a good quality of network design, can improve customer satisfaction and lead to higher willingness to buy online which seem very important (Cui et al., 2005). In addition, it

indicates that perceived ease of use and attitude firmly tied up with purchasing decisions which lead to buying behavior (Chui et al., 2005).

Perceived Usefulness

Perceived usefulness is a person, that believe the use of the Internet system will enhance the degree of his or her purchasing performance (Chervany and McKnight, 2001), the online store site is the degree of personal beliefs on this in his or her shopping experience is very useful (Chui et al., 2005). Perceived usefulness refers to the probability for consumers that there is a use of the Internet to buy to upgrade purchase frequency subjectively (Chervany and McKnight, 2001). Perceived usefulness also refers to individuals to obtain many benefits from the use of the Internet, such as in terms of time, money, search for other information (Chervany and McKnight, 2001). Chervany and McKnight (2001) pointed out that the perceived usefulness has a direct link with the intentions of users, that leading to they buy things through the network. Perceived usefulness but also in the purchase decision (Chervany and McKnight, 2001) in the process is related to customer attitude. More importantly, consumers are more willing to visit same retail sites; they think this behavior will strengthen performance of buying products or services on it (Chui et al., 2005). In addition, one study showed perceived ease of use and perceived usefulness have shown weighty effect willingness of consumers to buy online, and perceived usefulness to consumers shopping intention showed stronger effect than the ease of use (Chervany and McKnight, 2001).

Perceived Enjoyment

Enjoy perception can be defined as a satisfactory level in a particular website of online purchasing process, consumers feel in its ability to bring them happiness, then the customer is willing to buy on a particular site, if there can bring more enjoyable online shopping process (Chervany and McKnight, 2001). More importantly, Chervany and McKnight (2001) also showed that the results of the shopping process

by positive emotional experience arising from that can help electronics sellers retain more customers. In addition, perceived enjoyment factor is an element that effect customer attitudes towards online shopping (Chervany and McKnight, 2001).

Trust

First of all, trust is based on their ability refers to, kind and honest (Chervany and McKnight, 2001) of online retailers behaviors on consumer awareness. In the e-commerce environment, security, reliability and confidentiality are checked as online trust (Chervany and McKnight, 2001), of the main dimensions. More specifically, when consumer privacy information is protected, their willingness to buy online will increase (Chervany and McKnight, 2001). It seems, trust is to maintain safe, accurate and reduce uncertainty and risk (Liu, 2013), is very important. More importantly, the majority of consumers believe that large companies are more reliable, (Chai, Ndubisi, &Uchenna, 2011), affecting their sense of trust and purchase intention in e-commerce environment. Consumers can be influenced by their trust ideas, the implementation of the three special operations: consumers are willing to follow the recommendations of the seller, and the seller share information and news, and buy from the sellers in terms of products (McKnight et al., 2002). Perception of trust plays an important role in online shopping, because interaction between retailers and consumers is minimal (Chai, Ndubisi, &Uchenna,2011) and a lack of trust in the willingness to produce online procurement activities (Fatemeh et al., 2013) have a negative impact. Trust is the most common factor as they affect people's online shopping attitudes (McKnight et al., 2002).

Brand Image

Aker (1991) pointed out that the brand image in various ways to create value, to help consumers deal with the information to distinguish between brands, buy, give positive emotions and provide extended basis. Brand image was spread out through brand communication, such as packaging, advertising, promotion, customer service

and brand experience (Xu, 2005) and other areas to strengthen. In the business world, brand communication is an important factor to ensure the success of the brand, because it reflects a company to transfer its brand information, characteristics to consumers (Uzunolu, E. and Kip, S.M., 2014). Kim et al (2014) also investigated the brand communication, noting that when conducting the brand communication, companies need to streamline their information and describe as easy as possible, because they will lead to an increase in the target consumer recognition. In brand image construction, companies may explore more social networking paths, and this is recognized by consumers as a new method for communicating (Kim et al., 2014). More importantly, the brand image for affecting customer's shopping experience and also affecting purchase behavior (Uzunolu, E. and Kip, S.M., 2014) is taken a key variable. Simnoni and Ruth (1998) also found that brand image will affect the customer's final decision on whether to buy a product or service, will lead to more purchase intention (Feng, Mu & Fu, 2006).

2.2.4 Marketing tool

Ashlyn Etree (2015) pointed out that companies can exchange information, stimulate customer interest, and by using a variety of marketing tools to stimulate customer behavior. An integrated marketing approach to attract more customers and establish business (Ashlyn Etree, 2015) used a number of marketing tools (such as advertising, promotions, social media). Thus, marketing tool in this study may be a form of advertising, promotion and social media.

Advertising

Advertising is the most effective way to promote brands; it can help enterprises to hold wider audiences in the shortest possible time (Crowe et al., 2007). In newspapers, television, radio, billboards, in order to help the final consumer to believe that your brand and encourage them to buy-back and stays true to the brand (Crowe et al.,

2007). Advertising not only increases the consumption of certain products or services, but also to create brand awareness among customers (Crowe et al., 2007). Advertising also help promote business and branding of product or service (Crowe et al., 2007). Therefore, marketers need to ensure that the end users at the right time can get the right information (Crowe et al., 2007).

Promotion

Promotional refers customers to improve product or brand awareness (Hillier et al., 2003). Promotion means to enhance customer awareness of products and brands, which will boost sales, build brand loyalty (Jerome E, 1964). Dave (2010) thought that the basic purpose of the promotion is to provide information to end consumers and increase market demand and differentiate products. Company can create a wide range of promotional programs to increase sales, market positioning or customer positioning, to create its image (Rajagopal, 2007). Now, fast-paced development of social media presents new tools for promoting are available, so you can effectively reach the vast majority of people to achieve the efficiency and less-cost promotion (Hillier et al., 2003).

Social Media

Social media tools enable people to fabricate, share and exchange information, viewpoints and pictures or videos by virtual communities and networks (Michael, 2010). In addition, the social media rely on mobile Internet and networking technologies to fabricate highly interactive platform, then the individual and community sharing, work together to establish, and modify the content of the discussion or comment (Hermkens, 2011). Social media change the way of communication among enterprises, businesses, communities and individuals (Hermkens, 2011). Social Media Marketing as a marketing tool, which includes blog, tweets, publish, share, network, needle, bookmarks, media sharing and reviews social media sites such as Twitter, Facebook's, Orkut's, LinkedIn, Pinterest, and Reddit and

YouTube social media marketing tool (Ashlyn Etree, 2015). The objective is to develop (Ashlyn Etree, 2015), a more interactive online relationship with customers. In China social media, WeChat as a marketing tool has played a dominant position and influenced consumers (Flemming, 2015). WeChat seems to be an effective marketing tool to reach customers (Tanner, 2013) as a method of communication. Applying WeChat as a marketing tool, companies can provide digital services to make shopping more interactive for consumers (Sarah Jones, 2015).

More importantly, WeChat is a marketing tool to help enterprises to develop interactive marketing activities, and interact with their end costumers, meanwhile the brand communication is essential especially in terms of sharing information and WeChat can effectively achieve this process, so companies cannot ignore this social media Network (Oliver, 2015).

2.3 Related Theory

Theory of Planned Behavior (TPB)and Theory Acceptance Model (TAM)are the elementary theories involved in investigating factors that affect online purchase intention (Fatemeh et al., 2013).Through mass empirical studies, it shows that planned behavior theory has high accuracy on predicting human behavior and intention (Feng, Mu & Fu, 2006). What is more, at present the scholars pay more attentions to customer perceived value and they think that consumers purchase intention is determined by consumer perceived value- this psychology process (Qiu, 2009). Previous studies the TAM Model have been widely applied in the online shopping context (Liu, 2013). Other studies have shown that the technology acceptance model is regarded as the most influential and theoretical understanding of e-commerce for a wide range of applications (Tong, 2010).

Thus planned theory, perceived value and technology acceptance model will be briefly introduced in this study.

To begin with, Ajzen (1991) presented planned behavior theory (abbreviated TPB) and this theory has been used to various fields, it also can analysis or predict consumer behavior. Until now, in academic databases planned behavior theory has over 1200 research bibliographies.

Figure five shows the five elements of theory of planned behavior; they are attitude, subjective norm, perceived behavioral control, intention also behavior. The relationship among attitude, subjective norm, perceived behavior control and behavioral intention is that attitude toward behavior, subjective norm and perceived behavioral control result in compositions of behavioral intention (Noar, S. M., & Zimmerman, R. S., 2005).
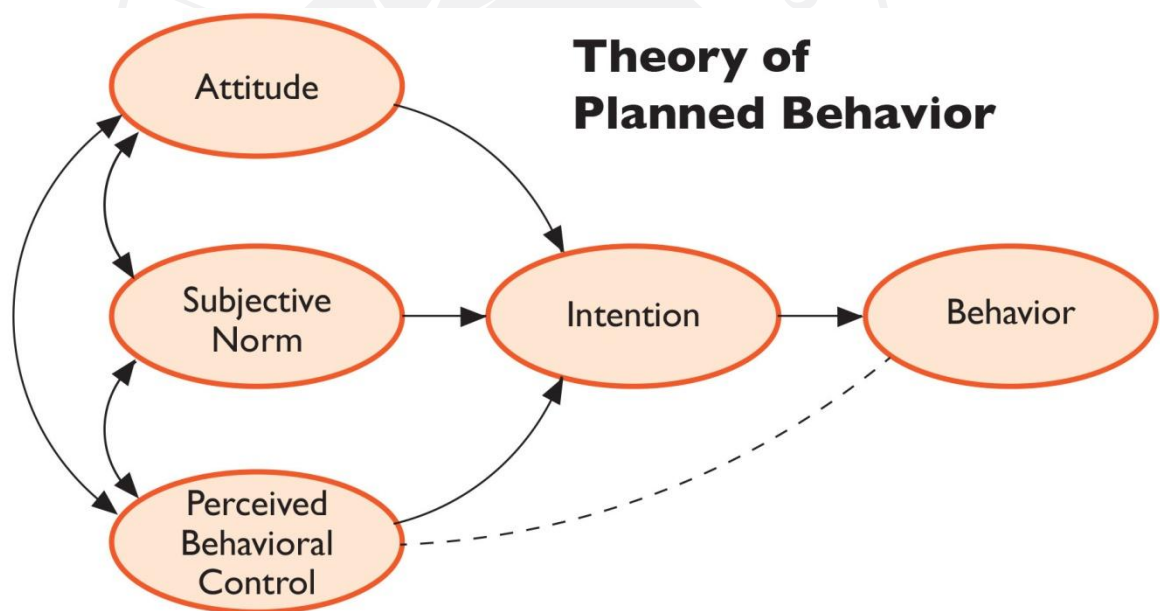
Figure 2.3: Planned Behavior Theory

Next, perceived value refers to an overall assessment of customer about product utility according to the feelings of things are received and given (Zeithaml, 1988). Perceived value is customers feeling about what they will gain or loss during purchasing process comparing with the products or services themselves (Feng, Mu

&Fu, 2006). Burgess (2014) thought that the perceived value includes four elements and they are quality, price, service and image, mean while the first three elements involved few arguments and the fourth element is image which includes brand, reputation. Moreover, Chen and Dunbinsky (2003) created conceptual model of customer perceived value within e-commerce environment and they thought customer perceived value and customer willingness to buy was determined through perceived risk, product price, and product quality also customer experience value. Perceived value has positive interconnection with willingness to buy also consumers will choose products or services of high perceived value during decision-making process (Zeithaml, 1988). So companies should consider consumer perceived value as a determined factor when they design, create and provide service or products for customers-oriented (Qiu, 2009).

Fred Davis and Richard Bagozzideveloped Technology acceptance model and abbreviated TPB. The technology acceptance model used to explicate the user adoption of technology applied in unsimilar environment setting, moreover the model lists to notable factors that users' decision about how and when to use a new technology will be influenced(Davis, 1989). They are perceived usefulness and also perceived ease of use, former means that the extent of an individual believes his or her performance will be enhanced through using a particular system, and the later means that a person believes that there is no effort in using a particular system (Davis, 1989).

2.4 Study Framework

Introduction of study: background, objective, intention, limitation, benefit, scopes of study

↓

Related literature Review and Previous

↓

Research Methodology: set up hypothesis and research questions, list method used.

↓

Develop research instrument: questionnaire and Data Presentation was processed by SPSS

↓

Discussion of the study outcome, reply to research

↓

Conclusion and Recommendation and

2.2.1 Purchase Intention

2.2.2 Studies on purchase intention

2.2.3 Factors

2.2.4 Marketing tool

2.3 Related Theory

RQ 1

RQ 2

RQ 3

MQ

Figure 2.4: Study Framework

2.5 Conclusion

Chapter two has reviewed and summarized basic understanding of the involved concepts or theories. Firstly, in order to understand purchase intention, in chapter two it has look back the previous definitions of purchase intention and also gave its own definition. Secondly, this chapter referenced the previous studies to summarize some factors that may affect purchase intention to buy products or services online. Then it listed the factors are trust, perceived ease of use, perceived usefulness, perceived enjoyment, brand image are on the point of independent variables. Attitude is on the point of intervening variables. Purchase intention is dependent variable. Finally this chapter gave a study framework which to support further steps.

The following chapter is research methodology.
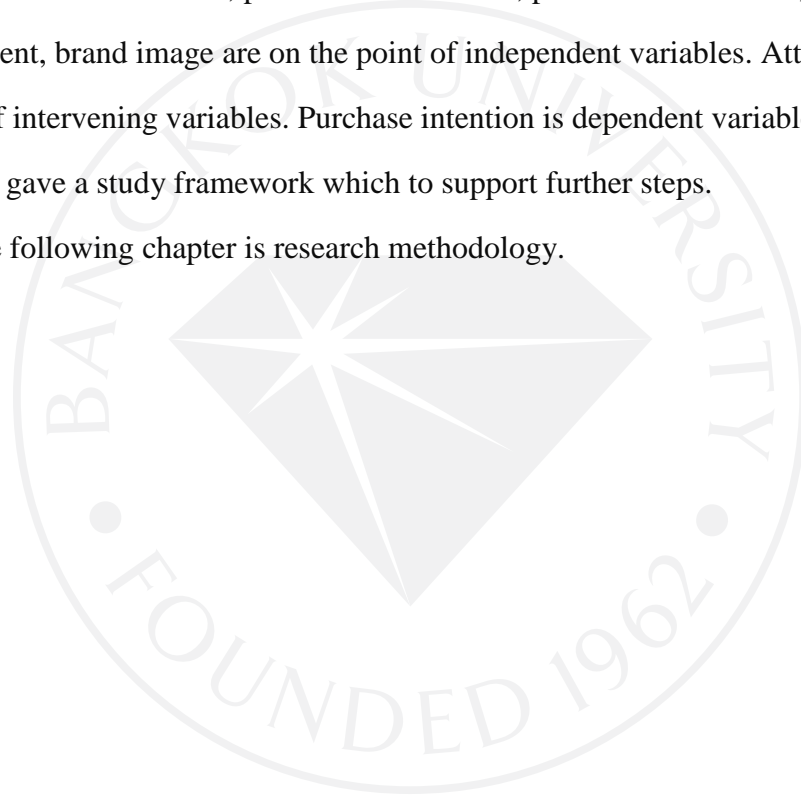
3.1 Introduction

This chapter was mainly explicating the methodology applied in this study, also introducing study model, presenting hypothesis, presenting one major research question and three sub-questions, statement of research method used, population and sample selection, research instrument and reporting process.

3.2 Study Model
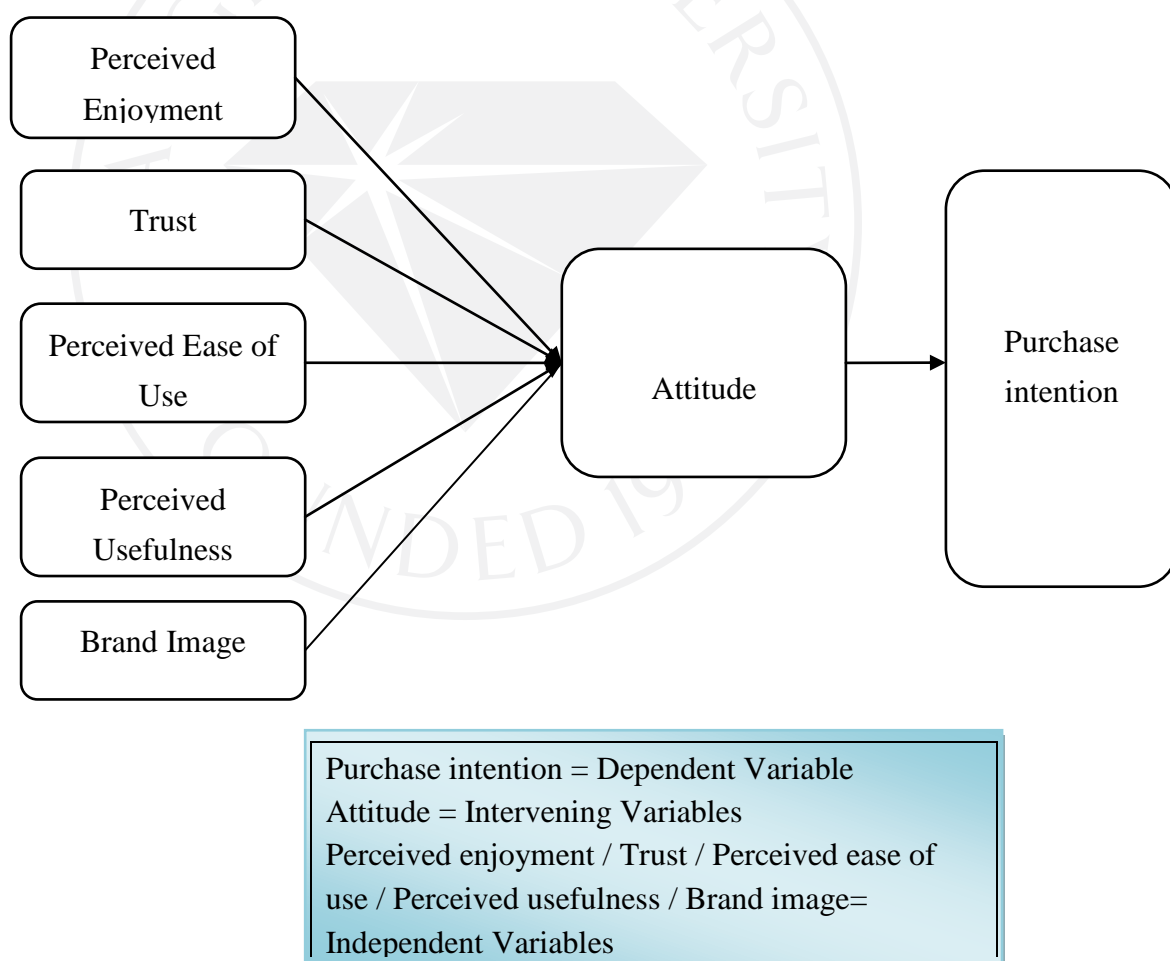
Figure 3.2: Study Model

There contains five variables of independent and they represents perceived enjoyment, perceived usefulness, perceived ease of use, trust and brand image. This study takes attitude as intervening variable and purchase intention as dependent variable.

3.3 Research Questions

To set up the research question is very important and the influence of research questions will help to get the correct data and get conclusion of question as well (Kotler, 1997). So the major research question is

MQ：What are the implications from the study that help company to improve customers' purchase intention through WeChat platform?

The sub-question is:

RQ1：What main factors influence customers purchase intention whilst using WeChat as a marketing tool?

RQ2：What is the customers' attitude level towards purchasing within WeChat??

RQ3：What are the major customers that purchase within WeChat?

3.4 Hypothesis

As the factors mentioned in Chapter 2 and combine the study contents, so this study presents hypothesizes as below:

H1o: There is no relationship between Perceived Enjoyment and Attitude.

H1a: There is a relationship between Perceived Enjoyment and Attitude.

H2o: There is no relationship between Trust and Attitude.

H2a: There is a relationship between Trust and Attitude.

H3o: There is no relationship between Perceived Ease of Use and Attitude.

H3a: There is a relationship between Perceived Ease of Use and Attitude.

H4o: There is no relationship between Perceived Usefulness and Attitude.

H4a: There is a relationship between Perceived Usefulness and Attitude.

H5o: There is no relationship between Brand image and Attitude.

H5a: There is a relationship between Brand image and Attitude.

H6o: There is no relationship between Attitude and Purchase Intention.

H6a: There is a relationship between Attitude and Purchase Intention.

3.5 Statement of Research method used

Quantitative research stresses on quantification in terms of collecting and analyzing the data. It is a deductive method to the links between theory and research (Bryman and Bell, 2007). Statistics root in quantitative research can be applied to build the existence of associative or causal connections between variables (Levesque, 2007). The study adopted quantitative research to collect quantitative data in order to know the factors affect consumers' purchase intentions whist using WeChat as a marketing tool (Denscombe, 2007).

The simple random sampling is used for sample selection. Kotler (1997) stated that probability sample is the process of probability sampling which is randomly chosen and simple random sampling is widely used.

Descriptive Analysis is about to the transformation of the raw data into aneasily comprehensible and interpreted form (Kotler, 1997). In the process of summarizing data, the most common form is to calculate the frequency distribution and the percentage distribution (Kotler, 1997).

For the hypothesis testing, Pearson Correlation is applied in this study. Pearson Correlation technique is a parametric skill which assists researchers in finding some relationships between variables (Levesque, 2007). The Pearson Correlation provided a standard for the links of two variables in the strength of association. The correlation coefficient (r-value) is within the area of +1.0 to -1.0, that means there may have a perfect positive linear confederation or negative linear confederation respectively

(Mitchell H, 2006). Between variables, the level of strength of association is presented in Table 3.51.

Table 3.51: R-value and measure the strength of confederation

Correlation(r)	Interpretation
0	No linear confederation
1	Perfect positive linear confederation
0.90 to 0.99	Very high positive confederation
0.70 to 0.89	High positive confederation
0.40 to 0.69	Medium positive confederation
0 to 0.39	Low positive confederation
-1	Perfect negative linear confederation
0 to -0.39	Low negative confederation
-0.40 to -0.69	Medium negative confederation
-0.70 to -0.89	High negative confederation
-0.90 to -0.99	Very high negative confederation

And the Multiple Regression is also test the impact of hypothesis. This study will apply multiple regression to test impact of the factors. Multiple linear regressions (MLR) are a multivariate statistical technique for examining the linear correlations between two or more independent variables (IVs) and a single dependent variable (DV).

According to Levesque (2007), regression analysis is the statistical method to test the value of one variable on account of other variables, and multiple regressions allow one single test conclude more than one independent variables and one dependent variable.

The reliability test for instrument is processed by using Cronbach's alpha coefficient (Revelle, 2009) which showed as table3.52, because it is widely recognized (Wang, 2014).

Table 3.52: Criteria of Reliability

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

3.6 Population and sample selection

According to the report released by Tencent Company, in terms of gender and age, 36% of WeChat users are female and 64% male. 86.2% of users are between the ages of 18 to 35. On lifestyle spend, 13.2% shopping spend is driven by WeChat.

Nowadays WeChat users are mainly young groups, especially the university students which occupied 64.5% of the users, and about 98.1% of the students had heard of WeChat(Wang, 2014;Mao,2015). So the target population of this study focuses on university students.

In Bangkok there are around 32 universities and about half of them which have English program. It is not necessary to choose all components of the population to conduct research (Kotler, 1997). So it random selected 4 universities which has English program in Bangkok area. Summarized in table:

Table 3.6: Summarized table for sample

Name of university	Sample size	percentage	Location
a	96	25%	Bangkok
b	96	25%	Bangkok
c	96	25%	Bangkok
d	97	25%	Bangkok
Total	385	100%	

The sample size is 385 which is determined by applying an equation at confidences level of 95% and precision levels = 0.05 (Leech et al, 2007).

The total sample size is:

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

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

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

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

N stands for sample size.

Z^2 stands for square of the confidence level in standard error units (1.96 for 95% confidence level).

P stands for sample ratio of success (favorable outcome).

3.7 Research Instrument

This study applied questionnaire as research instrument for collecting primary data because the questionnaire is flexibility and by far the most common instrument used (Kotler, 1997).

Then, for the sake of maintaining the validity of the questionnaire, the measurement items will be chosen from established questionnaires of previous studies (Liu, 2010). The questionnaire will be classified into two segments. Part one is Demographic Data and Part two is measuring variables.

For questionnaire part one, this study designs to use Category scale as a tool for measuring the demographic information about the respondents. Because the Category scale is a measurement tool linked with attitude, which composed of several divisions to afford the respondents many alternative ratings (Kotler, 1997).

For questionnaire part two design, this study applied Likert 5 points scale (Wang, 2014). From point 1 to point 5, which represents strongly disagree, slightly disagree, moderate, slightly agree, and strongly agree, because this scaling format allowed customers to express the degree of their opinions about the specific service or product without restriction of 'yes' and 'no' (Ali et al., 2010).

3.8 Reporting

Reporting is the course of action when the researcher finished the compilation of the completed data from the target teams, then conjoined all data, and analyzed the data through software SPSS. So data presentation will be shown in chapter 4 and the

outcome will be discussed in chapter 5 and the result from the questionnaire should lead to replying to the research questions of the study.

3.9 Conclusion

Methods used are descriptive analysis, simple random sampling for sample selection, Pearson Correlation and Multiple Regression for hypothesis testing, questionnaire for collecting the data, Cronbach's alpha coefficient for instrument reliability test. Likert 5 points scale and Category scale are used for questionnaire design. The reporting is processed by SPSS.

The next chapter is data presentation and will apply the methods mentioned in this chapter.
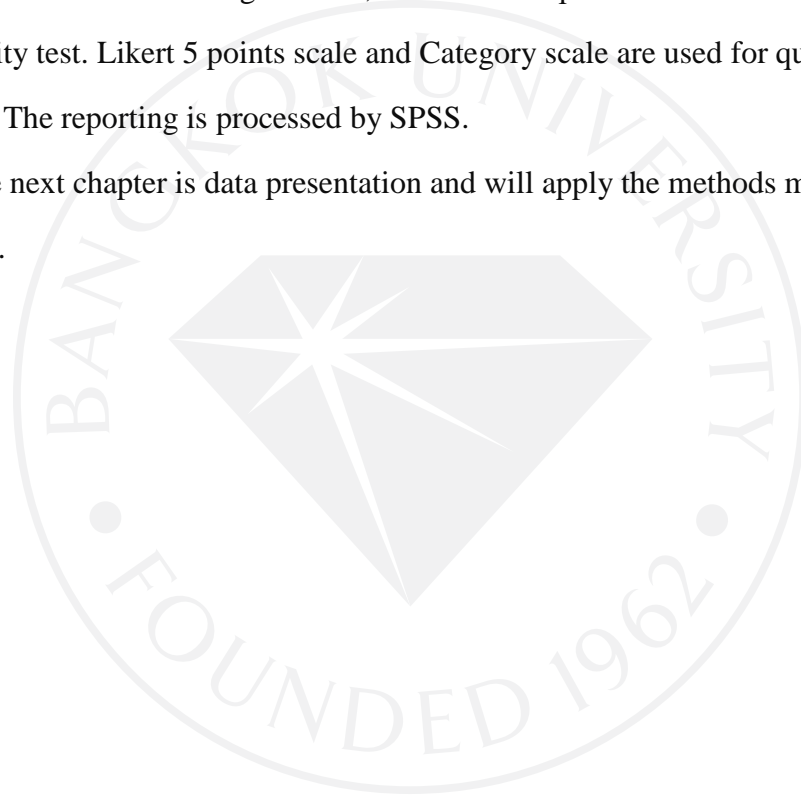
CHAPTER 4

DATA PRESENTATION

4.1 Introduction

From the previous study in chapter two, Hellier et al., (2003), Mattar, (2001), and Azevedo et al., (2008), Kotler and Keller, (2009), the researchers finally obtained valid questionnaire which equal to the calculated sample size numbers. In this study, for the sake of obtaining the exact sample size as calculated in chapter 3, the questionnaire was actually distributed 420 during 14 Sep to 25 Sep and completely obtained 385 valid questionnaires.

So the information acquired from 385 valid questionnaires survey which collected, and then the results of data collection and analysis were presented based on the research methodology discussed in chapter3. The data were showed in three parts; the first part was the data analysis of demographic characteristics by using frequency and percentage. Then second part was the data analysis of measuring variables by using mean and standard deviation. The last part was hypothesis test.

The data presented also explored to support research questions mentioned in chapter 3. Then liability of research instrument will be test.

4.2 Descriptive Analysis

4.2. 1 Data Presentation of Demographic Characteristics

The data obtained from questionnaire part one and was processed by SPSS. Table 4.21 is the summary of data presentation in demographic characteristics by using frequency and percentage.

Table 4.21: Summary of data presentation in demographic characteristics

Variables	Frequency (*f*)	Percentage (%)
1. Are you WeChat user? -Yes -No	 385 0	 100 0
2. Have you ever purchased within WeChat? -Yes -No	 385 0	 100 0
3.Gender -Femal -Male	 185 200	 48.1 51.9
4.Age level -18-25 -26-29 -30-35	 85 227 73	 22.1 59 19
5.Income -0-10,000 baht -10,001-20,000 baht -20,001-35,000 baht - More than 35,001 baht	 40 109 156 80	 10.4 28.3 40.5 20.8
6.Education level -Bachelor degree -Master degree -Doctor degree	 134 234 17	 34.8 60.8 4.4

Table 4.21: (Continued) Summary of data presentation in demographic characteristics

7. How much do you like purchasing within WeChat?		
- Strongly like	136	35.3
- like	226	58.7
- Neutral	23	6
- Unlike	0	0
- Strongly unlike	0	0
8. How often do you usually purchasing within WeChat?		
- 1 time per month	131	34
- 2-3 times per month	233	60.5
- more than 3 times per month	21	5.5
- Others	0	0
9.Marital statues		
- Married	212	55.1
- Single	173	44.9
Total	385	100

The result showed as follows:

It shows the question of "Are you WeChat user" of respondents. It can be seen that among 385 respondents, 385 respondents are WeChat user.

It shows the question of "Have you ever purchased within WeChat?" of respondents. It can be seen that among 385 respondents, 385 respondents have purchased within WeChat.

It shows the gender of respondents. It can be seen that among 385 respondents, 185 respondents are female and another 200 respondents are male. Therefore, female occupies 48.1% and male occupies 51.9% respectively.

It shows the age range of the respondents. The majority of respondents are aged between 26-29 years occupied 59 %(227). The others are 22.1 %(85) of 18-25 years old, and 19 %(73) of 30-35, respectively.

It shows the range of the respondents' income. Income of 0-10,000 baht is 10.4% (40), 10,001-20,000 baht is 28.3% (109), 20,001-35,000 baht is 40.5% (156). More than 35,001 baht is 20.8% (80).

It shows the majority of respondents' hold Mater degree occupies 60.8(234)%. The respondents hold Bachelor degree occupies 34.8(134)%. Then the Doctor degree is 4.4% (17).

It shows there are 136 (35.3%) respondents strongly like to purchase within WeChat. And 226 (58.7%) respondents like to purchase with Wechat, and 23 (6%) respondents are neutral feel about purchasing within WeChat.

It shows there are 131 (34%) respondents purchasing within Wechat1 time per month. 233 (60.5%) respondents purchasing within WeChat2-3 times per month, and 21 (5.5%) respondents purchasing within WeChat more than 3 times per month.

It shows the marital status of respondents. It can be seen that among the 385 respondents, 212(55.1%) respondents are married and another 173 (44.9%) respondents are single.

4.2.2 Data presentation of Measuring Variables

The data obtained from questionnaire part two and was processed by SPSS. Table 4.22 is the summary of data presentation in measuring variables by using mean and STD deviation.

Table 4.22: Summary of data presentation in measuring variables

	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Enjoyment					
10.The process of WeChat purchase are enjoyable	385	2	5	4.09	.701
11.I like the feeling when I purchase within WeChat	385	3	5	4.08	.710
12.The WeChat purchase can bring me different shopping experience	385	4	5	4.08	.712
Trust					
13.I believe the security and reliability of WeChat purchase	385	3	5	4.14	.694
14.the consumers' privacy information are protected and insured in Wechat	385	4	5	4.12	.703
15.I think WeChat purchase can stratify customer demands	385	3	5	4.13	.701
Perceived Ease of Use					
16.It is easy to download WeChat	385	2	5	4.15	.688
17.Learning how to use WeChat will not take me a lot of time	385	3	5	4.15	.699
18.It is convenient to purchase within WeChat	385	3	5	4.14	.694

(Continued)

Table 4.22: (Continued) Summary of data presentation in measuring variables

Brand Image					
19.I have a clear understand on this brand	385	2	5	4.30	.656
20.Symbol of the brand can enhance my recognition	385	3	5	4.31	.663
21.Famous brands give me confidence to purchase its products within WeChat	385	4	5	4.31	.658
22.The brand comes to my mind at first when I want to purchase within WeChat	385	3	5	4.12	.691
Perceived Usefulness					
23.I believe that usingWeChat will enhance his or hercommunications among people	385	3	5	4.12	.697
24.I believe that purchase within WeChat will upgrade the efficiency and save time	385	4	5	4.12	.701
25.I think the information is accessible easily	385	2	5	4.13	.688
Attitude					
26.I like using WeChat	385	4	5	4.10	.702
27.It is advisable to use WeChat	385	4	5	4.09	.709

(Continued)

Table 4.22: (Continued) Summary of data presentation in measuring variables

28.I appreciate the shopping process of WeChat	385	3	5	4.09	.709
Purchase Intention					
29.I will purchase within WeChat in the furture	385	4	5	4.13	.689
30.I purchase within WeChat now and I will continue to purchase within it	385	3	5	4.15	.684
31.I would encourage others to purchase within WeChat	385	2	5	4.12	.703

The result showed as follows:

In term of perceived enjoyment, it found that the maximum average mean is equivalent to4.09, which is the process of WeChat purchase are enjoyable. The minimum average mean is equivalent to 4.08, I like the feeling when I purchase within WeChat and The WeChat purchase can bring me different shopping experience. The maximum standard deviation is equivalent to 0.712, which is the WeChat purchase can bring me different shopping experience. The minimum standard deviation is equivalent to 0.701, which is the process of WeChat purchase are enjoyable.

In term of trust, it found that the maximum average mean is equivalent to 4.14, which is I believe the security and reliability of WeChat purchase. The minimum average mean is equivalent to 4.12, the consumers' privacy information are protected and insured in Wechat. The maximum standard deviation is equivalent to 0.701, which is I think WeChat purchase can stratify customer demands. The minimum

standard deviation is equivalent to 0.694, which isI believe the security and reliability of WeChat purchase.

In term of perceived ease of use, it found that the maximum average mean is equivalent to 4.15, which is It is easy to download WeChat and Learning how to use WeChat will not take me a lot of time. The minimum average mean is equivalent to 4.14, IIt is convenient to purchase within WeChat. The maximum standard deviation is equivalent to 0.699, which is learning how to use WeChat will not take me a lot of time. The minimum standard deviation is equivalent to 0.688, which is It is easy to download WeChat.

In term of brand image, it found that the maximum average mean is equivalent to 4.31, which is the Symbol of the brand can enhance my recognition and Famous brands give me confidence to purchase its products within WeChat. The minimum average mean is equivalent to 4.12, the brand comes to my mind at first when I want to purchase within WeChat. The maximum standard deviation is equivalent to 0.691, which is the brand comes to my mind at first when I want to purchase within WeChat. The minimum standard deviation is equivalent to 0.656, which is I have a clear understand on this brand.

In term of perceived usefulness, it found that the maximum average mean is equivalent to 4.13, which is I think the information is accessible easily. The minimum average mean is equivalent to 4.12, which are I believe that purchase within WeChat will upgrade the efficiency and save time and I believe that using WeChat will enhance his or her communications among people. The maximum standard deviation is equivalent to 0.701, which is I believe that purchase within WeChat will upgrade the efficiency and save time. The minimum standard deviation is equivalent to 0.688, which isI believe that purchase within WeChat will upgrade the efficiency and save time.

In term of attitude, it found that the maximum average mean is equivalent to 4.10, which is I like using WeChat. The minimum average mean is equivalent to 4.09, which are It is advisable to use WeChat and I appreciate the shopping process of WeChat. The maximum standard deviation is equivalent to 0.709, which are It is advisable to use WeChat and I appreciate the shopping process of WeChat. The minimum standard deviation is equivalent to 0.702, which is I like using WeChat.

In term of purchase intention, it found that the maximum average mean is equivalent to 4.15, which is I purchase within WeChat now and I will continue to purchase within it. The minimum average mean is equivalent to 4.12, I would encourage others to purchase within WeChat. The maximum standard deviation is equivalent to 0.703, which is I would encourage others to purchase within WeChat. The minimum standard deviation is equivalent to 0.684, which is I purchase within WeChat now and I will continue to purchase within it.

4.3 Reliability Test of Research Instrument

The method was discussed in chapter 3. Sekaran (2000) stated that the reliability of questions of every variable need to be examined through Cronbach's coefficient Alpha scale. If the outcome of test is greater than 0.6 or equal to 0.6 which indicates that all the questions are consistent and reliable.

Table 4.3: The result of reliability test

Variables	**Alpha (α-test)**
Perceived Enjoyment	.769
Trust	.759
Perceived Ease of Use	.757

(Continued)

Table 4.3: (Continued) The result of reliability test

Brand Image	.605
Perceived Usefulness	.658
Attitude	.765
Purchase Intention	.652

From Table 4.3, it showed that all variables are greater than 0.6, which means reliable.

4.4 Hypothesis Test

The hypothesis mentioned was in chapter 3 and Table 4.41, 4.42 are the summary of the result of hypothesis test by using Pearson correlation and Multiple Regression.

Table4.41: The summary of the result of hypothesis test (by Pearson correlation)

Correlations		
	Pearson Correlation	Sig. (2-tailed)
Perceived Enjoyment with Attitude	.875[**]	.000
Trust with Attitude	.771[**]	.007
Perceived Ease of Use with Attitude	.823[**]	.009
Perceived Usefulness with Attitude	.973[**]	.005
Brand image with Attitude	.769[**]	.000
Attitude with Purchase Intention	.809[**]	.000

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.42： The summary of the result of hypothesis test (by Multiple Regression)

Multiple Regression		
	F	Sig. (2-tailed)
Perceived Enjoyment with Attitude	9.087	.002
Trust with Attitude	8.465	.000
Perceived Ease of Use with Attitude	9.794	.000
Perceived Usefulness with Attitude	5.031	.003
Brand image with Attitude	10.484	.000
Attitude with Purchase Intention	11.712	.007

The result can be seen:

Hypothesis: H1o: There is no relationship between Perceived Enjoyment and
Attitude.

H1a: There is a relationship between Perceived Enjoyment and
Attitude.

As shown in the table, the come out from this hypothesis manifest that the significant (2-tailed test) is equal to 0.000 (by Pearson Correlation) and significant (2-tailed test) is equal to 0.002 (by Multiple regression) which lower than 0.01 (0.000<0.01, 0.002<0.01). It means that null hypothesis was rejected at the 0.01 significant levels. So the alternate hypothesis (H1a) is accepted. The Pearson Correlation is 0.875, it manifests that there is high positive correlation relationship between Perceived Enjoyment and Attitude, thus it indicated that perceived enjoyment has a positive impact on attitude.

Hypothesis: H2o: There is no relationship between Trust and Attitude.

H2a: There is a relationship between Trust and Attitude.

As shown in the table, the come out from this hypothesis manifest that the significant (2-tailed test) is equal 0.007 (by Pearson Correlation) and significant (2-tailed test) is equal to 0.000 (by Multiple regression) which lower than 0.01 (0.007<0.01, 0.000<0.01). It means that null hypothesis was rejected at the 0.01 significant levels. So the alternate hypothesis (H2a) is accepted. The Pearson Correlation is 0.771, it manifests that there is high positive correlation relationship between Trust and Attitude, thus it indicated that trust has a positive impact on attitude.

Hypothesis: H3o: There is no relationship between Perceived Ease of Use and Attitude.

H3a: There is a relationship between Perceived Ease of Use and Attitude.

As shown in the table, the come out from this hypothesis manifest that the significant (2-tailed test) is equal 0.009 (by Pearson Correlation) and significant (2-tailed test) is equal to 0.000 (by Multiple regression) which lower than 0.01 (0.009<0.01, 0.000<0.001). It means that null hypothesis was rejected at the 0.01 significant levels. So the alternate hypothesis (H3a) is accepted. The Pearson Correlation is 0.823, it manifests that there is high positive correlation relationship between Perceived Ease of Use and Attitude, thus it indicated that perceived ease of use has a positive impact on attitude.

Hypothesis: H4o: There is no relationship between Perceived Usefulness and Attitude.

H4a: There is a relationship between Perceived Usefulness and Attitude.

As shown in the table, the come out from this hypothesis manifest that the significant (2-tailed test) is equal 0.005 (by Pearson Correlation) and significant (2-tailed test) is equal to 0.003 (by Multiple regression) which lower than 0.01 (0.005<0.01, 0.003<0.01). It means that null hypothesis was rejected at the 0.01 significant levels. So the alternate hypothesis (H4a) is accepted. The Pearson Correlation is 0.913, it manifests that there is very high positive correlation relationship between Perceived Usefulness and Attitude, thus it indicated that perceived usefulness has a highly positive impact on attitude.

Hypothesis: H5o: There is no relationship between Brand image and Attitude.

H5a: There is a relationship between Brand image and Attitude.

As shown in the table, the come out from this hypothesis manifest that the significant (2-tailed test) is equal 0.000 (by Pearson Correlation) and significant (2-tailed test) is equal to 0.000 (by Multiple regression) which lower than 0.01 (0.000<0.01, 0.000<0.01). It means that null hypothesis was rejected at the 0.01 significant levels. So the alternate hypothesis (H5a) is accepted. The Pearson Correlation is 0.769, it manifests that there is high positive correlation relationship between Brand image and Attitude, thus it indicated that brand image has a positive impact on attitude.

Hypothesis: H6o: There is no relationship between Attitude and Purchase Intention.

H6a: There is a relationship between Attitude and Purchase Intention.

As shown in the table, the come out from this hypothesis manifest that the significant (2-tailed test) is equal 0.000 (by Pearson Correlation) and significant (2-tailed test) is equal to 0.007 (by Multiple regression) which lower than 0.01 (0.000<0.01, 0.007<0.01). It means that null hypothesis was rejected at the 0.01 significant levels. So the alternate hypothesis (H6a) is accepted. The Pearson

Correlation is 0.809, it manifests that there is high positive correlation relationship between Attitude and Purchase Intention, thus it indicated that attitude has a positive impact on purchase intention.

Summarized, Table 4.41and 4.42 refers to the hypothesis test result and H1a, H2a, H3a, H4a, H5a and H6a are accepted.

4.5 Conclusion

The data was processing by using SPSS and the result was showed by tables. Table4.21 is the summary of data presentation in demographic characteristics by using frequency and percentage, which showed most customers like purchasing within WeChat. Table4.22 is the summary of data presentation in measuring variables by using mean and standard deviation. Table4.41, 4.42 is the summary of the result of hypothesis test. The result showed that H1a, H2a, H3a, H4a, H5a and H6a are accepted. Table 4.3 is the result of reliability test, which means reliable

In next chapter, it will discuss the outcome based on the data presentation of this chapter.

CHAPTER 5
DISCUSSION

5.1 Introduction

In chapter five, the outcome of study will be discussed based on the data presentation in chapter 4: Question No.10 to 30 of questionnaire part two replied to Sub-RQ1, question No.7 and No.26 to 31 of questionnaire replied to Sub-RQ2, question No.1 to 9 of questionnaire part one replied to Sub-RQ3. Then the sub-questions will answer to major question. So the main purpose of this chapter is to analysis data outcome and replies to the research questions mentioned in chapter three and the literature review mentioned in chapter two.

5.2 Discussion

The following contents reply to the literature review mentioned in chapter 2, point 2.2:

Perceived Enjoyment: the result showed that perceived enjoyment has a positive influence on attitude towards purchasing within WeChat. Enjoy perception can be defined as a satisfactory level in a particular website of online purchasing process, consumers feel in its ability to bring them happiness, then the customer is willing to buy on a particular site, if there can bring more enjoyable online shopping process (Chervany and McKnight, 2001). More importantly, Chervany and McKnight (2001) also showed that the results of the shopping process by positive emotional experience arising from that can help electronics sellers retain more customers. In addition, perceived enjoyment factor is an element that effect customer attitudes towards online shopping (Chervany and McKnight, 2001). Thus the companies sell products or services through WeChat, they should increase the pleasure of purchase process.

Trust: the result showed that trust has a positive impact on attitude towards purchasing within Wechat. Trust is the most common factors that influence on the

attitude of individuals when they are shopping online (McKnight et al., 2002). Perception of trust plays an important role in online shopping, because interaction between retailers and consumers is minimal (Chai, Ndubisi, &Uchenna, 2011). Consumers can be influenced by their trust ideas, the implementation of the three special operations: consumers are willing to follow the recommendations of the seller, and the seller share information and news, and buy from the sellers in terms of products (McKnight et al., 2002). What is more, consumers' online purchase intention may increase when the privacy information of consumers are protected and insured (Chervany& McKnight, 2001). So both WeChat and companies should upgrade the WeChat shopping security, to achieve the protection of privacy information, and then customer trusty can increase.

Perceived Ease of Use: result showed that there is a positive impact between perceived ease of use and attitude towards purchasing within WeChat. Perceived ease of use has positive relevance with attitude which can impact on the buying behavior with buying decision (Chuiet al., 2005). Perceived ease of use has showed weighty impact on consumers' wills to buy online (Chervany& McKnight, 2001). Then, in the e-commerce environment, perceived ease of use means the access to information; the site is functional, easy to order and good navigation (Chervany and McKnight, 2001). Moreover a favorable quality web arrangement may upgrade customer well-being which results in surpassing online purchase aspirations (Chui et al., 2005). If a customer believes that a website is tough to use, or if sites show the complex, he or she may have less willing to buy online (Chui et al., 2005). Companies should improve website qualities based on WeChat platform.

Perceived Usefulness: the result showed there is a positive impact between perceived usefulness and attitude towards purchasing within WeChat. Perceived usefulness has correlation with customer attitude in the process of purchase decision (Chervany& McKnight, 2001). Perceived usefulness refers to the probability for

consumers that there is a use of the Internet to buy to upgrade purchase frequency subjectively (Chervany and McKnight, 2001) and they have also stated that perceived usefulness of online purchases is about to consumer's subjective probability thought that the progress of purchase will be smoothly speed up by internet usage. Furthermore, consumers are more willing to visit same retail sites; they think this behavior will strengthen performance of buying products or services on it (Chui et al., 2005). So companies need to achieve the accessibility and convenient for its customers through WeChat platform.

Brand image: the result showed that brand image has a positive impact on attitude towards purchasing within WeChat. Brand image is the overall impression in consumers' mind that is formed from all kinds of sources which can be impact on customers' purchase intention (Chui et al., 2005). The brand image for affecting customer's shopping experience and also affecting purchase behavior (Uzunolu, E. and Kip, S.M., 2014) is taken a key variable. Simnoni and Ruth (1998) also found that brand image will affect the customer's final decision on whether to buy a product or service. The company needs to establish better advertisement, promotions activities and so on through WeChat platform.

Attitude: The results illustrated that there was high positive correlation between Perceived Enjoyment and Attitude, Trust and Attitude, Perceived Ease of Use and Attitude, Brand image and Attitude, Attitude and Purchase Intention; there is very high positive correlation between Perceived Usefulness and Attitude. Then attitude has a positive impact on purchase intention. Based on well-known theoretical definition, attitude is a key element in determining purchase intention, and then customers fulfill transaction by internet has a positive attitudes towards purchase intention in e-business (Houda and Mohsen, 2012). Attitude can be developed through experience and the experience may change for a specific behavior, because new experiences, to give (Fatemeh et al., 2013). So there was a positive link between

perceived enjoyment, trust, perceived ease of use, perceived usefulness, brand image and attitude towards purchasing within WeChat. Then the attitude can affect on purchase intention.

So it is important to upgrade the customers' attitude through increasing perceived enjoyment, trust, perceived ease of use, perceived usefulness also brand image, which lead to the improvement of purchase intention.

The following is a discussion of the underlying research question as below:

Sub-RQ1: What main factors influence customers purchase intention whilst using WeChat as a marketing tool?

According to result showed in point 4.4 and table 4.42 (p42), the outcome showed that there is positive relationship between perceived enjoyment and attitude, trust and attitude, perceived usefulness and attitude, perceived ease of use and attitude, brand image and attitude, attitude and purchase intention. The factors: perceived enjoyment, trust, perceived ease of use, perceived usefulness and brand image have highly positive impact on attitude, meanwhile attitude has positive impact on purchase intention. Especially, perceived usefulness has a more highly positive impact on attitude towards purchasing within WeChat. They also have the related research (Yulihasri et al., 2011; Liu, 2013; Simnoni and Ruth, 1998; Fatemehet al., 2013; Chui et al., 2013) So it indicated that perceived enjoyment, trust, perceived ease of use, attitude, perceived usefulness , brand image have high positive correlation relationship with purchase intention , also have positive impact on purchase intention. Thus perceived enjoyment, trust, perceived ease of use, perceived usefulness, brand image and attitude are the main factors that influence customers purchase intention whilst using WeChat as a marketing tool.

Sub-RQ2: What is the customers'attitude level towards purchasing within WeChat?

Based on well-known theoretical definition, attitude is a key element in determining purchase intention, and then customers fulfill transaction by internet has a positive attitudes towards purchase intention in e-business (Houda and Mohsen, 2012). As displayed in point 4.2.1 and table 4.21 (p33), point 4.2.2 and table 4.22 (p36), 35.3% customers strongly like purchasing within WeChat and 58.7% customers like purchasing within WeChat, only 6% customers keep neutral attitude. The customers strongly agree and agree in terms of using WeChat, also strongly agree and agree in term of it is advisable to use WeChat. Customers appreciated the shopping process of WeChat, the ranks among strongly agree, agree and neutral. The mean is 4.10, 4.09 and 4.09. Next in term of purchasing within WeChat in the future, customers rank point 4 and point 5, they are strongly agree and agree with it. For purchase within WeChat now and I will continue to purchase within it, customers rank point among 3 to 5, with respective to neutral, agree and strongly agree. For encouraging others to purchase within WeChat, customers rank point from 2 to point 5. The mean is 4.13, 4.15 and 4.12. In summary, it can get conclusion of that the majority customers like purchasing within WeChat and they hold positive and high level of attitude towards purchasing within WeChat.

Sub-RQ3：What are the major customers that purchase within WeChat?

According to the data presentation in point 4.2.1 and table 4.21 (p33) it can be summarized that the majority of customers who are like to purchase within WeChat is married female with master degree aged between 26-29 years, their income is between 20,001-35,000 baht. They purchase within WeChat2-3 times per month. Majority customers like purchasing within WeChat.

MQ: What are the implications from the study that help company to improve customers' purchase intention through WeChat platform?

Based on Sub-RQ1, Sub-RQ2 and Sub-RQ3, and also according to chapter 2, other literatures and researchers (Yulihasri et al., 2011; And Liu 2013; Houda and

Mohsen 2012; Cheng and Yee 2014; Qiping Wang 2014) conclude that the companies should focus on the target customers to conduct effective and précising marketing activities to satisfy their demands to upgrade their purchase intention. And the researcher implicate that it also needs to improve in terms of perceived enjoyment, trust, perceived ease of use, perceived usefulness and brand image, then their attitude towards purchase within WeChat will be upgraded, finally resulting in the improvement of purchase intention. So the companies need to strengthen cooperation with WeChat platform. Meanwhile, Liu (2013) suggests that suggest that both these two parties provide a more security and protected online shopping environment, an easy to use operating interface, a clear navigation of website for customers and easy to access information that they wanted. Next, companies need to provide complete and correct information about products or services to customers through WeChat platform, which those ways can stimulate them to purchase again and transfer them into the loyalty customers in the future (Liu, 2013).

5.3 Conclusion

The outcome of this study mainly showed two aspects:
Firstly, the data result showed that the majority of customers who are like to purchase within WeChat is married female with master degree aged between 26 to 29 years, and their income is between 20,001 to 35,000 baht. They purchase within WeChat2-3 times per month. Secondly, the data result showed that perceived enjoyment, trust, perceived ease of use, attitude, perceived usefulness , brand image have high positive correlation relationship with purchase intention , also have positive impact on purchase intention. Thus, the companies need to strengthen cooperation with WeChat platform to satisfy target customers demand and improve their purchase intention,

In the last chapter, it will present discussion of the study content, recommendations, personal statement and implications.

CHAPTER 6

CONCLUSION

6.1 Introduction

In the end chapter, it will make discussion for the entire study, then followed by the recommendations for future research which covered sample selection, variables and other mythology to apply, Then followed by personal statement of what I have learnt from the study, and also provide some managerial implications according to Sub-RQ1, Sub-RQ2, Sub-RQ3 and MQ discussed in point 5.2 (p50). The purpose of this chapter is to give a final conclusion of conducting this study.

6.2 Discussion

To summarize, in order to test these factors that affect customer willingness to buy whilst using WeChat as a marketing tool, in chapter one (p1-8) it introduced the background and the statement problem, in chapter two (p10-24) it listed some variables which based on related previous studies. Chapter three (p25-32) is research methodology and defined that this study was quantitative research, it applied random sampling method to select the sample and utilized questionnaire to collect the prima data. The target population was university student. The sample selected was in four universities which have English program in Bangkok area. Then the reporting was processed by SPSS. The methods included frequency, percentage, and mean, standard deviation for descriptive analysis and person correlations for hypothesis test, which were applied in chapter four(p33-46) to present data. In chapter five (p47-52) was the discussion of the study outcome and mainly showed: Firstly, the data result showed that the majority of customers who are like to purchase within WeChat is married female with master degree aged between 26 to 29 years, and their income is between 20,001 to 35,000 baht. They purchase within WeChat2-3 times per month. Secondly,

the data result showed that perceived enjoyment, trust, perceived ease of use, attitude, perceived usefulness , brand image have high positive correlation relationship with purchase intention, also have positive impact on purchase intention. Finally, in chapter six (p53-56) was the conclusion part which gave conclusion of the study, managerial implications which corresponding to the research questions, personal statement and recommendations for future research.

6.3 Managerial Implications

This study investigated some factors that affect consumers' purchase intention whilst using WeChat as a marketing tool. This information can help companies to develop appropriate WeChat purchase marketing strategies, also make correct marketing decisions in order to upgrade purchase intention and attract more customers purchase within WeChat. Specifically, if companies can better understand their customers, they can provide better goods and services more effectively and continuously to improve the offerings for strengthening their competitive advantages (Liu, He, Gao, and Xie, 2008).

Thus here are some suggestions provided by the author according to Sub-RQ1, Sub-RQ2, Sub-RQ3 and MQ discussed in point 5.2 (p50):

Firstly, Companies need to draw online shop navigation to customers for buying products or services, provide accessible and enough information about products or services for customers (Zhang, 2011); such as companies may frequently check their WeChat platform systems to confirm the smooth of operating system. Thus ensuring that the purchase process in a pleasure and effective environment.

Secondly, companies should upgrade the online shopping security, reduce the risks, and ensure the safe shopping environment and payment environment (Zhang, 2011; Liu, 2013), such as the application of verification code. So customer can have less worries about purchasing within WeChat.

Thirdly, through WeChat platform, company managers may not only present lasted and appropriate products to target groups, also set up some promotions, make exclusive contents or develop interactive activities to engage more customers (Oliver, 2014).

6.4 Personal Statement

In the process of accomplishing study, I learnt that methodology is a framework or foundation to conduct the research by using appropriate methods to collect, arrange and analysis data (Brown, 2006). Quantitative research can conduct the large population and samples which is effective for my study. In SPSS, the Pearson Correlation can be applied to test the relationship between independent and dependent variables which is very useful. Descriptive analysis is also very useful for my study.

Moreover, I learnt how to summarize the outcomes after analysis and I also learnt to make the implications for manager and the company according to study outcomes.

Next in order to get the accuracy result from analysis of the data, I have to be very careful to issue the questionnaire which based on previous literatures. The entire chapters in the study are related, and step by step. In addition, I have understood that the literature and references of doing this research are very important, because they have to be supported for the whole study which can make the study more reliable.

6.5 Recommendations for future research

Companies can achieve precise marketing by using WeChat as a marketing tool (Wang, 2014). Companies also set up personalization marketing to attract more customers and tight the relationships through WeChat platform (Wang, 2014). In the future research, it may focus on WeChat marketing strategy and the effects by using the strategy.

Secondly, future studies may focus on other categories, such as focusing on the customer satisfaction or loyalty to purchase within WeChat. So companies can better know how to retain more customers and how to upgrade customer satisfaction whilst using WeChat as marketing tool.

6.6 Conclusion

In the end chapter, it made discussion about the contents of each chapter and the entire chapters in the study are related, step by step. It presents personal statement of conducting this study, during the process it needs to make references which related to the study contents and to support the study topic. Later it gave some managerial implications that included such as ensure the safety and pleasure of shopping experience on WeChat platform. In future research, it may focus on WeChat marketing strategy and customer satisfaction or loyalty whilst using WeChat as marketing tool.

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APPENDIX

Part I Demographic Data

1. Are you WeChat user?

____ Yes   ____ No

2. Have you ever purchased within WeChat?

____ Yes   ____ No

3. Gender?

____ Female   ____Male

4. Age

____ 18-25   ____26-29   ____30-35

5. Income?

____ 0-10,000 baht

____ 10,001-20,000 baht

____ 20,001-35,000 baht

____ More than 35,001 baht

6. Education level?

____Bachelor Degree   ____Master Degree   ____ Doctor Degree

7. How much do you like purchasing within WeChat?

____Strongly like   ____like   ____ Neutral   ____Unlike

____Strongly unlike

8. How often do you usually purchasing within WeChat?

____1 time per 1 month   ____2-3 times per 1 month

____ more than 3 times per 1 month   ____Others

9. Marital statues?

____ Married   ____Single

Part II. Measuring Variables

Please answer the following question by mark "√" in the space given below and do
kindly answer truthfully and complete all questions.

Measuring Variables	Strongly Disagree	Slightly Disagree	Moderate	Slightly Agree	Strongly Agree
Perceived Enjoyment					
1.The process of WeChat purchase are enjoyable	1	2	3	4	5
2. I like the feeling when I purchase within WeChat	1	2	3	4	5
3. The WeChat purchase can bring me different shopping experience	1	2	3	4	5
Trust					
1. I believe the security and reliability of WeChat purchase	1	2	3	4	5
2. the consumers' privacy information are	1	2	3	4	5

protected and insured in Wechat					
3. I think WeChat purchase can stratify customer demands					
Perceived Ease of Use					
1. It is easy to download WeChat	1	2	3	4	5
2. Learning how to use WeChat will not take me a lot of time	1	2	3	4	5
3. It is convenient to purchase within WeChat	1	2	3	4	5
Brand Image					
1. I have a clear understand on this brand	1	2	3	4	5
2. Symbol of the brand can enhance my recognition	1	2	3	4	5
3. Famous brands give me confidence to purchase its products within WeChat	1	2	3	4	5
4. The brand comes to my mind at first when I want to purchase within WeChat	1	2	3	4	5
Perceived Usefulness					
1. I believe that using WeChat will enhance his or her communications among people	1	2	3	4	5
2. I believe that purchase within WeChat will upgrade the efficiency and save time	1	2	3	4	5
3. I think the information is accessible easily	1	2	3	4	5
Attitude					

1. I like using WeChat	1	2	3	4	5
2. It is advisable to use WeChat	1	2	3	4	5
3. I appreciate the shopping process of WeChat	1	2	3	4	5
Purchase Intention					
1. I will purchase within WeChat in the furture	1	2	3	4	5
2. I purchase within WeChat now and I will continue to purchase within it	1	2	3	4	5
3. I would encourage others to purchase within WeChat	1	2	3	4	5

BIODATA

Name-Surname: Jing Li

Telephone Number: +8613810069758

Address: Room403,Door3, Buliding 1,Liufangbeili,Chaoyang Beijing,China

E-mail: 2450555127@qq.com

Educational Background: Bangkok University MBA

Work Experience: Sales

Bangkok University

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Province _____Bangkok_____ Postal Code _____10260_____ being a Bangkok

University student, student ID _____7540204612_____

Degree level ☐ Bachelor ☑ Master ☐ Doctorate

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