THAI MILLENNIAL WOMEN IN BANGKOK AREA DECISION JOURNEY TOWARDS PURCHASING FASHION JEWELRY IN ONLINE CHANNEL

BY

MR. PHANURIT TIYASOPHONJIT

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
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ENTITLED

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TOWARDS PURCHASING FASHION JEWELRY
IN ONLINE CHANNEL

was approved as partial fulfillment of the requirements for
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Member and Advisor

(Professor Kenneth E. Miller, Ph.D.)

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Independent Study Title	THAI MILLENNIAL WOMEN IN BANGKOK AREA DECISION JOURNEY TOWARDS PURCHASING FASHION JEWELRY IN ONLINE CHANNEL
Author	Mr. Phanurit Tiyasophonjit
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Independent Study Advisor	Professor Kenneth E. Miller, Ph.D.
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ABSTRACT

The E-commerce has a significant growth and impact in every industry around the globe, especially in fashion industry. Thai consumer is also increasingly adapting to use the e-commerce platform to purchase clothing and jewelry, one of the main driver is internet and mobile device penetration. However, the behavior of using online channel as a medium to purchase product in Thailand and South East Asia is different from western country. Thai consumer mostly research and purchase the product through social media and instant message applications, such as Facebook, Instagram and Line.

This study focuses on how Thai consumer utilizes the online channel, from searching the information to purchasing the fashion jewelry. This research acquired and summarized the information based on customer decision making model (David Edelman and Marc Singer, October, 2015). The objectives of this study are as follows:

- To understand how consumer utilize online channel in each stage of decision making
    - To understand customer attitude and perception towards each online channel
    - To understand consumer behavior in each stage of decision making

- To determine key factors which affected the decision in each stage of decision making
- To determine the segment of online fashion jewelry customer

Research methodology is separated into 2 stages, exploratory and descriptive. The exploratory research is conducted through the analysis of secondary and primary data. The method used to collect primary data in exploratory research was in-depth interview with 2 target respondents selected by convenience sampling, the discussion was based on the research objectives. The exploratory research helped to understand the target respondents which is beneficiary used as a guideline for questionnaire development as well as for further descriptive research. The descriptive research was conducted through online survey with a total of 127 respondents. The respondents are recruited by convenience sampling. The survey was in an electronic form generated by Surveymonkey.com, distributed through online channels for instances, Facebook, Line and Pantip.com.

All of the questionnaires were corrected and transformed into spreadsheet form. Data was analyzed through SPSS (Statistical Package for the Social Sciences), where several analysis techniques were used including frequency analysis, cross tabulation, ANOVA, factor analysis and cluster analysis.

The goal of this study was to help the jewelry industry to understand more about their customer in digital era which will help the industry to make better decision in marketing and create more effective campaign on online channel.

Keywords: Fashion jewelry, E-commerce, Customer behavior, Customer decision journey

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Mr. Phanurit Tiyasophonjit

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Symbols/Abbreviations	**Terms**
Fashion jewelry	Jewelry with price lower than 3,000 baht. Material typically used are silver or cheaper materials.
WOM	Word-of-mouth

CHAPTER 1
INTRODUCTION

1.1. Introduction to the proposal

This study is in an area of applied marketing in technology, conducted to assist the fashion jewelry business by providing an insightful knowledge of Thai consumer which will help the industry to make better marketing decisions in the digitalization era where consumer rapidly change their behavior and act differently. Nowadays, consumers spend most of the time on social network and internet, they are frequently searching for new information and sharing to their network. They get influenced by the crowd to make a decision rather than by the communication from the sellers. With this change, the business should not change only for survival, but also being able to take an advantage from the age of digitalization.

There are several platforms on the internet that the consumer use to find information and to purchase the product. In Thailand, most consumers use social media such as Facebook, Instagram and Line to search for information, share their experiences and purchase goods. Jewelry is one of the products that has a lot of transactions on the internet. Most of the small jewelry businesses in Thailand use social media as their communication channel and distribution channel but still not able to make the most out of the digital technology yet. Therefore, this study will help the industry to understand more about jewelry consumer's behavior in decision making on the internet.

1.2. Background

Today, e-commerce has been one of the key driver for many retailers around the globe, Thailand is one of the biggest market potential in South East Asia. Thai consumer is highly adopted in using social media as a channel to purchasing goods since both logistic infrastructure and financial system are more reliable and people are looking for convenience since their lifestyle has been changed.

Jewelry industry in Thailand is also moving towards using e-commerce platform as their communication and retail channel. However, many jewelry retailers

are struggling to increase their sales and improve their communication, since the consumer's behavior has changed dramatically from brick and mortar retailer.

To be able to solve this situation, this study dived into consumer's mind to understand their decision-making process in the digital age, which will show how consumer utilizes each platform in online channel to assist their decision to purchase a fashion jewelry. This information will help the business to create a right product, price, channel and message to their target customer and increase their efficiency.

1.3. Problem statement

This study aims to understand fashion jewelry consumer's decision making process on online channel. The study dived deep into the consumer's funnel by using consumer's decision making process in the age of turbulence model (David Edelman and Marc Singer, October, 2015) as a guideline.

1.4. Research objectives

- To understand how consumer utilize online channel in each stage of decision making
- To understand customer attitude and perception towards each online channel
- To understand consumer behavior in each stage of decision making

This objective will assist the jewelry business to understand how consumer will interact and utilize the online channel in each stage of decision making which will make the business increase their communication effectiveness by help them to convey the right message through the right channel at the right time.

- To determine key factors which affected the decision in each stage of decision making

The objective will help the business to understand what are the important factors for the consumer in each stage of decision making to improve their key message.

- To determine the segment of online fashion jewelry customer

This objective will help the business to understand their target consumer's behavior in online channel which will be different in each segment that they are serving.

CHAPTER 2
REVIEW OF LITERATURE

2.1. Customer decision journey

There are 2 customer journey models which are customer decision process model by Kotler Keller and Mckinsey's. Kotler's customer decision process follows linear steps starting with need recognition and ended with post-purchase behavior, unlike Mckinsey's model where customer make purchase, are bonded to the brand and make repurchase decision without thinking.

An article, the new consumer decision journey (David Edelman and Marc Singer, October, 2015), from Mckinsey's website shows a different model of customer decision journey, the accelerated loyalty journey, figure shown below. This model will be used as a guideline for concluding the result from the survey since the article propose a model which claimed to be more relevant to the consumer in the digital era, where consumer actively search and evaluate the brand all the time unlike Kotler's model where consumer already has a brand in mind and stick with it.

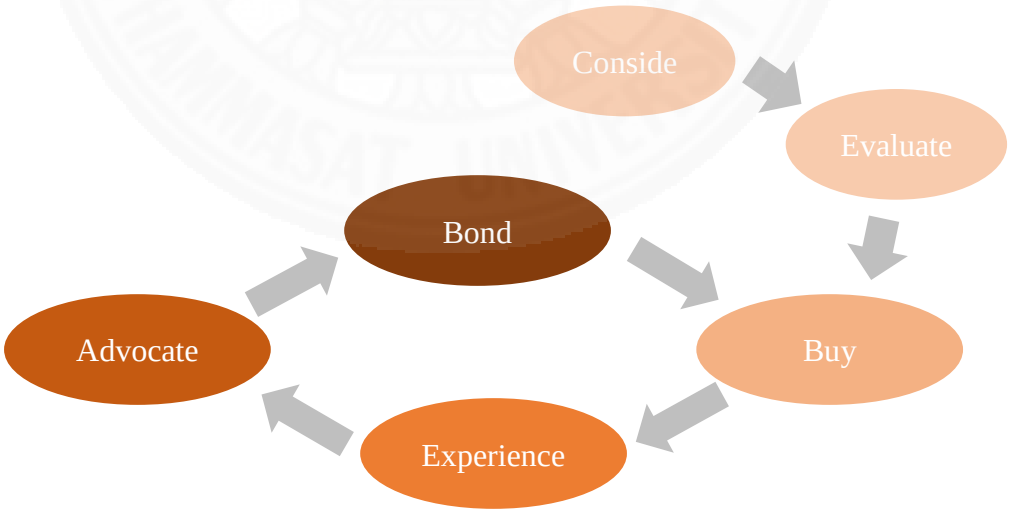

Figure 2.1: Customer decision journey, Mckinsey's model

2.2. Thailand e-commerce market

Research from PWC (Conducted in April, 2016) said Thailand is the leading world to use social media to shop, more than half of the online shoppers purchase product through social media followed by India, Malaysia and China. Millennial, age 18-34, is the biggest group in using mobile as a medium to shop online. They use social media and online channel to find information mostly to read review and make price comparison. They are also willingly to purchase online if the price is cheaper since price is one of the biggest influencing factor for online shopper. They also revealed that the promotions provided by online channel Thai consumers love are price discount, point redemption and free delivery.

According to an article from Forbes, "Will Thailand's e-commerce 'cashless' boom disrupt Asia's retail market?" (Fanny Potkin, 2016), Thailand will be the hub of e-commerce and e-payments among AEC by 2017. Currently, the value of e-commerce market was forecasted to be 58.4 billion US dollars with over 11 million consumers. Moody's analytic also found that there is a growth of electronic payment in Thailand, accounting for over 0.19 percent of Thailand's GDP.

The article from Bangkok post, Thai users consumed by smartphones (Suchit Leesa-nguansuk, January 22, 2016), Thai smart phone user are divided into 6 groups as follows:

- Social stars, 20% of respondents, dominant by male aged between 18-24 who spend on average 140 minutes per day on their smartphones, of which 73 minutes on social networks, and 11 minutes for browsing.
- Power users, males aged between 31-40 who spend an average of 208 minutes on smartphone, most of the time is spent on gaming, chat, and Youtube.
- Explorers, female aged 25-30 who spend 190 minutes on smartphones per day.
- Data guzzlers, male aged between 25-30, use the most of the data and spent mostly on gaming and social application.
- Conversationalists, female aged 18-24, use their smartphone to make call, use Line application and Facebook.
- Dabblers, female aged between 31-41, consuming the lowest amount of data.

2.3. Jewelry market

Branded jewelry is on the rise, according to Mckinsey's article, A multifaceted future: The jewelry industry in 2020 (Linda Dauriz, Nathalie Remy, and Thomas Tochtermann, February, 2014), branded jewelry accounted for 20 percent of jewelry market and is expected to be 40 percent in 2020. There are 3 types of consumer that drive the growth for branded jewelry describe as following:

- "new money" consumers who wear branded jewelry to show off their newly acquired wealth
- emerging-market consumers, for whom established brands inspire trust and the sense of an upgraded lifestyle
- young consumers who turn to brands as a mean of self-expression and self-realization

The channel landscape for the market is also changed, the fine jewelry market in online channel will increase from 5 percent to 10 percent by 2020, but will not increase beyond that since it is the high involvement product, most of the consumer will prefer to purchase from brick and mortar store. In contrast, the fashion jewelry market will have a higher share to be about 20 percent by 2020 of the total sales. Most of the sales will come from affordable branded jewelry, a standardized product segment in which consumers know exactly what they will get.

The article from Forbes, as fine jewelry moves online, the market sparkles (Deborah Weinswig, 2016), also has the same prediction that the growth in the global jewelry market is being driven by the e-commerce market. According to Research and Markets (Research and market, Global Gems and Jewelry Market Forecast and Opportunities, 2018, 2016) the global jewelry market is expected to reach $257 billion in 2017, at the growth rate of 5 percent annually for the next 5 years. Online fashion jewelry has the biggest growth, and sales are projected to capture 15 percent of the jewelry market by 2020.

2.4. Jewelry consumption behavior

The study from the faculty of Journalism and Mass Communication, Thammasat university, the effect of consumer behaviors and marketing communication factors on Bangkok women's decision making to purchase accessories through social media (Darunee Pholbud and Assoc. Prof. Pornchit Sombutphanit, 2015), found that most of the consumer purchase accessories mostly on Instagram and the most popular accessories are earrings. The factor which influence the consumer's decision the most is store's sale person, followed by channel and product features.

The study from department of Doctoral of Business Administration, Dhurakij Pundit university (Adilla Pongyeelaa, 2012) regarding the decision-making process of jewelry buyers in Thailand found that Thai jewelry consumer are mostly female and have little knowledge and understanding of gems. For the first step, Thai consumer purchases jewelry mainly because they are aware of beauty and personality and they believe that jewelry will solve their problem. In the information search stage, Thai consumer rarely search for information on jewelry. In the evaluation process, Thai consumer evaluated gem from color, clearness, cutting, reliability, and price. Most of Thai consumer made decision by themselves but do not buy immediately, they will take a long time to decide before making purchase.

The expected result of this study will help the jewelry industry to understand consumer's insight through customer decision journey model which will help on how to use each media integrally and effectively to increase customer's satisfaction and sales.

CHAPTER 3
RESEARCH METHODOLOGY

This study tries to understand consumer insight about purchasing jewelry through online channel which will be focusing primarily on respondents who currently purchase jewelry online.

The study started with exploratory research to understand consumer behavior and act as a guideline to create the questionnaire which is conducted in the second phase of the study. In the exploratory phase, researcher has collected both primary and secondary data, where secondary data will help the researcher understand the overall picture and landscape of the study. For primary data, in-depth interview is used to collect the information from 2 respondents which is recruited though researcher's network. After analyzing both primary and secondary data in exploratory phase the researcher used the information to create relevant questionnaire and distributed mainly on social media and instant message communication application. The questionnaire was based on Surveymonkey.com website which is the online platform. Non-probability convenience sampling is used to recruit respondents.

Afterwards, the data from the survey will be analyzed by using SPSS as a main software to analyze the data. Analysis method used comprise of frequency analysis, cross tabulation, ANOVA, factor analysis and cluster analysis.

3.1. Data collections

Data is collected from both primary and secondary sources. Secondary data is mainly collected from articles and journals and is mostly about Thai consumer's shopping behavior in the digital age on the internet. Personal connection is used to recruit the respondents who fit in the screening criteria, female who purchase jewelry through online channel, and interviewed 2 respondents through both phone call and in person. Later, the relevant questionnaire was generated and distributed through Facebook, Line and Pantip.com where 126 respondents has been acquired. The convenience sampling method is used to collect all primary data.

3.2. Sampling method of the survey

Sampling method: Non-probability sampling, convenience sampling method
Sample size: 126 respondents

The sampling method used for recruiting the respondents was non-probability sampling and convenience sampling. Target respondents were women who live in Bangkok metropolitan area, aged between 18-45 who purchase fashion jewelry through online channel in the past 6 months.

The questionnaire was in an electronic form based on Surveymonkey.com platform and distributed through Facebook, Line and Pantip.com. The respondents received the URL which will be able to access through both personal computer and smart phone.

3.3. Data analysis

Information from the survey was collected and punched into the spreadsheet form which passed through SPSS software to analyzed the information.

The analysis method that used in this study started from frequency analysis to understand the distribution and central value of the data. After that, factor analysis is used to combine the variables where respondents perceived as similar into a single factor. Cluster analysis used to separate the group of respondent who respond differently in the survey, and group the respondents who have the same characteristic and behavior. Then, cross tabulation and ANOVA used to see the different

characteristic and behavior between different group of respondents, the groups can be separate by either cluster analysis or demographic.

CHAPTER 4
RESULTS AND DISCUSSION

4.1. Result from exploratory research: in-depth interview

Sample size: 2 respondents

Two respondents were interviewed both female age between 25-35, who purchase fashion jewelry through online channel. The objective is to explore the decision-making process of fashion jewelry. The result from interview can be concluded as follow:

- Both said they purchase jewelry from online channel because it is convenience.
- The most importance factor is design.
- They are not comparing products between stores.
- One of them purchase from Facebook page, another purchase from Instagram.
- The reason that one of the respondent purchase from Facebook is because it provided more product detail especially product from different angle.
- Another purchase from Instagram because the brand has only Instagram account.
- Both are stimulated need by brand's advertising on Facebook and Instagram.
- Price is also an important factor especially those with the price under 1,000 baht.
- Both are not willing to wait longer than 4 days for the product.
- The content that they are interested in are new product and relevant knowledge.
- One of the respondents does not like the content that has a lot of text and is too academic.
- The respondent will unfollow the brand if it changes simultaneously, is inconsistence, and if the brand has too many updates, exceeding 4-5 times per day.
- Both are not sharing the brand experience on social media but will advocate the brand if their friends ask for suggestion.
- Brand image is the most importance factor for them to choose whether to share the content or not.

4.2. Result from descriptive research: Survey

4.2.1. Respondents profile

Sample size: 126 respondents

All respondents, 126 respondents, are female who live in Bangkok and metropolitan area. Majority of the respondents are between 23 to 39 years old, holding bachelor's degree as their highest education level (62.7%), socioeconomic status between C to A+. Most of them work as office worker (46.8%), followed by business owner (13.5%) and student (12.7%).

Table 4.1: Respondents profile

Demographic		Count	Percent
Age	18 - 22	11	8.7%
	23 - 27	36	28.6%
	28 - 32	45	35.7%
	33 - 39	29	23.0%
	More than or equal to 40	4	3.2%
Education	High school	3	2.4%
	Vocational Certificate or High Vocational	3	2.4%
	Bachelor's degree	79	62.7%
	Master's degree	40	31.7%
Job	Unemployed	3	2.4%
	Student	16	12.7%
	Office worker	59	46.8%
	State enterprise officer	4	3.2%
	Civil servant	10	7.9%
	Freelance	9	7.1%
	Specialist	5	4.0%
	Business owner	17	13.5%
	Other	2	1.6%

Demographic		Count	Percent
Household income	Below 18,000 baht	2	1.6%
	18,001 – 30,000 baht	7	5.6%
	30,001 – 50,000 baht	33	26.2%
	50,001 – 80,000 baht	30	23.8%
	80,001 – 150,000 baht	15	11.9%
	More than 150,000 baht	38	30.2%

4.2.2. Behavioral Factor Analysis

Factor analysis was conducted to find the similarity between jewelry consumption behavior variables which consisted of 14 variables. Result of the analysis had shown 4 main factors in jewelry consumption behavior which can be explained 69.1% of the original variables. *(see in appendix c-a)*

The detail of 4 factors are as follows:

- Trend follower are consumers who tends to wear jewelry which is currently in trend, they often change their jewelry and follow influencer or celebrity.
- Cheap price and follower are consumer who is looking for cheap jewelry and wear what the crowds are wearing right now.
- Uniqueness seeker are consumer who want jewelry which can be customized and is differentiated from others.
- Representative are consumer looking for jewelry design which can represent themselves.

4.2.3. Jewelry consumption behavioral segmentations

Behavioral segmentations created by using two-step cluster analysis on behavioral factors aims to divide customer into sub-group. The result of this analysis has shown that there are 3 sub-groups of customer. The dispersion of the respondents in each group is shown in table 4.2. The segmentations detail are as follows:

- Fashion wearer, this group of customer need jewelry which is on the spot and trending. They follow celebrity and influencer's style and want to get the same style with cheaper price. They also want to be outstanding from the crowd with some customization on their jewelry.
- Jewelry as self-expression, this group use the jewelry to express of themselves. They do not follow the trend as fast as the first group and price is not their main concern.
- Laggard, this group is not looking for unique jewelry, but they are following what the crowd is wearing and want to be the same as others. Price is their main concern.

Differentiation in jewelry consumption behavior of each group shown in figure 4.1

Table 4.2: Behavioral segments proportion

Behavioral segments	Frequency	Percent
Fashion wearer	40	31.7
Jewelry as self-expression	34	27.0
Laggards	52	41.3

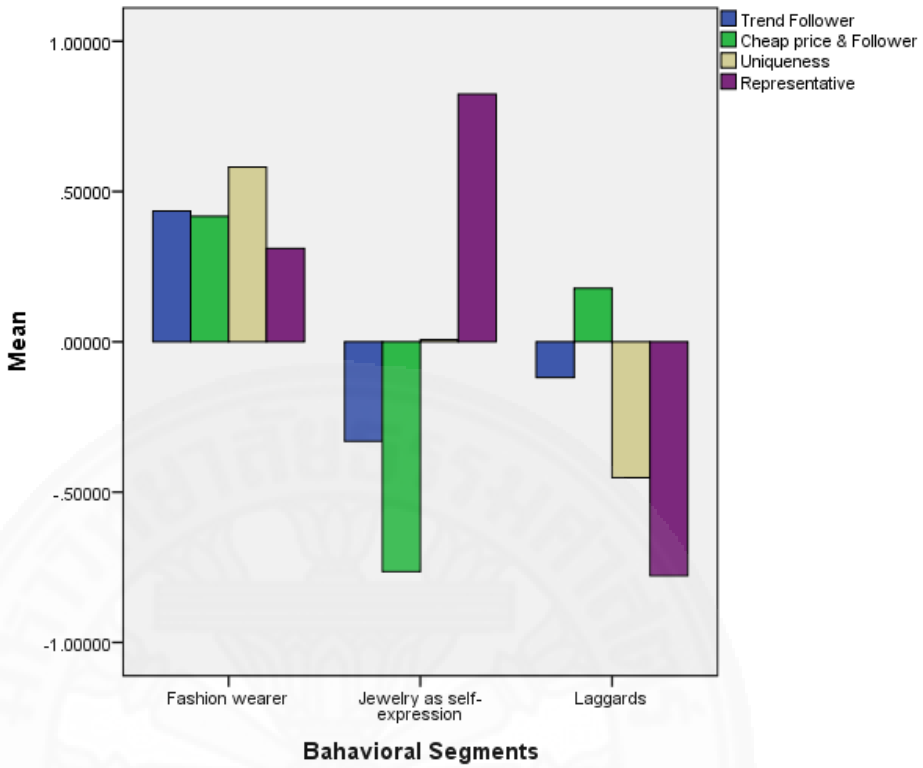

Figure 4.1: Behavioral segments

4.2.4. Channel to know brand

One-way ANOVA is used to analyze the difference between each behavioral segment. The result from one-way ANOVA and post-hoc Turkey HSD show the difference between Fashion wearer group and other two groups which Fashion wearer group got brand information from Line application (p-value = 0.21, 0.19) and Google (p-value = 0.003, 0.036) more than others significantly. Using one-way ANOVA and post-hoc Tamhane analysis revealed that Fashion wearer learn about new jewelry brand from celebritries much more than the other two (p-value = 0.001, 0.007). Other media consumption showed no significant different between each group of respondent. The result of one-way ANOVA and post-hoc analysis (see in appendix d)

Frequency analysis show that the respondents know brand from their friends the most [Mean = 3.96/5], followed by online fashion news [Mean = 3.79/5], Facebook ads [Mean = 3.76/5], Instagram [Mean = 3.63/5] and celebrities [Mean = 3.63/5].

Table 4.3: Means of channel to know brand

Channel to know brand	N	Mean	Std. Deviation
Friend	126	3.96	1.061
Online Fashion news	126	3.79	1.070
Facebook Ads	126	3.76	1.196
Instagram	126	3.63	1.136
Celebrities	126	3.63	1.224
Brand contents	126	3.59	1.075
Event	126	3.34	1.247
Offline ads	126	3.31	1.223
E-commerce website	126	3.27	1.417
Google	126	2.68	1.318
Line	126	2.36	1.242

4.2.5. Information search

Cross-tabulation analysis is used to find the association between channel to find jewelry and behavioral segments. The result shows that there is no association between behavioral segment and channel to find jewelry [p-value = 0.302]. *(see in appendix e)*

The channels customer uses to search for jewelry is concluded in table 4.4, which shows that Facebook (61.9%, n=78) and Instagram (57.9%, n=73) are the channel where customer is looking for jewelry the most and customer rarely search for jewelry on Line application (4.8%, n=6).

Table 4.4: channel to find fashion jewelry

Channel to find fashion jewelry	Count	Percentage
I find jewelry on Facebook	78	61.9%
I find jewelry on Instagram	73	57.9%
I find jewelry on Line	6	4.8%
I find jewelry on Google	21	16.7%
I find jewelry on e-commerce website	31	24.6%
I find jewelry on brand website	24	19.0%
I find jewelry from friends	44	34.9%
I find jewelry from celebrities IG	28	22.2%
I find jewelry from blogger review	21	16.7%
I find jewelry from the brand I known	42	33.3%
I find jewelry from fashion news	28	22.2%
I do not find jewelry	0	0.0%
others	2	1.6%

4.2.6. Selecting store factors

To understand what factor that make customer click into the store website or webpage, the research used cross-tabulation to find the association between behavioral segments and selecting store factor. The result found that there is no association [p-value = 0.156] which means that all behavioral segments use the same factor to whether click into the store page or not. The factor that customer look for the most is Product design (88.2%, n = 112) followed by Promotion at 47.2%, n = 60, and Cheap price at 34.7%, n = 44 *(see in appendix f).* A frequency table shown in table 4.5

Table 4.5: Important factor to click into store page

Factor to click into store page	Count	Percentage
Interesting product	112	88.9%
Nice page decoration	27	21.4%
Cheap price	44	34.9%
Promotion	60	47.6%
Facebook ads	27	21.4%
Instagram ads	24	19.0%
Line ads	4	3.2%
Google ads	2	1.6%
Friends suggestion	38	30.2%
A lot of follower	24	19.0%
Celebrities wear the product	19	15.1%
Celebrities as a presenter	8	6.3%
Blogger review	15	11.9%
High fashion look	26	20.6%
Brand contents	9	7.1%
Fashion news contents	13	10.3%
others	4	3.2%

4.2.7. Store comparison factors

Cross-tabulation analysis is used to analyze the association between behavioral segment and store comparison factors, the result shown significant association between behavioral segments and store comparison factor at p-value = 0.006, *(see in appendix g).* The factors which show the difference between groups are as follows:

Price, all groups said that price is the factor which they compare the most between store. However, Fashion wearer and Laggard tends to compare price more than Jewelry as self-expression at 77.5% n = 31, 73.1% n = 38 and 64.7% n = 22 respectively.

Product design, is the second factor that the respondents concern the most. Fashion wearer tends to compare this factor more than others at 67.5% n = 27 comparing to Jewelry as self-expression 58.8% n =20 and Laggard 59.9% n = 31

Material is important to Fashion wearer, Jewelry as self-expression and Laggard at 57.5% n = 23, 44.1% n = 15 and 50% n = 26 respectively

Promotion is another factor which customer are comparing. 55% n = 22 of Fashion wearer compare the promotion before decided which is highest among the segments. Followed by Laggard at 46.2% n = 24 and Jewelry as self-expression at 35.3% n = 12.

Product photo has been compared by Fashion wearer and Jewelry as self-expression segments at 40% n = 16 and 41.2% n = 14. Only 21.2% n = 11 of the Laggard segment compare the product photo before they decide.

4.2.8. Communication between customer and store

Using frequency analysis shown 70% of respondents, n = 89, contact the store every time they purchase the jewelry, 23% of respondents, n = 29, contact the store sometime they purchase the jewelry and 6% of respondent, n = 8, never contact the store when they purchase jewelry.

Majority of the respondents [47% n = 60] used Line application to communicate with the store follow by Facebook messenger [25% n = 32], Store website inbox [14% n=18], E-commerce website inbox [4% n = 5] and Instagram [2% n = 2].

Table 4.6: Channel to communicate with the store

Channel to communicate with the store	Count	Percent
Others	1	0.8%
Facebook	32	25.4%
Instagram	2	1.6%
Line	60	47.6%
Website inbox	18	14.3%
E-commerce website inbox	5	4.0%

There is no significant association between reason to communicate with the store and behavioral segment [Chi-square 12.090, d.f. 20, p-value 0.913], all behavioral segments have the same reason why they contact the store before purchasing the jewelry. The main reason is that they want to get more product information [82% n = 97], follow by they want to make sure about the store reliability before they decide [51% n= 61]. The result shown in table 4.7.

Table 4.7: Reason to communicate with the store

Reason to communicate with the store	Count	Percent
Ask about promotion	47	37.3%
Do not clear about product size	51	40.5%
Ask for more product detail	97	77.0%
Want to make sure that the store existed.	11	8.7%
Create more confident.	61	48.4%
Want to communicate with owner	12	9.5%
To negotiate the price	13	10.3%
Asking about delivery	32	25.4%
Want to directly contact with store to make a deal	23	18.3%
Others	1	0.8%

4.2.9. Purchasing channel

All segment use same channel to purchase jewelry which are Facebook [60.6% n = 77], Line [52.8% n = 67] and Instagram [40.2% n = 51]. Followed by E-commerce website [26% n = 33] and Store website [22% n = 28].

Table 4.8: Purchasing channel

Buying channel	Count	Percent
Facebook	77	61.1%
Instagram	51	40.5%
Line	67	53.2%
Phone	4	3.2%
E-mail	1	0.8%
E-commerce website	33	26.2%
Brand website	28	22.2%
Others	0	0.0%

40.2% of the respondent preferred Facebook as a purchasing channel follow by Instagram at 23.0% and Line at 19.7%.

Table 4.9: The most preferred channel to buy fashion jewelry

Preferred channel	Count	Column Total N %
Others	2	1.6%
Facebook	51	40.5%
Instagram	29	23.0%
Line	25	19.8%
E-commerce website	9	7.1%
Brand website	8	6.3%

4.2.10. Differentiation in buying factor

ANOVA analysis used to find the difference of buying factors between segments. The result from ANOVA and post-hoc analysis showed that there are 4 factors which is significantly different between each *group (see in appendix h),* the factors are as follows:

- Product design, the Jewelry as self-expression group significantly concern about product design more than any other group at p-value = 0.016 between Fashion wearer and Jewelry as self-expression group, and p-value = 0.025 between Laggards and Jewelry as self-expression group.
- Celebrity as a presenter has more effect on Fashion wearer and Laggards groups than Jewelry as self-expression significantly at p-value = 0.002 between Fashion wearer and Jewelry as self-expression group, and p-value = 0.044 between Laggards and Jewelry as self-expression group.
- Celebrity wore the product has more effect on Fashion wearer and Laggards groups than Jewelry as self-expression significantly at p-value = 0.010 between Fashion wearer and Jewelry as self-expression group, and p-value = 0.026 between Laggards and Jewelry as self-expression group.
- Trendy product, is more important for Fashion wearer than Jewelry as self-expression group and Laggard significantly at p-value = 0.039 between Fashion wearer and Jewelry as self-expression, and p-value = 0.042 between Fashion wearer and Laggard.

Other buying factors have no significant difference among segments. The important buying factors are ranked by mean score which revealed that Product design is the most important factor at mean = 4.60/5, followed by Product photo at mean = 4.34/5, Material at mean = 4.27, Promotion at mean = 3.72 and other factors shown in table 4.10.

Table 4.10: Means of important buying factors

Buying factor	N	Mean	SD
Cheap price	126	3.52	1.244
Promotion	126	3.72	1.122
Product design	126	4.60	.729
Packaging	126	3.17	1.167
Material	126	4.27	.889
Number of brand Follower	126	3.06	1.022
Friend suggestion	126	3.28	1.198
Celebrities wear the product	126	2.37	1.150
Celebrities as a presenter	126	2.17	1.081
Blogger review	126	2.50	1.094
Fashion news website suggestion	126	2.54	1.129
Brand	126	3.00	1.152
After-sales service offer	126	3.68	1.107
Has offline store	126	3.27	1.203
Brand page design	126	3.21	1.127
Product photo	126	4.34	.761
Brand has interesting content	126	2.99	1.183
Latest trend jewelry	126	3.20	1.259
Delivery time	126	3.63	1.009

4.2.11. Repurchasing factors

Repurchase factors were analyzed by ANOVA and post-hoc analysis to find the difference between segments. The result showed 3 factors which affected differently on repurchase decision in each segment. *(see in appendix i)*

- Delivery time is more important for Fashion wearer and Jewelry as self-expression than Laggard group significantly at p-value = 0.003 and 0.036 respectively.

- Brand differentiation is more importance for Fashion wearer and Jewelry as self-expression group than Laggard group significantly at p-value = 0.002 and 0.008.
- Brand introduces new product which follow the coming trend is more important for Fashion wearer than Jewelry as self-expression and Laggard group significantly at p-value = 0.017 and 0.001.

For all segment, the most important factor to repurchase is product quality (mean = 4.68/5). Followed by Fast delivery time (mean = 4.16/5) and Good experience with the store (mean = 4.15/5). Other factors are shown in table 4.11.

Table 4.11: Means of repurchase factors

Repurchase factors	Total	Mean	SD
Product quality	126	4.68	.653
Brand always publishes new content	126	2.98	1.268
Brand always release new product	126	3.81	.977
Fast delivery time	126	4.16	.975
Good experience with the brand	126	4.15	.972
Brand differentiation	126	4.03	.954
Brand has new product which the latest trend	126	3.75	1.073

4.2.12. Sharing Channel

When asked respondents whether they share their experience with the brand to others, 96.0% of respondent said they share the experience with others and only 4.0% do not share with others (see in table 4.12).

Table 4.12**:** Sharing good experience with the brand

Share brand experience	Count	Percent
Share	121	96.0%
Not share	5	4.0%

The channel that the respondents used to share the experience the most is to share directly to their friend [44.4%] follow by Facebook [34.1%], Line [12.7%] and Instagram [4.8%].

Table 4.13: Channel to share brand experience

Channel to share	Count	Percent
Facebook	43	34.1%
Instagram	6	4.8%
Line	16	12.7%
Share directly to friend	56	44.4%

4.2.13. Attitude toward sharing brand experience

Using factor analysis to group the sharing attitude which can be grouped into 6 main attitude toward sharing that can be explained by 80.8% of the original variable *(see in appendix j)*. The groups of attitude are as following

- Do not share because it will affect the image and it is not a habit.
- Sharing addict means love to share to other through social media.
- Promotion sharing means they will share only when get an incentive.
- Share for image means that they will share only when the brand has a good image.
- Share with friends means they will share the experience directly with friend.
- Share when asked means they will share only when someone ask for suggestion.

Using ANOVA and post-hoc analysis revealed that Fashion wearer characteristics match with sharing addicted factor more than any other group significantly at p-value = 0.011 between Fashion wearer and Jewelry as self-expression, and p-value = 0.002 between Fashion wearer and Laggard. *(see in appendix k)*

The different between each group's sharing attitude is shown in figure 4.2.

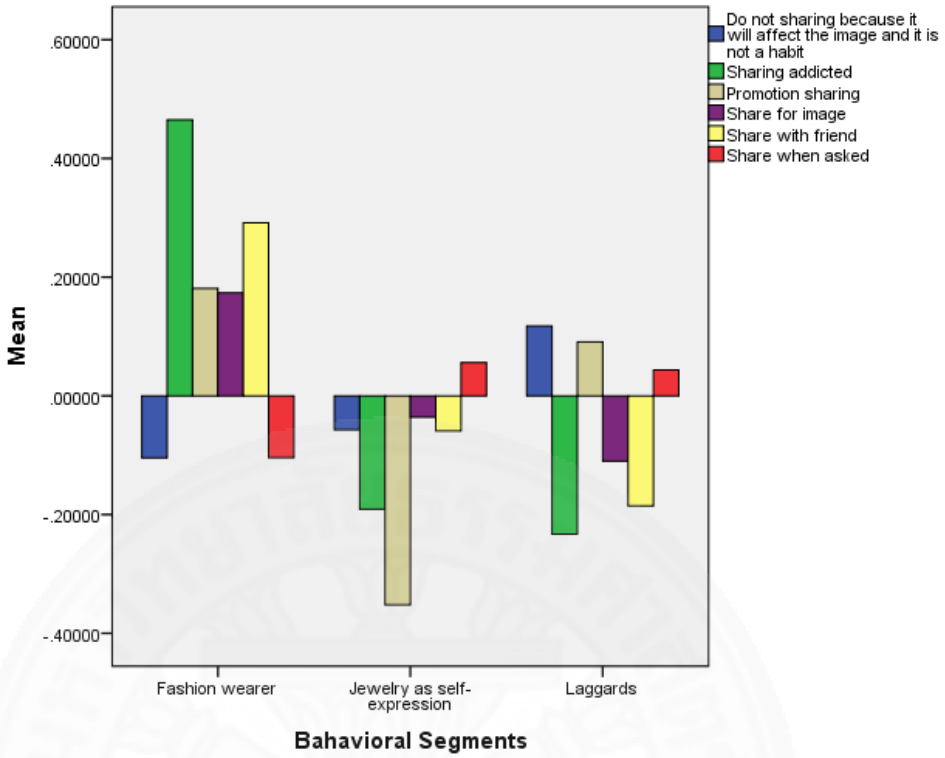

Figure 4.2**:** Sharing attitude in each behavioral segment

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

From data analysis, the researcher found 3 groups of online jewelry consumer distinguish by their jewelry wearing behavior and how they behave differently in each stage of decision making process. The jewelry brands should understand their target market, which segment is their customer and create the marketing strategy to suit their target. The conclusion will be concluded by 4Ps models to recommended the appropriate action to tackle each segment.

5.1. Fashion wearer segment [31.7% n=40]

Fashion wearer loves fashion jewelry which has the latest design yet affordable. They love to follow the trend and get influenced by celebrities. They like to share their experiences and content on social network.

5.1.1. Product

This group prefer jewelry with the latest design and do not focus much on the material. They want add-on feature for the product, such as after-sales service and good looking packaging. Brand need to continuously introduce new product to attract this group to follow brand content and repurchase the product. Delivery time is important for this segment, they want the product to be shipped as fast as possible and they are not willing to wait for long.

5.1.2. Price

This group is not looking for high-end premium product. They want affordable jewelry which allow them to change jewelry along with the trend. The price should be competitive with the market since they are often comparing price between the store.

5.1.3. Place

Brand need to integrate their online channel seamlessly which allow customer to easily surf through different channel, since customer uses difference platform in each stage of their decision journey. Customer started to know brand from celebrities and fashion news then they find the information in Facebook and Instagram, after that they

contact the store via Line application and purchasing the product either through Line or Facebook.

5.1.4. Promotion

The communication message need to focus on product detail and product photo to attract this segment. The message should emphasize on latest design of the product which is what celebrities are wearing right now. The photo of the product needs to be clear and show detail to make them easier to decide. Discount promotion is also attractive for this segment, the message with promotion will increase a chance that customer is going to click into the store. Using celebrities is also effective for this segments since they get to know new brand and get influenced from celebrities. This group is willing to share their experience to their social network, hence sharing campaign with an intensive will be effective for this segment.

5.2. Jewelry as self-expression segment [27% n = 34]

This group need jewelry which can represent their style. They do not focus on the trend but rather want the design they like. They are less sensitive on price and are willing to pay more for customization. They are not likely to share any brand experience on social network and will tell others only when asked.

5.2.1. Product

Brand need to has a clear brand identity and product design, which matches with their customers' style. This segment relies mostly on uniqueness of the product design. They do not follow on current jewelry trend but they prefer one that can represent their style.

5.2.2. Price

This group is the least sensitive on price. They are willing to pay more for quality, yet price needs to be comparable with the market.

5.2.3. Place

This group mostly know the brand from their friends, fashion news or brand advertisement on Facebook or Instagram. They also use Line application as their communication channel with the store, and purchase the jewelry on either Facebook or

Line. Brand need to invest in their channel to allow customer to easily switch among multiple online channels within different stages of decision journey.

5.2.4. Promotion

Brand needs to focus communication on style and identification of the brand. Communication needs to show clear product photo in detail to make the customer to decide easier. Discount promotion has low impact on this segment since price is not their primary concern. They also rarely share content on the social network, hence sharing campaign might not be effective on this target market. Communication media needs to focus on Facebook and Instagram where this segment find and get to know the brand.

5.3. Laggards [41.3% n = 52]

This segment focuses on low price jewelry which follow with the current trend. They are not looking for unique jewelry or jewelry that can represent their style but looking for jewelry that the crowd is wearing and do not make them distinguish from others. Their primary concern is about price. They rarely share content on social network but will share if there is an incentive for sharing, such as a discount.

5.3.1. Product

Product for this segment should focuses on design which is not too flashy and unique but allow them to blend in with the crowd. Quality of material is not their primary concern.

5.3.2. Price

Price is the main concern for this segment, price should be comparable or cheaper than the competitors to compete on this market.

5.3.3. Place

This group mostly know the brand from their friends, fashions news or brand advertisement on Facebook or Instagram. They also use Line application as their communication channel with the store, and purchase on either Facebook or Line. Brand need to invest in their channel to allow customer to easily switch among multiple online channels within different stages of decision journey.

5.3.4. Promotion

To target on this segment brand need to focus communication message on price and promotion which is more attractive to this group. The product design also need to emphasize and has clear detail in the photo. Promotion sharing campaign is effective on this segments since they tend to share content that comes with incentive. Creating WOM campaign for this segment will be hard if there is no incentive in the campaign. They rarely share any brand content on their social network.

5.4. Limitation of the study

This study mainly focuses on only consumer who uses online channel to purchase fashion jewelry, aged between 18-45. Moreover, the study has recruited respondents through convenience sampling method which will generate similar characteristic and may not be distributed thoroughly to the population and may not be able to generalize the result with the target consumer outside the respondent's profile.

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APPENDIX

APPENDIX A

IN-DEPTH INTERVIEW GUIDELINE

RFM question

- When did the last time you purchase jewelry from online channel?
- How often do you purchase jewelry from online channel?
- How much did you normally spend to purchase jewelry?

Consideration phase questions

- What make you to considered to purchase jewelry in online channel?
- What occasion that you will purchase the jewelry from online channel?
- What is the most influence factor to get in to the store?

Evaluation phase questions

- Did you compare jewelry between the store?
- What factor did you comparing?
- Where did you search for information about jewelry in online channel?
- Why did you use the channel in previous question to search the information?
- What did you looking for when you search for jewelry?

Purchase phase questions

- How many stores that you are looking for before make a decision?
- How importance of the following factor that make you purchase the jewelry from the store?
- Which online channel you often use for purchase jewelry?

Experience phase questions

- What did you expect from the store after you purchase the product?
- Did you follow the store content after you purchase?
- What kind of content that you are looking for from the store?
- What kind of content that will make you unfollow the store?

Advocate phase questions

- Have you ever share your experience with the store to your friends?
- What make you to share the experience or tell your friend about the store?

APPENDIX B

SURVEY QUESTIONNAIRE

Please specify gender

- Male (end of survey)
- Female

Do you live in Bangkok and metropolitan area?

- Yes
- No (end of survey)

Do you purchase fashion jewelry (price lower than 3,000 baht) from online channel in the past 6 months?

- Yes
- No (end of survey)

Do you agree with the following statement?

Statement	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree
I know brand from Facebook ads					
I know brand from Instagram					
I know brand from Line					
I know brand from google					
I know brand from friend					
I know brand from e-commerce website					
I know brand from celebrities					

Statement	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree
I know brand from event					
I know brand from brand content					
I know brand from online fashion news					
I know brand from offline ads					

Where do you normally find new jewelry?

- I find jewelry on Facebook
- I find jewelry on Instagram
- I find jewelry on Line
- I find jewelry on Google
- I find jewelry on e-commerce website
- I find jewelry on brand website
- I find jewelry from friends
- I find jewelry from celebrities IG
- I find jewelry from blogger review
- I find jewelry from the brand I known
- I find jewelry from fashion news
- I do not find jewelry
- Others please specify

What reason that make you click into the store page or website? (multiple selection)

- Interesting product
- Nice page decoration
- Cheap price
- Promotion
- Facebook ads
- Instagram ads
- Line ads
- Google ads
- Friends suggestion
- A lot of follower
- Celebrities wear the product

- Celebrities as a presenter
- Blogger review
- High fashion look
- Brand contents
- Fashion news contents
- Others

Do you contact with the store before you purchase?

- Yes, every time
- Yes, sometime
- No

Which channel do you used to communicate with the store?

- Facebook
- Instagram
- Line
- Phone
- E-mail
- Website inbox
- E-commerce website inbox
- Other, please specify

Why do you contact with the store admin before you buy?

- Ask about promotion
- Do not clear about product size
- Ask for more product detail
- Want to make sure that the store existed.
- Create more confident.
- Want to communicate with owner
- To negotiate the price
- Asking about delivery
- Want to directly contact with store to make a deal
- Other, please specify

Do you compare fashion jewelry between store before you buy?

- Yes
- No

What factors that you compare between store?

- Product design
- Price

- Promotion
- Delivery time
- After-sales service
- Material
- Packaging
- Number of brand follower
- Celebrities wear the product
- Celebrities as a presenter
- Blogger review
- Brand
- Have offline store
- Brand online store design
- Product photo
- Interesting brand content
- Latest trend design
- Others

Which channel you used to purchase fashion jewelry?

- Facebook
- Instagram
- Line
- Phone
- E-mail
- E-commerce website
- Brand website
- Other, please specify

Which channel you preferred to purchase fashion jewelry?

- Facebook
- Instagram
- Line
- Phone
- E-mail
- E-commerce website
- Brand website
- Other, please specify

How importance of the following factor to make you decide to purchase fashion jewelry?

Factor	Unimportant	Somewhat important	Quite important	Very important	Extremely important
Cheap price					
Promotion					
Product design					
Packaging					
Material					
Number of brand Follower					
Friend suggestion					
Celebrities wear the product					
Celebrities as a presenter					
Blogger review					
Fashion news website suggestion					
Brand					
After-sales service offer					
Has offline store					
Brand page design					
Product photo					
Brand has interesting content					
Latest trend jewelry					
Delivery time					

How importance of the following factor for repurchase the fashion jewelry from the store?

Factor	Unimportant	Somewhat important	Quite important	Very important	Extremely important
Product quality					
Brand always publishes new content					
Brand always release new product					
Fast delivery time					
Good experience with the brand					
Brand differentiation					
Brand has new product which the latest trend					

If you have a good experience with the store, are you going to share the store with your friend?

- Yes
- No

Please choose the channel that you use to share the experience the most

- Facebook
- Instagram
- Line
- Direct with friend
- Pantip
- Youtube review
- Write a blog
- Other, please specify

Do you agree with the following statement?

Statement	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree
I will tell my friends only when they asked.					
I will share when get the good experience from the store					
I will share only the store that has good image					
Brand image effects on my sharing					
I choose to use social media as my sharing channel					
I choose to share directly to my friends					
I will share brand content only when has a chance to get rewards					
I do not want to share my brand to other because do not want others know the price of my jewelry					
I choose not to tell other because it will affect my image					
I not tell others because it not my habit					
I share bad experience more than good experience					
I often share interesting content of social media					

Statement	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree
I will share only when get discount promotion					

Do you agree with the following statement?

Statement	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree
I wear the latest trend jewelry					
I wear the jewelry which can express my style					
I wear jewelry which celebrities are wearing					
I choose the jewelry which can customize.					
I choose to trade-off material quality for cheaper price					
I am willing to pay more for customization					
I often change jewelry to the latest trend					
I choose the jewelry based on design rather than material					
I choose to wear the jewelry which difference from others					
I buy cheap jewelry because I can change more often					
I follow the celebrities' style					
I always followed the latest trend					
I wear the latest trend jewelry before others					
I wear new jewelry design only when there are others wearing					

Please specify your age

- Below 18
- 18 – 22
- 23 – 27
- 28 – 32
- 33 – 39
- More than 40

Education

- Below high school
- High school
- Vocational Certificate or High Vocational Certificate
- Bachelor's degree
- Master's degree
- Doctoral degree

Job

- Unemployed
- Student
- Office worker
- State enterprise officer
- Civil servant
- Freelance
- Specialist
- Business owner
- Other

Household income

- Below 18,000 baht
- 18,001 – 30,000 baht
- 30,001 – 50,000 baht
- 50,001 – 80,000 baht
- 80,001 – 150,000 baht
- More than 150,000 baht

APPENDIX C-A

TOTAL BEHAVIORAL VARIABLE EXPLAINED BY FACTORS

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.238	37.415	37.415	5.238	37.415	37.415	4.316	30.826	30.826
2	2.194	15.673	53.088	2.194	15.673	53.088	2.290	16.360	47.185
3	1.428	10.201	63.288	1.428	10.201	63.288	2.033	14.522	61.708
4	.814	5.817	69.105	.814	5.817	69.105	1.036	7.397	69.105
5	.702	5.018	74.123						
6	.662	4.730	78.853						
7	.571	4.082	82.934						

APPENDIX C-B

BEHAVIORAL FACTORS COMPONENT MATRIX

Rotated Component Matrix[a]

	Factors			
	1	**2**	**3**	**4**
I wear the latest trend jewelry	.783	.237	-.032	.058
I wear the jewelry which can express my style	.043	-.004	.269	.928
I wear jewelry which celebrities are wearing	.767	.329	-.001	.068
I choose the jewelry which can customize.	-.093	.107	.802	.283
I choose to trade-off material quality for cheaper price	.138	.818	-.087	.032
I am willing to pay more for customization	.194	.041	.746	-.054
I often change jewelry to the latest trend	.730	.293	.209	-.071
I choose the jewelry based on design rather than material	.351	.686	-.033	.143
I choose to wear the jewelry which difference from others	.041	-.073	.760	.128
I buy cheap jewelry because I can change more often	.084	.693	.307	-.070
I follow the celebrities' style	.884	.082	-.031	-.086
I always followed the latest trend	.870	-.010	.079	.054
I wear the latest trend jewelry before others	.811	.258	.149	.044
I wear new jewelry design only when there are others wearing	.429	.572	-.082	-.154

APPENDIX D-A

DESCRIPTIVE ANALYSIS FOR CHANNEL TO KNOW BRAND AND BEHAVIORAL SEGMENTS

1 = Fashion wearer

2 = Jewelry as self-expression

3 = Laggards

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
I know brand from Facebook ads	1	40	3.98	1.143	.181	1	5
	2	34	3.76	1.304	.224	1	5
	3	52	3.60	1.159	.161	1	5
	Total	126	3.76	1.196	.107	1	5
I know brand from Instagram	1	40	3.73	1.086	.172	1	5
	2	34	3.76	1.182	.203	1	5
	3	52	3.48	1.146	.159	1	5
	Total	126	3.63	1.136	.101	1	5
I know brand from Line	1	40	2.85	1.424	.225	1	5
	2	34	2.09	1.111	.191	1	5
	3	52	2.15	1.073	.149	1	4
	Total	126	2.36	1.242	.111	1	5
I know brand from google	1	40	3.23	1.405	.222	1	5
	2	34	2.24	1.257	.216	1	5
	3	52	2.56	1.162	.161	1	5
	Total	126	2.68	1.318	.117	1	5
I know brand from friend	1	40	4.00	1.155	.183	1	5
	2	34	3.79	1.149	.197	1	5
	3	52	4.04	.928	.129	1	5
	Total	126	3.96	1.061	.095	1	5
I know brand from E-commerce website	1	40	3.58	1.534	.243	1	5
	2	34	2.82	1.381	.237	1	5
	3	52	3.33	1.294	.179	1	5
	Total	126	3.27	1.417	.126	1	5
I know brand from celebrities	1	40	4.23	1.000	.158	1	5
	2	34	3.06	1.455	.250	1	5
	3	52	3.56	1.018	.141	1	5
	Total	126	3.63	1.224	.109	1	5

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
I know brand from event	1	40	3.75	1.171	.185	1	5
	2	34	3.21	1.321	.226	1	5
	3	52	3.12	1.199	.166	1	5
	Total	126	3.34	1.247	.111	1	5
I know brand from brand content	1	40	4.03	.920	.145	2	5
	2	34	3.53	1.261	.216	1	5
	3	52	3.29	.957	.133	1	5
	Total	126	3.59	1.075	.096	1	5
I know brand from online fashion news	1	40	4.05	1.061	.168	1	5
	2	34	3.74	1.263	.217	1	5
	3	52	3.62	.911	.126	1	5
	Total	126	3.79	1.070	.095	1	5
I know brand from offline ads	1	40	3.68	1.289	.204	1	5
	2	34	3.35	1.276	.219	1	5
	3	52	3.00	1.066	.148	1	5
	Total	126	3.31	1.223	.109	1	5

APPENDIX D-B

TEST OF HOMOGENEITY OF VARIANCES OF CHANNEL TO KNOW BRAND AND BEHAVIORAL SEGMENTS

	Levene Statistic	df1	df2	Sig.
I know brand from Facebook ads	.581	2	123	.561
I know brand from Instagram	.337	2	123	.714
I know brand from Line	2.443	2	123	.091
I know brand from google	1.000	2	123	.371
I know brand from friend	1.719	2	123	.183
I know brand from e-commerce website	1.728	2	123	.182
I know brand from celebrities	5.828	2	123	.004
I know brand from event	.597	2	123	.552
I know brand from brand content	3.249	2	123	.042
I know brand from online fashion news	1.828	2	123	.165
I know brand from offline ads	3.796	2	123	.025

APPENDIX D-C

ANOVA ANALYSIS OF CHANNEL TO KNOW BRAND AND BEHAVIORAL SEGMENTS

		Sum of Squares	df	Mean Square	F	Sig.
I know brand from Facebook ads	Between Groups	3.245	2	1.623	1.137	.324
	Within Groups	175.612	123	1.428		
	Total	178.857	125			
I know brand from Instagram	Between Groups	2.133	2	1.066	.825	.441
	Within Groups	159.073	123	1.293		
	Total	161.206	125			
I know brand from Line	Between Groups	14.324	2	7.162	4.932	.009
	Within Groups	178.605	123	1.452		
	Total	192.929	125			
I know brand from google	Between Groups	19.382	2	9.691	6.023	.003
	Within Groups	197.920	123	1.609		
	Total	217.302	125			
I know brand from friend	Between Groups	1.320	2	.660	.582	.560
	Within Groups	139.482	123	1.134		
	Total	140.802	125			
I know brand from E-commerce website	Between Groups	10.667	2	5.333	2.732	.069
	Within Groups	240.158	123	1.953		
	Total	250.825	125			

		Sum of Squares	df	Mean Square	F	Sig.
I know brand from celebrities	Between Groups	25.522	2	12.761	9.708	.000
	Within Groups	161.684	123	1.315		
	Total	187.206	125			
I know brand from event	Between Groups	9.959	2	4.979	3.322	.039
	Within Groups	184.367	123	1.499		
	Total	194.325	125			
I know brand from brand content	Between Groups	12.421	2	6.211	5.782	.004
	Within Groups	132.119	123	1.074		
	Total	144.540	125			
I know brand from online fashion news	Between Groups	4.389	2	2.194	1.944	.147
	Within Groups	138.825	123	1.129		
	Total	143.214	125			
I know brand from offline ads	Between Groups	10.389	2	5.194	3.619	.030
	Within Groups	176.540	123	1.435		
	Total	186.929	125			

APPENDIX D-D

POST-HOC ANALYSIS OF CHANNEL TO KNOW BRAND AND BEHAVIORAL SEGMENTS

1 = Fashion wearer

2 = Jewelry as self-expression

3 = Laggards

Dependent Variable				Mean Difference (I-J)	Std. Error	Sig.
I know brand from Facebook ads	Tukey HSD	1	2	.210	.279	.731
			3	.379	.251	.291
		2	1	-.210	.279	.731
			3	.169	.264	.799
		3	1	-.379	.251	.291
			2	-.169	.264	.799
	Tamhane	1	2	.210	.288	.849
			3	.379	.242	.321
		2	1	-.210	.288	.849
			3	.169	.275	.904
		3	1	-.379	.242	.321
			2	-.169	.275	.904
I know brand from Instagram	Tukey HSD	1	2	-.040	.265	.988
			3	.244	.239	.565
		2	1	.040	.265	.988
			3	.284	.251	.496
		3	1	-.244	.239	.565
			2	-.284	.251	.496
	Tamhane	1	2	-.040	.266	.998
			3	.244	.234	.656
		2	1	.040	.266	.998
			3	.284	.258	.618
		3	1	-.244	.234	.656
			2	-.284	.258	.618
I know brand from Line	Tukey HSD	1	2	.762*	.281	.021
			3	.696*	.253	.019
		2	1	-.762*	.281	.021
			3	-.066	.266	.967

Dependent Variable				Mean Difference (I-J)	Std. Error	Sig.
		3	1	-.696*	.253	.019
			2	.066	.266	.967
	Tamhane	1	2	.762*	.295	.035
			3	.696*	.270	.036
		2	1	-.762*	.295	.035
			3	-.066	.242	.990
		3	1	-.696*	.270	.036
			2	.066	.242	.990
I know brand from google	Tukey HSD	1	2	.990*	.296	.003
			3	.667*	.267	.036
		2	1	-.990*	.296	.003
			3	-.322	.280	.484
		3	1	-.667*	.267	.036
			2	.322	.280	.484
	Tamhane	1	2	.990*	.310	.006
			3	.667	.274	.051
		2	1	-.990*	.310	.006
			3	-.322	.269	.552
		3	1	-.667	.274	.051
			2	.322	.269	.552
I know brand from friend	Tukey HSD	1	2	.206	.248	.686
			3	-.038	.224	.984
		2	1	-.206	.248	.686
			3	-.244	.235	.553
		3	1	.038	.224	.984
			2	.244	.235	.553
	Tamhane	1	2	.206	.269	.830
			3	-.038	.223	.997
		2	1	-.206	.269	.830
			3	-.244	.235	.662
		3	1	.038	.223	.997
			2	.244	.235	.662
I know brand from E-commerce website	Tukey HSD	1	2	.751	.326	.059
			3	.248	.294	.676
		2	1	-.751	.326	.059
			3	-.503	.308	.236
		3	1	-.248	.294	.676
			2	.503	.308	.236
	Tamhane	1	2	.751	.339	.087

Dependent Variable				Mean Difference (I-J)	Std. Error	Sig.
			3	.248	.302	.798
		2	1	-.751	.339	.087
			3	-.503	.297	.259
		3	1	-.248	.302	.798
			2	.503	.297	.259
I know brand from celebrities	Tukey HSD	1	2	1.166*	.267	.000
			3	.667*	.241	.018
		2	1	-1.166*	.267	.000
			3	-.499	.253	.123
		3	1	-.667*	.241	.018
			2	.499	.253	.123
	Tamhane	1	2	1.166*	.295	.001
			3	.667*	.212	.007
		2	1	-1.166*	.295	.001
			3	-.499	.287	.240
		3	1	-.667*	.212	.007
			2	.499	.287	.240
I know brand from event	Tukey HSD	1	2	.544	.286	.141
			3	.635*	.257	.040
		2	1	-.544	.286	.141
			3	.090	.270	.940
		3	1	-.635*	.257	.040
			2	-.090	.270	.940
	Tamhane	1	2	.544	.293	.189
			3	.635*	.249	.037
		2	1	-.544	.293	.189
			3	.090	.281	.984
		3	1	-.635*	.249	.037
			2	-.090	.281	.984
I know brand from brand content	Tukey HSD	1	2	.496	.242	.105
			3	.737*	.218	.003
		2	1	-.496	.242	.105
			3	.241	.229	.544
		3	1	-.737*	.218	.003
			2	-.241	.229	.544
	Tamhane	1	2	.496	.261	.175
			3	.737*	.197	.001
		2	1	-.496	.261	.175
			3	.241	.254	.721

Dependent Variable				Mean Difference (I-J)	Std. Error	Sig.
		3	1	-.737*	.197	.001
			2	-.241	.254	.721
I know brand from online fashion news	Tukey HSD	1	2	.315	.248	.415
			3	.435	.223	.130
		2	1	-.315	.248	.415
			3	.120	.234	.866
		3	1	-.435	.223	.130
			2	-.120	.234	.866
	Tamhane	1	2	.315	.274	.586
			3	.435	.210	.120
		2	1	-.315	.274	.586
			3	.120	.251	.951
		3	1	-.435	.210	.120
			2	-.120	.251	.951
I know brand from offline ads	Tukey HSD	1	2	.322	.279	.484
			3	.675*	.252	.023
		2	1	-.322	.279	.484
			3	.353	.264	.378
		3	1	-.675*	.252	.023
			2	-.353	.264	.378
	Tamhane	1	2	.322	.299	.635
			3	.675*	.252	.027
		2	1	-.322	.299	.635
			3	.353	.264	.462
		3	1	-.675*	.252	.027
			2	-.353	.264	.462

APPENDIX E-A

ASSOCIATION BETWEEN CHANNEL TO FIND JEWELRY AND BEHAVIORAL SEGMENTS

	Behavioral Segments					
	Fashion wearer		Jewelry as self-expression		Laggards	
	Count	Column Total N %	Count	Column Total N %	Count	Column Total N %
I find jewelry on Facebook	29	72.5%	20	58.8%	29	55.8%
I find jewelry on Instagram	21	52.5%	21	61.8%	31	59.6%
I find jewelry on Line	2	5.0%	0	0.0%	4	7.7%
I find jewelry on Google	6	15.0%	6	17.6%	9	17.3%
I find jewelry on e-commerce website	14	35.0%	5	14.7%	12	23.1%
I find jewelry on brand website	4	10.0%	9	26.5%	11	21.2%
I find jewelry from friends	12	30.0%	12	35.3%	20	38.5%
I find jewelry from celebrities IG	12	30.0%	7	20.6%	9	17.3%
I find jewelry from blogger review	6	15.0%	6	17.6%	9	17.3%
I find jewelry from the brand I known	13	32.5%	17	50.0%	12	23.1%

	Behavioral Segments					
	Fashion wearer		Jewelry as self-expression		Laggards	
	Count	Column Total N %	Count	Column Total N %	Count	Column Total N %
I find jewelry from fashion news	9	22.5%	10	29.4%	9	17.3%
I do not find jewelry	0	0.0%	0	0.0%	0	0.0%
others	1	2.5%	1	2.9%	0	0.0%

Pearson Chi-Square Tests

	Behavioral Segments
Chi-square	27.042
df	24
Sig.	.302[a,b]

APPENDIX F

CROSS-TABULATION BETWEEN REASON TO CLICK INTO THE STORE AND BEHAVIORAL SEGMENTS

	Behavioral Segments					
	Fashion wearer		Jewelry as self-expression		Laggards	
	Count	Column Total N %	Count	Column Total N %	Count	Column Total N %
Interesting product	36	90.0%	30	88.2%	46	88.5%
Nice page decoration	8	20.0%	9	26.5%	10	19.2%
Cheap price	17	42.5%	9	26.5%	18	34.6%
Promotion	21	52.5%	18	52.9%	21	40.4%
Facebook ads	8	20.0%	9	26.5%	10	19.2%
Instagram ads	7	17.5%	8	23.5%	9	17.3%
Line ads	4	10.0%	0	0.0%	0	0.0%
Google ads	2	5.0%	0	0.0%	0	0.0%
Friends suggestion	13	32.5%	8	23.5%	17	32.7%
A lot of follower	8	20.0%	3	8.8%	13	25.0%
Celebrities wear the product	10	25.0%	3	8.8%	6	11.5%
Celebrities as a presenter	4	10.0%	1	2.9%	3	5.8%
Blogger review	6	15.0%	2	5.9%	7	13.5%
High fashion look	9	22.5%	10	29.4%	7	13.5%
Brand contents	3	7.5%	5	14.7%	1	1.9%
Fashion news contents	3	7.5%	5	14.7%	5	9.6%
others	1	2.5%	2	5.9%	1	1.9%

Pearson Chi-Square Tests

	Behavioral Segments
Chi-square	42.273
df	34
Sig.	.156[a,b]

APPENDIX G

CROSS-TABULATION BETWEEN COMPARING FACTORS AND BEHAVIORAL SEGMENTS

	Behavioral segments					
	Fashion wearer		**Jewelry as self-expression**		**Laggards**	
	Count	**Column Total N %**	**Count**	**Column Total N %**	**Count**	**Column Total N %**
Product design	27	67.5%	20	58.8%	31	59.6%
Price	31	77.5%	22	64.7%	38	73.1%
Promotion	22	55.0%	12	35.3%	24	46.2%
Delivery time	6	15.0%	5	14.7%	10	19.2%
After-sales service	9	22.5%	8	23.5%	7	13.5%
Material	23	57.5%	15	44.1%	26	50.0%
Packaging	9	22.5%	6	17.6%	2	3.8%
Number of brand follower	8	20.0%	3	8.8%	11	21.2%
Celebrities wear the product	1	2.5%	1	2.9%	2	3.8%
Celebrities as a presenter	1	2.5%	0	0.0%	2	3.8%
Blogger review	5	12.5%	1	2.9%	3	5.8%
Brand	5	12.5%	5	14.7%	7	13.5%

	Behavioral segments					
	Fashion wearer		Jewelry as self-expression		Laggards	
	Count	Column Total N %	Count	Column Total N %	Count	Column Total N %
Have offline store	5	12.5%	5	14.7%	8	15.4%
Brand online store design	2	5.0%	8	23.5%	2	3.8%
Product photo	16	40.0%	14	41.2%	11	21.2%
Interesting brand content	4	10.0%	2	5.9%	0	0.0%
Latest trend design	10	25.0%	0	0.0%	5	9.6%
others	0	0.0%	0	0.0%	0	0.0%

Pearson Chi-Square Tests

	Behavioral segments
Chi-square	58.517
df	34
Sig.	.006[*,b,c]

APPENDIX H-A

DESCRIPTIVE ANALYSIS FOR BUYING FACTORS AND BEHAVIORAL SEGMENTS

1 = Fashion wearer

2 = Jewelry as self-expression

3 = Laggards

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Cheap price	1	40	3.78	1.271	.201	1	5
	2	34	3.24	1.437	.246	1	5
	3	52	3.52	1.057	.147	1	5
	Total	126	3.52	1.244	.111	1	5
Promotion	1	40	3.98	1.230	.194	1	5
	2	34	3.65	1.178	.202	1	5
	3	52	3.58	.977	.136	1	5
	Total	126	3.72	1.122	.100	1	5
Product design	1	40	4.45	1.011	.160	1	5
	2	34	4.91	.288	.049	4	5
	3	52	4.50	.610	.085	3	5
	Total	126	4.60	.729	.065	1	5
Packaging	1	40	3.43	1.217	.192	1	5
	2	34	3.09	1.240	.213	1	5
	3	52	3.04	1.066	.148	1	5
	Total	126	3.17	1.167	.104	1	5
Material	1	40	4.38	.774	.122	2	5
	2	34	4.53	.825	.142	1	5
	3	52	4.02	.960	.133	1	5
	Total	126	4.27	.889	.079	1	5
Number of brand Follower	1	40	3.15	1.145	.181	1	5
	2	34	2.97	1.087	.186	1	5
	3	52	3.04	.885	.123	1	5
	Total	126	3.06	1.022	.091	1	5
Friend suggestion	1	40	3.43	1.338	.211	1	5
	2	34	2.97	1.267	.217	1	5
	3	52	3.37	1.010	.140	1	5

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
	Total	126	3.28	1.198	.107	1	5
Celebrities wear the product	1	40	2.63	1.334	.211	1	5
	2	34	1.85	1.077	.185	1	5
	3	52	2.50	.939	.130	1	4
	Total	126	2.37	1.150	.102	1	5
Celebrities as a presenter	1	40	2.53	1.281	.203	1	5
	2	34	1.68	.976	.167	1	5
	3	52	2.23	.854	.118	1	4
	Total	126	2.17	1.081	.096	1	5
Blogger review	1	40	2.95	1.176	.186	1	5
	2	34	2.06	.983	.169	1	4
	3	52	2.44	.978	.136	1	4
	Total	126	2.50	1.094	.097	1	5
Fashion news website suggestion	1	40	2.78	1.271	.201	1	5
	2	34	2.15	1.077	.185	1	5
	3	52	2.62	.993	.138	1	4
	Total	126	2.54	1.129	.101	1	5
Brand	1	40	2.98	1.187	.188	1	5
	2	34	3.15	1.184	.203	1	5
	3	52	2.92	1.118	.155	1	5
	Total	126	3.00	1.152	.103	1	5
After-sales service offer	1	40	3.93	1.163	.184	1	5
	2	34	3.85	.989	.170	1	5
	3	52	3.38	1.087	.151	1	5
	Total	126	3.68	1.107	.099	1	5
Has offline store	1	40	3.33	1.248	.197	1	5
	2	34	3.18	1.167	.200	1	5
	3	52	3.29	1.210	.168	1	5
	Total	126	3.27	1.203	.107	1	5
Brand page design	1	40	3.43	1.279	.202	1	5
	2	34	3.21	1.095	.188	1	5
	3	52	3.04	1.009	.140	1	5
	Total	126	3.21	1.127	.100	1	5
Product photo	1	40	4.40	.900	.142	1	5
	2	34	4.56	.660	.113	2	5
	3	52	4.15	.668	.093	3	5
	Total	126	4.34	.761	.068	1	5
	1	40	3.33	1.309	.207	1	5
	2	34	2.71	1.115	.191	1	5

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Brand has interesting content	3	52	2.92	1.082	.150	1	5
	Total	126	2.99	1.183	.105	1	5
Latest trend jewelry	1	40	3.65	1.312	.207	1	5
	2	34	2.94	1.278	.219	1	5
	3	52	3.02	1.129	.157	1	5
	Total	126	3.20	1.259	.112	1	5
Delivery time	1	40	4.00	1.062	.168	1	5
	2	34	3.50	.992	.170	1	5
	3	52	3.44	.916	.127	1	5
	Total	126	3.63	1.009	.090	1	5

APPENDIX H-B

TEST OF HOMOGENEITY OF VARIANCES OF BUYING FACTORS AND BEHAVIORAL SEGMENTS

	Levene Statistic	df1	df2	Sig.
Cheap price	3.375	2	123	.037
Promotion	1.057	2	123	.351
Product design	15.116	2	123	.000
Packaging	.755	2	123	.472
Material	.098	2	123	.906
Number of brand Follower	2.956	2	123	.056
Friend suggestion	2.770	2	123	.067
Celebrities wear the product	4.839	2	123	.009
Celebrities as a presenter	6.057	2	123	.003
Blogger review	.468	2	123	.627
Fashion news website suggestion	1.816	2	123	.167
Brand	.049	2	123	.953
After-sales service offer	.355	2	123	.702
Has offline store	.410	2	123	.665
Brand page design	2.986	2	123	.054
Product photo	1.708	2	123	.186
Brand has interesting content	1.673	2	123	.192
Latest trend jewelry	.754	2	123	.473
Delivery time	.074	2	123	.929

APPENDIX H-C

ANOVA ANALYSIS OF BUYING FACTORS BRAND AND BEHAVIORAL SEGMENTS

		Sum of Squares	df	Mean Square	F	Sig.
Cheap price	Between Groups	5.355	2	2.678	1.751	.178
	Within Groups	188.073	123	1.529		
	Total	193.429	125			
Promotion	Between Groups	3.846	2	1.923	1.541	.218
	Within Groups	153.432	123	1.247		
	Total	157.278	125			
Product design	Between Groups	4.722	2	2.361	4.711	.011
	Within Groups	61.635	123	.501		
	Total	66.357	125			
Packaging	Between Groups	3.725	2	1.863	1.377	.256
	Within Groups	166.433	123	1.353		
	Total	170.159	125			
Material	Between Groups	5.999	2	3.000	3.975	.021
	Within Groups	92.826	123	.755		
	Total	98.825	125			
Number of brand Follower	Between Groups	.617	2	.309	.292	.747
	Within Groups	129.994	123	1.057		
	Total	130.611	125			
Friend suggestion	Between Groups	4.474	2	2.237	1.574	.211
	Within Groups	174.803	123	1.421		
	Total	179.278	125			

		Sum of Squares	df	Mean Square	F	Sig.
Celebrities wear the product	Between Groups	12.567	2	6.283	5.063	.008
	Within Groups	152.640	123	1.241		
	Total	165.206	125			
Celebrities as a presenter	Between Groups	13.512	2	6.756	6.265	.003
	Within Groups	132.647	123	1.078		
	Total	146.159	125			
Blogger review	Between Groups	14.891	2	7.445	6.803	.002
	Within Groups	134.609	123	1.094		
	Total	149.500	125			
Fashion news website suggestion	Between Groups	7.754	2	3.877	3.147	.046
	Within Groups	151.547	123	1.232		
	Total	159.302	125			
Brand	Between Groups	1.068	2	.534	.398	.672
	Within Groups	164.932	123	1.341		
	Total	166.000	125			
After-sales service offer	Between Groups	7.954	2	3.977	3.366	.038
	Within Groups	145.347	123	1.182		
	Total	153.302	125			
Has offline store	Between Groups	.436	2	.218	.149	.862
	Within Groups	180.389	123	1.467		
	Total	180.825	125			
Brand page design	Between Groups	3.378	2	1.689	1.338	.266
	Within Groups	155.257	123	1.262		
	Total	158.635	125			
Product photo	Between Groups	3.574	2	1.787	3.197	.044
	Within Groups	68.752	123	.559		

		Sum of Squares	df	Mean Square	F	Sig.
	Total	72.325	125			
Brand has interesting content	Between Groups	7.466	2	3.733	2.741	.068
	Within Groups	167.526	123	1.362		
	Total	174.992	125			
Latest trend jewelry	Between Groups	12.077	2	6.038	3.994	.021
	Within Groups	185.963	123	1.512		
	Total	198.040	125			
Delivery time	Between Groups	7.879	2	3.940	4.061	.020
	Within Groups	119.327	123	.970		
	Total	127.206	125			

APPENDIX H-D

POST-HOC ANALYSIS OF BUYING FACTORS AND BEHAVIORAL SEGMENTS

1 = Fashion wearer

2 = Jewelry as self-expression

3 = Laggards

Dependent Variable				Mean Difference (I-J)	Std. Error	Sig.
Cheap price	Tukey HSD	1	2	.540	.288	.151
			3	.256	.260	.589
		2	1	-.540	.288	.151
			3	-.284	.273	.552
		3	1	-.256	.260	.589
			2	.284	.273	.552
	Tamhane	1	2	.540	.318	.257
			3	.256	.249	.667
		2	1	-.540	.318	.257
			3	-.284	.287	.694
		3	1	-.256	.249	.667
			2	.284	.287	.694
Promotion	Tukey HSD	1	2	.328	.261	.421
			3	.398	.235	.211
		2	1	-.328	.261	.421
			3	.070	.246	.956
		3	1	-.398	.235	.211
			2	-.070	.246	.956
	Tamhane	1	2	.328	.280	.571
			3	.398	.237	.264
		2	1	-.328	.280	.571
			3	.070	.243	.988
		3	1	-.398	.237	.264
			2	-.070	.243	.988
Product design	Tukey HSD	1	2	-.462*	.165	.016
			3	-.050	.149	.940
		2	1	.462*	.165	.016
			3	.412*	.156	.025

Dependent Variable				Mean Difference (I-J)	Std. Error	Sig.
		3	1	.050	.149	.940
			2	-.412*	.156	.025
	Tamhane	1	2	-.462*	.167	.025
			3	-.050	.181	.990
		2	1	.462*	.167	.025
			3	.412*	.098	.000
		3	1	.050	.181	.990
			2	-.412*	.098	.000
Packaging	Tukey HSD	1	2	.337	.271	.431
			3	.387	.245	.258
		2	1	-.337	.271	.431
			3	.050	.257	.979
		3	1	-.387	.245	.258
			2	-.050	.257	.979
	Tamhane	1	2	.337	.287	.568
			3	.387	.243	.307
		2	1	-.337	.287	.568
			3	.050	.259	.997
		3	1	-.387	.243	.307
			2	-.050	.259	.997
Material	Tukey HSD	1	2	-.154	.203	.727
			3	.356	.183	.130
		2	1	.154	.203	.727
			3	.510*	.192	.024
		3	1	-.356	.183	.130
			2	-.510*	.192	.024
	Tamhane	1	2	-.154	.187	.797
			3	.356	.181	.149
		2	1	.154	.187	.797
			3	.510*	.194	.031
		3	1	-.356	.181	.149
			2	-.510*	.194	.031
Number of brand Follower	Tukey HSD	1	2	.179	.240	.735
			3	.112	.216	.864
		2	1	-.179	.240	.735
			3	-.068	.227	.952
		3	1	-.112	.216	.864
			2	.068	.227	.952
	Tamhane	1	2	.179	.260	.869
			3	.112	.219	.941

Dependent Variable				Mean Difference (I-J)	Std. Error	Sig.
		2	1	-.179	.260	.869
			3	-.068	.223	.987
		3	1	-.112	.219	.941
			2	.068	.223	.987
Friend suggestion	Tukey HSD	1	2	.454	.278	.235
			3	.060	.251	.969
		2	1	-.454	.278	.235
			3	-.395	.263	.294
		3	1	-.060	.251	.969
			2	.395	.263	.294
	Tamhane	1	2	.454	.303	.360
			3	.060	.254	.994
		2	1	-.454	.303	.360
			3	-.395	.259	.346
		3	1	-.060	.254	.994
			2	.395	.259	.346
Celebrities wear the product	Tukey HSD	1	2	.772*	.260	.010
			3	.125	.234	.855
		2	1	-.772*	.260	.010
			3	-.647*	.246	.026
		3	1	-.125	.234	.855
			2	.647*	.246	.026
	Tamhane	1	2	.772*	.280	.022
			3	.125	.248	.943
		2	1	-.772*	.280	.022
			3	-.647*	.226	.017
		3	1	-.125	.248	.943
			2	.647*	.226	.017
Celebrities as a presenter	Tukey HSD	1	2	.849*	.242	.002
			3	.294	.218	.372
		2	1	-.849*	.242	.002
			3	-.554*	.229	.044
		3	1	-.294	.218	.372
			2	.554*	.229	.044
	Tamhane	1	2	.849*	.263	.006
			3	.294	.235	.515
		2	1	-.849*	.263	.006
			3	-.554*	.205	.026
		3	1	-.294	.235	.515
			2	.554*	.205	.026

Dependent Variable				Mean Difference (I-J)	Std. Error	Sig.
Blogger review	Tukey HSD	1	2	.891*	.244	.001
			3	.508	.220	.058
		2	1	-.891*	.244	.001
			3	-.383	.231	.224
		3	1	-.508	.220	.058
			2	.383	.231	.224
	Tamhane	1	2	.891*	.251	.002
			3	.508	.230	.089
		2	1	-.891*	.251	.002
			3	-.383	.216	.223
		3	1	-.508	.230	.089
			2	.383	.216	.223
Fashion news website suggestion	Tukey HSD	1	2	.628*	.259	.044
			3	.160	.233	.773
		2	1	-.628*	.259	.044
			3	-.468	.245	.139
		3	1	-.160	.233	.773
			2	.468	.245	.139
	Tamhane	1	2	.628	.273	.071
			3	.160	.244	.885
		2	1	-.628	.273	.071
			3	-.468	.230	.132
		3	1	-.160	.244	.885
			2	.468	.230	.132
Brand	Tukey HSD	1	2	-.172	.270	.800
			3	.052	.244	.975
		2	1	.172	.270	.800
			3	.224	.255	.656
		3	1	-.052	.244	.975
			2	-.224	.255	.656
	Tamhane	1	2	-.172	.277	.900
			3	.052	.243	.995
		2	1	.172	.277	.900
			3	.224	.255	.766
		3	1	-.052	.243	.995
			2	-.224	.255	.766
After-sales service offer	Tukey HSD	1	2	.072	.254	.956
			3	.540	.229	.051
		2	1	-.072	.254	.956
			3	.468	.240	.128

Dependent Variable				Mean Difference (I-J)	Std. Error	Sig.
		3	1	-.540	.229	.051
			2	-.468	.240	.128
	Tamhane	1	2	.072	.250	.988
			3	.540	.238	.075
		2	1	-.072	.250	.988
			3	.468	.227	.122
		3	1	-.540	.238	.075
			2	-.468	.227	.122
Has offline store	Tukey HSD	1	2	.149	.282	.859
			3	.037	.255	.989
		2	1	-.149	.282	.859
			3	-.112	.267	.908
		3	1	-.037	.255	.989
			2	.112	.267	.908
	Tamhane	1	2	.149	.281	.935
			3	.037	.259	.999
		2	1	-.149	.281	.935
			3	-.112	.261	.964
		3	1	-.037	.259	.999
			2	.112	.261	.964
Brand page design	Tukey HSD	1	2	.219	.262	.681
			3	.387	.236	.235
		2	1	-.219	.262	.681
			3	.167	.248	.778
		3	1	-.387	.236	.235
			2	-.167	.248	.778
	Tamhane	1	2	.219	.276	.815
			3	.387	.246	.319
		2	1	-.219	.276	.815
			3	.167	.234	.857
		3	1	-.387	.246	.319
			2	-.167	.234	.857
Product photo	Tukey HSD	1	2	-.159	.174	.635
			3	.246	.157	.264
		2	1	.159	.174	.635
			3	.405*	.165	.041
		3	1	-.246	.157	.264
			2	-.405*	.165	.041
	Tamhane	1	2	-.159	.182	.768
			3	.246	.170	.390

Dependent Variable				Mean Difference (I-J)	Std. Error	Sig.
		2	1	.159	.182	.768
			3	.405*	.146	.021
		3	1	-.246	.170	.390
			2	-.405*	.146	.021
Brand has interesting content	Tukey HSD	1	2	.619	.272	.063
			3	.402	.245	.234
		2	1	-.619	.272	.063
			3	-.217	.257	.677
		3	1	-.402	.245	.234
			2	.217	.257	.677
	Tamhane	1	2	.619	.282	.091
			3	.402	.256	.319
		2	1	-.619	.282	.091
			3	-.217	.243	.756
		3	1	-.402	.256	.319
			2	.217	.243	.756
Latest trend jewelry	Tukey HSD	1	2	.709*	.287	.039
			3	.631*	.259	.042
		2	1	-.709*	.287	.039
			3	-.078	.271	.955
		3	1	-.631*	.259	.042
			2	.078	.271	.955
	Tamhane	1	2	.709	.302	.063
			3	.631	.260	.052
		2	1	-.709	.302	.063
			3	-.078	.269	.988
		3	1	-.631	.260	.052
			2	.078	.269	.988
Delivery time	Tukey HSD	1	2	.500	.230	.079
			3	.558*	.207	.022
		2	1	-.500	.230	.079
			3	.058	.217	.962
		3	1	-.558*	.207	.022
			2	-.058	.217	.962
	Tamhane	1	2	.500	.239	.115
			3	.558*	.211	.029
		2	1	-.500	.239	.115
			3	.058	.212	.990
		3	1	-.558*	.211	.029
			2	-.058	.212	.990

APPENDIX I-A

DESCRIPTIVE ANALYSIS FOR REPURCHASE FACTORS AND BEHAVIORAL SEGMENTS

1 = Fashion wearer

2 = Jewelry as self-expression

3 = Laggards

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Product quality	1	40	4.80	.723	.114	1	5
	2	34	4.88	.327	.056	4	5
	3	52	4.46	.699	.097	2	5
	Total	126	4.68	.653	.058	1	5
Brand always publishes new content	1	40	3.23	1.330	.210	1	5
	2	34	2.85	1.417	.243	1	5
	3	52	2.87	1.103	.153	1	5
	Total	126	2.98	1.268	.113	1	5
Brand always release new product	1	40	4.13	.939	.148	1	5
	2	34	3.79	1.067	.183	2	5
	3	52	3.58	.893	.124	1	5
	Total	126	3.81	.977	.087	1	5
Fast delivery time	1	40	4.48	.905	.143	1	5
	2	34	4.32	.843	.145	2	5
	3	52	3.81	1.011	.140	1	5
	Total	126	4.16	.975	.087	1	5
Good experience with the brand	1	40	4.35	1.001	.158	1	5
	2	34	4.18	1.086	.186	1	5
	3	52	3.98	.852	.118	2	5
	Total	126	4.15	.972	.087	1	5
Brand differentiation	1	40	4.33	.917	.145	1	5
	2	34	4.26	.751	.129	3	5
	3	52	3.65	.988	.137	1	5
	Total	126	4.03	.954	.085	1	5
Brand has new product which the latest trend	1	40	4.25	.981	.155	1	5
	2	34	3.59	1.104	.189	1	5
	3	52	3.46	.999	.139	1	5
	Total	126	3.75	1.073	.096	1	5

APPENDIX I-B

TEST OF HOMOGENEITY OF VARIANCES OF REPURCHASE FACTORS AND BEHAVIORAL SEGMENTS

	Levene Statistic	df1	df2	Sig.
Product quality	8.848	2	123	.000
Brand always publishes new content	2.813	2	123	.064
Brand always release new product	2.208	2	123	.114
Fast delivery time	.246	2	123	.783
Good experience with the brand	2.019	2	123	.137
Brand differentiation	.895	2	123	.411
Brand has new product which the latest trend	.525	2	123	.593

APPENDIX I-C

ANOVA ANALYSIS OF REPURCHASE AND BEHAVIORAL SEGMENTS

		Sum of Squares	df	Mean Square	F	Sig.
Product quality	Between Groups	4.449	2	2.225	5.601	.005
	Within Groups	48.852	123	.397		
	Total	53.302	125			
Brand always publishes new content	Between Groups	3.631	2	1.816	1.132	.326
	Within Groups	197.297	123	1.604		
	Total	200.929	125			
Brand always release new product	Between Groups	6.802	2	3.401	3.715	.027
	Within Groups	112.626	123	.916		
	Total	119.429	125			
Fast delivery time	Between Groups	11.332	2	5.666	6.484	.002
	Within Groups	107.493	123	.874		
	Total	118.825	125			
Good experience with the brand	Between Groups	3.113	2	1.556	1.664	.194
	Within Groups	115.022	123	.935		
	Total	118.135	125			
Brand differentiation	Between Groups	12.711	2	6.356	7.728	.001
	Within Groups	101.162	123	.822		
	Total	113.873	125			

Brand has new product which the latest trend	Between Groups	15.215	2	7.607	7.273	.001
	Within Groups	128.658	123	1.046		
	Total	143.873	125			

APPENDIX I-D

POST-HOC ANALYSIS OF REPURCHASE FACTORS AND BEHAVIORAL SEGMENTS

1 = Fashion wearer

2 = Jewelry as self-expression

3 = Laggards

Dependent Variable				Mean Difference (I-J)	Std. Error	Sig.
Product quality	Tukey HSD	1	2	-.082	.147	.841
			3	.338*	.133	.032
		2	1	.082	.147	.841
			3	.421*	.139	.008
		3	1	-.338*	.133	.032
			2	-.421*	.139	.008
	Tamhane	1	2	-.082	.127	.890
			3	.338	.150	.078
		2	1	.082	.127	.890
			3	.421*	.112	.001
		3	1	-.338	.150	.078
			2	-.421*	.112	.001
Brand always publishes new content	Tukey HSD	1	2	.372	.295	.421
			3	.360	.266	.370
		2	1	-.372	.295	.421
			3	-.012	.279	.999
		3	1	-.360	.266	.370
			2	.012	.279	.999
	Tamhane	1	2	.372	.321	.580
			3	.360	.260	.430
		2	1	-.372	.321	.580
			3	-.012	.287	1.000
		3	1	-.360	.260	.430
			2	.012	.287	1.000
Brand always release new product	Tukey HSD	1	2	.331	.223	.303
			3	.548*	.201	.020
		2	1	-.331	.223	.303

Dependent Variable				Mean Difference (I-J)	Std. Error	Sig.
			3	.217	.211	.560
		3	1	-.548*	.201	.020
			2	-.217	.211	.560
	Tamhane	1	2	.331	.236	.418
			3	.548*	.193	.017
		2	1	-.331	.236	.418
			3	.217	.221	.698
		3	1	-.548*	.193	.017
			2	-.217	.221	.698
Fast delivery time	Tukey HSD	1	2	.151	.218	.767
			3	.667*	.197	.003
		2	1	-.151	.218	.767
			3	.516*	.206	.036
		3	1	-.667*	.197	.003
			2	-.516*	.206	.036
	Tamhane	1	2	.151	.203	.842
			3	.667*	.200	.004
		2	1	-.151	.203	.842
			3	.516*	.201	.036
		3	1	-.667*	.200	.004
			2	-.516*	.201	.036
Good experience with the brand	Tukey HSD	1	2	.174	.226	.723
			3	.369	.203	.169
		2	1	-.174	.226	.723
			3	.196	.213	.630
		3	1	-.369	.203	.169
			2	-.196	.213	.630
	Tamhane	1	2	.174	.244	.860
			3	.369	.198	.184
		2	1	-.174	.244	.860
			3	.196	.221	.760
		3	1	-.369	.198	.184
			2	-.196	.221	.760
Brand differentiation	Tukey HSD	1	2	.060	.212	.956
			3	.671*	.191	.002
		2	1	-.060	.212	.956
			3	.611*	.200	.008
		3	1	-.671*	.191	.002
			2	-.611*	.200	.008

Dependent Variable				Mean Difference (I-J)	Std. Error	Sig.
	Tamhane	1	2	.060	.194	.986
			3	.671*	.199	.003
		2	1	-.060	.194	.986
			3	.611*	.188	.005
		3	1	-.671*	.199	.003
			2	-.611*	.188	.005
Brand has new product which the latest trend	Tukey HSD	1	2	.662*	.239	.017
			3	.788*	.215	.001
		2	1	-.662*	.239	.017
			3	.127	.226	.841
		3	1	-.788*	.215	.001
			2	-.127	.226	.841
	Tamhane	1	2	.662*	.245	.026
			3	.788*	.208	.001
		2	1	-.662*	.245	.026
			3	.127	.235	.932
		3	1	-.788*	.208	.001
			2	-.127	.235	.932

APPENDIX J-A

TOTAL SHARING ATTITUDE VARIABLE EXPLAINED BY FACTORS

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.289	25.300	25.300	3.289	25.300	25.300	2.621	20.161	20.161
2	2.603	20.021	45.321	2.603	20.021	45.321	1.842	14.167	34.328
3	1.443	11.098	56.420	1.443	11.098	56.420	1.786	13.739	48.067
4	1.204	9.262	65.682	1.204	9.262	65.682	1.622	12.480	60.547
5	1.135	8.728	74.410	1.135	8.728	74.410	1.469	11.303	71.849
6	.835	6.423	80.833	.835	6.423	80.833	1.168	8.984	80.833
7	.620	4.772	85.605						
8	.469	3.611	89.216						
9	.394	3.030	92.246						

APPENDIX J-B

SHARING ATTITUDE FACTORS COMPONENT MATRIX

	Do not sharing because it will affect the image and it is not a habit	**Sharing addicted**	**Promotion sharing**	**Share for image**	**Share with friend**	**Share when asked**
I will tell my friends only when they asked.	.163	-.059	.023	.013	.043	.950
I will share when get the good experience from the store	-.197	.325	-.031	.234	.767	-.044
I will share only the store that has good image	.082	.123	.103	.812	.080	.344
Brand image effects on my sharing	.133	.024	.061	.875	.010	-.237
I choose to use social media as my sharing channel	-.127	.875	.062	.213	.032	-.046

	Do not sharing because it will affect the image and it is not a habit	Sharing addicted	Promotion sharing	Share for image	Share with friend	Share when asked
I choose to share directly to my friends	-.142	.005	.178	-.085	.872	.085
I will share brand content only when has a chance to get rewards	.073	.128	.929	.088	.017	.120
I do not want to share my brand to other because do not want others know the price of my jewelry	.792	.115	.307	.169	-.064	.168
I choose not to tell other because it will affect my image	.816	.152	.107	.180	-.169	.118
I not tell others because it not my habit	.746	-.410	-.006	-.110	-.048	.104
I share bad experience more than good experience	.737	-.042	.081	.031	-.108	-.049

	Do not sharing because it will affect the image and it is not a habit	Sharing addicted	Promotion sharing	Share for image	Share with friend	Share when asked
I often share interesting content of social media	.113	.853	.060	-.079	.190	.002
I will share only when get discount promotion	.288	-.018	.869	.061	.164	-.101

APPENDIX K-A

DESCRIPTIVE ANALYSIS FOR ATTITUDE TOWARD SHARING AND BEHAVIORAL SEGMENTS

1 = Fashion wearer

2 = Jewelry as self-expression

3 = Laggards

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Do not sharing because it will affect the image and it is not a habit	1	40	-.104	1.193	.188	-1.689	2.877
	2	34	-.057	.923	.158	-1.725	1.880
	3	52	.117	.885	.122	-1.805	3.041
	Total	126	.000	1.000	.089	-1.805	3.041
Sharing addicted	1	40	.465	.948	.149	-1.680	1.627
	2	34	-.190	1.049	.179	-2.272	1.248
	3	52	-.232	.895	.124	-2.274	1.302
	Total	126	.000	1.000	.089	-2.274	1.627
Promotion sharing	1	40	.181	1.097	.173	-1.763	2.166
	2	34	-.351	.996	.170	-1.933	1.900
	3	52	.090	.878	.121	-1.699	1.705
	Total	126	.000	1.000	.089	-1.933	2.166

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Share for image	1	40	.173	.966	.152	-1.845	2.086
	2	34	-.035	1.085	.186	-2.002	1.999
	3	52	-.109	.968	.134	-2.598	1.865
	Total	126	.000	1.000	.089	-2.598	2.086
Share with friend	1	40	.291	.759	.120	-1.819	1.377
	2	34	-.059	1.266	.217	-4.943	1.463
	3	52	-.185	.931	.129	-2.268	1.674
	Total	126	.000	1.000	.089	-4.943	1.674
Share when asked	1	40	-.104	1.072	.169	-2.504	1.622
	2	34	.055	1.186	.203	-2.613	2.132
	3	52	.043	.804	.111	-1.699	1.393
	Total	126	.000	1.000	.089	-2.613	2.132

APPENDIX K-B

TEST OF HOMOGENEITY OF VARIANCES OF SHARING ATTITUDE AND BEHAVIORAL SEGMENTS

	Levene Statistic	df1	df2	Sig.
Do not sharing because it will affect the image and it is not a habit	1.699	2	123	.187
Sharing addicted	.858	2	123	.426
Promotion sharing	2.155	2	123	.120
Share for image	.798	2	123	.453
Share with friend	2.711	2	123	.070
Share when asked	3.076	2	123	.050

APPENDIX K-C

ANOVA ANALYSIS OF SHARING ATTITUDE AND BEHAVIORAL SEGMENTS

		Sum of Squares	df	Mean Square	F	Sig.
Do not sharing because it will affect the image and it is not a habit	Between Groups	1.265	2	.633	.629	.535
	Within Groups	123.735	123	1.006		
	Total	125.000	125			
Sharing addicted	Between Groups	12.709	2	6.354	6.960	.001
	Within Groups	112.291	123	.913		
	Total	125.000	125			
Promotion sharing	Between Groups	5.952	2	2.976	3.075	.050
	Within Groups	119.048	123	.968		
	Total	125.000	125			
Share for image	Between Groups	1.876	2	.938	.937	.394
	Within Groups	123.124	123	1.001		
	Total	125.000	125			
Share with friend	Between Groups	5.307	2	2.653	2.727	.069
	Within Groups	119.693	123	.973		
	Total	125.000	125			
Share when asked	Between Groups	.640	2	.320	.317	.729

		Sum of Squares	df	Mean Square	F	Sig.
	Within Groups	124.360	123	1.011		
	Total	125.000	125			

APPENDIX K-D

POST-HOC ANALYSIS OF SHARING ATTITUDE AND BEHAVIORAL SEGMENTS

1 = Fashion wearer

2 = Jewelry as self-expression

3 = Laggards

Dependent Variable		(I) Bahavioral Segments	(J) Bahavioral Segments	Mean Difference (I-J)	Std. Error	Sig.
Do not sharing because it will affect the image and it is not a habit	Tukey HSD	1	2	-.04732472	.23395894	.978
			3	-.22195112	.21093832	.546
		2	1	.04732472	.23395894	.978
			3	-.17462640	.22120825	.710
		3	1	.22195112	.21093832	.546
			2	.17462640	.22120825	.710
	Tamhane	1	2	-.04732472	.24638503	.997
			3	-.22195112	.22520328	.696
		2	1	.04732472	.24638503	.997
			3	-.17462640	.20042213	.769
		3	1	.22195112	.22520328	.696
			2	.17462640	.20042213	.769
Sharing addicted	Tukey HSD	1	2	.65580977*	.22287790	.011
			3	.69794758*	.20094762	.002
		2	1	-.65580977*	.22287790	.011

Dependent Variable		(I) Bahavioral Segments	(J) Bahavioral Segments	Mean Difference (I-J)	Std. Error	Sig.
			3	.04213781	.21073113	.978
		3	1	-.69794758*	.20094762	.002
			2	-.04213781	.21073113	.978
	Tamhane	1	2	.65580977*	.23422607	.020
			3	.69794758*	.19466385	.002
		2	1	-.65580977*	.23422607	.020
			3	.04213781	.21864777	.996
		3	1	-.69794758*	.19466385	.002
			2	-.04213781	.21864777	.996
Promotion sharing	Tukey HSD	1	2	.53298531	.22948579	.056
			3	.09020344	.20690531	.901
		2	1	-.53298531	.22948579	.056
			3	-.44278187	.21697889	.107
		3	1	-.09020344	.20690531	.901
			2	.44278187	.21697889	.107
	Tamhane	1	2	.53298531	.24350655	.093
			3	.09020344	.21197323	.965
		2	1	-.53298531	.24350655	.093
			3	-.44278187	.20982659	.112
		3	1	-.09020344	.21197323	.965
			2	.44278187	.20982659	.112
Share for image	Tukey HSD	1	2	.20941575	.23338037	.643
			3	.28344309	.21041668	.372
		2	1	-.20941575	.23338037	.643
			3	.07402734	.22066122	.940
		3	1	-.28344309	.21041668	.372
			2	-.07402734	.22066122	.940
	Tamhane	1	2	.20941575	.24080606	.770
			3	.28344309	.20342636	.422
		2	1	-.20941575	.24080606	.770
			3	.07402734	.22952380	.984

Dependent Variable		(I) Bahavioral Segments	(J) Bahavioral Segments	Mean Difference (I-J)	Std. Error	Sig.
		3	1	-.28344309	.20342636	.422
			2	-.07402734	.22952380	.984
Share with friend	Tukey HSD	1	2	.35071116	.23010627	.283
			3	.47697121	.20746474	.060
		2	1	-.35071116	.23010627	.283
			3	.12626005	.21756556	.831
		3	1	-.47697121	.20746474	.060
			2	-.12626005	.21756556	.831
	Tamhane	1	2	.35071116	.24822913	.415
			3	.47697121*	.17640221	.024
		2	1	-.35071116	.24822913	.415
			3	.12626005	.25270346	.945
		3	1	-.47697121*	.17640221	.024
			2	-.12626005	.25270346	.945
Share when asked	Tukey HSD	1	2	-.16010594	.23454933	.774
			3	-.14792814	.21147062	.764
		2	1	.16010594	.23454933	.774
			3	.01217779	.22176647	.998
		3	1	.14792814	.21147062	.764
			2	-.01217779	.22176647	.998
	Tamhane	1	2	-.16010594	.26490964	.907
			3	-.14792814	.20297363	.850
		2	1	.16010594	.26490964	.907
			3	.01217779	.23214170	1.000
		3	1	.14792814	.20297363	.850
			2	-.01217779	.23214170	1.000

BIOGRAPHY

Name	Mr. Phanurit Tiyasophonjit
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