



Key Findings

Users Opinions and Behavior toward Social Commerce in Thailand – November 2010

Background : What is Social Commerce?

the use of **social media** in the context of **e-commerce**

- User Rating
- Reviews
- User Recommendations and Referrals
- Social Shopping (sharing the act of online shopping together)
- User Forums and Communities
- SMO : Social Media Optimization (for e-commerce)
- Social Applications and Social Ads linked to e-commerce.

Think Ecommerce sites: Ensogo.com, Yopi, Siamphone, Gmember

Product Review sites with social media tools: Oknation, Moohin, Thaiware, Lisaguru,



E-commerce sites with social media tools:

Siamphone.com



Gmember.com



Ensogo.com



Yopi.co.th



Review sites with social Media tools:

Oknation.net



Gmember.com



Thaiware.com



Lisaguru.com



Website Analysis

Over 3000 Sample surveys were completed from the following websites:

Domain
mthai.com
postjung.com
yenta4.com
siamha.com
oknation.net
thaiware.com
clipmass.com
soccersuck.com
nationchannel.com
bangkokbiznews.com
zubzip.com
atcloud.com
ryt9.com
eduzones.com
hunsa.com
ebuddy.com
arsenal.in.th
yopi.co.th
yellowpages.co.th
hflight.net
moohin.com
igossip.com
chelsea.in.th
talkystory.com
thaiware.com
nangdee.com

Domain
suthichaiyoon.com
manuclub.com
gotomanager.com
lisaguru.com
guideball.com
taklong.com
positioningmag.com
thaigolfguru.com
asiasoft.co.th
iloveim.com
dek-d.com
thaigoodview.com
polballss.com
jokeroo.com
never-age.com
topgear.com
pooyingnaka.com
tvwaimun.com
uptogu.com
igadgety.com
camfrog.com
metacafe.com
techoops.com
facebook.com
thaiload.com
flashfly.net

The research project sample size came from a diverse range of content, which assures for a more representative sample of internet population in the market.

Please note that Effective Measure Survey served to around 1 in every 10 visitors who have visited the sites at least 2 pages. They do not receive the survey invitation more than once.

Demographic and Response Summary

Gender	
Male	60.34%
Female	39.66%
Monthly Household Income (\$US)	
\$0 - \$500	26.95%
\$501 - \$1,000	15.97%
\$1,001 - \$1,500	13.62%
\$1,501 - \$2,000	4.54%
\$2,001 - \$3,000	5.25%
\$3,001 - \$4,000	1.96%
\$4,001 - \$5,000	2%
\$5,001 - \$7,500	1%
\$7,501 - \$10,000	1.06%
\$10,001 - \$15,000	1.38%
\$15,000 +	1.64%
Prefer not to say	15.94%
Dependent - No income - Don't work	8.79%

Age	
15-17	17.21%
18-20	13.39%
21-24	17.31%
25-30	18.97%
31-34	10.35%
35-40	8.95%
41-44	4.21%
45-50	4.08%
51-54	1.80%
55-60	1.24%
>60	1.11%
Prefer not to say	1.47%

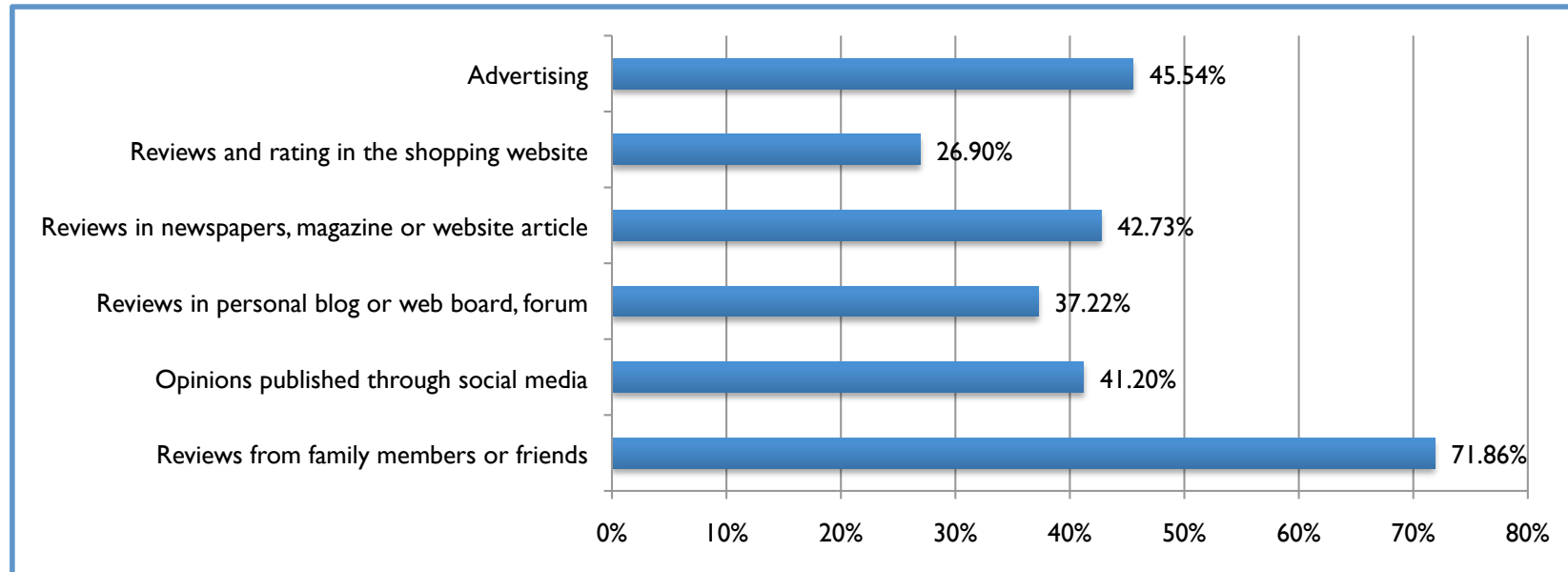
Occupation	
Manager or Senior Official	9%
Professional	17.02%
Associate Professional and Technical	16.53%
Administrative and Secretarial	10.49%
Skilled Trade	3.80%
Personal Service	0.94%
Sales and Customer Service	3.70%
Process Plant and Machine Operative	0.81%
Elementary	0.84%
Full time student	22.70%
Retired	0.55%
Housewife/husband	1.79%
Unemployed	2.27%
Don't know	9.65%

Residential Location	
Rural / Countryside	35.63%
Large City	29.04%
Capital City	35.37%

Access Internet from Mobile phone?	
Yes	32.81%
No	67.19%

Are able to make purchases online?	
Yes	60.40%
No	39.64%

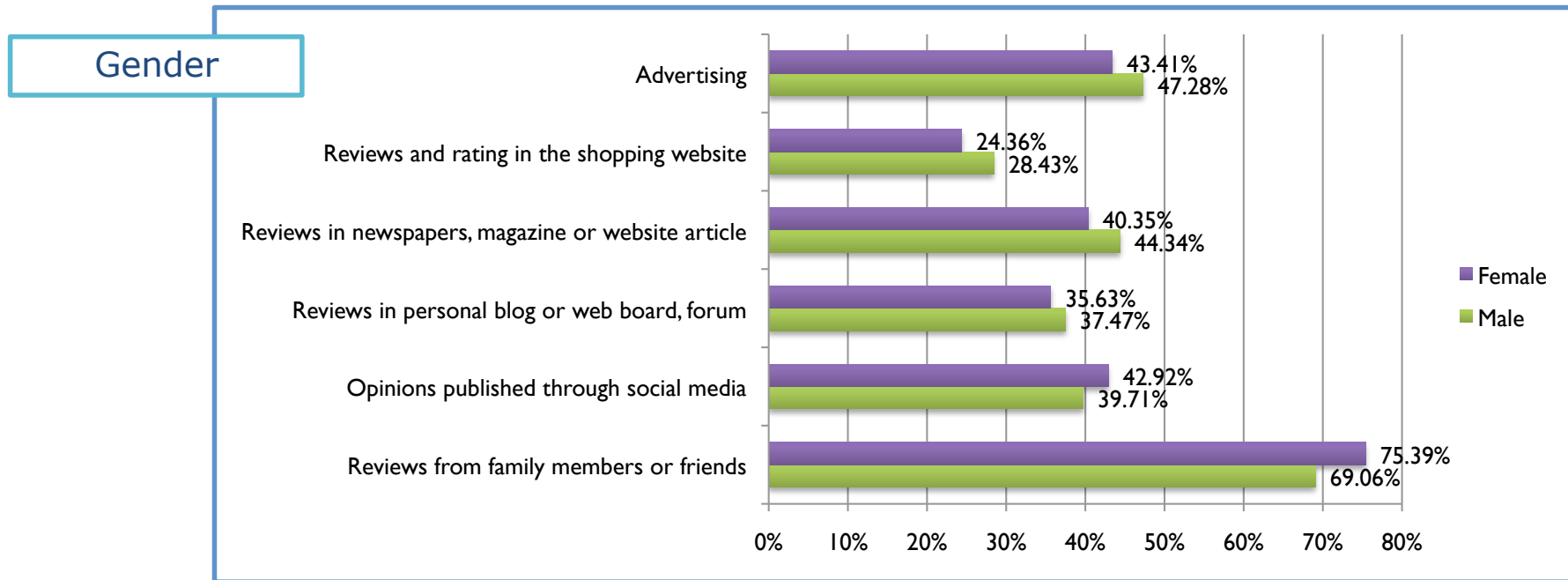
Q1: What are the top three factors that can influence your purchasing decisions when you don't have personal experience about the product or service? (Chose 3)



Analysis:

- 71.86% of people trust friends and family members when they don't have personal experience about product/service.
- 41.20% think that opinions published through social media is reliable.
- If we assume that more than 50% of our Facebook friend list is our acquaintances, real-world friends & families, we can see why Social Commerce can earn more revenue than normal e-commerce without social tools.
- 45.54% accepted that Ads can influence their purchasing decisions. Ads still works out!

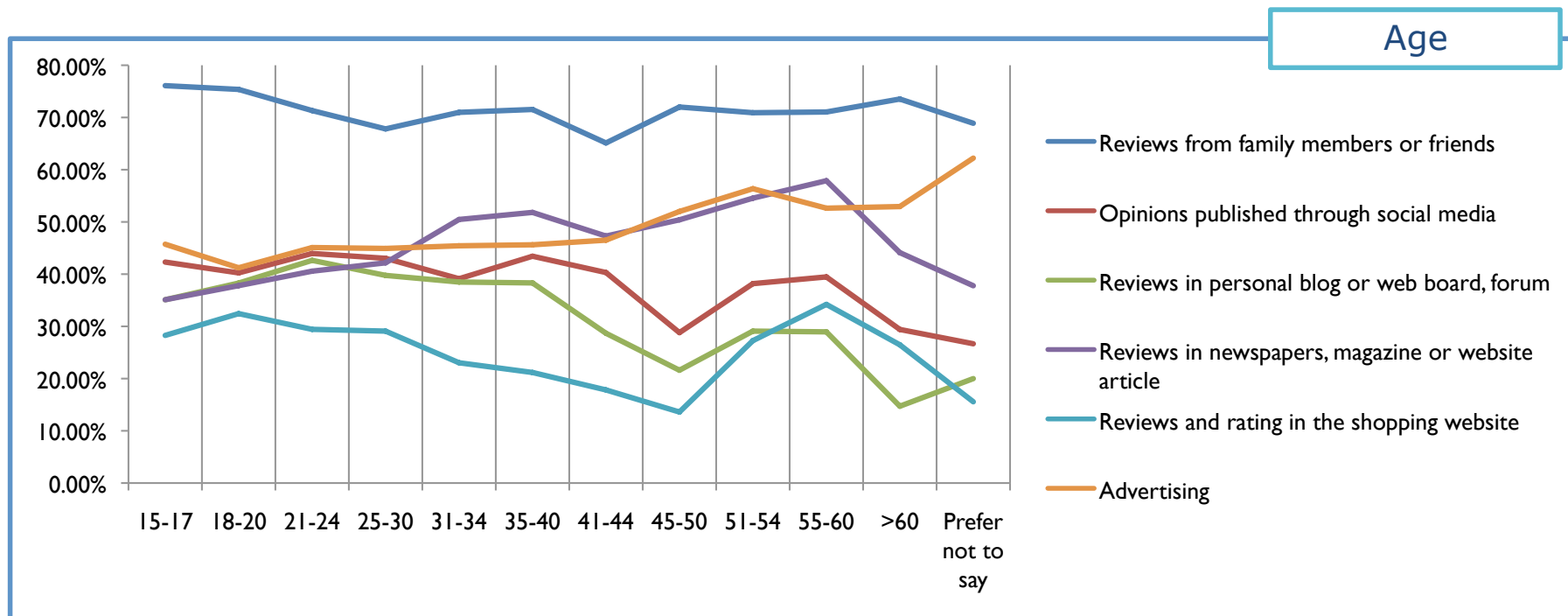
Q1: What are the top three factors that can influence your purchasing decisions when you don't have personal experience about the product or service? (Chose 3)



Analysis:

- No significant difference between male and female.
- Marketers can apply the factors to influence both gender.

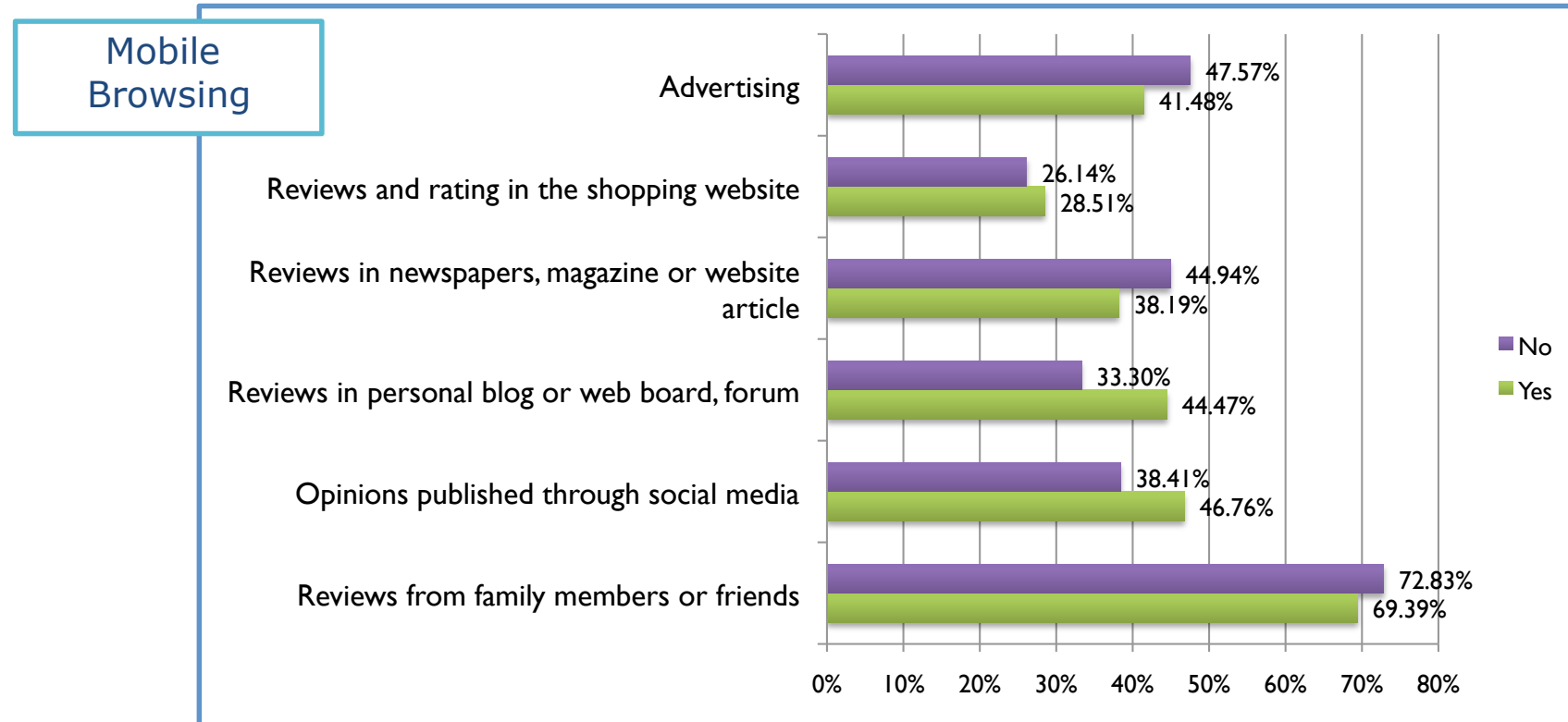
Q1: What are the top three factors that can influence your purchasing decisions when you don't have personal experience about the product or service? (Chose 3)



Analysis:

- Of course, reviews from family members or friend is the first main factor for all age group.
- The higher age range, the higher Ads & Advertorials engagement.
- Younger audience seems to rely on opinions published through social media, reviews in blog, forum as well as reviews and rating in shopping website.

Q1: What are the top three factors that can influence your purchasing decisions when you don't have personal experience about the product or service? (Chose 3)

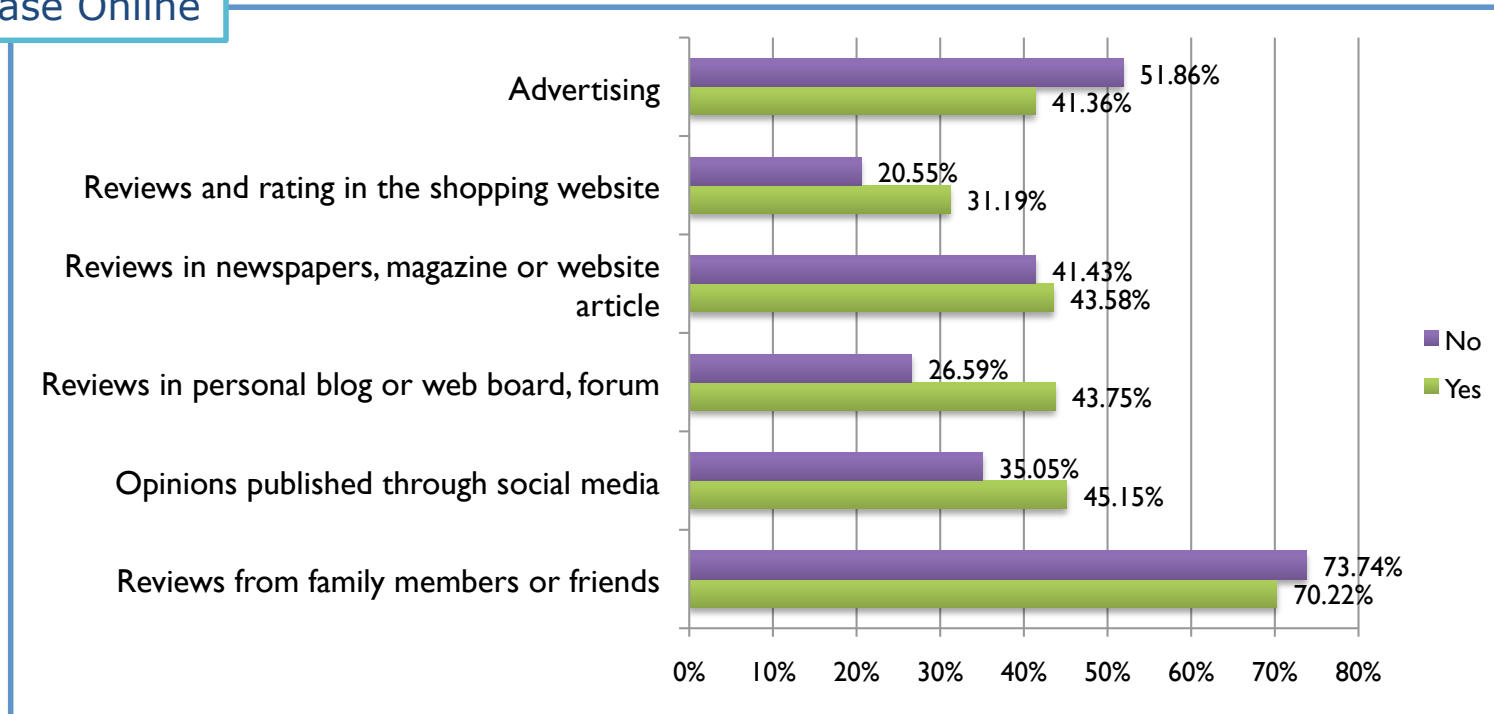


Analysis:

- People who live life online tend to believe opinions published through social media, online reviews and rating in the shopping website than who don't.
- People who are not internet addict tend to more rely on Ads and advertorials.

Q1: What are the top three factors that can influence your purchasing decisions when you don't have personal experience about the product or service? (Chose 3)

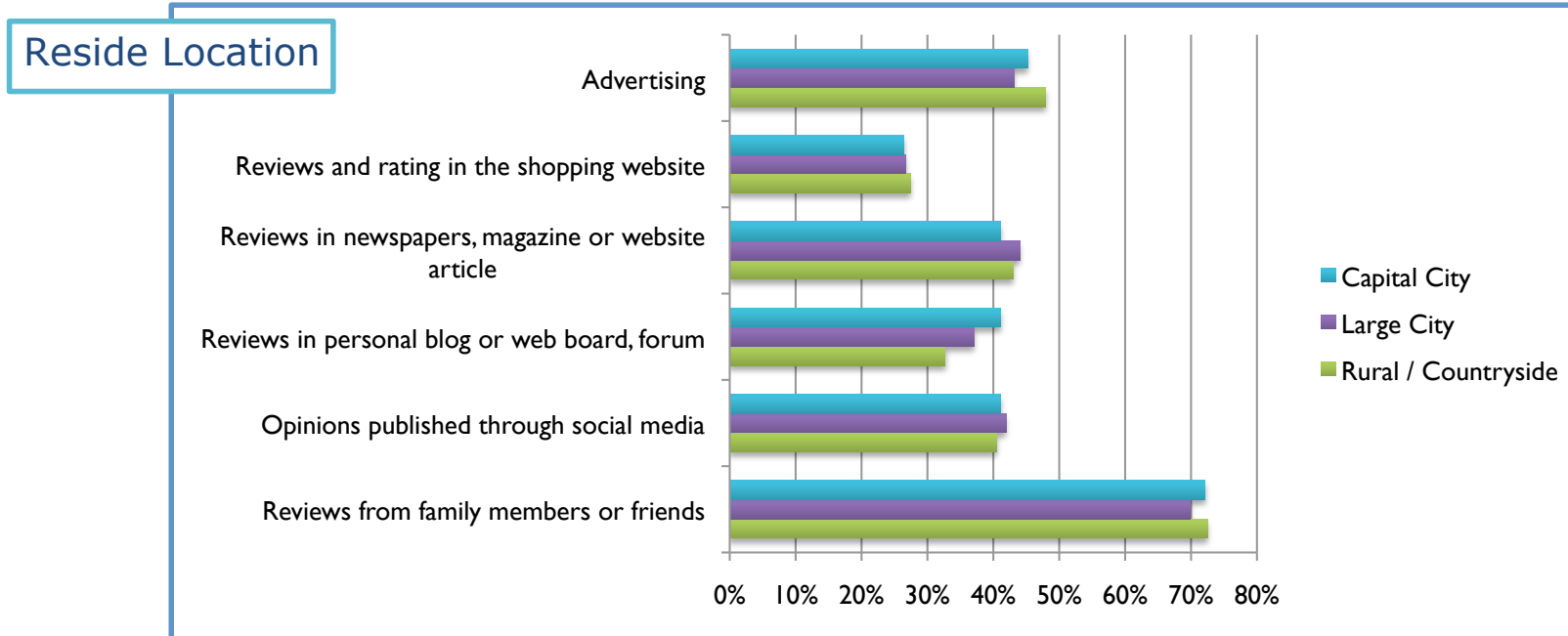
Purchase Online



Analysis:

- The result is reflecting the effectiveness of social tools that help to increase revenue for e-commerce in Thailand. People who do shopping online accepted opinions published through social media, online reviews as well as reviews & rating in shopping websites can influence when they make purchasing decisions.

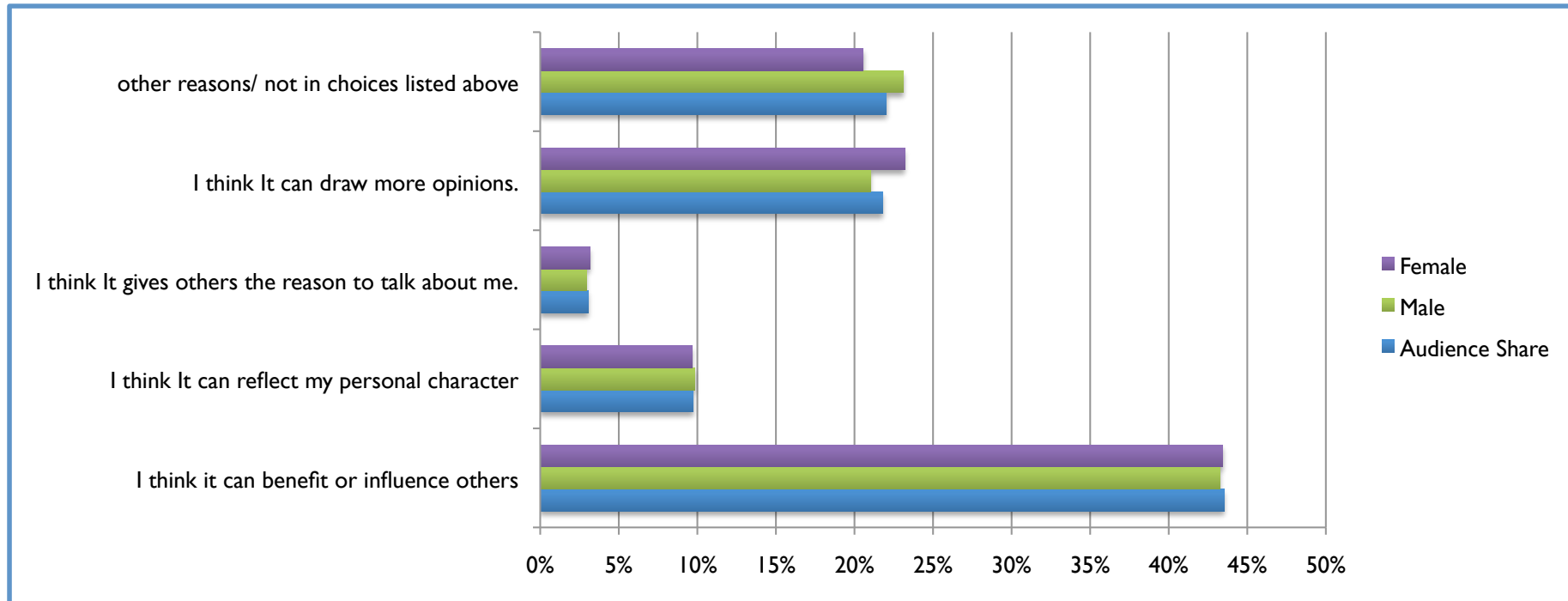
Q1: What are the top three factors that can influence your purchasing decisions when you don't have personal experience about the product or service? (Chose 3)



Analysis:

- There's no significant difference towards opinions published through social media among people in different location in Thailand.
- However, people in Bangkok and its surroundings rather to be engaged in reviews in personal blog or forum than those people in countryside.
- Seem a bit easier to get people in rural area engaged in Ads.

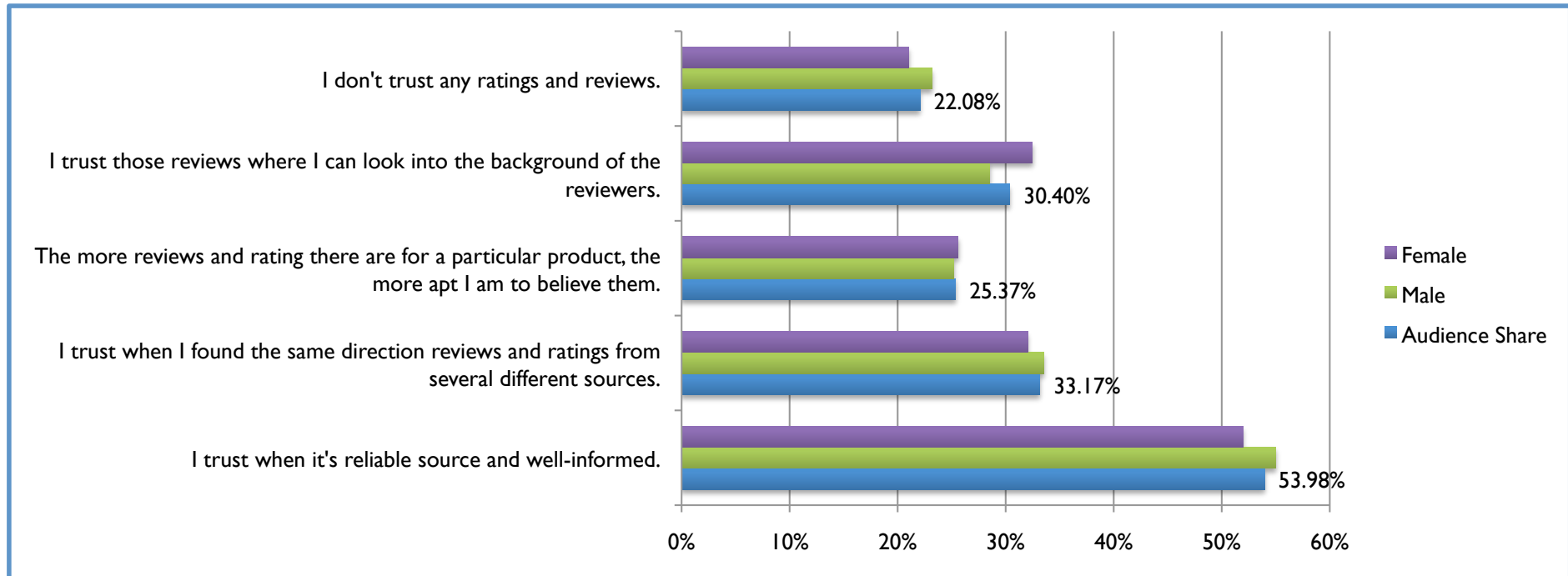
Q2: What is the main reason when you express your opinion toward product and service in social media? (Chose only one)



Analysis:

- Most of people accepted that they express their opinion toward product and service in social media because they want to influence others!
- Women seems to seek for more opinions than men but it's not that significant.

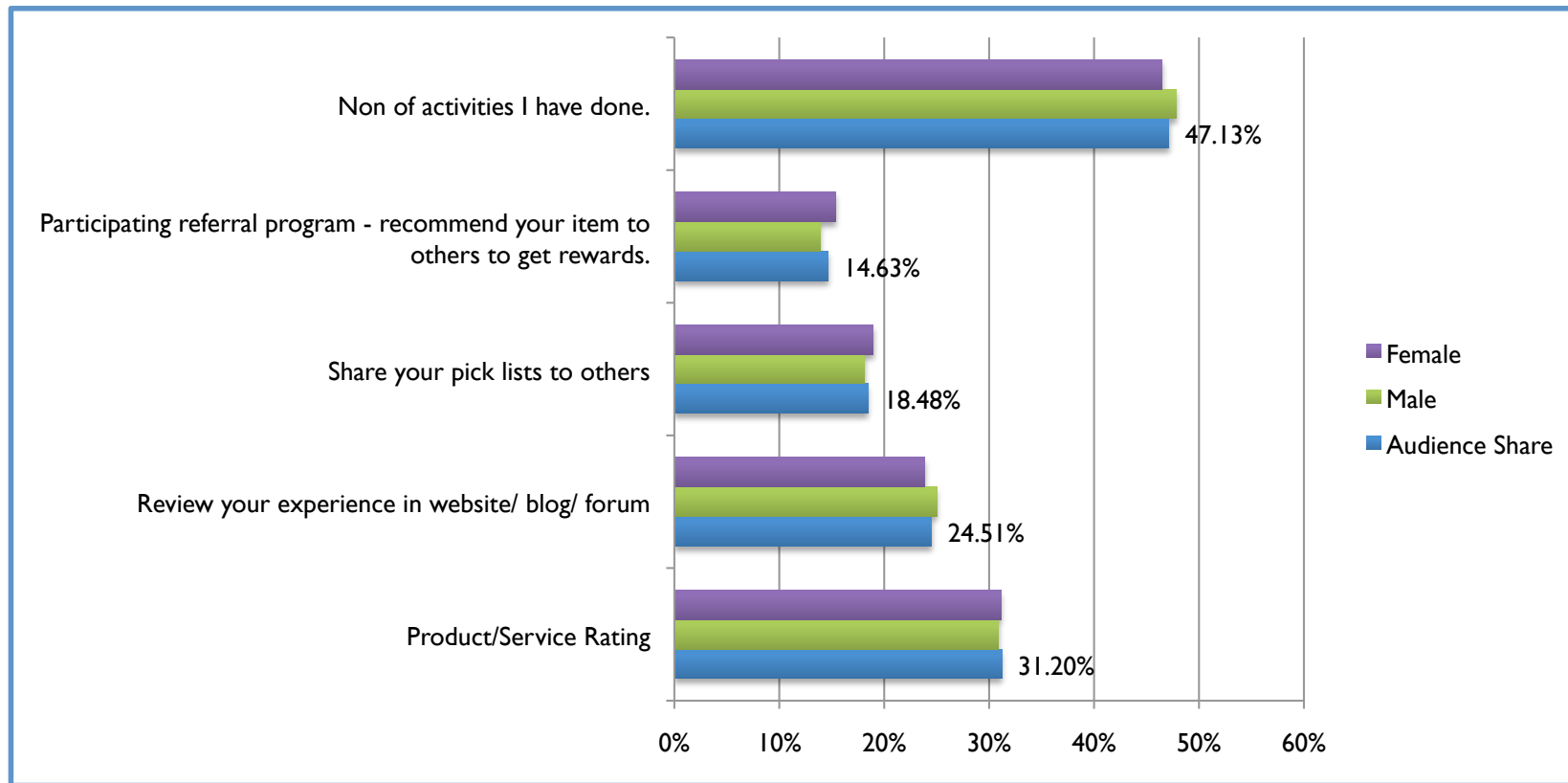
Q3: Please select all of the following that apply to how you trust online ratings and reviews? (Chose all that Apply)



Analysis:

- 53.98% trust online rating and reviews when it's from reliable source and well-informed. This reflects the 71.86% that said they trust friends and family members. Moreover, reliable source can be Guru or Expert in the relevant field. So apart from friends, if there's an expert posts a well-informed reviews toward product / service, it would lead more trust and purchasing decisions.

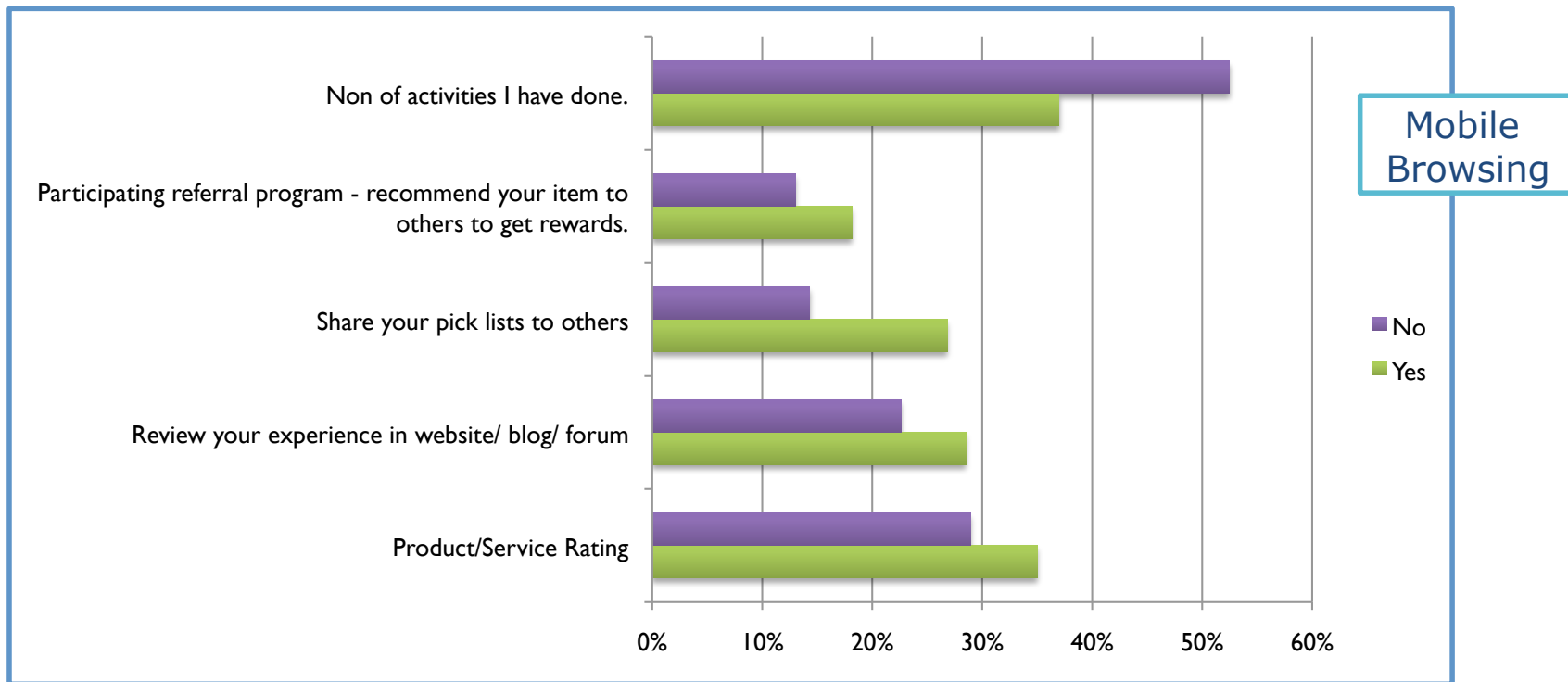
Q4: Which of following online activities do you participate in? (Chose all that Apply)



Analysis:

- Over 50% of people participate in social commerce activities.

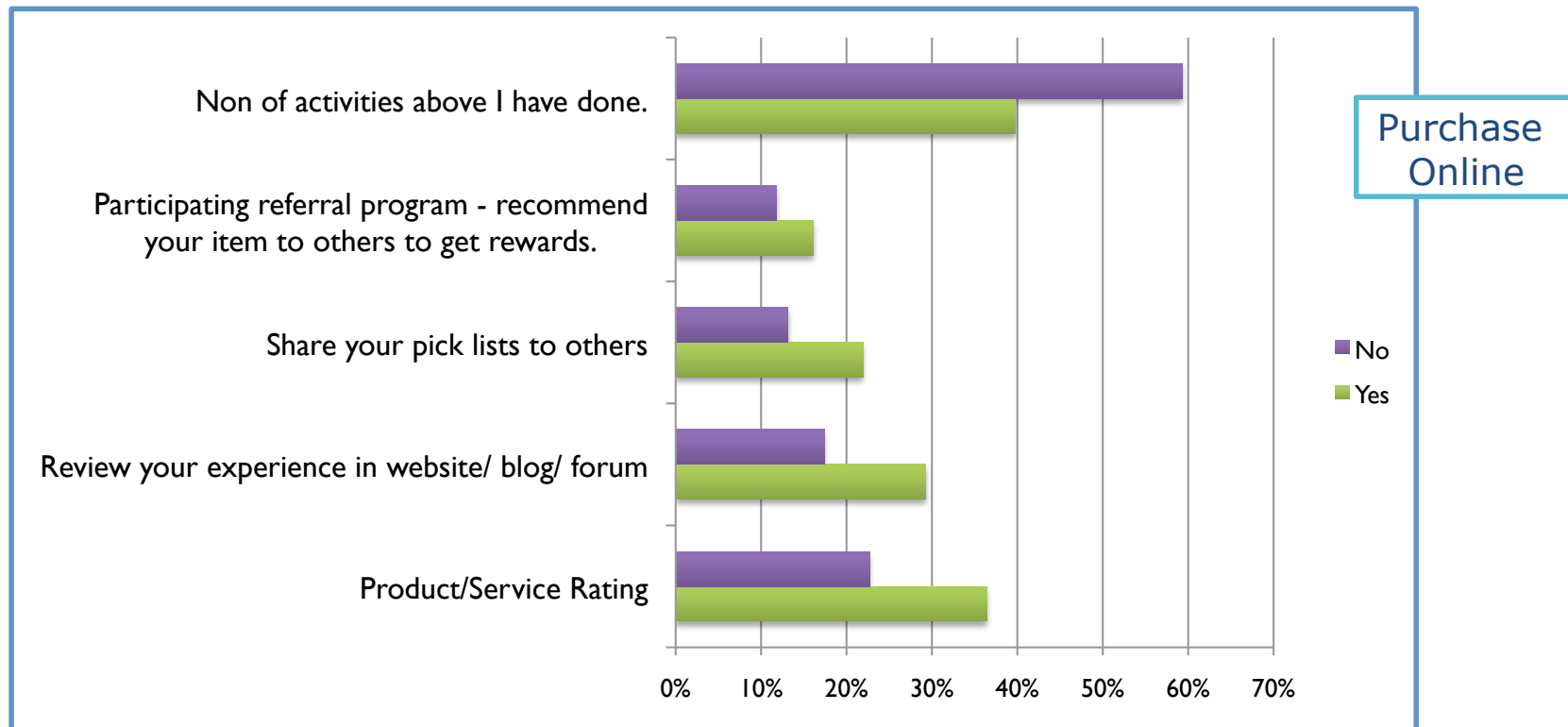
Q4: Which of following online activities do you participate in? (Chose all that Apply)



Analysis:

- More engaged in Internet, more tend to participate social commerce activities

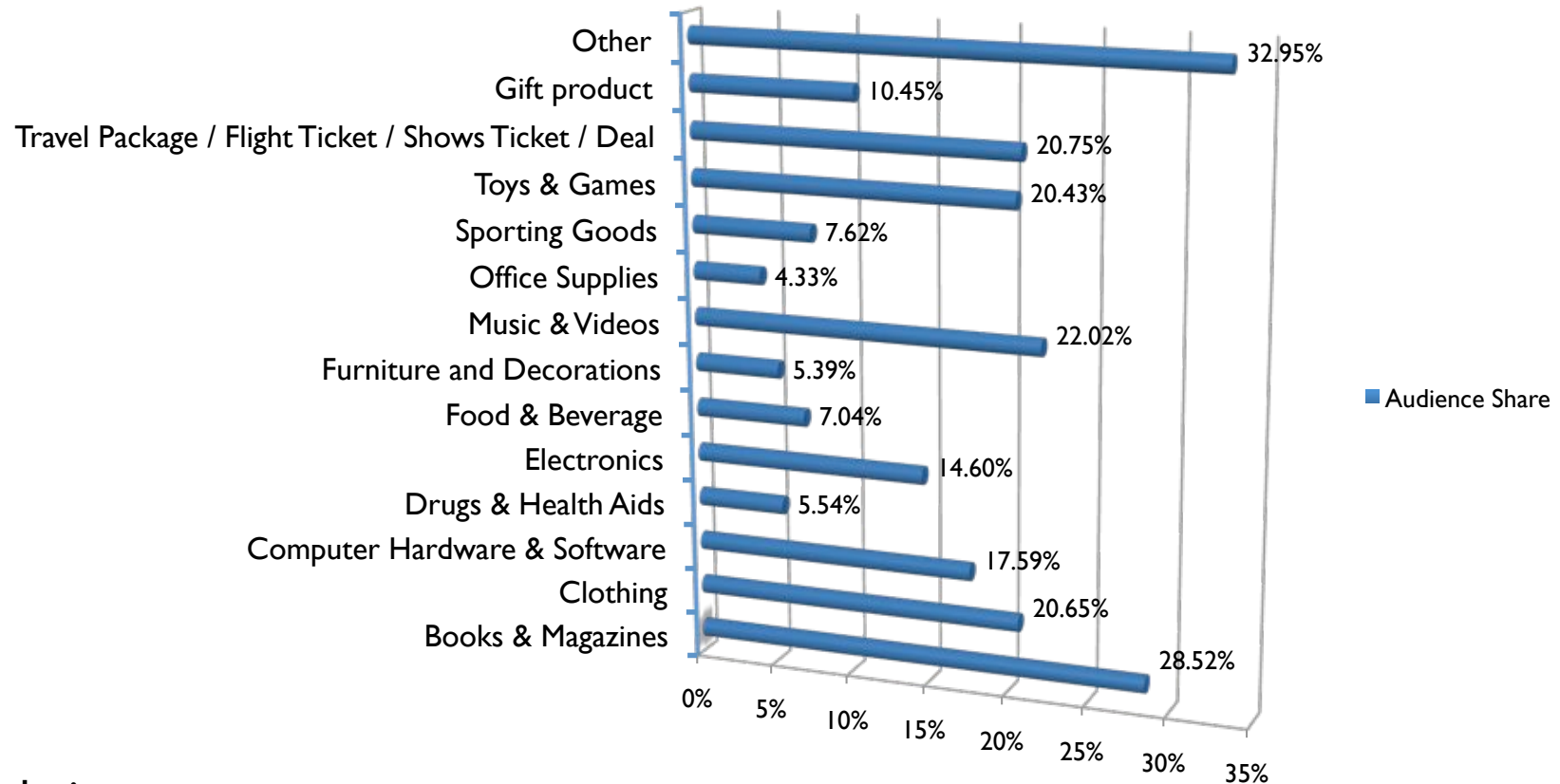
Q4: Which of following online activities do you participate in? (Chose all that Apply)



Analysis:

- People who do online purchasing agree to participate more in social commerce activities.

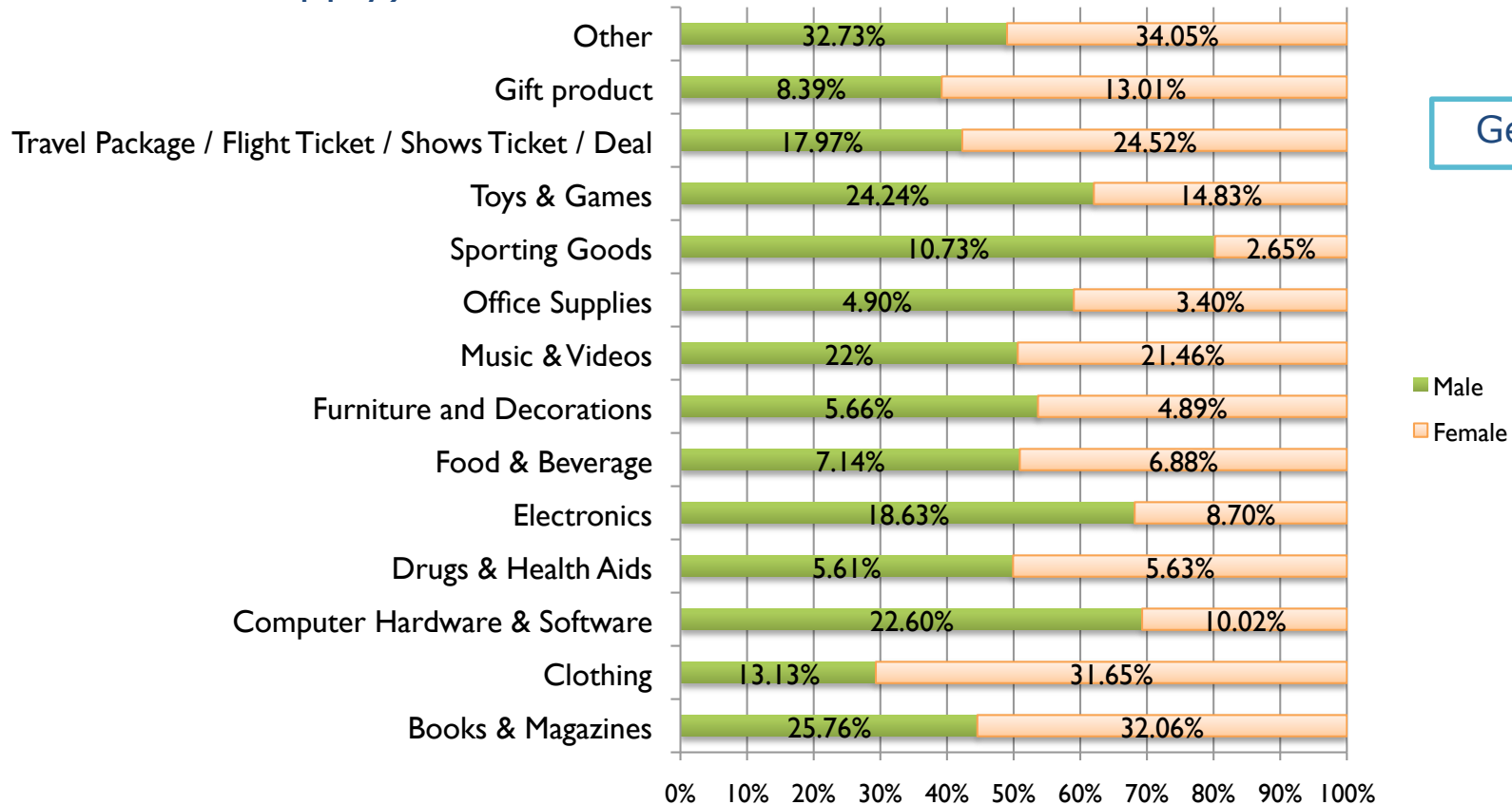
Q5: What kind of products you used to (or are comfortable to) purchase online?
(Chose all that apply)



Analysis:

- Most of Thai people are comfortable to purchase online for kinds of clothing and entertaining products and services such as books & magazines, music & videos, toys & games, travel-flight-shows ticket and deal.

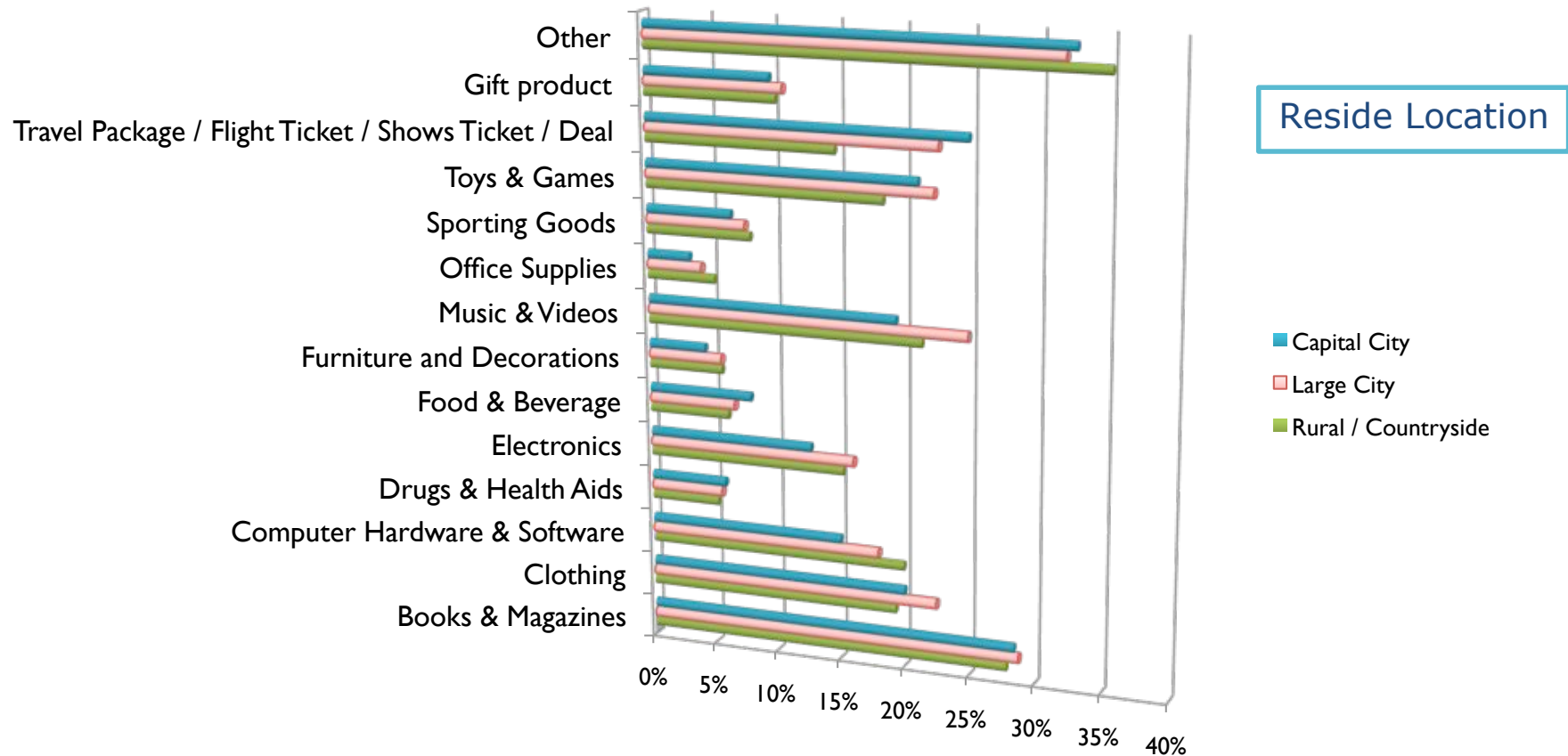
Q5: What kind of products you used to (or are comfortable to) purchase online?
(Chose all that apply)



Analysis:

- Significant online product for men: Computer Hardware & Software, Electronics, Office Supplies, Sport Goods, Toys & Games
- Significant online product for women: Clothing, Tickets & Deal, Gift product

Q5: What kind of products you used to (or are comfortable to) purchase online?
(Chose all that apply)



Analysis:

- People in capital and large city should be targeted as main audience for kinds of Online Reservation for travel package, flight ticket, as well as shows and deal.

Final Conclusions and Key Take Aways

1. Social Media is not just sharing status updates and sharing photos with Friends on Facebook. It's about using social media tools to influence commerce.
2. People are far more likely to buy a product based on a recommendation from a friend or a unbiased review on a site.
3. Social Commerce can take place on both ecommerce sites, but also on product review sites, forums, and all sites out there , as social media tools now allow people to comment on all pieces of content.
4. Advertisers need to implement a strategy of both Banner Ads, but also advertorials and integration into commerce sites that have social media tools.