

THESIS TITLE	FACTOR AND MARKETING COMMUNICATION OF SHOPEE WEBSITE INFLUENCING CONSUMER DECISION
KEYWORD	COMPOSTION OF WEBSITE, MARKETING COMMUNICATION, CUNSUMER'S DECISION, SHOPEE
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ABSTRACT

A thesis's study of "The Factor and Marketing Communication of Shopee" influenced for making decision to purchase of consumer. The purpose was 1) To study the demographic characteristic's behavior for using Shopee website and the element of 7C. 2) To study Marketing Communication influenced for making decision consumer's purchase. By using analytic method were frequency, percentage, mean and standard deviation to compare the average for two groups population (t-test) by using One- way Analysis of Variance in case of analysis, it was found that there were statically significant differences at .05 level and the test was significant different couple average by using Scheffe's method and Marketing analyzes influent for making decision to purchase any merchandises on Shopee website for considering the statistic Multiple Regressive Analysis and using the statistic coefficient of Pear's Correlation for testing relation between composition and 7C website.

This research was found:

1. Most of the questionnaire are male, age under 18, bachelor degree, private worker, average income less than 10,000, single, using Shopee website 1-2 time/week, using Shopee website 1-2 hours/time, ordered and pay for any merchandises 500-1,000 baht/time by using mobile banking and knowing advertisement Shopee from Facebook. 7C Composition of Shopee website was influenced to make decisions to purchase and merchandises in overall images was at high. Marketing Communication of Shopee

website of consumer's decision was influenced at high. The decision to buy any merchandise on Shopee website, when considered in each aspect, the satisfaction was at high.

2. Hypothesis testing result found that the demographic characteristics were influenced to consumer's decision in Shopee website. In overall of different gender, age, levels of graduation, occupation were significant at 0.05 level. Nevertheless, the demographic characteristics were more influenced than different gender at 0.05 level.

3. Hypothesis testing result found that the different of behavior was influenced with 7C composition of Shopee website. In overall of buying average in using website, expenses, how to pay and knowing advertisement at 0.05 level. The frequency wasn't only influenced with 7C composition but also the different decision except the consumer may compare any merchandises before their purchased

4. Hypothesis testing result found that the 7C composition was related the consumer's decision on website and both coefficient of correlation (r) and consumer's relation weren't related in any influenced to Shopee website.

5. Hypothesis testing result found that the Marketing promotion was very influenced to make consumer's significant decision at 0.05 level and noticed significant (P-value) was higher than $P\text{-value} > 0.05$ so Marketing promotion of Shopee website in advertisement and sales promotion couldn't predict any decision to purchase any merchandises on Shopee website.