

SHOPPING ON SOCIAL NETWORKING WEB SITES: FEMALE CONSUMERS' INTENTIONS TO SHOP ON FACEBOOK IN BANGKOK AREA

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Abstract

The objectives of this research were to study the online shopping behavior of female consumers on Facebook, and understand the factors fundamentally determines female consumers' intention to shop on Facebook (women's clothing shop). In an attempt to gain new insights into the determinants of behavioral intention to purchase online, the study uses the technology acceptance model (TAM) as the framework to analyze the behavior intention of women. This study was randomly selected sample from those who had purchased women's clothes on Facebook with a total of 400 women in Bangkok area.

The findings from this research provide three factors that support a women's intention to shop on Facebook, which includes usefulness, experience and trust. All of which will ultimately enhance the possibility of women's intention to shop on Facebook. Results from this study are beneficial to many businesses and vendors, who used Facebook for sell clothes. The results could guide to vendors to planning and development for potential retail store on Facebook, to the consumer's attention when buying clothes online, and able to compete in the market sustainable.

Key words: Social networking, Intentions, Purchase

1. Introduction

A social networking website is an online platform that allows users to create profiles. The social network service usually consists of chat, send messages, upload (music, photo, and video) and blog. The user can communicate with people around the world. This connection became social networking. Everyone can get opportunities for communication, forming groups, hosting of content and small applications (Joinson, 2008a). There are over 960 million Facebook users in the world in 2012, also using Facebook for marketing 90 percent, followed by Twitter, LinkedIn and Blogs (Wishpond, 2012).

In Thailand, Social network plays an important role in the business sector, because the communication of Thailand has been changed. A few years ago, 3G began to play more roles for Thai people. In 2013, Thailand has 66 million populations. There were 25

million internet users and 18 million people used Social Network, including 85% Facebook, 10% Twitter and 5% Instagram user. Facebook has created an important tool in marketing; because it can improve the relationship between producers and consumers. Customers get away to learn more accesses about any brand easily. More than one million brands using Facebook coupled with their business websites which are increasing the number of customers in the B-to-C (Business to Customer) up to 77% (Wishpond, 2012). Bangkok has been ranked top highest numbers of Facebook users in the world. Bangkok has some 8,68 million Facebook users.

Women are more likely than men to support shopping for virtual items on social networks builds on previous studies that suggest women tend to shop online for hedonic experience goods. The characteristics of virtual items categorize them as hedonic experienced goods. The interactivity of social networking sites also may mitigate the flaws of online shopping for female consumers (Chang and Chen, 2008). Women have great potential to dominate the future of online shopping (Nattana, 2013). A 100ydesign.com (2014) mentions about women behavior that, 78% of women have shopped online, and with up to 58% on the purchase of more than 2 times per month. The best-selling product is women's clothes up to 62%. Because of women like to buy clothes anyway and change every day. Although they cannot try or touch it before buy it. If they like it when the first time that they buy, they will become a regular customer. Moreover, women also decided to buy on the design of clothes and look into the quality of tailoring.

Therefore, the researcher is deeply interesting to study about what makes female consumers to shop on Facebook in Bangkok area. Understanding which factors fundamentally determine consumer intentions to shop on Facebook represents an important theoretical contribution to the area of B-to-C. The researcher collected data on 400 women, who decide to buy women's clothes on Facebook in Bangkok area.

2. Literature review

2.1 Online Shopping

The online shopping is looking like the catalogue shopping. The consumer can look what they want, and find the information from the internet. It has been suggested that convenience is the main reason why consumers use the Internet for the purpose of purchasing (Burke, 1998).

The increasing number of users on social networking sites, such as Facebook, had already made companies, organizations and individuals create a presence on social networking sites. In these social networking sites, companies can create profiles and fan pages, stage events, and follower (Lewis et al., 2008). Moreover, users of social networking sites can also purchase gifts to send to friends or business associates. These gifts can be online and free, while other gifts can be real and purchased with real money.

2.2 Technology Acceptance Model (TAM)

The classic theory of reasoned action (TRA) (Ajzen and Fishbein, 1980), the theory of planned behavior (TPB) (Ajzen, 1991), and TAM have been extensively adopted for explaining and predicting user behavior in an online shopping environment (Palou, 2003). TAM posits that actual system use is determined by users' behavioral intention to use, which is in turn influenced by their attitude toward usage. Attitude is directly affected by users' belief about a system, which consist of perceived usefulness and ease of use (Davis, 1986). TAM has been extended to include subjective norms to explain perceived usefulness and usage intentions in terms of social influence and cognitive instrumental processes (Venkatesh and Morris, 2000). This belief-affect-intention-behavior causality has proven valid in the online shopping environment (Chen, Gillenson and Sherrell, 2002) although the TAM's goodness of fit varies across different studies.

Although TAM can be used to forecast the adoption of information technologies effectively, but Taylor and Todde (1995), said TAM has certain limitations. Hence the complete lack for the new needs that arise. In addition, factors that result in actual use. Only the intended behavior of use to contribute to the development of extended model TAM by adding factors to bring education in the context of the adoption of information systems that are more comprehensive (Malhotra and Galletta, 1999).

For developing an in-depth understanding of consumers' intentions to shop on Facebook, we built up a framework. As noted earlier, in this framework "Figure 4" is defined as the use of online stores by consumers up until the transaction stage of purchasing. The core constructs of our framework are adapted from the "Technology Acceptance Model (TAM)" by Davis (1989), an influential research model in the information systems field.

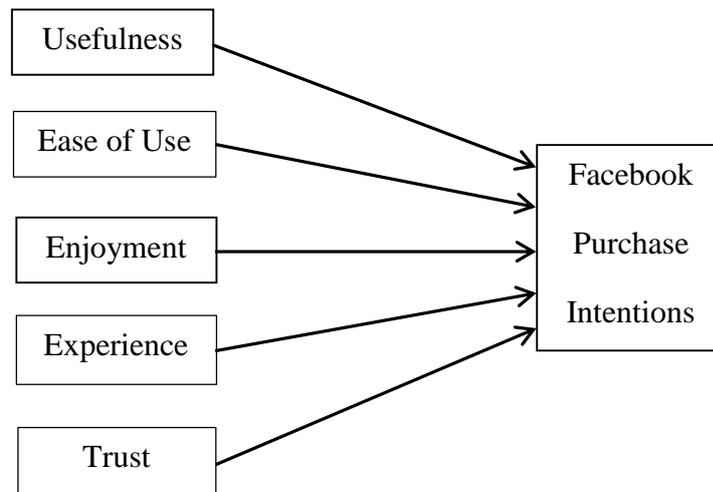
TAM is an information systems theory that models how users come to accept and use a technology. The model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use it, notably: "Usefulness" - This was defined by Fred Davis as "the degree to which a person believes that using a particular system would enhance his or her job performance". "Ease-of-use" - Davis defined this as "the degree to which a person believes that using a particular system would be free from effort" (Davis 1989).

Research predicting intentions to use online shopping behavior has also used TAM (Vijayasarathy, 2004). The major determinants are perceived usefulness and ease of use. Perceived usefulness significantl influences attitude formation (Venkatesh and Davis, 2000). On the other hand, despite the robustness of TAM, research has shown inconsistent findings regarding the effect of ease of use. Indeed, some research indicates that ease of use has an inconsistent or insignificant effect on acceptance (Ma and Liu, 2004).

The researcher suggests that factors such as usefulness, ease of use, enjoyment, and experience may influence one's attitude or intention toward using a technology more strongly than ease of use (Heijden and Verhagen, 2004). Therefore, as this study focuses on the consumer's intentions, assume all participants are already familiar with online shopping, which refer to other factors may be more important than ease of use. Moreover, many studies simplify TAM by dropping attitude and studying just the effect of perceived usefulness and ease of use on intention to use (Premkumar and Bhattacharjee, 2008).

The theoretical grounding for this research derives from the technology acceptance model (TAM). The TAM model assumes that people are likely to adapt a new technology to the extent that they believe it would be helpful for them to perform the intention to purchase. The researcher has adapted it as the basis for the framework (figure 1) to explain consumer intentions to shop on Facebook by using new forms of interactive shopping by mention the five antecedents: usefulness of using Facebook, ease of use of Facebook, enjoyment of using Facebook, experience when using Facebook and trust in online shopping.

Figure 1: Conceptual Framework



2.2.1 Usefulness

“Usefulness” is defined as the individual’s perception that using the new technology will enhance or improve her/his performance (Davis, 1989). Applying this definition to my research context, as the new technology I classify shopping on Facebook, and as the individual’s performance the outcome of the online shopping experience. Then, “usefulness” refers to consumers’ perceptions that using Facebook as a shopping medium increases the outcome of their shopping experience. These perceptions influence consumer's attitude and affect the purchasing decisions of consumers. TAM carries a weak direct link between “usefulness” and a strong direct link between “usefulness” and intention (Davis, Bagozzi and

Warshaw, 1989). Perceived usefulness is the most important factor influencing behavioral intention, especially when making an adoption decision (Davis, 1989).

In e-commerce, perceived usefulness of the online shopping platform was beliefs that determine the likelihood of online shopping (Lee et al., 2011). Perceived usefulness was a strong determinant of intention to buy (Venkatesh and Davis, 2000). Perceived usefulness is significantly associated with purchase activities (Claudia, 2012). Thus, the perceived benefits are important factors that indicate a willingness to use social networking online, that also intend to shop on social networking site (Venkatesh, 2000).

Consumers who perceived online shopping to be superior to traditional shopping, compatible with shopping needs express high willingness to shop online. Consumer perceptions of Web site will match their shopping needs. Web consumers shop online to save time, be convenient, customized, and have easy checkout process. Consumer who buys online is a follower (Joinson, 2008). Factors influencing e-satisfaction are shopping convenience, merchandising, site design, and security on financial transactions (Burker, 2002). The perceived usefulness of social network for the online purchasing process is positively related to an intention (Vijayarathy, 2004).

Goldsmith (2002) has created a model that shows the various factors about consumer purchase on online shopping called “A Buying online Model”. Goldsmith said, a consumer who has enjoyed the internet, would be more likely to shop online. These consumers also have new ideas all the time and openness to recognize the new technology. Benefit perception of online shopping with each consumer, has a different attitude. These different attitudes also affect to different purchase intention.

Consumers’ perceptions about the benefits of online buying are conceptualized under TAM initial salient belief “perceived usefulness”. When consumers believe that online buying is useful in terms of saving time, saving money, having access to a wide range of products and online vendors, they report a more favorable attitude toward online buying and their intention to buy online increases as compared to those that do not perceive the usefulness of online buying (Claudia, 2012). Chen, Gillenson, and Sherrell (2004) support the use of the technology acceptance model (TAM) to predict online shopping activity. The minor adaptation will make to the traditional use of TAM.

Hypothesis 1: Female consumers’ perceived usefulness positively affects purchase intentions on Facebook.

2.2.2 Ease of Use

“Ease of use” is defined as the individual’s perception that using the new technology will be free of effort (Davis, 1993). Applying this to our research context, “ease of use” is the consumer’s perception that shopping on the Internet will involve a minimum of effort. Ease-of-use is antecedents of attitude towards online purchasing (Taylor and Todde, 1995).

Ease of use is how easy to shop on Facebook. According to TAM, ease of use will affect directly on consumers' shopping online behavior. The direct effect is explained by the fact that in behavioral decision making consumers attempt to minimize the effort in their behaviors, as is also the case with consumers' perceptions regarding the "ease of use": the perception that Internet shopping will be free of effort (Venkatesh, 2000). The easier and more effortless a technology is, the more likely consumers intend to use this technology. Smooth online shopping experience includes customer support, easy ordering, easy to contact, easy to cancel, easy payment, easy returns, and quick. Online purchase related strongly to skill and control. Also information improves the decision making process for consumers. (Burke, 2002). Venkatesh and Davis (2000) proposed to extend factors influencing consumer's intention from perceived ease of use to consumer confidence.

The consumers who perceived online shopping to be superior to traditional shopping, compatible with shopping needs and easy to operate, express a high willingness to shop online. Consumers have realized that the online shopping easier to use, influencing the decision to buy more. (Vijayarathy, 2004).

Consumers' attitude is also determined by another salient belief: perceived ease of buying online. When consumers believe that buying online is easy, free of physical and mental effort, they report a more favorable attitude and increased perceived usefulness as compared to those consumers that perceive online buying as a complicated and time consuming process (Claudia, 2012).

Perceived ease of use should have a direct impact on the intention to use this technology, especially for Thai consumers to shop online. Leelayouthayotin (2004) confirmed that perceived ease of use had a strong effect to the intention of Thai people to shop online.

Consumers believed that buying clothes online was useful if the Internet offered an opportunity for them to select a product from a large variety of clothes. They realized the benefit of buying clothes from the Internet compared with buying from a traditional shop where limited types and brands clothes were available to consumers (Nattana, 2013).

Hypothesis 2: Female consumers' perceived ease of use positively affects purchase intentions on Facebook.

2.2.3 Enjoyment

Shopping enjoyment is the extent to which one believes that shopping will provide reinforcement in its own right, going beyond performance, resultant (Childers et al., 2001) and such enjoyment extends to the online channel (Bauer, Falkand Hammerschmidt, 2006).

Consumer research agrees that people have a range of underlying motivations (e.g., utilitarian and hedonic; intrinsic and extrinsic motivations) and different shopping target in different ways. Shopping motives of internet shoppers suggest that although the primary

advantages of online shopping such as convenience, competitive pricing, and easy to get the information, hedonic aspects of e-shopping such as enjoyment, self-gratification and social experiences also affect some shopping activities (Childers et al., 2001). Enjoyment incentives could predict consumer's purchase intention (Childers et al., 2001). So, one's tendency to seek enjoyment via entertaining and fun experiences while shopping online may influence his/her adoption of the internet as a means for product shopping. Enjoyments have a positive impact on Internet users (Teo and Lim, 1999)

The positive experiences were fun/playfulness, enjoyment, excitement, self-expression and curiosity; and the negative experiences consisted of frustration, embarrassment, boredom, feeling limited and rushed. Participants were given the pre-defined aspects characterizing user experiences and asked to associate 'how they feel' in relation to each of the Facebook main features such as, browsing or sharing photos, checking other profiles, joining a group or network, reading or writing on the 'wall', finding new or old friends, creating or updating their profile, and adding or using applications. Human need for pleasure and fun is as important as functionality and usability. Products should include both the functional pragmatic aspects as well as the positive 'emotional' and 'hedonic' user experiences to be successful. From this study both emotional and hedonic user experiences were declared using Facebook. Negative emotional experiences of frustration, irritation contrasting the positive experiences of enjoyment, fun and excitement. These fall into the hedonic aspect of 'stimulating' experiences which facilitates fulfillment. These activities made consumers recognize about product and service, it the part of these consumers make decisions to buy (Hart et al., 2008).

Enjoyment is a major factor that drives users to use a new technology. According to TAM, perceived enjoyment is the one of the factors of additional motivational determinants of acceptance (Davis et al., 1992). Online shopping behavior research has reported object that shopping enjoyment is an important role in influencing online shopping attitudes, and the role is conceptually distinct from the roles of perceived ease of use and usefulness (Childers et al., 2001). Childers et al. (2001) found "enjoyment" to be a consistent and strong predictor of attitude toward Facebook. If consumers enjoy their online shopping experience, they have a more positive attitude toward Facebook.

Hypothesis 3: Female consumers' perceived enjoyment positively affects purchase intentions on Facebook.

2.2.4 Experience

Online shopping is a form of electronic commerce, which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. The experiences include the effort required to use a website, it's all about communication, interactive talk, and the fun of shopping online. Furthermore, website accessibility was found to be a determinant of online shopping

intention. Experience is shown access to consumer attitudes (Verplanken and Knippenber, 1998). The computer experience of users has been empirically found to link with greater technology acceptance in several studies in the past (Gefen et al., 2003).

An intention to search the Internet for product information leads to an intention to purchase through the same medium. Previous Internet purchasing experience, perceived behavioral control, and attitude toward Internet shopping had indirect effects on intention to use the Internet to purchase (Rose et al., 2001).

To the extent that minimal context or system-specific information is given, the individual will make system-specific evaluations based on experience before use that system. In the online shopping context, consumers evaluate their Internet shopping experiences, then become to using Facebook for shopping, in terms of awareness about the product, payment, delivery, service offered, risk in transactions, privacy, security and observable (Burke, 2002).

Online shopping experiences resulted in satisfactory outcomes and were evaluated positively; this will lead consumers to continue to shop on the Internet in the future. Consumer's attitudes and intentions to shop online are influenced by factors shopping experience (Shim et al., 2001).

Such past experiences decrease consumers' perceived risk levels associated with online shopping, means we will know consumer attitude. However, if these past experiences are judged negatively, consumers are reluctant to engage in online shopping in future occasions. This illustrates the importance of turning existing Internet shoppers into repeat shoppers by providing them with satisfying online shopping experiences (Weber and Roehl, 1999). If consumers have purchases experienced on the Internet before, then the experienced will makes consumers are keen to buy products through Facebook.

Past experience with mail order and online shopping of consumer, were made consumer easily to decide to purchase (Lee, 2002).

Intention to shop online is related to internet shopping history and has a direct impact on internet shopping behavior. Customers with strong online purchase intention in web shopping usually have prior purchase experiences that assist in reducing their uncertainties (Leeraphong and Mardjo, 2013). Crisp, Jarvenpaa, and Todd (1997) suggest that prior Web experience makes a difference in favorable intention and favorable attitude towards computers make a difference in both attitude and intention toward Web shopping. Overall, their attitude and behavior will depend on their past experiences and their attitudes towards Facebook.

Hypothesis 4: Female consumers' perceived experience positively affects purchase intentions on Facebook.

2.2.5 Trust

Trust is important to make the seller aware of consumer behavior in social networks. Perceived risk is also an important element of B- to - C e-commerce that is likely to affect consumer behavior (Pavlou, 2003). One key reason why many consumers use social networking website, but do not purchase online is because of beliefs about the safety of conducting business over social networking website (Gefen, Karahanna and Straub, 2003).

Trust in the online is particularly important because of the complexity and diversity of online interactions and behavior as insincere and uncertainties (Leeraphong and Mardjo, 2013). These conditions are likely to arise in an online shopping environment.

Moreover, trust is defined as customer willingness to accept risk in an online transaction and give their profile to the seller, which based on their positive expectations regarding future online store behaviors (Kimery and McCard, 2002). So, trust, support online customer purchasing activity and affects customer attitudes toward purchasing from an online store (Gefen et al., 2003).

Intention to transact is defined as the consumer's intend to engage in an online exchange relationship with a Web retailer. Means, trust is an effective tool for reducing uncertainty and risks and generating a sense of safety. So, consumer trust on Facebook is believed to play a pivotal role in consumers' shopping online behaviors (Pavlou, 2003).

The credibility of the site affects intentions to make purchases. If consumer trust in online shopping, it would be great to decide to purchase more. (Vijayasathy, 2004).

Quality assurance services, security technology, after-sale, the ease of credit card payment, the center of the online service, policy with document delivery and receipt in case such documents are invalid. All these trusting factors have affected consumer intending to purchase (Lee, 2002). Financial security is of most concern to consumers when buying online and it is not the primary predictor of e-satisfaction (Burker, 2002).

Trust can reduce uncertainty created by other people or artifacts and is therefore essential for eCommerce. It has been shown to affect consumers' fears of unreliability and risks of being cheated. Trust in the online environment is particularly important because of the complexity and diversity of online interactions and the resulting possibility of insincere and unpredictable behavior. Consumers were more likely to purchase the product from that Facebook seller if they believed that the seller was capable of providing a secure purchase environment and good quality service. (Leeraphong and Mardjo, 2013).

Consumers were positive relationship between the percentage of privacy and security related statements and consumers' online purchase probabilities (Change and Chen, 2008).

There is theoretical and empirical support for integrating trust with TAM variables. Trust is one of perceived usefulness, especially in an online environment, because part of the guarantee that consumers will gain their expected usefulness from the Web interface depends on the people behind the Web site (Pavlou, 2003). To develop the trust in TAM and assert that the model provides a better explanation of consumer technology adoption than the basic TAM. Heijden et al. (2002) suggest that the trust- oriented perspective highlights the importance of trust in determining online purchase intentions.

Hypothesis 5: Female consumers' perceived trust in online shopping positively affects purchase intentions on Facebook.

2.2.6 Purchase intentions

Purchase intent can be classified as one of the elements of consumer behavior, and each person has different intentions. Variables such as consideration in buying a brand and expect to buy a brand can be used to measure consumer purchase intention (Laroche et al., 1996).

Online purchase intention is the situation when a customer is willing and intends to become involved in online transactions. Online transactions can be considered as an activity in which the process of information retrieval, information transfer, and product purchase have taken place (Pavlou, 2003).

Innovative consumers are more likely to be favorable toward online shopping. Perceived consequences significantly affect attitude and intention to shop online such as security, time saving, improved customer service, and comparative shopping. Attitude toward online shopping has the strongest effect on the purchase intention to shop online (Nattana, 2013).

3. Methodology

The study focuses on female consumers online shopping behavior on Facebook and factors that make female consumers decide to buy women's clothes on Facebook in Bangkok. This study was randomly selected sample from those who had purchased women's clothes on Facebook with a total of 400 women in Bangkok area to see the frequency of consumer purchases and factors that make a consumer's purchase decision.

3.1 Data Collection

In order to meet the objectives of this research, a survey was designed to examine the hypotheses state in the previous chapter. Each of the constructs described in the conceptual model. A number of items were developed to measure them. The items use to measure these concepts was based on the study and measure by applying a 1-5 Likert scale. That was sent out to respondents fill out. The questionnaire was divided into three parts. The

first part design to gather information about the demographics of the sample, and the other two parts were targeted in measure the impact that these intentions to purchase.

The 400 questionnaires were sent out on March7, 2014 to April 8, 2014 to the respondents were instructed to consider Facebook. The respondents have to use during the last six months while answering all the questions. This approach ensures the respondent which consistent in terms of Facebook to consider to women who used to shop on Facebook in Bangkok area.

4. Results

4.1 Multiple regression analysis

The following data analysis results respondents' relationship between dependent variable and five independent variables which are purchase intention (dependent) and usefulness, ease of use, enjoyment, experience, and trust (independent) by using multiple regression analysis to be tested.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659 ^a	.435	.427	.437421

Note: Predictors: (Constant), average of trust, average of usefulness, average of enjoyment, average of ease of use, average of experience

The possibility of forecasting, when analyze all variables together. Five independents were accurate in forecasting (R square) .435 or 43%. So other 57% will come from other independents.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.189	5	11.438	59.778	.000 ^b
	Residual	74.430	389	.191		
	Total	131.619	394			

a. Dependent Variable: average of purchase of intention

b. Predictors: (Constant), average of trust, average of usefulness, average of enjoyment, average of ease of use, average of experience

Analysis of purchase intention (dependent) and usefulness, ease of use, enjoyment, experience, and trust (independent)

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.324	.275		1.179	.239
Usefulness	.131	.062	.103	2.107	.036
Ease of use	.057	.079	.033	.722	.471
Enjoyment	-.012	.038	-.013	-.327	.744
Experience	.594	.049	.571	12.144	.000
Trust	.110	.036	.119	3.061	.002

a. Dependent Variable: average of purchase intentions

Result from Table:

P of Usefulness = .036 < α .05 (Significant). Female consumer's perceived usefulness positively affects purchase intentions on Facebook ($p < .05$).

P of Ease of use = .471 > α .05 (not significant). Female consumer's perceived ease of use does not have positive affects purchase intentions on Facebook ($p > .05$).

P of Enjoyment = .744 > α .05 (not significant). Female consumer's perceived enjoyment does not have positive affects purchase intentions on Facebook ($p > .05$).

P of Experience = .000 < α .05 (Significant). Female consumer's perceived experience positively affects purchase intentions on Facebook ($p < .05$).

P of Trust = .002 < α .05 (Significant). Female consumer's perceived trust in online shopping affects purchase intentions on Facebook ($p < .05$).

So usefulness, experience and trust were independent variables that can be used in forecasting consumer intention to shop on Facebook ($p < .05$).

Summary of the results of hypothesis testing

Hypothesis	Effects	Result
H1	Female consumers' perceived usefulness positively affects purchase intentions on Facebook.	Accept
H2	Female consumers' perceived ease of use positively affects purchase intentions on Facebook.	Rejected
H3	Female consumers' perceived enjoyment positively affects purchase intentions on Facebook.	Rejected
H4	Female consumers' perceived experience positively affects purchase intentions on Facebook.	Accept
H5	Female consumers' perceived trust in online shopping affects purchase intentions on Facebook.	Accept

5. Discussion

To open an online store, like on Facebook. The owner has to learn more about the many factors that make customers come to follow their page and order their product. In this study, there are three factors that support women's intention to shop on Facebook, which includes usefulness, experience and trust.

TAM carries a weak direct link between "usefulness" and a strong direct link between "usefulness" and intention (Davis, Bagozzi and Warshaw, 1989). The stronger consumer feelings about usefulness will be on the terms of intention (Rovai, 2004). Perceived usefulness is positively related to the intention to purchase online (Chen et al., 2002). From the resulted, a consumer's perceived usefulness positively affects Facebook purchase intentions. Facebook also provides product information in a variety of ways (i.e. text, graphic, animation, audio, video, etc.). The consumer can compare products and prices for information from the Facebook page. The most significant determinant that directly affects intention was useful, when users get greater satisfaction with online information (Chin-Hwa et al., 2009). It also saves more time getting to traditional stores by themselves. Thus, the perceived benefits are important factors that indicate a willingness to use social networking online, that also intend to shop on social networking site (Venkatesh, 2000). So Facebook is useful for consumer purchase intention.

About ease of use, from the resulted: womens' perceived ease of use does not have positive affects purchase intentions on Facebook, which mean, in contrast, ease of use was not a positive impact on purchasing intention of consumers. Sometime consumers just only use Facebook for finding the information about women's clothes, because Facebook eases to use. But ease of use was not affected to purchase intentions. Online shopping issue occasionally faces many problems and difficulties in connection with designing interfaces, navigational structures, web-searching effectiveness, information renewal, linkability, and checkout procedures (Vijayasathy, 2004). Heijden and Verhagen (2003) mentioned that

TAM models focus on the usage intention of the technology, as opposed to purchase intention. In an e-commerce context, usage intention is broader in scope than purchase intention. This is because a person may use an online store not only to purchase, but also to learn about products and services.

Women perceived enjoyment does not have positive affects Facebook purchase intentions. Women also love shopping and they thought shopping was a pleasurable activity and shopping as an important leisure activity for them. But the enjoyment does not indicate to purchase intention on Facebook.

About the experience: a consumer's perceived experience positively affects Facebook purchase intentions. If the experience of shopping in a positive way, it allows consumers to shop online frequently. Online shopping experiences resulted in satisfactory outcomes and were evaluated positively; this will lead consumers to continue to shop on the Internet in the future (Shim et al., 2001).

The last factor is trust. Trust is a very important factor, which make consumer come to buy the products from Facebook. Trust in the online is particularly important because of the complexity and diversity of online interactions and behavior as insincere and uncertainties (Leeraphong and Mardjo, 2013). From the result: a consumer's perceived trust in online shopping affects Facebook purchase intentions. Consumer perceptions of the integrity and honesty of online retailers were found to be strong influences upon consumer trust in Internet shops (Rose et al., 2011).

6. Conclusion

This study has explored the factors that fundamentally determine the behavior of women to buy women's clothing on Facebook in Bangkok, Thailand. Quantitative research was conducted with a questionnaire of 65 queries sent to a sampling of 400 women who bought female clothing on Facebook within the previous six months.

With modern technology, making purchases is easy, and with the time users spend on social networking, having purchasing ability integrated into these networks seems natural. Facebook is the most popular social networking website in Thailand. Women find information about clothes they like on Facebook because it provides product information in a variety of ways (e.g., text, graphics, animation, audio and video). Moreover, using Facebook can improve their efficiency in shopping or seeking information about clothing by saving time and money. The website easily offers specific information and promotions, as well as a "fan page" whereby users can follow a brand or company and receive information of interest. Because women perceive shopping as a pleasurable and important leisure activity, Facebook has become an important venue for making purchases.

Safety is an important issue in financial transactions on Facebook. Hackers can steal information from a consumer's profile. Although consumers are concerned about the security

of private information they send to Facebook, they still make purchases based on information found on Facebook for items such as female clothing.

7. Implications for Business

The study of consumer behavior has a direct impact on businesses. The study “Female consumer’s intention to shop on Facebook” has been indicative of women’s behavior and the factors that will affect intentions to purchase women’s clothing via Facebook. These factors can guide vendors to plan and develop retail stores on Facebook and help them to compete successfully in the marketplace. Three factors influence a female consumer to shop through Facebook:

Usefulness: many women use Facebook to get product information. In addition, many consumers view Facebook as a tool to save time and compare prices. Vendors, therefore, should provide clear information for consumers to motivate their decisions to buy. Moreover, vendors should address every comment to ensure that consumers feel appreciated. Positive retail experiences motivate consumers to buy again as well as suggest purchases to their friends. Vendors should provide good experiences to consumers, such as ensuring the right products are sent to the right consumers; products are shipped on time; and tracking numbers are posted.

Consumers are quite concerned about the security of their personal information during transmission or when in the possession of a vendor. Vendors should take steps to secure this information and inform consumers of those steps.

This study provides a comprehensive understanding of the main factors that encourage or discourage female consumers from buying clothing online. This knowledge gives valuable input that will help marketing managers design, plan, and execute proper marketing programs increasing both the intention to buy clothes on the Internet and consumer satisfaction, which in turn, will increase sales of the product. These findings also provide good input for the Thai government to improve the penetration of the Internet and e-commerce in general.

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