



# Factors influencing consumer behaviours via web personalization and information content on social media

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## Abstract

The goal of this study was to investigate the strategic effect of personalized marketing on online businesses in Thailand based on individuals' behavioural intentions towards the Information Technology Use Theory, Information Search Theory and Technology Acceptance Model (TAM). The theoretical models listed have been constructed using variables concerning information content, website optimization and e-shopping channels that ultimately influence consumer behaviour in the use of personalized services. Data collection used a questionnaire containing four factors and 12 signs to perform an empirical survey of online users who answered the questions. The sample group was selected from online shopping users in Thailand using a convenient sampling method. Structural Equation Modeling (SEM) was used to analyze the effects of these factors. Research results are useful for online entrepreneurs in providing a model for improving operations. The findings show that strategic marketing for online businesses must improve the quality of e-commerce and keep users online, and that it should involve creating more effectively targeted personalized services.

**Keywords:** Information content, Website personalization, E-shopping channels, consumer behaviours

## Introduction

Many companies today use customization to create customer loyalty, especially in-service industries. Personalization is a strategy to improve customer satisfaction and boost profits. Successful customization depends on consistency, so marketers and managers must carefully consider how they recommend to their customers. They should be sure to provide the right product or service to the right person. Personalization is one of the key features of e-services (Rust et al., 2001). Wu & Wang, (2005) propose two types of service market customization: option personalization and process customization. In addition, the customization option allows the customer to choose from a set of service options. Firms can create a number of service outcomes by providing a menu of alternatives for the customer to choose the option best suited to their needs. As e-commerce in Thailand is expanding its influence aggressively, the number of online shopping customers is steadily increasing. According to Soto-Acosta et al. (2014), 12.1 million consumers in Thailand are expected to make online purchases this year, while e-commerce revenues in 2018 amounted to US\$ 3.757 million. In Thailand, 4.4 million online shoppers are aged 25-34 years, followed closely by 3.9 million online shoppers aged 16-24 years. Income on the ecommerce market amounted to US\$ 3,757 million in 2018. Care Furniture Toys Electronics Thailand quickly becomes one of Southeastern Asia's largest e-commerce markets, while the digital use is a firm norm amongst internet users. Facebook is the largest social media site in the country, and Thailand as a whole has 51 million Facebook users from less than 69 million. Thailand is ranked second in the world for its M (mobile) trade share and 52 percent of its online users make mobile purchases (Hussain, 2013).

Consumers visit websites in social media, to access useful, up-to-date content like sports, videos, blog posts and shopping at all times. At the same time they seek value and personalized experiences when accessing the web content (Seymour, 2014). Customers know that they are unique individuals with different needs. Custom messages differentiate a company from many market participants, since the content is important to the crowd (O'Reilly, 2014). Coca Cola is a good example of a multinational company that delivers customized messages successfully to customers. Coke Zero hosted an event

for inclusive individuality on social media sites (Hussain, 2013). In fact, online shopping has many advantages and this is why people choose this kind of shopping over traditional shopping. The modern consumers who are seeking easiness and speed will benefit from online shopping greater consumer comfort and satisfaction (Yu & Wu, 2007). E-commerce is a key sector of any economy now. Globally, consumers are building a rising trust in online shopping (Aad, 2012).

Grandon and Pearson (2004) indicated that both retailers and shoppers benefit from ecommerce. Online shopping offers a wide range of products available with one click. In the conventional stores, consumers cannot go shopping late in the afternoon, but online shopping enables consumers to experience a 24-hour internet connection from anywhere. In addition, online banking is now safer and consumers have confidence in online transaction safety (Wu & Wang, 2005). Companies therefore are searching for ways to integrate social networking resources with the enhancement of online shopping (SS) (Shen, 2012). Different strategies to attract and help customers online have been studied by online retailers (Luo et al., 2012) as social media websites attract millions of customers (Waters et al., 2011). At the same time, major improving computer communication technology has attracted further research into social needs understanding, social presence (Kehrwald, 2008) and online retail channels (Cheng et al., 2011).

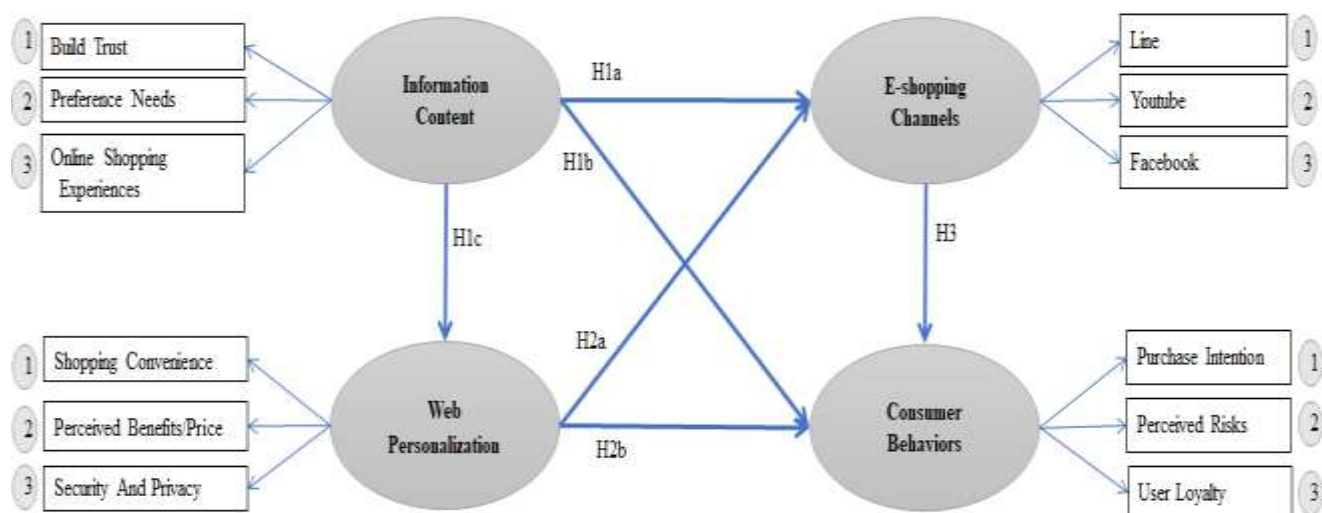


Figure 1. The Conceptual Model. Source: The Author.

## Objectives

This research proposes interaction between data, content and web personalization via e-shopping channels, which ultimately influence the behaviour of consumers when customized services are used. The identification of triggers that influence consumer behaviour through e-shopping channels will enable managers and practitioners to identify detailed trends for the reasons that improve e-shopping behaviour.

## Theoretical Background

### Theory of Behavioural Intention

Most previously suggested theories analyze people's drive towards the use of information technology, while few studies concentrate on the co-creation of social impacts in shopping intentions. The theory of customer socialization also introduces the cognitive development model and theory of social learning (Wang et al. 2012). Meanwhile, Latané et al. (1995) developed the theory of social impact to explain human behaviour's socialization. Social impact relates to other people's effect on a person. There are



several explanations for the growth of companies in the social context, where shopping on the websites of specific brands would be important. Companies are therefore aware that their benefits are based on joint activities that could arise from social interactions through social media (Dongsong et al., 2007). Social impact would thus be major to understanding the intent of consumer behaviour.

The search information theory (IST) states that customers stop searching if the expected benefits of the search are equal to or above the anticipated costs. In this study, the author uses the underlying logics of the PRT and Information Search Theory (IST) in the field of e-commerce, arguing that customer perception of risks from online transactions is based on the information provided to customers (Dowling, 1986). In addition, the greater the degree of risk perceived, the greater the need for data search (Dowling & Staelin, 1994) while the higher the decrease in risk, the greater customer satisfaction and intention to buy (Kim & Stoel, 2004; Vijayasathy & Jones, 2000).

Based on the TAM, e-shopper decisions were perceived as easy to use and useful after decreases of online behaviour (Dongsong et al., 2007). Websites must understand the purchasing behaviour of customers to develop and maintain a good relationships with customers that can have a positive impact upon online purchasing intentions (Kim & Hong, 2010).

## Literature Review

When consumers shop online, the website wants the shoppers to share their financial and personal data during customer registration and financial transactions with the accompanying website. The young generation of users typically shared their needs and ideas via social networking websites in Dennis et al. (2010). In academic research there has been growing focus on online shopping overall experience and its impact on online shopping (changes and repurchases) in Rose et al., 2012. Consumer concerns over the risks inherent in revealing personal information and carrying out online transactions have led to caution and search companies providing safe and secure on-line environments (Alharbi et al., 2013).

*H1a: Information content from businesses positively affects e-shopping channels.*

The literature shows that saving time and ease is the main motivation that encourages customers to shop online. Chen et al. (2010) said the convenience refers to how the internet can reduce customers' time and effort in making online purchases. The consumer controls personal information while companies are rewarded for increased loyalty and readiness and intention (Hoffman et al., 1999). Mobile shopping shows that content critically influences the behavioural intentions and purchasing intentions of consumers (Olsson et al. 2013; Mazaheri et al. 2011). In addition, product development now shows a shift from product-oriented to consumer (Dong et al., 2008; Xie et al., 2011). Increasingly people share online product information on which forms decisions to purchase (Kim, 2002). Content generated by users or consumers is available in many different social media types and new media tools, including blogs and wikis. The behavioural consequences of such content and information can therefore significantly influence the survival of an enterprise (Ahrholdt, 2011). Chen et al. (2010) also defines information wealth as information that helps customers decide what is important in online shopping (Rose et al., 2012). In short, perceived usefulness influences consumer plans to buy under high-risk conditions (Xie et al., 2011). Moreover, Soto-Acosta et al. (2014) concluded that customers would experience a lower level of risk if companies include complete information on their websites, which in turn would have a positive effect on purchase intentions.

*H1b: Information content from businesses directly affects consumer behaviours.*

The increasing amount of information online is capable of creating a more knowledgeable base of customers who can decide better and are more satisfied with their purchases. The wealth of information emphasizes buying information and reduces search time. Kim (2002) defined personalization as "transfer of a person's information." Online retailers can provide consumer information. Online sales may be affected by the information and content provided by online vendors. Customers collect data



and information on the Internet before buying a product or service (Forsythe & Shi, 2003), whereas websites can record customer browsing paths or purchase history to offer a custom suggestion. Amazon.com is a pioneer in this approach, and can focus rapidly on what the customer wants. The personalization of the Website can increase the impact of information content on the purpose of a customer through the identification and provision of personalized and information to each customer. These findings were extended to the online context by Zhengui and Benbasat (2007). The design and effectiveness of both content and information are critical (Savoy & Salvendy 2007).

*H1c: Information concept from businesses directly affects website personalization.*

Perceived utility from an individual's point of view could also be defined as the idea that a system would improve task performance. Kim and Song (2010) and Xie et al. (2011) stated that there was a significant impact on the intent to buy over the internet. The Kim and Song (2010) study called for consumers to receive useful information. In short, perceived utility will affect the intention of consumers to buy under high-risk conditions (Xie et al., 2011). Siva Kumar and Gunasekaran (2017) also suggested that perceived advantages (price and convenience) are important drivers of India's online buying intent. The more perceived benefits a consumer experience with a website is, the more susceptible the consumers will be of a positive attitude to online shopping in Shah and Modh. Toufaily et al. (2012), similarly the importance of website reviews and comments is realized by most online practitioners and therefore social networking is important.

*H2a: Website personalization by businesses directly affects e-shopping channels.*

Personalization of a Website is a way to make it more user-friendly by providing the customer with a predefined personal service (Risch, 2007). Deitel et al. (2001) define personalization as "tracking, mining and data analytics information to personalize the interaction of a person with the products, services, websites and employees of a company." Mulvenna et al. (2000b) understand personalization as "the provision of tailor-made products and services to the individual or information on products and services." The adaptation of a service to the needs of individual clients is a matter of personalization (Gefen, 2002). While the content is a key element of web efficiency (Savoy & Salvendy, 2007), the inclusion of a safety and privacy statement is essential to ensure that consumer information is maintained confidentially on the shopping website. During a period of time, customers formulate positive purchase intentions by looking for information before purchasing a product, which increases confidence in their decisions.

*H2b: Website personalization by businesses directly affects consumer behaviour.*

Different types of connections between alternative channels may indeed exist: in some cases, these channels may supplement and/or be used for specific target groups or buying situations. A mix of traditional and online distribution channels appears to be an advanced strategy for many authors (Kim and Song, 2010; and Xie et al., 2011). Online traders should aim to build long-term customer relations through trust and transparency, as consumers tend to engage in online buying behaviour if they feel they are trustworthy and trustworthy in the online transaction process. Toufaily et al. (2012) also suggested that future studies should be built on online social interaction and online social identity in order to understand the intention of consumer behaviour.

*H3: E-shopping channels directly affect consumer behaviours.*

## **Methodology**

The study using personalized strategic marketing of the sustainable growth of online enterprises in Thailand was aimed at developing the structural equations involving causes that affect the growth and sustainability of online enterprises in Thailand through precise distribution of the questionnaires using quantitative techniques. Including the use and relation of variables with empirical data



(Structural Equation Model: SEM) tools for testing influences. The researcher therefore conceived and conducted the following research steps:

### Population and Sampling

The population that has been used in this research is people who buy from online channels from 400 people representing the population in Thailand. A convenience sampling method was used and a questionnaire with the research variables was applied. The sample group comprised of people at least 18 years of age who had bought goods or services on online. The appropriate sample size is described by Schumacker and Lomax (2004). A quantitative sample contains 20 times 12 variables observed.

Confirmatory element analysis was initially conducted to identify factors influencing the behaviour of individuals who have purchased products or service via online channels in Thailand. A path analysis was then used to analyze the direct or indirect influences between the drivers of customers who purchased products or services on the online channel in Thailand. For the purpose of hypothesis testing, the researcher selected statistics used to construct a structural equation (SEM) model based on the Risch, (2007) concept which explained that there is a technique for the analysis of multiple regression variables and for the analysis of factors that can also be used for the evaluation of the different variables.

### Analysis of Confidence

From the analysis, the questionnaire content factor, product description with confidence value equivalent to .913 was found. Each questionnaire had between .760 and .877 confidences. Individual website factor questionnaire with confidence equal to .936 per side questionnaire equivalent to .857 to .891 with confidence. In addition, online shopping channel questionnaire reasons. There is a trust value of .934. The confidence of each questionnaire is .732 to .944. Hence the consumer conduct questionnaire with trust equal to .934. Every questionnaire, as detailed in Table 1, has the confidence from .809 to .937, showing the following results.

**Table 1.** Confidence levels in the content factor, product description, individual website factors, online shopping channel factors, and consumer behaviour factors

Latent variables	Confidence	Observable variables	Confidence
Information Content	.913	Reliability	.826
		Fulfilling needs	.760
		Online buying experience	.877
Website Personalization	.936	Convenience to buy	.875
		Recognition of benefits / prices	.857
		Safety and privacy	.891
E-shopping Channels	.934	LINE	.732
		YouTube	.917
		Facebook	.944
Consumer Behaviours	.934	Purchase intention	.812
		Risk awareness	.809
		Product loyalty	.937

### Data Results Analysis

In This research, the researcher analyzed the basic statistics for the frequency, and percentage of the respondents as shown in Table 2

**Table 2.** Number and percentage of respondents

Variable	List	Number	Percent
Sex	Male	180	36.00
	Female	320	64.00



	Total	500	100.00
Age	Under 20 years old	66	13.20
	20 – 29 years old	167	33.40
	30 – 39 years old	86	17.20
	40 – 49 years old	96	19.20
	50 – 59 years old	47	9.40
	60 years old and above	38	7.60
	Total	500	100.00
Status	Single	333	66.60
	Married	151	30.20
	Divorced	16	3.20
	Total	500	100.00
Education	Undergraduates	90	18.00
	Bachelor	296	59.20
	Master	108	21.60
	PhD	6	1.20
	Total	500	100.00
Career	Student	192	38.40
	Government officials/enterprises	128	25.60
	Private employees	74	14.80
	Private business	82	16.40
	Retirees	24	4.80
	Total	500	100.00
Average Income/Month	20,000 baht and below	214	42.80
	20,001 – 40,000 baht	160	32.00
	40,001 – 60,000 baht	46	9.20
	60,001 – 80,000 baht	42	8.40
	80,001 – 100,000 baht	16	3.20
	More than 100,000 baht	22	4.40
	Total	500	100.00
Method of Payment	Credit card	191	38.20
	Bank transfer	185	37.00
	Cash on delivery	84	16.80
	Scan QR code	40	8.00
	Total	500	100.00
Number of Times of Monthly Purchasing of Products Online	1 – 2	191	62.40
	3 – 4	185	23.60
	5 – 6	84	7.20
	More than 6	40	6.00
	Total	500	100.00
Product or Service Type Purchased Online	Clothes	277	55.40
	Sports equipment	46	9.20
	Beauty products	75	15.00
	Food supplement products	24	4.80
	Sanitary ware	22	4.40
	Technology equipment	56	11.20
	Cell phone	-	-
	Total	500	100.00
Shopping Online Experience	Under 1 year	74	14.80
	1 – 2 years	184	36.80
	3 – 4 years	131	26.20
	More than 4 years	111	22.20
	Total	500	100.00
Visiting Products Online (Weekly)	1 – 2	154	30.80
	3 - 4	162	32.40



	5 - 6	87	17.40
	Every day	97	19.40
	Total	500	100.00
Expense of Purchasing Products or Services (per year)	Less than 5,000 baht	199	39.80
	5,000 – 9,999 baht	136	27.20
	10,000 – 14,999 baht	35	7.00
	15,000 – 19,999 baht	38	7.60
	20,000 baht and above	92	18.40
	Total	500	100.00

Table 2 shows that the majority of respondents were 64% female (320) while the majority aged 20-29 were 33.4% (167). 333 were single (66.6%) and 296 holders of bachelor's degrees (59.2%) were single. The majority of students were 192 (38.4%) and earning 20,000 baht or less was 42.8% (214). The main payment method was a 38.2% (191) credit card. Clothing was the most frequently bought product or service type, at 55.4% (277). The largest group of people who had 1-2 years of experience with 184 people (36.8%) was shopping online, whereas the main classification of costs for purchasing products or services was less than 5,000 baht every year, at 39.8% (199).

The researcher analyzed basic statistics such as mean ( $\bar{x}$ ) and standard deviation (S) of the variables used in the research, as shown in Table 3.

**Table 3.** Basic statistics of the causes of factors affecting consumer behaviour when buying products through online channels in Thailand

Section	Factor	$\bar{x}$	S	Interpretation
Information Content				
1	Build Trust	4.082	0.727	Much
2	Preference Needs	3.906	0.730	Much
3	Online Shopping Experiences	3.994	0.744	Much
Overall		3.994	0.616	Much
Website Personalization				
1	Shopping Convenience	3.588	0.772	Much
2	Perceived Benefits/Price	3.675	0.798	Much
3	Security and Privacy	3.683	0.815	Much
Overall		3.649	0.629	Much
E-shopping Channels				
1	Line @	3.869	0.813	Much
2	YouTube	3.891	0.799	Much
3	Facebook	4.050	0.797	Much
Overall		3.937	0.663	Much
Consumer Behaviours				
1	Purchase Intention	3.708	0.765	Much
2	Perceived Risks	3.903	0.826	Much
3	User Loyalty	3.700	0.811	Much
Overall		3.770	0.591	Much

The researchers found that consumers are of the opinion that the overall information content of products ordered online, in Thailand (Table 3). Taking the Content Variable Information into mind with ( $\bar{x} = 3.994$ ,  $S = 0.616$ ), Build Trust ( $\bar{x} = 4.082$ ,  $S = 0.727$ ), Preference Needs ( $\bar{x} = 3.906$ ,  $S = 0.730$ ) and Online Shopping Experiences ( $\bar{x} = 3.994$ ,  $S = 0.744$ ). Another conclusion is that consumers believe that ordering products via online channels has a high overall personalization of the website. Taking into consideration the Site Customizing Variable ( $\bar{x} = 3.649$ ,  $S = 0.629$ ) when shopping convenience ( $\bar{x} = 3.588$ ,  $S = 0.772$ ); Perceived Benefits ( $\bar{x} = 3.675$ ,  $S = 0.798$ ), Security and Privacy ( $\bar{x} = 3.683$ ,  $S = 0.815$ ). In addition, Thailand's online channels have high overall e-shopping channels of ( $\bar{x} = 3.937$ ,  $S = 0.663$ ), Line@ ( $\bar{x} = 3.869$ ,  $S = 0.813$ ), YouTube ( $\bar{x} = 3.891$ ,  $S$



= 0.799), and Facebook ( $\bar{x} = 4.050$ ,  $S = 0.797$ ).

Finally, considering the Consumer Behaviours, findings show the consumers had overall behaviours at a high-level ( $\bar{x} = 3.770$ ,  $S = 0.591$ ). While classified in each aspect, it was found the Purchase Intention ( $\bar{x} = 3.708$ ,  $S = 0.765$ ), Perceived Risks ( $\bar{x} = 3.903$ ,  $S = 0.826$ ) and User Loyalty ( $\bar{x} = 3.700$ ,  $S = 0.811$ ).

**Part 2. Validation of the causal factors structural model effect the conduct of customers ordering products by Internet channels in Thailand.**

In presenting the results of the analysis of the relationship between the observed variables, there are 12 variables observed as follows:

1) Build Trust (i1), 2) Preference Needs (i2), 3) Online Shopping Experiences (i3), 4) Shopping Convenience (w1), 5) Perceived Benefits / Price (w2), 6) Security and Privacy (w3), 7) Line @ (ec1), 8) YouTube (ec2), 9) Facebook (ec3), 10) Purchase Intention (c1), 11) Perceived Risks (c2), 12) User Loyalty (c3) (i1 - i3) is the observed variable of the Information Content latency variable (IFC). (w1-w3) is the observed variable of Website Personalization (WB). (ec1 –ec3) is the observed variable of E latent variable - Shopping Channels (EC) and (c1 - c3) is the observed variables of Consumer Behaviours (CB) latent variables. The results of the internal correlation coefficient analysis shown in Table 4.

**Table 4.** The average standard deviation and the correlation of the observed variables in the model structure of the causal variable affecting the behaviour of consumers who purchase products through online channels in Thailand

Observed Variables	Correlation											
	ec1	ec2	ec3	w1	w2	w3	i3	i2	i1	c3	c2	c1
ec1												
ec2	.670											
ec3	.744	.738										
w1	.462	.459	.500									
w2	.458	.455	.495	.609								
w3	.483	.480	.324	.450	.443							
i3	.380	.378	.406	.400	.397	.417						
i2	.436	.471	.471	.464	.460	.486	.728					
i1	.619	.548	.593	.406	.318	.329	.530	.634				
c3	.382	.380	.409	.391	.388	.407	.382	.339	.366			
c2	.383	.346	.410	.392	.389	.408	.383	.340	.389	.513		
c1	.383	.381	.310	.392	.389	.408	.383	.341	.367	.513	.515	
$\bar{x}$	3.869	4.050	3.891	3.588	3.675	3.683	3.994	3.906	4.083	3.700	3.903	3.708
S	0.813	0.796	0.799	0.772	0.798	0.815	0.744	0.729	0.727	0.811	0.826	0.765

KMO: Measure of Sampling Adequacy = .824

Bartlett's Test of Sphericity: Chi-square = 3563.907, df = 66, p = .000

Note \*P<.05

The researchers found the internal correlation between the 12 observed variables are in the ranges .310 and .744 (table 4). It shows a positive correlation between the observed variables in the same direction. The highest correlation value of the variable is .744, which is the relationship between line @ (ec1) and Facebook (ec3), followed by .738, which is the relationship between YouTube (ec2) and Facebook (ec3). The lowest value between purchase intention (c1) and Facebook (ec3) at .310. Bartlett's sphericity test chi-square = 3563.907, df = 66, p = .000 shows that this correlation is statistically different from the identity matrix at an unique significance .05, and the results of the Kaiser-Meyer-Olkin (kmo) index analysis are equal to .824.





**Table 5.** Statistics analysis on the structural models of causal variables affecting consumer behaviours orders products through online channels in Thailand

Latent Variables	Observed Variables	Weight Value Element				
		b <sub>sc</sub>	S.E.	t	P	Precision (R <sup>2</sup> )
	i1	.443	.086	10.774	.000	.196
	i2	.799	<- ->	<- ->	<- ->	.758
	i3	.744	.040	19.479	.000	.553
WB	w1	.645	.056	15.570	.000	.416
	w2	.635	.057	15.710	.000	.403
	w3	.698	<- ->	<- ->	<- ->	.487
EC	ec1	.689	.048	18.684	.000	.475
	ec2	.682	.046	18.569	.000	.465
	ec3	.790	<- ->	<- ->	<- ->	.624
CB	c1	.562	.086	10.774	.000	.315
	c2	.561	<- ->	<- ->	<- ->	.315
	c3	.558	.091	10.749	.000	.311

Chi-square = 45.899 df = 40, p = .241,  $\chi^2/df = 1.147$ , RMSEA = .012, RMR = .014, GFI = .993, AGFI = .986, CFI = .998, TLI = .997

Notes, b<sub>sc</sub> means the standard component of weight value <- -> sign means the parameter of S.E. t and P values are not reported. The observed variable of the internal latent variable with the highest component weight is the Facebook (ec3) variable with the standard component weight of .790. On the other hand, the observed internal latent variable with the smallest component weight is user loyalty (c3), which has a standard component weight equal to .558, whereas the observed external latent variable with the largest component weight are the preferred criteria (i2), with a standard weighted component of .799, while the observed variable is the variable with the smallest component weight. Moreover the accuracy coefficient of the observed (R<sup>2</sup>) parameter which defines the covariance of the internal measured variables, with values from .196 to .758 and the observed values from .311 to .624.

### Part 3. Results of the structural model of causal variables that impact the behaviour of consumers who buy goods on online in Thailand.

There are three variables that directly affect the actions of consumers who buy products via online channels in Thailand: 1) The quality of information, 2) The personalization of the website, 3) the e-shopping channels. The variables that influence consumer behaviour indirectly through the online channel in Thailand are two variables, namely 1) the content of the information, 2) the personalization of the website as illustrated in Table 6 and figure 1. Consistency of the systemic model of causal variables influencing the actions of consumers who buy goods online in Thailand.

**Table 6.** Statistical analysis of factors within the systemic model of causal variables that affect product compartment in Thailand

Variables	R <sup>2</sup>	Influence	Variables		
			IFC	WB	EC
WB	.175	DE	.418*	-	-
		IE	-	-	-
		TE	.418*	-	-
EC	.360	DE	.126*	.536*	-
		IE	.224*	-	-
		TE	.350*	.536*	-
CB	.366	DE	.235*	.309*	.210*
		IE	.203*	.112*	-
		TE	.438*	.421*	.210*

Note \* P <.05, DE means Direct influence, IE means Indirect Effect, TE means total effect, and mark - means no parameter line according to research hypothesis

Table 6 shows that the direct influence of predictive variables affecting the behaviour of consumers who buy products via online channels in Thailand is optimistic for the satisfaction of the customer who buys products via on-line channels in Thailand with numerical signs In Table 6 Website Personalization affects the behaviour of consumers who buy products on Thailand through online channels (influence coefficient equal to .309,  $p < .05$ ). E-Shopping Channels affect the actions of customers who purchase products online in Thailand (the impact coefficient is .210,  $p < .05$ ). The behaviour of consumers buying products through online channels in Thailand, followed by information content and e-shopping channels, is directly influenced if online products contain Built Trust, Preference Needs, online shopping experiences, shopping convenience, perceived benefits, improved security and privacy, line@ Facebook will increase consumption Statistically important were also considered at the rate of .05. The indirect effect showed the positive indirect influence of information content, website personalization on the behaviour of consumers who buy goods via online channels in Thailand. Where, information content indirectly influences consumer behaviour by shipping e-Shopping channels, via digital platforms in Thailand. Personalization of the website has an indirect effect on the behaviour of consumers who buy products on the website through E-Shopping channels in Thailand. The quality of the data may clarify the variance in personalization of the website.

For the full size of impact, information content, personalization of websites and shopping channels have the effects of the incorporation of customer behaviours who are buying goods via online channels in Thailand with the coefficient of influence equal to .438 websites. The general effect on the behaviour of consumers who buy goods through online channels in Thailand with the coefficient of influence equals .421. The overall impact of shopping canals on the behaviour of consumers buying products through online channels in Thailand is .210. The results of the analysis concluded that considering the capacity to predict variables by the predicted variables, it was observed, on a very similar level as the standard element weight Eco efficiency, that the structural models of causal variables that affected the behaviour of consumers buying products via the online channels in Thailand were significant.

Figure 2. Examining the validity of the systemic concept of causal variables influencing consumer behaviour in Thailand in the online market.

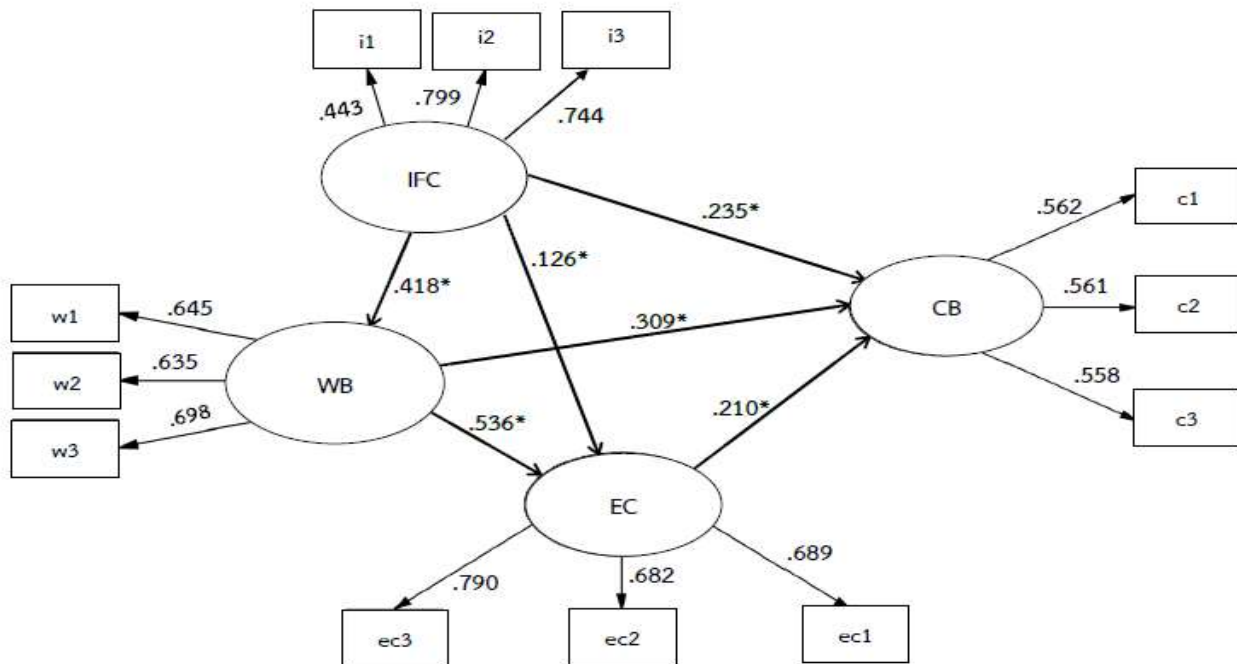


Figure 2. The Final Model. Source: The Author.



## Research results

Summary of the findings of the investigation into the structural model of causal variables that affect the behaviour of customers purchasing products via online channels in Thailand, in accordance with the set objectives:

1. Consumers have a high level of consumer behaviour when classified as individuals, has shown that the intention to buy, the risks perceived and the loyalty of users, the consumers who buy products via digital channels across Thailand have high levels of overall content information; when classified in every way, this creates trust, preferences and favourable online shopping experiences.
2. The element weight values of all latent variables measured are positive and significantly higher than zero. The Facebook factor with the regular component weight of 0.790 is the observed internal latent variable with the highest component weight. The observed factor of the inner latent variable with the smallest component weight, on the other hand, is the User Loyalty variable with the regular component weight of 0.558. The observed variable with the largest component weight of the external latent variable is the preferential needs variable with the standard component weight equal to 0.799. The observed factor with the lowest component weight of the internal latent variable is the construct confidence variable with the default component weight of 0.443. The coefficient of reliability of the observed variable representing the covariance of the observed external variables, with values varying from 0.196 to 0.758 and the observed variables within the value from 0.311 to 0.624. The variation in the model structure of the variables influencing the behaviour of consumers buying products through Thailand's online channels may explain the variance of satisfaction.

The results of the analysis of the structure of the causal variables that affect the behaviour of consumers who purchase products through online channels in Thailand found that:

- (1). The latent variables that influence consumer behaviours include information content, web personalization, e-shopping channels.
- (2). Latent variables that directly influence consumer behaviours include e-shopping channels ( $\beta = .210$ ).
- (3). Latent variables that have direct and indirect influences on consumer behaviours include information content ( $\beta = .438$ ), web personalization ( $\beta = .421$ ). Consequently, it can be seen that information content influences the consumer behaviours of consumers in most online purchases.

## Discuss the results

The results of the structural model analysis of the causal variables that affect the behaviour of consumers ordering products through online channels in Thailand can be discussed by the results as follows:

1. Consumers have overall consumer behaviour at a high level. There are plenty of options available for online shopping with a single 'click'. Consumers are also unable to shop as normal consumers after office hours late at night. Online shopping helps customers to shop around the clock. When e-commerce is aggressively pushing forward in Thailand, there is good reason why the number of online shopping customers is steadily increasing (Seymour, 2014). When consuming content on the internet, many users simultaneously seek value and personalized



experience. Coca Cola (Hussain, 2013) is a multinational company that effectively delivers personalized messages to customers.

2. The findings of the reliability study of the trigger structure model on the behaviour of consumers buying products through Thailand's online channels with empirical data, showed that variables in the model could explain the variability in behaviour of consumers buying products via Thailand's online channels by 36.6%. The source of the research framework description was to create a model for the measurement of each latent variable and to obtain 12 measurable variables. It was also to establish a conceptual framework from the research findings of many researchers to create a framework for the analysis of causal variables that affects the behaviour of consumers who buy goods.

Research tools is a quality tool that meets the specified criteria because the researcher has analyzed the accuracy of the content and determines the reliability of each questionnaire and analyzes the confirmed elements of all observable variables.

The size of the sample group used was sufficient to meet the acceptable data storage unit number requirements used in the review. The observed internal latent variable with the maximum component weight is the regular component weight Facebook factor equal to 0.790. As a result of the study, customers using high-level Facebook services with an average value of 4,050 find that Thais spend 3h10 m per day on social media, making them the third most active community on social networks. As for Facebook itself, with 22 million, Bangkok remains the world's #1 city for active users. There are 51 million Facebook users in Thailand as a whole, an impressive number given that the entire population of the country is just under 69 million. Thailand's 2018 statistics showed that with about 26,000 subscribers, Facebook's social media platform ranked first among Thailand's largest social media networks.

The variable with preferential needs is the observed function of the latent external variable with the largest component weight. The purchasing of goods through Thailand's digital channels has increased; as a result of the survey, consumers with preferential needs have been found to be at a high level with an average of 3,906 due to online shopping, which brings more satisfaction to modern-day consumers seeking ease and speed (Yu and Wu, 2007). Online retailers explored effective strategies for attracting customers and maintaining their digital operations (Luo et al., 2012) as social media websites attract millions of users (Waters et al., 2011) by responding to customer-specific needs.

According to consumers, if the anticipated search advantages match or surpass the expected costs, the search should stop searching. They apply to the e-commerce environment the underlying logic of Perceived Risk Theory and Knowledge Search Theory and argue that the interpretation of online transaction risks by consumers is based on the information made available to them.

The findings of the study of the structure of causal variables influencing the behaviour of consumers buying goods across Thailand's digital channels showed that information is a factor that has a direct and indirect effect on consumer behaviours at 0.05 point, which is consistent with the research hypothesis.

Yu and Wu (2007) define the richness of information: as the information that can help customers make online shopping decisions. A funded research by Kim and Song (2010) called for useful information to be provided by customers. In mobile shopping centers Olsson et al., (2013) demonstrated the critical importance of information content in the behavioural purpose of customers and the effect of purchasing intentions (Mazaheri and others, 2011). Brand and data design demonstrate the transition from brand to user orientation (Dong et al., 2008). Once potential consumers identify a need for a product or service in the typical online shopping process, they go to the Internet to search for information relevant to their needs, instead of actively searching for knowledge about products or services associated with the perceived need at times and this draws potential consumers.



Web Personalization Is a factor that directly and indirectly influences user behaviours with statistical significance at 0.05 point, which is consistent with the research hypothesis which indirect influence passed through the e-shopping channels found that Delone and McLean (2003), proposed websites can also track customer browsing paths or purchase history so that websites can provide recommendations. User feedback, FAQ, product comparison, customer ratings, store locator, what's new, top seller, and online circular), and five other website features are classified under website personalization claiming the more perceived benefits a consumer encounters with a website, the more likely customers are to have a favorable attitude towards online shopping. Website design features like interactivity impact purchasing intention on consumer perceptions and bolster positive attitudes towards a website.

In the E- market, many customers believe that big companies are more trustworthy and can affect their feeling of confidence and purchase intention online (Koufaris & Sosa, 2004). Shah and Modh Yasin (2010) reported that the more a consumer experiences a website and perceives the benefits, the more likely it is that customers will have a favorable attitude towards online shopping. As the digital transaction is considered to be riskier, the sense of trust may minimize the fear of ambiguity in online purchasing, reducing customers' psychological anxiety about products and services (Mohseni & Sreenivasan's, 2014). In other words, when customers consider the online retailer to be trustworthy and secure in the online transaction process, they will tend to engage in online buying behaviour.

Information content is the highest variable influencing consumer behaviour, as consumers believe user-generated content is much more confident. Information content is a key element of customer satisfaction and willingness to buy (Montoya-Weiss et al., 2003). Information content may include variant materials such as specifics of the services offered, order status, corporate policies, and/or public relations (Rust and Lemon, 2001). It is important to share data through social media because of the effect it has on the choices that people make when choosing products and services. The increased web-based data has the potential to lead to more consumers who can discover and will be more pleased with their purchases (Rose et al., 2012). More details about the product or service will lead to better buys.

## **Suggestions**

The results of the researcher for businesses and marketers are to inspire them to develop innovative, successful information content that can attract customers online. Brands have to provide customers with the latest accurate product descriptions, along with the product list to allow them to have faith. Showing the prices clearly with the capacity to find goods quickly and being able to respond to data and offer products as needed by the customers is crucial. There are different channels, especially when it comes to mobile payments, as customers are encouraged to buy products online. There should be a promotion of discounts, structured goods, discounted prices impacting the decision to buy consumer products and protect customers' personal information.

Facebook includes a brief description of the contents of the target site when adding a link. This diagram can be sufficiently evocative, but users have to visit an external website and have access to its contents for a comment, even if no correlation has been found. Yet clicking the link means visiting the Facebook destination site, increasing the risk that users won't return without ask you about it.

As far as the length of the message is concerned, results support the simplicity of writing large publications to increase the number of people who like it. Otherwise the duration of the post does not matter for the number of comments. These disparities could be concentrated on very different factors such as methodological differences (the study describes involvement as a combined love and observation), cultural differences between Thailand and other Southeast Asian countries (which the above-noted document uses), linguistic characteristics or industry-specific characteristics.

## **Limitation and Future Research**



The researcher found the mostly beauty products were ordered from digital channels by online customers. Therefore, the factors that influence the behaviour of consumers who buy beauty products through online channels should be studied. The future of product choice promises the more relevant for brands, better experience of personalized interaction and reliability across platforms. Providers' analysis of security and risks in E-commerce should ensure that their websites are protected and capable of avoiding the risks of maintaining the ecommerce environment's value and keeping consumers online. Future research should therefore include online shopping platforms in line with customers' desires, such as Facebook, Twitter and Messenger, etc. in order to be used as a guideline for online business channels further development.

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