

## Buying-behavior toward online shopping through social media

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*Abstract*— This study aims to study the buying-behavior of online shopping through social media. The population were consumers who shopping online through social media. The samples were consumers in Suphanburi province who experienced in online shopping through social media, Facebook. Sampling by convenience sampling. The instruments for collecting data were questionnaires distributed to 400 respondents in Suphanburi province and interviews. The descriptive statistics used in the research were frequency, mean and standard deviation. The study showed that the majority of correspondents were female, age between 21-30 years. Their occupation were Government / State Enterprises employee, income 15,001-20,000 baht / month. The minimum order quantity for the online shopping through social media was 1-2 times per month and the average cost is 501-1,000 baht / order. Money transfer via a bank or ATM. The type of products or services purchased was clothing.

*Keywords- Social media; Line; Organization*

### I. INTRODUCTION

Currently, the popularity of social media has increased over years, enabling users in sharing data, information and products, and affecting the way organizations are building their businesses around connected people. The social media tools are bringing rapid change to organizational communication. From the business perspective, social media not only used for communication in the community but also for the online shopping. Buying-behavior refers to the expression of consumers in order to purchase goods or services by online shopping, focus on products price, distribution channel, and the promotion. While online product refers to the goods or services which distributed through the Internet. Presently, e-commerce has developed and introduced an internet-based selling system for distribution of the products or services to consumers. The buying-behavior has changed dramatically, there are so many supporting factors to meet the consumer needs [1].

The researchers aimed to study the buying-behavior of online shopping through social media, Facebook, in Suphanburi province.

### II. LITERATURE REVIEWS

The social media was identified as a key factor that is associated with organization communication. With an Internet connection, anyone can use social media. From the previous study, Facebook, Twitter, LinkedIn, Skype, and WiKi being preferable than E-Mail. Social media is easy for two-way communication, both vertical and horizontal communication. The ease of vertical communication was assessed by use of social media between different hierarchical levels. When the ease of horizontal communication was measured by the use of social media between business units. The study suggested that ease of communication inside the company declined if an organization introduced social media that did not increase emotional capital. In contrast, internal communication improved when organizations introduced social media which increased emotional capital [2][3][4].

Marketing is important for various businesses. Besides it is important for the well-being of people, society and the economy of the country. Nowadays, marketing is being used not only for many profit organizations but also for non-profit organizations. (1) the importance of marketing to business; (2) the importance of social marketing; (3) the importance of marketing to the economy [1][5].

Consumer behavior refers to the overall activity of consumers in purchasing, consuming, and disposing of products and services. The emotional, wellbeing, and behavioral responses of pre-purchase, purchasing, and post-purchase for the products or services. This can occur before purchasing of products and services when consumers get the information of products and services. Once purchased or consumed, it must be disposed of products or services that are out or unsatisfied by disposing of resale [6].

Analysis of consumer behavior including the activity of the acquisition of goods and services, both psychologically, emotionally and behaviorally. Consumer behavior toward pre-sale of goods and services. Consumer behavior toward sailing. In addition, post-sale activities, such as how to supply the goods and services that are support the marketers to understand their customers' needs. This is useful for determining the products characteristics, price, distribution channels, and promotions that meet the customers' needs. Conduct to create sales volume and profits for the enterprises. Consumers' satisfaction then lead to repeated purchase [7].

III. RESEARCH METHODOLOGY

From previous concepts, theories, and related researches, the conducted conceptual framework has shown in Figure 1.

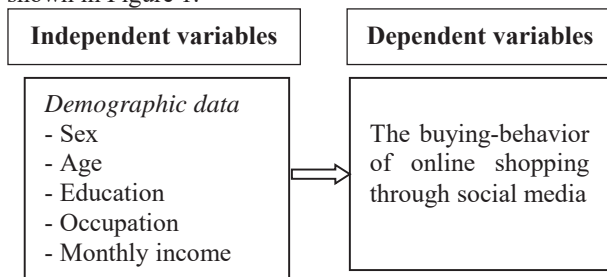


Figure 1. The conceptual framework

The population were consumers who shopping online through social media. The samples were consumers in Suphanburi province who experienced in online shopping through social media, Facebook. Sampling by convenience sampling. The instruments for collecting data were questionnaires distributed to 400 respondents in Suphanburi province. The descriptive statistics used in the research were frequency, and percentage.

Firstly, the research use quantitative method which is the questionnaire survey. Secondly, the qualitative semi-structured interviews were chosen as part of the study.

IV. RESULTS

Part 1 Geographic data

The study found that from the geographic data, most of the consumers were female (245, 61.3%), which ages between 21-30 years (139, 34.8%). Their education background was undergraduate (213, 53.3%). Their occupation was government or state enterprise employees (132, 33.0%). Monthly income between 15,001 to 20,000 Baht (143, 35.8%).

Part 2 the buying-behavior of online shopping through social media, Facebook, in Suphanburi province.

Table 1 The buying-behavior of online shopping through social media.

buying-behavior	Amout	Percentage
1. The frequency of purchases on Facebook per month		
1-2	209	52.3
3-4	120	30.0
4-5	45	11.3
> 5	26	6.5
Total	400	100.0
2. the average cost per order		
< 501	55	13.8
501-1,000	205	62.5
1,001-1,500	40	10.0
1,501-2,000	30	7.5
2,001-2,500	15	3.8
> 2,500	10	2.5
Total	400	100.0
3. Preferable payment method		
Bank transfer / ATM	275	68.8
Cash on Delivery	105	26.3
Others	20	5.0
Total	400	100.0

buying-behavior	Amount	Percentage
4. The majority products or services purchased		
Furniture	82	20.5
Clothing	147	36.8
Healthy and Beauty products	127	31.8
Others	44	11.0
Total	400	100.0
him/herself	212	53.0
Friends	97	24.3
Family	43	10.8
Others	48	12.0
Total	400	100.0

The frequency of purchases on Facebook was 1-2 times per month, (209, 52.3%). When the average cost per order was 501-1,000 Baht / times, (250, 62.5%). Preferable payment by bank transfer / ATM (275, 68.8%). The majority products or services purchased was clothing (147, 36.8%). Final decision-making to purchasing by him/herself (212, 53.0%).

#### V. CONCLUSIONS AND RECOMMENDATIONS

The study found that most of the consumers were female which ages between 21-30 years. Their education background was undergraduate. Their occupation was government or state enterprise employees. Monthly income between 15,001 to 20,000 Baht.

For further study, how social media has provided businesses for the purpose of marketing will also be taken into consideration. Other usages of social media like Facebook, Twitter and LinkedIn should be study, then analyzed before conduct an implementation. Researchers or interested parties can use the results of this research as a guide to do a research in other contexts in marketing. Study of consumer attitudes toward online shopping for Facebook or other marketing channel should be concerned.

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