CHAPTER 4

RESEARCH FINDINGS AND ANALYSIS

This chapter presents the research findings from the questionnaire of this research in two parts: Findings from the questionnaire and analysis. The author used a questionnaire survey to collect primary data for this research. The questionnaires were distributed and returned via e-mail, and then the completed questionnaires were analysed using SPSS. A sample of 400 respondents were surveyed regarding respondents' demographics, consumers' perceptions, consumers' behaviours, and consumers' decision processes. From these survey results, the author carried out a variety of statistical tests upon the variables and criterions.

Research Findings

In this quantitative research, there were five main demographics in the questionnaire. Firstly, the gender was Female (72.8%) and Male (27.3%). Secondly, the Ages were 28-32 years old (39.5%) and 23-27 years old (29%). Thirdly, most respondents had incomes of more than 30,000 baht per month (28.8%) followed by 10,001-15,000 baht per month (20%). As concerns occupation, most respondents were government officers (29.3%) and office workers (27.5%). Lastly, most respondents had an education at undergraduate (53.3%) and postgraduate (42.5%) levels.

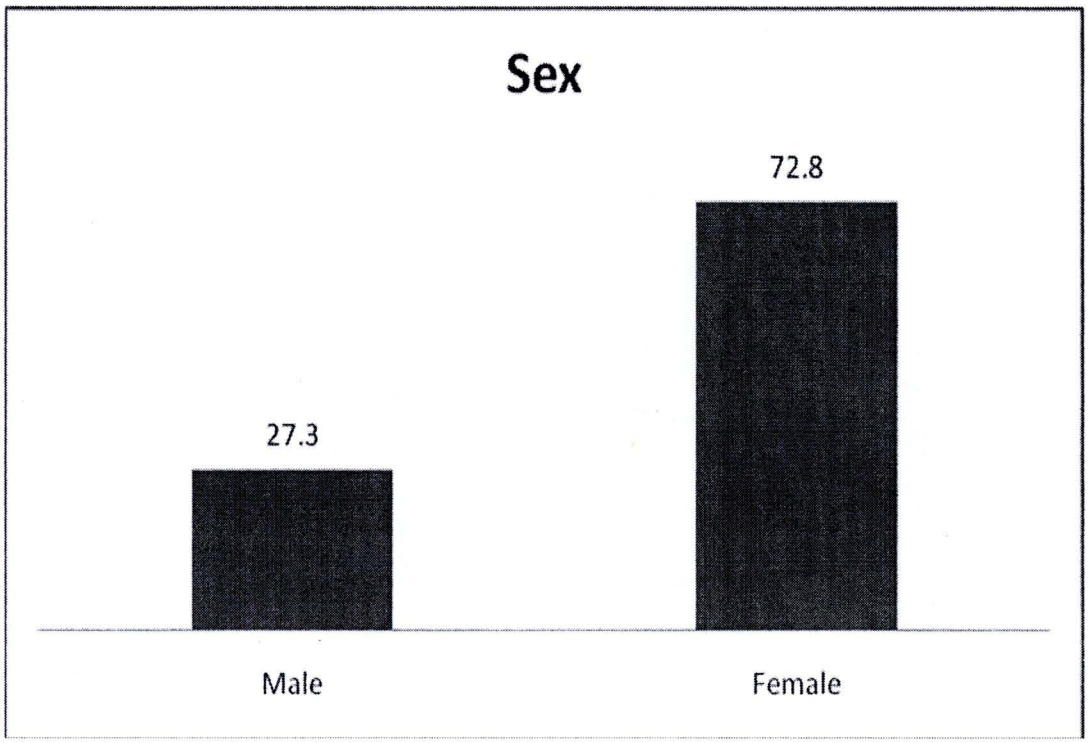

Figure 3 Gender.

As can be seen from the above figure, most respondents were female (72.8%) with only 27.3% being male. The number of respondents totalled 109 male respondents and 291 female respondents. Hence, both males and females were major respondents in this research.

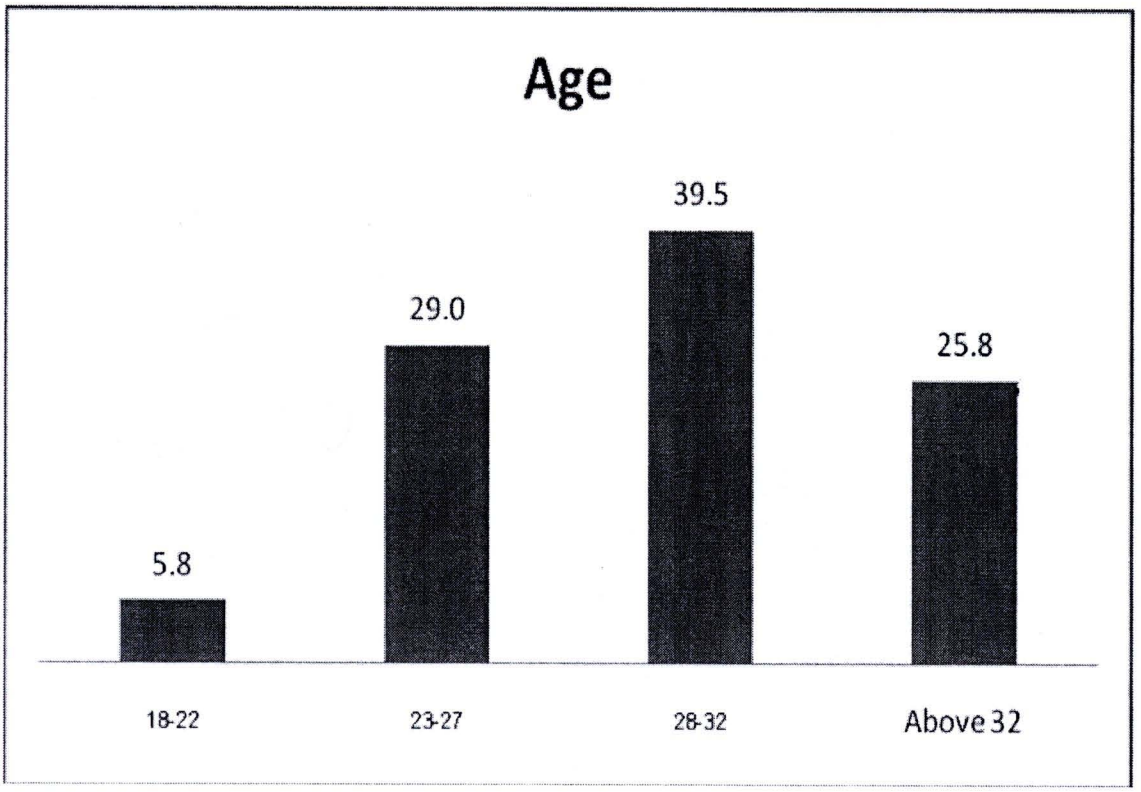

Figure 4 Age.

As shown in Figure 4, most respondents were between 28-32 years old (39.5%). Moreover, 29% of the respondents were between 23-27 years old, and 25.8% above 32 years old. Only 5.8% were 18-22 years old. Therefore, the age of most respondents was 23 years old and above.

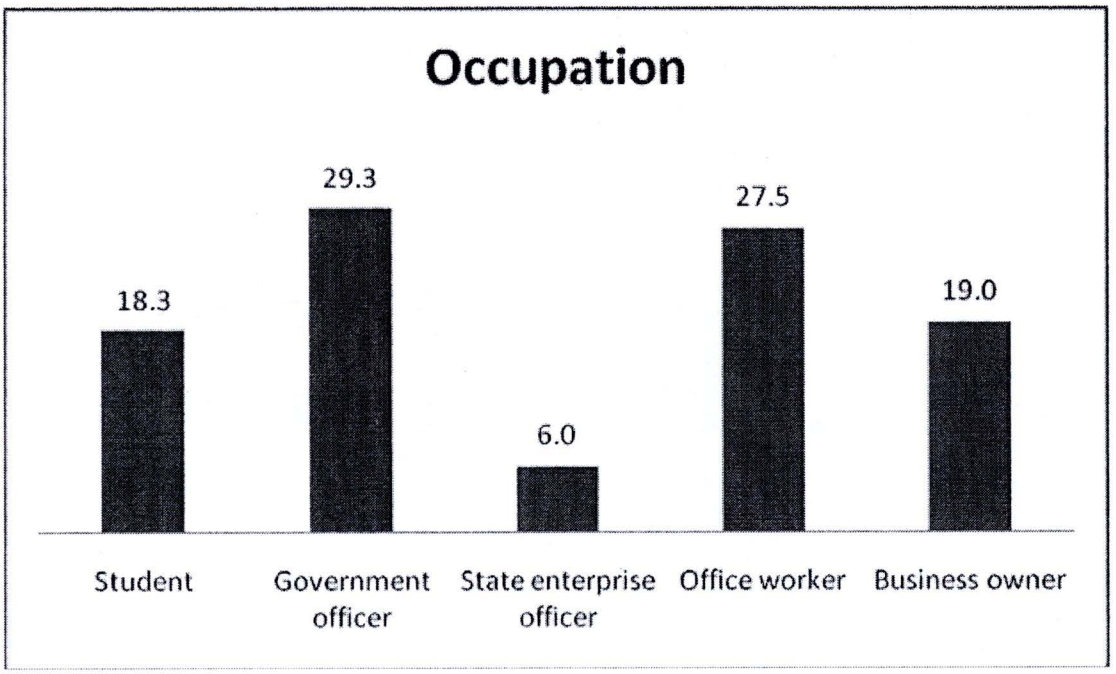

Figure 5 Occupation.

The figure above shows the respondents' occupations. These were students, government officers, state enterprise officers, office workers, and business owners. Most respondents were government officers and office workers, 29.3% and 27.5% respectively. In addition, there were respondents who were business owners, students, and state enterprise officers, 19%, 18.3%, and 6% respectively.

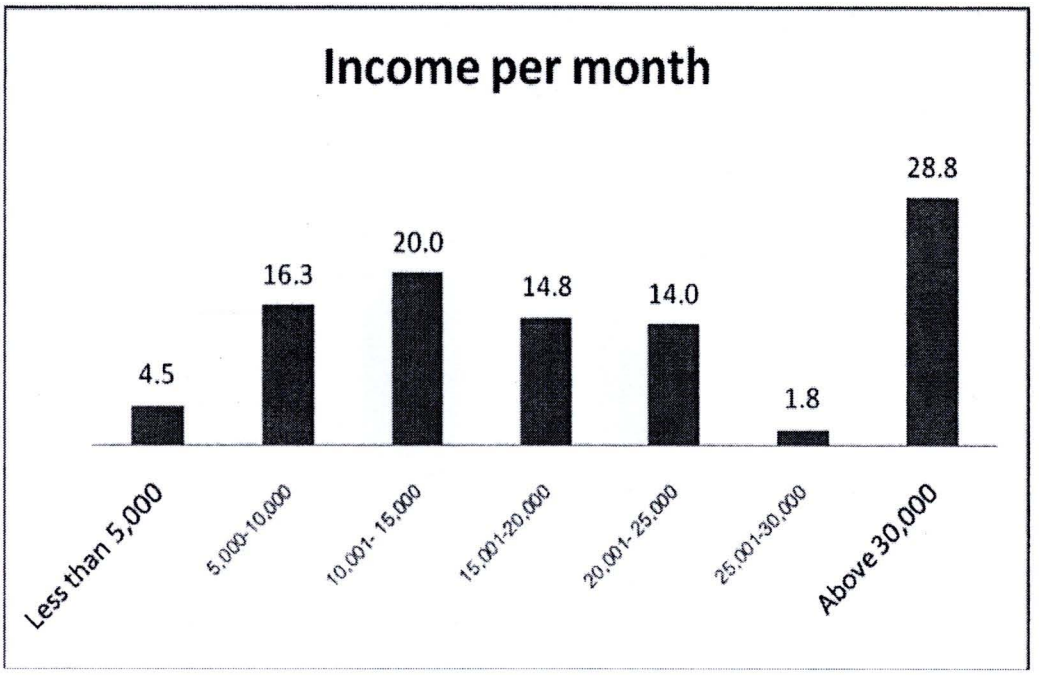

Figure 6 Income per month (Baht).

As can be seen from Figure 6, most respondents' incomes were above 30,000 baht per month (28.8%). Also, 20% had an income of 10,001-15,000 baht. Only 4.5% had an income of less than 5,000 baht per month.

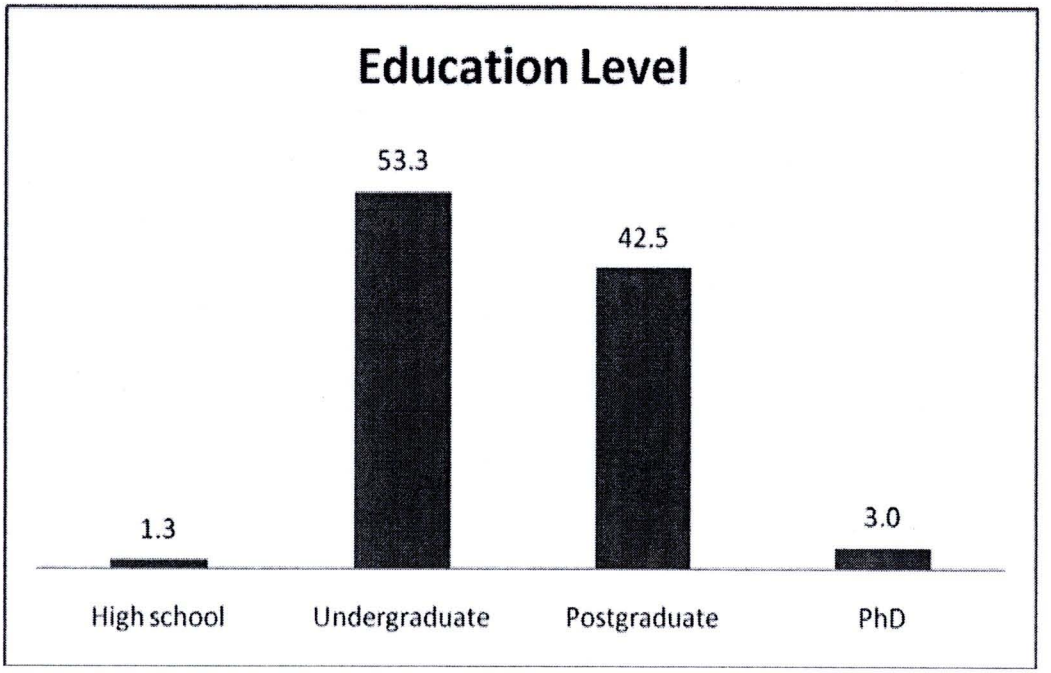

Figure 7 Education level.

Figure 7 illustrates the education level which comprised high school, undergraduate, postgraduate, and Ph. D. Most respondents had an education at undergraduate (53.3%) and postgraduate levels (42.5%). Only 3% of respondents had an education at Ph. D. level while 1.3% of respondents had an education at high school level.

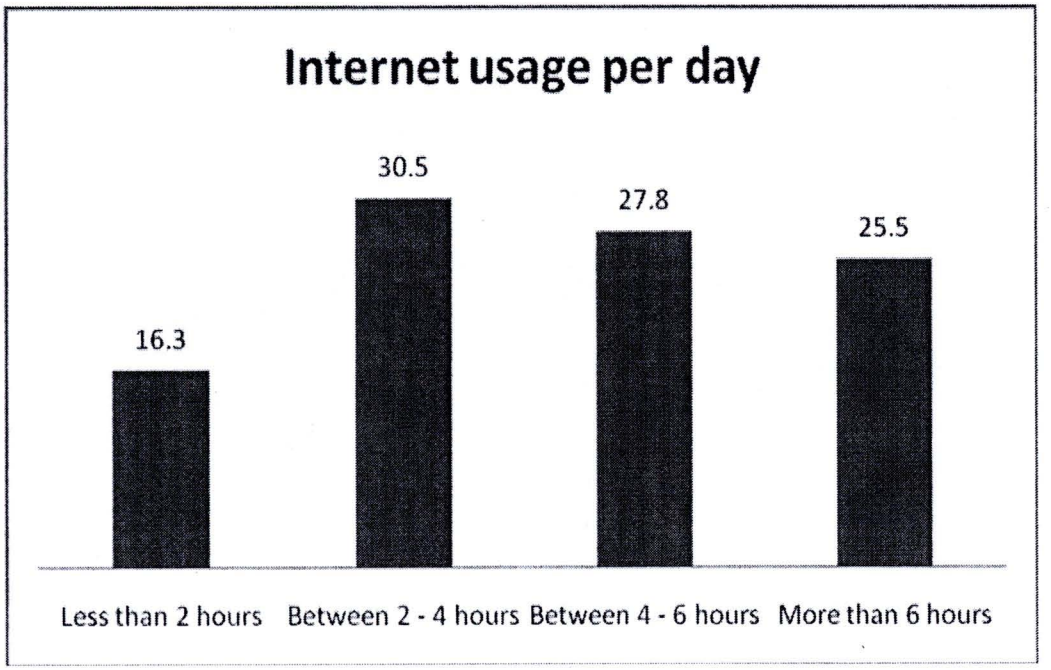

Figure 8 Internet usage per day.

Figure 8 presents internet usage per day. Respondents used the Internet 2-4 hours per day, 4-6 hours per day, and more than 6 hours per day, at 30.5%, 27.8% and 25.5% respectively. Only 16.3% of respondents used the internet less than 2 hours a day.

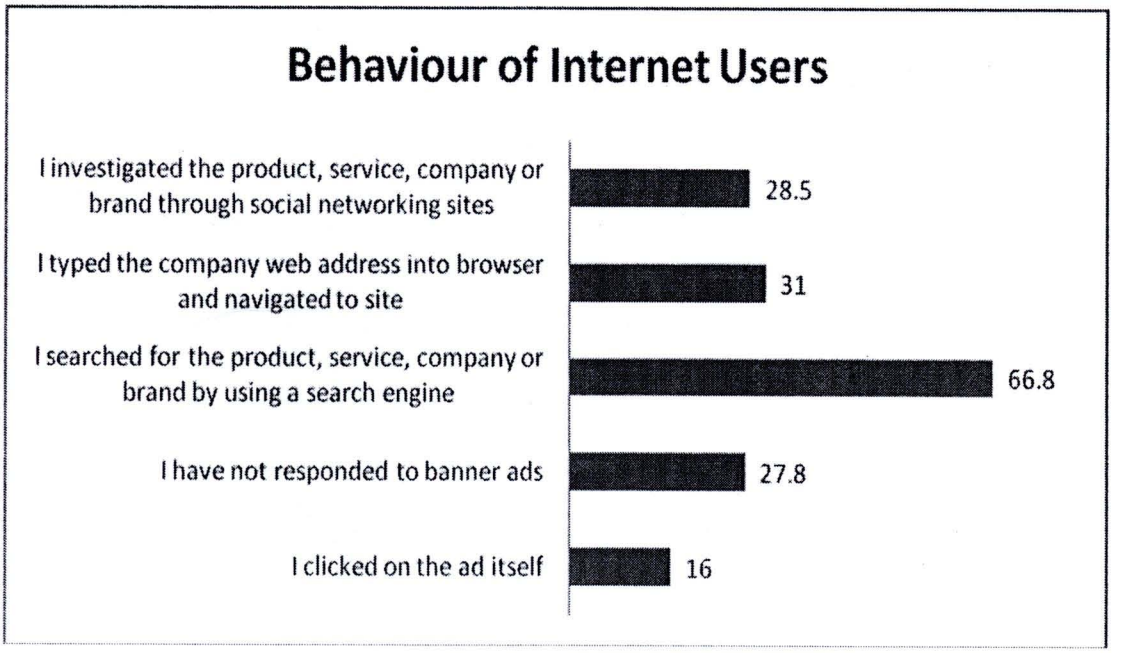

Figure 9 Behaviour of internet users.

The figure above shows the behaviour of internet users. Respondents mainly searched for the product, service, company or brand by using a search engine (66.8%). This was followed by the respondents typing the company's web address into the browser and navigated to the site (31%) and then investigating the product, service, company or brand through social networking sites (28.5%). However, 27.8% of respondents have never responded to banner ads. Only 16% of respondents clicked on the ad itself. Hence, most respondents searched for the product, service, company or brand using a search engine.

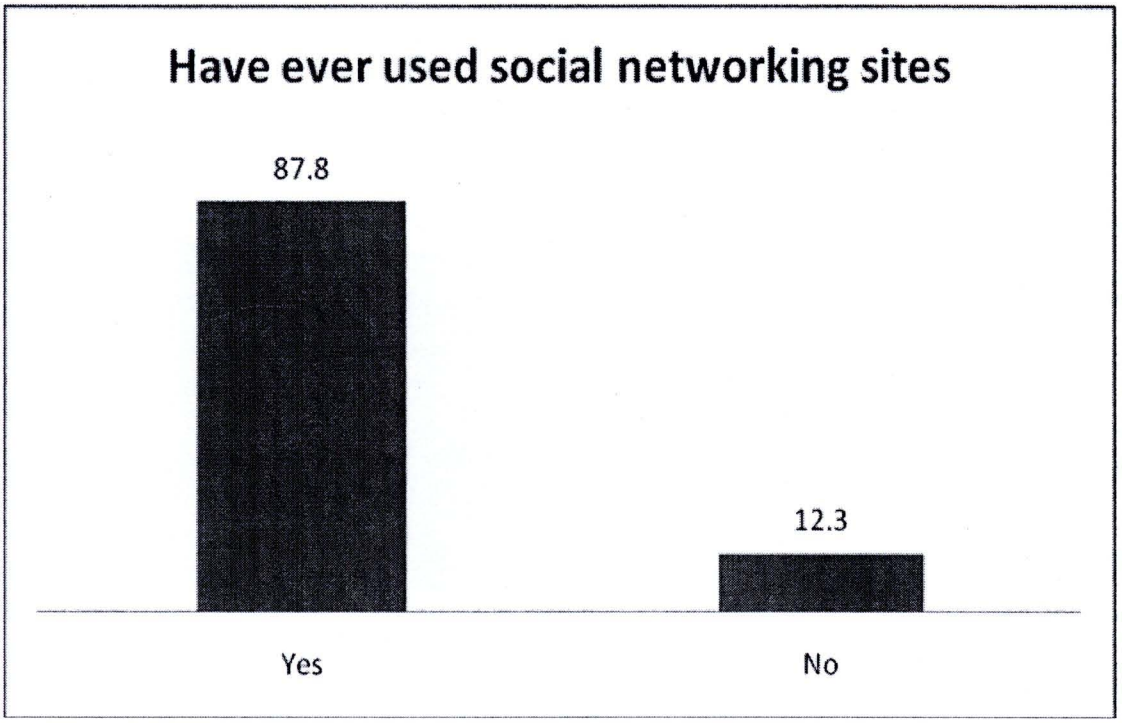

Figure 10 Have you ever used a social networking site?.

As shown in Figure 10, 87.8% of respondents have used social networking sites. In contrast, only 12.3% of respondents have never used social networking sites. Therefore, it can clearly be concluded that most respondents have used social networking sites.

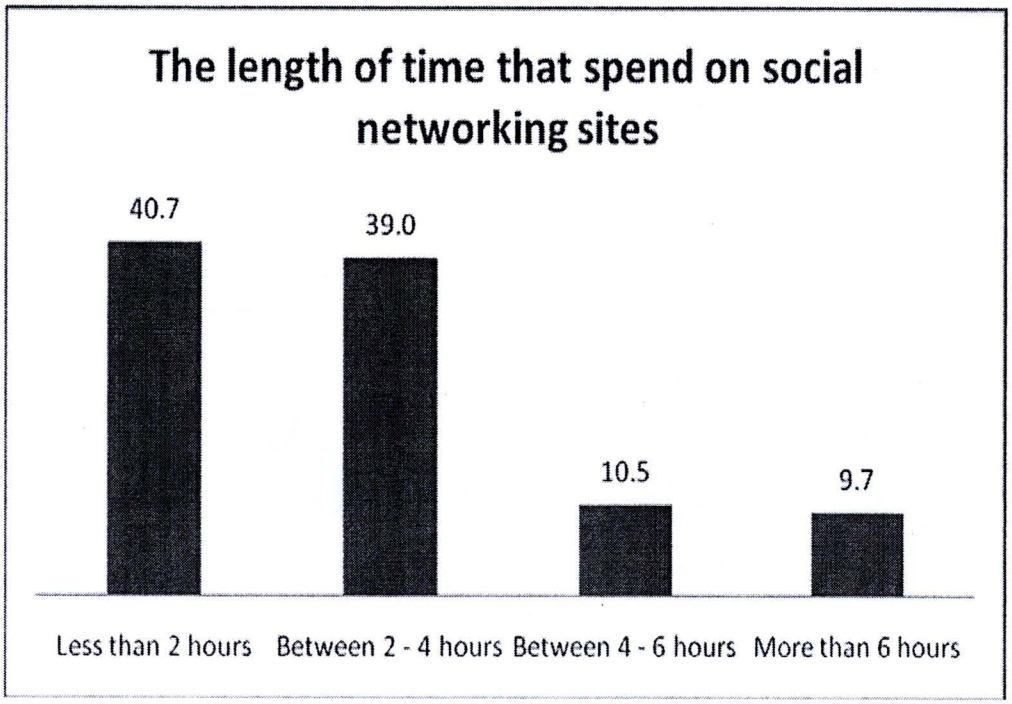

Figure 11 The length of time spent on social networking sites.

As shown in Figure 11, 40.7% of respondents spent less than 2 hours on social networking sites while 39% spent 2-4 hours on social networking sites. As for the longest duration, only 10.5% spent 4-6 hours with 9.7% spending more than 6 hours on these sites. It can be concluded that most respondents spent less than 2 hours and between 2-4 hours on social networking sites.

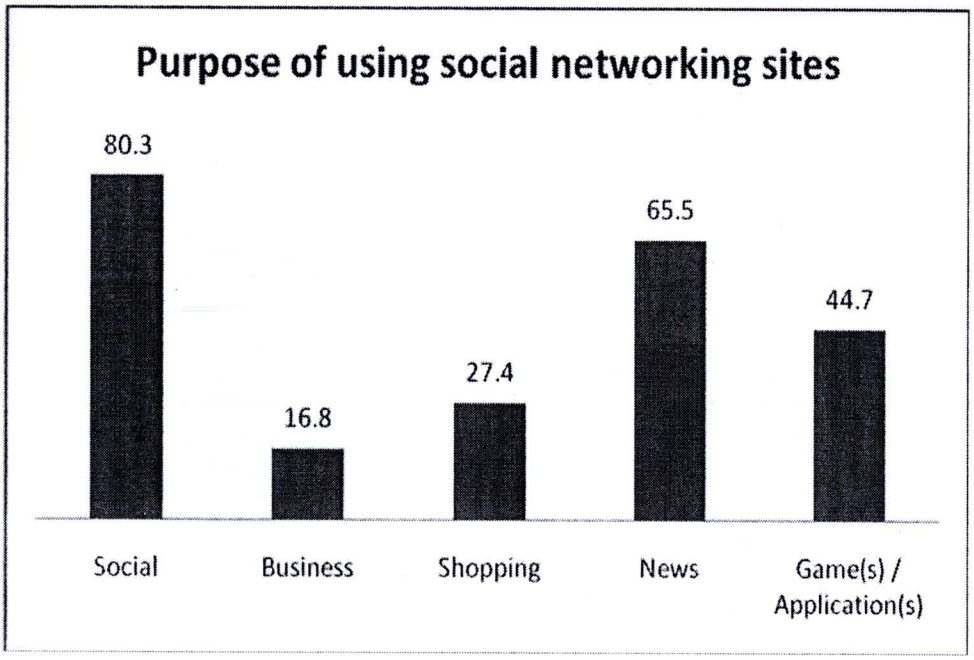

Figure 12 Purpose of using social networking sites.

The purposes of using social networking sites are shown above in Figure 12. Most respondents use social networking sites for social purposes (80.3%). Other uses include news (65.5%) and games/applications (44.7%). Moreover, respondents use the sites for shopping (27.4%) and business (16.8%). It can be concluded that the main purposes of using social networking sites are social, news, and games/applications.

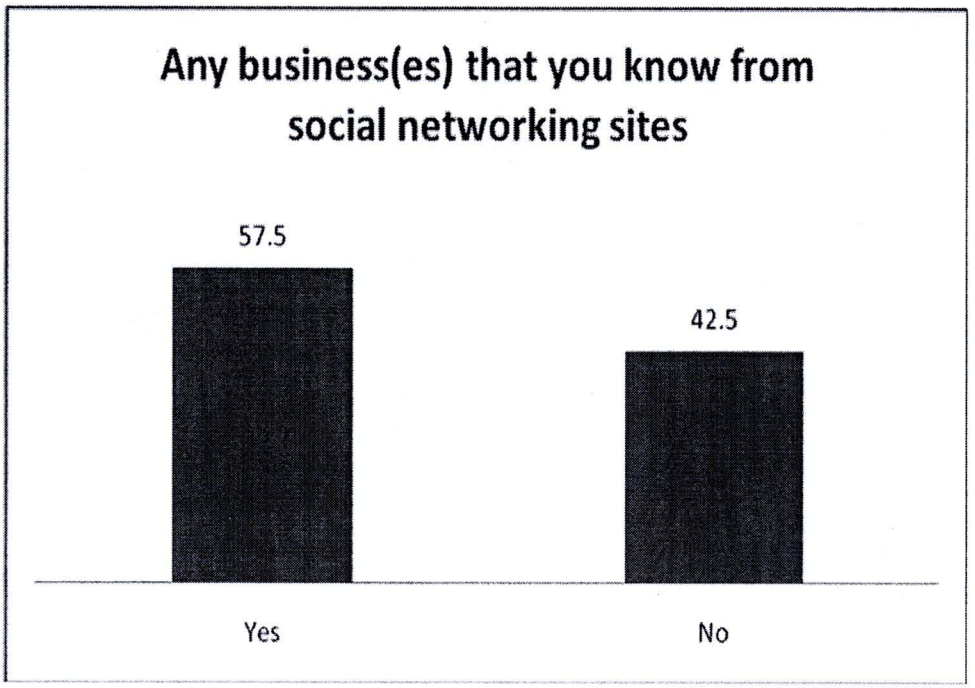

Figure 13 Any business(es) that you came to know from social networking sites.

As presented in Figure 13, 57.5% of respondents came to know businesses from social networking sites. However, the author found that 42.5% of respondents did not know of any businesses from social networking sites.

Table 2

Names of Businesses That you Came to Know from Social Networking Sites

Madame Flamingo, Sleeping Pill, Mo and Friends, Welovestreetfashion, Morning Shop, Sweet Allure, Senada, Paul Smith , Mulberry, Mutella, Dtac, McDonald, King Power, Zara, Krispy Kreme, Air Asia, Thai Airways, Jet Star Airways, Fashion Online, restaurant, cooking, flower, travelling, books, eBay, Starbucks, Singha beer, SCB Easy Net, K Bank, Thinking Radio, Runway Shop, Harajuku Crepe, Fatty Shop, H&M, AIS, Ensogo, Coupondd, SME & Entrepreneurship Magazine, Club21, Lookbook.co.th, T for T, Miss Cellena, Facebook, Ppanfamily, Joy Dress Up Simplicity, Analog, Paa, Museum of Siam, The London Design Festival, hi5, Thaifly, 39 Salon, Benz NK, Coconut Flower, Nattaya by Nattaya, PP and Family, Ford, Elle, Topshop, Magazine Online, Mazda2, My Mom Made, www.siamsquare.co.th, Apple, Nokia, BNA, Praram9 Hospital, BNH, Phayatai2, Natchaya Clinic, Nattaya by Boe, Beauty Shop and Salon, Sight Seeing, Hotel & Resort, Cosmetics, Madam Flamingo, Apply Shop, Petite Closet Shop, 2 3 perspective, Kiehl, Besame Cosmetics, Voda Spa, mymayshop, Sony, Samsung, Sansiri, SCB, Google, GTH, RS, Dreamteam, Polaroid, Cool hunter, Lush, Blackberry, HSBC, Error shop, Spankystudio, Rebel8, Pantip, Somade-shop, Etude Club, Honda CR-Z, Red box DVD Rental, 1-2-Call, Spoonful, Good Finds, Morning Kiss, Melt Me, Embassy, Case Man, Oriental Princess, Puroexpress.com, Noon Wonderwall, Gogovintage, Primpinky, 1412 by Chawalnuch, GG Twin, Wila, Agel, City Life, Hallo Chiang Mai, Kad Farang Shopping Plaza, Rosewood, Hello Magzine, Siamborrowbag ING etc., Herbal Life, Kloset, Lucky13th, Amway, MSN, Dynacase Co., Siamkane, CDjapan, Yesstyle, Aimstar, GNC, Save Day, Dokudami, Casino Online, Skin Food

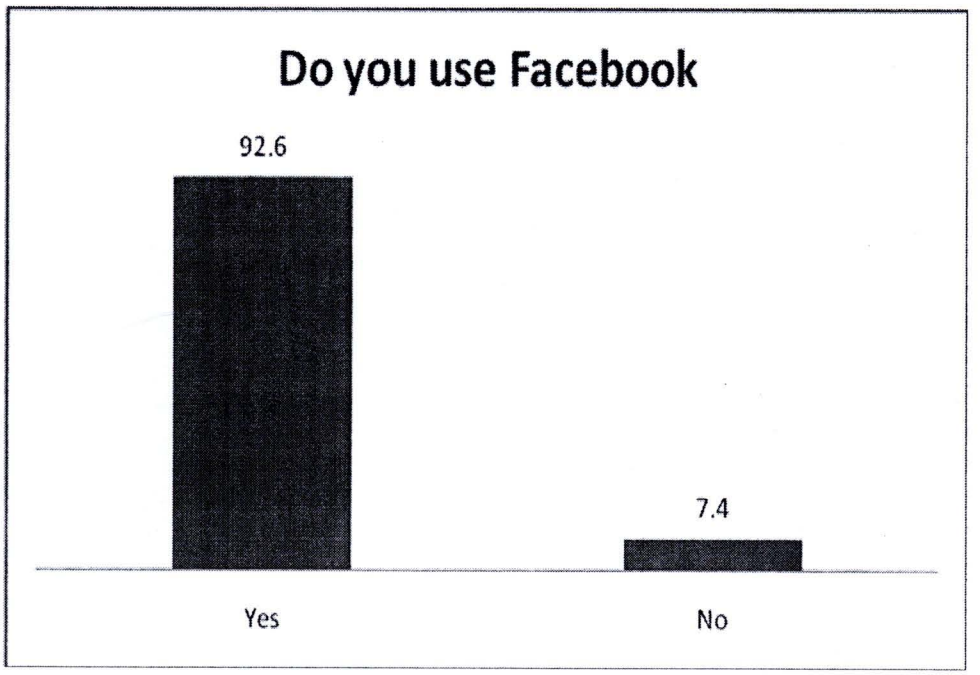

Figure 14 Do you use Facebook?.

As shown in Figure 14, 92.6% of respondents used Facebook and only 7.4% of respondents did not use Facebook. Therefore, most respondents use Facebook.

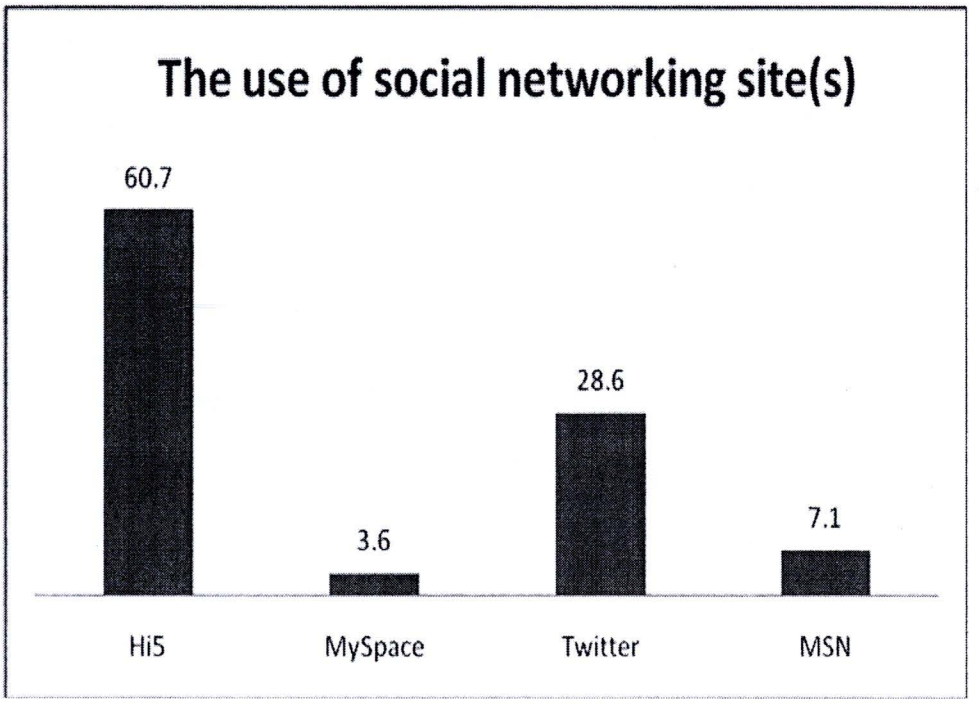

Figure 15 The use of social networking site (s).

The use of other social networking sites are shown in Figure 15. These were Hi5, MySpace, Twitter, and MSN. Most respondents used Hi5 (60.7%), followed by Twitter (28.6%), MSN (7.1%), and MySpace (3.6%) respectively. Therefore, apart from Facebook, most respondents used Hi5 and Twitter.

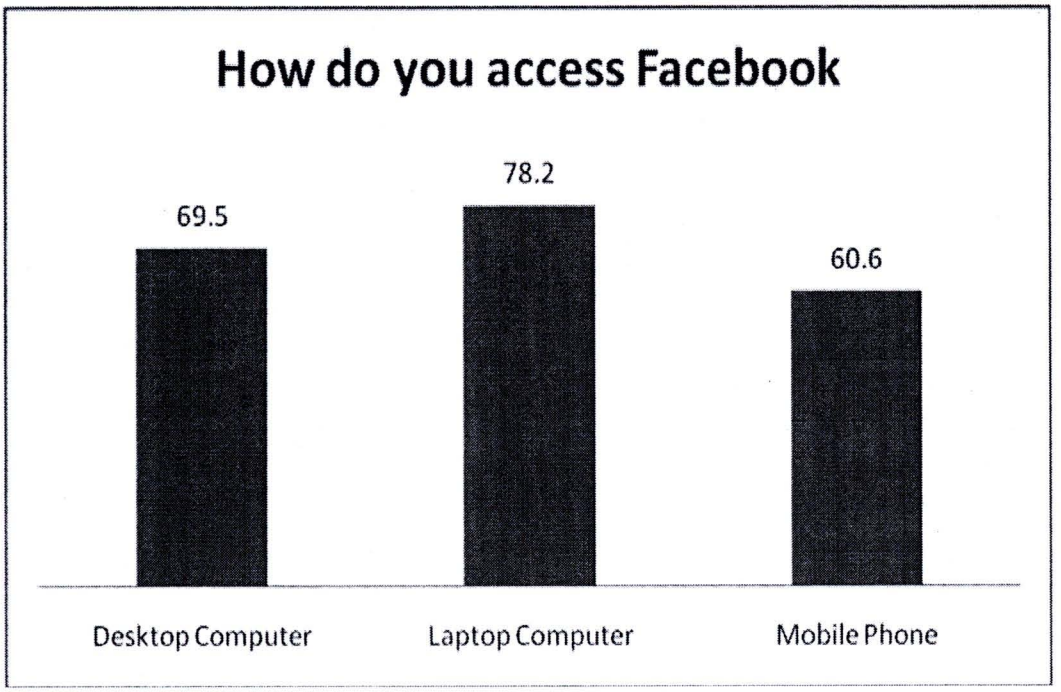

Figure 16 How do you access Facebook?.

Figure 16 shows how respondents access Facebook. Most respondents used laptop computers, desktop computers, and mobile phones at 78.2%, 69.5%, and 60.6%, respectively.

Table 3

If you Purchased from a Facebook Site How Confident Would you Feel About Trusting the Site?

	N	%	Mean
Strongly mistrust	43	13.2	%
Mistrust	90	27.7	
Neutral	134	41.2	
Trust	55	16.9	
Strongly trust	3	0.9	

From Table 3, the mean score is 2.65 which is at the neutral level. If respondents purchased from a Facebook site, most would be neutral in their feelings of confidence about trusting the site. In terms of highest percentage, 41.2% of respondents feel neutral about trusting the site and 27.7% feel mistrust towards the site (27.7%). It can be concluded that respondents are neutral in their confidence about trusting the Facebook site when making a purchase.

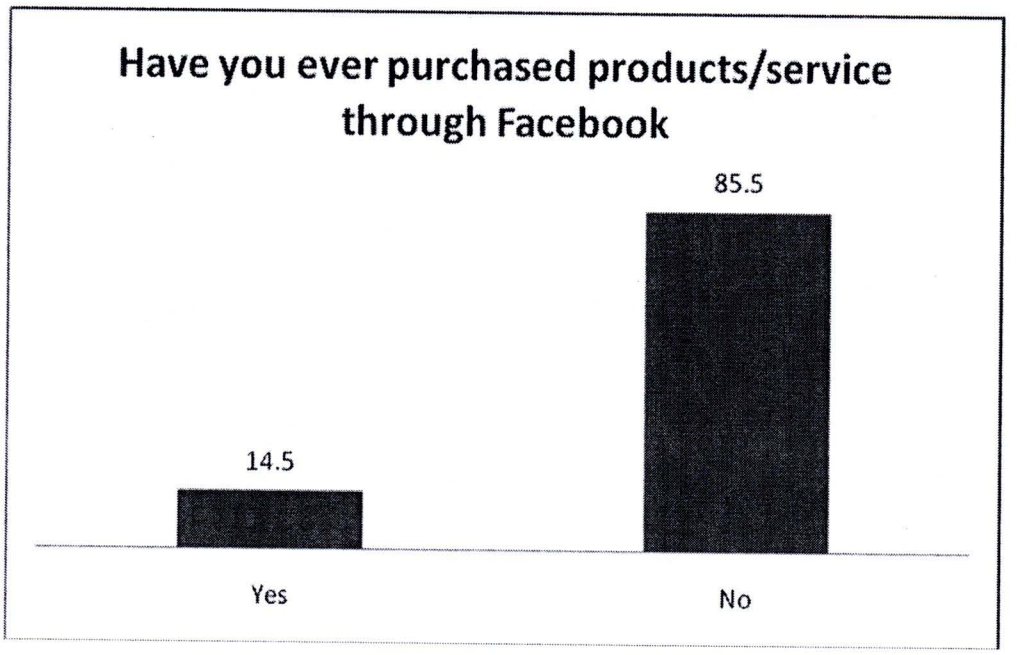

Figure 17 Have you ever purchased products/services through Facebook?.

The experience of purchasing products/services through Facebook are shown in Figure 17. Of the respondents, 85.5% had never made a purchase of products/services through Facebook. In contrast, only 14.5% of respondents have ever purchased products/services through Facebook.

Table 4

If you have used Facebook for Purchasing a Product or Service, How Satisfied Were you with the Purchase?

	N	%	Mean
Very dissatisfied	0	0.0	3.75
Dissatisfied	3	6.4	
Neutral	12	25.5	
Satisfied	26	55.3	
Very satisfied	6	12.8	

From Table 4, the mean score is 3.75, which is equal to the satisfied level. If respondents had used Facebook for purchasing a product or service, most respondents were satisfied with the product or service. In terms of percentage, 25.5% of respondents felt neutral about the product or service and 55.3% were satisfied about the product or service It can be concluded that most respondents were satisfied with the product or service when they used Facebook for purchasing a product or service.

Table 5

To What Extent do you Agree with the Following Statement, "I Trust Facebook Because it is a Neutral Source of Information"

	N	%	Mean
Strongly disagree	57	17.5	2.46
Disagree	94	28.9	
Neutral	144	44.3	
Agree	26	8.0	
Strongly agree	4	1.2	

From Table 5, the mean score is 2.46 which is at the disagree level. Most respondents disagree with the following statement, "I trust Facebook because it is a neutral source of information". In terms of percentage, 44.3% of respondents felt neutral with the statement and28.9% disagreed with the statement. It can be concluded that respondents disagree with the statement "I trust Facebook because it is a neutral source of information".

Table 6

To What Extent do you Agree with the Following Statement, "I Trust Facebook Because People who Recommend Products are Ordinary Users and Not Organisations"

	N	%	Mean
Strongly disagree	37	11.4	2.74
Disagree	84	25.8	
Neutral	137	42.2	
Agree	60	18.5	
Strongly agree	7	2.2	

From Table 6, the mean score is 2.74 which is at the neutral level. Most respondents felt neutral towards the statement "I trust Facebook because people who recommend products are ordinary users and not organisations". In terms of percentage, 42.2% of respondents felt neutral towards the statement and 25.8% disagreed with the statement. It can be concluded that the respondents felt neutral toward the statement, "I trust Facebook because people who recommend products are ordinary users and not organisations".

Table 7

To What Extent do you Agree with the Following Statement, "Facebook Can be Manipulated by Commercial Organisations to Market their Products"

	N	%	Mean
Strongly disagree	18	5.5	3.66
Disagree	24	7.4	
Neutral	81	24.9	
Agree	131	40.3	
Strongly agree	71	21.8	

From Table 7, the mean score is 3.66, which is at the agree level. Most respondents agree with the statement, "Facebook can be manipulated by commercial organisations to market their products". In terms of percentage, 24.9% of respondents felt neutral towards the statement, 40.3% agreed with the statement and 21.8% strongly agreed with the statement. It can be concluded that most respondents agreed with the statement, "Facebook can be manipulated by commercial organisations to market their products".

Table 8

To What Extent do you Agree with the Following Statement, "Facebook Can be Manipulated as Regards Views on Products as Anyone Can Join Facebook"

	N	%	Mean
Strongly disagree	3	0.9	3.99
Disagree	11	3.4	
Neutral	66	20.3	
Agree	151	46.5	
Strongly agree	94	28.9	

From Table 8, the mean score is 3.99 which is at the agree level. Most respondents agreed with the statement, "Facebook can be manipulated as regards views on products as anyone can join Facebook". In terms of percentage, 20.3% of respondents felt neutral towards the statement, 46.5% agreed with the statement, and 28.9% strongly agreed with the statement. It can be concluded that respondents agreed with the statement, "Facebook can be manipulated as regards views on products as anyone can join Facebook".

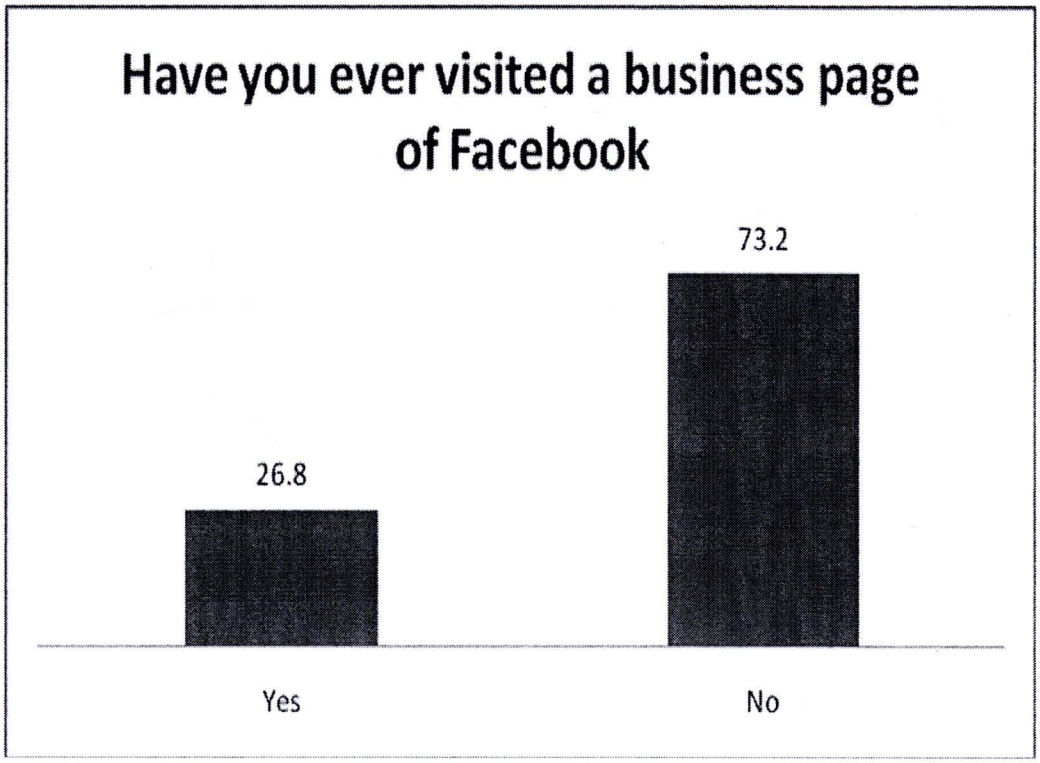

Figure 18 Have you ever visited a business page on Facebook?.

As shown in Figure 18, 73.2% of respondents never visited a business page on Facebook. In contrast, only 26.8% have ever visited a business page on Facebook. It can be concluded that most respondents had never visited a business page on Facebook.

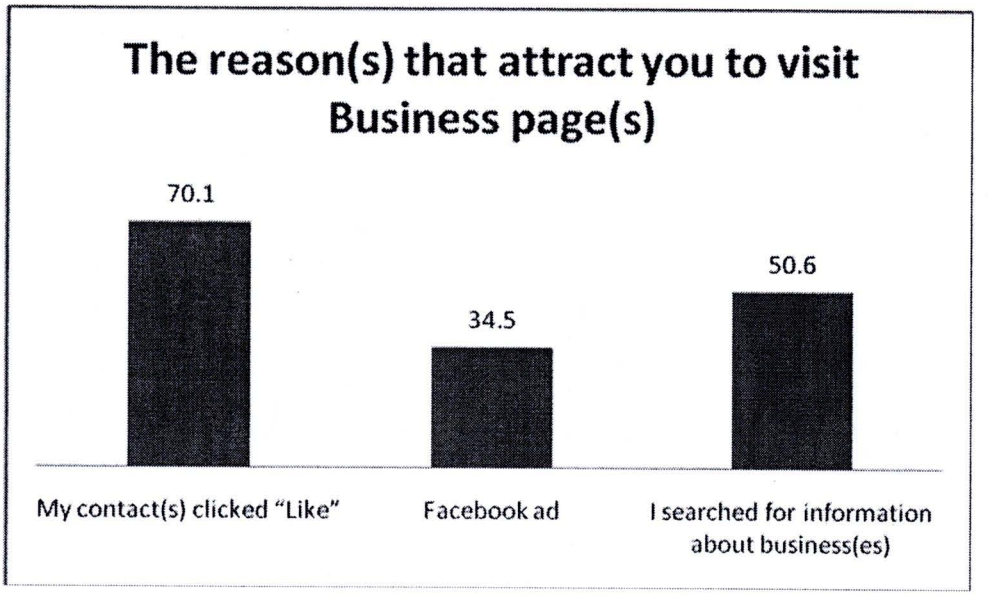

Figure 19 The reason (s) that attracted you to visit the business page (s).

Figure 19 presents the reasons as to why respondents were attracted to visiting business pages. My contacts clicking "like" attracted 70.1% of respondents to visit the business pages. Moreover, the search for information about business and Facebook ad attracted respondents to visit business pages at 50.6% and 34.5% respectively. It can be concluded that the main reason for attracting respondents to visit business pages is that the respondents' contacts clicked "like" on business pages.

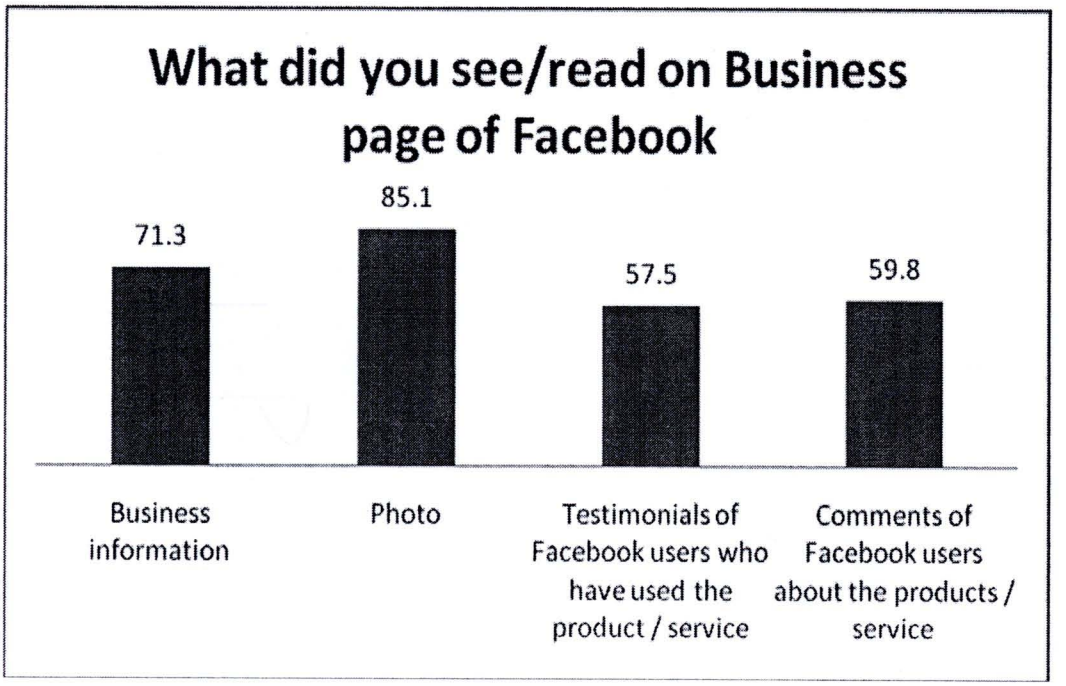

Figure 20 What did you see/read on the business page of Facebook?.

As can be seen from Figure 20, the respondents saw a photo and read the business information on the business page of Facebook at 85.1% and 71.3% respectively. Moreover, they saw comments by Facebook users about the products/services (59.8%) and testimonials by Facebook users who have used the products/services (57.5%). It can be concluded that most respondents saw a photo and read the business information on the business page of Facebook.

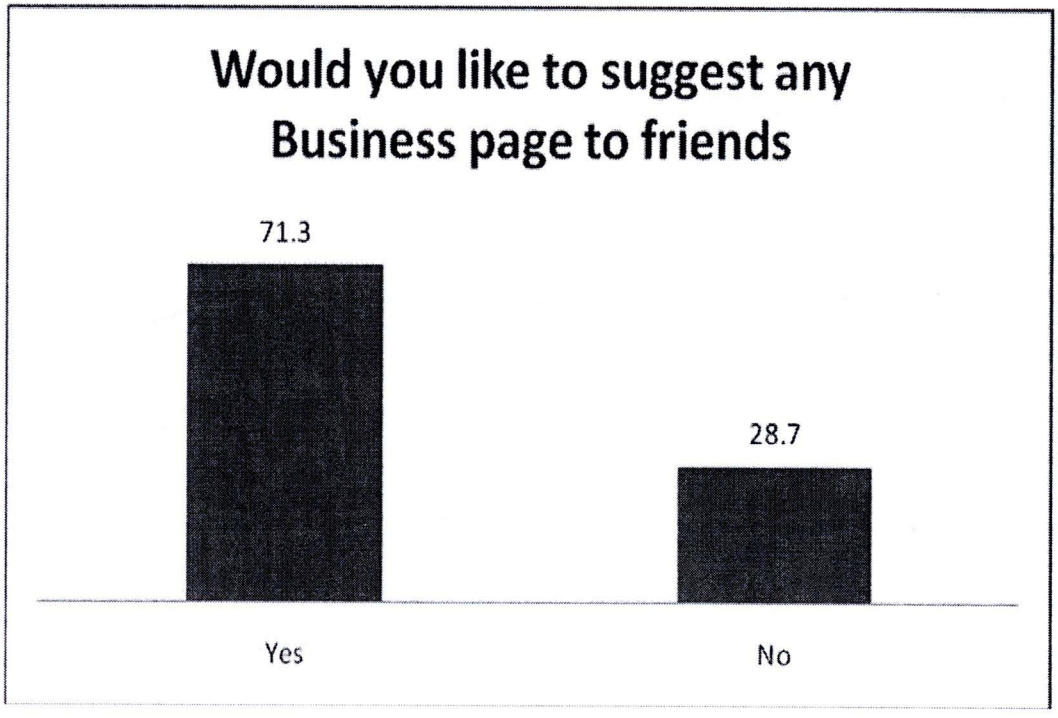

Figure 21 Would you suggest a business page to friends?.

As shown in Figure 21, 71.3% of respondents would suggest a business page to friends. Only 28.7% of respondents would not suggest a business page to their friends. It can be concluded that most respondents would suggest a business page to their friends.

Table 9

Why do you Think the Page Should be Suggested to Your Friend?

	N	Mean
Interesting	62	4.05
Informative	62	4.08
Useful	62	3.98
Important	62	3.76
Helpful	62	3.76
Entertaining	62	3.69

The data in Table 9 indicates that in order to suggest a page to their friends, a business page should be interesting and informative (mean scores at 4.05 and 4.08 respectively). Moreover, the business page should be useful (mean score of 3.98), important (mean score of 3.76), helpful (mean score of 3.76), and entertaining (3.69). It can be concluded that respondents will suggest a page to their friend when the business page is interesting, informative, useful, important, and entertaining.

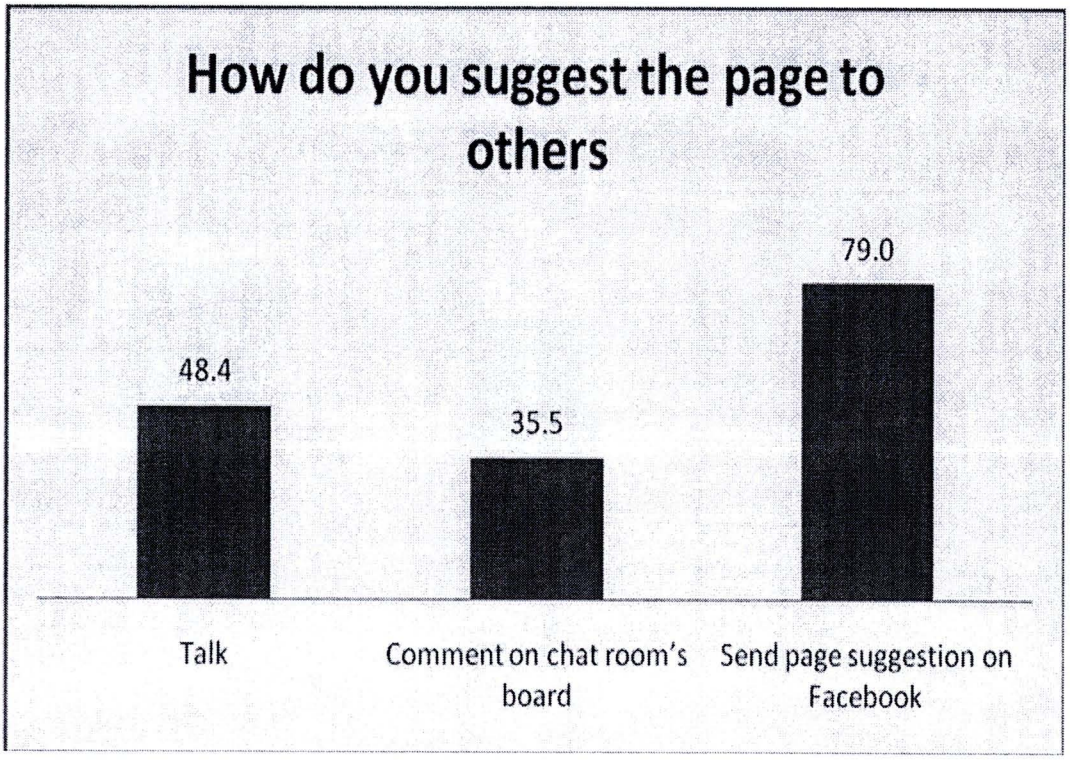

Figure 22 How would you suggest the page to others?.

Figure 22 presents how respondents would suggest a business page to others. Most respondents would suggest the page to others by sending a page suggestion on Facebook (79%). However, some respondents would suggest the page to others by talking to them (48.4%) and commenting on a chatroom (35.5%). It can be concluded that most respondents suggest the page to others by sending a page suggestion on Facebook.

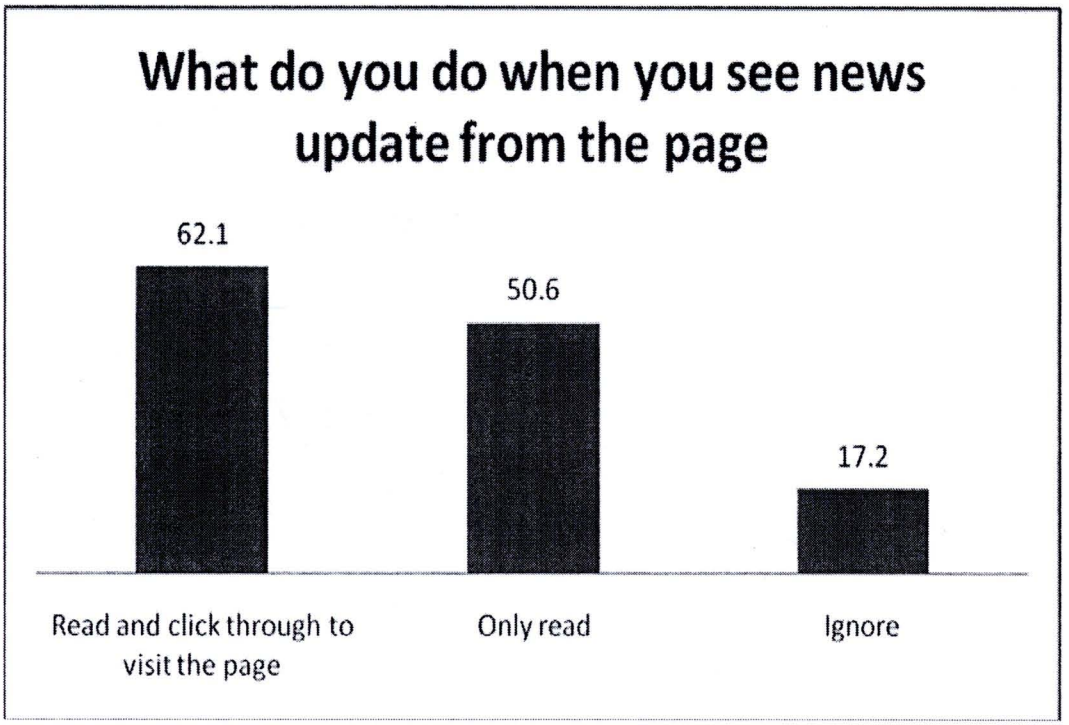

Figure 23 What do you do when you see a news update from the page?.

As shown in Figure 23, after respondents see the news update from the page, most respondents read and click to visit the page (62.1%) followed by read only (50.6%). However, some respondents ignore the news update from the page (17.2%). It can be concluded that most respondents read and click to visit the page, while many others read only.

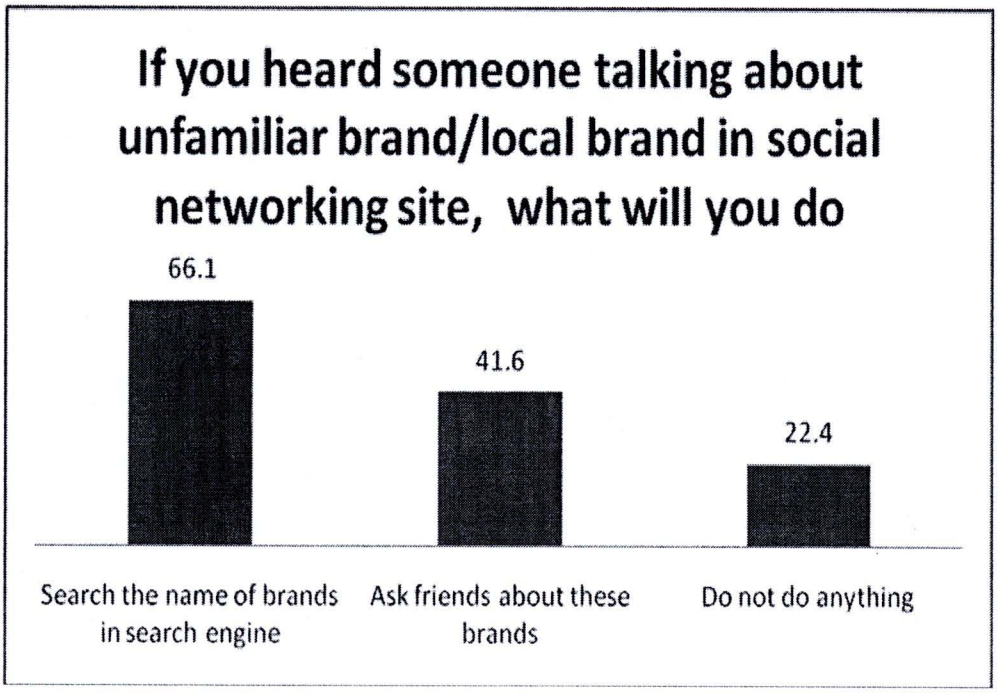

Figure 24 If you saw someone posting about an unfamiliar brand/local brand on a social networking site, what would you do?.

As shown in Figure 24, if respondents saw someone posting about an unfamiliar brand/local brand on a social networking site, they would search for the name of the brand via search engine (66.1%). Moreover, respondents would ask their friends about an unfamiliar brand/local brand (41.6%). Just less than a quarter of respondents wouldn't do anything (22.4%). It can be concluded that the respondents would respond if they saw someone post something about an unfamiliar brand/local brand on a social networking site. The main responses are the use of a search engine and asking their friends.

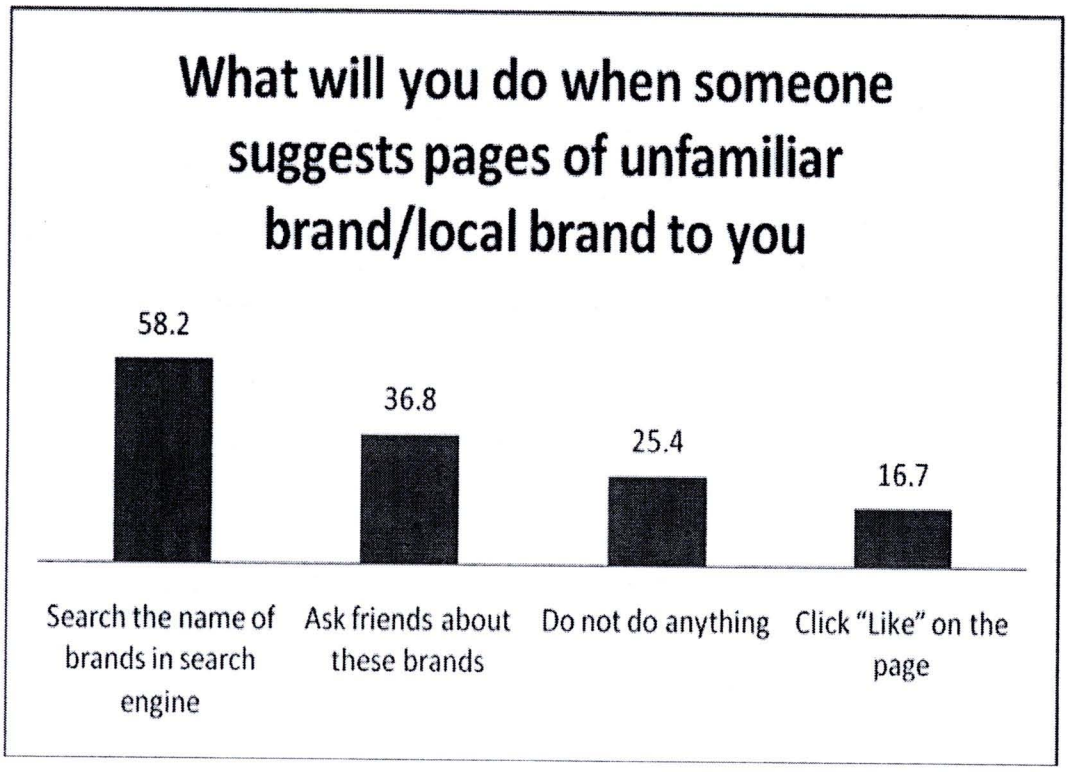

Figure 25 What would you do if someone suggested the web page of an unfamiliar brand/local brand to you?.

As shown in Figure 25, if someone suggested the web page of an unfamiliar brand/local brand, respondents would search the name of the brand via search engine (58.2%). In addition, respondents would ask their friends (36.8%) and click "like" on the page (16.7%). Some respondents would not do anything after someone suggested the page of an unfamiliar brand/local brand (16.7%). It can be concluded that respondents responded after someone suggested the web page of an unfamiliar brand/local brand. The main responses are searching via a search engine and asking their friends about the unfamiliar brand/local brand.

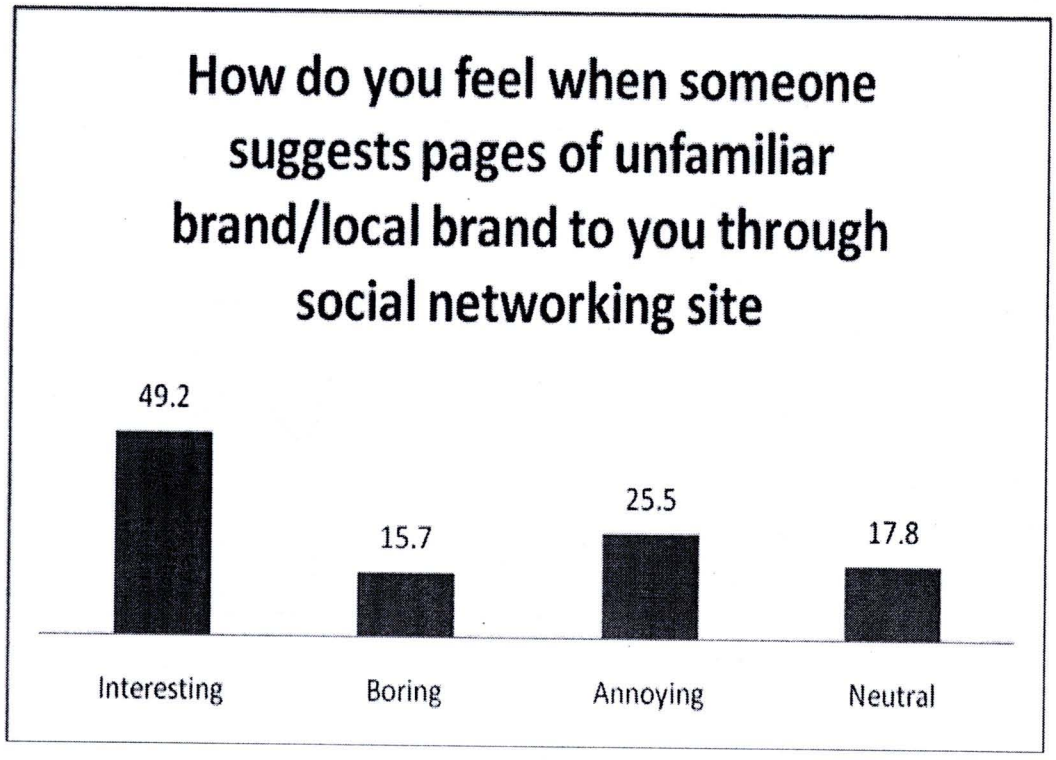

Figure 26 How would you feel if someone suggested the web page of an unfamiliar brand/local brand to you on a social networking site?.

As shown in Figure 26, if someone suggested the web page of an unfamiliar brand/local brand to them on social networking site, most respondents would feel interested (49.2%). Some respondents would feel neutral (17.8%), while other respondents would feel annoyed (25.5%) and bored (15.7%). It can be concluded that the majority of respondents would feel interested rather than annoyed and bored if someone suggested the web page of an unfamiliar brand/local brand to them on a social networking site.

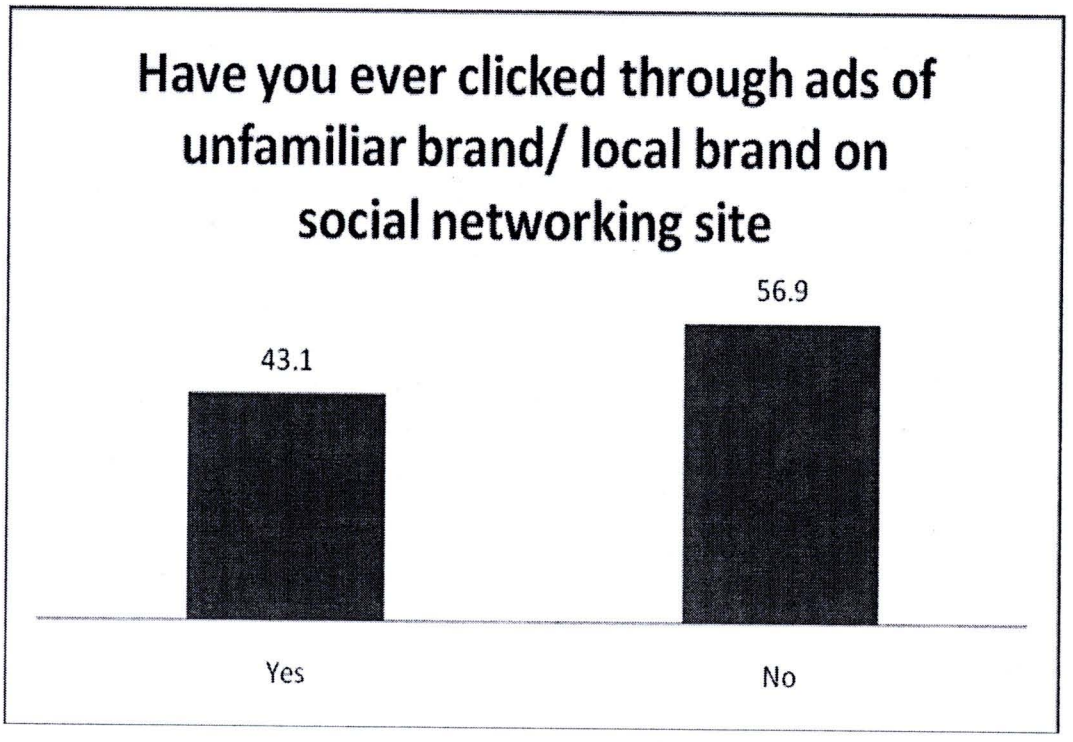

Figure 27 Have you ever clicked on the ad of an unfamiliar brand/local brand on a social networking site?.

It can be seen from the data in Figure 27 that 56.9% of respondents had never clicked on an ad of an unfamiliar brand/local brand on a social networking site; in contrast, 43.1% of respondents have.

Table 10

Level of Importance of Each of the Following Factors in your Decision to Click on an ad of an Unfamiliar Brand/Local Brand on a Social Networking Site

	N	Mean
Banner Design	140	4.01
Banner Message	140	4.16
Banner Colour	140	3.78
Animation	140	3.59
Banner Size	140	3.72
Banner Position	140	3.97
Branded Banner	140	3.91
Promotional offer	140	4.09

Table 10 presents the level of importance of factors in the decision to click on an ad of an unfamiliar brand/local brand on a social networking site by mean score. This table uses mean score because these questions used five-point scales.

Respondents rated the following factors as having a high level of importance: Banner design, banner message, banner colour, animation, banner size, banner position, branded banner, and promotional offer. Banner message, banner design, and promotional offer had the higher levels of importance than the other factors (mean scores of 4.16, 4.09, and 4.01,

respectively). The remaining factors also had high levels of importance too (mean scores of 3.97, 3.91, 3.78, 3.72, and 3.59 respectively).

It can be concluded that banner message, banner design, and promotional offer are the main factors influencing respondents to click on the ad of an unfamiliar brand/local brand on a social networking site.

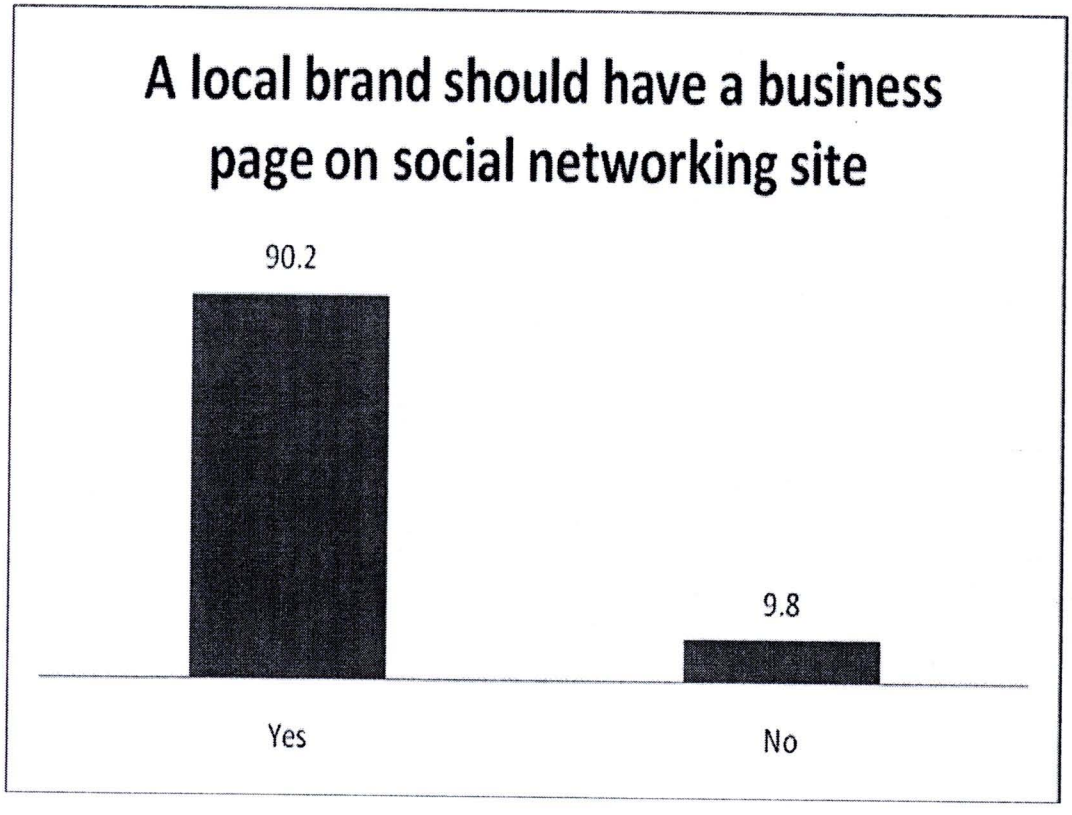

Figure 28 A local brand should have a business page on a social networking site.

As shown in Figure 28, 90.2% of respondents think a local brand should have a business page on a social networking site. Only 9.8% of

respondents don't think so. Therefore, it can be concluded that a local brand should have a business page on social networking site.

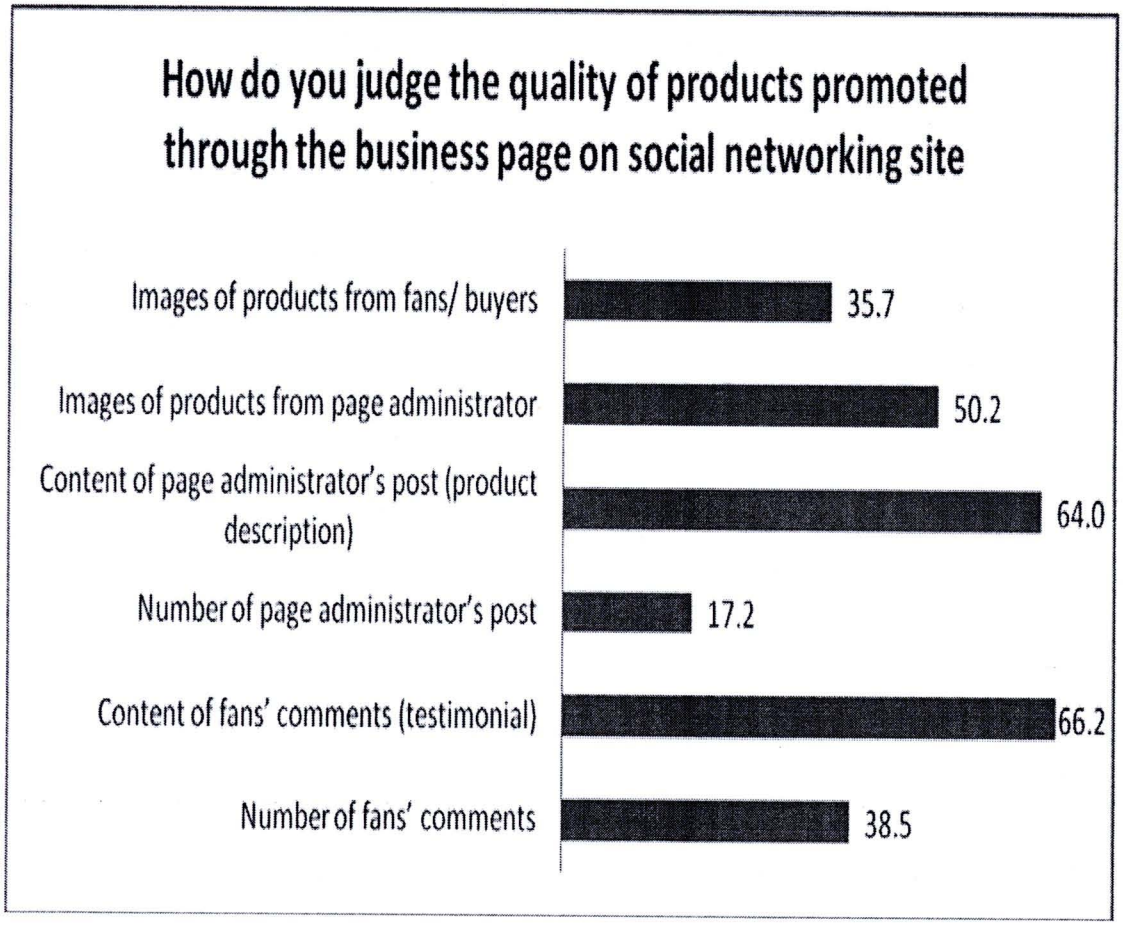

Figure 29 How do you judge the quality of a product promoted through a business page on a social networking site?.

Figure 29 shows how respondents judge a product's quality. Respondents have various ways to judge the quality of products promoted through a business page on a social networking site. Respondents mostly judge product quality from the content of fans' comments, the content of the page administrator's post, and the images of products from the page

administrator (66.2%, 64%, and 50.2% respectively). Moreover, some respondents judge product quality from the number of fans' comments (38.5%) and the images of products from fans/buyers (35.7%). Only 17.2% of respondents judge product quality from the number of a page administrator's posts. It can be concluded that the content of fans' comments, the content of the page administrator's post, and the images of products from the page administrator are the main criteria used for judging the quality of products promoted through a business page on a social networking site.

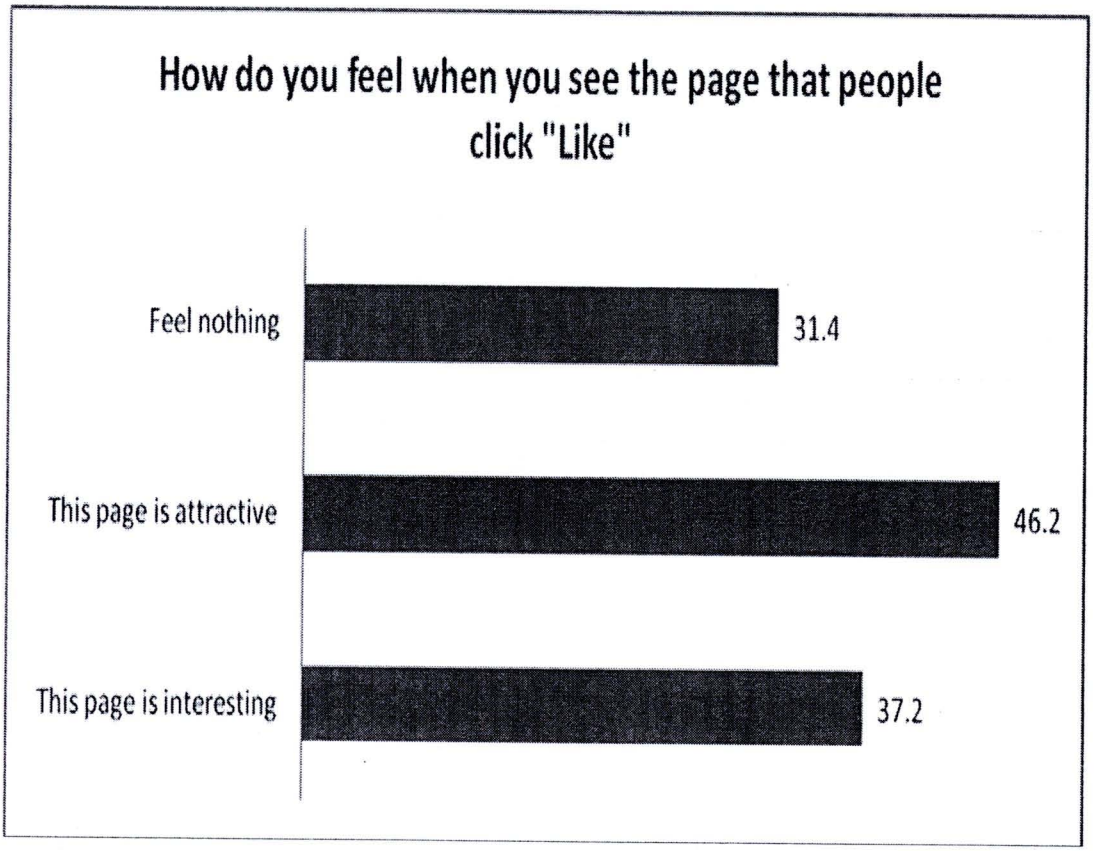

Figure 30 How do you feel when you see a page that people have clicked "Like".

As shown in Figure 30, respondents have different feelings towards a page that people have clicked "Like". Respondents feel this page is attractive (46.2%) and is interesting (37.2%). However, some respondents feel nothing (31.4%). It can be concluded that respondents have different feelings when they see a page that people have clicked "Like".

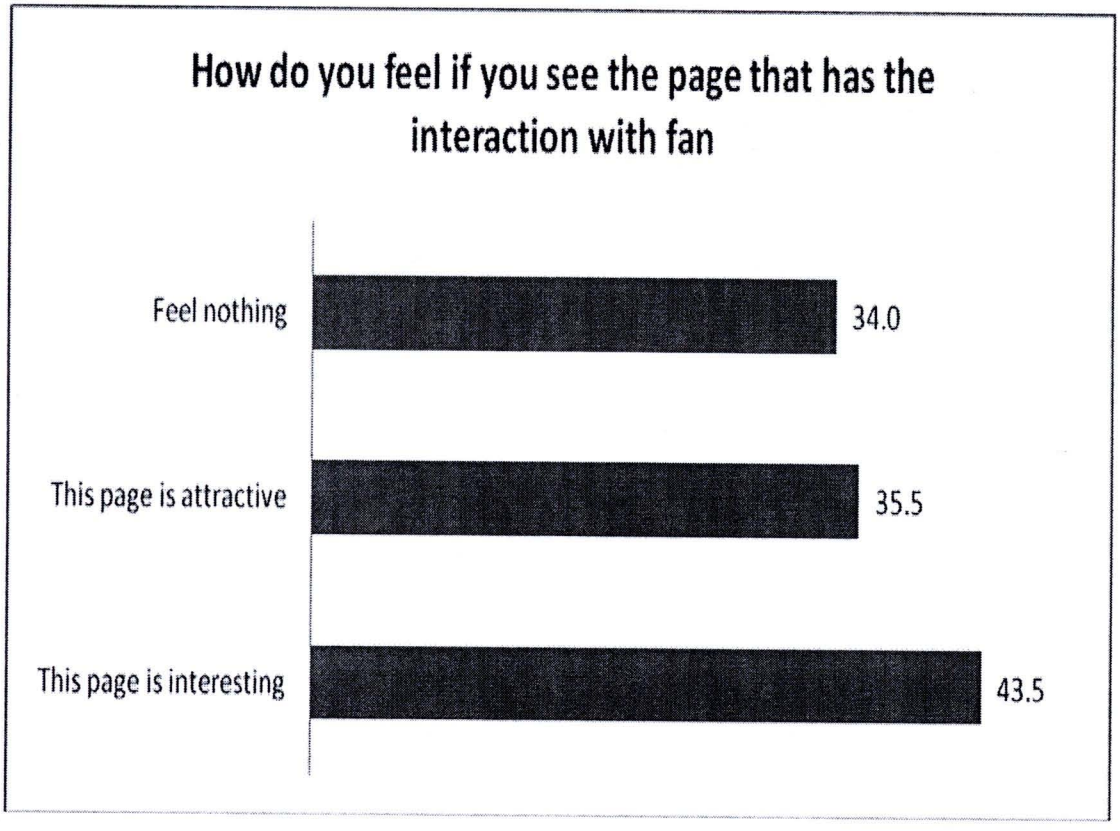

Figure 31 How do you feel if you see a page that has interaction with fans.

As shown in Figure 31, respondents have different feelings towards a page that has interaction with fans. Respondents feel this page is interesting (43.5%) and attractive (35.5%). However, some respondents feel nothing

(34%). It can be concluded that respondents have different feelings when they see a page that has interaction with fans.

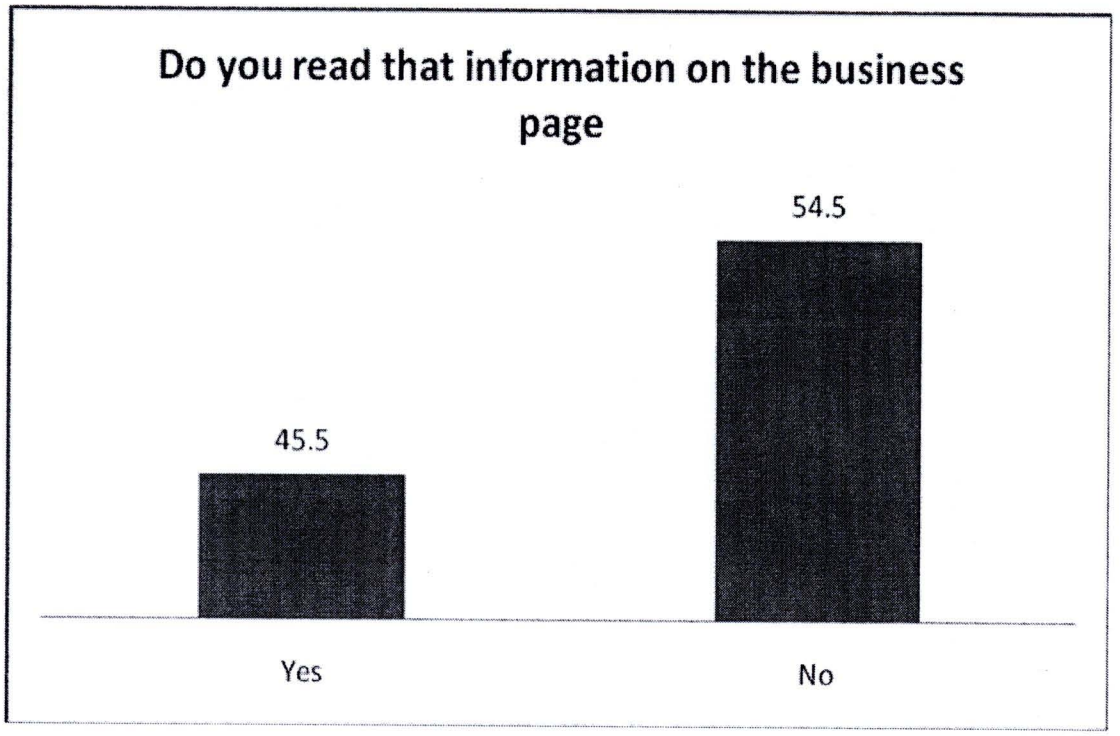

Figure 32 Do you read the information on a business page?.

From Figure 32, it can be seen that 54.5% of respondents don't read the information on a business page; in contrast, 45.5% do. It can be concluded that the majority of respondents don't read the information on a business page.

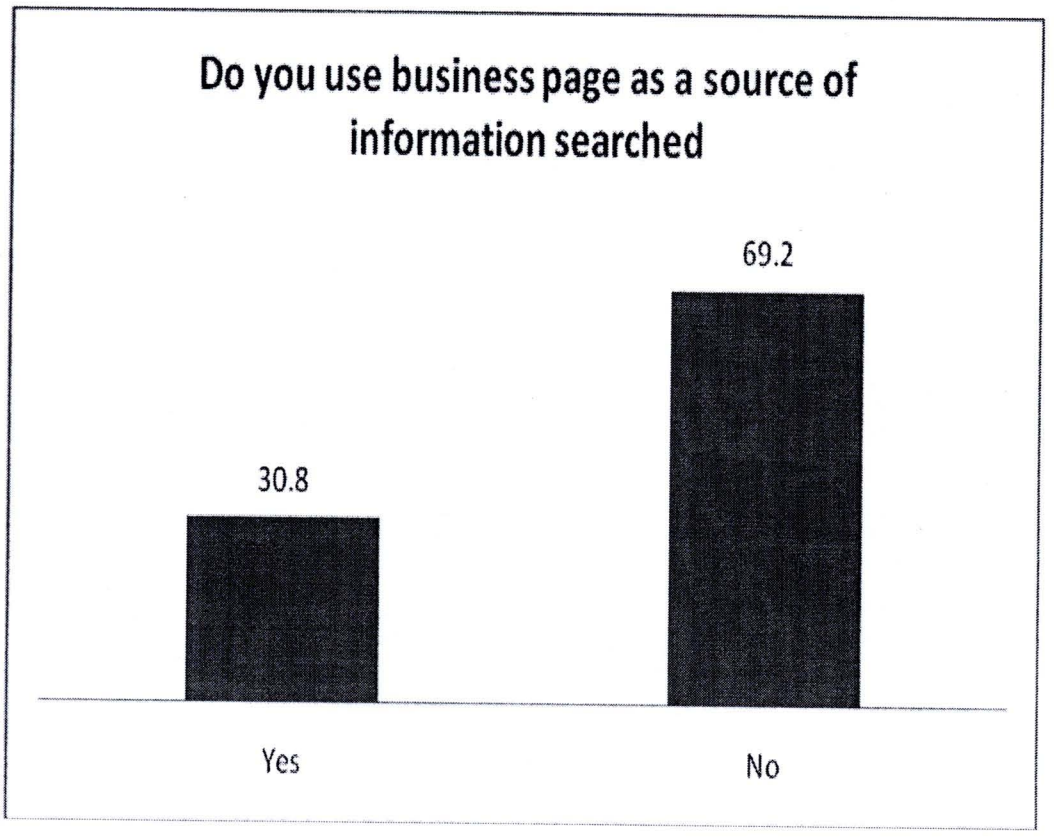

Figure 33 Do you use a business page as a source of information search?.

As shown in Figure 33, 69.2% of respondents don't use a business page as a source of information search; in contrast, 30.8% do. It can be concluded that the majority of respondents don't use a business page as a source of information searched.

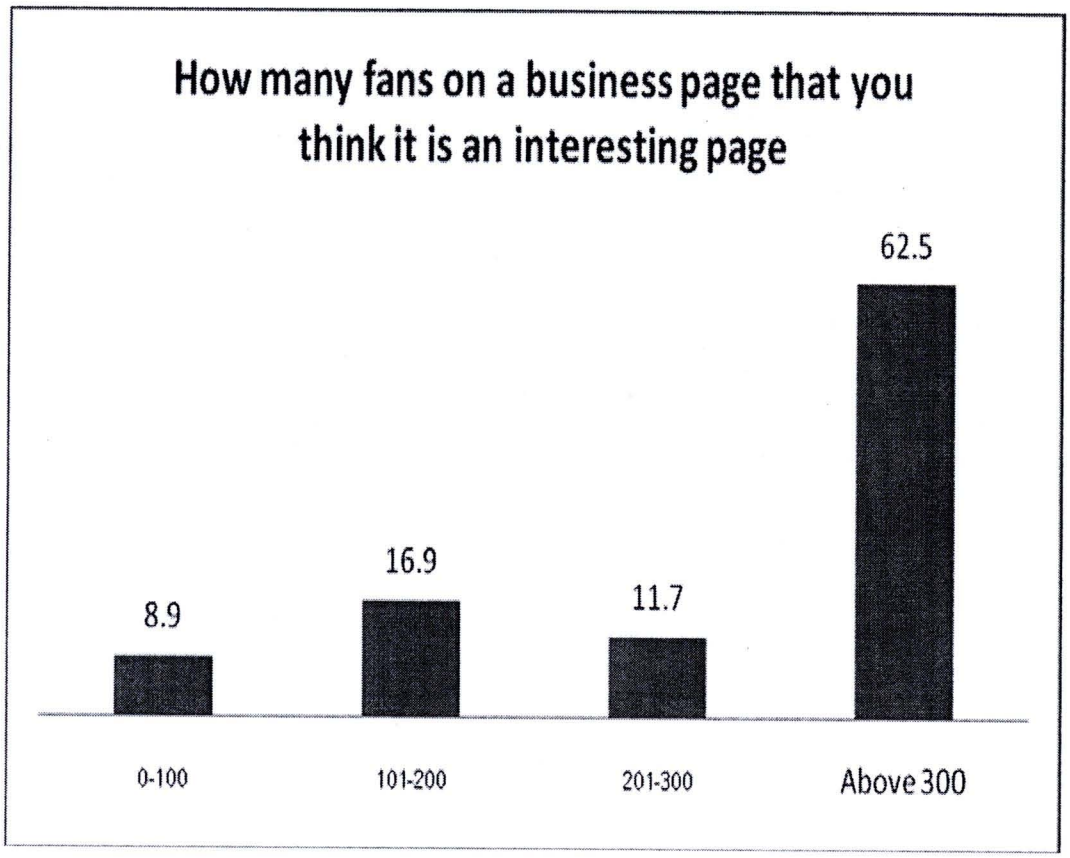

Figure 34 How many fans on a business page do you think make it an interesting page?.

As shown in Figure 34, respondents think more than 300 fans on a business page make it an interesting page (62.5%). As for the other numbers of fans, 0-100 fans, 101-200 fans, and 201-300 fans of a business page make the page of interest for 8.9%, 16.9%, and 11.7% of respondents respectively. It can be concluded that for a page to gain interest it should have more than 300 fans.

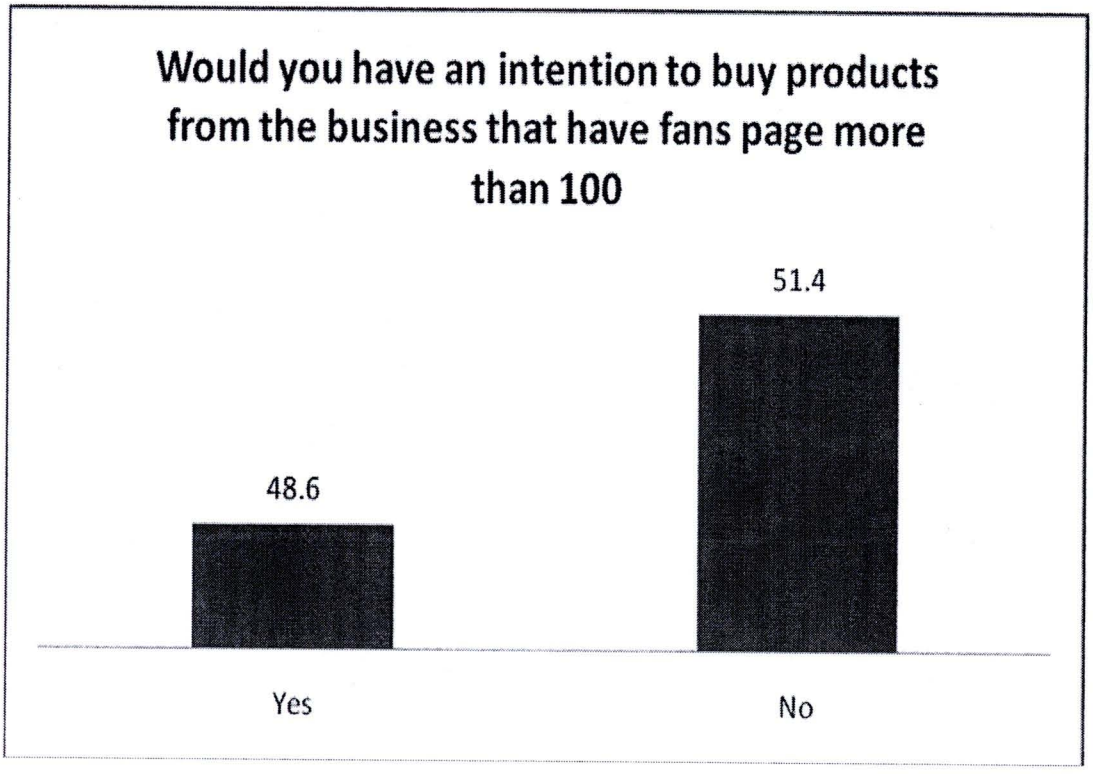

Figure 35 Would you buy products from a business that had more than 100 fans?.

As shown in Figure 35, 51.4% of respondents wouldn't buy products from a business that had more than 100 fans; in contrast, 48.6% would.

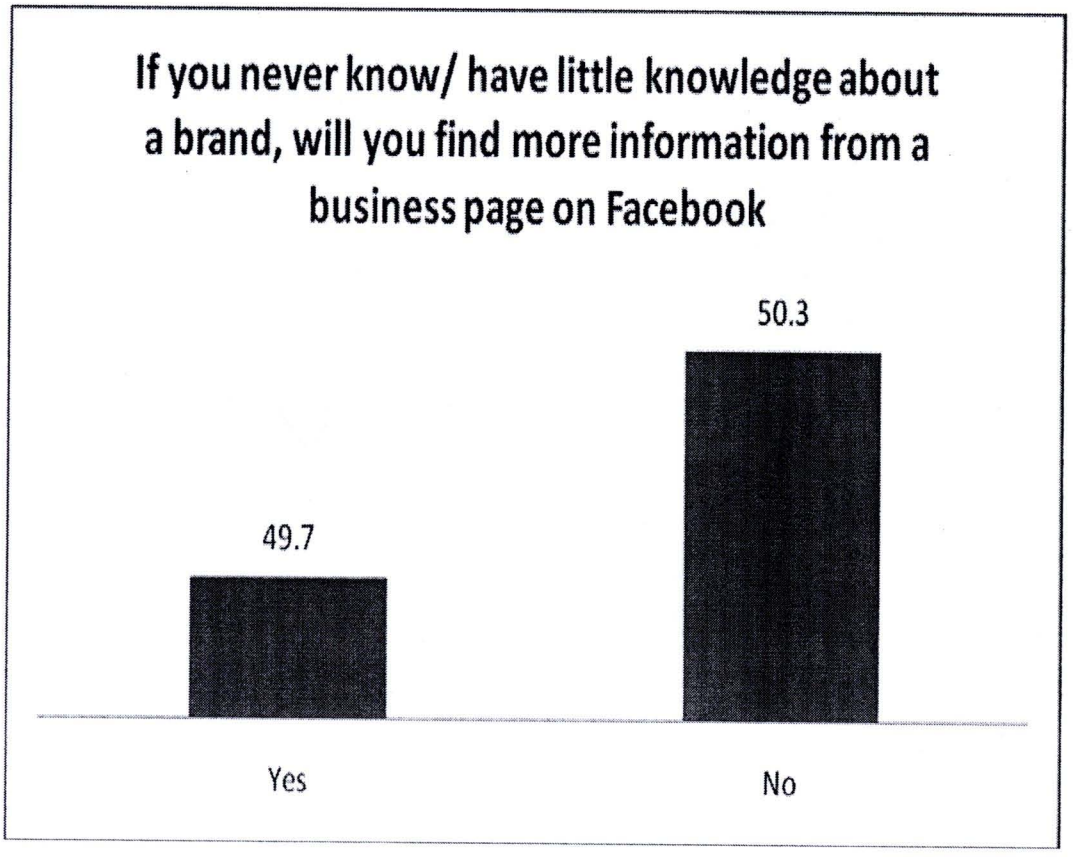

Figure 36 If you weren't aware/had little knowledge about a brand, would you find more information from a business page on Facebook?.

It can be seen from the data in Figure 36 that if respondents weren't aware or had little knowledge about a brand, about half would find more information from a business page on Facebook (49.7%); in contrast, the other half would not (50.3%).

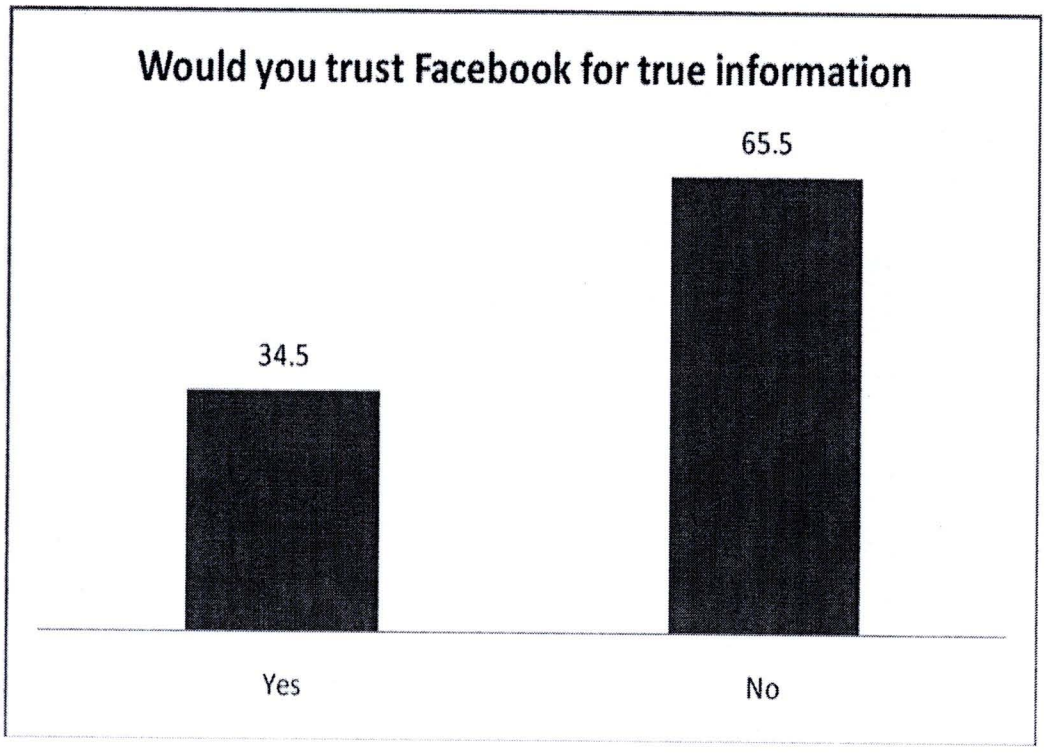

Figure 37 Would you trust Facebook for obtaining reliable information?.

As shown in Figure 37, 65.5% of respondents don't trust Facebook as concerns the reliability of the information; in contrast, 34.5% do. It can be concluded that the majority of respondents don't trust Facebook as regards reliable information.

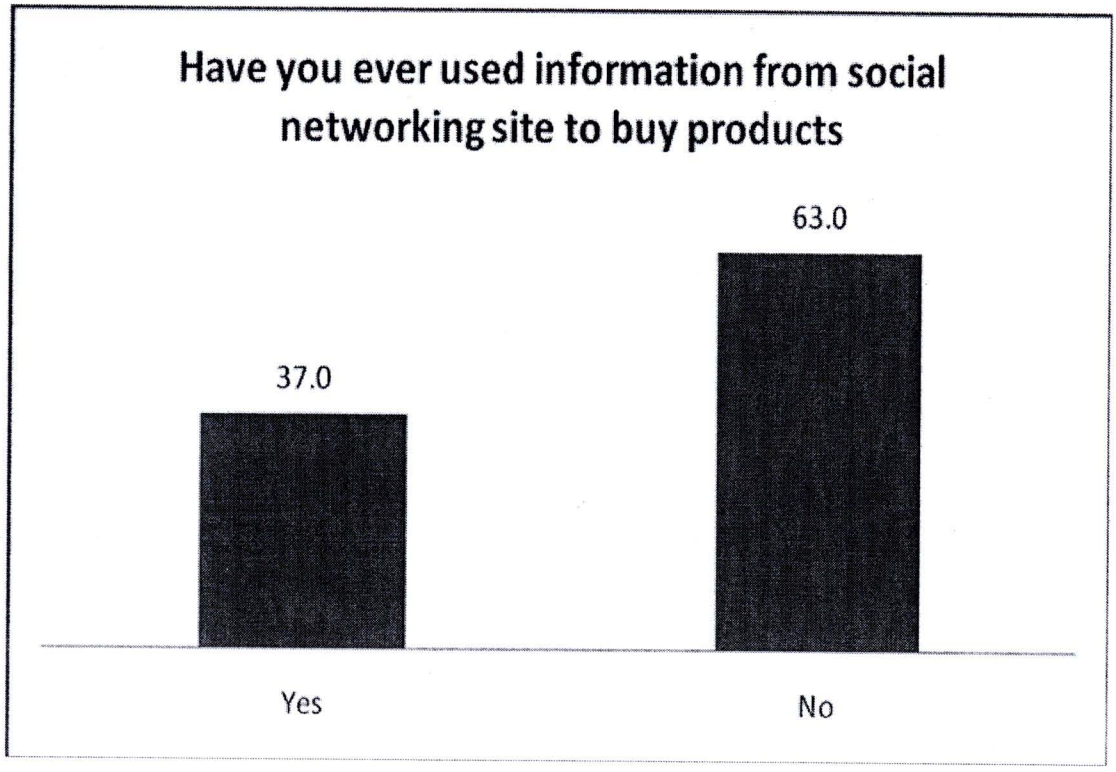

Figure 38 Have you ever used information from a social networking site to buy a product?.

As shown in Figure 38, 63% of respondents have never used information from a social networking site to buy a product; in contrast, about 37% have. It can be concluded that majority of respondents have never used information from a social networking site to buy a product.

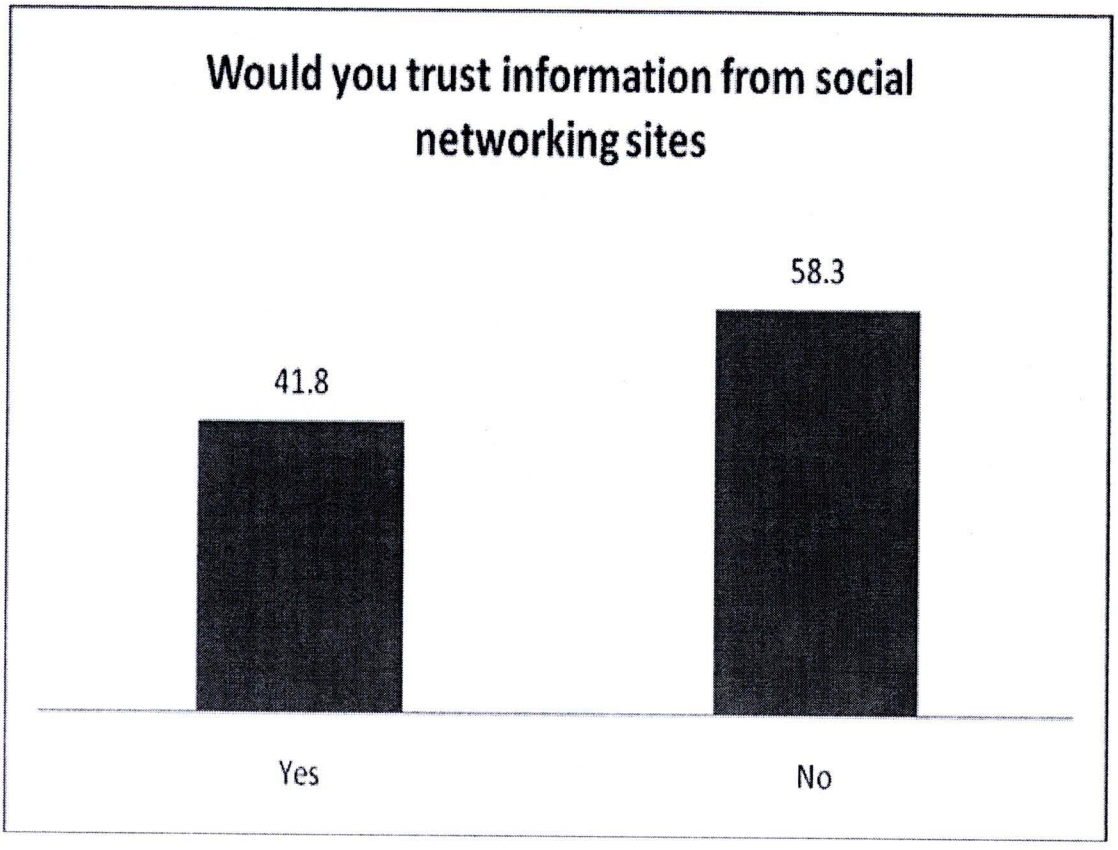

Figure 39 Would you trust the information from a social networking site?.

As shown in Figure 39, 58.3% of respondents don't trust the information from social networking sites. This is compared to 41.8% who do. It can be concluded that the majority of respondents don't trust the information from social networking sites.

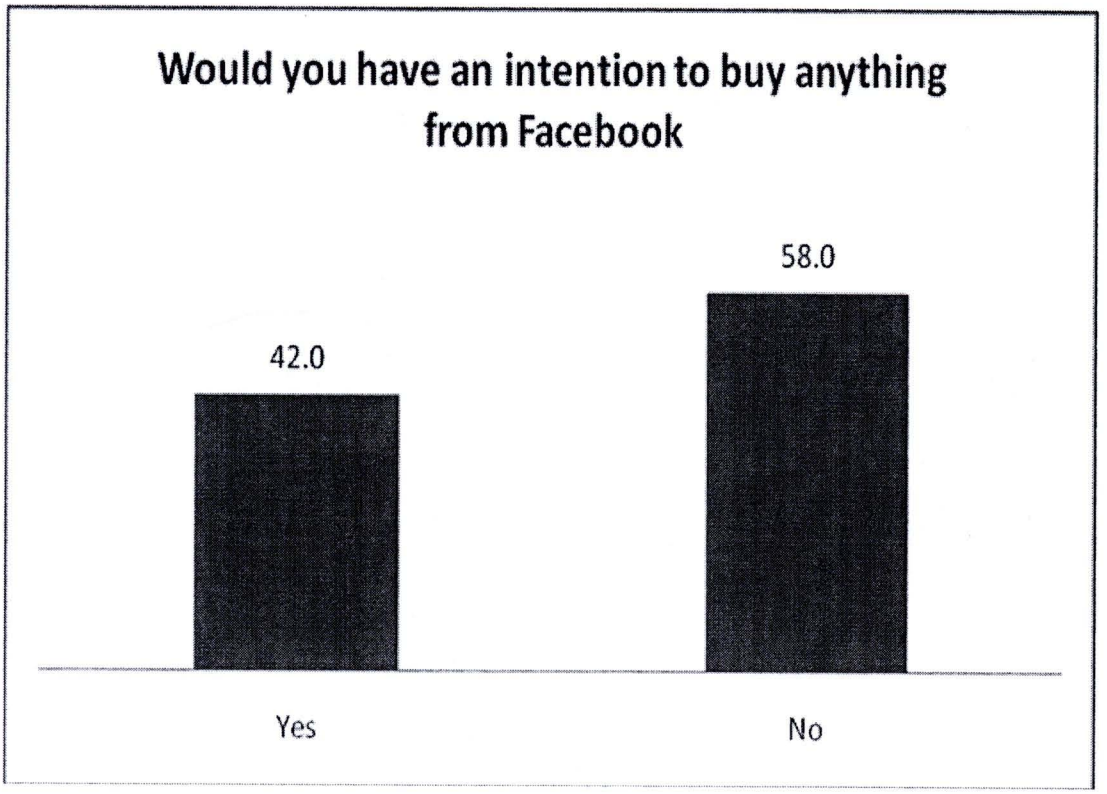

Figure 40 Would you buy anything from Facebook?.

Figure 40 presents the response to potentially buying something from Facebook. Of the respondents, 58% wouldn't buy anything from Facebook, whereas 42% would. It can be concluded that the majority of respondents wouldn't buy anything from Facebook.

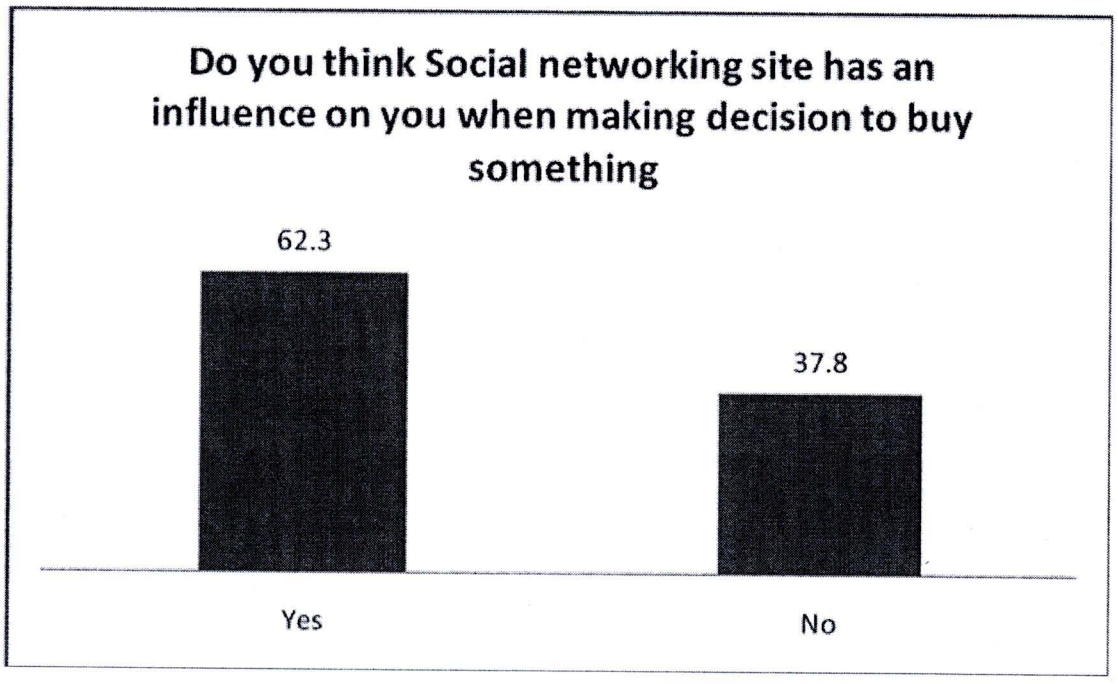

Figure 41 Do you think social networking sites have influence on you when making a decision to buy something?.

As shown in Figure 41, 62.3% of respondents think social networking sites have influence on them when deciding to buy something. In contrast, about 37.8% don't think there is any influence. It can be concluded that the majority of respondents think social networking sites have influence on their decision to buy something.

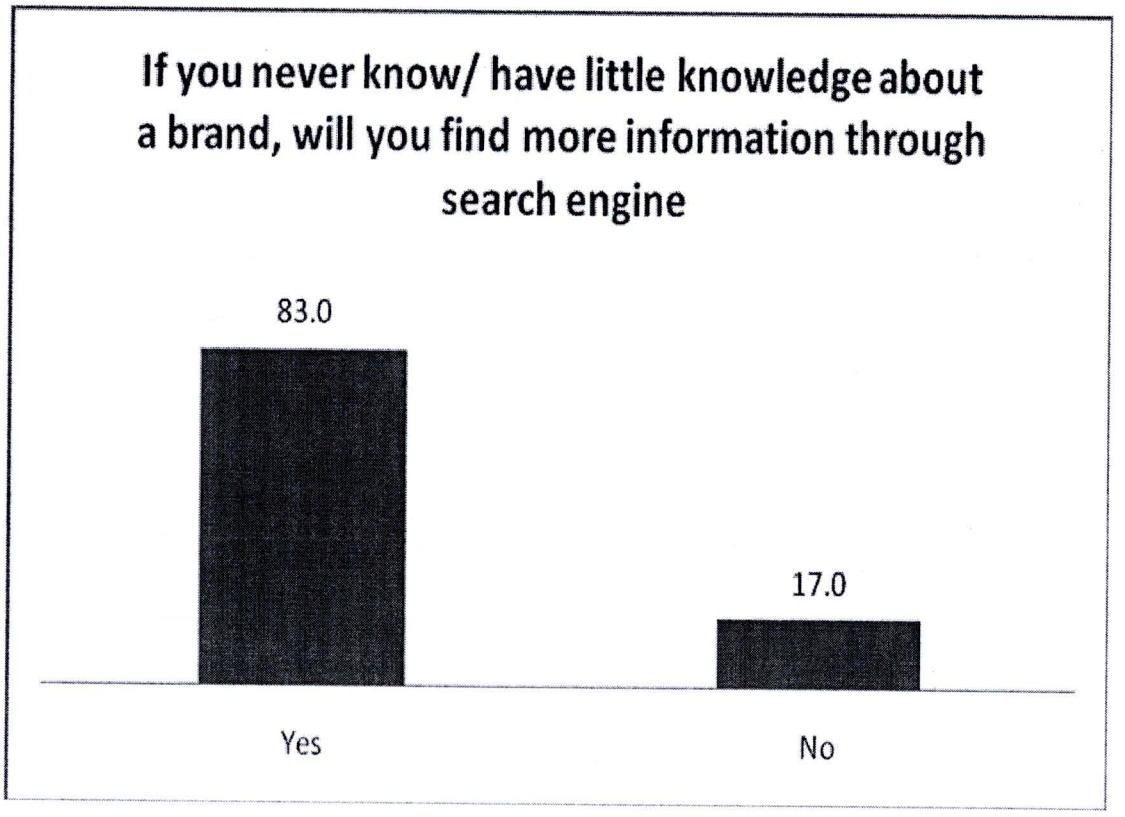

Figure 42 If you weren't aware of/had little knowledge about a brand, would you find out more information through a search engine?.

As shown in Figure 42, 83% of respondents would find out more information through a search engine if they weren't aware of or had little knowledge about a brand; in contrast, only 17% wouldn't. It can be concluded that most respondents would find out more information through a search engine.

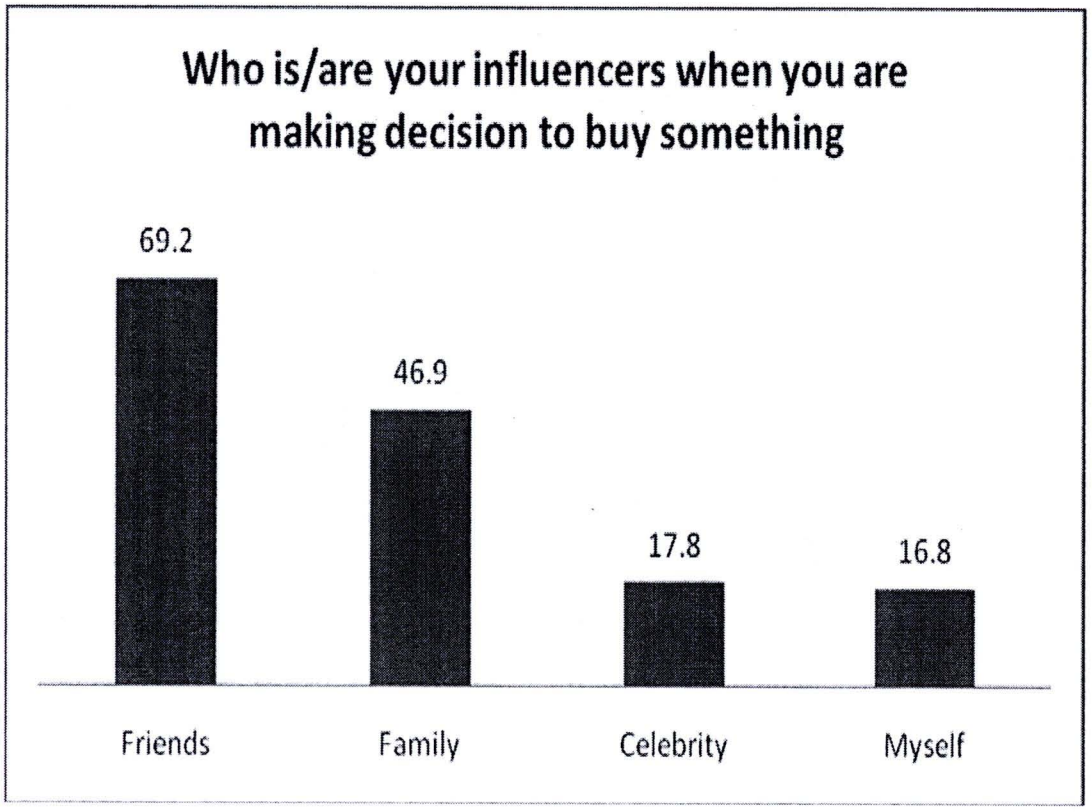

Figure 43 Who is/are your influencers when making a decision to buy something?.

As shown in Figure 43, friends are the main influencers when respondents are making a decision to buy something (69.2%). Moreover, the family is also a major influencer too (46.9%). As for other influencers, these are celebrity and the respondents themselves at 17.8% and 16.8% respectively. It can be concluded that the main influencers are friends and family when the respondents are making a decision to buy something.

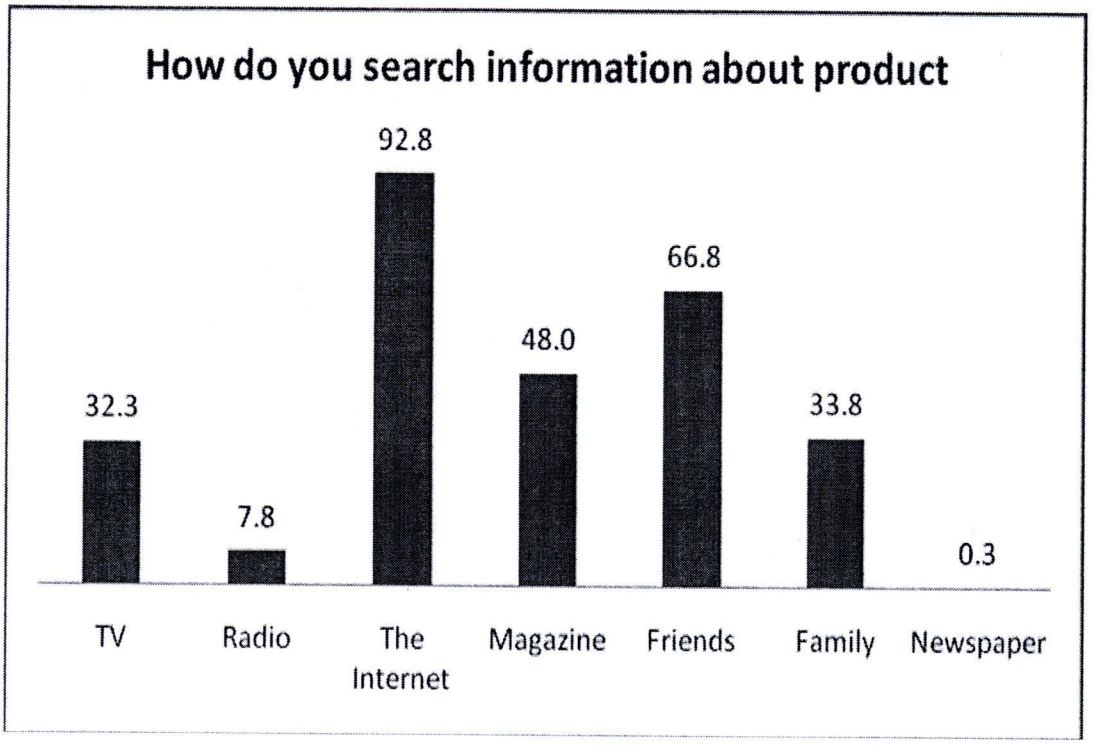

Figure 44 How do you search for information about a product?.

As shown in Figure 44, most respondents search for information about a product through the internet (92.8%). As for other channels, the respondents search for information about a product through friends (66.8%), magazines (48%), family (33.8%), and TV (32.3%). Some respondents search for information about a product by radio (7.8%) and newspaper (0.3%). It can be concluded that most respondents search for information about a product through the internet.

Research Analysis

Cross-tabulation is the first research analysis that helps to understand consumer behaviours.

Table 11

Cross-tabulation Between Internet Usage and Experience of Using Social Networking Sites

		Have you ever used social networking sites?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
Internet Usage Per Day	Less than 2 hours	46	70.8%	19	29.2%
	Between 2-4 hours	111	91.0%	11	9.0%
	Between 4-6 hours	102	91.9%	9	8.1%
	More than 6 hours	92	90.2%	10	9.8%

From Table 11, it can be seen that most respondents have used social networking sites. When looking at internet usage per day, this research found that most respondents who use the internet between 2-4 hours, between 4-6 hours and more than 6 hours daily have used social networking sites at similar levels at 91%, 91.9%, and 90.2% respectively. As concerns the respondents who use the internet for less than 2 hours a day, 70.8% of them have used social networking sites. Therefore, respondents who use the internet less than 2 hours a day have used social networking sites less than those who use it for

2 hours and above. From this table, it can be concluded that respondents who have high internet usage have more opportunity to use social networking sites.

Table 12

Cross-tabulation Between Purpose of Using Social Networking Sites and Experience of Purchasing Products/Services Through Facebook

		Have you ever purchased products/service through Facebook?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
Purpose of using social networking sites	Social	36	14.0%	222	86.0%
	Business	16	28.6%	40	71.4%
	Shopping	27	29.7%	64	70.3%
	News	29	13.7%	182	86.3%
	Game(s)/ Application(s)	26	17.3%	124	82.7%

From Table 12, most respondents have never purchased products/services through Facebook. The purpose of using social networking sites are social, business, shopping, news, and game(s)/application(s). Of the respondents who use these sites for social purposes, 14% have purchased products/services through Facebook. Of the respondents who use them for business purposes 28.6% have purchased products/services through Facebook. Of the respondents who use them for shopping purposes, 29.7% have purchased products/services through Facebook. Of the respondents who use

the sites for news, 13.7% have purchased products/services through Facebook. Of the respondents whose focus is on the game(s)/application(s) 17.3% have purchased products/services through Facebook. It can be concluded that respondents who use social networking sites for business and shopping purposes purchase products/services through Facebook more than those who use it for other purposes.

Table 13

Cross-tabulation Between Purpose of Using Social Networking Sites and Experience of Visiting Business Pages on Facebook

		Have you ever visited a business page of Facebook?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
Purpose of using social networking sites	Social	72	27.9%	186	72.1%
	Business	26	46.4%	30	53.6%
	Shopping	34	37.4%	57	62.6%
	News	53	25.1%	158	74.9%
	Game(s)/ Application(s)	37	24.7%	113	75.3%

From Table 13, it can be seen that most respondents have never visited a business page on Facebook. Again, the purposes of using social networking sites are social, business, shopping, news, and game(s)/application(s). Of the respondents who use them for social purposes 27.9% have visited a business

page on Facebook. Of the respondents whose purposes are for business, 46.4% have visited a business page on Facebook. Of the respondents whose purposes are for shopping, 37.4% have visited a business page on Facebook. Of the respondents who use social network sites for news, 25.1% have visited a business page on Facebook. Of the respondents whose focus is on the use of game(s)/application(s), 24.7% have visited a business page on Facebook. It can be concluded that more respondents who use social networking sites for business and shopping purposes have visited a business page on Facebook than those with other purposes.

Table 14

Cross-tabulation Between Purpose of Using Social Networking Sites and Suggestion of Business Page to Friends

		Would you suggest a business page to friends?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
Purpose of using social networking sites	Social	49	68.1%	23	31.9%
	Business	23	88.5%	3	11.5%
	Shopping	29	85.3%	5	14.7%
	News	44	83.0%	9	17.0%
	Game(s)/ Application(s)	28	75.7%	9	24.3%

From Table 14, it can be seen that most respondents would suggest a business page to friends. As before, the purposes of using social networking

sites are social, business, shopping, news, and game(s)/application(s). Of those respondents who use the sites for social purposes, 68.1% would suggest a business page to friends. Of the respondents with business purposes, 88.5% would suggest a business page to friends. Of the respondents who use the sites for shopping, 85.3% would suggest a business page to friends. Of the respondents with news purposes, 83% would suggest a business page to friends. Of the respondents whose focus is on game(s)/application(s), 75.7% would suggest a business page to friends. It can be concluded that more respondents who have business, shopping and news purposes would suggest a business page to friends than those with other purposes.

Table 15

Cross-tabulation Between Purpose of Using Social Networking Sites and Experience of Clicking ads for Unfamiliar Brands/Local Brands on Social Networking Sites

		Have you ever clicked on an ad of an unfamiliar brand/local brand on a social networking site?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
Purpose of using social networking sites	Social	110	42.6%	148	57.4%
	Business	35	62.5%	21	37.5%
	Shopping	56	61.5%	35	38.5%
	News	87	41.2%	124	58.8%
	Game(s)/ Application(s)	68	45.3%	82	54.7%

From Table 15, it can be seen that most respondents have clicked on ads for unfamiliar brands/local brands on social networking sites. The purpose of using social networking sites are social, business, shopping, news, and game(s)/application(s). Most respondents (57.4%) with social purposes have never clicked on an ad for an unfamiliar brand/local brand on social networking sites. Most respondents (62.5%) with business purposes have clicked on an ad for an unfamiliar brand/local brand on a social networking site. Most respondents (61.5%) with shopping purposes have clicked on an ad for an unfamiliar brand/local brand on a social networking site. Most respondents (58.8%) with news purposes have never clicked on an ad for an unfamiliar brand/local brand on a social networking site. Most respondents (54.7%) whose focus is on game(s)/application(s) have never clicked on an ad for an unfamiliar brand/local brand on a social networking site. It can be concluded that more respondents with business and shopping purposes would suggest a business page to friends than those who use the sites for other purposes.

Table 16

Cross-tabulation Between Channel of Information Search and Finding out More Information from a Business Page on Facebook

		If you weren't aware/had little knowledge about a brand, would you find out more information from a business page on Facebook?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
How do you search for information about a product?	TV	61	32.8%	56	29.8%
	Radio	16	8.6%	11	5.9%
	The Internet	181	97.3%	166	88.3%
	Magazine	99	53.2%	82	43.6%
	Friends	133	71.5%	120	63.8%
	Family	64	34.4%	63	33.5%
	Newspaper	0	0.0%	1	0.5%

From Table 16, it can be seen that respondents who would find out more information from a business page on Facebook search for information primarily through the internet (97.3%) and friends (71.5%). This is followed by through magazines (53.2%), family (34.4%), and TV (32.8%). Lastly, radio accounts for only 8.6%. It can be concluded that most respondents who would find more information from a business page on Facebook search for information through the internet and friends.

Table 17

Cross-tabulation Between Channel of Information Search and Trust of Facebook for Reliable Information

		Would you trust Facebook for reliable information?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
How do you search for information about a product?	TV	39	30.2%	78	31.8%
	Radio	11	8.5%	16	6.5%
	The Internet	123	95.3%	224	91.4%
	Magazines	70	54.3%	111	45.3%
	Friends	91	70.5%	162	66.1%
	Family	39	30.2%	88	35.9%
	Newspaper	1	0.8%	0	0.0%

From Table 17, it can be seen that respondents who trust Facebook for reliable information search for information through the internet (95.3%) and friends (70.5%). This is followed by magazines (54.3%), family (30.2%), and TV (30.2%) with radio accounting only for 8.5%. It can be concluded that respondents who trust Facebook for reliable information, search for information through the internet and friends.

Table 18

Cross-tabulation Between Channel of Information Search and Experience of Using Information from Social Networking Sites to Buy Products

		Have you ever used information from a social networking site to buy a product?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
How do you search for information about a product?	TV	46	31.1%	83	32.9%
	Radio	15	10.1%	16	6.3%
	The Internet	145	98.0%	226	89.7%
	Magazines	81	54.7%	111	44.0%
	Friends	100	67.6%	167	66.3%
	Family	41	27.7%	94	37.3%
	Newspaper	0	0.0%	1	0.4%

From Table 18, it can be seen that respondents who have used information from a social networking site to buy products mainly search for information through the internet (98%) and friends (67.6%). This is followed by magazines (54.7%), family (27.7%), and TV (31.1%). Finally, radio accounts for only 10.1%. It can be concluded that respondents who have used information from a social networking site to buy products search for information through the internet and friends.

Table 19

Cross-tabulation Between Channel of Information Search and Trust of Information from Social Networking Sites

		Do you trust information from social networking sites?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
How do you search for information about a product	TV	48	28.7%	81	34.8%
	Radio	14	8.4%	17	7.3%
	The Internet	164	98.2%	207	88.8%
	Magazines	86	51.5%	106	45.5%
	Friends	110	65.9%	157	67.4%
	Family	50	29.9%	85	36.5%
	Newspaper	0	0.0%	1	0.4%

From Table 19, it can be seen that respondents who trust information from social networking sites mainly search for information through the internet (98.2%) and friends (65.9%). This is followed by magazines (51.5%), family (29.9%), and TV (28.7%) with radio accounting for only 8.4%. It can be concluded that respondents who trust information from social networking sites search for information through the internet and friends.

Table 20

Cross-tabulation Between Channel of Information Search and the Influence of Social Networking Site on Making Decisions

		Do you think social networking sites have influence on you making a decision to buy something			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
How do you search for information about a product?	TV	79	31.7%	50	33.1%
	Radio	23	9.2%	8	5.3%
	The Internet	243	97.6%	128	84.8%
	Magazines	127	51.0%	65	43.0%
	Friends	176	70.7%	91	60.3%
	Family	80	32.1%	55	36.4%
	Newspaper	0	0.0%	1	0.7%

From Table 20, it can be seen that most respondents who think social networking sites influence them in buying something, search for information through the internet (97.6%) and friends (70.7%). This is followed by magazines (51%), family (32.1%), and TV (31.7%) with radio at only 9.2%. It can be concluded that most respondents who think social networking site influence them to buy something search for information through the internet and friends.

Table 21

Cross-tabulation Between Channel of Information Search and Finding out More Information Through a Search Engine

		If you weren't aware/had little knowledge about a brand, would you find out more information through a search engine?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
How do you search for information about a product?	TV	112	33.7%	17	25.0%
	Radio	28	8.4%	3	4.4%
	The Internet	323	97.3%	48	70.6%
	Magazines	167	50.3%	25	36.8%
	Friends	229	69.0%	38	55.9%
	Family	115	34.6%	20	29.4%
	Newspaper	0	0.0%	1	1.5%

Table 21 shows the respondents who would find more information by search engine. Most search for information about products through the internet (97.3%) and friends (69%). This is followed by magazines (50.3%), family (34.6%), and TV (33.7%) with radio at only 8.4%. It can be concluded that respondents who would find out more information by search engine search information about a product would do so through the Internet and friends.

Table 22

Cross-tabulation Between Influencers and Trust of Facebook for Reliable Information

		Do you trust Facebook for reliable information?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
Who is/are your influencers when making a decision to buy something?	Friends	96	74.4%	167	68.4%
	Family	52	40.3%	123	50.4%
	Celebrity	21	16.3%	45	18.4%
	Myself	20	15.5%	40	16.4%

For respondents who trust Facebook as regards reliable information, friends are the main influencer when making the decision to buy something (74.4%). This is followed respectively by family (40.3%), celebrity (16.3%), and themselves (15.5%). It can be concluded that respondents who trust Facebook as regards reliable information have friends as the main influencer when making the decision to buy something.

Table 23

Cross-tabulation Between Influencers and Experience of Using Information from Social Networking Sites to Buy Products

		Have you ever used information from a social networking site to buy a product?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
Who is/are your influencers when making the decision to buy something?	Friends	107	72.3%	169	67.3%
	Family	59	39.9%	128	51.0%
	Celebrity	31	20.9%	40	15.9%
	Myself	24	16.2%	43	17.1%

For respondents who have used information from social networking sites to buy products, friends are the main influencer when making the decision to buy something (72.3%). This is followed by family (39.9%), celebrity (20.9%), and themselves (16.2%). For respondents who have used information from social networking site to buy products, it can be concluded that friends are the main influencer when making thedecision to buy something.

Table 24

Cross-tabulation Between Influencers and Trust of Information from Social Networking Sites

		Do you trust information from social networking sites?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
Who is/are your influencers when making the decision to buy something?	Friends	127	76.0%	149	64.2%
	Family	74	44.3%	113	48.7%
	Celebrity	35	21.0%	36	15.5%
	Myself	23	13.8%	44	19.0%

For respondents who trust information from social networking sites, friends are the main influencer when making the decision to buy something (76%). This is followed by family (44.3%), celebrity (21%), and themselves (13.8%) respectively. For respondents who trust information from social networking sites, it can be concluded that friends are the main influencer when making the decision to buy something.

Table 25

Cross-tabulation Between Influencers and the Influence of Social Networking Sites on Making Purchasing Decisions

		Do you think social networking sites influence you when making the decision to buy something?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
Who is/are your influencers when you are making a decision to buy something?	Friends	194	77.9%	82	54.7%
	Family	119	47.8%	68	45.3%
	Celebrity	58	23.3%	13	8.7%
	Myself	29	11.6%	38	25.3%

For respondents who think social networking sites have influence on them, friends are the main influencer when making the decision to buy something (77.9%). This is followed by family (47.8%), celebrity (23.3%), and themselves (11.6%) respectively. For respondents who think social networking sites influence them, it can be concluded that friends are the main influencer when making the decision to buy something.

Table 26

Cross-tabulation Between Influencers and Finding out More Information Through Search Engines

		If you weren't aware/had little knowledge about a brand, would you find out more information through a search engine?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
Who is/are your influencers when making the decision to buy something?	Friends	234	70.5%	42	62.7%
	Family	161	48.5%	26	38.8%
	Celebrity	61	18.4%	10	14.9%
	Myself	53	16.0%	14	20.9%

For respondents who would find out more information through a search engine, friends are the main influencer when making a decision to buy something (70.5%). This is followed by family (48.5%), celebrity (18.4%), and themselves (16%). For respondents who would find out more information through a search engine, it can be concluded that friends are the main influencer when making a decision to buy something.

Table 27

Cross-tabulation Between Trust of Information from Social Networking Sites and Intention to Buy Something from Facebook

		Would you buy something from Facebook?			
		Yes		No	
		Count	Row *N*%	Count	Row *N*%
Would you trust information from a social networking site?	Yes	115	68.9%	52	31.1%
	No	53	22.7%	180	77.3%

For respondents who trust the information from social networking sites, 68.9% would buy something from Facebook. In contrast, only 22.7% of respondents who would not trust the information from social networking sites would buy something from Facebook. It can be concluded that respondents who trust the information from social networking sites would buy something from Facebook.

Hypotheses Verification

*Ho*1: There is no significant difference between gender and intention to buy something from Facebook.

*Ha*1: There is a significant difference between gender and intention to buy something from Facebook.

Table 28

ANOVA: Hypothesis 1

Would you buy something from Facebook?					
	Sum of Squares	*df*	Mean Square	*F*	Sig.
Between Groups	1.465	1	1.465	6.077	0.014
Within Groups	95.975	398	0.241		
Total	97.440	399			

Research hypothesis 1 is "There is a significant difference between gender and intention to buy something from Facebook". In this analysis, ANOVA analysis was used to test the significant difference between the independent and dependent variables. The *P* value (sig.) in the ANOVA table determined the significant difference between the groups of respondents. The groups of respondents are male and female, while the dependent variable is purchase intention toward products or services from Facebook. Given that $p < 0.05$, it can be concluded that there are significant differences across gender. The results from analysis of variance (ANOVA) confirm that different gender has different intention to buy something from Facebook.

*H*o2: There is no significant difference between age and intention to buy something from Facebook.

*H*a2: There is a significant difference between age and intention to buy something from Facebook.

Table 29

ANOVA: Hypothesis 2

Would you buy something from Facebook?					
	Sum of Squares	*df*	Mean Square	*F*	Sig.
Between Groups	1.990	3	0.663	2.752	0.042
Within Groups	95.450	396	0.241		
Total	97.440	399			

Table 30

Descriptive: Hypothesis 2

Would you buy something from Facebook?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-22	23	1.48	.511	.106	1.26	1.70	1	2
23-27	116	1.65	.480	.045	1.56	1.73	1	2
28-32	158	1.51	.502	.040	1.43	1.59	1	2
Above 32	103	1.64	.482	.048	1.55	1.74	1	2
Total	400	1.58	.494	.025	1.53	1.63	1	2

Table 31

Multiple Comparisons: Hypothesis 2

Dependent Variable: Would you buy something from Facebook?

Scheffe

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Upper Bound	Lower Bound
18-22	23-27	–0.168	0.112	0.522	–0.48	0.15
	28-32	–0.028	0.110	0.996	–0.34	0.28
	Above 32	–0.163	0.113	0.561	–0.48	0.16

This hypothesis was tested using one-way ANOVA. The ANOVA results in Table 29 show a significance level of 0.042 and $F = 2.752$. This tells us that the null hypothesis is rejected and that there is a significant difference between age groups and intention to buy from Facebook. According to the Descriptive Table 30, the means for the age groups range from 1.48 to 1.65. The Scheffe test in Table 31 shows that there are no differences in intention to buy within each group.

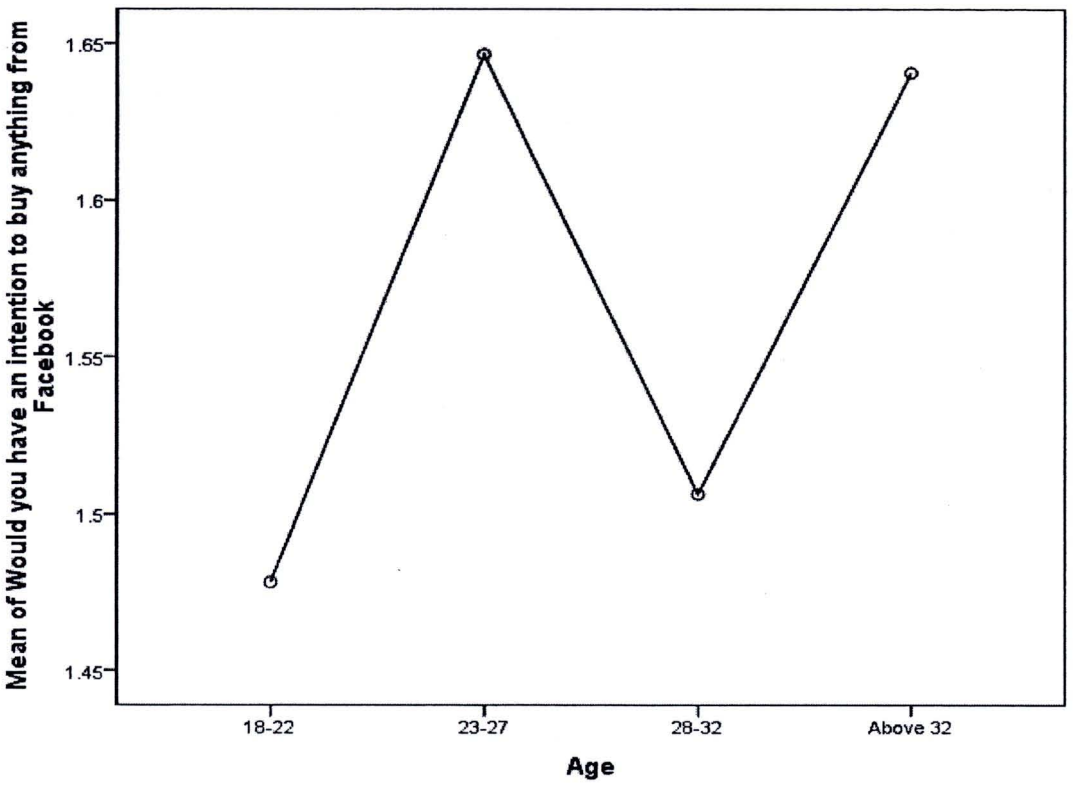

Figure 45 Means plot: Hypothesis 2.

The graph in Figure 45 shows the relationship more clearly. Those between 23-27 and above 32 would buy something from Facebook, whereas the youngest age group and those between 28-32 would not.

*H*o3: There is no significant difference between income and intention to buy something from Facebook.

*H*a3: There is a significant difference between income and intention to buy something from Facebook.

Table 32

ANOVA: Hypothesis 3

Would you buy something from Facebook?					
	Sum of Squares	*df*	Mean Square	*F*	Sig.
Between Groups	3.103	6	0.517	2.155	0.047
Within Groups	94.337	393	0.240		
Total	97.440	399			

Table 33

Descriptive: Hypothesis 3

Would you buy something from Facebook?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 5,000	18	1.72	.461	.109	1.49	1.95	1	2
5,000-10,000	65	1.69	.465	.058	1.58	1.81	1	2
10,001-15,000	80	1.63	.487	.054	1.52	1.73	1	2
15,001-20,000	59	1.56	.501	.065	1.43	1.69	1	2
20,001- 25,000	56	1.48	.504	.067	1.35	1.62	1	2
25,001-30,000	7	1.86	.378	.143	1.51	2.21	1	2
Above 30,000	115	1.50	.502	.047	1.41	1.60	1	2
Total	400	1.58	.494	.025	1.53	1.63	1	2

Table 34

Multiple Comparisons: Hypothesis 3

Dependent Variable: Would you buy something from Facebook?						
Scheffe						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Upper Bound	Lower Bound
Less than 5,000	5,000-10,000	0.030	0.130	1.000	–0.44	0.50
	10,001-15,000	0.097	0.128	0.997	–0.36	0.55
	15,001-20,000	0.163	0.132	0.958	–0.31	0.63
	20,001-25,000	0.240	0.133	0.774	–0.23	0.71
	25,001-30,000	–0.135	0.218	0.999	–0.91	0.64
	Above 30,000	0.218	0.124	0.799	–0.23	0.66

Hypothesis 3 is "There is significant difference between income and intention to buy something from Facebook". One-way ANOVA analysis was used to test the significant difference between independent and dependent variables. The *P* value (sig.) in the ANOVA table determines the significant difference between the groups of respondents. The groups of respondents are respondents who have incomes of less than 5,000 baht, 5,000-10,000 baht, 10,001-15,000 baht, 15,001-20,000 baht, 20,001-25,000 baht, 25,001-30,000 baht, and above 30,000 baht, while the dependent variable is purchase intention towards products or services from Facebook. Given that $p < 0.05$, it can be concluded that there are significant differences across income. As the results from analysis of variance (ANOVA) confirm, different incomes have different intentions to make purchases from Facebook.

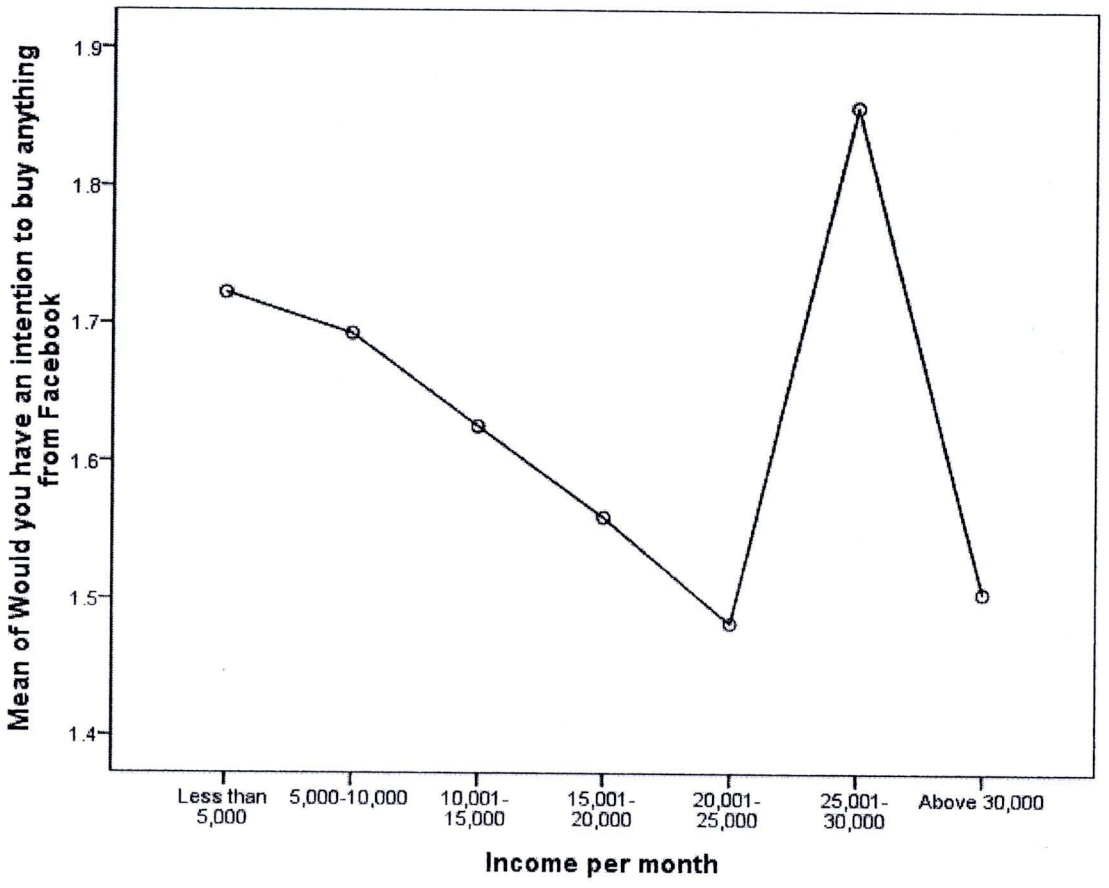

Figure 46 Means plot: Hypothesis 3.

From the Descriptive Table No 33, it can be seen that the means for the income ranges from 1.48 to 1.86. The Scheffe test on Table No 34 shows that there are no differences in intention within each group.

The graph in Figure 46 shows the relationship more clearly. The intention to buy from Facebook is highest among those who have an income of between 25,001-30,000THB. In contrast, those who with an income of 20,001-25,000THB and above 30,000THB do not have any intention.

*Ho*4: There is no significant difference between Facebook usage and intention to buy something from Facebook.

*Ha*4: There is a significant difference between Facebook usage and intention to buy something from Facebook.

Table 35

ANOVA: Hypothesis 4

Would you buy something from Facebook?					
	Sum of Squares	*df*	Mean Square	*F*	Sig.
Between Groups	0.078	1	0.078	0.314	0.576
Within Groups	86.697	349	0.248		
Total	86.775	350			

Hypothesis 4 is "There is a significant difference between Facebook usage and intention to buy something from Facebook". ANOVA analysis was used to test the significant difference between independent and dependent variables. The *P* value (sig.) in ANOVA table determines the significant difference between groups of respondents. The groups of respondents are those who have used Facebook and those who have never used Facebook, while the dependent variable is purchase intention toward products or services from Facebook. Given that $p > 0.05$, it can be concluded that there is no significant difference across Facebook usages. The results from analysis of

variance (ANOVA) confirm that there is no different intention between Facebook usages to buy something from Facebook.

*Ho*5: There is no significant difference between occupation and intention to buy something from Facebook.

*Ha*5: There is a significant difference between occupation and intention to buy something from Facebook.

Table 36

ANOVA: Hypothesis 5

Would you buy something from Facebook?							
			Sum of Squares	*df*	Mean Square	*F*	Sig.
Between Groups	(Combined)		1.632	4	.408	1.682	.153
	Linear Term	Unweighted	.001	1	.001	.004	.952
		Weighted	.036	1	.036	.147	.701
		Deviation	1.597	3	.532	2.194	.088
Within Groups			95.808	395	.243		
Total			97.440	399			

Table 37

Descriptive: Hypothesis 5

Would you buy something from Facebook?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Student	73	1.49	.503	.059	1.38	1.61	1	2
Government officer	117	1.67	.473	.044	1.58	1.75	1	2
State enterprise officer	24	1.63	.495	.101	1.42	1.83	1	2
Office worker	110	1.56	.498	.048	1.47	1.66	1	2
Business owner	76	1.54	.502	.058	1.42	1.65	1	2
Total	400	1.58	.494	.025	1.53	1.63	1	2

Table 38

Multiple Comparisons: Hypothesis 5

Would you buy something from Facebook? Scheffe						
(I) Occupation	(J) Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Upper Bound	Lower Bound
Student	Government officer	–.174	.073	.235	–.40	.05
	State enterprise officer	–.132	.116	.862	–.49	.23
	Office worker	–.070	.074	.925	–.30	.16
	Business owner	–.046	.081	.988	–.30	.20

This hypothesis was tested using one-way ANOVA. The ANOVA results in Table 36 show a significance level of 0.153 and $F = 1.682$. This tells us that the null hypothesis is accepted and that there is no significant difference between occupation groups and intention to buy from Facebook. From the descriptive Table 37, it can be seen that the means for the occupation group range from 1.49 to 1.67. The Scheffe test in Table 38 shows that there are no differences in intention within each group.

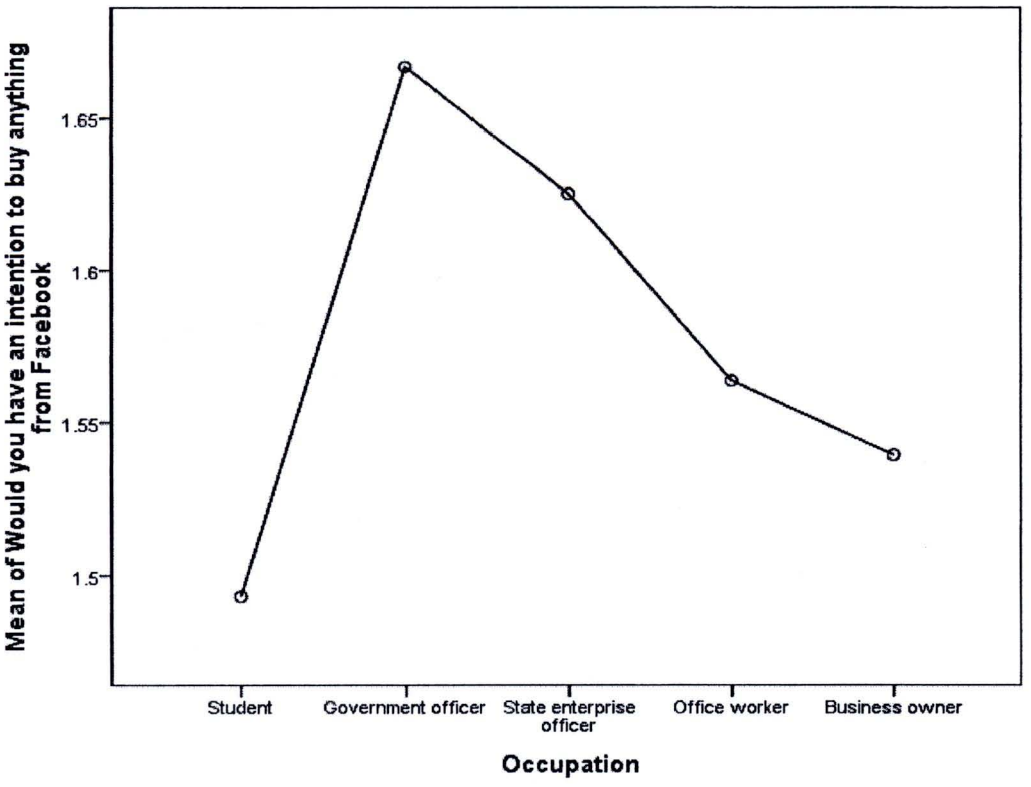

Figure 47 Means plot: Hypothesis 5.

The graph in Figure 47 shows the relationship more clearly. Those who are government officers and state enterprise officers would buy something from Facebook, whereas those who are students would not.

*Ho*6: There is no significant difference between internet usage and intention to buy something from Facebook.

*Ha*6: There is a significant difference between internet usage and intention to buy something from Facebook.

Table 39

ANOVA: Hypothesis 6

Would you buy something from Facebook?							
			Sum of Squares	*df*	Mean Square	*F*	Sig.
Between Groups	(Combined)		.359	3	.120	.489	.690
	Linear Term	Unweighted	.116	1	.116	.474	.492
		Weighted	.150	1	.150	.610	.435
		Deviation	.210	2	.105	.428	.652
Within Groups			97.081	396	.245		
Total			97.440	399			

Table 40

Descriptive: Hypothesis 6

Would you buy something from Facebook?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 2 hours	65	1.60	.494	.061	1.48	1.72	1	2
Between 2-4 hours	122	1.61	.489	.044	1.53	1.70	1	2
Between 4-6 hours	111	1.54	.501	.048	1.45	1.63	1	2
More than 6 hours	102	1.57	.498	.049	1.47	1.67	1	2
Total	400	1.58	.494	.025	1.53	1.63	1	2

Table 41

Multiple Comparisons: Hypothesis 6

Would you buy something from Facebook? Scheffe						
(I) Internet Usage Per Day	(J) Internet Usage Per Day	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Upper Bound	Lower Bound
Less than 2 hours	Between 2-4 hours	–.015	.076	.998	–.23	.20
	Between 4-6 hours	.059	.077	.898	–.16	.28
	More than 6 hours	.031	.079	.984	–.19	.25

This hypothesis was tested using one-way ANOVA. The ANOVA results in Table 39 show a significance level of 0.690 and $F = 0.489$. This tells us that the null hypothesis is accepted and there is no significant difference between internet usage and intention to buy something from Facebook. From the descriptive Table 40, it can be seen that the means for internet usage per day groups range from 1.54 to 1.61. The Scheffe test in Table 41 shows that there are no differences in intention within each group.

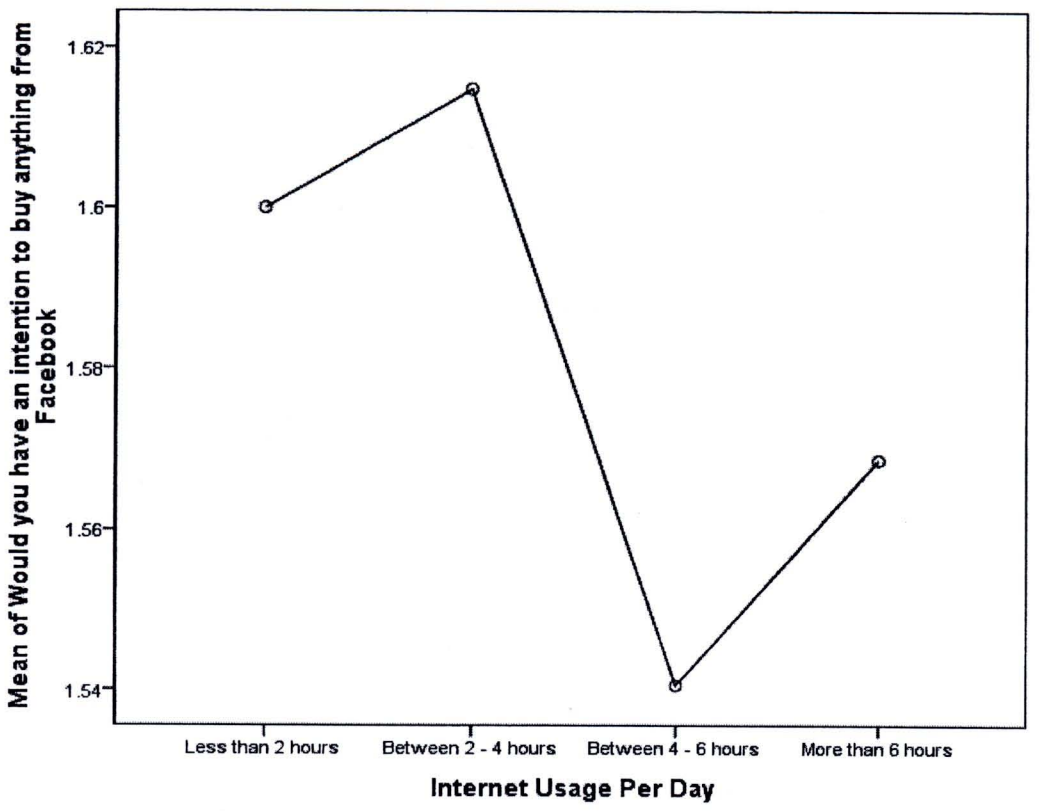

Figure 48 Means plot: Hypothesis 6.

The graph in Figure 48 shows the relationship more clearly. Those who use the internet less than 2 hours and those who use the internet between 2-4 hours per day would make a purchase from Facebook, whereas those who use the internet between 4-6 hours per day would not.

*H*o7: There is no significant difference between use of social networking sites and intention to buy something from Facebook.

*H*a7: There is a significant difference between use of social networking sites and intention to buy something from Facebook.

Table 42

ANOVA: Hypothesis 7

Would you buy something from Facebook?							
			Sum of Squares	*df*	Mean Square	*F*	Sig.
Between Groups	(Combined)		2.134	1	2.134	8.914	.003
	Linear Term	Unweighted	2.134	1	2.134	8.914	.003
		Weighted	2.134	1	2.134	8.914	.003
Within Groups			95.306	398	.239		
Total			97.440	399			

Table 43

Descriptive: Hypothesis 7

Would you buy something from Facebook?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	351	1.55	.498	.027	1.50	1.60	1	2
No	49	1.78	.422	.060	1.65	1.90	1	2
Total	400	1.58	.494	.025	1.53	1.63	1	2

This hypothesis was tested using one-way ANOVA. The ANOVA results in Table 42 show a significance level of 0.003 and $F = 0.8914$. This tells us that the null hypothesis is rejected and that there is a significant

difference between use of social networking sites and intention to buy something from Facebook. The results of ANOVA confirm that different uses of social networking sites have different intentions to buy something from Facebook.

*Ho*8: There is no significant difference between length of time on social networking sites and intention to buy something from Facebook.

*Ha*8: There is a significant difference between length of time on social networking sites and intention to buy something from Facebook.

Table 44

ANOVA: Hypothesis 8

Would you buy something from Facebook?							
			Sum of Squares	*df*	Mean Square	*F*	Sig.
Between Groups	(Combined)		1.184	3	.395	1.600	.189
	Linear Term	Unweighted	.059	1	.059	.240	.625
		Weighted	.320	1	.320	1.299	.255
		Deviation	.864	2	.432	1.751	.175
Within Groups					85.591	347	.247
Total			86.775	350			

Table 45

Descriptive: Hypothesis 8

Would you buy something from Facebook?							
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 2 hours	143	1.61	.490	.041	1.53	1.69	1	2
Between 2-4 hours	137	1.52	.502	.043	1.43	1.60	1	2
Between 4-6 hours	37	1.43	.502	.083	1.26	1.60	1	2
More than 6 hours	34	1.59	.500	.086	1.41	1.76	1	2
Total	351	1.55	.498	.027	1.50	1.60	1	2

Table 46

Multiple Comparisons: Hypothesis 8

Would you buy something from Facebook? Scheffe						
(I) How long do you spend on social networking sites each time you access them?	(J) How long do you spend on social networking sites each time you access them?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Upper Bound	Lower Bound
Less than 2 hours	Between 2-4 hours	.090	.059	.512	−.08	.26
	Between 4-6 hours	.176	.092	.299	−.08	.43
	More than 6 hours	.020	.095	.997	−.25	.29

This hypothesis was tested using one-way ANOVA. The ANOVA results in Table 44 show a significance level of 0.189 and $F = 1.600$. This tells us that the null hypothesis is accepted and that there is no significant difference between length of time on social networking site groups and intention to buy something from Facebook. From the descriptive Table 45, it can be seen that the means for internet usage per day groups range from 1.43 to 1.61. The Scheffe test in Table 46 shows that there are no differences in intention within each group.

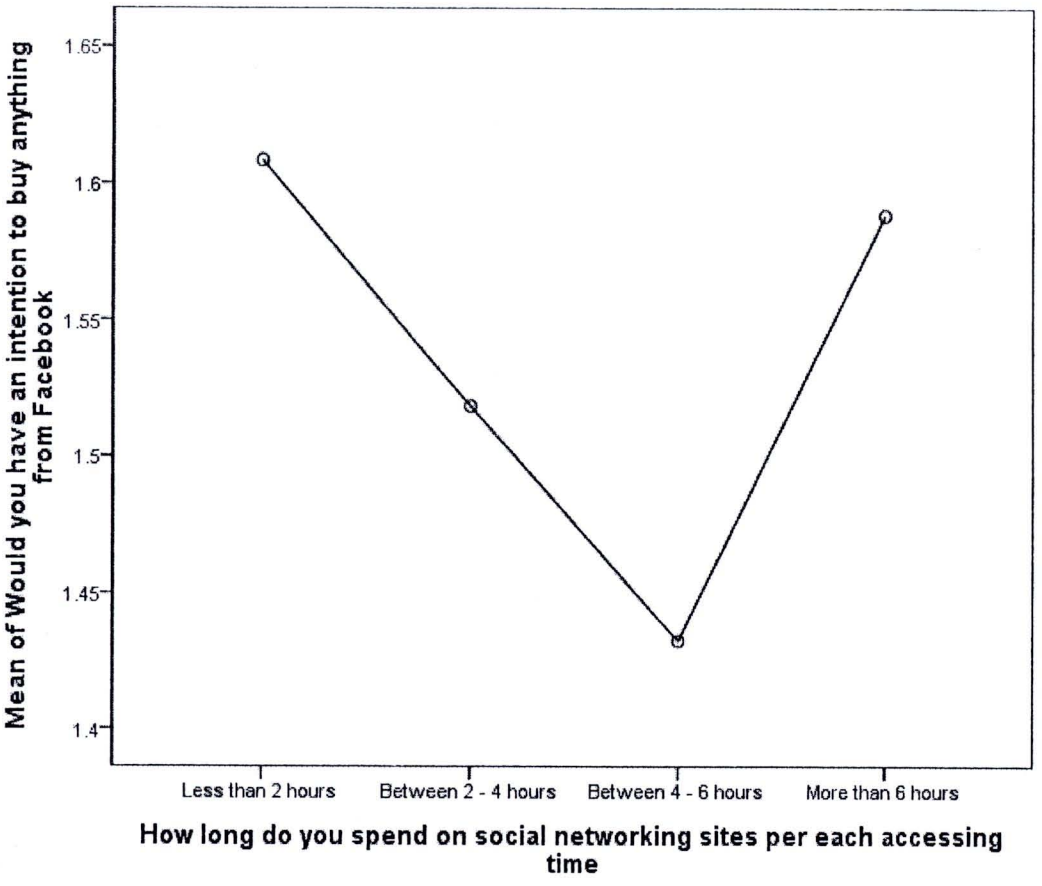

Figure 49 Means plot: Hypothesis 8.

The graph in Figure 49 shows the relationship more clearly. Those who use social networking sites less than 2 hours and those who use social networking sites more than 6 hours per day would buy something from Facebook, whereas those who use social networking sites between 4-6 hours per day would not.

*Ho*9: There is no significant difference between gender and trust of Facebook.

*Ha*9: There is a significant difference between gender and trust of Facebook.

Table 47

ANOVA: Hypothesis 9

If you purchased something from a Facebook site how confident would you feel about trusting the site?

			Sum of Squares	*df*	Mean Square	*F*	Sig.
Between Groups	(Combined)		5.530	1	5.530	6.317	.012
	Linear Term	Unweighted	5.530	1	5.530	6.317	.012
		Weighted	5.530	1	5.530	6.317	.012
Within Groups			282.778	323	.875		
Total			288.308	324			

Table 48

Descriptive: Hypothesis 9

If you purchased something from a Facebook site how confident would you feel about trusting the site?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	81	2.42	.820	.091	2.24	2.60	1	4
Female	244	2.72	.971	.062	2.60	2.84	1	5
Total	325	2.65	.943	.052	2.54	2.75	1	5

This hypothesis was tested using one-way ANOVA. The ANOVA results in Table 47 show a significance level of 0.012 and $F = 6.317$. This tells us that the null hypothesis is rejected and that there is a significant difference between gender and trust on Facebook. The results of ANOVA confirm that different genders have different degrees of trust towards purchasing from Facebook.

*Ho*10: There is no significant difference between gender and satisfaction.

*Ha*10: There is a significant difference between gender and satisfaction.

Table 49

ANOVA: Hypothesis 10

If you have used Facebook for purchasing a product or service, how satisfied were you with the purchase?

			Sum of Squares	*df*	Mean Square	*F*	Sig.
Between Groups	(Combined)		.125	1	.125	.210	.649
	Linear Term	Unweighted	.125	1	.125	.210	.649
		Weighted	.125	1	.125	.210	.649
Within Groups			26.811	45	.596		
Total			26.936	46			

Table 50

Descriptive: Hypothesis 10

Would you buy something from Facebook?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	351	1.55	.498	.027	1.50	1.60	1	2
No	49	1.78	.422	.060	1.65	1.90	1	2
Total	400	1.58	.494	.025	1.53	1.63	1	2

This hypothesis was tested using one-way ANOVA. The ANOVA results in Table 49 show a significance level of 0.649 and $F = 0.210$. This tells

us that the null hypothesis is accepted and that there is no significant difference between gender and satisfaction from purchasing a product on Facebook. The results of ANOVA confirm that different genders do not have different levels of satisfaction.