FACTOR INFLUENCING THE ADOPTION PROCESS OF CLOUD ACCOUNTING SOFTWARE FOR THAI SME BUSINESS

BY

MISS THAMONPORN SIMAPIVAPAN

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

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ABSTRACT

Cloud accounting software is a combination of the cloud computing service and accounting software that monitors and collects data through the cloud server. The global cloud accounting market size was $2,630 million USD in 2017 (QYResearch Group, 2018). In Thailand, cloud accounting softwares are still at the primary stage of development which reflects a lack of acknowledgement and low consumer awareness. The purpose of this study is to identify factors influencing Thai SME business owners to adopt cloud accounting softwares.

The research was conducted by using both exploratory research and descriptive research designs to gain an overview of the market and insight from the respondents. The exploratory research included secondary research and in-depth interviews. The descriptive research used an online questionnaire to collect data. The sampling procedure for both methods is convenience sampling through personal connection.

The respondents are mainly categorized into two groups as current users and non-current users. The awareness and the acknowledgement of cloud accounting is quite low. Most of the respondents know cloud accounting from browsing on the Internet. More than half of non-current users were dissatisfied with the current accounting system. The non-current users' selection criteria for using accounting

system were user-friendly interface and compatibility with their own business type. Furthermore, online backup and disaster recovery was a critical factor to encourage them to become a current user. However, high switching cost and credibility of the software owner were the main preventing factors for non-current users to adopt cloud accounting. Even though cloud accounting offers the new functions/features to non-current users, those factors did not encourage non-current users to adopt cloud accounting software.

Keywords: Cloud accounting software, accounting, accounting software, cloud computing, intention to adopt, cloud server, Thai SME business.

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Miss Thamonporn Simapivapan

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INTRODUCTION

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1.1.1 Background and Market Situation

Accounting is one of the most essential components in any kind of business and each business has to deal with collecting documents, issuing invoices, placing purchase orders, and compiling inventory, to name just a few, all of which are related to accounting entry or a formal record that documents a transaction to enable that particular business to make financial statements. The traditional accounting system where the computer plays a major role in supporting and facilitating the task of accountants concerning documents is required by law and needs to be approved by the accountants (Hillsberg, 2018). To improve performance and avoid errors which could happen to the computer or the hardware server, cloud accounting has become an innovative and easy-to-access alternative enhanced with cloud technology to support the accounting operations by combining the accounting software and the advantages of cloud system, that is to say, remote access to the data, together. Cloud computing is the practice using a network of remote servers which are hosted on the Internet to store, manage, and process data over the Internet ("the cloud") to allocate numerous information and reduce some operation cost (Microsoft Azure, 2018). Hence, cloud accounting will facilitate the business in terms of accounting entry posting, writing financial reports, monitoring cash flow, storing data on cloud storage and enabling connections anywhere provided the Internet is available through either a website (a desktop or a notebook computer) or a mobile application on mobile phones/tablets available both on iOS and on Android operating system).

According to a published QYResearch Group research report, the global accounting software market size reached $2,630 million USD in 2017. The accounting software industry is expected to sustain a steady growth rate at 6.2 percent compounded annual growth rate (CAGR) from 2018 to 2025 (QYResearch Group, 2018). Yet cloud accounting softwares used in Thailand are still in the initial stage, but

the federation of accounting profession of Thailand has started to conduct seminars to raise awareness of the general public about the digital and promote cloud accounting software (Federation of Accounting Profession, 2017). Furthermore, there are cloud service providers whose cloud accounting software is in accordance with the regulations of Thailand to help Thai SME businesses to legally carry out financial reports, manage inventory, and monitor cashflow.

1.1.2 Problem Statement

The cloud accounting software market in Thailand is underrated, overlooked, and known only in the specific groups of people. The awareness of the products is considered low owing to the limited number of service providers and the lack of information regarding accounting software technology.

1.1.3 Research Purpose

The purpose of this study is to identify factors influencing the adoption of cloud accounting software among Thai SME business owners. The research topic mainly concerns the technology used to facilitate the task of accounting and the current situation of the technology from the perspective of applied marketing. The research aims to understand attitudes and behaviors towards cloud accounting software of consumers in Thailand, which may affect the purchase intention and influence the decision-making processes of the consumers. The findings of this research are presumably expected to benefit both the existing and upcoming cloud accounting software providers to better understand Thai SME business owners' thoughts and trend towards cloud accounting softwares as a whole.

1.2 Research Objectives

The objectives are as follow :

1. To study Thai people's awareness of cloud accounting software
    1.1. To determine the media which might affect the awareness of consumers concerning the use of cloud accounting softwares, including demographics, experience, and role acknowledgement of cloud accounting.

2. To study the attitudes among Thai people towards the current accounting system employed by SME businesses in Bangkok.

   Definition: The current accounting system includes cloud accounting which provides their services through websites and smartphone applications, and accounting softwares namely SAP, ERP, and Microsoft Excel.

   2.1. To identify the satisfaction of the current accounting system used

   2.2. To identify the dissatisfaction/ pain points of the current accounting system used

3. To identify the importance of the functional benefits and the features of the products that will encourage SME business owners to adopt cloud accounting softwares.

   Functional benefits consist of:

   - Easy-to-use (user friendly)
   - Document and Stock management
   - Security issues

   Product features consist of:

   - Anywhere access: the consumers can get access to the data anywhere by means of the Internet connections.
   - Online backup data: daily automated online backup can avoid failure of the hardware or issues arising from natural disaster in the worst-case scenarios.
   - Report and document management: can promptly and conveniently provide the consumers with desired financial reports or data, whether up-to-date or old ones.

4. To determine the purchase intention of the adoption of cloud accounting software among SME business owners.

CHAPTER 2
REVIEW OF LITERATURE

According to IMC research, cloud computing usage in Thailand has been increasing considerably over the past years. The use of cloud computing in Thailand is considered as moderate when compared with the use of this kind of software in other countries, but a growing trend of Thai SME cloud usage can be seen and proves to be positive (Numnoon, 2014). Additionally, cloud computing can fulfil the need for a lifestyle which allows one to work anywhere and anytime by means of the Internet connection. There is an article which defines cloud computing as a group of networked elements providing software, services or system resources based on the online network (it24hrs, 2015). Cloud computing system operates by connecting to the cloud server or data center to manage storage. This technology has become popular thanks to its convenience (anywhere access through the Internet network), fewer barriers to entry, and lower maintenance cost, compared to installing a LAN system which costs unnecessarily. Many companies have been found to switch to use cloud computing software to save cost and spend less on complicated operating system. This technology will prove to be attractive for SME business owners because all services are categorized and charged based on the usage of the cloud itself (CSLOXINFO, 2017).

Cloud accounting software is an accounting program that is built upon the cloud, that is to say, a network of remote servers hosted on the Internet and used to store, manage, and process data in place of local servers or personal computers. It provides accounting features such as sales recording and transaction recording, inventory management, and financial report based on the features provided within the package which the end users can choose in accordance with their business size. As for the varying price, it depends on the scale of that particular business. In other words, if the business size is rather large, the business owners might consider paying to obtain features which will be useful for the size of their business (Beal, 2012). Cloud accounting software has become more popular and common globally and adopted in many leading businesses and corporations in major cities around the world. There are number of relevant articles which praise cloud accounting in many aspects. For

example, a report from *Management & Engineering* mentioned the benefits and constraints of cloud accounting when compared to the traditional accounting information systems (ZHANG, 2014). Cloud accounting offers a lower investment requirement and lower maintenance cost on the IT budget.

Moreover, cloud accounting is more flexible in that data can be accessed from anywhere on any device and platforms with internet connection, rather than a desktop computer or notebook connected to the LAN server of a certain company. Furthermore, cloud accounting software is backed up online automatically on a daily basis and provides real time financial data (FinancialForce, 2018). However, it has some drawbacks in terms of security of the data and not so common in most businesses. While the academic research on cloud accounting software in Thailand is limited, the study from Dhurakij Pundit University which investigated factors affecting the attitude in terms of the adoption of cloud accounting software (Arkaphati, 2014). The results of the research mentioned have shown that perceived technology, usefulness and easy-to-use attributes have a positive effect on attitude towards online accounting system. Also, the positive attitude will lead to a positive effect on encouraging one to adopt online accounting system in the future. The study also mentions that cloud accounting can substitute the traditional accounting system with more efficacy which reflects people's willingness to adapt to the new technology.

Apart from that, this research study is based on a theory called Technology Acceptance Model (TAM) developed by Davis (1989) (see Appendix A for more details). This theory describes the relationship between appropriate variables and the acceptance to actual use of that technology for either an individual or the organization (Singha chawesuk, 2012). There are two external factors namely "perceived usefulness" and "ease of use" which are the key variables which affect the attitudes towards acknowledging and adopting the technology. In addition, the consumer adoption process is one of the marketing tools, which describes the way consumer discovers product consisting of six stages that lead to the consumer adoption process (Chandra, 2014). These six stages are linked together and continue in step by step order. The first stage is creating awareness to make consumer aware of the products through marketing strategies. In the knowledge and interest stage, consumers are already aware

of the products and ready to acknowledge and obtain in-depth information. For the evaluation stage, consumers find out more about the product and compare the choices from different brands in the market from various perspective and the information gathered. This platform is an opportunity to add in-depth information and let the consumers consider both the pros and cons and compare the options available. The next step is the "trial stage" which will let the consumer try the product hands on in order to help consumers to experience the product firsthand. Along with these stages mentioned there is a chance to learn about consumers' expectation so that delivery of the right product/service will be realized. Last but not least, the final step is the product adoption stage. When the consumer reaches production adoption phase, it means they are ready to acquire product/service. The simple payment method is necessary to ensure that the consumers can carry out this stage with ease (see Appendix B for more details).

To recapitulate, the research on cloud accounting software in Thailand is relatively limited and obsolete in the international setting. The cloud computing services and products market in Thailand are slightly growing and its acknowledgment in the Thai context has been on the increase among SME business owners. The main advantage of this type of accounting software include anywhere access, less complicated operating system, and cost-cutting, in the IT department in particular. There is some research that compared between cloud accounting software and traditional accounting software in terms of advantages and disadvantages. Cloud accounting software has become more popular in the leading enterprises around the world, as well as in Thailand. However, only a research article about the adoption of cloud accounting software in SME for accountants' perspective can be found in the article database. Furthermore, the research which studies the relationship between technology and Thai consumers has not examined the factors affecting purchase intention or attitude toward their current accounting software. The proposed research study will, therefore, make a great contribution to this lacking area, help the fellow researchers who are interested to find out more about cloud accounting, and also promote more use case of the cloud accounting software itself.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Methodology

The goal of this research is to identify factors influencing the adoption process of cloud accounting software among Thai SME business owners. The research was conducted by using two designs which are exploratory and descriptive research designs as the framework of the study. The first step of this research was based on the exploratory research design which consists of secondary research and nine in-depth interviews. The secondary research provided the background of the cloud accounting software, the current market situation, the price of cloud accounting software packages and located the area where research in the same topic hasn't been conducted. In-depth interview was conducted to determine the factors that affect consumers' awareness and identify attitudes towards the current accounting system.

After obtaining those attributes, the descriptive research design was then employed to develop the quantitative data derived from 68 complete respondents by means of the designated online survey (SurveyMonkey). Analyzed and interpreted, the data obtained from the above mentioned method was evaluated in order to find the key factor influencing consumers regarding adopting cloud accounting softwares. The descriptive research design was intended to verify the significant factors of functional benefits and product features that would lead to the adoption process, as well as identify the root cause for the adopting cloud accounting softwares.

3.2 Questionnaire Design

The questionnaire is designed to be composed of nine sections which are 1) classification questions, 2) the attitude towards current accounting software, 3) factors affecting consumer acquisition decision, 4) the awareness of cloud accounting, 5) the customer loyalty toward cloud accounting, 6) the definition of cloud accounting, 7) the preventing factors for adopting cloud accounting, 8) the perception towards cloud

accounting improvement, and 9) general information. (see a copy of questionnaire in Appendix C)

In the classification process, the target respondents were screened based on his/her experience in accounting or businesses related to accounting. For example, do their company do accounting by themselves or which software are they currently using to do accounting entry? Then, the respondents were required to evaluate their attitude towards the current accounting system in terms of performance through three different media which include the traditional accounting software, cloud accounting software, and Microsoft Excel. After that, they are required to rate the important level of factors affecting customer acquisition decision. The next part is about the awareness of cloud accounting in term of popularity, channel, and classifying current users and non-current users. For the current users, the respondents were required to show their loyalty toward cloud accounting and intention to continue using it. The next stage is to educate the concept of cloud accounting software for respondents who have not been aware of cloud accounting software. Having been informed about cloud accounting system, the respondents were required to evaluate and rate the most relevant factors and intention which influenced them to adopt cloud accounting. The question measuring variables are collected and evaluated by means of the 5-point Likert scale items.

3.3 Data Collection

Definition of the target respondents;

Current user means a Thai SME business owner or employee who currently use cloud accounting software to do accounting entry and operate the business. The name of the accounting software includes Xero, Flowaccount, Peak account, and eflowsys to name just a few.

Non-current user means a Thai SME business owner or employee who does not currently use cloud accounting software to do accounting entry and operate the business but use other means instead such as non-cloud accounting software (Express, MAC-5, SAP, ERP) and Microsoft Excel.

Both the qualitative research and quantitative research sampling participants in this study were limited to Bangkok and its vicinity only. The respondents were selected through personal connections of the research conductor. As for the in-depth interviews, a total of nine peoples were employed to participate in the interview. To qualify as qualitative research, descriptive research design is used as a model. The questionnaire regarding cloud accounting software has been devised as a tool to collect data from 68 respondents. There are 10 pre-launch questionnaire respondents in order for the questionnaire to be valid and reliable.

Table 3.1 Details of Sample size and Data Collecting method

Methodology	Data Collection Method	Pre-launch Questionnaire	Sample Size	Target Respondents	The Total Number of Respondents
Qualitative	In-depth Interview	-	9	Male	4
				Female	5
Quantitative	Online Questionnaire	10	68	Current user	29
				Non-current user	39

Table 3.1 shows the sample size of each research type. The target participants in this study were separated into two groups, including the current user group and the non-current user group. This study focuses on both the current users and non-current users of cloud accounting software. The reason is that current users provided more in-depth information about awareness, attitudes, and perception, as well as their evaluation of the performance of cloud accounting software whereas the non-current user group provided information about the preventing factors and expectation toward the product features of cloud accounting. The study will show the advantages of the cloud accounting softwares and, therefore, will more or less have an influence on the non-users to become the users.

3.4 Recruiting Plan

To scout for participants to be employed in the research study, the researcher contacted one of the cloud accounting service providers in Bangkok, Khun Boonchai Chatchokechalearmporn, CFO of Peak Account, who agreed to assist by being a key medium to provide and contact both existing customers and potential customers to participate in the research project, which was the online questionnaire. For more variety of the participants in the study, the respondents were recruited from friends, friends of friends, colleagues, subordinates and relatives of the researcher. All respondents to take part in the study are limited to those who live in Bangkok and its vicinity only due to the convenience of collecting data. The survey was conducted from February, 22^{th} to March, 19^{th}.

3.5 Limitation of the Study

There were some limitations while researcher was conducting this research. This research was conducted under time constraint. The duration for this research was five months, from December, 11^{th} 2018 to April, 4^{th} 2019. Accordingly, the sample size was limited in both qualitative and quantitative research designs which may impact the findings. Also, the sampling method that the researcher used was Convenience Sampling. This may impact on the accuracy of the results as samples may not represent the whole population. Moreover, the target respondents were business owners or employees and cloud accounting softwares are the product/service for a B2B business, so it was hard to find a large number of respondents in the limited time. Besides the aforementioned limitations, the researchers also conducted this research with limited budget support.

CHAPTER 4
RESULTS AND DISCUSSION

To analyze the data collected, exploratory research design and in-depth interviews were employed to identifying factors that affect participants' decision. The researcher has conducted the descriptive research to verify the questionnaire from exploratory research. After the data collection, the Statistical Package of Social Science (SPSS) program was used to analyze the mean, frequencies and correlations among the significant variables and other statistical tools.

4.1 Secondary Research

The secondary data was collected from reliable open sources including websites, online articles, academic journals and study reports in order to help the researcher gain a better understanding about the background and the concept of Cloud accounting software. The article provided broader information about the current market situation of cloud accounting worldwide and particularly in Thailand as well as the current actions of the Federation of the accounting profession in Thailand as they can help to raise people's awareness of cloud accounting in Thailand. Moreover, on the website of cloud accounting provider provided the information about pricing, software packages and customers feedback as located the area where research in the same topic hasn't been explored. Above all, the data obtained was used as supporting data for the report. Secondary data was done to achieve this research objective.

4.2 In-depth Interview

According to an in-depth interview with nine interviewees, all the interviewees were Thai SME business owners or executives whose jobs are related to accounting, sale, and business documents. The respondents are categorized into three groups which are current user (who are using cloud accounting on regular basis), non-current user (those who use accounting softwares such as Express, MAC-5, or SAP)

and outsourcing group who use Microsoft Excel program to do accounting entry and send to the external accountant. The questionnaire design was composed of four sections which are 1) screening question, 2) the attitude toward current accounting software, 3) a suggestion/improvement toward current accounting system, and 4) the awareness of cloud accounting.

Form the in-depth interview, there were interesting key findings from the different groups of respondents. In terms of sex of respondents, the female respondents tend to be easier to convince to try cloud accounting than the male respondents as they are more emotionally driven with the user-friendly platform and attractive software interface while male users are mainly concerned about the cost trade-off with functional benefits. The types of business in which the respondents are in do not have any significant influence on the adoption of a cloud accounting program. Functions and features of cloud accounting which might be beneficial to them also do not seem to make any difference either. In contrast, all accounting software users are concerned about high switching cost. Therefore, this preventing factor is what the cloud accounting providers should pay attention to.

In terms of awareness, both current users and non-users were introduced to cloud accounting through websites and recommendations of friends or colleagues. The majority of the respondents mentioned that cloud accounting provider's official website provides them with necessary information regarding cloud accounting, such as background, offered features and prices of the packages available. Half of the interviewees said that they had heard about cloud accounting before and some have tried using it, but they still use the current accounting means instead of switch to cloud accounting.

Peak Account, one of the current users who is using cloud accounting, reported he had been using cloud accounting for one year. He mentioned that cloud accounting platform was easy-to-use, increased working efficiency, and can do all tasks such as financial report, invoice, and bank reconcile everywhere. "I planned to use cloud accounting from the beginning because it matches my working lifestyle. It is efficient, convenient, and I think that it is better than traditional programs in term of technology." This was a turning point of adopting cloud account which was said by a current user.

However, there were non-current users and outsourcing groups who are currently using other accounting softwares or Microsoft Excel to do bookkeeping and store business documents. This group of people provided some insights about the barrier to adopting cloud accounting.

For some non-current users, the credibility of software owner and the risk of security issues play an important role in their decision, while others focus on transferring data to another program like Microsoft Excel or Microsoft Word in order to import and export the data into cloud accounting if they want to switch. “If I could transfer all my data from Express into cloud with just one click, I would switch to cloud accounting double-click,” said one of the non-current users. This insight points out the fact that data transferring is a big issue. Not only does it prevent a customer from adopting cloud accounting software, but a function or feature that allows them to switch from the traditional one into the cloud accounting with ease is a matter of great importance for adopting the cloud accounting.

“I have tried using a cloud accounting software and found that it does not suit my business model” said by one of the non-current users. He realized that the program was made for start-up companies which deal with trading business rather than the manufacturing business.

As for the outsourcing group, they seem to be unaware of cloud accounting. This group of people is a potential customer for cloud accounting because the cost that they have to pay when switch from the accounting software to cloud accounting is relatively low. Their business model is not complicated. That is to say, they have a small number of production lines and uncomplicated accounting system. However, the awareness in this group of people is very restricted due to the lack of information. They have not heard about cloud accounting before. However, after being educated they were more willing to try cloud accounting than other groups, which suggests that cloud accounting providers should focus on increasing the awareness of this group of people to be prospective customers in the future.

4.3 Descriptive Research Result

Quantitative research results were collected using convenience sampling methodology which was from researcher's personal contact through online channel (SurveyMonkey). The questionnaire was conducted for four weeks from February, 22^{th} until March, 19^{th}.

4.3.1 Respondent profile

There were 124 responses with 83% of completion rate. The typical time spent on the survey was eight minutes. There were 103 completed responses, 82 of which passed the classification process and 68 respondents completed the survey.

The findings of this questionnaire data from 68 respondents show that there are more female respondents (63.20%) than male respondents (35.30%) and one respondent who answered as others (1.50%) for their psychological genders. The majority of age ranges are in 21-30 years old (61.80%). Most of the respondents have a bachelor's degree (67.60%), work as a business owner (47.10%) or corporate employee (44.10%) with income ranging between 15,000 - 30,000 THB/month (41.20%).

4.3.2 Questionnaire Result

The statement of purpose of this study is to identify the factors influencing the adoption of cloud accounting software among Thai SME business owners. The next part presents the analyzed results according to meet each objective.

In this study, the researcher divided the respondents into two groups which are current users (44.16%) and non-current users (55.84%). The data are shown in Table 4.1.

Table 4.1 Segmentation

Segmentation	N	percentage
Current user	34	44.16%
Non-current user	43	55.84%
Total	**77**	**100%**

4.3.2.1 The Awareness of Cloud Accounting

Objective one is to study the awareness of cloud accounting softwares among target group. The objective of data analysis is to determine the media which might affect the awareness of the customers regarding cloud accounting. As shown in Table 4.2, 63.6% of respondents know cloud accounting software ($N = 77$). Nevertheless, more than half of non-current users (65.1%) do not know cloud accounting. There are no difference between groups in media channel where respondents knew cloud accounting from. Most of them have known cloud accounting by browsing on the Internet (44.9%) and through friends or colleagues (38.8%). The data are shown in Table 4.3.

Table 4.2 Awareness of Cloud Accounting

Do you know Cloud accounting?	**Segments**				**Total**	
	Current user		**Non-current user**			
	N	percentage	N	percentage	N	percentage
Yes	34	100.0%	15	34.9%	49	63.6%
No	0	0.0%	28	65.1%	28	36.4%

Table 4.3 Media channel

How do you know Cloud accounting from?	**Total**	
	N	**percentage**
Friend or colleague	19	38.8%
Advertisement on website	12	24.5%
Advertisement on social media such as Facebook, Instagram or Twitter	12	24.5%
Browsing on internet	22	44.9%
Seminar, booth, and event	5	10.2%
Other	3	6.1%
Total	**49**	**100.0%**

This study was mainly conducted by means of Chi-square test to find the correlation between variables. When run with Pearson Chi-Square Tests, the results of awareness and media channel finding showed both significant different with p-value less than 0.05 and not significant different with p-value more than 0.05. However, the data shows that 'more than 20% of cells in this subtable have expected cell counts less than 5. Since the minimum expected cell count in this subtable is less than one, results obtained from Chi-square test might be invalid.'

As shown in Table 4.4, 47.1% of current users know about cloud accounting by browsing on the Internet while 46.7% of non-current users know cloud accounting from friends or colleagues. A Pearson Chi-Square (X^2) Test showed that media channel is not significantly different among segments, $X^2(6, N = 49) = 3.929,\ p = .686 > .05$. (see Appendix D)

Table 4.4 Media channel among segments

How do you know Cloud accounting from?	**Current user**		**Non-current user**	
	N	percentage	N	percentage
Friend or colleague	12	35.3%	7	46.7%
Advertisement on website	10	29.4%	2	13.3%
Advertisement on social media such as Facebook, Instagram or Twitter	10	29.4%	2	13.3%
Browsing on internet	16	47.1%	6	40.0%
Seminar, booth, and event	3	8.8%	2	13.3%
Others channel	2	5.9%	1	6.7%

According to Table 4.5, The results show the popularity of the accounting softwares among respondents. 'Express' program is the most widely known for both groups (74.0%) following by 'Flowaccount' (45.5%) and 'Peak account' (40.3%) which both of them are cloud accounting software.

Table 4.5 The awareness of Accounting program

Accounting program list	N	percentage
Flowaccount	35	45.5%
Express	57	74.0%
eflowsys	4	5.2%
MAC-5	16	20.8%
Peak account	31	40.3%
Xero	10	13.0%
Wave account	1	1.3%
myAccount	21	27.3%
Others	6	7.8%
None of above	5	6.5%
Total	**77**	**100.0%**

A Pearson Chi-Square (X^2) Test showed that the awareness of accounting program name is significantly different among segments, $X^2(10, N = 77) = 87.407,\ p = .000 < .05$. The current users tended to be familiar with 'Express' (79.4%) the most. The second widely known program are cloud accounting softwares like Peak account (76.5%), Flowaccount (70.6%), and myAccount (44.1%). (see Appendix E)

According to the classification questions asking about business nature, most of respondents work in 'Corporate business' (41.6%) which is 'SME businesses' (80.5%) that have been in operation 'Less than 5 years' (33.8%) as shown in Table 4.6.

Table 4.6 Business Natures

	N	percentage
What is your business model type?		
Family business	19	24.7%
Corporate business	32	41.6%
Self-owner	22	28.6%
Other	4	5.2%
Total	**77**	**100.0%**
What is your company sale size/business size (per year)?		
Large corporate business	15	19.5%
SME business	62	80.5%
Total	**77**	**100.0%**
Business duration		
Less than 5 years	26	33.8%
5 - 10 years	18	23.4%
10 - 15 years	6	7.8%
15 - 20 years	10	13.0%
20 - 25 years	6	7.8%
25 - 30 years	3	3.9%
More than 30 years	8	10.4%
Total	**77**	**100.0%**

As for the business nature, findings of respondents (business model, business size, business duration, accounting system and business industry) when run with Pearson Chi-Square Tests, Business size and Business duration show a significant difference with p-value less than 0.05. By means of Pearson Chi-Square (X^2) Test, the business size is significantly different among segments with $X^2(1, N = 77) = 4.408,\ p = .036 < .05$. Also, the number of years that businesses are in operation is significantly different among segments, $X^2(6, N = 77) = 21.150,\ p = .002 < .05$. (see Appendix F)

4.3.2.2 The Attitude toward Current Accounting System

Objective two of this study is to study the attitude among Thai people towards the current accounting system employed by SME businesses in Bangkok and the vicinity.

Definition: The current accounting system includes cloud accounting from Xero, Flowaccount, Peak account which provide both on the website and via smartphone application, accounting softwares, namely SAP, ERP, and Microsoft Excel.

All factors are derived from the in-depth interview with the target group that mentioned the critical factors and concerns about the accounting systems. The results are shown in top-two-box of 5-point-rating level of satisfaction scale (Extremely Satisfied, Satisfied) in Table 4.7. For the current users, the factor with which respondents are satisfied the most is 'Maintenance cost' (64.7%) while the non-current user group found 'The product well-known' (46.5%) the most satisfying factor among others. The overall satisfaction rate of respondents is shown in Table 4.8, 55.9% of current users are satisfied with their current cloud accounting software while 44.2% of non-current users are satisfied with their current accounting system. According to Table 4.9, the current users tend to have higher mean score (3.68) in overall satisfaction rate toward their current accounting system than non-current user (3.40).

Table 4.7 Attitude Toward Accounting System

Criteria	**Satisfaction**			
	Current user		**Non-current user**	
	N	percentage	N	percentage
Software interface	21	61.8%	17	39.5%
User friendly	20	58.8%	18	41.9%
Installing price	18	52.9%	19	44.2%
Maintenance cost	22	64.7%	16	37.2%
Stability of the program or system	14	41.2%	16	37.2%
Security	18	52.9%	15	35.7%
Product well-known	11	32.4%	20	46.5%

Table 4.8 Overall Satisfaction

Satisfaction toward the current accounting system	**Segments**				**Total**	
	Current user		**Non-current user**			
	N	percentage	N	percentage	N	percentage
Dissatisfied	15	44.1%	24	55.8%	39	50.6%
Satisfied	19	55.9%	19	44.2%	38	49.4%

Table 4.9 Satisfaction Mean Score

Overall satisfaction rate toward the current accounting system	**Mean**	**N**
Current users	3.68	34
Non-current users	3.40	43
Total	**3.52**	**77**

The correlation (r) in Appendix G shows that the factors affecting attitude toward accounting system have a positive relationship with customer satisfaction level. Besides, all factors are correlated with each other except 'Installing price' and 'The product well-known' with Pearson Correlation, $r = 0.187\ (N = 82)$, $p = .092 > .05$.

The results obtained from using Pearson Chi-Square (X^2) Test showed that the attitude toward current accounting system is significantly different among satisfaction rate, $X^2(7, N = 82) = 64.423,\ p = .000 < .05$. (see Appendix H)

4.3.2.3 The Factors Affecting Consumer Acquisition Decision

Objective three of the study is to identify the functional benefits and product features that will encourage SME business owners to adopt cloud accounting softwares. Accounting software is a product which user have to ponder carefully and need criteria in order to make their decision to purchase the product. The selection criteria helped the researcher to understand more about what respondents want and what important features in the product are taken into account.

The eleven selection criteria can be grouped by marketing mix, there are factors referring to product, price, and process. These factors were used to quantify which of them is the top most important factor among both current users and non-current users. Top-two-box (Very Important and Important) from the 5-point-rating scale has been used to find the top most important factors. From the result in Table 4.10, current users found that, the most important factor that will affect their decision toward adopting Accounting system is the product featuring 'Financial statement and business document template' (100%) and 'Program stability' (100%) while 'User-friendly' (97.7%) and 'Program is compatible with business type' (97.7%) are the most important criteria for the non-current users. The most important factors are mainly about the product but almost all of the factors are highly important with percentage of more than 50% in each factor. Lastly, the least important factor is 'System security' for current users (54.5%) and non-current users (18.6%).

Table 4.10 Selection Criteria

Selection criteria	**Segments**			
	Current user		**Non-current user**	
	N	percentage	N	percentage
System security (in term of privacy)	18	54.5%	8	18.6%
Necessary accounting support function and features e.g. invoice, billing note, stock	32	97.0%	41	95.3%
Financial statement and business document template e.g. tax invoice, billing note	33	100.0%	39	90.7%
Reasonable price	31	93.9%	40	93.0%
Well-known	18	54.5%	27	62.8%
Program stability	33	100.0%	41	95.3%
24-hour service support	28	84.8%	35	81.4%
Ease of retrieving information	30	90.9%	41	95.3%
User-friendly	31	93.9%	42	97.7%
Anti-virus support	30	90.9%	37	86.0%
Program is compatible with business type	32	97.0%	42	97.7%
Total	**33**	**100.0%**	**43**	**100.0%**

The results from Pearson Chi-Square (X^2) Test showed that the selection criteria are not significantly different among segments, $X^2\,(11, N = 76) = 18.115,\ p = .079 > .05$. (see Appendix I)

Table 4.11 represents the factors that will encourage non-current users to adopt cloud accounting. The results are shown in top-two-box of 5-point-rating level of important (Very Important and Important) to find the top most important factors. The most influencing factor that will encourage non-current users into the current users is 'Online backup and disaster recovery' (100%) followed by 'Report management' (94.6%).

Table 4.11 Influencing factors

Influencing factors	**Non-current user**	
	N	**percentage**
User-friendly platform/application	28	75.7%
Easy document and stock management	31	83.8%
Features enhancing the security on cloud server	32	86.5%
Service for data transferring into cloud accounting	34	91.9%
Training / Support service point	32	86.5%
Anywhere access	34	91.9%
Online backup and disaster recovery	37	100.0%
Report management	35	94.6%
Free trial package	30	81.1%
Total	**37**	**100.0%**

4.3.2.4 The Customer Purchase Intention

Objective four is to determine the purchase intention of the adoption of Cloud accounting softwares among SME business owners. According to the selection criteria which helped researcher to understand more about what the respondents want; they are barriers that prevent the non-current users to adopt cloud accounting. As shown in Table 4.12, 'High switching cost' (90.2%) is the highest ranked as a preventing factor from adopting cloud accounting. The next preventing factor is 'Credibility of software owner' (87.8%).

Table 4.12 Preventing Factors

Preventing factor	Non-current user	
	N	percentage
High switching cost when changing to other accounting system (hard to transfer data from current accounting system to Cloud accounting)	37	90.2%
I do not want to upload my data on 'Cloud' due to security issue	30	73.2%
Cloud accounting software is not widely known	30	73.2%
I think Cloud accounting is hard to use	20	48.8%
the software is not fit with my business type	25	61.0%
I think the software is not reliable	13	31.7%
I do not want to change my accounting system	30	73.2%
Cloud accounting is too expensive	28	68.3%
Credibility of software owner	36	87.8%

In order to find the correlation (r) between preventing factors and customer purchase intention, the result shows that none of the preventing factors correlated with the purchase intention. This shows that there is no relationship between preventing factors and purchase intention with p-value more than 0.05. However, some of the preventing factors are correlated with each other. For instance, there is a positive relationship between 'Cloud accounting software is not widely known' and 'Security concern for cloud accounting' with $r = .392\ (N = 41),\ p = .011 < .05$.
(see Appendix J)

A Pearson Chi-Square (X^2) Test showed that the selection criteria are not significantly different among segments, $X^2\ (9, N = 69) = 2.209,\ p = .988 > .05.$ (see Appendix K)

The intention to adopt new functions/features are significantly different between segments according to Pearson Chi-Square (X^2) Test, $X^2\ (1, N = 69) = 38.481, p = .000 < .05.$ (see Appendix L)

In addition, the findings from the questionnaire show the tendency of cloud accounting adoption by the non-current user groups. The top-three-box (Extremely Likely, Very Likely and Likely) of every new feature were chosen by more than 90% of respondents. The results from Table 4.13 show that the nine features can lead to adoption of cloud accounting of non-current user groups. The top features that they want cloud accounting to offer are 'User-friendly interface' (100%), 'Easy to transfer data' (100%), 'Analyzing data feature' (100%), 'Stock report' (100%), 'Additional features match business type' (100%), and 'Customized report' (100%). Table 4.14 shows that 74.4% of non-current users are 'Unlikely' to adopt cloud accounting even though cloud accounting offers the features that they required earlier. The mean purchase intention score of non-current users is 3.31 as displayed in Table 4.15.

Table 4.13 New Functions/features for Non-current users

The perception toward new function/features of Cloud accounting	**Non-current user**	
	N	**percentage**
Online auto backup and disaster recovery	38	97.4%
Modern and user-friendly interface	39	100.0%
Can import/export/connect data from excel file or other programs into the cloud accounting program	39	100.0%
Analyzing data feature (for comparing between the product or comparing between the different time period)	39	100.0%
Real time-sharing information from each branch (in the same user account or under the same company)	38	97.4%
A feature to show a picture of the product after entering the product coding	37	94.9%
Having monthly and yearly stock report	39	100.0%
Additional feature base on customer business type (e.g. trading company, manufacturer or service company)	39	100.0%
Customize financial report and business document format	39	100.0%
Total	**39**	**100.0%**

Table 4.14 Adoption of Cloud accounting Toward Non-current users

How likely are you to adopt Cloud accounting software?	**Non-current user**	
	N	**percentage**
Unlikely	29	74.4%
Very Likely	10	25.6%
Total	**39**	**100.0%**

Table 4.15 The non-current users Mean Score

How likely are you to adopt Cloud accounting software?	**Mean**
Non-current user	3.31

Although, all current users (100%) are 'Very Likely' to continue using if cloud accounting can provide those new features to them as shown in Table 4.16. The mean purchase intention score of current users is 4.7 as displayed in Table 4.17. Furthermore, the results in new functions/features are almost the same for current users as well as the nine features can keep the current users using cloud accounting. (see Table 4.18)

Table 4.16 Intention to continue using Cloud accounting

How likely are you to continue using Cloud accounting software?	**Current user**	
	N	**percentage**
Unlikely	0	0.0%
Very Likely	30	100.0%
Total	**30**	**100.0%**

Table 4.17 The Current users Mean Score

How likely are you to continue using Cloud accounting software?	**Mean**
Current user	4.7

Table 4.18 New Functions/features for Current users

The perception toward new function/features of Cloud accounting	Current user	
	N	percentage
Online auto backup and disaster recovery	29	96.7%
Modern and user-friendly interface	29	96.7%
Can import/export/connect data from excel file or other programs into the cloud accounting program	30	100.0%
Analyzing data feature (for comparing between the product or comparing between the different time period)	30	100.0%
Real time-sharing information from each branch (in the same user account or under the same company)	30	100.0%
A feature to show a picture of the product after entering the product coding	28	93.3%
Having monthly and yearly stock report	30	100.0%
Additional feature base on customer business type (e.g. trading company, manufacturer or service company)	30	100.0%
Customize financial report and business document format	30	100.0%
Total	**30**	**100.0%**

The willing-to-pay price per year of cloud accounting is not significantly different among segments according to Pearson Chi-Square (X^2) Test, $X^2\ (6, N = 69) = 11.466,\ p = .075 > .05$. (see Appendix M)

Besides, Pearson Chi-Square (X^2) Test showed that payment methods are not significantly different among segments, $X^2\ (4, N = 69) = 1.755,$ $p = .781 > .05$. (see Appendix N)

There are no significant differences in channel usage among segments according to Pearson Chi-Square (X^2) Test, $X^2\ (4, N = 69) = 6.808,$ $p = .146 > .05$. (see Appendix O)

The willingness to pay price per year of current users is ‘1,001 - 3,000 THB’ (33.3%) while the non-current user group is willing to pay at ‘Up to 1,000 THB’ (28.2%). In reality, the payment method preferred by every segment is to ‘Pay one time and last forever’ (50.0% of current users and 46.2% of non-current users) as shown in Table 4.19. In Table 4.20, the most popular channel usage is ‘Application on tablets or mobile phones for both IOS and Android’ for current users (86.7%) and non-current users (92.3%). Nevertheless, current users are willing to pay more in order to access functions/features (96.7%) if there are limitations for free users while 25.6% of non-current users are not willing pay as displayed in Table 4.21.

Table 4.19 Price and Payment channel among Segments

	Segments			
	Current user		**Non-current user**	
	N	percentage	N	percentage
Willing-to-pay price per year				
Free with limited feature available	5	16.7%	3	7.7%
Up to 1,000 THB	2	6.7%	11	28.2%
1,001 - 3,000 THB	10	33.3%	4	10.3%
3,001 - 6,000 THB	5	16.7%	9	23.1%
6,001 - 10,000 THB	2	6.7%	2	5.1%
10,001 - 20,000 THB	4	13.3%	4	10.3%
More than 20,000 THB	2	6.7%	6	15.4%
Total	**30**	**100.0%**	**39**	**100.0%**
Payment Channel				
One time and last forever	15	50.0%	18	46.2%
Annually	13	43.3%	14	35.9%
Quarterly	6	20.0%	5	12.8%
Monthly	4	13.3%	8	20.5%
Total	**30**	**100.0%**	**39**	**100.0%**

Table 4.20 Channel Usage among Segments

Channel Usage	**Segments**			
	Current user		**Non-current user**	
	N	percentage	N	percentage
Web browser (e.g. Google, Firefox, and Safari)	25	83.3%	23	59.0%
Application on tablets or mobile phones for both IOS and Android	26	86.7%	36	92.3%
Application on Desktop	16	53.3%	19	48.7%
Others channel	1	3.3%	0	0.0%
Total	**30**	**100.0%**	**39**	**100.0%**

Table 4.21 The willingness to pay for more access in Functions/features

Willingness to pay more if there are limitation functions/features for Free-user	**Segments**			
	Current user		**Non-current user**	
	N	percentage	N	percentage
Yes	29	96.7%	29	74.4%
No	1	3.3%	10	25.6%
Total	**30**	**100.0%**	**39**	**100.0%**

CHAPTER 5
CONCLUSION AND RECOMMENDATIONS

5.1 Summary of the comprehensive report

Cloud accounting software has become more and more widespread in the past few years the market of cloud accounting software in the world has been growing to the market size of $2,630 million USD in 2017. The United States of America is the key contributor that took up 35.6 percent of the global market size, followed by the European Union at 23.4 percent (QYResearch Group, 2018). However, cloud accounting software used in Thailand are still at the initial stage of development. There are hardly find any related research studies on the topic of "cloud accounting software" in Thailand. According to the research from Dhurakij Pundit University which investigated factors affecting the attitude in towards the adoption of cloud accounting software (Arkaphati, 2014). The study mentioned is, nevertheless, limited to the perspectives of business owners only.

The purpose of this research study is to identify the factors influencing consumers, especially SME business owners in Thailand to adopt cloud accounting software. By all means, this research, therefore, will be more or less beneficial to the existing and upcoming cloud accounting software providers to better understand Thai SME business owners' attitudes and the trend towards the cloud accounting software in Thailand.

The mixed method research design, that is to say, both qualitative and quantitative research methodologies, was employed to collect and manage data in this study. The research was based on the exploratory and descriptive research designs. As for exploratory research, literature reviews are gathered from secondary sources such as Google Scholar, published academic journals and other accredited sources in the field of cloud accounting software. With regard to research methodology, in-depth interview and online questionnaire were employed as the main research instruments in this study. The sampling procedures used in both research methods were determined out of the convenient purposes only. The target group discussed in Thai study was

focused on Thai SME business owners or employees who live in Bangkok and the vicinity through personal connections of the researcher.

The data collected from the questionnaires were calculated and analyzed by means of the Statistical Package of Social Science (SPSS) program. Frequencies, correlation, Chi-square test and other relevant statistical methods were used to examine the data from SurveyMonkey. The questionnaire was conducted within four weeks from February, 22^{th} till March, 19^{th}.

5.2 Analysis result and Conclusions

According to the survey result, there were 68 respondents who completed the survey and are divided into the current users and non-current users of cloud accounting softwares. The majority of respondents are female who are between the ages of 21 and 30 years old with a bachelor's degree. They are mixed group of business owners and corporate employees with income range of 15,000 - 30,000 THB.

The results from questionnaire show that the awareness of cloud accounting is less than 35% in non-current user groups. Most of the respondents know cloud accounting from browsing on internet and from their friends. The traditional accounting program 'Express' is the most widely known and is followed by 'Flowaccount' and 'Peak account' which are cloud accounting softwares in this study. The target respondents are working in the 'SME business' which has been opened 'less than 5 years'. For the attitude toward current accounting system used, there is a positive relationship between the satisfaction factors and overall satisfaction rate. The current cloud accounting users have a higher overall satisfaction mean score when compared to non-current users. The most favorable factor of current users is 'maintenance cost', while non-current users are most satisfied with the 'product well-known' factor. In terms of factors affecting consumer's purchasing decision, the current users are concerned about 'financial statement and business document template' and 'program stability' as a top priority. On the other hand, the non-current users are concerned about 'user-friendly' and 'program is compatible with business type'. Moreover, 'high switching cost' prevents non-current users to adopt cloud accounting while 'online backup' and 'report management' features encourage non-current users to adopt cloud

accounting. By offering the new functions/features to non-current users, they are 'Unlikely' to adopt cloud accounting while the current users are 'Very Likely' to continue using cloud accounting in the future.

According to the consumer adoption process model, it can be concluded that cloud accounting software is required to be improved in many aspects in order to encourage the adoption of cloud accounting. First, due to the low awareness and lack of acknowledgement of cloud accounting, the target group of people needs to be educated about cloud accounting software should be Thai entrepreneurs, executives, and employees whose work is related to accounting or business document management such as invoices, billing note, and financial report. To attract the non-current users, the most efficient channel to educate them seems to be the Internet, social media and recommendations by the existing customers in order to be recognized and better understand the process of cloud accounting. Moreover, 55.8% of the non-current users are dissatisfied with their current accounting system. To take advantage of this opportunity, cloud accounting providers should convince the dissatisfied group of non-current users by providing a user-friendly interface and the features offering in the program should be compatible with each business type. For example, the cloud accounting providers can offer the package with features suitable for trading or manufacturing business type.

Second, comparing the benefits and drawbacks of traditional accounting system and the cloud accounting plays an important role in the evaluation stage. The factors that will encourage non-current users to adopt cloud accounting consist of online backup and report management features. However, those features have already existed in the market which means there is the right product, but they are not aware yet. Therefore, cloud accounting providers should focus more on advertising in order to increase the recognition rate.

Finally, the research shows that the biggest obstacles of non-current users to adopt cloud accounting is high switching cost when changing to another accounting system. There are more than one respondent who is interested in adopting cloud accounting, but they are concerned about transferring data issues. They do not want to start everything from scratch by re-upload data into the cloud. In addition, they are concerned about the credibility of software owner as well. Nonetheless, after offering

the new functions/features of cloud accounting, the non-current users are still unlikely to adopt cloud accounting software.

In order to successfully convince non-current users to become current users, cloud accounting providers need to overcome key barriers of this segment and also offer reasonable prices, the payment methods they are comfortable with, and the right channel usage that is convenient to access. The non-current users are willing to pay is up to 1,000 THB per year. They prefer to pay just only once and hope it will last forever. The preferable channel is be application on tablets or mobile phones for both IOS and Android owners.

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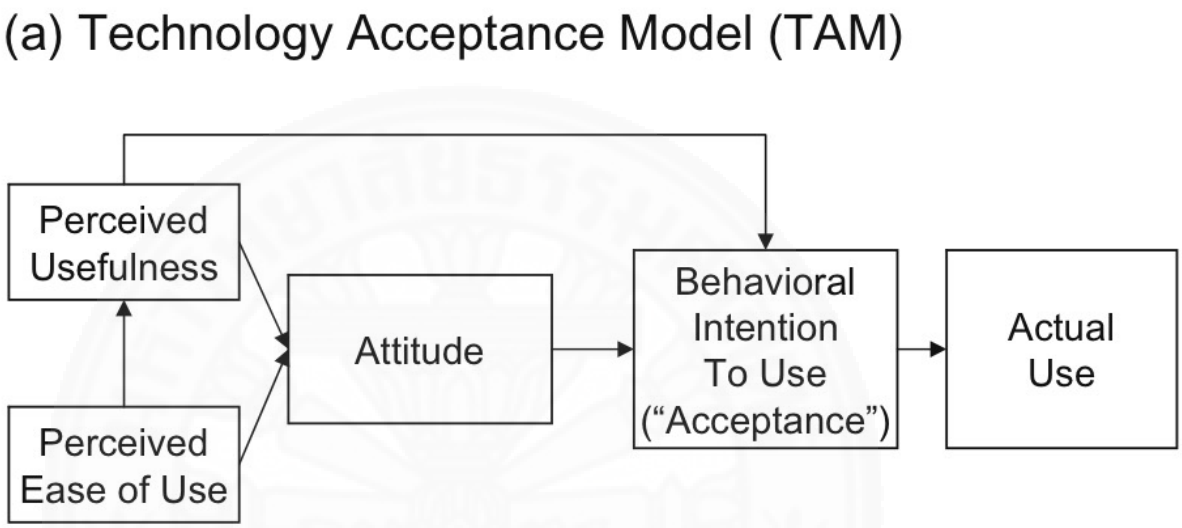
APPENDICES

APPENDIX A

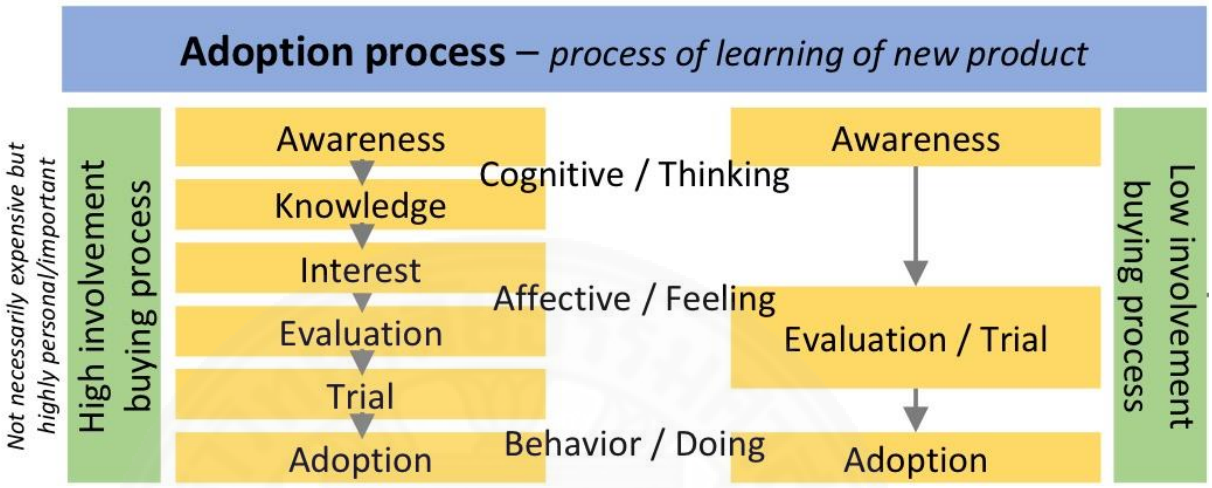
TECHNOLOGY ACCEPTANCE MODEL

Technology Acceptance Model (TAM), Davies 1989



APPENDIX B

CONCUMER ADOPTION PROCESS



APPENDIX C

QUESTIONNAIRE

Classification questions

1. What is your business model type? (please choose only one answer)
    - Family business
    - Corporate business
    - Self-owner
    - Other please specify…….
2. What is your company sale size/business size (per year)?
    - Less than 1 million THB
    - 1 – 10 million THB
    - 10 – 50 million THB
    - 50 – 100 million THB
    - 100 – 300 million THB
    - 300 – 3,000 million THB
    - More than 3,000 million THB please specify……...
3. How long have you been operating your business?

o Less than 1 year	o 4 years	o 8 years	o 15 – 20 years
o 1 year	o 5 years	o 9 years	o 20 – 25 years
o 2 years	o 6 years	o 10 years	o 25 – 30 years
o 3 years	o 7 years	o 10 – 15 years	o More than 30 years please specify .....years

4. How many employees are currently employed at your company? (estimated)
    - Less than 10 people
    - 10 – 20 people
    - 20 – 30 people
    - 30 – 40 people
    - 40 – 50 people
    - 50 – 100 people
    - 100 – 200 people
    - More than 200 people please specify …….
5. What kind of industry that you currently working with?
    - Hotel and restaurant
    - Real estate
    - Wholesale and retail
    - Car and automobile dealership
    - Construction
    - Accounting
    - Tourism
    - Entertainment
    - Financial service and insurance
    - Food industry
    - Manufacturing (e.g. automotive, electronics, paper, steel, shipbuilding)
    - Mass media (e.g. broadcasting, news, publishing, world wide web)
    - Telecommunications (internet)
    - Transport and warehouse

- Consultant
- Other please specify ……...

6. Does your company have your own accounting officer or outsourcing? (please choose only one answer)
   - Own accounting officer
   - Outsourcing
7. What is your current position?
   - ☐ …….
8. Does your work relate to number, sales, stock, accounting, or business document?
   - Yes (next question)
   - No (End of survey)
9. What is your current program to do accounting entry? (please choose only one answer)
   - Outsourcing (End of survey)
   - Microsoft Excel
   - Accounting software (e.g. Express, MAC-5, SAP, Oracle, etc.)
   - Cloud accounting software (e.g. Peak account, Flowaccount, Xero, eflowsys, myAccount, etc.)
   - Other
10. Please name your current accounting software (For respondents who answer "accounting software, cloud accounting and other")
    - ☐ ……

----------End of Classification question----------

Section 1 the attitude toward current accounting software

11. Please rate your level of satisfaction towards the performance of your current accounting

Definition: accounting system including accounting software and cloud accounting such as Express, MAC-5, SAP, Oracle, Peak account, Flowaccount, Xero, Excel program, etc.

	Extremely Dissatisfied	Dissatisfied	Neutral	Satisfied	Extremely Satisfied
software interface	○	○	○	○	○
User friendly	○	○	○	○	○
Installing price	○	○	○	○	○
Maintenance cost	○	○	○	○	○
Stability of the program or system	○	○	○	○	○
security	○	○	○	○	○
Product well-known	○	○	○	○	○

12. Please rate how much are you satisfied with your current accounting software in overall.

Extremely Dissatisfied	Dissatisfied	Neutral	Satisfied	Extremely Satisfied
○	○	○	○	○

Section 2 Factors affecting consumer acquisition decision of Accounting software

13. Please rate the level of importance on each factor affecting your decision when choosing accounting system (this including accounting software and cloud accounting)

	Not important at All	Not important	Neutral	Important	Very important
System security (in term of privacy)	○	○	○	○	○
Necessary accounting support function and features e.g. invoice, billing note, stock	○	○	○	○	○
Financial statement and business document template e.g. tax invoice, billing note	○	○	○	○	○
Reasonable price	○	○	○	○	○
Well-known	○	○	○	○	○
Program stability	○	○	○	○	○
24-hour service support	○	○	○	○	○
Ease of retrieving information	○	○	○	○	○
User-friendly	○	○	○	○	○
Anti-virus support	○	○	○	○	○
Program is compatible with business type	○	○	○	○	○

Section 3 the awareness of Cloud accounting

14. Do you know any of the program that listed below?

(Please select all that apply)

☐ Flowaccount ☐ Express

☐ eflowsys ☐ MAC-5

☐ Peak account ☐ Xero

☐ Wave account ☐ myAccount

☐ None of above ☐ Other please specify.....

15. Do you know Cloud accounting? (e.g. Flowaccount, Peak account, Xero, etc.)

- Yes (next question)
- No (**skip to section 5** – Definition of Cloud accounting)

16. How do you know Cloud accounting software from?

(Please select all that apply)

- ☐ Friend or colleague
- ☐ Advertisement on website
- ☐ Advertisement on social media such as Facebook, Instagram or Twitter
- ☐ Searching on internet
- ☐ Radio
- ☐ Seminar, booth, and event
- ☐ other please specify…

17. Do you currently use Cloud accounting software? (such as Flowaccount, Peak account, Xero, eflowsys, myAccount, etc.)

- Yes (next to section 4, Q.18)
- No (move to section 6, Q.19)

Section 4 The customer loyalty toward cloud accounting

18. After using Cloud accounting, how likely do you continue using the program?
    - Yes, I will continue using Cloud accounting (skip to section 7, Q.21)
    - No, I will not use it anymore (next to section 6, Q.19)

Section 5 Definition of Cloud accounting

"Cloud computing accounting software is accounting software that is hosted on remote servers. It provides accounting capabilities to businesses similar to the SaaS (Software as a Service) business model. Data is sent into "the cloud," where users can access software applications remotely through the Internet or other network via a cloud application service provider. Using cloud computing accounting software frees the business from having to install and maintain software on individual desktop computers. It also allows employees in remote or branch offices to access the same data and the same version of the software.

Most application providers typically charge based on usage – compared to site license fees associated with traditional accounting software deployments. Accounting data backup and disaster recovery is often a part of your cloud computing accounting software account."

Ref:

https://www.webopedia.com/TERM/C/cloud_computing_accounting_software.html

Section 6 Factor that prevents you from using Cloud accounting (Non-current user question)

19. Please rate your level of agreement on each factor that prevents you from using/continue using Cloud accounting software

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
High switching cost when changing to other accounting system (hard to transfer data from current accounting system to Cloud accounting)	○	○	○	○	○
I do not want to upload my data on 'Cloud' due to security issue	○	○	○	○	○
Cloud accounting software is not widely known	○	○	○	○	○
I think Cloud accounting is hard to use	○	○	○	○	○
the software is not fit with my business type	○	○	○	○	○
I think the software is not reliable	○	○	○	○	○
I do not want to change my accounting system	○	○	○	○	○
Cloud accounting is too expensive	○	○	○	○	○
Credibility of software owner	○	○	○	○	○

20. Please rate the level of importance of each factor that will encourage you to adopt Cloud accounting

	Not important at all	Not important	Neutral	Important	Very important
User-friendly platform/application	○	○	○	○	○
Easy document and stock management	○	○	○	○	○
Features enhancing the security on cloud server	○	○	○	○	○
Service for data transferring into cloud accounting	○	○	○	○	○
Training / Support service point	○	○	○	○	○
Anywhere access	○	○	○	○	○
Online backup and disaster recovery	○	○	○	○	○
Report management	○	○	○	○	○
Free trial package	○	○	○	○	○

Section 7 The perception toward Cloud accounting software improvement

21. If Cloud accounting software is launching **new features** as of the following, how likely do you prefer these features?

	Not at All Likely	Not Likely	Likely	Very Likely	Extremely Likely
Online auto backup and disaster recovery	○	○	○	○	○
Modern and user-friendly interface	○	○	○	○	○
Can import/export/connect data from excel file or other programs into the cloud accounting program	○	○	○	○	○
Analyzing data feature (for comparing between the product or comparing between the different time period)	○	○	○	○	○
Real time-sharing information from each branch (under the same company)	○	○	○	○	○
A feature to show a picture of the product after entering the product coding	○	○	○	○	○
Having monthly and yearly stock report	○	○	○	○	○
Additional feature base on customer business type (e.g. trading company, manufacturer)	○	○	○	○	○
Customize financial report and business document format	○	○	○	○	○

22. What format(s) do you think Cloud accounting should offer?

(Please select all that apply)

- ☐ Web browser (e.g. Google, Firefox, and Safari)
- ☐ Application on tablets or mobile phones for both IOS and Android
- ☐ Application on Desktop
- ☐ Others please specify ……

23. What kind of **Payment term** that you want Cloud accounting to be?

- o One time and last forever
- o Annually
- o Quarterly
- o Monthly

24. If all above actions taken place, how likely are you to **adopt or continue using** Cloud accounting software?

Not at All Likely	Not Likely	Neutral	Likely	Extremely Likely
o	o	o	o	o

25. If all above actions taken place, what would be a suitable price **per year**?

(please choose only one answer)

- o Free with limited feature available
- o Up to 1,000 THB
- o 1,001 – 3,000 THB
- o 3,001 – 6,000 THB
- o 6,001 – 10,000 THB
- o 10,000 – 20,000 THB
- o More than 20,000 THB

26. I am **willing to pay more** to access more functions/features. (because free user will be limited to access some functions/features)
    - Yes
    - No
27. Do you have any other suggestion for cloud accounting to be better improvement? (optional no need to answer if you don't want)
    - ……

Section 8 General information

28. Gender
    - Male
    - Female
    - Other
29. Age
    - Under 20 years old
    - 20 – 30 years old
    - 31 – 40 years old
    - 41 – 50 years old
    - 51 – 60 years old
    - Older than 60 years old
30. Income per month
    - Less than 15,000 THB
    - 15,000 – 30,000 THB
    - 30,001 – 45,000 THB
    - 45,001 – 60,000 THB
    - 60,001 – 75,000 THB
    - 75,000 – 90,000 THB
    - More than 90,000 THB

31. Occupation

- Corporate employee
- Government officer
- Business owner
- Other please specify …….

32. Education Level

- Under bachelor's Degree
- Bachelor's Degree
- Master's Degree
- Doctor of philosophy (PhD.)

33. How many year(s) of working experience?

- Less than 1 year
- 1 - 3 years
- 3 - 6 years
- 6 - 9 years
- more than 9 years

---------- End of Survey----------

Thank you for your kindness

APPENDIX D

RELATIONSHIP BETWEEN MEDIA CHANNEL IN EACH SEGMENT

$(N = 49)$

How do you know Cloud accounting from?	Segments				Total	
	Current user		Non-current user			
	N	percentage	N	percentage	N	percentage
Friend or colleague	12	35.3%	7	46.7%	19	38.8%
Advertisement on website	10	29.4%	2	13.3%	12	24.5%
Advertisement on social media such as Facebook, Instagram or Twitter	10	29.4%	2	13.3%	12	24.5%
Searching on internet	16	47.1%	6	40.0%	22	44.9%
Seminar, booth, and event	3	8.8%	2	13.3%	5	10.2%
Others channel	2	5.9%	1	6.7%	3	6.1%

Pearson Chi-Square Tests

		Segments
How do you know Cloud accounting from?	Chi-square	3.929
	df	6
	Sig.	.686[a,b]

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

b. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

APPENDIX E

RELATIONSHIP BETWEEN THE AWARENESS OF CLOUD ACCOUTNING PROGRAM IN EACH SEGMENT

$(N = 77)$

Accounting program list	Segments				Total	
	Current user		Non-current user			
	N	percentage	N	percentage	N	percentage
Flowaccount	24	70.6%	11	25.6%	35	45.5%
Express	27	79.4%	30	69.8%	57	74.0%
eflowsys	3	8.8%	1	2.3%	4	5.2%
MAC-5	12	35.3%	4	9.3%	16	20.8%
Peak account	26	76.5%	5	11.6%	31	40.3%
Xero	10	29.4%	0	0.0%	10	13.0%
Wave account	0	0.0%	1	2.3%	1	1.3%
myAccount	15	44.1%	6	14.0%	21	27.3%
Others	0	0.0%	5	11.6%	6	7.8%
None of above	3	8.8%	3	7.0%	5	6.5%

Pearson Chi-Square Tests

		Segments
Accounting program name	Chi-square	87.407
	df	10
	Sig.	.000[*,b,c]

Results are based on nonempty rows and columns in each innermost subtable.

*. The Chi-square statistic is significant at the .05 level.

b. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

c. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

APPENDIX F

RELATIONSHIP BETWEEN BUSINESS NATURES IN SEGMENTS

($N = 77$)

Business Natures		Segments				Total	
		Current user		Non-current user			
		N	percentage	N	percentage	N	percentage
Business model	Family business	7	20.6%	12	27.9%	19	24.7%
	Corporate business	12	35.3%	20	46.5%	32	41.6%
	Self-owner	14	41.2%	8	18.6%	22	28.6%
	Others	1	2.9%	3	7.0%	4	5.2%
	Total	34	100.0%	43	100.0%	77	100.0%
Business Size	Large corporate business	3	8.8%	12	27.9%	15	19.5%
	SME business	31	91.2%	31	72.1%	62	80.5%
	Total	34	100.0%	43	100.0%	77	100.0%
Business duration	Less than 5 year	18	52.9%	8	18.6%	26	33.8%
	5 - 10 years	9	26.5%	9	20.9%	18	23.4%
	10 - 15 years	4	11.8%	2	4.7%	6	7.8%
	15 - 20 years	1	2.9%	9	20.9%	10	13.0%
	20 - 25 years	0	0.0%	6	14.0%	6	7.8%
	25 - 30 years	0	0.0%	3	7.0%	3	3.9%
	More than 30 years	2	5.9%	6	14.0%	8	10.4%
	Total	34	100.0%	43	100.0%	77	100.0%
Own or Outsourcing	Own accounting officer	22	64.7%	36	83.7%	58	75.3%
	Outsourcing	12	35.3%	7	16.3%	19	24.7%
	Total	34	100.0%	43	100.0%	77	100.0%

Business Natures		Segments				Total	
		Current user		Non-current user			
		N	percentage	N	percentage	N	percentage
Business Industry	Hotel and restaurant	0	0.0%	2	4.7%	2	2.6%
	Real estate	1	2.9%	1	2.3%	2	2.6%
	Wholesale and retail	8	23.5%	7	16.3%	15	19.5%
	Car and automobile dealership	1	2.9%	1	2.3%	2	2.6%
	Construction	4	11.8%	1	2.3%	5	6.5%
	Accounting	4	11.8%	4	9.3%	8	10.4%
	Tourism	1	2.9%	2	4.7%	3	3.9%
	Entertainment	0	0.0%	2	4.7%	2	2.6%
	Financial service and insurance	2	5.9%	4	9.3%	6	7.8%
	Food industry	0	0.0%	1	2.3%	1	1.3%
	Manufacturing	3	8.8%	6	14.0%	9	11.7%
	Mass media	0	0.0%	0	0.0%	0	0.0%
	Telecommunications (internet)	0	0.0%	0	0.0%	0	0.0%
	Transport and warehouse	1	2.9%	0	0.0%	1	1.3%
	Consultant	2	5.9%	0	0.0%	2	2.6%
	Others	7	20.6%	12	27.9%	19	24.7%
	Total	34	100.0%	43	100.0%	77	100.0%

Pearson Chi-Square Tests

		Segments
Business model	Chi-square	4.968
	df	3
	Sig.	.174[a]
Business Size	Chi-square	4.408
	df	1
	Sig.	.036[*]
Business duration	Chi-square	21.150
	df	6
	Sig.	.002[a,*]

Pearson Chi-Square Tests

		Segments
Own or Outsourcing	Chi-square	3.694
	df	1
	Sig.	.055
Business Industry	Chi-square	12.299
	df	13
	Sig.	.503[a,c]

Results are based on nonempty rows and columns in each innermost subtable.
*. The Chi-square statistic is significant at the .05 level.
a. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.
c. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

APPENDIX G

CORRELATION BETWEEN FACTORS AFFECTING ATTITUDE TOWARD ACCOUNTING SYSTEM AND CUSTOMER SATISFACTION

($N = 82$)

		Overall satisfaction rate toward current system	Software interface	User friendly	Installing price	Maintenance cost	Stability of the program or system	Security	Product well-known
Overall satisfaction rate toward current system	Pearson Correlation	1	.761**	.728**	.487**	.544**	.620**	.530**	.377**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	82	82	82	82	82	82	81	82
Software interface	Pearson Correlation	.761**	1	.719**	.544**	.493**	.498**	.390**	.264*
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.016
	N	82	82	82	82	82	82	81	82
User friendly	Pearson Correlation	.728**	.719**	1	.482**	.520**	.663**	.519**	.396**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	82	82	82	82	82	82	81	82
Installing price	Pearson Correlation	.487**	.544**	.482**	1	.781**	.379**	.242*	.187
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.029	.092
	N	82	82	82	82	82	82	81	82
Maintenance cost	Pearson Correlation	.544**	.493**	.520**	.781**	1	.476**	.370**	.289**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.001	.008
	N	82	82	82	82	82	82	81	82
Stability of the program or system	Pearson Correlation	.620**	.498**	.663**	.379**	.476**	1	.607**	.386**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	82	82	82	82	82	82	81	82
Security	Pearson Correlation	.530**	.390**	.519**	.242*	.370**	.607**	1	.384**
	Sig. (2-tailed)	.000	.000	.000	.029	.001	.000		.000
	N	81	81	81	81	81	81	81	81
Product well-known	Pearson Correlation	.377**	.264*	.396**	.187	.289**	.386**	.384**	1
	Sig. (2-tailed)	.000	.016	.000	.092	.008	.000	.000	
	N	82	82	82	82	82	82	81	82

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

APPENDIX H

RELATIONSHIP BETWEEN ATTITUDE TOWARD CURRENT ACCOUNTING SYSTEM AND SATISFACTION RATE

($N = 82$)

Attitude toward current accounting system	Satisfaction rate				Total	
	Satisfied		Dissatisfied			
	N	percentage	N	percentage	N	percentage
Software interface	32	84.2%	9	37.5%	41	66.1%
User friendly	33	86.8%	7	29.2%	40	64.5%
Installing price	26	68.4%	12	50.0%	38	61.3%
Maintenance cost	27	71.1%	12	50.0%	39	62.9%
Stability of the program or system	26	68.4%	6	25.0%	32	51.6%
Security	28	73.7%	7	29.2%	35	56.5%
Product well-known	22	57.9%	11	45.8%	33	53.2%

Pearson Chi-Square Tests

		Satisfaction rate
Attitude toward current accounting system	Chi-square	64.423
	df	7
	Sig.	.000*

Results are based on nonempty rows and columns in each innermost subtable.
*. The Chi-square statistic is significant at the .05 level.

APPENDIX I

RELATIONSHIP BETWEEN SELECTION CRITERIA IN EACH SEGMET

$(N = 76)$

Selection criteria	Segments				Total	
	Current user		Non-current user			
	N	percentage	N	percentage	N	percentage
System security (in term of privacy)	18	54.5%	8	18.6%	26	34.2%
Necessary accounting support function and features e.g. invoice, billing note, stock	32	97.0%	41	95.3%	73	96.1%
Financial statement and business document template e.g. tax invoice, billing note	33	100.0%	39	90.7%	72	94.7%
Reasonable price	31	93.9%	40	93.0%	71	93.4%
Well-known	18	54.5%	27	62.8%	45	59.2%
Program stability	33	100.0%	41	95.3%	74	97.4%
24-hour service support	28	84.8%	35	81.4%	63	82.9%
Ease of retrieving information	30	90.9%	41	95.3%	71	93.4%
User-friendly	31	93.9%	42	97.7%	73	96.1%
Anti-virus support	30	90.9%	37	86.0%	67	88.2%
Program is compatible with business type	32	97.0%	42	97.7%	74	97.4%

Pearson Chi-Square Tests

		Segments
Important factor when choosing accounting system	Chi-square	18.115
	df	11
	Sig.	.079

Results are based on nonempty rows and columns in each innermost subtable.

APPENDIX J

CORRELATION BETWEEN PREVENTING FACTORS AND CUSTOMER PURCHASE INTENTION

$(N = 42)$

		Purchase intention	High switching cost	I do not want to upload my data on 'Cloud' due to security issue	Cloud accounting software is not widely known	I think Cloud accounting is hard to use	the software is not fit with my business type	I think the software is not reliable	I do not want to change my accounting system	Cloud accounting is too expensive	Credibility of software owner
Purchase intention	Pearson Correlation	1	-.159	-.126	-.208	.049	-.097	.041	-.302	.264	.193
	Sig. (2-tailed)		.328	.440	.205	.763	.552	.802	.058	.100	.232
	N	69	40	40	39	40	40	39	40	40	40
High switching cost when changing to other accounting	Pearson Correlation	-.159	1	.163	.203	.107	.024	-.020	.020	.323*	.053
	Sig. (2-tailed)	.328		.301	.204	.499	.881	.903	.899	.037	.737
	N	40	42	42	41	42	42	41	42	42	42
I do not want to upload my data on 'Cloud' due to security	Pearson Correlation	-.126	.163	1	.392*	.210	.522**	.381*	.135	.154	.199
	Sig. (2-tailed)	.440	.301		.011	.183	.000	.014	.395	.329	.206
	N	40	42	42	41	42	42	41	42	42	42
Cloud accounting software is not widely known	Pearson Correlation	-.208	.203	.392*	1	.517**	.199	.264	.337*	.074	-.023
	Sig. (2-tailed)	.205	.204	.011		.001	.212	.100	.031	.648	.889
	N	39	41	41	41	41	41	40	41	41	41
I think Cloud accounting is hard to use	Pearson Correlation	.049	.107	.210	.517**	1	.188	.245	.146	.265	-.285
	Sig. (2-tailed)	.763	.499	.183	.001		.233	.122	.358	.090	.067
	N	40	42	42	41	42	42	41	42	42	42
the software is not fit with my business type	Pearson Correlation	-.097	.024	.522**	.199	.188	1	.319*	.310*	.274	-.088
	Sig. (2-tailed)	.552	.881	.000	.212	.233		.042	.046	.079	.580
	N	40	42	42	41	42	42	41	42	42	42
I think the software is not reliable	Pearson Correlation	.041	-.020	.381*	.264	.245	.319*	1	.096	.226	-.256
	Sig. (2-tailed)	.802	.903	.014	.100	.122	.042		.550	.156	.107
	N	39	41	41	40	41	41	41	41	41	41
I do not want to change my accounting system	Pearson Correlation	-.302	.020	.135	.337*	.146	.310*	.096	1	.099	.073
	Sig. (2-tailed)	.058	.899	.395	.031	.358	.046	.550		.532	.648
	N	40	42	42	41	42	42	41	42	42	42
Cloud accounting is too expensive	Pearson Correlation	.264	.323*	.154	.074	.265	.274	.226	.099	1	.032
	Sig. (2-tailed)	.100	.037	.329	.648	.090	.079	.156	.532		.841
	N	40	42	42	41	42	42	41	42	42	42
Credibility of software owner	Pearson Correlation	.193	.053	.199	-.023	-.285	-.088	-.256	.073	.032	1
	Sig. (2-tailed)	.232	.737	.206	.889	.067	.580	.107	.648	.841	
	N	40	42	42	41	42	42	41	42	42	42

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

APPENDIX K

RELATIONSHIP BETWEEN SELECTION CRITERIA AND SEGMENTS

$(N = 69)$

The perception toward new function/features of Cloud accounting	Segments				Total	
	Current user		Non-current user			
	N	percentage	N	percentage	N	percentage
Online auto backup and disaster recovery	29	96.7%	38	97.4%	67	97.1%
Modern and user-friendly interface	29	96.7%	39	100.0%	68	98.6%
Can import/export/connect data from excel file or other programs into the cloud accounting program	30	100.0%	39	100.0%	69	100.0%
Analyzing data feature (for comparing between the product or comparing between the different time period)	30	100.0%	39	100.0%	69	100.0%
Real time-sharing information from each branch (in the same user account or under the same company)	30	100.0%	38	97.4%	68	98.6%
A feature to show a picture of the product after entering the product coding	28	93.3%	37	94.9%	65	94.2%
Having monthly and yearly stock report	30	100.0%	39	100.0%	69	100.0%
Additional feature base on customer business type (e.g. trading company, manufacturer or service company)	30	100.0%	39	100.0%	69	100.0%
Customize financial report and business document format	30	100.0%	39	100.0%	69	100.0%

Pearson Chi-Square Tests

		Segments
The perception toward Cloud accounting improvement	Chi-square	2.209
	df	9
	Sig.	.988

Results are based on nonempty rows and columns in each innermost subtable

APPENDIX L

RELATIONSHIP BETWEEN INTENTION TO ADOPT NEW FUNCTIONS/FEATURES AMONG SEGMENTS

$(N = 69)$

Intention to adopt new functions/features	Segments				Total	
	Current user		Non-current user			
	N	percentage	N	percentage	N	percentage
Unlikely	29	74.4%	0	0.0%	29	42.0%
Very Likely	10	25.6%	30	100.0%	40	58.0%

Pearson Chi-Square Tests

		Segments
How likely are you to adopt or continue using Cloud accounting software?	Chi-square	38.481
	df	1
	Sig.	.000*

Results are based on nonempty rows and columns in each innermost subtable.
*. The Chi-square statistic is significant at the .05 level.

APPENDIX M

RELATIONSHIP BETWEEN WILLING-TO-PAY PRICE OF NEW FUNCTIONS/FEATURES

($N = 69$)

Willing-to-pay price per year	Segments				Total	
	Current user		Non-current user			
	N	percentage	N	percentage	N	percentage
Free with limited feature available	5	16.7%	3	7.7%	8	11.6%
Up to 1,000 THB	2	6.7%	11	28.2%	13	18.8%
1,001 - 3,000 THB	10	33.3%	4	10.3%	14	20.3%
3,001 - 6,000 THB	5	16.7%	9	23.1%	14	20.3%
6,001 - 10,000 THB	2	6.7%	2	5.1%	4	5.8%
10,001 - 20,000 THB	4	13.3%	4	10.3%	8	11.6%
More than 20,000 THB	2	6.7%	6	15.4%	8	11.6%

Pearson Chi-Square Tests

		Segments
Willing-to-pay price per year	Chi-square	11.466
	df	6
	Sig.	.075[a]

Results are based on nonempty rows and columns in each innermost subtable.
a. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

APPENDIX N

RELATIONSHIP BETWEEN

PREFERRED PAYMENT METHOD IN SEGMENTS

($N = 69$)

Payment methods	Segments				Total	
	Current user		Non-current user			
	N	percentage	N	percentage	N	percentage
One time and last forever	15	50.0%	18	46.2%	33	47.8%
Annually	13	43.3%	14	35.9%	27	39.1%
Quarterly	6	20.0%	5	12.8%	11	15.9%
Monthly	4	13.3%	8	20.5%	12	17.4%

Pearson Chi-Square Tests

		Segments
Payment methods	Chi-square	1.755
	df	4
	Sig.	.781

Results are based on nonempty rows and columns in each innermost subtable.

APPENDIX O

RELATIONSHIP BETWEEN CHANNEL USAGE IN SEGMENTS

($N = 69$)

Channel usage	Segments				Total	
	Current user		Non-current user			
	N	percentage	N	percentage	N	percentage
Web browser (e.g. Google, Firefox, and Safari)	25	83.3%	23	59.0%	48	69.6%
Application on tablets or mobile phones for both IOS and Android	26	86.7%	36	92.3%	62	89.9%
Application on Desktop	16	53.3%	19	48.7%	35	50.7%
Others channel	1	3.3%	0	0.0%	1	1.4%

Pearson Chi-Square Tests

		Segments
Channel usage	Chi-square	6.808
	df	4
	Sig.	.146[a,b]

Results are based on nonempty rows and columns in each innermost subtable.
a. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.
b. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

BIOGRAPHY

Name	Miss Thamonporn Simapivapan
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Educational Attainment	2013: Banking and Finance Major in Bachelor of Business Administration Degree, Chulalongkorn University
Work Position	Senior Finance Officer RT Thai Co., Ltd
Work Experiences	Assistant Vice President, Retail Equities CIMB Securities (Thailand) Co., Ltd Corporate Credit Analyst Kasikornbank Public Company Limited, Thailand