



**USING INSTAGRAM AS AN ADVERTISING TOOL FOR
SMALL PRINT-SHOP BUSINESSES**

BY

MR. MONTREE METHAKAJONKUL

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2015
COPYRIGHT OF THAMMASAT UNIVERSIT**

**USING INSTAGRAM AS AN ADVERTISING TOOL FOR
SMALL PRINT-SHOP BUSINESSES**

BY

MR. MONTREE METHAKAJONKUL

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)**

FACULTY OF COMMERCE AND ACCOUNTANCY

THAMMASAT UNIVERSITY

ACADEMIC YEAR 2015

COPYRIGHT OF THAMMASAT UNIVERSITY



THAMMASAT UNIVERSITY
FACULTY OF COMMERCE AND ACCOUNTANCY

INDEPENDENT STUDY

BY

MR. MONTREE METHAKAJONKUL

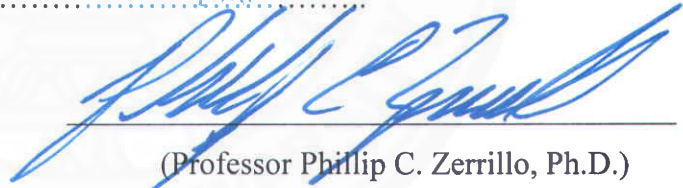
ENTITLED

USING INSTAGRAM AS AN ADVERTISING TOOL FOR SMALL PRINT-SHOP
BUSINESSES

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)


on..... 6 JUN 2016

Chairman



(Professor Phillip C. Zerrillo, Ph.D.)

Member and Advisor



(Associate Professor James E. Nelson, Ph.D.)

Dean



(Professor Siriluck Rotchanakitumnuai, Ph.D.)

Independent Study Title	Using Instagram as an advertising tool for small print-shop business
Author	Mr. Montree Methakajonkul
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Assoc. Prof. Dr. James E. Nelson
Academic Years	2015

ABSTRACT

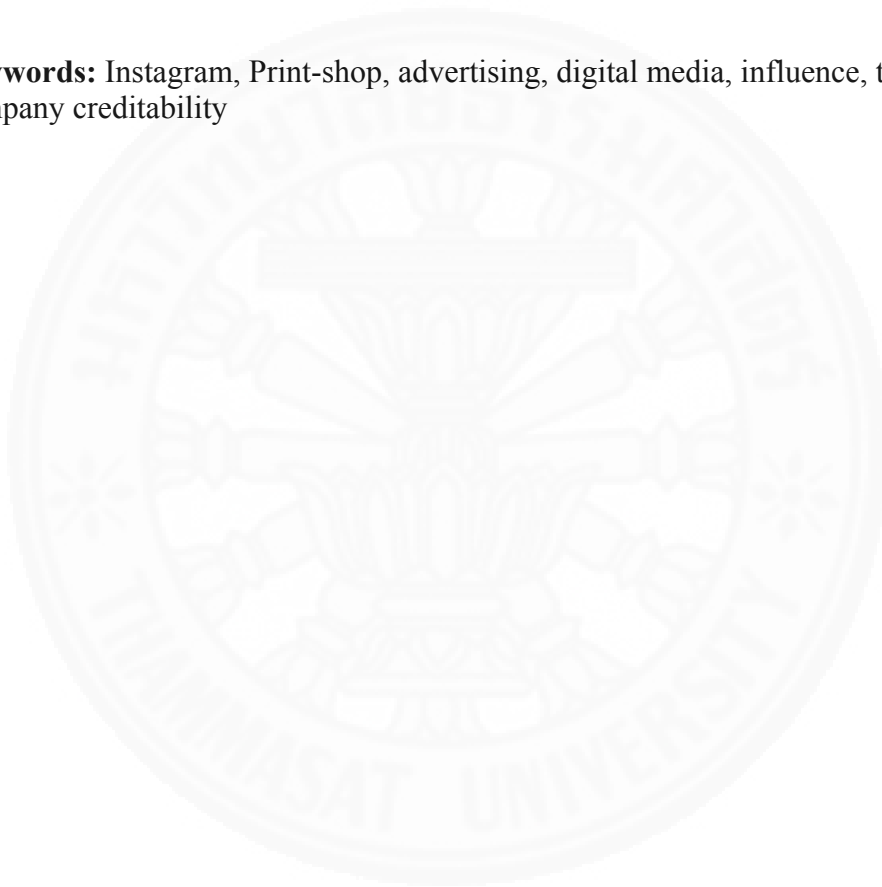
Nowadays, Instagram had been used not only as a tool for socializing but also as a tool for conducting business. Many businesses had used Instagram as a new way of marketing and selling channel to advertise and sell the product or service to customers. Print shop was one of the business. It could use Instagram to express its creativity and quality in designing the printing advertising such as poster, leaflet, etc. which is what its customers was looking for.

To make the most benefit out of Instagram usage, it was crucial to understand customer behavior toward Instagram page. This report was conducted to better understand customers' responses and reactions toward different criteria relating to Instagram's content. So, the company could provide the right and attractive information toward customers.

This report was conducted using both qualitative and quantitative analysis. In qualitative research, secondary data and in-depth interview were used to gain basic

information relating to current situation and also used as a guideline for doing quantitative research. In quantitative research, respondents, Instagram users living in Thailand, were faced with different treatment set of photo to better understand their perception in term of branding, quality of product, company expertise and creditability and also to understand their intention to buy.

Keywords: Instagram, Print-shop, advertising, digital media, influence, trusted brand, company creditability



ACKNOWLEDGEMENTS

I would like to take this opportunity to express my appreciation to my advisor, Associate Professor James E. Nelson, Ph.D., for his suggestion, supportive and expert advice throughout this research. I truly appreciate this encouragement and dedication of both time and effort in this Independent Study “Using Instagram as an advertising tool for print-shop business in Thailand”

In addition, I would like to sincere thanks to my supporters and research participants, family and friends who were willing to share their thoughts on my researching survey. All your backup and supports are produced this research to the success.

Mr. Montree Methakajonkul



TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGEMENTS	iii
CHAPTER 1 INTRODUCTION	1
1.1 Market Introduction	1
1.2 Research Objectives	3
CHAPTER 2 ACADEMIC TOPIC & LITERATURE REVIEW	4
2.1 Academic theory implication	4
2.1.1 The five stage of consumer buying decision process	4
2.2 literature review	5
CHAPTER 3 RESEARCH METHODOLOGY	9
3.1 Exploratory research	9
3.2 Descriptive research	9
3.3 Causal research	9
3.4 Sample selection	13
3.5 Data analysis	13
3.6 Timeline	13
3.7 Limitation	14
CHAPTER 4 DATA ANALYSIS AND RESULT	15
4.1 Exploratory research results	15
4.2 Causal research results	16

4.2.1 Respondents profile	16
4.2.2 Independent-sample t-test analysis	18
4.2.3 One-Way ANOVA analysis	20
4.2.4 Respondents categorized by usage rate	22
4.2.5 Important factors based on usage rate	24
4.2.6 Important factors based on age group	25
CHAPTER 5 CONCLUSION AND RECOMMENDATIONS	28
5.1 Conclusion and implications	28
5.2 Research limitation	29
5.3 Suggestions for future research	30
REFERENCES	31
APPENDICES	33
APPENDIX A	34
APPENDIX B	35
APPENDIX C	42
BIOGRAPHY	43

LIST OF FIGURES

Figures name	Page
1. 5 stage of consumer buying decision process	4
2. Company low follower (1000)	10
3. Company high follower (2000)	10
4. Sample Still photo	11
5. Sample Still photo with employee	11
6. Sample GIF image	11
7. Instagram screenshot with Hashtag	12
8. Instagram screenshot without Hashtag	12
9. Age of respondent	16

10. Household income of respondents	17
11. Categorize user by daily usage of Instagram application	22
12. Categorize user by daily usage of Facebook application	23
13. Categorize user by daily usage of Internet	23

LIST OF TABLES

Table name	Page
1. Independent t-test on High/low number of account follower	17
2. Mean, standard deviation and standard error of mean for t-test	18
3. Independent t-test on hashtag information	19
4. Mean, standard deviation and standard error of mean for t-test	19
5. ANOVA on different type of photo type	20
6. Mean, standard deviation of people who get different type of photo	21
7. Instagram usage group with important factor to buy	24
8. Facebook usage group with important factor to buy	24
9. Internet usage group with important factor to buy	25
10. Respondent profile by age group	25
11. ANOVA on 8 important factors with age groups	26
12. Descriptive data of 8 important factors to buy	26

CHAPTER 1

INTRODUCTION

1.1 Market introduction

Now a day people using a wide range of online marketing tools to advertise, acknowledge or to make their brand be known to the customer such as Facebook ads, Google ads words, Twitter, Website, and a new channel or Instagram. Instagram is a new type of communication (launched in 2010) that can use as a sale channel to make benefit out of this channel. This study will be base on the Instagram application by using the number of company's account follower, type of photo using to advertise and hashtag that use in descriptions to understand the differentiate consumer behavior and their decision criteria when they do shopping online.

Instagram first launched on October 6, 2010 by Kevin Systrom and Mike Krieger (The complete history of Instagram, 2014) and reach 1 million users on December 12, 2010. Instagram was attractive to the user because it provided filter functions that user can adjust their photo by only press photo filter that they like and their photo will change. On April 9, 2012 Instagram was bought by Facebook for 1 billion dollars, at that time Instagram have no revenue.

In November 2015 Instagram have 400+ millions user that the traffic is come from USA (28.5%), Brazil (6.5%) and Russia (5.7%) that shown very diversify of photo origin around the world. The age group that most shared the photo on Instagram is persons who age group between 16-24 years old (41%) then 24-34 years old (35%). And 20% of users are using mobiles to accessing Instagram application on daily basis.

(<http://www.digitalinformationworld.com/2015/02/fascinating-social-networking-stats-2015.html>, 2015)
Now Instagram have 40 billions photo shared, 3.5 millions daily likes, and 80+ millions photo upload everyday *(Instagram.com/press, 2015)*, the average time that people spend on the application is 21 minutes.

Instagram is just starting to allow users to advertise in September 2015 so in perspective of company, we have to find out which type of content that make the most effectiveness when put on the advertising online. In Thailand Instagram has 7.1 million active users in the 2nd quarter in 2015, Bangkok has the most Active Users in South East Asia, Siam paragon is the place that has highest Check-in. The users are in range 18-24 years old (47%+), Female (59%), and 84% have graduate degrees or more, and have 1.5

times more income than usual smartphone user.

Instagram users in Thailand were used the application to find new inspiration, seek out the new activity that makes them different from the other, most of the content are about lifestyle and people like to Tag their friend when they have something in common of interest. For business brand content that users are interested have to be creative, relevant to their interest and the visual have to be high quality. To create brand in Instagram, have to focus on creating trusted brand with Visual storytelling, personal relevance, Inspired result with both still image or 15- seconds video (*Instagram Thailand press conference December 12, 2015*).

Key variables of this study are

- 1) Instagram users demographic such as age, income, education and occupation.
- 2) Three tested variable
 - Different in a number of company's follower (1,000 = Low, 2,000 = High)
 - Company's photo with hashtag and without hashtag
 - Type of photo company upload into Instagram application (Still Image, Still Image with employee and moving photo)
- 3) Users behavior to use Instagram application.

Important question that results of this study would answer are: Do the customer believe the content in the Instagram advertising, what are main criteria that consumer use when they buy product, is number of like company account follower are affected the company creditability, a hashtag that use in content is important to customer or not, is number of company's followers are relate to company expertise or professional or not.

This proposal falls into the study of the contemporary topic in applied marketing under technology topic, online business in social media (Instagram application) the main objective is to find linkage between content that company provides to customers to match with customer's perception and customer purchasing behavior via Instagram application. Base on different factor is given to each respondent each respondent will receive different image content that provide 3 point of different in the image (Number of account follower, Hashtag information, and type of photo). To understand more about how people will perceive value of company and product.

1.2 Research objectives

- To understand the criteria that consumer using while consumer choosing the product in Instagram application.
- To test that different factor impact on decision-making process while doing online shopping e.g. Number of company account follower, the different type of content and hash tag that use in the description makes any different in customer buying behavior.
- To allow the company to understand consumer perception on information given on the Instagram page and what customer are reaction on both product and company's brand credibility, brand professional, trust, product perceives quality and understand customer intention to buy.

CHAPTER 2

ACADEMIC TOPIC & LITERATURE REVIEW

2.1 Academic theory implication

2.1.1 The five stage of consumer buying decision process

Customer buying decision process is complex than grab and buys product from the shelf. The human brain will think thru five decision-making process to justify the value of product they will gain and the value they have to pay. This model was developed by Engel, Blackwell and Kollat in 1968. This model is containing with Problem/need recognition, information search, evaluation of an alternative to meet this need, purchase decision and post-purchase behavior. (*Kotler Marketing management 14e ed.*)



Figure 1 Five stage of consumer buying decision process

Problem recognition is first and the most important stage in the buying process. If there is no need from a customer the purchase of the product will not happen. The problem recognition can occur by customer themselves such as customer have functional need, social need or need to change or cause by company advertisement.

Information search, after needs is created by problem recognition consumer will search information by internal and external information, internal information is the information that present in consumer's memory, and external information is information that comes thru word of mouth, review from critics, advertising. In this stage, Instagram application come into a play with consumer. If company be able to use Instagram to attach customer problem to their product so the sale can occur. Company need a right advertising content, both profile and photo.

Alternative evaluation, once customer collected all the data from family, friend, new and advertisement customer will evaluate what is fit for them so if the company have a product that slightly fit or better that competitor customer will remember the brand's product and establish a set of evaluation criteria.

Purchase decision, after customer decided which product are fit to their need, consumer will make decision base on perceived value, product's features and how important of this product to consumer. This research will provide the right information on each factors that need to use for convincing customer to purchase the product.

Post-purchasing behavior, Instagram is not only sale channel but Instagram can create loyal thru the channel by providing the right content customer like to see, can interact with customer and also make customer comeback and repurchase.

Instagram can be a channel to create shopping experience, customer relationship, channel to provide product information and become important role in the consumer decision-making process.

2.2 Literature review

2.2.1 Tips for using Instagram application for business

The article shown a tip to using Instagram for business they recommend to be acquainted to use Instagram as a powerful tool, this website shown hot to make the brand visible in the market that pick the right picture for upload for business, a number of followers is important for creating reputation and creditability also hash-tag are important to attract new follower. The main idea from this source is a guide to make company's Instagram account more interest such as follow your followers back, have a plan for post, inspire potential customers, quantify and quantity of photo, reward follower, etc. this will make company's Instagram account become more interesting. (<http://www.socialmediaexaminer.com/instagram-for-business-tips/>, 2013, September 9)

2.2.2 The trend is important

The website shown that the Instagram trend is changing over time, it is important to upload a right photo at the right time. You cannot sell ski equipment in summer and also the photo layout is important. So every company using social media

to promote and advertise their company, company need to adapt and learn about customer all the time not only learn from competitor but also celebrity and star also. This website give an idea that a good arrangement of photo is important.

(<http://www.cosmopolitan.com/lifestyle/news/a45051/instagram-trends-summer-2015/>, 2015, August 19)

2.2.3 Instagram trends for marketers

The blog is talking about marketer is planning to increase their use of the Instagram application by 42%, visual contents are become more and more important, she also talked about to create a brand hash-tag, when customer upload a photo to the social network they will help the company create brand awareness. And make impact out of their company's Instagram profile. The top three marketing trends is first, branded hashtag is to make more engage to their community on social media, by creating hashtag is for increased exposure to new potential customers through an Instagram channel and this will increase both prestige and followers. Second, lifestyle content sometime company shouldn't post their only their product content but when product come with lifestyle content this make more impact for customer, also focus on photo's color and quality. The third is Instagram influencers marketer should use the influencer to gain exposure by exchanging product for a giveaway, a promotion or a small fee.

(<http://blog.hootsuite.com/top-3-instagram-trends-for-marketers/> 2014, May 26)

2.2.4 What is Instagram and why is it popular

The blog showed the background of the Instagram application that lunch on October 6, 2010 and become very successful application in app store within a week. Instagram application reach the top application in app store within 24 hours, hold record as quickest to reach 1 million download. The reason Instagram is popular is because of its functions such as photo sharing this function come with a simple way to express your emotion through photo and social can react with account owner photo to comment and press like to each photo. In the other side it is not about account owner only but everyone can access into other account to see what is going on. Instagram become a running documentary of your life and channel of communication for

everyone around the world.

(<http://infospace.ischool.syr.edu/2011/12/15/what-is-instagram-and-why-is-it-so-popular/> 2011, December 15)

2.2.5 The beginner's guide to Instagram

The blog shown the way to use Instagram application how important of each function and photo shoot technique. Instagram provides a set of filter for using for the photo. Instagram also has video function that can upload 15 seconds into the application, which will be another choice to do advertising. The step to become member of Instagram account is simple start from register/setup, setting notification, connect to other social media, add photo and wait for feedback from other people. This blog make me feel that video content is become more and more important for marketer and this theory will prove in this market research.

(<http://mashable.com/2012/05/29/instagram-for-beginners/#WOCcJyOOt8qk> 2015, October 28)

2.2.6 Enhances the Instagram advertising experience

The blog shown the new way to create content for upload into Instagram application call "GIF" this is using a set of photo arrange into a video movement. This blog also shown that Instagram advertise is not only for marketers, but Instagram itself. This article tells us that the way people behavior to use the social network is change, people are looking into little new feature and GIF type of content are become an important one. Simplicity, the moving type of content are simple and user-friendly which will makes Instagram more appealing to small-medium business, that doesn't always have knowledge and resource to fully master social media. According to Australian survey from May, 2015 (<http://www.smartcompany.com.au/>) 57% of small-medium business have no idea whether they've recovered investment in social, which lead to stop bothering. Also when look at trend comparing to other application, Snapchat is by far Instagram's biggest rival when it comes to being considered the social media among young people.

(<http://www.clickz.com/clickz/news/2431887/4-ways-boomerang-enhances-the-instagram-advertising-experience> ,2015, October 27)

2.2.7 The beginner's guide to the hashtag

The blog shown basic knowledge about hash-tag, hash-tag is a simple function to use one word with sign (#) in front, this type of symbol can use in many applications such as twitter, Facebook, Instagram and etc. when customer click on hash-tag in Instagram customer be able to access all the photo with that hash-tag easily. Sample is company may use #CompanyName to be a main hashtag every time company have an action in the social media or customer may type in what they talk about the company. Hashtag can become measurement of the trend; this function can adapt in the further research about big data.

(<http://mashable.com/2013/10/08/what-is-hash-tag> ,2013, October 8)

2.2.8 Instagram using for shoes company

This blog talks about using Instagram to increase awareness of their shoe product that they already put their first advertise in November 2013, this shown the company are very early adopters the technology and very first brand that partner with Instagram. This result in high-impact, massive awareness with campaign with Instagram prospective customer increase drastically, with 200k people visiting their site over 30 days. This blog shown how important is social media nowadays with and without social media can make a different impact to the company.

(<http://blog.business.instagram.com/post/134798580773/michaelkorsmarquee> ,2015, December 4)

2.3 Literature review conclusion

From all the research on sources, Instagram is become an important player for company when choosing a media channel to promote themselves. This require a basic knowledge about Instagram application, hot to use and how to make it efficiency. Instagram is not just a tool that every content will make a positive effect for the company but only the right content with the right information provide with it. From this literature review I have learned that hashtag and moving photo type is become more important for company when using this tools.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Exploratory research

Exploratory research was consisting of Secondary data research and In-depth interview. The purpose of Research with Internet research, website, publications, journals, blog, cases etc. these are basis reference to understand the situation, definition, and application for 20 hours. Using the in-depth interview to identify the major factor that effected consumer decision-making when choosing the product in Instagram application. Information are collected by conducting interview with the target group, Thai people who using Instagram by show them with one treatment per people (12 treatments) 3 treatment each with a set of question (36 interviewees in total). The objective of the in-depth interview is to understand internal factor of customer perception and purchasing criteria when choosing a product from Instagram application. And this qualitative data used for design the quantitative survey questionnaire to test the assumption on the mass target.

3.2 Descriptive research

Descriptive research was consisted of a questionnaire survey. The purpose of the questionnaire is to help us provide information in a more particular scope in a larger scale of customer after gained a big picture from in-sight of the in-depth interview. This helped us understand the criteria when customer choosing a product in Instagram application, consumer decision-making process and consumer perception toward each treatment of data.

3.3 Causal research

Primary research collected by using (2 x 3 x 2) treatment conduct with different in three-factor that are Number of company account followers (1,000 = Low, 2,000 = High), hashtag (with and without) and Type of photo (Still Image, Still Image with employee and moving photo) these are combine into 12 treatments in total. Data were collected from total 415 respondents, and screen out the error responded, extreme bias, uncompleted questionnaire and Instagram non-users. Each interface contained a different combination

of information based on three independent factors

1. Number of company account follower

These 2 photos have a different on number of follower that shown to the respondent



Figure 2 Company low follower (1000)



Figure 3 Company high follower (2000)

2. Type of photo

These 3 photos shown different information to respondent first one is a product image, second is a product with employee, and third is a moving video about products.

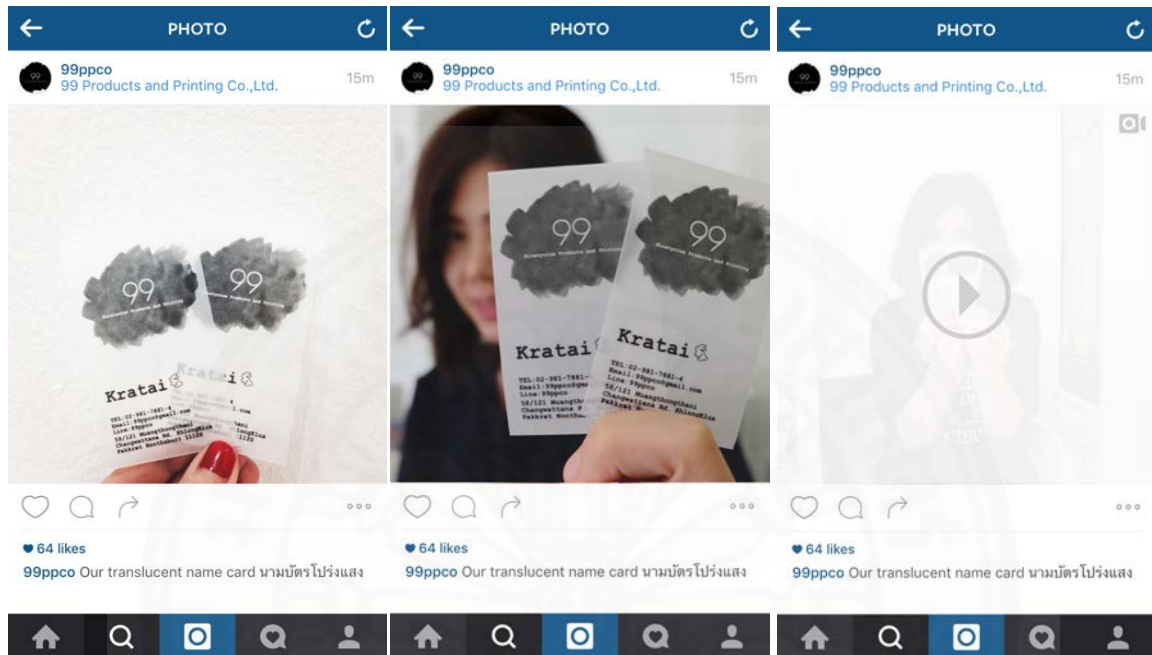


Figure 4 Still Photo

Figure 5 Product with employee

Figure 6 GIF image

3. Hash-tag information

These 2 photos have the different information on the comment box, one got hashtag information and another one didn't have.



Figure 7 Instagram screenshot with Hash-tag Figure 8 Instagram screenshot without Hash-tag

Respondents were faced with the same question for every set of treatment. The question in the questionnaire are consisted of screening question, usage rate on Instagram Facebook and Internet to categorize users into usage group, a number of follower and following of respondent to see respondent usage character. Then respondent was exposed with each treatment's photo with question to test respondent perceive score for each factor (5-points Likert scale) trusted brand, quality of product, company expertise, professional, company creditability and willingness to buy. Questionnaire asks the question to understand what is the important factor (5-points Likert scale) for respondent to make decision to buy product from company on Instagram application (Number of account follower, Number of photo like, Content on photo, customer's comment, hashtag, Uploaded time, name of account and photo quality). Questionnaire was ended with demographic question to understand more on respondents. (See full version of questionnaire in Appendix B)

3.4 Sample selection

This research was selected using convenient sampling process (non-probability sampling). The target respondent was characterized as follow:

- Using Instagram application for business purpose
- Live or work in Thailand
- Both male and female
- Age between 18-50 years' old

3.5 Data analysis

This research was conducted in both qualitative and quantitative analysis. Qualitative information was gather from secondary data and in-depth interview. Quantitative information was collected from questionnaire surveys analyzed by using Statistical Package for the Social Science software (SPSS) to analyses frequency, mean, mode, t-test, ANOVA, etc. The dependent variable of this study is company's creditability, trustworthy, quality of produce expression professionalism and willingness to buy the products. The independent variables include all the factor such as how long they spend time on Instagram application and other application, Lifestyle question, etc.

3.6 Timeline

This research was conducted from 18th October 2015 to 7th April 2016, The details of timeline was listed below

- Secondary data: 18th October – 18th December 2015
- In-depth interview: 17th December – 31st December 2015
- Questionnaire design with testing: 1st January – 25th December 2015
- Data collection: 25th December – 16th February 2016
- Data analysis 16th February – 7th April 2016
- Final report submission: 7th April 2016

3.7 Limitation

- Respondent bias, this research's respondent was selected using convenience sampling, this lead to non-probability sampling. Therefore, making conclusions with data in hand is challenge. The result of this research may not represent the entire population.



CHAPTER 4

DATA ANALYSIS AND RESULT

4.1 Exploratory research results

To understand the purchasing criteria and perception of customer toward the Instagram application advertising, In-depth interview had been conducted on October 18, 2015 and November 17, 2015 for 36 peoples. The target audience had shown with different treatment set of photo and question feedback about what they feel about those photos.

- A respondent who got the “lower number of follower” photo is showing the lack of confident of buying a product from the company.
 - “I would not make any purchases with this company. It seems not reliable and credible enough seeing from the amount of followers.”
 - “ Is this company still running? The amount of followers signal that the company might no longer exist.”
- Six people give recommend to improve a number of account follower to make them confident to buy the product for this Instagram account.
 - “ To grab attention on Instagram, first thing to do is increase a number of followers. That is what this Instagram lack.”
 - “Confident comes with number of followers”
- A respondent who gets moving photo (gif) show interesting with a positive respond to the product
 - “ It is great! The VDO make us feel exciting than just plain pictures.”
 - “ I can see many designs of name card within one VDO. This is better than many pictures that I have to scroll down”
- With a respondent who got a photo with hashtag say hashtag will help people access to the photo easier and it is critical to wisely choose the right hashtag
 - “ When I want to find a specific content, I will search through

- hashtag. It is a lot easier.”
- “Searching through hashtag requires the exact word. Carefully choose the right word, if you want people to be able to access your photo using this technique”
- All of the respondents are said that account follower is important criteria when choosing the product in Instagram.
- “ When I consider buying any products from Instagram, the first criteria that I concern is a number of followers.”
 - “Sometimes, I skim through the followers list to ensure the credibility of that Instagram”

4.2 Causal research results

Respondent profile from collected data are 12 treatments with 30 questionnaires each treatment equal 360 questionnaires in total. For 360 questionnaires from 12 treatments be able to explain base on 3 dependent variable that are photo with/without hashtag, photo type and number of company account follower they are different between testing factor calculated by Independent-sample t-test and one-way ANOVA.

4.2.1 Respondents profile

All of the respondent are using Instagram application

□

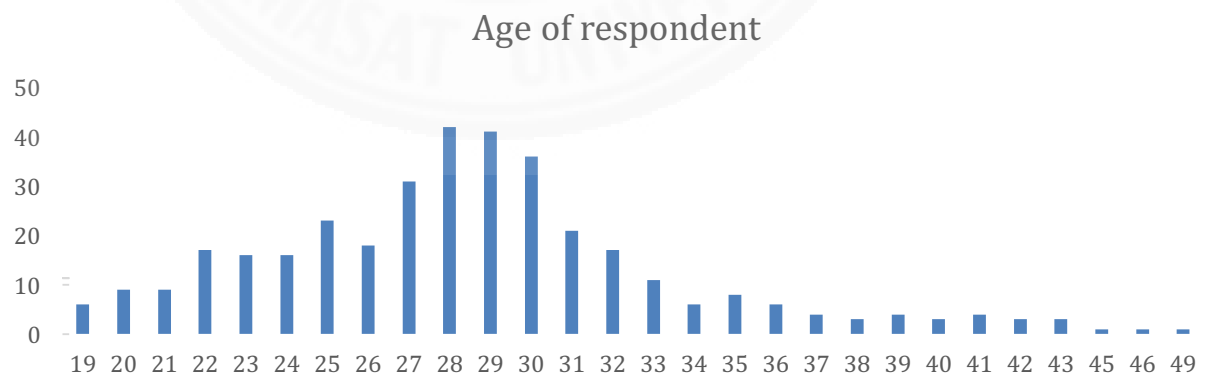


Figure 9 Age of respondent

Respondent profile consisted age between 19 to 49 years old. With mean at 28.5 years old. Standard deviation at 5.11, with 67% female and 33% male, this shown the

respondent group are construct with spread ages and the largest group of respondent are 25 to 30 years old and most of them are female.

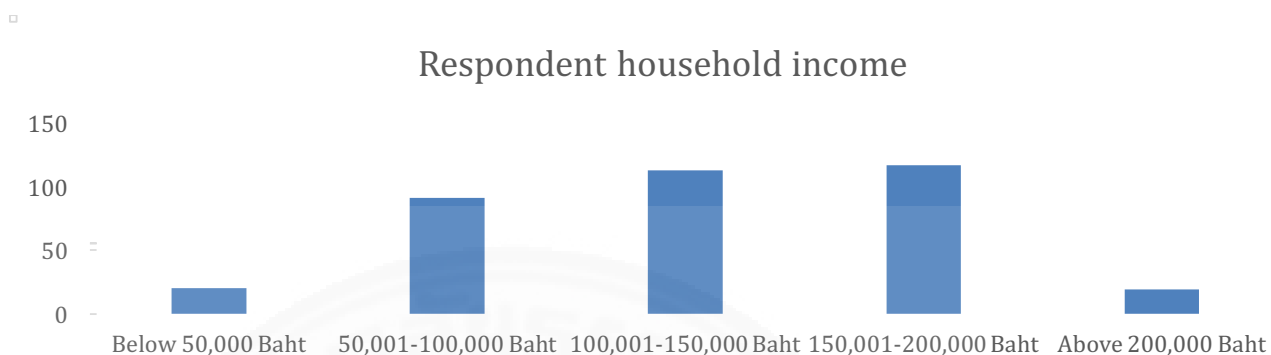


Figure 10 Household income of respondent

With data above shown most of our respondent are income range between 50,000 to 200,000 baht with small number of who gain below 50,000 and above 200,000 so the most of respondents are middle income between 50,000 to 200,000. More than 50% of our respondent are bachelor degrees, 25% are master degrees, 7% doctorial and without anyone below bachelor degree.

Respondent education profile is 41% of full time employed, 17% are part time employed, 26% are self-employed and 15% are not employed.

4.2.2 Independent-sample t-test analysis

Independent Samples Test		
	Sig. (2-tailed)	Mean Difference
Trusted brand	0.00	-0.47
Quality of product	0.10	0.12
Company expertise	0.00	-0.56
Professional	0.00	-0.58
Company Creditability	0.00	-0.32
Willingness to buy	0.00	-0.49

Table 1 Significant level of data between 6 tested variables with high/low number of account follower From SPSS, by compare means using Independent-sample t-test comparing between respondent who get high and low number of account follower. This can explain that

company Instagram account follower are giving significant level in 5 factors that is Trusted brand, company expertise, company professional, company creditability and willingness to buy product from company who have more number of account follower (See full Independent-sample t-test table in appendix C)

Group Statistics	Number Of Account Follower	N	Mean	Std. Deviation	Std. Error Mean
Trusted brand	Low(1000)	180	3.89	0.74	0.06
	High (2000)	180	4.37	0.84	0.06
Quality of product	Low(1000)	180	4.40	0.62	0.05
	High (2000)	180	4.28	0.76	0.06
Company expertise	Low(1000)	180	3.91	0.84	0.06
	High (2000)	180	4.47	0.77	0.06
Professional	Low(1000)	180	3.61	0.88	0.07
	High (2000)	180	4.19	0.75	0.06
Company Creditability	Low(1000)	180	4.07	0.82	0.06
	High (2000)	180	4.39	0.61	0.05
Willingness to buy	Low(1000)	180	3.55	0.81	0.06
	High (2000)	180	4.04	0.88	0.07

Table 2 Sample Means, Standard deviation and standard error Mean of people who get low/high number of follower in the photo

When number of account follower is higher it is mean company are more trusted brand, more expertise, more professional, more creditability and willing to buy product from this company Instagram account. This data shown with higher number of account follower the respondent react more positive to the brand.

Independent Samples Test		
	Sig. (2-tailed)	Mean Difference
Trusted brand	0.14	-0.13
Quality of product	0.00	-0.23
Company expertise	0.62	-0.04
Professional	0.95	-0.01
Company Creditability	0.04	0.16
Willingness to buy	0.04	0.19

Table 3 Significant level of data between 6 tested variables with different photo with and without Hashtag

From SPSS, by compare means using Independent-sample t-test comparing between respondent who get a treatment with hashtag and without hashtag. The photo with hashtag are giving significant level in 3 factors that is Trusted brand, company expertise and company professional. (See full Independent-sample t-test table in appendix C)

Group Statistics	Hashtag	N	Mean	Std. Deviation	Std. Error Mean
Trusted brand	No	180	4.07	0.82	0.06
	Yes	180	4.19	0.83	0.06
Quality of product	No	180	4.22	0.74	0.05
	Yes	180	4.46	0.63	0.05
Company expertise	No	180	4.17	0.87	0.06
	Yes	180	4.21	0.83	0.06
Professional	No	180	3.90	0.87	0.06
	Yes	180	3.91	0.87	0.06
Company Creditability	No	180	4.31	0.68	0.05
	Yes	180	4.15	0.79	0.06
Willingness to buy	No	180	3.89	0.86	0.06
	Yes	180	3.70	0.90	0.07

Table 4 Sample Means, Standard deviation and standard error Mean of people who get no hashtag and hashtag in the treatment photo

With different group of treatment who get different set of photo with and without hashtag are believe that photo with hashtag are more trusted brand, prefer to more product quality, company expertise, slightly more professional but lag of creditability and willingness to buy, this could explain by when company put on hashtag company are seeking more follower and put on harder sale strategy into their product, so people give less company creditability and less willingness to buy product from the company.

4.2.3 One-way ANOVA analysis

ANOVA		
	Sig.	Mean Square
Trusted brand	0.05	-0.13
Quality of product	0.00	-0.23
Company expertise	0.68	-0.04
Professional	0.93	-0.01
Company Creditability	0.91	0.16
Willingness to buy	0.02	0.19

Table 5 Significant level of data between 6 tested variables with different photo type

By using One-way ANOVA comparing between respondent who get a different photo type in treatment, company photos type is giving significant level in 3 factors that is Trusted brand, Quality of product and willingness to buy from customer, that can compare mean in the next figure (see full ANOVA table in appendix C)

Descriptives		N	Mean	Std. Deviation	Std. Error
Trusted brand	ProductOnly	120	4.06	0.85	0.08
	Product w/ Employee	120	4.05	0.84	0.08
	Moving Photo	120	4.28	0.77	0.07
	Total	360	4.13	0.83	0.04
Quality of product	ProductOnly	120	4.21	0.72	0.07
	Product w/ Employee	120	4.24	0.71	0.06
	Moving Photo	120	4.57	0.59	0.05
	Total	360	4.34	0.69	0.04
Company expertise	ProductOnly	120	4.22	0.86	0.08
	Product w/ Employee	120	4.13	0.83	0.08
	Moving Photo	120	4.22	0.86	0.08
	Total	360	4.19	0.85	0.04
Professional	ProductOnly	120	3.93	0.86	0.08
	Product w/ Employee	120	3.90	0.94	0.09
	Moving Photo	120	3.88	0.80	0.07
	Total	360	3.90	0.87	0.05
Company Creditability	ProductOnly	120	4.23	0.71	0.06
	Product w/ Employee	120	4.21	0.79	0.07
	Moving Photo	120	4.25	0.72	0.07
	Total	360	4.23	0.74	0.04
Willingness to buy	ProductOnly	120	3.77	0.91	0.08
	Product w/ Employee	120	3.65	0.88	0.08
	Moving Photo	120	3.97	0.83	0.08
	Total	360	3.79	0.88	0.05

Table 6 Sample Means, Standard deviation and standard error Mean of people who get different type of photo treatment

With the group who get different type of product photo type, respondent who get moving type of photo are giving the highest score to most trusted brand, quality of product, company expertise, company creditability and willingness to buy. But product photo and product with employee photo are sensing more professional, in the other factor only product photo and product with employee are not different, from this data can explain that Moving photo are the best type of photo when company want to advertise their product on the Instagram application to get more perception on trusted brand, expertise, creditability and people willing to buy the product from the company.

4.2.4 Respondents categorizes by usage rate

With question number 3, 4, 5(Appendix B) we can categorize respondent into light users, medium users and heavy users for Instagram application, Facebook application and Internet usage. Light users is mean people who using each application less than 30 minute per day, medium users is people who use application between 31 minute to 50 minute and Heavy users is people who use application more than 50 minute.

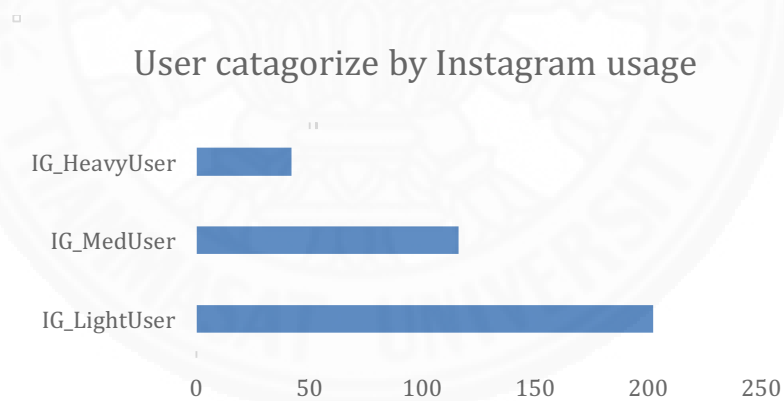


Figure 11 Categorize user by daily usage of Instagram application

Figure above shown 56% of respondent are light users and 32% are medium users and 11 % are Heavy users

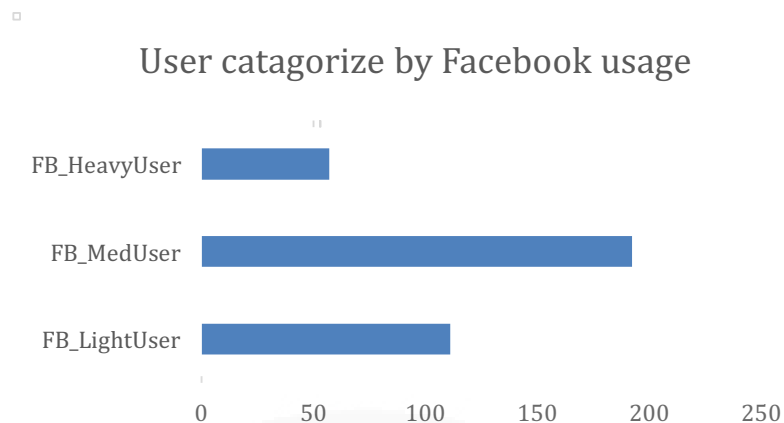


Figure 12 Categorize user by daily usage of Facebook application

Figure above shown 30% of respondent are light user and 50% are medium user and 15% are Heavy user, comparing to Instagram application usage rate, respondent are spending more time on Facebook than Instagram as medium and heavy user group are larger.

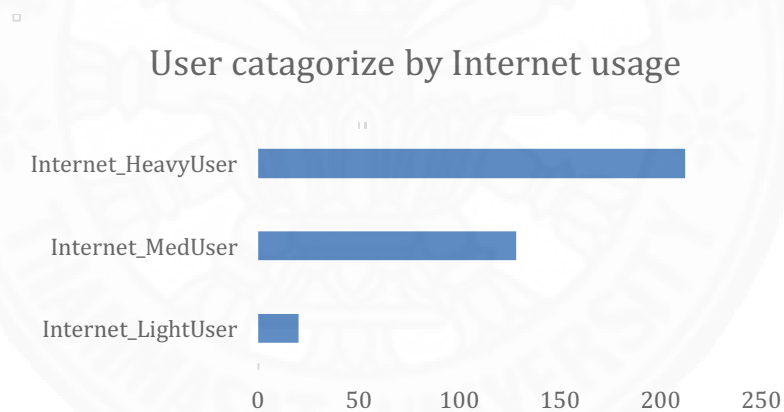


Figure 13 Categorize user by daily usage of Internet

Figure above shown 5% of respondent are light user and 35% are medium user and 60% are Heavy user, comparing to Instagram and Facebook application usage rate, respondents are spending more time on Facebook than Instagram as medium and heavy user group are larger.

4.2.5 Important factors based on usage rate

After define user of Facebook application, Instagram Application and Internet user into 3 group by usage, then take to data compare mean between group to understand what is more important factor for making decision to buy product from company

Instagram's User	IG_LightUser(n=202)		IG_MedUser(n=116)		IG_HighUser(n=42)	
	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
NumberOfFollower	4.57	0.65	4.53	0.63	4.52	0.67
Number of photo like	4.36	0.66	4.44	0.61	4.5	0.51
ContentOnPhoto	3.51	1.12	3.39	1.13	3.17	1.06
Customer'sComment	4.48	0.58	4.5	0.61	4.48	0.51
HashTag	2.82	0.86	2.84	0.89	2.74	0.80
UploadTime	2.59	0.75	2.58	0.72	2.74	0.86
NameofAccount	2.84	0.75	2.77	0.75	2.71	0.74
QualityOfPhoto	4.04	0.80	4.05	0.86	3.93	0.75

Table 7 Instagram usage group with important factor to buy

Figure above shown the most important factor to make decision to but product from company is Number of company's Instagram follower number, for number of photo like is important for Medium usage group and Customer's comment is important for light and heavy user group.

Facebook's User	FB_LightUser (n=111)		FB_MedUser(n=192)		FB_HighUser(n=57)	
	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
NumberOfFollower	4.55	0.70	4.54	0.64	4.6	0.56
Number of photo like	4.42	0.67	4.43	0.58	4.28	0.67
ContentOnPhoto	3.58	1.13	3.41	1.11	3.25	1.09
Customer'sComment	4.52	0.57	4.44	0.59	4.58	0.57
HashTag	2.91	0.95	2.8	0.82	2.72	0.84
UploadTime	2.63	0.73	2.57	0.77	2.67	0.76
NameofAccount	2.79	0.75	2.79	0.72	2.84	0.84
QualityOfPhoto	4.01	0.73	4.07	0.85	3.95	0.85

Table 8 Facebook usage group with important factor to buy

Figure above shown the most important factor to make decision to but product from company is Customer's comment for all three group, for number of photo like is important for Heavy usage group and Number of company's Instagram follower number is important for light and medium user group.

Internet's User	Internet_LightUser(n=20)		Internet_MedUser(n=128)		Internet_HighUser(n=212)	
	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
NumberOfFollower	4.6	0.50	4.53	0.60	4.56	0.68
Number of photo like	4.35	0.67	4.43	0.65	4.39	0.61
ContentOnPhoto	3.45	1.23	3.35	1.09	3.48	1.12
Customer'sComment	4.6	0.50	4.5	0.58	4.47	0.60
HashTag	2.7	0.86	2.83	0.91	2.83	0.83
UploadTime	2.65	0.75	2.53	0.77	2.64	0.74
NameofAccount	2.9	0.79	2.76	0.77	2.82	0.73
QualityOfPhoto	4.05	0.83	4.04	0.83	4.02	0.81

Table 9 Internet usage group with important factor to buy

Figure above shown the most important factor to make decision to but product from company is Number of company's Instagram follower number for all three groups, and second important factor is customer's comment for all three groups.

4.2.6 Important factors based on age groups

After we divide people into three groups

- group1 age below 30
- group2 age 31-40
- group3 age higher than 41

Age_Group	n	Percent
Below 30 years old	264	73.3
31-40 years old	83	23.1
More than 41 year old	13	3.6

Table 10 Frequency of each respondent age group

Then find is their any significant different of important factor for each age group

ANOVA	Sig.	Mean Square
ImprtantFactorToBuy.NumberOfFollower	0.85	0.07
ImprtantFactorToBuy.Number of photo like	0.43	0.33
ImprtantFactorToBuy.ContentOnPhoto	0.94	0.08
ImprtantFactorToBuy.Customer'sComment	0.25	0.47
ImprtantFactorToBuy.HashTag	0.89	0.09
ImprtantFactorToBuy.UploadTime	0.62	0.27
ImprtantFactorToBuy.NameofAccount	0.91	0.06
ImprtantFactorToBuy.QualityOfPhoto	0.91	0.06

Table 11 ANOVA significant level of data between 8 factor to buy with different respondent age group

Data shown there are no significant level between age group to choose important factor to buy product on Instagram this mean any age are using the same criteria when choosing the product on Instagram application.

Descriptive Statistics	Mean	Std. Deviation
ImprtantFactorToBuy.NumberOfFollower	4.55	0.64
ImprtantFactorToBuy.Customer'sComment	4.49	0.58
ImprtantFactorToBuy.Number of photo like	4.40	0.63
ImprtantFactorToBuy.QualityOfPhoto	4.03	0.82
ImprtantFactorToBuy.ContentOnPhoto	3.43	1.12
ImprtantFactorToBuy.HashTag	2.82	0.86
ImprtantFactorToBuy.NameofAccount	2.80	0.75
ImprtantFactorToBuy.UploadTime	2.60	0.75

Table 12 Descriptive data of 8 important factor to buy

Data shown the most important factor company need to improve to gain more sale is to increase number of company account follower, tried to get a good feedback on customer's comment, and increase number of photo like to increase customer's intention to buy.



CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion and implications

From this research analysis can implement into many businesses who seeking the best type of content when do advertise on the Instagram application, to understand how people react with each different factor and understand which factors are important for consumer. This could be a powerful tool for marketer from start-up company to large corporation company to utilize the maximize benefit for each content company want to upload to application from this free channel of advertisement.

This research used three factor of Instagram application to analysis the behavior and reaction of respondent while the factor is changing the three factor is

1. Number of company's Instagram account follower (High/Low)
2. Hashtag information (with/without)
3. Upload photo type (still image / still image with employee / moving image)

From the quantitative research can confirm the qualitative research that

- With higher number of account follower is giving more confident to buy product from company
- Account follower number is most important factor when using Instagram application
- Moving photo (gif) is more interested and give better intention to buy

With qualitative research conclusion is no matter user is light medium or heavy user for Instagram, Facebook and Internet respondent are giving priority in the company follower number to be the most important factor while choosing product in Instagram application. The second important factor is other customer comment and the third important factor is photo like. When looking into each application usage rate result shown people tend to spend more time on Internet then Facebook application and Instagram application. For t-test and ANOVA we are understand important factor for user about which factor is effect each decision-making criteria, Number of company's account follower is effect on Trusted brand, Company expertise, Company

professional, Company creditability, and Intension to buy product from company and with higher number of company's account follower are give positive effect on all the factors. Hashtag information is effect on Trusted brand, company expertise and company professional when we look into mean score for 3 factors above photo with hashtag will give company more on trusted brand but with hashtag will give negative score on creditability and low willingness to buy this could conclude that company are push too much advertising and seeking new follower while selling stuff so people will think company is not strong enough and give them lower confident to buy product from the company. Type of photo is effect on Trusted brand, Quality of product and Willingness to buy and the best option for upload content into Instagram application is Moving photo type because it's got the highest score comparing to still image and still image with employee, while the other two are get the same score.

The best option when the company want to sell product on Instagram application is 1. Increase number of company's account follower, the higher number is better. 2. Use hashtag when company seeking new follower and need to spread the word but when its come to selling time do not use hashtag in the content. 3. Using moving photo when possible, this type of image will give the best potential to sell the products.

5.2 Research limitation

Due to the limitation of time and resources, the questionnaire was distributing thru only online channel to group of friends, friend of friend, family and people who using Facebook most of the respondent share alike profile, age 25-31 years old, middle level of household income, 60% bachelor degree, 94% single and 41% full-time employee. So the result is not cover people in all segment. The casual research size is delivered to only 30 responses each treatment. So this data will not represent the whole consumer in Thailand.

5.3 Suggestion for future research

To understand more about consumer behavior, the research needs more sample size to get more accurate information also the research need to be spread into wider age, education, occupations group of respondent. This idea of research can apply into many countries to understand behavior of consumers in each country to see the different pattern and idea. The research can do further into segment consumer into group use factor and cluster analysis to define group of consumer and make them fit into product specification. Then the company can use their budget more efficiency.

I hope this research study will benefit to printing businesses and other business in Thailand that want to understand their consumer about the important factor when consumer choosing product on Instagram application and this may develop into the absolute solution for the company in the future.

REFERENCES

1. Ahmad, I. (2015, February 1). *Fascinating #SocialMedia Stats 2015: Facebook, Twitter, Pinterest, Google*. Retrieved February 07, 2016, from <http://www.digitalinformationworld.com/2015/02/fascinating-social-networking-stats-2015.html>
2. BUCK, S. (n.d.). *The Beginner's Guide to Instagram*. Retrieved October 28, 2015, from <http://mashable.com/2012/05/29/instagram-for-beginners/#WOCcJyOOt8qk>
3. CustomerJung, H. (2015, August 19). *The 10 Most Popular Instagram Trends of Summer 2015*. Retrieved October 28, 2015, from <http://www.cosmopolitan.com/lifestyle/news/a45051/instagram-trends-summer-2015/>
4. Hemley, D. (2013, September 9). *26 Tips for Using Instagram for Business*. Retrieved October 28, 2015, from <http://www.socialmediaexaminer.com/instagram-for-business-tips/>
5. Hiscott, R. (2013, October 8). *The Beginner's Guide to the Hash-tag*. Retrieved November 25, 2015, from <http://mashable.com/2013/10/08/what-is-hash-tag/#2FYofaFFtuqn>
6. Instagram Official. (n.d.). *Instagram*. Retrieved February 08, 2016, from <https://www.instagram.com/press/>
7. Kors, M. (2015, December 4). *Instagram for Business*. Retrieved December 17, 2015, from <http://blog.business.instagram.com/>
8. Kotler, P., & Keller, K. L. (2012). *Marketing management* (14e ed.). Harlow: Pearson Education.
9. Loren, T. (2014, May 26). *The Top 3 Instagram Trends for Marketers*. Retrieved October 28, 2015, from <http://blog.hootsuite.com/top-3-instagram-trends-for-marketers/>
10. Lux, K. (2011, December 15). *What is Instagram and Why Is It So Popular? - Information Space*. Retrieved October 28, 2015, from <http://infospace.ischool.syr.edu/2011/12/15/what-is-instagram-and-why-is-it-so-popular/>

11. O'Brien, M. (2015, October 27). 4 ways Boomerang enhances the Instagram advertising experience. Retrieved October 28, 2015, from <http://www.clickz.com/clickz/news/2431887/4-ways-boomerang-enhances-the-instagram-advertising-experience>





APPENDICES

APPENDIX A OVERVIEW OF INSTAGRAM FACT

UNDER A MICROSCOPE

Content testing and optimization still rule the Instagram game.

	MOST ENGAGING FILTER	EYE-CATCHING COLORS	CAPTIONS THAT ELICIT A RESPONSE
ENGAGEMENT	None, Lo-Fi	■ Green	Include questions
E-COMMERCE	None	■ Yellow ■ Blue	Use longer descriptions, no questions

BEST TIME TO POST

Best time to post is based off engagement rate throughout 24 hours (EST); engagement rate measured from post comments and likes.

*Based off likes + comments divided by followers of 61,000 posts, according to Latergramme

BEST DAY TO POST

Engagement rate* per day.

WEDNESDAY	4.9
THURSDAY	4.76
TUESDAY	4.73
FRIDAY	4.72
SATURDAY	4.66
SUNDAY	4.62
MONDAY	4.4

USER ENGAGEMENT: PHOTO VS. VIDEO

Engagement rate determined by percentage at which users engage with photos/videos.

PHOTO	VIDEO
1.03%	.79%

Growing in-app and cross-platform promotional opportunities, combined with a captivated user base intent on participation, make Instagram an instant brand marketing success.

Sources: L2's Intelligence Report: Instagram, AdWeek, TOTEMS, Fast Company, Latergramme



Instagram advertising growth
compare to rival
Source : <https://www.kissmetrics.com/>

TOOLS AT YOUR DISPOSAL

In a booming social sphere, greater return on participation has marketers reassessing their social strategy.

KEY TAKEAWAYS	FACEBOOK	INSTAGRAM	INSTAGRAM'S SUCCESS
BRAND POSTS Now: ■ 8.8/week 2014: ■ 11.1/week	Restrictive news feed algorithm Doesn't favor large-scale audience size	100% organic reach Real-time feed display No effect on audience size Now: ■ 9.3/week 2014: ■ 7.5/week	300 MILLION monthly users 3X USER GROWTH in the last 2 years

EMPIRICAL EVIDENCE

Accounting for total followers and follower contributions to the brand conversation, the Instagram experts are plain to see.

26% rise in brand fan bases in the past year

20+ weekly posts deliver above-average engagement for 1/3 of brands

14% of prestige brands integrate Instagram user-generated content on their brand sites

INSTAGRAM'S TOP 5 BRANDS OF ALL TIME

Brand	Total number of followers	Number of posts with brand's hashtag (not exclusive to followers)
NIKE	14.3M	41.9M
STARBUCKS	4M	20M
ADIDAS	5M	12.1M
GOPRO	4.7M	10.5M
ZARA	3.8M	13M

The Anatomy of the Perfect Instagram Post

Clean Product Posts That Drive Sales

1. Your Image is Visually Appealing

We are wired to process visuals 60,000x faster and more effectively than words.

TIP: Use the Rule of Thirds - psychologically it creates more visual interest.

2. Use a High Quality Photo

Blurry, pixelated, and crappy photos are a huge turn off and make you look unprofessional.

TIP: Make your resolution 2x the recommended size to be sure it's crisp.

Instagram Size: 640px by 640px
Your Image Size: 1280px by 1280px

3. Bright Lighting Highlights Your Product

There's no need for dramatic shadows in your product photos. The way to show off your product is to literally spotlight it.


TIP: If you don't have a fancy lighting studio, mistle outdoor sunlight is your best bet. Or if you're inside, shoot near a sunny window!

Ultimate Instagrammer Etiquette for Engagement

8. Respond to Comments & Answer Questions

People buy from who they trust. To build your brand trust, use a consistent brand voice and respond to comments and questions on your posts.

TIP: A simple "Thank you" is really powerful and will go a long way.



Sources: Instagram Post: <http://bit.ly/1L8PFOZ> | Description: <http://bit.ly/1EAC0ed> | Copywriter: <http://bit.ly/1gfy4n1> | Follow: <http://bit.ly/1a5u7t0>

The Keys to Having Followers Eat Out of Your Hands

4. Grab Attention and Be Persuasive!

TIP: The 5 Most Persuasive Words in the English Language Are:
You - Free - Because - Instantly - New

5. Ask a Direct Question for More Engagement

Good: "Would you buy the blue or the black?"
VS
Bad: "What's your favorite color?"

TIP: The answer should be in the question. (Psychologically it makes answering easier (and more likely!))

6. Gotta Have a Call-to-Action if You Want Any Action

Even if you think it's super obvious, tell your peeps exactly what to do.

EX: "Click the link in bio to read the post!"

7. Use Relevant Hashtags So Your Content Can Go Viral

Instagram posts with 11+ hashtags get the most interaction.

TIP: Write 4-5 hashtags in a comment below your description. In 30 mins, delete that comment and write a new one with 4-5 new hashtags. This way you'll get all the reach of 11 hashtags, without looking spammy.

The anatomy of the "Perfect Instagram post"

Source : <http://www.madefreshly.com>



Social media Active Monthly Users 2016”

Source : www.thesocialmediahat.com/active-users
www.YouescapeFrom9to5.com
www.pewinternet.org/fact-sheets/social-networking-fact-sheet/

APPENDIX B QUESTIONNAIRE DESIGN

Survey topic: Using Instagram as an advertising tool for small print-shop businesses [Treatment 1]

This survey is part of Independent Study project at Thammasat University, MIM Program. Should take approximate 10 minutes to complete.
Be assured that all answers you provide will be kept strictly confidentially.
All responses will be compiled together and analysed as a group.
(Once completed finish please send the questionnaire to K. Montree Tel 091-225-9616)

* Required

1. Do you have Instagram account *

Mark only one oval.

Yes

No *Stop filling out this form.*

Section2

2. How often do you use Instagram per week

_____ times (Please put in Number)

3. What is your average spending time on Instagram application daily?

Mark only one oval.

Less than 10 minutes

11-20 minutes

21-30 minutes

31-40 minutes

41-50 minutes

51-60 minutes

More than 60 minutes

4. What is your average spending time on Facebook application daily?*Mark only one oval.*

- Less than 10 minutes
- 11-20 minutes
- 21-30 minutes
- 31-40 minutes
- 41-50 minutes
- 51-60 minutes
- More than 60 minutes

5. What is your average spending time on surfing Internet daily?*Mark only one oval.*

- Less than 10 minutes
- 11-20 minutes
- 21-30 minutes
- 31-40 minutes
- 41-50 minutes
- 51-60 minutes
- More than 60 minutes

6. How many followers do you have in your Instagram account?*Mark only one oval.*

- Less than 100
- 101-200
- 201-300
- 301-400
- 401-500
- More than 500

7. How many user do you following in your Instagram account?*Mark only one oval.*

- Less than 100
- 101-200
- 201-300
- 301-400
- 401-500
- More than 500

8. How many brand/company users do you following in Instagram?

Mark only one oval.

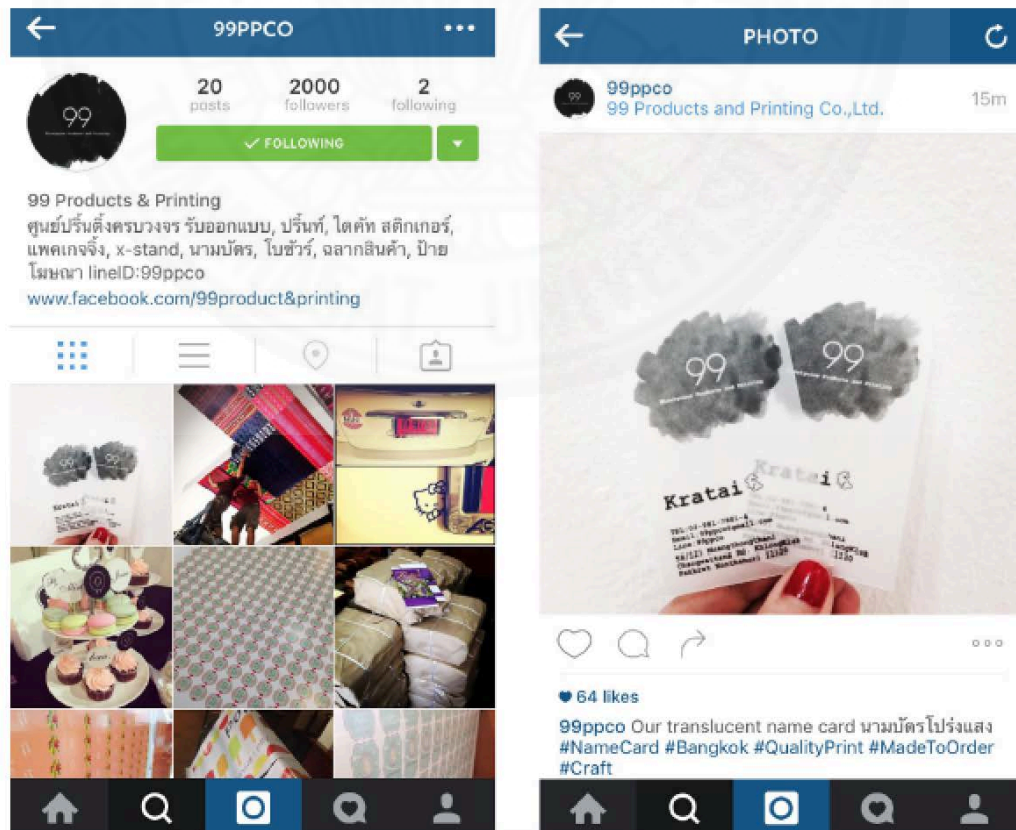
- Less than 10
- 11-20
- 21-30
- 31-40
- 41-50
- More than 50

9. What time do you mostly use Instagram application

Mark only one oval.

- In the morning
- During lunch time
- In the afternoon
- During dinner time
- In the evening
- Bed time

Section3



The image shows two screenshots from the Instagram app. The left screenshot displays the profile page for '99PPCO'. The profile name is '99 Products & Printing', with 20 posts, 2000 followers, and 2 accounts being followed. The bio describes the business as a printing and product company in Bangkok, listing services like business cards, x-stands, and name cards. The right screenshot shows a post from '99ppco' featuring a translucent name card with the '99' logo and contact information. The post has 64 likes and includes the caption: '99ppco Our translucent name card นามบัตรโปร่งแสง #NameCard #Bangkok #QualityPrint #MadeToOrder #Craft'.

10. Please score one to five for each attribute toward the above photo

[1 is lowest important and 5 is highest important]

Mark only one oval per row.

	1	2	3	4	5
Trusted brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Company expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Company creditability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would you buy product from this company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Please rate the important for each factor in Instagram account for making decision to buy products from company

[1 is lowest important and 5 is highest important]

Mark only one oval per row.

	1	2	3	4	5
Number of account follower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of photo like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content on photo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer's comment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hash tag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upload time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Name of account (easy to recognized)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of photo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section4

12. What is your age?

Please put in number in ___ years

13. What is your gender?

Mark only one oval.

- Male
 Female

14. What is your household income level per month?

Mark only one oval.

- Below 50,000 Baht
 50,001 – 100,000 Baht
 100,001 – 150,000 Baht
 150,001 – 200,000 Baht
 Above 200,000 Baht

15. What is your highest level of education you have completed?

Mark only one oval.

- Primary school
- Secondary school
- High school
- Bachelor degree
- Master degree
- Doctorial and above

16. What is your current marital status?

Mark only one oval.

- Single
- Married
- Divorce
- Other: _____

17. What is your current occupation status?

Mark only one oval.

- Full time employed
- Part time employed
- Self employed
- Unemployed

18. How would you rate these factors of hobbies or activities that you are interested in?

[1 is lowest important and 5 is highest important]

Mark only one oval per row.

	1	2	3	4	5
Playing Games	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traveling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hanging out with friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extreme activity (e.g. Hiking, surfing, Kite boarding, sky diving)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

APPENDIX C T-TEST & ANOVA TABLE

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Trusted brand	Equal variances assumed	12.711	.000	-5.653	358	.000	-.47222	.08353	-.63649	-.30796
	Equal variances not assumed			-5.653	352.981	.000	-.47222	.08353	-.63650	-.30795
Quality of product	Equal variances assumed	9.455	.002	1.676	358	.095	.12222	.07292	-.02118	.26562
	Equal variances not assumed			1.676	345.257	.095	.12222	.07292	-.02120	.26564
Company expertise	Equal variances assumed	.526	.469	-6.556	358	.000	-.55556	.08474	-.72221	-.38890
	Equal variances not assumed			-6.556	354.856	.000	-.55556	.08474	-.72221	-.38890
Professional	Equal variances assumed	10.596	.001	-6.773	358	.000	-.58333	.08612	-.75270	-.41397
	Equal variances not assumed			-6.773	348.905	.000	-.58333	.08612	-.75272	-.41395
Company Credibility	Equal variances assumed	8.232	.004	-4.158	358	.000	-.31667	.07615	-.46642	-.16691
	Equal variances not assumed			-4.158	331.074	.000	-.31667	.07615	-.46647	-.16687
Willingness to buy	Equal variances assumed	.169	.681	-5.471	358	.000	-.48889	.08936	-.66462	-.31315
	Equal variances not assumed			-5.471	355.811	.000	-.48889	.08936	-.66463	-.31315

Table shown significant level of data between 6 tested variables with high/low number of account follower

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Trusted brand	Equal variances assumed	.825	.364	-1.470	358	.142	-.12778	.08691	-.29871	.04315
	Equal variances not assumed			-1.470	357.849	.142	-.12778	.08691	-.29871	.04315
Quality of product	Equal variances assumed	2.773	.097	-3.234	358	.001	-.23333	.07216	-.37524	-.09143
	Equal variances not assumed			-3.234	349.305	.001	-.23333	.07216	-.37525	-.09142
Company expertise	Equal variances assumed	.943	.332	-.496	358	.620	-.04444	.08965	-.22076	.13187
	Equal variances not assumed			-.496	357.353	.620	-.04444	.08965	-.22076	.13187
Professional	Equal variances assumed	.173	.677	-.061	358	.952	-.00556	.09147	-.18545	.17434
	Equal variances not assumed			-.061	357.993	.952	-.00556	.09147	-.18545	.17434
Company Credibility	Equal variances assumed	1.817	.179	2.079	358	.038	.16111	.07750	.00870	.31353
	Equal variances not assumed			2.079	350.467	.038	.16111	.07750	.00869	.31354
Willingness to buy	Equal variances assumed	1.838	.176	2.042	358	.042	.18889	.09248	.00701	.37077
	Equal variances not assumed			2.042	357.320	.042	.18889	.09248	.00701	.37077

Table shown significant level of data between 6 tested variables with and without hashtag

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Trusted brand	Between Groups	4.206	2	2.103	3.119	.045
	Within Groups	240.658	357	.674		
	Total	244.864	359			
Quality of product	Between Groups	9.406	2	4.703	10.284	.000
	Within Groups	163.250	357	.457		
	Total	172.656	359			
Company expertise	Between Groups	.556	2	.278	.383	.682
	Within Groups	258.600	357	.724		
	Total	259.156	359			
Professional	Between Groups	.106	2	.053	.070	.932
	Within Groups	269.492	357	.755		
	Total	269.597	359			
Company Credibility	Between Groups	.106	2	.053	.096	.908
	Within Groups	195.758	357	.548		
	Total	195.864	359			
Willingness to buy	Between Groups	6.156	2	3.078	4.030	.019
	Within Groups	272.633	357	.764		
	Total	278.789	359			

Table shown significant level of data between 6 tested variables with 3 different photos type

BIOGRAPHY

Name	Mr. Montree Methakajonkul
Date of Birth	June22, 1988
Education Attainment	2010: Electrical and Electronics Engineering, Asian University of Science and Technology
Work Position	General Manager at 99Products&Printing co., Ltd.

