



**A STUDY OF ONLINE SHOPPERS' JOURNEY IN
PURCHASING BUILDING MATERIALS FOR HOME
USE VIA FACEBOOK**

BY

MR. KAWIN TANTHAPRUEKPOL

**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**

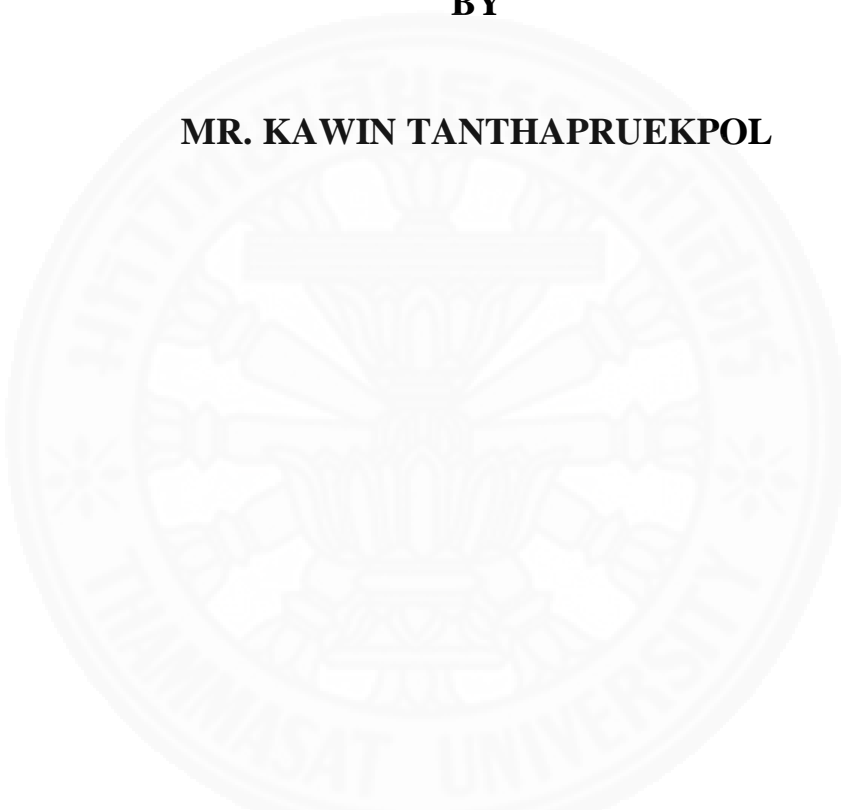
ACADEMIC YEAR 2017

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INDEPENDENT STUDY

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ENTITLED

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

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Independent Study Title	A STUDY OF ONLINE SHOPPERS' JOURNEY IN PURCHASING BUILDING MATERIALS FOR HOME USE VIA FACEBOOK
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Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor Paul G. Patterson, Ph.D.
Academic Year	2017

ABSTRACT

One of the top issues of business today is how to integrate technology to assist business development. With a more fast-moving market, building material companies in the household market such as fencing, roofing and tiling see opportunities to capture 46 million Facebook users as a new distribution channel. The purpose of the study is to understand online shoppers' behavioral pattern and touch points along the customer journey map. This will provide an understanding of: why online shoppers purchase building materials for home use via Facebook; where they make a purchase decision by using the customer journey as a framework; and how comfortable they are to use Facebook as a tool to purchase building materials for home use.

The research was conducted by using exploratory research methods including secondary research and in-depth interviews. Secondary research was gathered from the information about market situation, the customer journey and customer experience, and the information about contemporary customer journey related to technology from academic paper, journal and website. In-depth interviews were conducted by recruiting twenty-five participants who used to purchase building

materials for home use at least once in the past year. The participants were asked about their Facebook shopping behavior and touch points from pre-purchase to purchase and post-purchase, reasons and perceptions in shopping for building materials for home use via Facebook.

The results of the study show the differences in shopping interest and reasons of using Facebook as a medium to purchase building material for home use, while they share the common behavioral patterns and touchpoints. Three segments of shoppers were found: value seeker, frequent shopper and identity seeker to illustrate different groups of interest.

Keywords: Facebook, Building material industry, Consumer journey map, Consumer behavior

ACKNOWLEDGEMENTS

I would like to express my gratitude toward my advisor Prof. Dr. Paul G Patterson for the constructive and useful guidance throughout my entire research. With his comments, the independent study report has comprehensively completed with multi-dimensional aspects of Facebook customers' attitude toward building materials.

Additionally, I would like to express my gratitude towards my participant in the in-depth interviews. With their cooperation, the research finding bears key insights on how Facebook shoppers perceive and interact toward building material shopping behavior.

Most importantly, I would like to thanks my family and friends. Without their support, the report will not be completed with enjoying and encouraging.

Mr. Kawin Tanthapruetpol

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CHAPTER 1

INTRODUCTION

1.1 Problem Statement and Research Purpose

In Thailand, building material stores and manufacturing plays a significant role in driving Thai economic growth since the industry is related to trade, manufacturing and construction worth of US\$ 13,400 million in 2016 (Marketeer, 2016). However, traditional building material stores and SME building material manufacturing in Thailand are facing business challenges from large building material stores and modern trades that have a cost advantage from imported Chinese and Vietnamese products, and they also deliver a superior customer experience. With a more competitive business, traditional building material stores and building material manufacturing have limited resources to compete with large building material stores and modern trades. Therefore, traditional building material stores and building material manufacturing need to adapt their business to adapt and expand their distribution channels both in B2B and B2C via multi-online channels such as Google search engine, Facebook and Instagram (Kasikornthai Research Center, 2016).

With a new trend of online channels, building material companies can largely provide a consumer experience directly towards consumers to capture opportunities of 46 million users in Thailand (NORCROSS, 2017) and a market of US\$ 76,400 million in 2016. Therefore, the goal of the research is to understand the insights of the behavioral patterns and experience of online shoppers who purchase building materials for home use such as fencing, roofing and tiling via Facebook through the customer journey map.

The study of “online shoppers’ journey in purchasing building materials on Facebook for home use” has been chosen as a contemporary topic in applied marketing related to technology. The purpose of the study is to provide a framework that companies can raise customers’ attention through their need at the right touch points so that they can effectively deliver the message to consumer and provide a better consumer experience to build business brand on the customer mind.

1.2 Research Objectives

A study of online shoppers' journey in purchasing building materials, especially **for home use such as fencing, roofing and tiling** via Facebook is to understand online shoppers' behavior patterns and journey in purchasing building materials via Facebook.

Objectives of the study are:

1.2.1 To study about the online shopper behavior in purchasing building materials for home use via Facebook.

1.2.1.1 To understand how and why Facebook shoppers behave and interact during pre-purchase, purchase and post-purchase of building materials for home use.

1.2.2 To study about the customer experience at each touch point through the online shoppers' journey map in purchasing building materials for home use via Facebook.

1.2.2.1 To understand where online shoppers make a building material purchase decision.

1.2.2.2 To understand Facebook shoppers' experience in using Facebook as a medium to search for building materials and make a purchase decision.

CHAPTER 2

REVIEW OF LITERATURE

The study of online shoppers who purchase building materials via Facebook has been chosen to be part of the contemporary topic in applied marketing with technological opportunities that companies can capture direct consumers by providing a consumer experience via the new online channel.

As part of the secondary research, a literature review has been conducted to better understand the current overview of the building material business, current online consumer behavior and consumer journey theory.

2.1 Situation of Building material business

Building material business plays an important role in Thai economic growth in terms of supporting and promoting the efficiency in construction, agriculture and manufacturing sectors. With the value of US\$ 13,400 million and the growth rate of 4 percent in 2016 (Marketeer, 2016), the building material industry remains positive from government infrastructure investment such as high-speed train, sky train and motorway. Most of the budget is from large building material companies. Traditional building material companies still face with economic stagnation with low consumption in countryside area (Kasikornthai Research Center, 2016). In addition, large building material stores dominate more markets with good store layout and location, product diversification and lower cost of goods that they import from China by themselves, making the market becomes even more competitive in terms of price, product and channels (Thansettakij, 2015). Therefore, traditional building materials companies and SME building materials manufacturers are facing more business challenges and need to adapt their business to catch up with the current market situation and create more values to their consumers.

2.2 Ecommerce Trend and Contemporary Consumer Behavior

With a market size of US\$ 7,800 billion in 2016 in Thailand, online channels become important distribution channels for businesses to consumers (Oongkhing, 2017).

Traditionally customers go through physical channels such as banners, brochures and points of sale to recognize, search and evaluate products and services (Flaherty, 2016) (Maheswaran, 2016). Modern customers with the increasing widespread of digital technology can search, compare and share their information with each other. This change empowers customers to have higher bargaining power to add or remove choices of products and service because of interactions with firms, customer-to-customer and environment (Lechellec, 2014). For example, smartphone users can instantly search for products on the Facebook search toolbar, see product reviews of previous users and can even ask for product fit from online communities (Singer, 2015). Facebook users engage with Facebook pages and Facebook communities before making a purchase decision (Forden, 2017).

2.3 The Concept of Customer Experience

2.3.1 The Customer Experience Definition

The customer experience is defined as the perception (Morgan, 2017), including cognitive, emotional, behavioral, sensorial, and social components, that the customer has with your brand in a multidimensional construct in the customer journey. (Verhoef, 2016)

2.3.2 The Customer Experience throughout the Customer Journey Theory

The customer experience throughout the customer journey is that customers go through each touch point in the customer journey (Verhoef, 2016) and has a perception to brands (Morgan, 2017), from pre-purchase to purchase and post-purchase stages (Verhoef, 2016). For example, customers may have a positive

experience of high-quality products or poor-quality products in the post-purchase stage in the consumer journey (Morgan, 2017). This experience influences customers to interact and give feedback to brands both positively and negatively based on their experience perception (Kokes, 2017). Since the widespread of the Internet and social media, customers interact with firms and even with other customers in multiple channels and media (Verhoef, 2016). Surprisingly, customer-to-customer has more influence than firms' channels. 97 percent of customers admitted that customer reviews influence them to make a purchase decision (V12data, 2017). When constructing a dynamic interaction between customers-to-customers and customers-to-firms in the customer journey, the more complex consumer journey reduces firms' ability to control over the customer experience in the customer journey. (Verhoef, 2016)

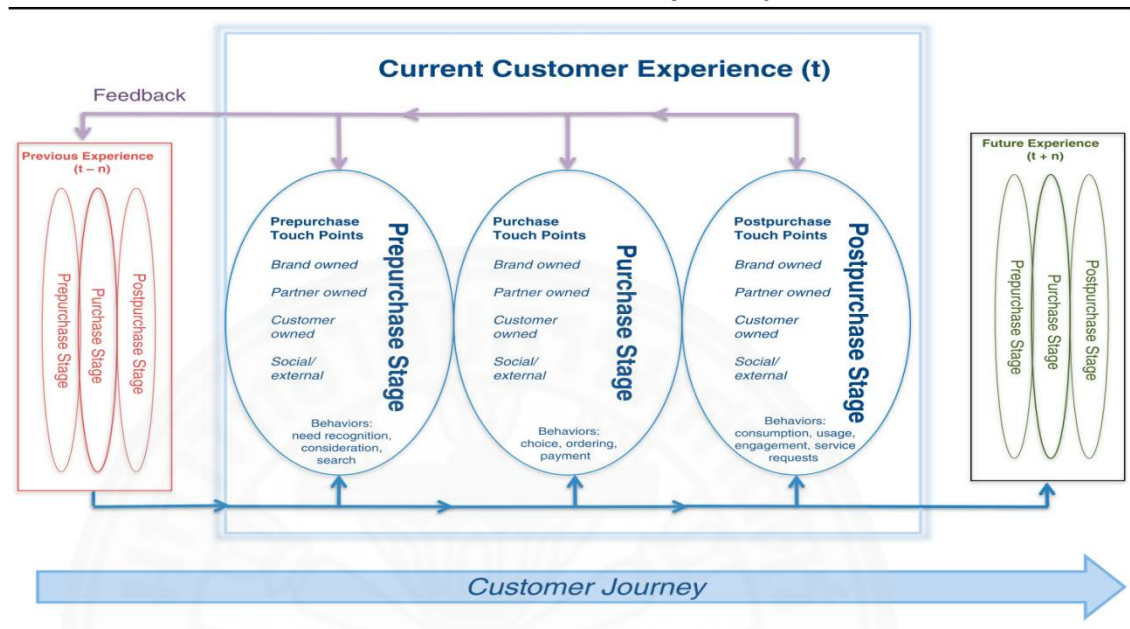
Many businesses seek ways to solve this complex customer journey to gain more control over customer experience (Verhoef, 2016). Modern management tries to manage the moment of connection between customers and truth when firms offer value-added services or products (V12data, 2017) by integrating business functions together (Verhoef, 2016) and managing messages online and in social media to create and deliver positive experience to consumers in the customer journey (Kokes, 2017).

2.4. The Customer Journey

The Customer Journey Theory is the customer experience, starting from pre-purchase to purchase and post-purchase stages of the consumer journey in a dynamic process. In each stage, customers perform different behaviors, perceive their brand perception from their experience and interaction across stages (Verhoef, 2016).

2.5 The Process of Consumer Journey (Verhoef, 2016)

Figure 1: Process model for customer journey and experience



2.5.1 Pre-purchase is the first stage in the customer journey. It occurs when customers acknowledge their need, goal and impulse (Verhoef, 2016) before searching for information and other customer reviews (V12data, 2017), and considering choices of products and services (Maheswaran, 2016).

2.5.2 Purchase is the second stage in the customer journey (Verhoef, 2016). After customers have initial interactions with brands in the pre-purchase by recognizing their need, searching for products/services and evaluating choices, customers make a purchase decision (Maheswaran, 2016) by interacting with brands and their environment (Verhoef, 2016).

2.5.3 Post-purchase is the third stage of the customer journey (Verhoef, 2016). Customers experience products and services, and create perception towards brands (Maheswaran, 2016). Customers then can interact and engage their experience to other stages in the customer journey (Verhoef, 2016). For example, bad experience associated with poor-quality products influences other customers by giving negative

feedback online. Satisfied customers and loyal customers give positive feedbacks and reviews (Singer, 2015) that influence other customers to make a purchase decision (V12data, 2017).

2.5.4 Touch points in the consumer journey is a representation of a customer interaction. There are four touch points: brand-owned, partner-owned, customer-owned and social (Verhoef, 2016). For instance, on brand-owned touch point, customers have an interaction with a sales person on the phone or on Facebook page and consider many choices of products and services (Flaherty, 2016). On partner-owned touch point, consumers have an interaction with partner stores. Although customer-owned and social touch points are an interaction independent from companies (Verhoef, 2016), surprisingly, 97 percent of customers admit that reviews and social influence them to make a purchase decision (V12data, 2017).

2.6 The Process Model for Customer Journey and Experience

The Process Model for Customer Journey and Experience is a dynamic model where customers' experience goes through touch points during the customer journey (Verhoef, 2016) and has interaction from initial contact to engagement and long-term relationship in each stage of the consumer journey (Boag, 2015). Modern process model for customer journey and experience is a holistic process (Bodine, 2017), in which customers can broadly interact and engage with firms, friends and society. For example, social media users who love the idea of Christmas light decoration can share their idea and influence other users to create awareness of the product (Forden, 2017). Therefore, companies need to have an insightful understanding of customer behaviors along the customers' touch points to deliver positive experience along the customer journey (Verhoef, 2016).

CHAPTER 3

RESEARCH METHODOLOGY

A study of online shoppers' journey in purchasing building materials for home use via Facebook focuses on studying customer behavioral at various touch points of Facebook shoppers in purchasing building materials. A secondary research and a primary research were conducted to obtain key insights of this study.

3.1 Exploratory Research

3.1.1 Secondary research

The secondary research was conducted to understand the current building material market situation on Facebook, the overview of current online shoppers' behaviors and the concept of customer experience in the customer journey. The secondary data that was collected included:

3.1.1.1 Articles and statistical data related to the current building material market situation.

3.1.1.2 Online blogs and websites related to current Facebook consumers, trends and touchpoints.

3.1.1.3 Academic papers and journals related to the concept of experience through customer journey and the customer journey framework.

3.1.2 In-depth interviews

In-depth interviews were conducted to gain insights of online shoppers' journey in purchasing building materials in household market such as fences, roofs, tiles and sanitary ware via Facebook. The questions for the in-depth interview were designed to obtain an insight about Facebook shoppers' characteristics and behaviors, including shopping patterns, reasons of purchasing building materials via Facebook and key issues related to a decision making process.

3.2 Sampling Plan

Interviewees were selected by purposive sampling. The target sample were selected based on experience of purchasing building material via Facebook at least once in the past year. The interviewees were chosen from building material pages in various industries such as fencing, roofing and tiling. The criteria in selecting respondents were as followed:

- Male or female aged between 35 to 60 years old
- Purchasing building materials for their home use at least once in the past year

3.3 Data Collection

Qualitative research was conducted during the period of January to March 2018 with twenty interviewees who had experience in purchasing building materials for home use such as fencing, roofing and tiling via Facebook at least once in the past year. The participants were chosen from customers on Facebook pages that sell building materials for home use in various building material businesses.

The participants were divided into 2 groups. Five participants were interviewed face-to-face at a place convenient to them. Fifteen participants were interviewed on the phone, Skype and Line. Each interview took approximately 30 minutes. The interviewees were asked about shopping behaviors from pre-purchase to purchase and post-purchase, reasons of shopping via Facebook and reasons of a purchase decision as well as feelings before and after purchasing building materials for home use via Facebook.

3.4 Qualitative Analysis

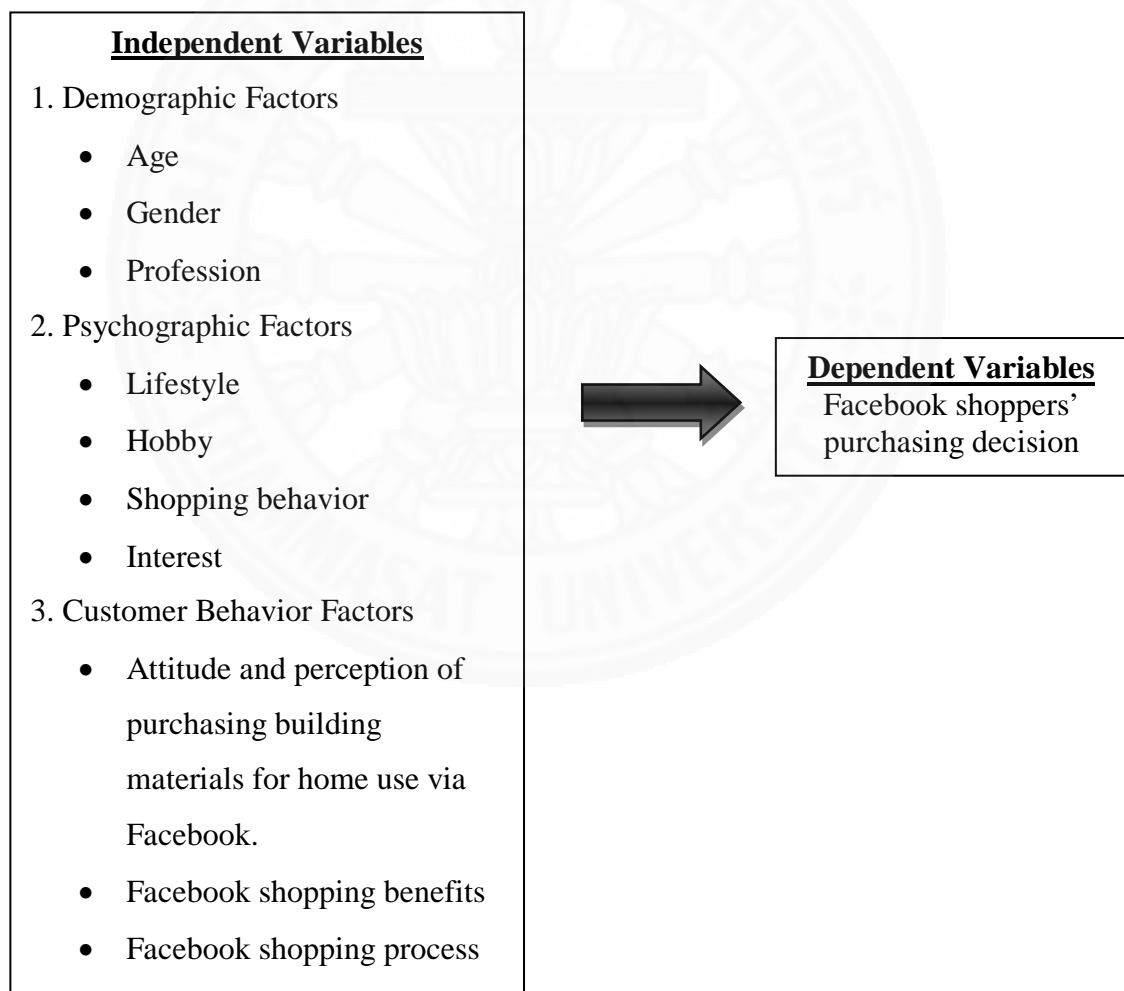
Qualitative data from an in-depth interview were analyzed by transcribing interviewee' viewpoints, organizing Facebook shoppers' behavioral patterns and summarizing the key findings related to reasons of purchasing building materials for their home use, purchasing process and key issues related to purchasing via Facebook

by using the customer journey as an academic framework. Facebook shoppers' comments were used to present the insight in the research.

3.5 Theoretical Framework

Independent variables and dependent variables are designed to answer the research objectives of how and why Facebook shoppers purchase building materials for their home use, their perception and experience of using Facebook as a medium to purchase.

Figure 2. Theoretical Framework



CHAPTER 4

RESULTS AND DISCUSSION

4.1 Secondary Research-Key findings

Building material industries play a significant role in supporting and promoting efficiency to the top three most important sectors in Thailand – construction, agriculture and manufacturer sectors in 2016 (Marketeer, 2016). The building material industries are consisted of four types of businesses -- trader, manufacturer, store and modern trade. The modern trade is the newest type of building material business with capital intensive, large store appearance and promotional campaigns that attract and engage customers in their superior store experience (Thansettakij, 2015). It has forced many SME building material businesses to rethink their approach to drawing in more customers, building brand and making customer loyal.

The Facebook trend has unexpectedly emerged as a socializing platform and a marketplace where customers can interact with sellers, influencers and other customers. It gains the popularity over years and attracts more buyers and sellers to the platform. The current value of Facebook market has exceeded 7,800 billion dollars (Oongkhing, 2017). With the unexpectedly high value of Facebook market, SME building materials see opportunities to unlock their challenges and counteract the current business competition to build brands, capture Facebook's direct customers and create loyal customers.

Although Facebook has many positive points in terms of business interaction, it is difficult to take control of customers' experience since it allows online customers to get an access to information resources from sellers, influencers and real users. They can search, compare and evaluate products easily with less searching cost (Lechellec, 2014). With the new challenge of complex customer behavior, contemporary companies can take advantage of technological opportunities by focusing on delivering a positive customer experience through customer journey and touchpoints (Verhoef, 2016).

To understand key insights of how contemporary consumers react and behave, we need to understand the three stages of the customer journey and customer touch points first, which are Pre-purchase, Purchase and Post-purchase (Verhoef, 2016).

At the first stage, customers have recognized their need. They then search for a product and consider a set of choices (V12data, 2017). Finally, they decide to make a purchase decision from the choices of consideration and give some feedback based on their experiences (Maheswaran, 2016). The current consumer journey is a complex structure in which customers have the power to interact and engage with others in a dynamic process (Verhoef, 2016).

4.2 In-Depth Interview's key findings

The In-Depth Interview was conducted with 20 participants, aged between 33 and 53, who had experiences in purchasing building materials for home use via Facebook at least once in the past year. The research key findings can be summarized into 7 main points as follows.

Table 1. Key Findings of In-Depth Interviews

Facebook shoppers' characteristics	Facebook shoppers usually purchasing building materials are both middle-aged males and females. They live in countryside and rural areas.
Facebook shoppers' behaviors	Facebook shoppers are a group of people who enjoy daily socializing with friends and reading contents on Facebook. Some of them are a part of groups sharing mutual interests. They have bought general products, hardware tools and building materials to use with their homes.

<p>Facebook shoppers' behaviors (Continued)</p>	<ul style="list-style-type: none"> • “I surf and check my Facebook account daily. I like to shop via Facebook because I see interesting advertisements that I can relate with my roof problem.” -Kannika, 40 • “I am in a group of people interested in chickens on Facebook. I like to exchange activities of raising chickens with my friends via Facebook.”- Mongkol, 40 • “I like to buy hardware products and materials to renovate my home and build musical instruments as a hobby via Facebook.” – Surachai, 35.
<p>Reasons for using Facebook as a medium to purchase building materials</p>	<p>According to the findings, there are three main reasons that people purchase building materials for home use on Facebook: 1) availability, uniqueness and variety of products, 2) product information and review, and 3) convenience.</p> <p>One of the main reasons that people have purchased building materials on Facebook for home use is the availability, unique and variety of products. On Facebook, there are many online stores that sell more various products, compared to traditional stores. Therefore, people can customize their size and style that fit their houses the most.</p> <ul style="list-style-type: none"> • “The product I like on Facebook is not available in Homepro and Thaiwassadu because it is more unique and fit for my home.” – Chayutkorn, 37 • “I live in Khonklen. I always buy products on Facebook because the product I want is not available in stores.” – Tawanchai, 45

<p>Reasons for using Facebook as a medium to purchase building materials (Continued)</p>	<ul style="list-style-type: none"> • “I buy my fence on Facebook because the fence that is available at Homepro does not have the size I need.” – Mongkol, 40 <p>Additionally, people like to shop on Facebook because there are product information and reviews on Facebook. Since people like to socialize with others on Facebook, they always look for constructive contents associating with their current problems and solutions. The majority of in-depth interviews admitted that good product reviews made them consider and make a decision on buying process.</p> <ul style="list-style-type: none"> • “I used to go to Homepro, but they have less product knowledge and product information than Facebook.” – Charin, 34 • “On Facebook, we can find product information to compare and decide more easily than traditional stores.” – Payu, 35 <p>People like to see feedback, activities and real experiences from other purchasers on Facebook so that they can associate other users’ experiences with their future activities whether the products they like are appropriate for their home use.</p> <ul style="list-style-type: none"> • “It is interesting for Facebook Page that have more feedback, questions and activities which I enjoy reading it.” – Kannika, 46 • “It is important to see other users’ comments on Facebook’s Page because I like to know other people’s experiences and activities shared on the products that I am interested in.” -Watcharapong, 42 <p>Another reason that people purchase building materials for</p>
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<p>Reasons for using Facebook as a medium to purchase building materials (Continued)</p>	<p>home use via Facebook is convenience. Since the majority of online buyers who purchase building materials and hardware tools and equipment for home use live in countryside and rural areas, they consider online and Facebook shopping as time and cost saving.</p> <ul style="list-style-type: none"> • “Online shopping is so convenient, for I do not have to search for products and go to stores. 80 percent of the countryside people shop online and on Facebook. You can search your products at home while you are taking a rest.” – Surachai, 35
<p>Reasons for making a purchase decision</p>	<p>There are two main important reasons that Facebook shoppers critically consider before making a purchase decision – other customer comments and pre-payment method.</p> <p>Facebook shoppers like to see other purchasers’ activities and viewpoints to limit their risks of not receiving committed product qualification from sellers. The majority of people who are about to buy or not to buy a product on Facebook mainly make their decisions from constructive or destructive reviews.</p> <ul style="list-style-type: none"> • “My consideration of purchasing a product is to see reviews from other users. I will not take any consideration or make any decisions if there is a negative review on the page.” – Adol, 40 • “Other users’ comments are very important because I would like to know the experiences of other users whether it is good or not. Many times, I find it useful to know first that they’re not qualified products.” – Kae, 40

<p>Reasons for making a purchase decision (Continued)</p>	<p>According to the findings, the majority of Facebook shoppers prefer using post-payment method. They are not willing to buy from pre-payment because Facebook shoppers are associated risk of not receiving a product with the pre-payment method.</p> <ul style="list-style-type: none"> • “I am afraid that if I pay the money to sellers first, I might not receive a product. I prefer buying by using post-paid method via Kerry. It is much easier to make a payment decision.” – Adol, 40
<p>Perception toward Facebook shopping experience</p>	<p>Respondents of the interview indicate that they have a positive perception towards Facebook shopping experience more than the traditional and modern trade stores. The majority of shoppers enjoy shopping on Facebook because Facebook platform provides freedom for the sellers to create their own customer experience. This would engage their real users with the sellers, making a group of buyers satisfied with products, services and activities they can socialize and share with friends.</p> <ul style="list-style-type: none"> • “I like to shop on Facebook because it has full product reviews, other users’ comments as well as instant contact.” – Kannika, 46 • “I enjoy Facebook shopping, especially from Facebook’s live auctions.” – Surachai, 35 • “The product I shop on Facebook is unique and totally suitable for me”- Chayutkorn, 37 • “I used to go to Homepro. It is not fit for me because they have less product knowledge and product reviews than Facebook Page.” -Charin, 34

4.3 Facebook shoppers' journey and touch points

According to an in-depth interview of 20 participants, the patterns of their shopping journey via Facebook can be summarized as follows.

Figure 3: Facebook shoppers' consumer journey and touch points



Facebook shoppers who purchase building materials have the similarity in their shopping process. They have gone through all stages of the consumer journey from pre-purchase to purchase to post-purchase.

Facebook shoppers are interacting with sellers, other buyers and society on online and offline channels on multiple channels such as Facebook page, Google and physical stores in a dynamic process since pre-purchase to purchase to post-purchase stages.

The pattern of their shopping activities are summarized as follows.

Table 2: Facebook shoppers 'journey in purchasing building materials for home use

Pre-Purchase	1. Problem Recognition <ul style="list-style-type: none"> - Facebook shoppers have recognized household problems.
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	<ul style="list-style-type: none"> - Facebook shoppers have seen advertisements on Facebook and can associate them with their current problems and content solutions. • “I see my roof reeking. The advertisement on Facebook is totally suitable for my current roof problem.” Adol, 40. <p>2. Information Search</p> <ul style="list-style-type: none"> - Facebook shoppers have searched for the most appropriate household solution from multiple channels – Facebook, Google and Physical stores. - Product reviews, contents, videos and real users’ feedback are their main sources of information. - Facebook, Messenger, Line and Telephone are contact channels of information. • “I searched for many types of fences via Facebook and Google. On Facebook, I’d like to see product information and see if sellers are professional. Then, I ask for information via Line.” – Kae, 37. <p>3. Consideration</p> <ul style="list-style-type: none"> - Facebook shoppers consider a set of product categories that fit with their needs. - The uniqueness and variety of the products and value for money are top two most important product criteria for consideration. • “I consider many roofing solution that can fix my
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	roof reeking problem. – Charin, 34.
Purchase	<ul style="list-style-type: none"> - Facebook shoppers choose product choices and make a purchase decision. - Post-payment method is considered in the purchasing stage. - Ordering channels are made via Facebook, Messenger, Line and telephone. <ul style="list-style-type: none"> • “I can consider buying a product easily because of a post-payment method.” – Teerapong, 40.
Post Purchase	<ul style="list-style-type: none"> - Facebook shoppers have experienced product experience. - Facebook shoppers have shared their product experiences by interacting with friends, sellers and other users on online and offline channels. <ul style="list-style-type: none"> • “My neighbor ask me about my fencing. I have recommend them to buy from Facebook.” – Kae, 37. • “I have shared my experience on Facebook page because I have a great experience from receiving this service.” – Prateep, 45.

4.4 Segmentation

According to the in-depth interviews, Facebook shoppers can be divided into three segmentations – Social shopper, Value seeker and Need-based.

4.4.1 Social shopper (N=4)

Social shoppers like to surf and socialize on Facebook and consider shopping as a hobby and recreational activity. They like to shop on Facebook, Google and Lazada because it is fun and enjoyable to see and customize products by reviews, comments and share their products with friends.

4.4.2 Value seeker (N=8)

Value seekers are a group of people who seek for value for their money. When they acknowledge their need, they are searching for products and services from online and offline channels. They like to visit traditional hardware, building material stores and modern trade stores to see product brands, prices and products to compare with online channels. Facebook, Google and Lazada are their shopping channels which they believe that these channels provide better prices for the same product quality and warranty, compared to physical stores.

4.4.3 Need-based (N=8)

Need-based shoppers are Facebook shoppers who purchase building materials because they enjoy searching for products that fit with their need, home problem and home renovation. Uniqueness, style, product information and product reviews are highly considered and become a competitive choice by people in this group. They believe that products on the market are not fit for them in terms of styles, trends, sizes and variety.

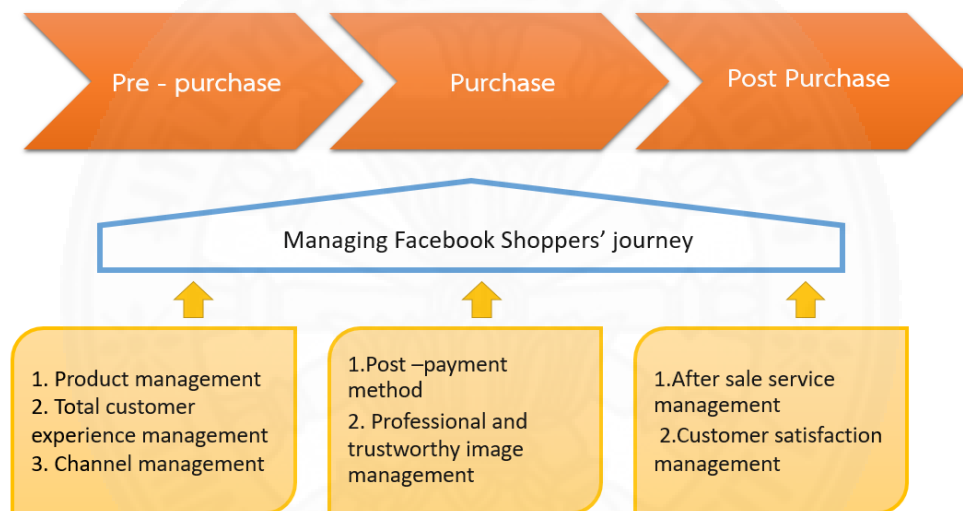
CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions and Recommendation

Facebook shoppers have gone through pre-purchase to purchase to post-purchase stages during purchasing building materials for home use. Managers should focus on managing Facebook shoppers' experience in each stage to build brand and customer loyalty as follows.

Figure 4: Managing Facebook shoppers' journey



5.1.1 Managing products on stores

According to the study, one of the main reasons that Facebook shoppers purchase building materials is product variety. They believe that household building materials from online stores are more various, and more product information is provided. Therefore, they can select and customize materials that most fit with their homes based on what they truly want, compared to building materials bought from physical stores.

Facebook sellers should harness the good selling point, the variety of the products, by focusing on product variety, product information and good consultation to help customers find the right product that fit what they want.

5.1.2 Managing the total customer experience

Facebook shoppers like to engage with pages that have positive reviews, popular trends and engagement activities. The interactive of the real users has an important impact on other customers' experience. Therefore, sellers should create the total customer experience environment by clearly providing content that connects with Facebook shoppers to draw their attention and engage current customers to act and share their feedback and activities.

5.1.3 Managing customer channels

Current Facebook shoppers search for products on Facebook, Google and physical stores. On Facebook, they can share their content and interact with other users' activities and sellers. On Google, they can purchase building materials with more a confident and formal way for their home use. In physical stores, they can see the real product value. Since every channel has good points, sellers should provide customer their all of the benefits they have so that customers would receive a full customer experience.

5.1.4 Facilitating post-payment method

Most Facebook shoppers are afraid of pre-payment method. They rate the risk very high and tend to change a decision, not buying building materials for home use. Post-payment method is convenient and helps guarantee receiving a product. They can shop products with ease. Facebook sellers should provide the post payment method so that it facilitates buyers to make a purchase decision more easily. Additionally, sellers need to increase their credibility both internally and externally. Professionalism, profile and creative content increase credibility towards customer perception, leading to safe feeling when making a payment.

5.1.5 Managing customer satisfaction and key influencers

Facebook shoppers always look for product fit and solutions to their problems. They would like to know the activities of other users of the product as well. By participating with current users, Facebook shoppers can perceive the product association and product trustworthy.

Facebook pages should satisfy and cooperate with customers having high involvement and review influencers by providing decent service quality and customer feedback channels.

5.2 Limitation of the study

5.2.1 Face-to-Face interview took place in countryside areas where it was difficult to arrange participants' schedules and cooperativeness.

5.2.2 Sampling selection from the building material industry was not evenly distributed due to various businesses associated with building material industries and uncooperativeness from Facebook sellers to give contact.

5.2.3 Sampling selection did not represent the share of differences of interviewees in terms of demographic, shopping motive and purchasing power.

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The seal of Thammasat University is a circular emblem. It features a central five-tiered umbrella (parasol) with a flame-like finial. The umbrella is surrounded by a ring of Thai script. The outermost ring of the seal contains the text "THAMMASAT UNIVERSITY" in English capital letters.

APPENDICES

APPENDIX A

In-Depth Interview screening question

1. Have you ever purchased products on Facebook?
2. Have you ever bought building materials and hardware for your home decoration and renovation via Facebook?
3. Within this year, how many times do you make a purchase?

In-Depth Interview key questions

1. Please state your Name, Age, Gender, Phone number.
2. Describe your first awareness and intention of purchasing building materials for home use via Facebook.
3. Describe your evaluation process before purchasing building materials for home use.
4. Describe your reasons of purchasing building materials for home use via Facebook.
5. Describe your points of purchase building materials for home use via Facebook.
6. Describe your feeling before and after purchasing building materials for home use via Facebook.

APPENDIX B

In-Depth Interview Participant Lists

In-Depth Interview participant list

No.	Name	Age	Occupation
1	Watcharra	31	Engineer
2	Kannika	46	Officer
3	Charin	34	Officer
4	Teerapong	40	Officer
5	Adol	40	Business owner
6	Chayutkorn	37	Business owner
7	Chonchanaporn	40	Officer
8	Kae	37	Officer
9	Piyawat	43	Officer
10	Payu	35	Business owner
11	Watcharapong	42	Officer
12	Surachai	35	Teacher
13	Tawanchai	45	Business owner
14	Toon	37	Business owner
15	Matenee	33	Teacher
16	Piyasak	52	Business owner
17	Prateep	45	Government official
18	Kachain	52	Business owner
19	Kitithon	43	Business owner
20	Mongkol	40	Engineer

BIOGRAPHY

Name	Mr. Kawin Tanthapruetpol
Date of Birth	September 20, 1991
Educational Attainment	Academic Year : Bachelor's Degree in Economic, Business Economic
Work Position	Sales Executives K GARDEN & FENCE CO.,LTD.
Work Experiences	2018: Sales Executives K GARDEN & FENCE CO.,LTD. 2014-2017: Sales Executives TSN WIRES CO.,LTD. 2013: Marketing Officer THAI ORIX LEASING CO.,LTD.