Consumer Purchasing Process in Digital Market: A Case Study of Small and Medium Enterprises in Thailand

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Abstract
Most marketers have accepted that digital marketing provides Small and Medium Enterprises (SMEs) many benefits. It enables SMEs to develop and implement suitable marketing strategies in a more meaningful way to serve consumers demand in the digital era. Many researchers have widely studied consumer purchasing process in the digital market. Nevertheless, there are limited papers reviewed on the relationship between the purchasing process and the consumer's decision of the SMEs consumers. Thus, this paper was intended to explore this relationship in term of the impact which the purchasing process has on the consumer's decision. Exploratory Factor Analysis (EFA) and Cronbach's Alpha were applied to test the validity and reliability of the data gathered from 400 respondents with a self-administered questionnaire. In this study, the authors employed inferential statistics analysis by Multiple Regression Model to conduct a hypothesis test. The result showed that the variables under only four stages of purchasing process which significantly impacted on the consumer's decision were media, supplier, interaction, trustworthiness, website, recognition, integrity, prominence, distinction, procedure, and complaint. The finding was useful for the SMEs entrepreneurs in developing marketing strategies to cope with consumer behavior under a sophisticated digital market.
Keywords: Consumer Purchasing Process, Digital Market, SMEs, Thailand

Introduction
Thailand is currently in the midst of significant national improvement in every dimension of economic and social development. The government recognizes the urgent need to maximize the use of digital technologies in all socio-economic activities to develop infrastructure, innovation, data, human capital, and other digital resources that will ultimately drive the country towards wealth, stability, and sustainability. Therefore, the cabinet has assigned the Ministry of Information and Communication Technology along with the Ministry of Science and Technology to develop a digital economy and social development plan. This plan aims to create a framework of strategic processes according to the government's digital and economic policies so that it is essential to introduce the modern and diverse digital technologies in all parts of the country. Critical strategies include building countrywide high-capacity digital infrastructure, boosting the economy with digital technology, creating a knowledge-driven digital society, transforming into digital government, developing a workforce for the digital era, and building trust and confidence in the use of digital technology. The plan focuses primarily on strengthening of small and medium enterprises (SMEs) as the priority strategy. A numerous activities concern on yearly fostering 1,500 digital startups, SMEs, and Micro SMEs, with 300 ready-to-commercialize prototypes, coaching 15,000 SMEs to trade online

and standardizing 100,000 product items, and building at least 10,000 online community stores via digital community centers (Ministry of Information and Communication Technology. 2016). At the same time, the Department of Industrial Promotion (2015) has supported the digital government policy by collaborating with the Software Industry Promotion Agency to develop a challenging project namely Business Transformation to Digital Economy. This project purposes on encouraging SMEs entrepreneur to do E-Business from a foundation course to an advanced method of the supply chain with technology (E-Supply Chain) (Office of Digital Economy Promotion. 2017). In Thailand, the percentage of SME employment to total employment grew steadily from 76.0% in 2007 to 83.9% in 2011 but fell back to 80.4% in 2012. During the same period, the services, trade, and manufacturing sectors each contributed to more than 30% of employment by SMEs. While the contribution of SMEs to total GDP in Thailand, at 37%, is higher than in Malaysia, at 32.7%, it lags far behind Indonesia, where SMEs contributed to 59.1% of GDP in 2012. The contribution of SMEs to GDP in Thailand declined by 1.7% in the period 2007-2012, while Malaysia and Indonesia saw a rise in the participation of SMEs to their GDPs in the same period. (Yoshino et al. 2015). The fact that the proportion of manufacturing SMEs has been declining results from low accessibility and usage of digital technology when compared with large businesses (Office of Small and Medium Enterprises Promotion, 2013). The survey of information and communication technology utilization in SMEs confirmed that only 22.5% of SMEs (employing 1-9 persons) used computers and only 18.3% used the internet. Comparing with large businesses, they accessed to computers and the Internet 99.6 percent and 99.1 percent, respectively. Furthermore, when considering the sale of goods and services through Internet, it was found that SMEs had only 2.6 percent of online sales (National Statistical Office. 2017). The figures reflect that many SMEs are not aware of the importance of digital change and its impact. Thus, the promotion of SMEs has led to increased awareness and hasten the need to change the businesses system by using the digital business. Today, no marketing strategy is complete if it does not incorporate digital strategy and expression (Stokes, 2013). In this digital era, the customer determines the requirements and the businesses respond to their demands. Customers will find information from various sources of digital media, as well as recommendations from friends for their decision to purchase goods and services (Ordeedolchest, 2017). With the information that customers receive from a variety of media, customer behavior has changed, and this has significantly affected the purchasing process of customers. Therefore, researching to know the customer's purchasing process and its relationship to customer’s decision under the digital environment is vital for SMEs. It is not only assisting SMEs to develop an effective marketing strategy in the digital age, but also creating competitive advantage in both domestic and international markets. In conclusion, it is essential to encourage and uplift SMEs to enter a digital trading system, the industrial era 4.0 of Thailand. The modern digital system will provide them a great marketing opportunity, and ultimately to drive growth in the country's economy and strengthen the long run Thai digital economy (National Statistical Office, 2015).

Literature Review

The development of the internet, World Wide Web, and other digital technologies have revolutionized traditional marketing into digital marketing (Chaffey and Ellis-Chadwick, 2016). Every business should reconcile the growing essentiality of digital marketing, firstly because it offers multiple opportunities for advancement, secondly because customers will benefit from an online presence (Heitzman, 2018). It is necessary for digital marketers to realize the online behavior of their particular target customers and to understand how their customers’ characteristics and purchasing process affect the way they might interact with different digital marketing channels.

Digital Marketing: The common definition of digital marketing is the employment of the internet and related digital technologies; mobile phones and digital television along with regular communications in the pursuit of marketing objectives. It includes search engine marketing, social media marketing, online advertising, email marketing and partnership arrangements with other websites (Hoffman and Novak, 1997; Chaffey and Ellis-Chadwick, 2016).

Consumer Variables: In the past, academic researchers have conducted several papers to understand typical buyer behavior. Nicosia (1966) identified three variables that gradually move the consumer in the buying process: preferences, attitudes, and motivation. However, Blackwell et al., (2001) concentrated more details on two main factors. Firstly, stimuli which are received and processed by the consumer in conjunction with memories of previous experiences, and secondly, external variables in the form of either environmental influences or individual differences. The environmental influences identified include culture, social class, personal influence, family, and situation. However, the individual influences include consumer resources such as motivation and involvement, knowledge, attitudes, personality, values and lifestyle. Under the online environment, Keen et al., (2004) confirmed that there are many important factors which influence online behavior. Firstly, demographic variables such as gender (Slyke, 2002); age, race, income, education (Hoffman and Novak, 1997); lifestyle (Brengman et al., 2005); cultural and social (Shiu and Dawson, 2004). Secondly, psychographic and behavioral variables such as a consumer's perceptions, beliefs, attitude (Chaffey and Ellis-Chadwick, 2016); knowledge, attitude, innovativeness and risk aversion (Cheung et al., 2005). Understanding these crucial influence variables under customer's online environment would create a possibility to assess customer's decision in a digital market.

Consumer Purchasing Process: There are general buying behavior models that allow marketers to understand the process which consumers pursue in making a purchasing decision. Marketers will gain critical and anticipating ability based on these models. The buying behavior models will assist them in responding to customers' demand effectively (Peppard and Butler, 1998). Blackwell et al., (2001) explained that consumer behavior involves all the activities people engage in obtaining, consuming and disposing of products and service. Nicosia (1966) examines the beginning of basic consumer decision making referred to as a Nicosia model of the traditional decision-making process. The model divided the decision-making process into four areas. Firstly, consumer attitudes which are shaped by information from the market. Secondly, product evaluation, the consumer is looking for information about specific products and gives them value. Thirdly, the act of purchase, a decision to buy based on the information. Finally, feedback, as a result of consumption, the consumer acquires a new experience based on his new preferences. In 1968, Engel, Kollat, and Blackwell (Bettman and Jones, 1972) introduced a fairly comprehensive consumer purchase decision-making model named as EKB Model. This model consists of consumers' mental activities, information processing procedures, decision-making process, and environmental factors. In 1979, Bettman's model was developed to focus only on information processing. It starts with the motivation to search for information; be attentive to information; acquire and evaluate information; take a decision, and finally adds up the information (based on good/bad experiences) into the memory for further use. However, critics debate that while the model provides perceptions into consumers, it is difficult to implement practically. During those times, the EKB model underwent considerable modifications and finally came up with the Engel, Blackwell and Miniard Model (EBM). This model consists of five sections namely information input, information processing, decision process stage, decision process variables, and external influences. Information received from marketing, and non-marketing stimuli feed into the information-processing section of the model. The model focuses on the

decision process stages: need recognition, search, pre-purchase alternative evaluation, purchase, consumption, post-purchase alternative evaluation, and divestment. Divestment relates to options of disposal, recycling or remarketing. Environmental and individual differences factors influence the entire process (Engel et al., 1990). Later on, transformation approaches to a highly sophisticated market environment; consumers have faced with the new concern of making purchase decision process under the new environment (Peterson et al., 1997). Despite, there is a fundamental alteration in the structure and process of buying and selling, the development of new models of web-based purchasing behavior is indeed the case (Peppard and Butler, 1998). Kotler et al. (2001) envisaged further progress. They recommended different stages which are similar in activities as awareness, interest, evaluation, trial, and adoption. Six years later, Peter and Donnelly (2007) came up with the five stages of consumer decision-making process: need recognition, information search, evaluating alternatives, purchase decision, and post-purchase evaluation. Coming next were six different steps in the purchasing process of Chaffey and Smith (2008), there are problem recognition, information search, evaluation, decision, action, and post-purchase. In 2011, Kotler and Armstrong recommended that a consumer decision-making process includes five stages of acquiring a product or services. From the very beginning, stage consumer recognizes the need, gather the information and sources, evaluate alternatives and make the decision (Kotler and Armstrong, 2011). Ultimately, Muller et al., (2011) proposed a subsequent rational model of consumer decision making under a digital market. The model is a more modern customer purchase process model which consists of four stages: accessing information, assessing and analyzing information, acting on information and analysis, and complaints and remedies. When consumers intend to purchase a product or service, they internally initiate their demand for particular attributes of a product or service. Then, they will consequently use all available information to make the final purchasing decision.

Research Conceptual Framework

Based on synthesizing literature reviews, the conceptual research framework was developed (Figure 1) along with hypotheses. The authors identified five main hypotheses (H_1 to H_5) according to the five stages of the purchasing process. H1 to H5 stated that each five stage of purchasing process impacts on the consumer's decision.

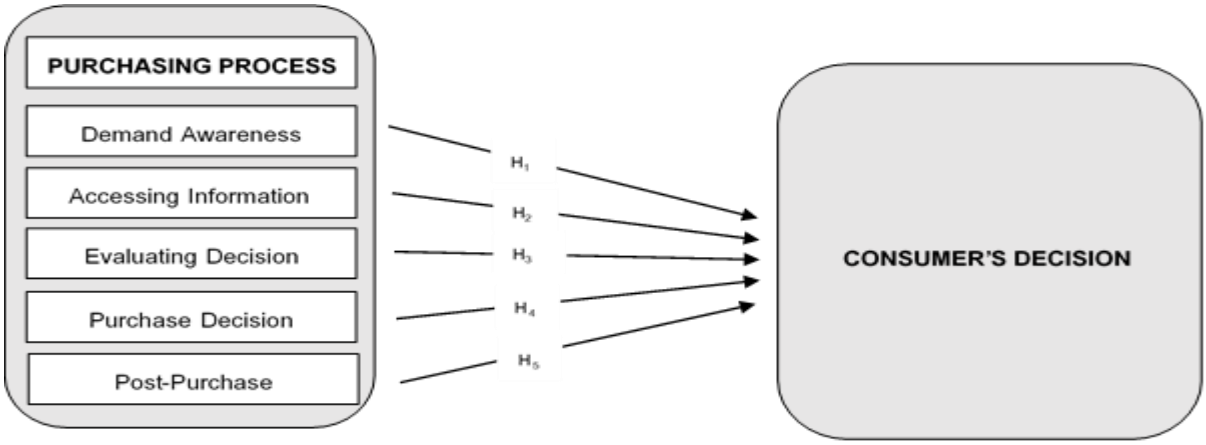

Figure 1 The Impact of Purchasing process toward Consumer's decision

Research Methodology

As the population of SMEs consumers in Thailand is quite large and degree of variability is unknown. Assuming the maximum variability, which is equal to 50% (p =0.5) and taking 95% confidence level with
±5% precision, the required sample size is 384 (Cochran, 1977). Rounding number to the nearest hundred was employed to ensure that the sample size will always be representative of the population. Thus, 400 respondents were chosen to gather data by a convenience sampling method. The self-administered questionnaires were distributed to them during August to September 2017. They were asked to complete the survey in the questionnaire. There were three parts in the questionnaires: Section 1 Demographic data, Section 2 Reaction towards purchasing process: demand awareness, accessing information, evaluating information, purchase decision, post-purchase, and Section 3 Reaction towards consumer's decision. In section 2 and 3, the respondents were asked to rank their reaction by responding to five interval scales. The scale identified five level of frequency ranged from 1= Never, 2= Rarely, 3= Sometimes, 4= Often, and 5= Always.

Validity and Reliability Assessment

In testing the validity of the data, Exploratory Factor Analysis (EFA) using Principal Component extraction and Varimax (Orthogonal) rotation were employed. For the first stage of the purchasing process, demand awareness, the respondents rated their reaction towards the listed of variables that motivated their demand awareness. The first round of EFA performed a yield of three factors (KMO score of 0.721, Bartlett's Test p=0.000 (p<0.05). The factor loading for all the nine proposed items is above 0.5. The second round EFA results confirmed that all the items were accepted with factor loading more than 0.5. It yielded three factors explaining a total of 87.387% of the variance for the entire set of variables. While the first factor explained 47.697% of the variance, the second factor explained 26.468%, and the last factor explained 13.220% as presented in Table 1

Table 1 The results of Rotated Component Matrix for the first stage of the purchasing process: How the respondents rate the following variables which motivated them to demand awareness for SMEs products

Demand Awareness	**Component**			**Communalities**
	Factor 1 Environment	**Factor 2 Individualization**	**Factor 3 Externalization**	
Q6. Social; Social class; Social identity	**.882**	.083	.043	0.787
Q8. Norm; group norm of using social media.	**.873**	.199	.216	0.849
Q7. Culture; Value; looking modern	**.850**	.259	.267	0.861
Q5. Family	**.773**	-.070	.332	0.713
Q1. Attitude/ Perception; Risk	.063	**.980**	.015	0.964
Q2. Personality; lifestyle; enjoyment; trying new thing	.081	**.952**	.056	0.915

Table 1 (Con.)

Demand Awareness	**Component**			**Communalities**
	Factor 1 Environment	**Factor 2 Individualization**	**Factor 3 Externalization**	
Q4. Experience, using online product	.203	**.920**	.070	0.892
Q3. Motivation; Marketing Mix; Product Knowledge	.237	.071	**.940**	0.944
Q9. Economic; salary; income	.266	.046	**.931**	0.939
Eigenvalue	4.293	2.382	1.190	
% of Variance	47.697	26.468	13.220	
Total variance explained	87.385%			
Cronbach's Alpha	0.878			
Kaiser-Meyer-Olkin Measure of Samling Adequacy	0.721			
Barlett's Test of Sphericity:				
Approx. Chi-Square	238.899			
D.F.	36			
Significance	.000			

The second stage, accessing information, the respondents specified their reaction towards the listed of variables that they used to access the information. The KMO measure of sampling adequacy tests were 0.781, Bartlett's Test p=0.000 ($p<0.05$). As can be seen in Table 2, all 11 proposed items of accessing information were accepted based on factor loading of 0.5, with three component extracted. The total variance explained for these three components was 73.002 %.

Table 2 The results of Rotated Component Matrix for the second stage of the purchasing process: How the respondents rate the following variables which they used to access SMEs products information

Accessing Information	**Component**			**Communalities**
	Factor 1 Media	**Factor 2 Supplier**	**Factor 3 Interaction**	
Q10. Public information sources such as inquiries from product details or services from the mass media or customer protection organizations.	**0.838**	0.284	-0.121	0.797
Q8. Radio.	**0.797**	0.182	0.271	0.741
Q9. Print media such as billboards, leaflets, brochures, journals, etc.	**0.759**	0.239	0.211	0.678

Table 2 (Con.)

Accessing Information	**Component**			**Communalities**
	Factor 1 Media	**Factor 2 Supplier**	**Factor 3 Interaction**	
Q5. The auction site and online products, etc.	**0.678**	0.445	0.204	0.699
Q7. Television.	**0.651**	-0.010	0.567	0.746
Q4. The website that compares prices.	**0.614**	0.544	0.245	0.733
Q1.. The general Internet and websites etc.	0.125	**0.823**	0.338	0.807
Q3. The products dealer's website or services and retailers.	0.233	**0.733**	-0.012	0.592
Q2. The manufacturer's website or products and services.	0.365	**0.640**	0.292	0.627
Q11. Own personal experience with the products and services.	0.047	0.165	**0.852**	0.756
Q6. Inquiries from friends, family, acquaintances who have experience in using the product or service.	0.295	0.310	**0.819**	0.854
Eigenvalue	5.697	1.299	1.035	
% of Variance	51.788	11.807	9.406	
Cronbach's Alpha	0.905			
Total variance explained	73.002			
Kaiser-Meyer-Olkin Measure of Samling Adequacy	0.781			
Barlett's Test of Sphericity:				
Approx. Chi-Square	192.511			
D.F.	55			
Significance	.000			

Table 3 The results of Rotated Component Matrix for the third stage of the purchasing process: How the respondents rate the following variables which they used to evaluate SMEs products information

Evaluating Information	**Component**				**Communalities**
	Factor 1 Trustworthiness	**Factor 2 Website**	**Factor 3 Recognition**	**Factor 4 Integrity**	
Q7. Fast and on time delivery system	**0.830**	0.225	-0.146	0.345	0.879
Q8. Online Response System	**0.770**	0.166	-0.251	0.386	0.833
Q6. Reliable payment system	**0.765**	0.177	0.075	-0.104	0.634

Table 3 (Con.)

Evaluating Information	Component				Communalities
	Factor 1 Trustworthiness	Factor 2 Website	Factor 3 Recognition	Factor 4 Integrity	
Q11. Accessible website that consumes less time to search for information	**0.703**	0.375	0.039	-0.230	0.690
Q9. Promotion; discount, gifts, and redemption	**0.675**	0.536	0.027	0.089	0.752
Q10. Professional and reliable website	**0.589**	0.565	0.295	0.109	0.765
Q14. Web links to other websites that are trustworthy.	0.244	**0.803**	-0.267	0.186	0.810
Q12. Website with customer reviews.	0.229	**0.781**	0.054	-0.103	0.676
Q13. Website with academic and professional reviews.	0.347	**0.768**	0.366	0.011	0.844
Q15. Being on the first page of online search engines.	0.226	**0.747**	-0.179	0.224	0.691
Q3. Certification of products and services.	-0.023	0.030	**0.898**	0.084	0.814
Q16. Online sales and service rankings	0.143	-0.114	**0.791**	0.107	0.670
Q5. Reputation of goods and services.	-0.189	0.035	**0.742**	0.290	0.671
Q1. Types of goods and services	0.141	0.244	0.149	**0.794**	0.732
Q2. Brand of goods and services.	0.099	-0.256	0.462	**0.777**	0.892

Table 3 (Con.)

Evaluating Information	Component				Communalities
	Factor 1 Trustworthiness	**Factor 2 Website**	**Factor 3 Recognition**	**Factor 4 Integrity**	
Q4. Price of goods and services	-0.079	0.191	0.453	**0.509**	0.507
Eigenvalue	5.864	3.308	1.480	1.209	
% of Variance	36.647	20.678	9.250	7.557	
Total variance explained	74.132				
Cronbach's Alpha	0.818				
Kaiser-Meyer-Olkin Measure of Samling Adequacy	0.705				
Barlett's Test of Sphericity:					
Approx. Chi-Square	323.634				
D.F.	120				
Significance	.000				

The third stage, evaluating information, the respondents rated their reaction towards the listed of variables that they considered in evaluating the information. The KMO measure of sampling adequacy tests were 0.705, Bartlett's Test p=0.000 (p<0.05). As illustrated in Table 3, all 16 proposed items of evaluating information exceeded an accepted factor loading of 0.5. The result extracted four components which explained 74.132% of the total variance.

Table 4 The results of Rotated Component Matrix for the fourth stage of the purchasing process: How the respondents rate the following variables which they used as a criterion for making a purchase decision

Purchase Decision	Component				Communalities
	Factor 1 Prominence	**Factor 2 Distinction**	**Factor 3 Assessment**	**Factor 4 Procedure**	
Q6. Reputation/ Fame	**0.909**	0.172	0.202	0.160	0.922
Q9. Promotion	**0.901**	0.132	0.195	0.012	0.868
Q10. Urgent need to use the products	**0.853**	0.187	-0.054	0.243	0.825
Q2. Brand	**0.508**	0.330	0.395	0.422	0.701
Q11. Limited number of products	0.241	**0.804**	-0.088	0.112	0.724
Q12. Online sales and service rankings	0.150	**0.793**	0.151	0.299	0.764

Table 4 (Con.)

Purchase Decision	**Component**				**Communalities**
	Factor 1 Prominence	**Factor 2 Distinction**	**Factor 3 Assessment**	**Factor 4 Procedure**	
Q1. Quality	0.063	**0.712**	0.381	0.168	0.685
Q3. Price	0.229	**0.701**	0.517	0.052	0.813
Q8. Academic and professional reviews	-0.011	0.088	**0.852**	0.389	0.885
Q7. Customer Reviews	0.327	0.228	**0.753**	-0.095	0.735
Q5. Delivery Method	0.166	0.094	0.114	**0.880**	0.824
Q4. Payment Method	0.154	0.332	0.083	**0.790**	0.765
Eigenvalue	5.503	1.656	1.241	1.111	
% of Variance	45.855	13.797	10.345	9.262	
Total variance explained	79.260				
Cronbach's Alpha	0.890				
Kaiser-Meyer-Olkin Measure of Samling Adequacy	0.734				
Barlett's Test of Sphericity:					
Approx. Chi-Square	210.892				
D.F.	66				
Significance	.000				

The fourth stage, purchase decision, the respondents measured their reaction towards the listed of variables that they used as a criterion in making a purchase decision. The KMO measure of sampling adequacy tests were 0.734, Bartlett's Test p=0.000 (p<0.05). As can be seen in Table 4, all 12 proposed items of purchase decision have factor loading over 0.5, so they were valid. The analysis yielded the four components which explained 79.260 % of the total variance.

For the last stage, post purchasing, the respondents were asked their reaction towards the listed of variables that they adopted after purchasing. The first round of EFA analyzed 11 proposed items. The factor loading of one item concerned about word of mouth in family, friends, relatives, and acquaintances was below 0.5. Thus, it is reasonable to remove it from further data analysis. The second round of EFA performed on the remaining ten items. The results confirmed that all the remaining ten items are valid with the factor loading above 0.5 with two components extracted. The KMO measure of sampling adequacy tests were 0.864, Bartlett's Test p=0.000 (p<0.05). As we can see in Table 5, the two components explained 79.922 % of the total variance.

Table 5 The results of Rotated Component Matrix for the fifth stage of the purchasing process: How the respondents rate the following variables which they implemented in post purchasing

Post Purchasing	**Component**		**Communalities**
	Factor 1 Complaint	**Factor 2 Criticism**	
Q1. Complaining manufacturers/distributors of low-quality products and services not as advertised	**0.874**	0.073	0.769
Q2. Complaining authorized organizations.	**0.859**	0.172	0.767
Q5. Complaining manufacturers/distributors of delivery delays.	**0.783**	0.457	0.822
Q6. Complaining manufacturers/distributors of incorrect payment system.	**0.684**	0.568	0.790
Q7. Complaining manufacturers/distributors of additional charges over the quoted price	**0.662**	0.613	0.813
Q4. Complaining manufacturers/distributors for an incorrect quantity.	**0.647**	0.326	0.810
Q9. Writing a review on the websites of manufacturers/ distributors	0.166	**0.919**	0.871
Q10. Writing a review on various kinds of social media.	0.126	**0.893**	0.813
Q8. Responding to the thank you email of the manufacturers/distributors	0.440	**0.733**	0.730
Q3. Responding to the feedback questionnaire of the manufacturers/distributors	0.631	**0.639**	0.871
Eigenvalue	6.755	1.237	
% of Variance	67.554	12.368	
Total variance explained	79.922		
Cronbach's Alpha	0.945		
Kaiser-Meyer-Olkin Measure of Samling Adequacy	0.864		
Barlett's Test of Sphericity:			
Approx. Chi-Square	269.946		
D.F.	45		
Significance	.000		

In considering purchase intention, the respondents measured their reaction towards the listed of variables that they judged in making a consumer's decision. The KMO measure of sampling adequacy tests were 0.798, Bartlett's Test p=0.000 ($p<0.05$). As can be seen in Table 6, all five proposed items have factor loading over 0.5, so they were accepted. The result yielded only one component which explained 59.830 % of the total variance.

For reliability analysis, Cronbach's alpha coefficient was developed as an estimate of reliability to measure an internal consistency or inter-relatedness among the responses to the multiple items comprising the Likert scale (Cronbach, 1951). As we can see in Table 1 to Table 6, Cronbach's Alpha coefficient of demand awareness was 0.878, accessing information was 0.905, evaluating information was 0.818, purchase decision was 0.890, and post-purchase was 0.945. The last variable, consumer's decision was 0.801. These six

variables demonstrated that the reliability analysis exceeded 0.7. It meant that they were valid and reliable for further statistical analysis (Peterson, 1994).

Table 6 The results of Rotated Component Matrix for consumer's decision toward SMEs products: How the respondents rate the following variables which concern their consumer's decision

Consumer's Decision	**Component**	**Communalities**
	Factor 1 Decision	
Q3. Buying SMEs products from a particular shops/companies	**0.821**	0.527
Q2. Buying a particular brand of SMEs products	**0.816**	0.666
Q5. Buying SMEs products at a particular amount	**0.773**	0.674
Q4. Buying SMEs products at a particular time	**0.726**	0.528
Q1. Buying particular types of SMEs products	**0.726**	0.597
Eigenvalue	2.992	
% of Variance	59.830	
Total variance explained	59.830	
Cronbach's Alpha	0.801	
Kaiser-Meyer-Olkin Measure of Samling Adequacy	0.798	
Barlett's Test of Sphericity:		
Approx. Chi-Square	48.986	
D.F.	10	
Significance	.000	

Research Results

Section 1: Demographic Data

Descriptive statistics analysis was employed to describe a demographic data. Most of the respondents were female (73.75 %). Their ages ranged mostly from 36 to 45 years (30.5%). While they earned approximately 30,001-40,000 baht (36.00%). Most of them held a bachelor degree (56.50%).

Section 2 and 3: Reaction towards purchasing process

Descriptive statistics analysis was also used to analyze the data collected from the respondents on their reacting towards five stages of the purchasing process and their purchase intention in the future. The finding was presented as in table 7 below. The mean for demand awareness was 3.474, accessing information was 3.433; evaluating information was 3.627, purchase decision was 3.756, and post-purchase was 2.857. All of the first four stages variables have almost the same number of total mean score indicating the respondents were reacting at often degree. However, the last stage, post-purchase was a little lower mean, showing a reaction at sometimes degree. As for consumer's decision, the mean of 4.067 stated a reaction at often degree.

Table 7 Mean for five stages of the purchasing process

Variables	**Mean**	**Standard Deviation**
Independent Variables		
Demand awareness	3.474	.620
Accessing information	3.433	.715
Evaluating information	3.627	.516
Purchase decision	3.756	.599

Table 7 (Con.)

Variables	Mean	Standard Deviation
Post-purchase	2.857	.998
Dependent Variables		
Consumer's decision	4.067	.531

Section 4: Hypothesis Test

Inferential statistics analysis by multiple regression model was adopted in testing hypotheses. The hypothesis test showed the impact of five stages under purchasing process towards consumer's decision. Each stage consists of several variables as presented in Table 8. The result indicated that Media (ß=4.050, t=3.006, p <0.05), Supplier (ß=2.995, t=4.602, p<0.01), Interaction (ß=2.214, t=3.475, p<0.01), Trustworthiness (ß=-3.937, t=-4.331, p <0.01), Website(ß=-4.218, t=-3.148, p <0.01), Recognition (ß=.283, t=2.437, p<0.05), Integrity (ß=-.621, t=-3.337, p<0.01), Prominence (ß=.374, t=2.362, p<0.05), Distinction (ß=.319, t=2.580, p <0.05), Procedure (ß=.579, t=4.107, p <0.01), and Complaint (ß=.261, t=2.819, p<0.05), significantly impacted consumer's decision. Anyway, environment, individualization, externalization, assessment, and criticism were not significant.

Table 8 The Impact Model Relationship of Five Stages of Purchasing process with Consumer's decision: A Multiple Regression Model

Purchasing Process	Variables	ß	t	Sig	Hypothesis
	Constant	-1.912	.000		
H_1: Demand Awareness	H_{11}: Environment	.012	.114	.911	Rejected
	H_{12}: Individualization	.059	.581	.571	Rejected
	H_{13}: Externalization	.195	1.062	.308	Rejected
H_2: Accessing Information	H_{21}: Media	4.050	3.006*	.011	Not rejected
	H_{22}: Supplier	2.995	4.602**	.000	Not rejected
	H_{23}: Interaction	2.214	3.475**	.004	Not rejected
H_3: Evaluating Information	H_{31}: Trustworthiness	-3.937	-4.331**	.001	Not rejected
	H_{32}: Website	-4.218	-3.148**	.008	Not rejected
	H_{33}: Recognition	.283	2.437*	.030	Not rejected
	H_{34}: Integrity	-.621	-3.337**	.005	Not rejected
H_4: Purchase Decision	H_{41}: Prominence	.374	2.326*	.037	Not rejected
	H_{42}: Distinction	.319	2.580*	.023	Not rejected
	H_{43}: Assessment	.154	-1.161	.266	Rejected
	H_{44}:Procedure	.579	4.107**	.001	Not rejected
H_5: Post Purchase	H_{51}: Complaint	.261	2.819*	.015	Not rejected
	H_{52}: Criticism	.172	1.291	.219	Rejected

*significant p at 0.05 **significant p at 0.01

Conclusion

Based on the results above mentioned, we can conclude that the variables under the first stage of demand awareness; environment, individualization, externalization would not impact on consumer's decision. Therefore, the new model of purchasing process which influences on consumer's decision would remain only four stages: assessing information, evaluating information, purchase decision, and post-purchase, as demonstrated in figure 2. This finding is consistent with what being proposed in a rational model of consumer decision making (Muller et al., 2011) which consists of 4 stages: accessing information, analyzing information, acting on information, and complaints and remedies. The rational modern model assumes that consumers are rational decision makers. They would be expected to search for

and access information in a digital environment before choosing the alternative that maximizes their utility. Additionally, it is remarkable that assessment and criticism variables would not impact on consumer's decision. These variables involve with reviews of academic, professional, customer, manufacturers, distributors in the websites as well as reviews on various social media and responds to email and questionnaire of manufacturers. This finding would be taken into account by SMEs entrepreneurs in developing the marketing strategies under the digital marketing.

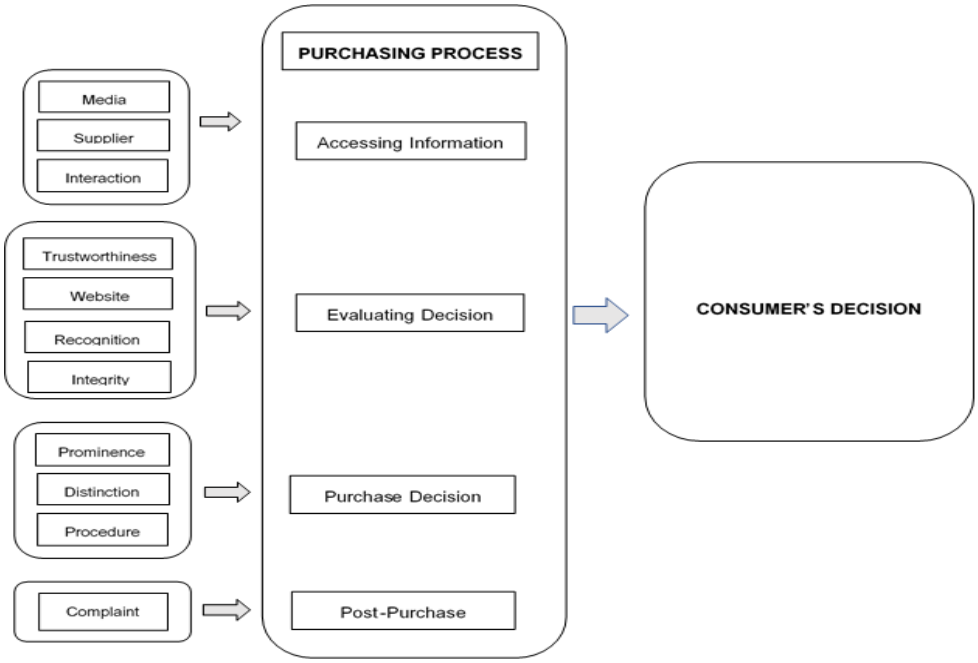

Figure 2 The model of purchasing process which impacts on consumer's decision of SMEs product in the digital market

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