



**MAJOR FACTORS THAT INFLUENCE OFFLINE AND
ONLINE JEWELRY PURCHASE IN THAILAND**

BY

MISS THANISA VEERASAKSRI

**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 2018
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INDEPENDENT STUDY

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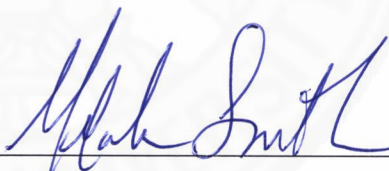
ENTITLED

MAJOR FACTORS THAT INFLUENCE OFFLINE AND
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was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

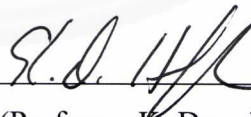
on.....**13 MAY 2019**.....

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Independent Study Title	MAJOR FACTORS THAT INFLUENCE OFFLINE AND ONLINE JEWELRY PURCHASE IN THAILAND
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ABSTRACT

The study of “Major factors that influence offline and online jewelry purchase in Thailand” represents a social topic in applied marketing focusing on technology. The first objective is to identify key decision factors of purchasing jewelry online and offline. A second objective is to determine segments of jewelry customers. And the last objective is to identify most effective marketing activities for jewelry business.

To understand offline and online jewelry purchase in Thailand, the marketing research will be conducted in both exploratory and descriptive research which focus on both qualitative and quantitative research. Starting with exploratory research by using secondary research and in-depth interview. Following by descriptive research using online questionnaires. The data analysis will be using SPSS to analyze the survey.

This report aims to understand major factors that influence offline and online jewelry purchase in Thailand in order to identify characteristics of jewelry customers and create effective communication strategy for both online and offline channels. Data will be collected mainly by in-depth interview and survey questionnaire. The collected data will then be analyzed by SPSS. The research period is from October 1, 2018 to May 31, 2019.

Keywords: jewelry, silver jewelry, promotion



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Miss Thanisa Veerasaksri



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CHAPTER 1

INTRODUCTION

1.1 Current Situation

Since the start of Digital Thailand 4.0 program, there is a wave of opportunities for e-commerce businesses in the country. The initiative has increased internet adoption, and encouraged businesses to use e-payments and e-marketplaces to sell local products. Moreover, fashion including jewelry is the fastest growing and the most competitive online market segment in Thailand. However, only few jewelry brands are successful in Thais market due to several reasons. One of the main reasons is because they focus on producing at low cost and sell at low price instead of hit the true factor that make customer purchase jewelry.

Moreover, nowadays online shopping is becoming one of people daily routine. There is not new thing anymore. This is a great opportunity for jewelry brands since it was a bridge the gap between online and offline in an omnichannel world.

1.2 Research Objectives

Research Objectives:

1. To identify key decision factors of purchasing jewelry online and offline
 - 1.1 To determine key decision factors of purchasing jewelry online
 - 1.2 To determine key decision factors of purchasing jewelry offline
 - 1.3 To determine the level of importance of each key decision factors
2. To determine segments' characteristics of customers who purchasing jewelry online and offline
3. To identify most effective marketing activities for online and offline jewelry business
 - 3.1 To identify current marketing and promotional activities for jewelry business

3.2 To determine the most effective marketing and promotional activities for jewelry business

This study helps to indicate an opportunity to apply marketing knowledge to enhance business in jewelry industry in Thailand which help jewelry brand making better marketing decision including the most influential factor and the most effective marketing activities. As a result, brands could introduce the right tools for the right Thai customers and create an effective communication strategy.

Conceptual Model

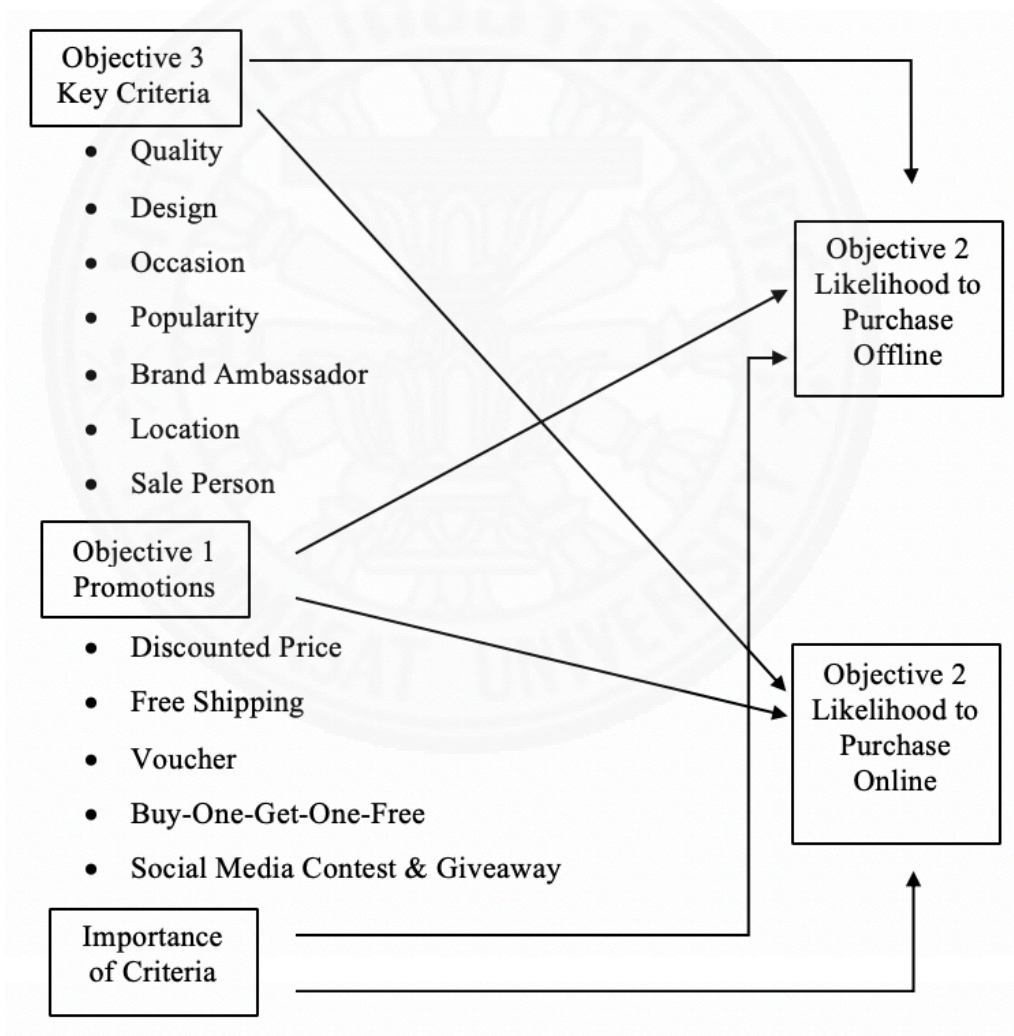


Figure 1.1 Conceptual Model

CHAPTER 2

REVIEW OF LITERATURE

Consumer behavior may be defined as that behaviors exhibited by people in planning purchasing and using economic goods and services. The buyer is considered as a black box, because his mind can- not be imaged, as this buying decision. The buying decision depends on his attitude, preference, feelings and so forth factors influencing consumer behavior. Therefore, knowing how consumers respond to various marketing stimuli product, price, place and promotion is important. (Vijaya, 2014)

Since jewelry is considered as luxury goods, there are many factors that influence purchasing jewelry. For instance, customers purchase jewelry in order to upgrade social status, reward hard work, gain extra feeling of confidence, get memorable gift and to fulfil their psychological needs. Moreover, these factors are related to their economic factors including disposable income, income expectation, propensity to consumer and to save and liquidity of funds. (Danziger, 2004)

In spite of recent global economic downturns, luxury goods have maintained their popularity while the sales of other goods have sharply fallen. The reason is luxury goods are not bought for the same reasons as normal goods are. Thus, consumer decision making plays a huge role in the sales of luxury goods, particularly status consumption, and the motivations for status consumption were identified according to different types of motivations. (Seung Yoon Rhee, 2017)

Peer pressure and group reference are important external factor to determine the consumer behavior in purchasing jewelry as well. Individuals mostly listen to others' recommendation and the way they feel at that time. This is mostly because a large number of us want to 'belong.' This means that understanding the influence of reference groups on consumer buying is beneficial to jewelry business. (Hitesh, 2017)

For centuries, jewelry has been used to denote wealth, power, class and status. Image is everything especially for American consumers. Physical appearance is their big issues as they willing to buy expensive jewelry to get their image a boost. It

certainly says “I’m different.” Which is all about human ornamentation as a way to emphasize our individuality from the masses. (Index Magazine,2008)

It is undeniable that promotion tools affect consumer behavior. The impact of different sales promotion tools causes different consumer buying behavior. The buy-one-get-one free has a strong significant relationship with the purchasing behavior. (Mughal 2014)

In addition, the internet has changed the way people buy goods more rapidly than other technology in the history of business. In the past, everyone had to visit their bank for transactions. Nowadays mobile banking can be done any place that has internet access. With so much change in lifestyle by internet, marketing needs to be executing in different ways. Unlike mass marketing, modern marketing is devising that target the right people with right messages that will appeal to them. (Evan 2017)

Thailand is one of the region’s highest number of internet users and the biggest social commerce market. According to market reports, over 50 percent of Thai online shoppers purchase products through social networks such as Facebook and Instagram. Many e-commerce merchants set up Facebook and Instagram pages for selling their products. Moreover, fashion is the fastest growing and the most competitive online market segment in Thailand. Recently, 12.1 million Thais shop online and spend an average of US\$ 243 per year on e-commerce. (Rastogi, 2018) For this research, the study will be built based on these initial findings.

In summary, the findings have shown that customers purchase jewelry due to several reasons including upgrade social status, reward hard work, gain extra feeling of confidence and get memorable gift. However, there are no study of fashion silver jewelry in Thailand that this study will focus. Combining with changing consumer demographic and lifestyle nowadays especially the trend of online shopping. There is no evidence of factors that influence online shopping jewelry customers in Thailand. This study aims to address this deliver insightful information for this particular industry.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Exploratory Research

The purpose of exploratory research aimed to explore general information about jewelry in Thailand, issue in order to develop the questionnaires.

3.1.1 Secondary research

Information regarding industry overview, demographic of consumers was gathered from published source and website such as online business newspaper and ministry of commerce, Thailand.

3.1.2 In-depth interview

The objective was to explore the behavior of purchase jewelry online and offline before designing the questionnaire. In-depth interviews were conducted on respondents, who was online and offline jewelry customers. Phone interviews and face-to-face interviews were used for this procedure.

Objective:

1. To identify key decision factors of purchasing jewelry online and offline (Research Objective 1)
2. To identify most effective marketing activities for jewelry business (Research Objective 3)

3.2 Descriptive Research

The descriptive research was conducted using an online survey with approximately 255 respondents with approximately 10-15 minutes. This research approach aimed to describe consumers in terms of their characteristics and factor that influence their buying behavior on jewelry. Finally, this research was used to yield a conclusion to answer research objectives by applying survey questionnaire method.

3.2.1 Survey Questionnaire

The survey questionnaire was conducted online with a total of 255 respondents selected from the group of current consumers. The questionnaire length of time was approximately 10 minutes

3.3 Data Collecting Procedure

3.3.1 Sampling Plan (sample size and recruiting plan)

Due to the time limitation, sample selection of each focus group and questionnaire was by convenient sampling.

Sampling Plan (sample size and recruiting plan)

Both qualitative and quantitative research methods were applied non-probability sampling which was only convenience sampling technique due to time constraint.

Target Population

Target group of this study were male or female aged 18-40 years old. They lived in Thailand. All socio-economic status was eligible for this study. Importantly, target group was those who used to purchase jewelry at least once which will recruit through jewelry Facebook page and jewelry official LINE account with selective criteria per participant requirement.

3.3.1.1 In-depth interview

Target respondents:

- Male and Female age 24-30 years old
- Purchase jewelry at least once
- Residents in Bangkok
- Not currently working in jewelry industry
- Not currently working in marketing research industry
- From office, fitness center or use personal connection

3.3.1.2 Survey Questionnaire

Target respondents:

- Male or Female age 18-40 years old

- Purchase jewelry at least once
- Not currently working in jewelry industry
- Not currently working in marketing research industry
- Residents in Thailand
- SES: All socioeconomic classes
- Through Facebook page with selective criteria per participant requirement.

3.4 Data Analysis Plan

The analysis from the data obtained from research was analyzed using the Statistical Package for the Social Sciences (SPSS) to identify statistical data, frequencies, analysis of variance and correlation between variables. Other statistical analysis was also used if appropriate.

3.4.1 Key Research Variables

Independent Variables

Characteristics of consumers who buy jewelry:

- Demographic variables: gender, age, education, occupation and income
- Behavioral variables: purchase frequency, purchase spending, purchase occasions
- Psychological variables: motivation to buy jewelry

Dependent Variables

Consumer decision of purchasing jewelry:

- Factors that cause needs
- Information source they search for
- Marketing and promotional activities that trigger

3.4.2 Dummy table

Table 3.1 Occupation, behavior and demographic details of study respondents

Characteristics	Data
1. Age (years)	<ul style="list-style-type: none"> • Mean • Standard Deviation • Range
2. Gender	N% of each gender
3. Occupation	<ul style="list-style-type: none"> • Business Owner • Family Business • Office worker • Freelance, Student • Unemployed
4. Income level	<ul style="list-style-type: none"> • Below 15,000 THB per month • 15,001 – 30,000 per month • 30,001 – 50,000 per month • More than 50,001 per month

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Consumer In-depth Interview

Research findings

First in-depth interview (Respondent: Consumers)

In-depth interviews conducted on October 26. Now a total of 3 interviewees who live in Bangkok and purchased Thai jewelry brand both online and offline recently. Two females (age 30 and 24) who have family business and Chinese tutor. One male (age 26) business owner. The objective was to gather information and explore their shopping behavior of purchasing jewelry. This included their major factor that influence them to buy jewelry online and offline before designing questionnaire.

4.1.1 Sample result

1. Both female respondents said design was the most important factor.
2. Male respondent said the occasion was the only reason for purchasing jewelry because he bought as a gift for his girlfriend.
3. All respondents said although they saw jewelry online, they still wanted to try them on at offline shop.
4. Both female respondents said price was not crucial criteria as long as price and quality must be related.

Problems:

1. Male respondent was not decision maker because it was based on his girlfriend requests.
2. Factors that influence them for offline and online jewelry purchase was very similar.
3. Respondents perceived buying jewelry as omnichannel rather than either online or offline.

Solutions:

1. Focusing more on woman since she was gatekeeper for men to buy jewelry
2. Conducting more in-dept interviews: Finding respondent that bought only online and offline.

4.2 Survey Questionnaire

4.2.1 Respondents Profile

The survey questionnaire was conducted online with 232 respondents via SurveyMonkey.com. However, only 161 respondents met the criteria for this study. The other 40 respondents did not pass the screening question (as indicated in Section 3.1.1.2 Target Respondents) and the other 31 respondents did not complete the questionnaire (See Appendix B for the general profile of respondents).

Number of Respondents: 161 people

Gender: 88.2% female and 11.8% male

Age: The majority of the respondents (88.2%) are in the age range of 18-32 years old

Education: The majority of the respondents (64.6%) have Bachelor's degree as highest degree of education

Income: 34.8% of the respondents have an income below 20,000 Baht range, while 32.3% of the respondents have an income within 20,001 – 40,000 Baht range.

All target respondents were Thai consumers, age 18 - 60 years, male and female, who purchased jewelry at least once in 3 years, and currently not working in jewelry industry or marketing research industry.

4.2.2 Consumers segment by purchase channel

Consumers are separated into two groups by their main purchase channel, as shown in Table 4.1. Consumers who purchase jewelry from online channel more than 50% of the times are classified as “Online Consumers” (n = 52). Consumers who purchase jewelry at physical stores more than 50% of the times are classified as “Offline Consumers” (n=109). “Online Consumers” segment and “Online Consumers”

segment have similar demographic profile, and also similar to the overall respondents. (See Appendix B for the general profile of each segment).

Table 4.1 Consumers segment by purchase channel

Segment	Frequency	Percent
Online Consumers	52	32.3%
Offline Consumers	109	67.7%

4.2.3 Key decision factors of purchasing jewelry online and offline

Respondents were asked to rate (on a five-point scale) the importance of each factor that affects their purchase decision of jewelry. Based on the result from all respondents, the top four decision factors from their jewelry purchase in the past are “Design” (mean = 4.6), “Quality” (mean = 4.45), “Product durability” (mean = 4.4), and “No allergy” (mean = 4.34). The top four decision factors remain the same for their next jewelry purchase decision. Online consumers and offline consumers also have same top four decision factors. Means (five-point scale) are distributed according to each segment in Table 4.2

Even though “Quality” is one of the top four decision factors for both Online consumers and Offline consumers, according to the result of jewelry purchase decision in the past, “Quality” factor for Online consumer is significantly more important than Offline consumer ($t = 2.132$, $p < 0.035$). This illustrated that Online consumers tend to concern more about the product quality since they cannot see or touch the real products before purchase.

The decision factor that turn out to be somewhat not important is “Product storytelling”, meaning that consumers do not care much about story behind the product as long as the product has good design and good quality.

Table 4.2 Consumers segment by purchase channel

Decision Factors (five-point scale; 1= Not important, 5 = Most important)	Total Respondents (n = 161)		Online Customers (n = 52)		Offline Customers (n = 109)		t	p-value
	Mean	SD	Mean	SD	Mean	SD		
Considering your jewelry purchase in the past, to what extent do you agree or disagree with these criteria?								
Price	3.91	0.77	3.98	0.67	3.87	0.82	0.898	0.371
Quality	4.45	0.61	4.6	0.57	4.39	0.62	2.132	0.035
Design	4.6	0.53	4.63	0.56	4.59	0.51	0.516	0.607
Special Occasion	3.52	0.96	3.4	0.89	3.57	0.98	-1.061	0.291
Product storytelling	3.4	0.98	3.38	0.93	3.41	1	-0.175	0.861
Promotion	3.96	0.93	4.06	0.85	3.92	0.96	0.937	0.351
Seller Creditability	4.2	0.77	4.25	0.68	4.17	0.81	0.617	0.538
Product durability	4.4	0.73	4.4	0.75	4.4	0.72	0.001	0.999
East of daily use	4.25	0.82	4.33	0.73	4.22	0.85	0.818	0.415
No Allergy	4.34	0.91	4.37	0.91	4.32	0.92	0.288	0.774
Considering jewelry purchase, to what extent do you think each decision factor is important for you?								
Price	4.01	0.8	4.04	0.79	3.99	0.81	0.354	0.724
Quality	4.49	0.62	4.52	0.64	4.48	0.62	0.395	0.694
Design	4.46	0.52	4.44	0.5	4.47	0.54	-0.296	0.768

Decision Factors (five-point scale; 1= Not important, 5 = Most important)	Total Respondents (n = 161)		Online Customers (n = 52)		Offline Customers (n = 109)		t	P-value
	Mean	SD	Mean	SD	Mean	SD		
Considering jewelry purchase, to what extent do you think each decision factor is important for you?								
Special Occasion	3.38	1.1	3.31	1.18	3.41	1.06	-0.545	0.587
Product Storytelling	3.42	1.07	3.37	1.01	3.44	1.1	-0.428	0.67
Promotion	3.86	0.93	3.94	0.85	3.83	0.96	0.78	0.437
Seller Creditability	4.16	0.79	4.25	0.71	4.11	0.82	1.11	0.269
Product Durability	4.34	0.73	4.25	0.68	4.39	0.74	-1.142	0.256
East of Use	4.24	0.76	4.25	0.76	4.24	0.77	0.089	0.929
No Allergy	4.39	0.84	4.33	0.9	4.41	0.81	-0.584	0.56

4.2.4 Purchasing Behavior of Online consumers and Offline consumers

According to Table 4.3, the results showed that there were significant differences in pieces of jewelry purchased in one year between segments (*Chi-square* = 6.393, $p < 0.041$). 25.00% of Online consumers purchased 6 – 10 pieces in one year, whereas only 10.10% of Offline consumers purchased 6 – 10 pieces in one year, this indicated that Online consumers purchased higher number of pieces in one year. However, the majority of both segments purchase jewelry 1 – 5 pieces per year. In term of spending on jewelry, there were no differences in spending amount between segments (*Chi-square* = 13.23, $p < 0.104$). Majority of both segments spent between 100 – 1,000 THB each time for purchasing jewelry.

Table 4.3 Purchasing behaviors by segments

	Online Consumers (n = 52)		Offline Consumers (n = 109)		Chi-square test between segments	
	n	%	n	%	Chi-square	Sig.
How many fashion jewelry did you purchase in 1 year?						
1 - 5 pieces	33	63.50%	86	78.90%	6.393	0.041
6 - 10 pieces	13	25.00%	11	10.10%		
More than 10 pieces	6	11.50%	12	11.00%		
How much did you spend each time for fashion jewelry on average?						
Below 100 THB	1	1.90%	2	1.80%	13.23	0.104
101 - 500 THB	11	21.20%	19	17.40%		
How much did you spend each time for fashion jewelry on average?						
501 - 1000 THB	9	17.30%	25	22.90%	13.23	0.104
1001 - 1500 THB	6	11.50%	14	12.80%		
1501 - 2000 THB	11	21.20%	12	11.00%		
2001 - 2500 THB	6	11.50%	7	6.40%		
2501 - 3000 THB	4	7.70%	5	4.60%		
3001 - 3500 THB	3	5.80%	4	3.70%		
More than 3,500 THB	1	1.90%	21	19.30%		

For purchase occasion of jewelry, as shown in Table 4.4, 78.90% of all respondents mentioned that one of their purchase occasions is buying for themselves. 49.70% of all respondents mentioned that one of their purchase occasions is buying as a gift for others. Interestingly, 49.10% of all respondents mentioned that one of their purchase occasions is when they unintentionally see the product on online store or unintentionally see at the shop. The top three purchase occasions are same among the two segments. However, the purchase occasion that seems to have high frequency for Online consumers (48.10%), but somewhat low frequency for Offline consumers (22.90%), is when they see their Instagram influencer wearing the products.

The top three special days that all respondents think of jewelry are Birthday (76.40%), Anniversary (42.20%), and Valentine's Day (35.40%), the top three remains the same among the two segments.

Table 4.4 Purchase occasion by segments

	Online Customers (n = 52)		Offline Customers (n = 109)		Total Respondents (n = 161)	
	n	%	n	%	n	%
What was your purchase occasion in the past? (allow multiple answers)						
When you want a gift for others	26	50.00%	54	49.50%	80	49.70%
When you want a gift for yourself	43	82.70%	84	77.10%	127	78.90%
When you unintentionally find the shop	26	50.00%	53	48.60%	79	49.10%
When you see friends wearing	12	23.10%	14	12.80%	26	16.10%
When you see Instagram influencer wearing	25	48.10%	25	22.90%	50	31.10%
When you see brand owner wearing	12	23.10%	10	9.20%	22	13.70%
When you see top actress and celebrities wearing	12	23.10%	21	19.30%	33	20.50%
Which occasion, you will think of jewelry? (allow multiple answers)						
Birthday	39	75.00%	84	77.10%	123	76.40%
Anniversary	22	42.30%	46	42.20%	68	42.20%
Wedding gifts	4	7.70%	15	13.80%	19	11.80%
Valentine's Day	20	38.50%	37	33.90%	57	35.40%
Mother's Day	13	25.00%	26	23.90%	39	24.20%

	Online Customers (n = 52)		Offline Customers (n = 109)		Total Respondents (n = 161)	
	n	%	n	%	n	%
Which occasion, you will think of jewelry? (allow multiple answers)						
Christmas	8	15.40%	16	14.70%	24	14.90%
New Year	15	28.80%	29	26.60%	44	27.30%
Other	6	11.50%	11	10.10%	17	10.60%

There were no differences in purchase frequency by jewelry category between Online consumers and Offline consumers (t and p-value of each jewelry category are indicated in Table 4.5). The jewelry category that both segments purchased the most is earrings (mean = 2.81). The two runner-up categories are bracelet and ring, respectively. Necklace is the category that has least purchase frequency.

Table 4.5 Purchase frequency by jewelry category

How often do you purchase following silver jewelry? *	Total Respondents (n = 161)		Online Consumers (n = 52)		Offline Consumers (n = 109)		t	p-value
	Mean	SD	Mean	SD	Mean	SD		
Earrings	2.81	1.17	2.75	1.12	2.84	1.2	-0.488	0.627
Necklace	1.99	0.97	2.02	1.02	1.97	0.96	0.278	0.782
Ring	2.25	0.96	2.23	0.9	2.26	0.99	-0.166	0.868
Bracelet	2.29	1.08	2.42	1.13	2.23	1.06	1.04	0.301

*1 = Never, 2 = Once a year, 3 = Less than 2-3 months a time, 4 = Once a month, 5 = More than 2-3 times a month

4.2.5 Preferences of Online consumers and Offline consumers towards Promotion and Marketing Activities

According to Table 4.6, respondents were asked to rate (on a five-point scale) the promotion that they prefer for jewelry purchase. Based on the result from all respondents, the top three preferred promotions are “Discount” (mean = 3.94), “Free delivery (mean = 3.53), and “Buy one get one” (mean = 3.5). The top three purchasing factors are the same among the three segments. Even though “Free delivery” is one of the top three preferred promotions for both segments, “Free delivery” promotion for Online consumer is significantly more important than Offline consumer ($t = 2.584$, $p < 0.011$).

Table 4.6 Promotion Preferences by segments

Which promotions do you prefer? (five-point scale; 1= Not important, 5 = Most important)	Total Respondents (n = 161)		Online Customers (n = 52)		Offline Customers (n = 109)		t-test between segments	
	Mean	SD	Mean	SD	Mean	SD	t	p-value
Discount	3.94	0.9	4.1	0.96	3.87	0.86	1.439	0.154
Free delivery	3.53	1.05	3.81	0.86	3.39	1.11	2.584	0.011
Cash voucher	3.28	1.12	3.44	1.23	3.2	1.07	1.21	0.229
Buy one get one	3.5	1.11	3.6	1.11	3.45	1.12	0.783	0.435
Social Media Contest & Giveaway	2.89	1.19	2.98	1.32	2.84	1.13	0.642	0.522

Table 4.7 showed that majority of both Online consumers and Offline consumers prefer to see product photo in Close up shot and Product shot. Both segments prefer to read content from jewelry shop in Thai language over English language. The online channels that both segments visit the most are Instagram and LINE respectively.

According to Table 4.8, both segments prefer to receive information from Instagram (86.30% of all respondents) and Facebook (54.70% of all respondents).

Table 4.7 General Preferences by segments

	Online Customers (n = 52)		Offline Customers (n = 109)		Chi-square test between segments	
	n	%	n	%	Chi-square	Sig.
Which type of jewelry photo do you like the most?						
Close up shot	25	48.10%	46	42.20%	2.416	0.491
Model	5	9.60%	6	5.50%		
Pack shot (white background)	5	9.60%	18	16.50%		
Product shot	17	32.70%	39	35.80%		
What language do you prefer to see in the content of jewelry marketing?						
Thai	32	61.50%	76	69.70%	1.068	0.301
English	20	38.50%	33	30.30%		
Which online channel do you shop most frequently?						
Other	0	0.00%	0	0.00%	5.938	0.204
LINE	19	36.50%	31	28.40%		
Facebook	3	5.80%	13	11.90%		
Instagram	23	44.20%	38	34.90%		
Official Website	2	3.80%	14	12.80%		
E-commerce (Shopee, Lazada)	5	9.60%	13	11.90%		

Table 4.8 Media Channel Preferences by segments

	Online Customers (n = 52)		Offline Customers (n = 109)		Total Respondents (n = 161)	
	n	%	n	%	n	%
What source of media do you prefer in order to update fashion trends? (allow multiple answers)						
Line	15	28.80%	21	19.30%	36	22.40%
Instagram	48	92.30%	91	83.50%	139	86.30%
Facebook	29	55.80%	59	54.10%	88	54.70%
Magazine	6	11.50%	24	22.00%	30	18.60%
Blogger	8	15.40%	26	23.90%	34	21.10%
IG Influencer	14	26.90%	26	23.90%	40	24.80%
YouTuber	7	13.50%	22	20.20%	29	18.00%

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

5.1.1 Key Decision Factors of purchasing jewelry online and offline

In-depth interview

According to the result of in-depth interview, consumers perceive that design is the most important factor when purchasing jewelry online and offline. Price is not important if it is relevant with product quality. Moreover, consumers prefer buy at offline store more than online store. This is because they think it is better to try them on at offline shop.

Survey Questionnaire

The top four decision factors are:

- 1) Design
- 2) Quality
- 3) Product durability
- 4) No allergy

The other important purchasing factors (mean > 4.0) are Seller Creditability, and Ease of daily use.

On the other hand, Product storytelling is the purchasing factor that is somewhat not important. Online consumers concern more about product quality since they have to make decision to purchase before they can see the real products.

From both exploratory research and descriptive research, design and quality are two factors that influence consumers when purchasing jewelry online and offline. Online stores become more popular nowadays but consumers still concern about quality especially when purchasing jewelry. The offline store is one of the solution to help consumer reassuring about the product quality.

5.1.2 Consumer Segmentation and their Purchasing Behaviors

In-depth interview

Female consumers purchased jewelry mainly for herself. However, the reason that male consumer bought jewelry was not for himself. He bought as a gift for his girlfriend or his special one in the special occasions such as Birthday, Valentine's Day and Anniversary.

Survey Questionnaire

The respondents were segmented into two groups based on their major purchase channel;

- 1) Online consumers
- 2) Offline Consumers.

Online consumers significantly purchase jewelry at higher number of pieces in one year comparing to offline consumers. However, there were no significant differences of spending amount. Majority of both segments spent between 100 – 1,000 THB each time for purchasing jewelry.

78.90% of all respondents have purchasing purposes for themselves. The second and third purposes are purchasing as a gift for others and unintentional purchase, respectively. The top three special occasions that both segments think of purchasing jewelry are as follows:

- 1) Birthday
- 2) Anniversary
- 3) Valentine's Day

The top jewelry categories that respondents are interested in purchasing is earrings. The top three preferred jewelry categories are the same among the three segments which are:

- 1) Earrings
- 2) Bracelet
- 3) Ring

As a result, from exploratory research and descriptive research, the main reason of purchasing jewelry is for themselves.

In addition, the special occasions that consumers thinking of when purchasing jewelry are the same result in in-depth interview and survey questionnaire

which are Birthday, Anniversary, and Valentine's Day.

5.1.3 Marketing Activities for Online and Offline Consumers

Since marketing activities are one of the important factor that can trigger online and offline consumers. Both online and offline consumers prefer to get promotion campaign by:

- 1) Discount
- 2) Free delivery
- 3) Buy one get one

Moreover, the survey results revealed that both segments prefer to see content from jewelry brand in Thai language with product photo in Close up shot and Product shot.

5.2 Recommendation

Main factors

Since there are many factors that involve in purchasing jewelry online and offline. Jewelry brands should mainly focus on two factors which are design and quality of products. This is because both of them are the top decision factors in consumers' mind.

First factor that all jewelry brands must concern is design. Jewelry is about beauty and decoration on consumers' bodies which somehow represents wearers. As a result, consumers will wear only what they really love.

For example, there are many unsold products in the market, although brands discount jewelry at 80% off. This is because no matter how cheap the product is, if consumers do not want that product, they will not purchase it anyway.

Second factor is quality. Since jewelry is the product that consumers must put in on their bodies, it is sensitive to their skin. According to the results of survey questionnaires, no allergy is one of the top four decision factors. As a result, jewelry brands should not concern only on sale & marketing, they should concern on production of jewelry making process as well.

For example, all jewelry should be nickel free so that consumer will not be allergic. This will reduce consumer concern on quality issue.

As the quality is very essential in consumers' point of views, this topic should be emphasized when communicating via online and offline channels. It is recommended to promote online consumer on quality perspective to increase their perceived, and therefore potential increase their purchase intention. Online is easier and cheaper to communicate this message.

For example, jewelry brands could make the video of jewelry making process. This video would emphasize consumers on quality perspective. This could value added to jewelry brands as well.

Price

Since jewelry is not fast-moving consumer goods, consumers do not purchase them every day. Pricing is very important factor in order to survive in jewelry business in long run. From the survey questionnaires, product price range under 1,000 THB is an attracting price tag for both segments of consumers who purchase online and offline, especially online consumer that tends to purchase higher number of pieces per year.

Occasions

According to the result of research, unintentional purchase is surprisingly one of the top three purchasing purposes. Therefore, advertisement would be a good choice to introduce brand to new consumer or remind consumers to think about the brand and consider to purchase jewelry. Becoming top of mind is very hard but necessary. If the brand could come up in consumers' mind when they think of purchasing jewelry, the brand would have high potential to get that consumer.

On the other hand, there are strategies for offline stores as well. The brand should have pop up stores or exhibitions in various areas. As the jewelry is emotional based, consumer would unintentional purchase. Therefore, showing up as pop up stores in crowded areas could significantly increase the revenue.

According to the top three special occasions that both segments think of purchasing jewelry which are Birthday, Anniversary, and Valentine's Day, communicating jewelry products on special occasion could increase the potential of purchase.

For example, the jewelry brand could introduce exclusive packaging, special promotion or limited offers during Valentine's Day. It is obvious that during special occasion it is easier for the brand to influence consumer decision making.

Promotions

To attract consumers, proper contents and the right targeting are necessary. “Discount”, “Free delivery”, and “Buy one get one” are the top three promotion consumers would like to see. For both offline channel and online channel, “Discount” and “Buy one get one” could be applied. “Free delivery” could be applied only for online channel. However, “Free delivery” would be the lowest cost option to offer to consumers.

For example, jewelry brands could introduce promotion of “Free delivery” with minimum purchase of 1,000 THB in online store. This is not only get attention from consumers, this would also increase ticket size to 1,000 THB.

Communication

If jewelry brands aim to target Thai consumer, communication to consumers about jewelry product should be in Thai. It is easier and faster for Thai consumers to understand. However, the choice of languages depends on the brand positioning.

Since the jewelry brands have online stores, it is unavoidable that pictures play important role. This is because consumers purchase based on pictures more than actual products. It is recommended that the brand should use clear photo of products, such as close up shot and product shot.

In conclusion, consumers tend to remember images better than words. Therefore, jewelry brands especially online based must focus on good quality of pictures.

5.3 Research Limitations

The research findings cannot be generalized to the entire population due to the two major reasons.

The first reason is the sample in the research will be selected using a convenience sampling method and the small number of respondents.

The second reason is that time and budget is the major constraint in this research. Due to time constraints, a five-month period was allocated for this study in order to collect both primary and secondary data, to conduct in-depth interviews, and to analyze the data.

5.4 Suggestion for Future Research

There is some improvement should be made with the descriptive research which can be helpful on deeper understanding of male and female jewelry purchasers. The sampling method can be changed to probability sampling to enhance accuracy of result. Increasing the time for this research could help to gather more sample population via online and adding offline, by visiting jewelry stores in Thailand and provide the offline questionnaire to recently jewelry purchasers.

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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 wreath of rice and cotton stalks. The entire emblem is encircled by a border containing the university's name in Thai script at the top and "THAMMASAT UNIVERSITY" in English at the bottom, separated by small floral motifs.

APPENDICES

APPENDIX A
ONLINE QUESTIONNAIRE SURVEY
MAJOR FACTORS THAT INFLUENCE OFFLINE AND
ONLINE JEWELRY PURCHASE IN THAILAND

This questionnaire is a part of Market Research course of Master's Degree Program in Marketing (MIM), Faculty of Commerce and Accountancy, Thammasat University. The information we receive from our respondents shall be used for analysis in research and educational purposes. Additionally, your response will be kept anonymous and confidential.

If you have any further questions about the survey, please contact us through sathanisa@gmail.com for further clarifications. We truly appreciate your time and effort in answering the questions.

Sincerely,

Thanisa Veerasaksri

Section1: Screening Questions

S1. Have you ever bought jewelry online in the past 3 years?

- a) Yes
- b) No

Section2: Demographic Profile

1. How old are you?

- a) Below 18
- b) 18-22
- c) 23-27
- d) 28-32
- e) 33-37
- f) 38-42
- g) 43-47
- h) 48-52

- i) 53-60
- j) Above 60

2. Gender

- a) Male
- b) Female

3. Education

- a) Less Than High School
- b) High School
- c) College
- d) Below Bachelor's Degree
- e) Bachelor's Degree
- f) Master's Degree
- g) Higher than Master's Degree
- h) Other: _____

4. Occupation

- a) Government Officer
- b) Labor
- c) Corporate employee
- d) Freelance
- e) Business Owner
- f) Students
- g) Unemployed

5. Income

- a) Below 20,000 THB
- b) 20,001 - 40,000 THB
- c) 40,001 - 60,000 THB
- d) 60,001 - 80,000 THB
- e) 80,001 - 100,000 THB
- f) Above 100,000 THB

6. Marital status

- a) Single
- b) Married with child
- c) Married without child
- d) Other: _____

7. When you purchase jewelry what percent you buy online and offline?

- a) More than 50% I buy ONLINE
- b) More than 50% I buy OFFLINE

Section3: Key Purchase Decision Factors

8. Considering your jewelry purchase in the past, to what extent do you agree or disagree with these criteria? (Single Answer Each)

Criteria	Strongly Disagree 1	2	Neutral 3	4	Strongly Agree 5
Price					
Quality					
Design					
Occasion					
Popularity					
Product storytelling					
Promotion					
Brand Ambassador					
Store Location					
Seller's credibility					
Product durability					
East of daily use					
No Allergy					

9. Considering jewelry purchase, to what extent do you think each decision factor is important for you? (Single Answer Each)

Important factors for purchase decision	Not important 1	Slightly important 2	Fairly important 3	Very important 4	Extremely important 5
Price					
Quality					
Design					
Occasion					
Popularity					
Product storytelling					
Promotion					
Brand Ambassador					
Store Location					
Seller's credibility					
Product durability					
East of daily use					
No Allergy					

10. Which promotions you prefer?

Criteria	Not Important 1	2	Somewhat Important 3	4	Important 5
Discounted Price					
Free Shipping					
Vouchers					
Buy-One-Get-One-Free					
Social Media Contest & Giveaway					

Section4: Purchasing Frequency

11. How many fashion jewelry did you purchase in 1 year?

- a) 1 - 5 pieces
- b) 6 - 10 pieces
- C) More than 10 pieces

12. How much did you spend each time for fashion jewelry on average?

- a) Below 100 THB
- b) 101 - 500 THB
- c) 501 - 1000 THB
- d) 1001 - 1500 THB
- e) 1501 - 2000 THB
- f) 2001 - 2500 THB
- g) 2501 - 3000 THB
- h) 3001 - 3500 THB
- i) More than 3,500 THB

13. How often you purchase jewelry?

Types of jewelry	Never	Once a year	Less than 2-3 months	Once a month	More than 2-3 times a month
Ring					
Necklace					
Earrings					
Bracelet / Bangle					

14. What were the purchase occasion in the past?

- a) When you want a gift for others
- b) When you want a gift for yourself
- c) When you unintentionally find the shop
- d) When you see friends wearing
- e) When you see Instagram influencer wearing When you see brand owner wearing
- f) When you see top actress and celebrities wearing

15. Which occasion, you will think of jewelry?

- a) Birthday
- b) Anniversary
- c) Wedding gifts
- d) Valentine's Day
- e) Mother's Day
- f) Christmas
- g) New Year
- h) Other: _____

17. Which type of picture do you prefer at most?

- a) Close up shot with model
- b) Model
- c) Pack shot (white background)
- d) Product shot

18. What language do you prefer?

- a) Thai
- b) English

19. What source of media do you prefer in order to update fashion trends?

- a) Line
- b) Instagram
- c) Facebook
- d) Magazine
- e) Blogger
- f) IG Influencer
- g) Youtuber

20. What online channel do you shop?

- a) LINE
- b) Facebook
- c) Instagram
- d) Official Website
- e) E-commerce (Shopee, Lazada)
- f) Other: _____

APPENDIX B

SUMMARY OF RESPONDENTS' PROFILE (n = 161)

Demographics		Total Respondents (n=161)		Segment by online/offline			
				Online Consumers (n=52)		Offline Consumers (n=109)	
		n	%	n	%	n	%
Age	below 18	0	0.00%	0	0.00%	0	0.00%
	18-22	41	25.50%	13	25.00%	28	25.70%
	23-27	58	36.00%	17	32.70%	41	37.60%
	28-32	43	26.70%	18	34.60%	25	22.90%
	33-37	10	6.20%	3	5.80%	7	6.40%
	38-42	1	0.60%	1	1.90%	0	0.00%
	43-47	0	0.00%	0	0.00%	0	0.00%
	48-52	3	1.90%	0	0.00%	3	2.80%
	53-57	3	1.90%	0	0.00%	3	2.80%
	58-60	2	1.20%	0	0.00%	2	1.80%
	above 60	0	0.00%	0	0.00%	0	0.00%
Gender	Male	19	11.80%	2	3.80%	17	15.60%
	Female	142	88.20%	50	96.20%	92	84.40%
Education level	Other	0	0.00%	0	0.00%	0	0.00%
	Less Than High School	0	0.00%	0	0.00%	0	0.00%
	High School	1	0.60%	0	0.00%	1	0.90%
	College	13	8.10%	3	5.80%	10	9.20%
	Below Bachelor's Degree	7	4.30%	2	3.80%	5	4.60%
	Bachelor's Degree	104	64.60%	35	67.30%	69	63.30%

Demographics		Total Respondents (n=161)		Segment by online/offline			
				Online Consumers (n=52)		Offline Consumers (n=109)	
		n	%	n	%	n	%
	Master's Degree	35	21.70%	11	21.20%	24	22.00%
	Higher than Master's Degree	1	0.60%	1	1.90%	0	0.00%
Occupation	Government Officer	13	8.10%	4	7.70%	9	8.30%
	Labor	64	39.80%	25	48.10%	39	35.80%
	Corporate employee	4	2.50%	1	1.90%	3	2.80%
	Freelance	5	3.10%	2	3.80%	3	2.80%
	Business Owner	22	13.70%	3	5.80%	19	17.40%
	Students	48	29.80%	17	32.70%	31	28.40%
	Unemployed	5	3.10%	0	0.00%	5	4.60%
Income	Below 20,000 THB	56	34.80%	18	34.60%	38	34.90%
	20,001 - 40,000 THB	52	32.30%	17	32.70%	35	32.10%
	40,001 - 60,000 THB	21	13.00%	7	13.50%	14	12.80%
	60,001 - 80,000 THB	14	8.70%	5	9.60%	9	8.30%
	80,001 - 100,000 THB	6	3.70%	3	5.80%	3	2.80%

Demographics		Total Respondents (n=161)		Segment by online/offline			
				Online Consumers (n=52)		Offline Consumers (n=109)	
		n	%	n	%	n	%
Income	Above 100,000 THB	12	7.50%	2	3.80%	10	9.20%
Marital status	Other	2	1.20%	1	1.90%	1	0.90%
	Single	139	86.30%	47	90.40%	92	84.40%
	Married with child	13	8.10%	2	3.80%	11	10.10%
	Married without child	7	4.30%	2	3.80%	5	4.60%

BIOGRAPHY

Name	Thanisa Veerasaksri
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Work Position	Brand Manager RAVIPA

