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**FACTORS AFFECTING THAI CONSUMER INTENTION IN  
ONLINE SHOPPING**

**YILIN ZHANG**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENT FOR THE DEGREE OF MASTER OF BUSINESS  
ADMINISTRATION PROGRAM IN GENERAL MANAGEMENT  
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**Program**

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Specify the name of the program (indicate the major subject, if applicable).

Specify academic position, first name, last name, and degree (e.g., Associate Professor Boonyang Plangklang, Dr.-Ing.).

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<b>Name - Surname</b>	Ms. Fu Yuxuan
<b>Program</b>	Business Administration (Management)
<b>Independent Study Advisor</b>	Assistant Professor Suraporn Onputtha, Ph.D.
<b>Academic Year</b>	2024

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(Assistant Professor Sarakul Sukortprommee, Ph.D.)  
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Keywords should be phrases of 3-5 words and type with Times New Roman in the size of 12 points with regular and use commas to separate words

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Name - Surname

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Independent Study Advisor

Academic Year

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ABSTRACT

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<b>Independent Study Title</b>	Consumer Behavior and Social Media Marketing Factors Influencing Consumer Purchasing Decisions in the Chinese E-commerce Industry
<b>Name - Surname</b>	Ms. Fu Yuxuan
<b>Program</b>	Business Administration (Management)
<b>Independent Study Advisor</b>	Assistant Professor Suraporn Onputtha, Ph.D.
<b>Academic Year</b>	2024

### **ABSTRACT**

This study investigates the factors influencing consumer purchasing decisions in the Chinese e-commerce industry, focusing on the interplay between demographic characteristics, consumer behavior, and social media marketing attributes. The research aims to determine how demographic variables such as age, gender, and income affect decision-making, how consumer behavior patterns like purchase frequency and platform preference correlate with purchasing choices, and which social media attributes—such as interactivity, entertainment, and informativeness—most significantly impact consumer engagement.

Data were collected from a sample group of 401 respondents in Nanchang City using a structured questionnaire then subjected to statistical analysis by methods including descriptive statistics, one-way ANOVA, and multiple regression.

Results indicate that younger consumers and middle-income groups are the most active consumers of online shopping, with clothing and food being the most frequently purchased categories. Social media marketing attributes, particularly interactivity and informativeness, were found to significantly enhance purchasing intent. These findings highlight the importance of tailoring marketing strategies to specific demographic segments and optimizing social media content to increase consumer engagement.

**Keywords:** consumer behavior, social media marketing, e-commerce, purchasing decisions, China

## Acknowledgements Page of Independent Study

The diagram illustrates the layout of an Acknowledgements page. It features a central text area with three entries, each starting with a tab and followed by a dotted line for text. The page is framed by a 3.5 cm border on the top, bottom, and left sides, and a 2.5 cm border on the right side. The title 'Acknowledgements' is centered at the top of the text area. The text is to be typed in Times New Roman, size 12 pt, with bolding at the middle of the page. The line spacing is 12 pt. The text is to be aligned with the right edge. The page number (5) is to be typed in parentheses at the middle of the page, spaced 2 cm from the bottom. The text 'Two-line spacing in the size of 12 points' and 'Name and Surname without title' are also indicated.

**Acknowledgements**

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Line spacing 12 pt.

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<b>Example of Acknowledgements Page of Independent Study</b>
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### **Acknowledgements**

I would like to thank all the people who have supported me during the time of my research with valuable suggestions, encouraging and motivating words.

A special thanks belongs to my family which always encouraged me. Further I would like to acknowledge the help of my assessor Assoc. Prof. Wasun Khan-am, which accompanied me during my researches with valuable and useful insights and comments.

Finally, I would also like to thank the friends I met in Thailand, they are very enthusiastic and friendly. Because of their help and care, my study and life in Thailand are full of happy and beautiful memories

Yilin Zhang

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<b>Example of Table of Content Page of Independent Study</b>
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**Dimensions:**

- Top margin:** 3.5 cm.
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**Formatting Instructions:**

- Title:** Type with Times New Roman in the size of 12 points with bolding at the middle of page.
- Section Header:** Single line spacing in the size of 12 points.
- Page Number:** Type the page number in parentheses at middle of the page and spacing 2 cm. from the bottom of page.

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## List of Abbreviation of Independent Study

List of Abbreviations	
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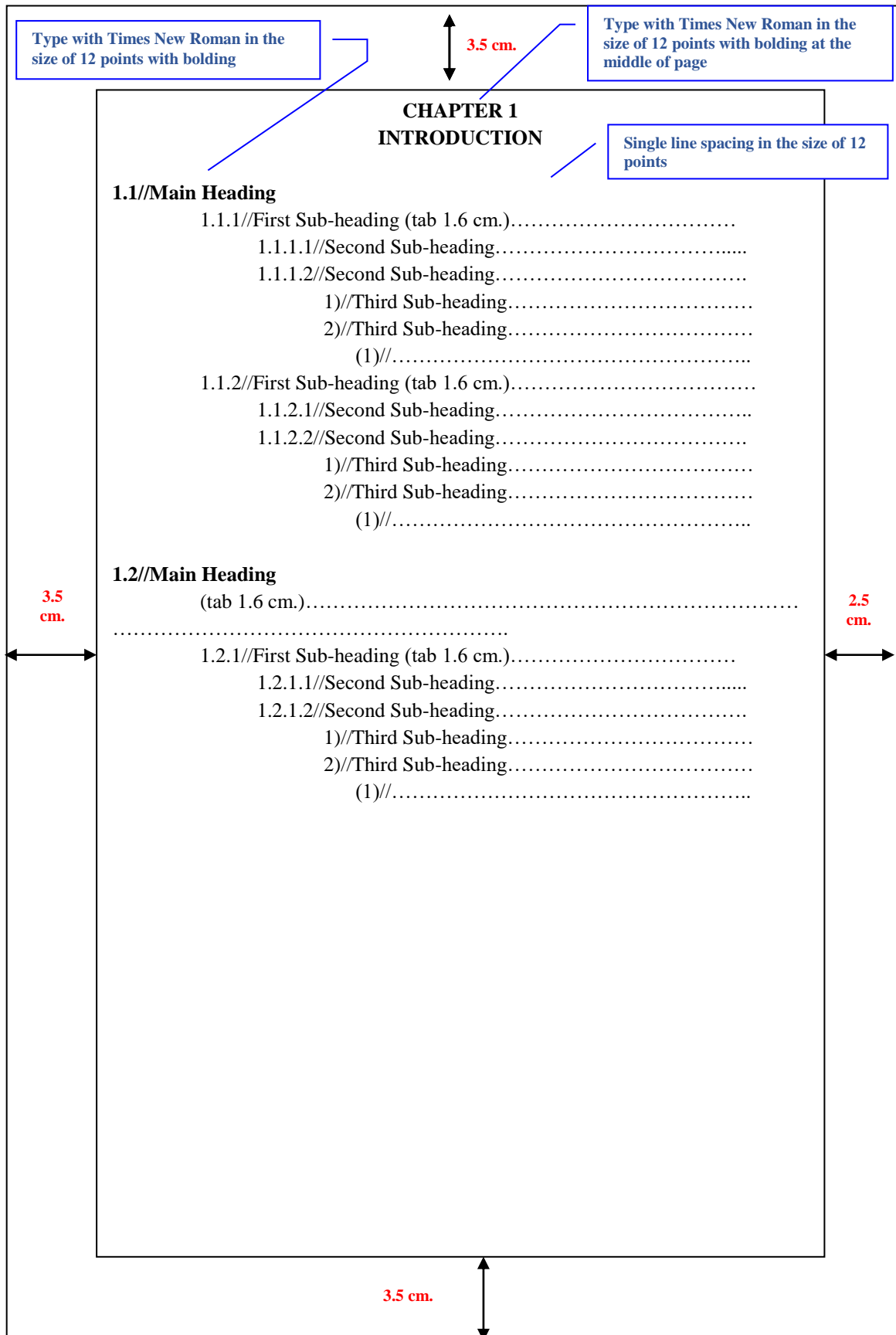
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<b>Example of List of Abbreviation of Independent Study</b>
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**List of Abbreviations**

ADPCM	Adaptive Different Pulse Code Modulation
ANN	Artificial Neural Network
CPU	Central Processing Units
DMR	Digital Mobile Radio
DSP	Digital Signal Processing
FFT	Fast Fourier Transform
FS1016	Federal Standard 1016
IP	Internet Protocol
ITU-T	International Telecommunications Union-Telecommunications
KBPS	Kilo Bits Per Second
KSOFM	Kohonen Self-organizing Feature Maps

## Heading and Subheading of Independent Study



<b>Example of Heading and Subheading of Independent Study</b>
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## **CHAPTER 1**

### **INTRODUCTION**

Chapter 1 gives an overview about the relevant aspects about this thesis and why this research should be have done.

#### **1.1 Background and Statement of the Problem**

Digitization, networking and information as the characteristics of the 21<sup>st</sup> century is changing the way of people's lives, learning and work. The Internet has brought a lot of convenience to people, not only provides people with a large amount of rich information, a variety of entertainment methods, but also brings a new way of shopping to people-Online Shopping.....

#### **1.2 Purpose of the Study**

Research the factors that influence consumers' choice of online shopping, investigate how online retail can meet the expectations of these potential online consumers and make them choose to shop online.

#### **1.3 Research Question and Hypothesis**

Research question is what factors that affecting to web user for transforming to online shopper. And what is the relationship between these factors and consumers' attitudes and intentions to accept online shopping?

DI Marketing's "Thai Internet Shopping Survey Report" mentioned that Thai consumers believe that online shopping is convenient and time-saving and convenient payment methods are the reasons why many consumers choose online shopping, and worrying about quality, size, after-sales and other problems The main reason for choosing online shopping.....

#### **1.4 Definition Terms**

*Perceives Online Shopping to be Useful*

A core content of TAM is that individuals believe that the use of specific technologies can increase performance, improve efficiency and produce favorable results. Consumers are rational and will follow the cost-benefit theory.....

#### **1.5 Significance of the Study**

E-commerce has transformed traditional lifestyles, making it easier for people to shop. It has greatly speeded up consumers' access to various products and services, and greatly enhanced their richness. Thailand's e-commerce industry and overall online shopping are in a period of rapid development.....

#### **1.6 Conceptual Framework**

This research is based on the conceptual framework specified below: .....

## Bibliography of Independent Study

The diagram illustrates the layout and dimensions of a 'Bibliography of Independent Study' form. The form is enclosed in a rectangular border with a 3.5 cm margin on the top, bottom, and left sides, and a 2.5 cm margin on the right side. The title 'Bibliography of Independent Study' is centered at the top. Below the title, the text 'List of Bibliography' is centered. The form contains six horizontal lines for entries, each preceded by a double-headed arrow indicating a 1.6 cm tab. The text is to be typed in Times New Roman, size 12 points, with bolding at the middle of the page. Single line spacing is specified. The form is 3.5 cm high and 2.5 cm wide.

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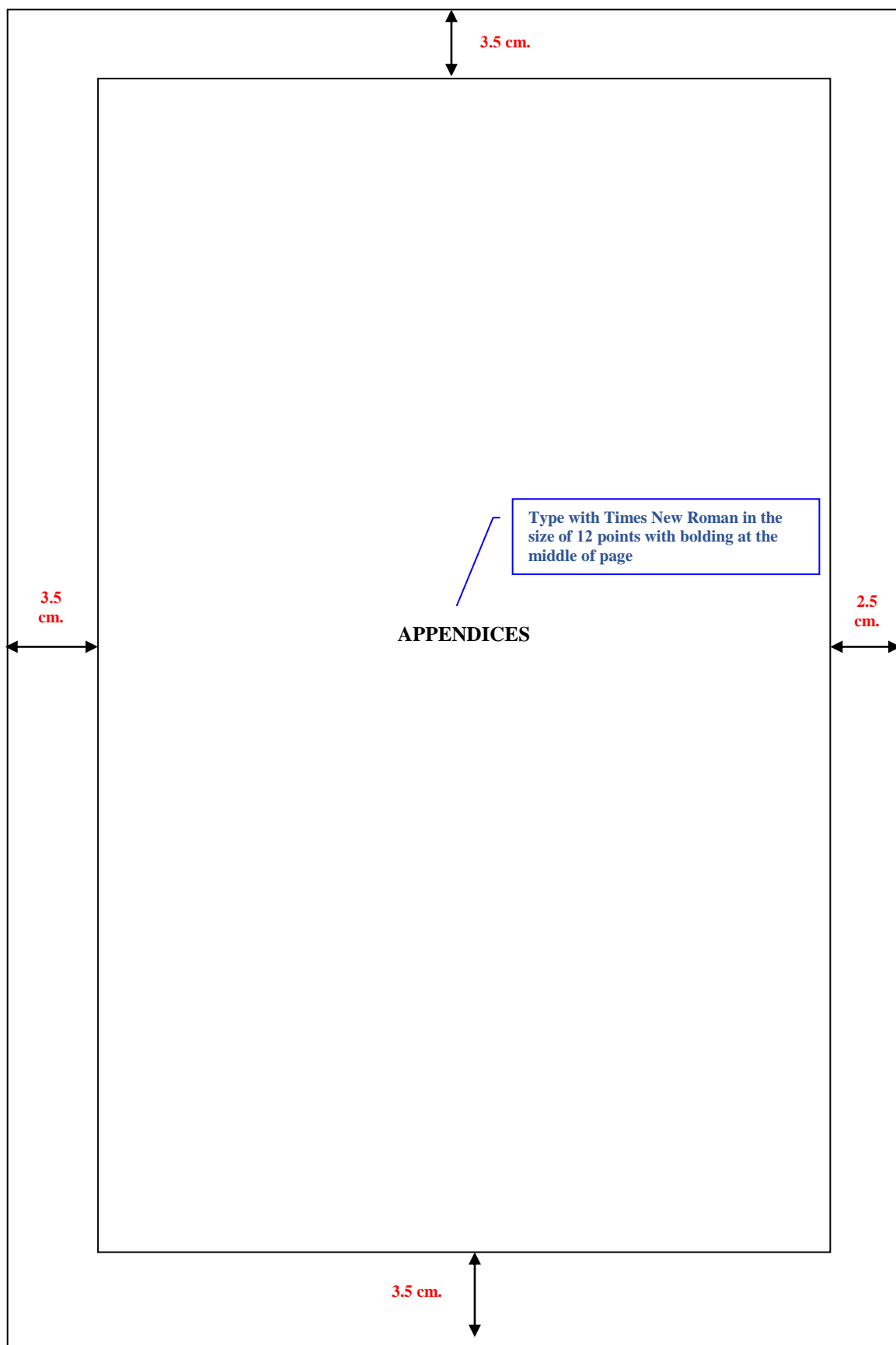
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### **List of Bibliography**

- Aaker, D. A., Kumar, V., & Day, G. S. (2001). *Market research*. New York, John Wiler and Sons.
- Abel, A. B., & Blanchard, O. J. (1986). *Investment and sales: Some empirical evidence*: National Bureau of Economic Research Cambridge, Mass., USA.
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- Daugherty, P. J., & Pittman, P. H. (1995). Utilization of time-based strategies: creating distribution flexibility/responsiveness. *International Journal of Operations & Production Management*, 15(2), 54-60.
- Lee, H., & Choi, B. (2003). Knowledge management enablers, processes, and organizational performance: An integrative view and empirical examination. *Journal of management information systems*, 20(1), 179-228.
- Zhou, H., & Benton, W. (2007). Supply chain practice and information sharing. *Journal of operations management*, 25(6), 1348-1365.

**Cover page of Appendix of Independent Study**



<b>Example of Cover page of Appendix of Independent Study</b>
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**APPENDICES**

**Appendix of Independent Study**

The diagram illustrates the layout for Appendix A. It features a large outer rectangle and a smaller inner rectangle. The dimensions of the margins are indicated by arrows and text:

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In the center of the inner rectangle, the text "APPENDIX A" is displayed in bold. Below it, the text "Name of appendix....." is shown. To the right of this text, a blue-bordered box contains the instruction: "Type with Times New Roman in the size of 12 points with bolding at the middle of page". A blue line points from this box to the "APPENDIX A" text.

<b>Example of Appendix of Independent Study</b>
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**APPENDIX A**

**Reagents for Preparation of Metacercariae**

## Biography of Independent Study

<b>Biography</b>	
<b>Name - Surname</b>	.....
<b>Date of Birth</b>	.....
<b>Address</b>	.....
<b>Education</b>	.....
<b>Experiences Work</b>	.....
<b>Telephone Number</b>	.....
<b>Email Address</b>	.....

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Single line spacing in the size of 12 points

<b>Example of Biography of Independent Study</b>
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### **Biography**

<b>Name - Surname</b>	Miss Yilin Zhang
<b>Date of Birth</b>	xxxxxxx xx, xxxx
<b>Address</b>	Faculty of Business Administration, Rajamangala University of Technology Thanyaburi, Pathumthani, 12110
<b>Education</b>	Master of Business Administration (2012-2014)
<b>Telephone Number</b>	xx-xxxx-xxxx
<b>Email Address</b>	xxxx@rmutt.ac.th

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07\_ch1.pdf  
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09\_app.pdf  
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3. Use a permanent CD-marker pen to write your name surname on CD (Do not use stickers on CDs.) and only use a thin CD envelope.
4. Write or print the following details and attach them to the front of the CD envelope.

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Thai Thesis Title.....
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Degree name..... Field of study.....
Faculty.....