

**THE RELATIONSHIP BETWEEN CONSUMERS' BELIEFS
ABOUT SEPHORA THAILAND'S WEBSITE, ATTITUDES,
AND ONLINE PURCHASE INTENTIONS**



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ความสัมพันธ์ระหว่างความเชื่อของผู้บริโภคต่อเว็บไซต์เซโพร่าประเทศไทย ทักษะคติ และความ
ตั้งใจซื้อสินค้าออนไลน์



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การวิจัยครั้งนี้มีจุดประสงค์เพื่อศึกษาความเชื่อของผู้บริโภคต่อเว็บไซต์เซโฟราประเทศไทย ทัศนคติ และความตั้งใจซื้อสินค้าออนไลน์ รวมไปถึงเพื่อศึกษาความสัมพันธ์ระหว่างตัวแปรดังกล่าว โดยใช้แบบสอบถามเป็นเครื่องมือในการเก็บข้อมูลเชิงสำรวจออนไลน์ จากกลุ่มตัวอย่างอายุระหว่าง 18 ถึง 44 ปีที่เป็นเพศหญิง จำนวนทั้งสิ้น 200 คน ซึ่งเป็นกลุ่มเป้าหมายหลักของตราสินค้าเซโฟรา โดยกลุ่มตัวอย่างต้องเคยเข้าชมและซื้อสินค้าจากเว็บไซต์เซโฟราอย่างน้อยหนึ่งครั้ง ในช่วง 3 เดือนที่ผ่านมา จากผลการศึกษาแสดงให้เห็นว่า ในภาพรวม กลุ่มตัวอย่างมีความเชื่อต่อเว็บไซต์เซโฟราประเทศไทยในระดับที่ดี ($M = 4.36$) โดยรับรู้ว่าเว็บไซต์เซโฟรานั้นใช้งานง่ายและมีประโยชน์ นอกจากนี้ กลุ่มตัวอย่างยังมีทัศนคติในเชิงบวกต่อตราสินค้าเซโฟรา ($M = 4.07$) และยังมีเจตจำนงซื้อสินค้าบนเว็บไซต์เซโฟราสูง ($M = 4.45$) อีกทั้งในส่วนของความสัมพันธ์ระหว่างตัวแปร จากผลการวิจัยแสดงให้เห็นว่าความเชื่อของผู้บริโภคต่อเว็บไซต์เซโฟราประเทศไทยมีความสัมพันธ์เชิงบวกทางสถิติกับทัศนคติต่อตราสินค้าเซโฟรา ($r = 0.30$) และทัศนคติต่อตราสินค้าเซโฟราก็มีความสัมพันธ์เชิงบวกอย่างมีนัยยะสำคัญทางสถิติกับความตั้งใจซื้อสินค้าออนไลน์ด้วย ($r = 0.30$)

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The objective of this research was to explore consumers' beliefs about Sephora Thailand's website, consumers' attitudes toward Sephora, and online purchase intentions. In addition, this research also examined the relationship between these variables. The quantitative method was used through online survey in this study. The questionnaire was distributed to collect data through the online beauty community. There were 200 respondents who aged between 18 to 44 years old which is the primary target of Sephora. They have visited and purchased products from Sephora Thailand's website at least one time in the past three months.

The results depicted that the respondents had a good belief about Sephora Thailand's website ($M = 4.36$). They perceived that Sephora Thailand's website was useful and easy to use. The respondents also had a positive attitude towards Sephora ($M = 4.07$) and also had high intention to purchase products from Sephora Thailand's website ($M = 4.45$). Furthermore, there was a positive relationship between beliefs about Sephora Thailand's website and attitudes towards Sephora ($r = 0.30$). The results also showed a positive relationship between attitudes towards Sephora and online purchase intentions ($r = 0.30$).



Field of Study:	Strategic Communication Management	Student's Signature
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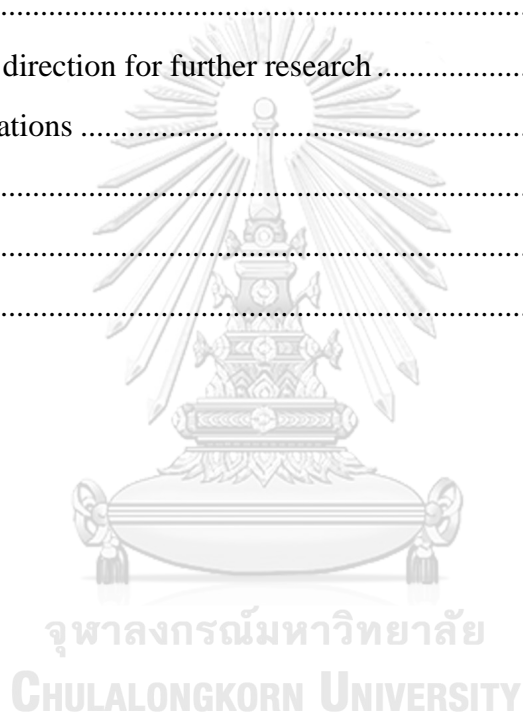
Last but not least, I am deeply thankful for the one who always being my motivation, my inspiration and my rainbow after the storm even though you are so far away.

Kemjira Wankapan

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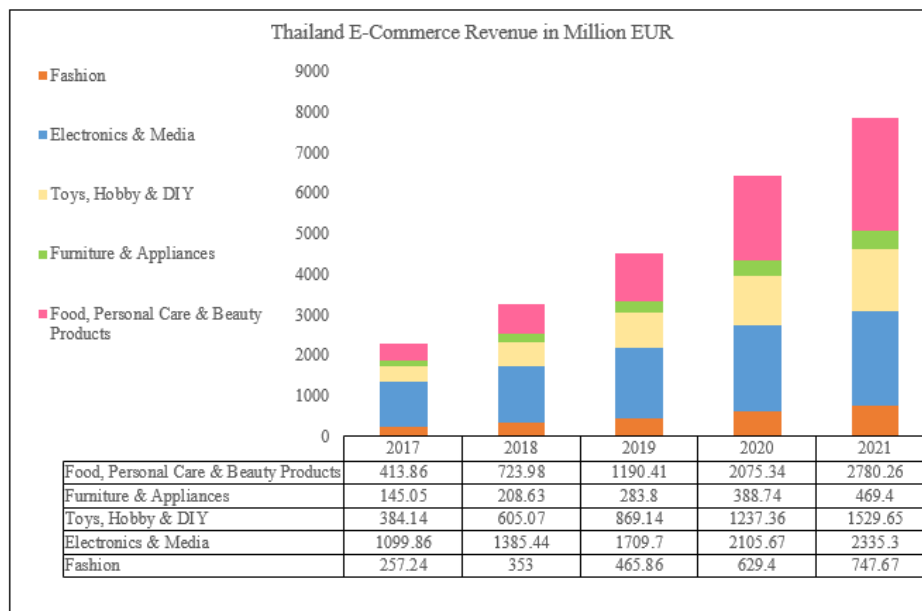
CHAPTER 1

INTRODUCTION

Significance of the study

There is a significant growth in Thailand’s e-commerce market since 2017, rising by 23% annually. One of the most growing segments is beauty products (“eCommerce Thailand,” 2020). The revenue of beauty products has been ranked as the second in 2020 in Thailand’s e-commerce market with 2,075 million EUR (“eCommerce Thailand,” 2020). It is forecasted to grow noticeably and will be ranked the first place in 2021 with roughly around 2,780 million EUR. (see figure 1.1.)

Figure 1.1 Thailand E-commerce Revenue in Million EUR



Source: Statista. (2020). eCommerce Thailand: Statista market forecast. Retrieved August 30, 2020, from <https://www.statista.com/outlook/243/126/ecommerce/thailand>

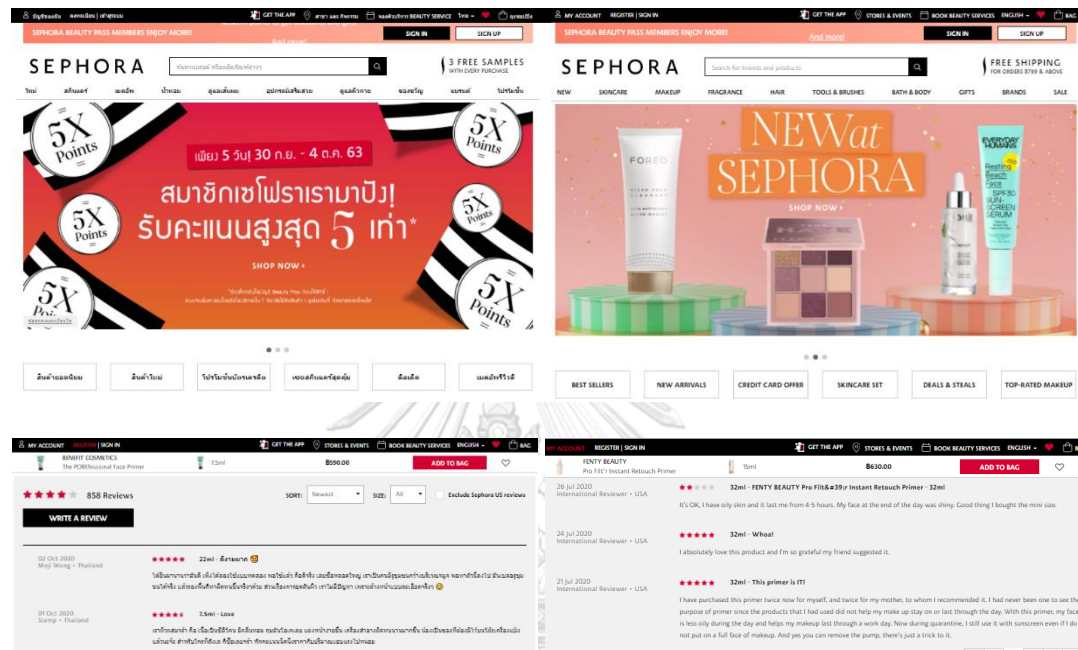
Besides, based on International Trade Administration research in 2019, Thailand's beauty product was the leading category in ASEAN countries with a significant growth around 7.3% annually. The market was valued 6.6 Billion USD in 2019 with more than 40 international cosmetic brands manufacturing in Thailand.

Sephora is a well-known luxury beauty retailer in Thailand. Sephora has over 2,600 stores in 34 countries worldwide offering a wide range of beauty products including cosmetics, skincare, fragrance, and beauty tools. More than 100 international makeup brands are available, such as Benefit, Dior, Fresh, Lancome, and Nars (“About Sephora,” 2020). In the Thai’s market, Sephora has physical stores, application, and e-commerce website. However, its e-commerce net sale had approximately 267 million Thai baht in 2019. The revenue is forecasted to increase by 2020 (“e-commerce revenue analytics,” 2019).

Sephora Thailand’s website, Sephora.co.th, received several positive feedbacks from its customers. For example, Nicky (2017) said that she had a confidence that she will receive an authentic product from Sephora Thailand’s website. She also explained that she felt convenience using Sephora Thailand’s website. Besides, Thailand’s website design, in terms of color, is consistent with the offline store. The Sephora Thailand’s website is showed in figure 1.2. Furthermore, the Sephora Thailand’s website has average monthly visitors of 165,000 (“Sephora.co.th Traffic Statistics,” 2020). The website has been ranked in the top three of the most popular international B2C e-commerce sites in Thailand in 2019 and ranks the fifth place in 2020. Despite being in fifth place, Sephora Thailand is the only beauty retailer made to the top five. Shopee ranks the first place, followed by

Lazada, Homepro, and Ezbay, respectively in this ranking. (“Thailand: Leading international B2C,” 2019, 2020).

Figure 1.2 Sephora Thailand’s website in Thai and English version



Source: Sephora. (2020). Sephora Thailand. Retrieved October 03, 2020, from

<https://www.sephora.co.th/>

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Although the offline sale of Sephora has dropped significantly during the Coronavirus outbreak, the online sale has grown noticeably. This sale growth results from a change in consumer’s buying behavior. That is, it has shifted from offline to online platform (“eCommerce Thailand,” 2020; “LVMH interim financial report,” 2020; “Social Distancing,” 2020). Based on the Similar Web’s report in 2020, the number of monthly visitors of Sephora Thailand e-commerce’s website was increased from 200,000 to 300,000 during the locked down in April.

Online buying behavior is a consumer's action in which browsing, buying, and using product (Rahman, Islam, Esha, & Sultana, 2018). Similar to offline behavior, online buying behavior can be predicted by online purchase intention (Fishbein & Ajzen, 1975; Rumokoy & Angkouw, 2016). Many factors are related to consumer's online buying behavior. Consumers' trust on website are one of them. The other factors are security risk, availability of product information on website, and website quality (Kim, 2005; Rahman et al., 2018). For example, Kim's (2005) study has shown that there is a significant impact of website security and product information on purchase intention of consumers for purchasing clothing. Moreover, Schlosser, White, and Lloyd's (2006) research has identified that trust in a firm's website can have an influence on online purchase intention. The function, organization, security, and infrastructure of website can also enhance consumer's trust. They are also the success factors for e-commerce website (Joseph-Vaidyan, 2008). Thus, it can be said that website is central to e-commerce.

Previous studies have investigated only the relationship between consumers' trust, product information, website security, and online purchase intention (Joseph-Vaidyan, 2008; Kim, 2005; Schlosser et al., 2006). Only a few studies have examined e-commerce's website quality, especially its relationship with other consumer behaviors, such as belief about website and attitude toward a brand (Barreto & Martínez, 2018). Website quality is also considered as an important factor that can affect consumers' experience and behavior. That is, consumers usually leave, if they experience a low-quality website. (Aladwani & Palvia, 2002; Barnes & Vidgen, 2001).

Website quality is a set of website characteristics that can satisfy users' needs. In this study, the website's characteristics are perceived usefulness and perceived ease

of use. Perceived usefulness is the degree of consumer belief that using a website will enhance their ability to make online transaction. Meanwhile, perceived ease of use is referred to a consumer's belief about difficulty in using a website. (Davis, 1989; Park, Goering, Head & Ellis, 2017).

Therefore, considering the paucity of research and the popularity of Sephora Thailand's e-commerce website, it is interesting to study consumers' belief about Sephora Thailand's e-commerce website quality. The findings of this research can help e-commerce brands as well as any corporate's website improve their website quality, which in turn can satisfy their customers' needs. The website quality, especially usefulness and ease of use can facilitate online experience and can keep the customers engaged with the website.

Research objectives

1. To explore consumers' beliefs about Sephora Thailand's website, consumers' attitudes toward Sephora, and online purchase intentions.
2. To examine the relationship between consumers' beliefs about Sephora Thailand's website and attitudes toward Sephora.
3. To examine the relationship between consumers' attitudes toward Sephora and online purchase intentions.

Research questions

RQ1: How are consumers' beliefs about Sephora Thailand's website, consumers' attitudes toward Sephora, and online purchase intentions?

RQ2: How is the relationship between consumers' beliefs about Sephora Thailand's website and attitudes toward Sephora?

RQ3: How is the relationship between consumers' attitudes toward Sephora and online purchase intentions?

Scope of the study

This research employed a quantitative approach to explore consumers' beliefs about Sephora Thailand's website, consumers' attitudes toward Sephora brand, and online purchase intentions as well as the relationship between each variable. Female consumers who are age between 18 to 44 years old were purposively selected as research samples because they were Sephora Thailand's primary target customers ("Sephora Demographics and Shopper Insights," 2020). They must also have visited and purchased products from Sephora Thailand's website at least one time in the past three months. As a research instrument, questionnaires were distributed through an online beauty community to collect data from 200 respondents during October 2020.

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Operational definition of variables

Consumers' beliefs about Sephora's website refer to the cognitive thinking about the quality of Sephora Thailand's website. The website quality is a set of website characteristics to satisfy users' needs. In this study, the website's characteristics are perceived usefulness and perceived ease of use (Davis, 1989; Park et al., 2017).

Perceived usefulness is defined as the degree of consumer belief that using a Sephora Thailand's website will enhance their ability to make online transaction through Sephora Thailand's website.

Perceived ease of use refers to the degree of the perceived difficulty in using Sephora Thailand's website.

Consumers' attitudes toward Sephora are defined as consumers' overall evaluation toward Sephora brand whether in a favorable or unfavorable manner (Ajzen & Fishbein, 2005; Allport, 1935; Solomon, 2017).

Online purchase intentions are a tendency that a consumer will make an online purchase from Sephora Thailand's website (Schlosser et al., 2006; Spears & Singh, 2004).

Expected benefits from the study

From an academic perspective, the result from this study can extend the knowledge in consumer behavior field, especially consumers' beliefs, attitudes, and online purchase intentions. Besides, the result can confirm a relationship between consumers' beliefs about website, consumers' attitudes toward brand and online purchase intentions.

Practically, the finding of this study can be beneficial for brand that would enter e-commerce market and marketers to have a greater understanding of consumers' beliefs about website, attitudes toward brand, and online purchase intentions. Furthermore, the result will help brands and marketers improve their e-commerce website quality.

CHAPTER 2

LITERATURE REVIEW

This study aims to explore relevant information from previous research, journals, and articles related to website quality, consumer's beliefs, attitudes, and online purchase intentions. Therefore, this study will review three concepts as follow.

1. Consumer belief
2. Attitude and behavior
3. Website quality

Consumer belief

It has been explored by many studies that consumers' beliefs are important for many businesses. A company need to understand consumers' insights towards products or brands (Mehta, 2000; Punj, 2011; Zaid, Kasuma & Gregory, 2018). The deeper the company understand its consumers, the more advantages for the company (Plummer, 1974).

Definition of Belief

Although many researchers have agreed that the existence of belief is intangible and it is nothing more than just a behavioral prediction (Bain, 1859; Rigterink, 1991), various studies define belief as a state of mind or emotional acceptance (Cristofori & Grafman, 2017; English & English, 1958). Cristofori and Grafman (2017) defined belief based on people's perception and abstract thoughts; it

is a state of mind about the world. In addition, belief also refers to the emotional state in which a person is willing to accept a certain proposition or concept.

Researchers suggest that belief is an attitude towards specific subjects in which an individual considers it as true (“Belief,” 2019; English & English, 1958). Belief also has different levels of subjective attitude; it is the emotional acceptance of a theory that has adequate reasons and can justify itself (“Belief,” 2019). According to Kendler (1968), belief refers to the statement about the information about the relationship between two independent concepts. However, beliefs are not always consistent because people have not related belief to other objects; they think about it individually (McGuire,1960). The below table 2.1 is a summary of different definitions of belief.

Table 2.1 Definition of Belief

Words	Definition	Authors (year)
Belief	<i>“states of mind about the world”</i>	Cristofori and Grafman (2017)
Belief	<i>“an emotional acceptance of a proposition or doctrine upon what one implicitly considers adequate grounds”</i>	English and English (1958)
Belief	<i>“a proposition that conveys information about the relationship between two independent concepts.”</i>	Kendler (1968)
Belief	<i>“the attitude we have, roughly, whenever we take something to be the case or regard it as true”</i>	Schwitzgebel (2019)

Belief Formation

Generally, belief is a result of experience and cognitive learning (Duncan & Olshavsky, 1982; Egan, 1986). It is acquired from past experience and knowledge a person has towards objects. Hauser and Simmie (1981) indicate three models of belief formation which are conditional inference process, linear models, information processing models, and change.

Conditional Inference Process

This model of belief formation implies that belief is formed when an individual is searching for a piece of existing internal information when they are asked to estimate the likelihood of a proposition. The equation below developed by McGuire (1960) and Wyer and Goldberg (1970) explains that the $P(C)$ refers to conditional beliefs, while $P(A)$ is beliefs. The equation elaborates that the direction of the effect of information proposition A aligns with beliefs in proposition C. The equation shows in figure 2.1

To illustrate, there is a likelihood that the target proposition is true if the information proposition is both true and false. The conditional belief is an average of both conditional beliefs that C is true if A is and is not true. For example, Wyer (1973) shown that if a person shows a tendency towards disliking George Bush, he will have a belief that George Bush will not be reelected.

Figure 2.1 Conditional Inference Process Equation

$$P(C) = P(A)P(C/A) + P(\sim A)P(C/\sim A)$$

P(A) is beliefs that A is true

P($\sim A$) is beliefs that A is not true

P(C/A) is conditional beliefs that C is true if A is true

P(C/ $\sim A$) is conditional beliefs that C is true if A is not true

Source: Adapted from Wyer, R.S., & Albarracin, D. (2005). Belief formation, organization, and change: Cognitive and motivational influences. In D. Albarracin, B.T. Johnson, & M.P. Zanna, *The Handbook of Attitudes* (273–322). New York: Psychology Press.

Moreover, research from Jaccard and King (1977) found that the probability of consumers' purchasing behavior will occur if the outcome X occurs. For example, consumers tend to buy new computers if they believe that a new computer will run programs smoother. However, the researchers utilized the quantitative conditional inference model which its accuracy is not usually accepted for evaluating the assumptions.

Linear Model of Belief Formation

In contrast to the conditional inference model, the linear model takes more factors into consideration in the formation of belief. In the conditional inference process, all the implications are included only in the conditional beliefs that C is true if A is not true, or the P(C/ $\sim A$) formula (Wyer & Albarracin, 2005). The linear model

indicates that people without background or knowledge regarding the events or objects have a tendency of combining all cues together. Thus, their belief is predicted based on the regression approach.

Wiggins, Hoffman, and Taber (1969) proposed that the importance of each cue can be individually indicated by the multi-regression weight that is assigned to different types of cues. However, this approach is not accepted by many researchers (Anderson, 1974; Fishbein & Ajzen, 1975). For instance, the value of cars perceived might be similar to that of books since the weight of each cue relies on source credibility.

Kahneman and Tversky (1982) argued that people interpret the implications of each cue separately. The study has shown evidence that the combination belief of two cues is not predictable from the isolation of each cue. For instance, the likelihood that one is a feminist teacher does not come from the fact that she is a feminist, or that she is a teacher.

Information Processing Models of Belief Formation and Change

According to Sachs and Hirsch (2008), belief is formed from perceptive and affective information processing in an individual brain. The researchers suggest that belief is formed from fundamental neural processes, it is correlated to valuation and perception (Seitz, Paloutzian, & Angel, 2018). Figure 2.2 shows the equation proposed by Seitz et al. (2018) explained that the belief state expressed as a noun relies on the process of belief expressed as a verb.

Figure 2.2 Information Processing Models of Belief Formation

$$B = f(b)$$

B is a belief state expressed as noun

f is a function

b is a belief expressed as verb

Source: Adapted from Seitz, R. J., Paloutzian, R. F., & Angel, H. (2018). From Believing to Belief: A General Theoretical Model. *Journal of Cognitive Neuroscience*, 30(9), 1254-1264. doi:10.1162/jocn_a_01292

McGuire (1968) proposed another information processing model that suggests that the probability of receiving and comprehending a message multiplies by cognitive elaboration, which would eventually result in the probability of belief being affected by a piece of information. In addition, cognitive elaboration is a subsequent occurrence. The impact of information is greater when the possibilities of receiving and comprehending a message and refuting it are both at a moderate level. 0.5 is considered as moderate while 1 refers to high. The equation shows in figure 2.3

Figure 2.3 Information Processing Models of Belief Formation

$$P(I) = P(R)[1 - P(CA)]$$

P(I) is the likelihood that the specific information on a proposition has an impact on beliefs in its validity

P(R) is the likelihood of receiving and comprehending the message

P(CA) is the likelihood of counterarguing its validity

Source: Adapted from Wyer, R. S. (1974). *Cognitive organization and change: An information-processing approach*. Hillsdale, NJ: Lawrence Erlbaum Associates

Categories of Beliefs

Seitz and Angel (2020) claimed that belief can be separated into three different categories: empirical beliefs, relational beliefs, and relational beliefs as shown in table 2.2.

Empirical Beliefs

Empirical beliefs refer to the instantaneous process which takes place in the absence of consciousness. It develops from exposure to tangible objects that people can sense and does not depend on language - it does not take language into consideration. Although this category refers to the low level of awareness of belief, people can become mindful of it. They can then evaluate the individual relevance and confidence of each belief (Sugiura, Seitz, & Angel, 2015). Even if an individual has limited knowledge about a subject, they may still consider it as true. As a

consequence of the increase in the number of observations, an individual's confidence will also be increased (Meyniel, Schlunegger, & Dehaene, 2015). The subjective confidence can be expressed in the actual meaning of "I believe that..".

Table 2.2 Categories of beliefs

Category	Mode	Content	Linguistic Expression
Empirical Beliefs	Instantaneous	Object	To believe that
Relational Beliefs	Instantaneous	Events	To believe someone
Conceptual Beliefs	Language-bound	Narrative	To believe in

Source: Seitz, R. J., & Angel, H. (2020). Belief formation – A driving force for brain

evolution. *Brain and Cognition*, 140, 105548.

doi:10.1016/j.bandc.2020.105548

Relational Beliefs

Relational beliefs are also considered as instantaneous with unconscious awareness. It is related to interpersonal trust which explains that relational beliefs can be expressed through both verbal and non-verbal communication. For proto-language expressions, it can be communicated through the sentence "I believe him or her" (Seitz & Angel, 2020). These kinds of beliefs also indicate that the human brain gets more engaged when interacting with an environment when compared to that of zero interaction (Papeo & Abassi, 2019; Walbrin, Downing, & Koldewyn, 2018).

Conceptual Beliefs

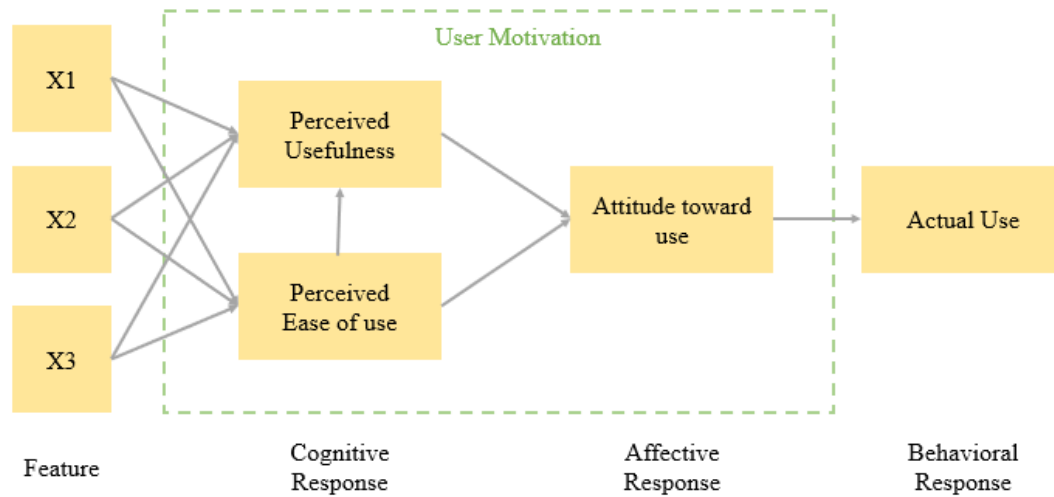
The last category of belief is abstract. The narrative that surrounds specific objects is believed to be passed on from one generation to another, or from one person

to another via word of mouth (Belzen, 2010). Fairytales and ancient histories were repeatedly told from person to person. This develops a gradual belief year after year, from childhood all the way into adulthood. For example, the religious beliefs and social beliefs of an individual evolve from the stories and narratives they were told since they were young (Belzen, 2010; Seitz & Angel, 2020). This kind of belief can be expressed by the statement of “I believe in...”

Consumers’ belief about a website

Consumers’ belief is the combination of knowledge and implication that consumers have towards an object which may refer to a product, brand, or people (Egan, 1986; Fishbein & Ajzen, 1975). Beliefs can be acquired from both direct and indirect experiences (Duncan & Olshavsky, 1982). However, Zaid, Kasuma, and Gregory (2018) had indicated that consumers’ belief is the feeling they have when they purchase products, which does not relate to their existing knowledge of what they know. The purchase decision of consumers lies primarily on experience. There are various research studies on consumers’ beliefs toward many objects such as a brand, advertising, or online advertising (Phillips & Edward, 2009; Wang, Sun, Lei & Toncar, 2009; Wilkie & Pessemier, 1973; Winchester, Romaniuk, & Bogomolova, 2008). Wilkie and Pessemier (1973) also found that consumers’ beliefs toward a brand illustrate a likelihood that a specific brand has a distinct attribute. Wang et al. (2009) had identified that consumers’ belief about advertising is essential for the effectiveness of advertisements. Three factors of belief which are information seeking, economy, and value corruption were found to have an impact on online advertising.

Figure 2.4 Technology Acceptance Model



Source: Adapted from Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319. doi:10.2307/249008

As mentioned in the significance of the study that beliefs about a website are rarely studied. However, the TAM model of Davis (1989) defined that the cognitive response to technology adoption included two dimensions of perceived usefulness and perceived ease of use. (see figure 2.4) Moreover, Alcántara-Pilar and García (2015) found that one of the factors that have an influence on online consumer behavior is the website's capability in terms of perceived usefulness and perceived ease of use. This means that the online behavior of consumers can be impacted by a website's greater user experience optimization.

Perceived usefulness is defined as the degree of consumers' belief that the use of the website will enhance their user experience. On the other hand, the perceived ease of use refers to the degree of the perceived difficulty of the website - how easy it

is to browse the page (Davis, 1989). To illustrate, Park et al. (2017) applied Davis's dimension to study user's beliefs about the Smartphone Medication Reminder App. In their study, the items in the usefulness dimension are labeled as work more quickly, job performance, increase productivity, effectiveness, makes job easier, and useful as shown in table 2.3. In addition, ease of learning, controllability, clarity and understandability, flexibility, ease of becoming skillful, and ease of use were studied in the ease of use dimensions as shown in table 2.4.



Table 2.3 Perceived Usefulness Questions Items

Items	Questions
Work More Quickly	<i>“Using the Medisafe app would help me quickly check what medications I should take”</i>
Job Performance	<i>“Using the Medisafe app would make it easier to manage and keep track of my medications”</i>
Increase Productivity	<i>“Using the Medisafe app would help me to better manage and keep track of my medications”</i>
Effectiveness	<i>“Using the Medisafe app would help me to remember to take my medications.”</i>
Makes Job Easier	<i>“Using the Medisafe app would help me to not miss taking my medications.”</i>
Useful	<i>“Using the Medisafe app would help me quickly check what medications I should take”</i>

Source: Adapted from Park, Y. D., Goering, E. M., Head, K. J., and Ellis, R. J.

(2017). Implications for Training on Smartphone Medication Reminder App

Use by Adults With Chronic Conditions: Pilot Study Applying the Technology

Acceptance Model. *JMIR Form Res*, 1(1). Doi: 10.2196/formative.8027

Table 2.4 Perceived Ease of Use Questions Items

Items	Questions
Easy to Learn	<i>“Learning to use the Medisafe app was easy for me”</i>
Controllable	<i>“I found it easy to get the Medisafe app to do what I want it to do to manage my medications”.</i>
Clear & Understandable	<i>“Using the Medisafe app was clear and understandable”</i>
Flexible	<i>“I found the Medisafe app to be flexible to use.”</i>
Easy to Become Skillful	<i>“It was easy for me to become skillful at using the Medisafe app”</i>
Easy to use	<i>“I found the Medisafe app to be easy to use.”</i>

Source: Adapted from Park, Y. D., Goering, E. M., Head, K. J., and Ellis, R. J.

(2017). Implications for Training on Smartphone Medication Reminder App Use by Adults With Chronic Conditions: Pilot Study Applying the Technology Acceptance Model. *JMIR Form Res*, 1(1). Doi: 10.2196/formative.8027

The results of Park et al. (2017) study showed that the more the respondents perceived the application is useful, the higher level of intention to use application. Also, the respondent’s intention to use application was positively related to perceived ease of use (Park et al., 2017).

To summarize, consumers are likely to believe his/her own perception and develop a positive belief when a website is found to be useful and easy to learn (Seitz & Angel, 2020). In this study of Sephora Thailand’s website, consumers’ beliefs

dimensions will be adapted from the TAM model of Davis in 1989, in which the dimensions consist of perceived usefulness and ease of use. Studies have indicated that these two dimensions closely relate to an individual's attitude and intention to use a website. Many researchers also expect that an individual's belief is further affected by website quality (Davis, 1989; Eighmey & McCord, 1998; Liu & Arnett, 2000; Lin & Lu, 2000). However, in foreseeing consumers' behavior and intention, belief alone is insufficient. This is because, in many theories, belief is related to attitude. The attitude and behavior of consumers will be discussed in the following section.

Attitude and Behavior

Attitude is one of the elements that affect consumer behavior. This review will delve into what attitude means and its individual components. The relevant models and relationships between attitude and behavior will also be discussed, along with an exploration of attitudes towards brands.

Definition of Attitude

Attitude is defined as people's evaluation toward an object, person, behavior, or institution, and whether an individual respond in a favorable or unfavorable manner (Ajzen & Fishbein, 2005; Allport, 1935; Solomon, 2017). Attitudes have two dimensions, which are valence and intensity. Valence is the direction of feelings, while intensity is its magnitude. To illustrate, valence measures the attraction or repulsion towards an object, or the like or dislike of it. Intensity indicates whether a feeling is weak or strong. Attitude is consistent and hard to change because it is a frame of mind and develops over time (Solomon, 2017). For instance, when an

individual detects an aromatic smell of bread over time, a positive attitude will develop. While there are various theories related to attitude, two main theories will be reviewed in the following section for further understanding of the basic components of attitude. Below table illustrate the definition of attitude from various authors.

Table 2.5 Definition of Attitude

Words	Definition	Authors (year)
Attitude	<i>“Attitude is best considered to be a person’s degree of favorableness or unfavorableness with respect to a psychological object, certain ambiguities remain.”</i>	Ajzen and Fishbein (2005)
Attitude	<i>“Attitude is lasting, general evaluation of people (including oneself), objects, advertisements, issues.”</i>	Solomon (2017)
Attitude	<i>“A mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon an individual's response to all objects and situations with which it is related”</i>	Allport (1935)

Components of Attitude

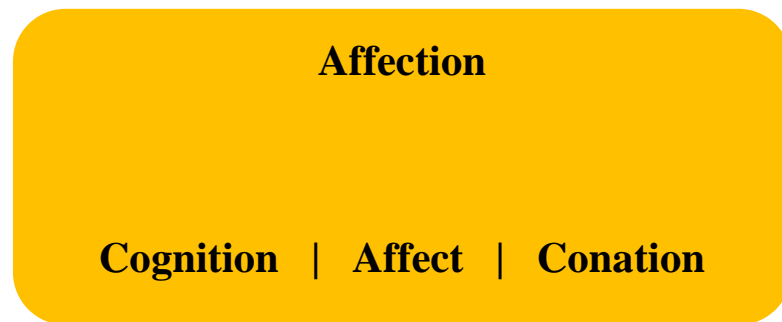
There are two theoretical orientations of attitudes that are generally identified by numerous research papers. The most generic one consists of three components and is called the Tripartite view (Anilkumar & Joseph, 2012; Lutz, 1991) or Multidimensional view (Ostrom, 1969; Shaver, 1987). The second one focuses only

on the affect component and is called the unidimensional view (Ajzen & Fishbein, 1975; Lutz, 1991).

The Tripartite View

The Tripartite view proposes that attitude is formed from three components, which are cognition, affect, and conation (Lutz, 1991). Cognition is defined as the consumers' thoughts toward an object, affect refers to consumers' feelings, and conation is an actual behavior. The degree of each component is different in every individual. For example, one component might have greater or lesser degree compared to the other components (Anilkumar & Joseph, 2012; Lutz, 1991). In figure 2.5 shows the combined of three components. One important aspect to note for the Tripartite view is that only the affect component has been tested for validity. The cognition and conation components of this theory have yet to be tested in research (Breckler, 1985). Therefore, the Unidimensional view, which is derived from the Tripartite view, only considers the affect part out of the three components in attitude (Lutz, 1991).

Figure 2.5 The Tripartite View of Attitude

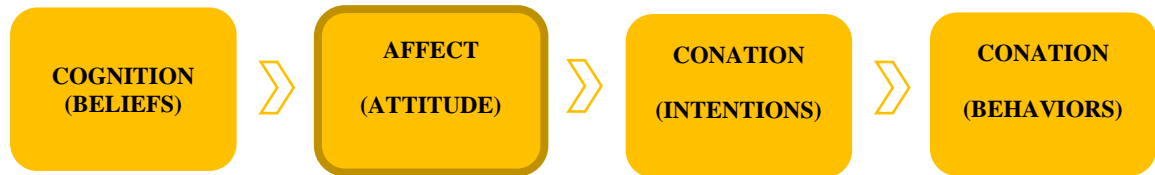


Source: Adapted from Lutz, R. J. (1991). The role of attitude theory in marketing. In H. H.Kassarjian & T. S. Robertson (Eds.), Perspectives in consumer behavior (4th ed., pp. 317-339). Englewood Cliffs. NJ: Prentice Hall.

Unidimensional View

For the unidimensional view, cognition and conation are not considered as essential elements. Belief is viewed as an antecedent to attitude, and conation as a consequence of attitude (Ajzen & Fishbein, 1975; Lutz, 1991). Beliefs and/or cognition are developed based on the consumer's perception of the product's attributes and benefits. To break it down further, conation consists of two parts, which are intention and behavior. Intention to buy is a behavioral component, which can be classified as a consumer's tendency to respond in a particular manner. Additionally, consumer behavior might or might not be consistent with intention. How affect is evaluated is based on what the individual feels toward stimuli (Ajzen & Fishbein, 1975; Lutz, 1991). The casual flow of this view is illustrated in figure 2.6.

Figure 2.6 The Unidimensional view of Attitude



Source: Adapted from Lutz, R. J. (1991). The role of attitude theory in marketing.

In H. H.Kassarjian & T. S. Robertson (Eds.), *Perspectives in consumer behavior* (4th ed., pp. 317-339). Englewood Cliffs. NJ: Prentice Hall.

In short, there are three important components of attitude which are cognition, affect, and conation. Attitudes can be formed toward many objects such as advertising, endorsements, or brands. For this study, we will focus on attitude toward brands, thus, the attitude towards brands are explained in the next section.

Attitude towards brands

Generally, each brand can be deemed both favorable and unfavorable by different consumers, as different people can have different attitudes toward a particular brand (Thi, 2019). Therefore, studying about attitudes towards brands will enhance our understanding of what the factors related to brand attitudes are.

The attitude toward brands is defined as an “individual’s internal evaluation of the brand” (Mitchell & Olson, 1981). Quantifying attitudes toward the brand is important for businesses because it can predict the consumers’ consideration, brand choice, and purchase intention (Park, MacInnis, Priester, Eisingerich, & Iacobucci,

2010). If consumers find that their emotions and values resonate with a brand, they are expected to develop a brand preference over other competitor brands (Huang, Chou, & Lin, 2010). This brand judgment is based on several factors, such as the benefits of using the brand's product and the brand's image being two of them. In other words, it is after consumers' evaluation of the brand's benefits and brand image, that an overall brand attitude is formed (Wilkie, 1986). Also, consumers can develop an attitude for a specific brand based on brand recognition and brand awareness (Shah, Aziz, Jaffari, Waris, Ejaz, Fatima, & Sherazi, 2012). As attitude in this case is expected to have a high correlation with behavior in that a positive attitude towards the brand will lead to higher purchasing intention, attitudes towards brands can be viewed through the unidimensional theory, in which case attitude is a good predictor of consumer behavior (Spears & Singh, 2004; Zanna & Rempel, 1988).

In conclusion, the attitude toward brand was viewed as an evaluation, with belief as an antecedent, and behavior as a consequence. For this study, the consumer's beliefs about Sephora Thailand's website are viewed as an antecedent, and online purchase intentions as the consequence.

Attitude and Behavior

Attitude is vital for studying consumer behavior. In this section, the definition of consumer behavior is defined along with the relationship between attitude and behavior.

While attitude is defined as either a favorable or unfavorable feeling toward objects, consumer behavior is described as a "process of selecting, purchasing, using, and disposing of products, services, ideas or experiences to satisfy needs and desires"

(Solomon, 2017). One might wonder if there is any relationship between these two concepts. Plenty of research has gone into discussing the relationship between attitude and behavior, and there are studies that recognize the idea of attitude influencing behavior (Ajzen & Fishbein, 2005; Stagner, 1942). For example, white-collar workers tend to hold a negative attitude towards war while the people in the military tend to hold a positive one (Stagner, 1942). However, this view is not universal - some researchers have rejected this view and argued for the opposite; like how verbal attitudes toward cheating are often contrary to actual behavior, demonstrated in Corey research in 1937. Therefore, there has been various research revealing that behavior cannot be predicted by verbal attitudes, as these verbal attitudes might not be a true reflection of an individual's behavior (Ajzen & Fishbein, 2005; Bernberg, 1952; Campbell, 1963). While the aforementioned Tripartite view was developed to inspect inconsistency between attitude and behavior, Thurstone (1931) indicated that this view could not fully explain the relationship between them.

One type of contradiction between attitude and behavior is caused by intention and actual behavior (LaPiere, 1934). An inconsistency arises as when people overtly agree but covertly disagree. For instance, an individual might have an intention to reduce plastic waste and use a reusable bag, but ultimately turn out to use a plastic bag while shopping. The second type of contradiction refers to unrevealed intention, such as when individuals do not express outwardly their intention to engage in a certain way in line with their attitude (Ajzen & Fishbein, 2005). Regardless of these contradictions, there have been numerous naturalistic observational research studies which demonstrate that attitude is a good indicator of behavior (Frymier & Nadler, 2017). A good example of this is how attitudes toward political candidates can be

used to accurately predict actual voting patterns (Campbell, Converse, Miller & Stokes, 1960).

To conclude, the relationship between attitude and behavior is a complicated one, as there are various mediator variables that play a part in this. It is important to note that there are numerous studies that show that attitudes toward brands are related and do significantly affect consumer purchase intention and behavior (Batra & Ray, 1986; Gresham & Shimp, 1985). Thus, to explore this further, hierarchies of effects will be discussed in the next section.

Hierarchies of Effects

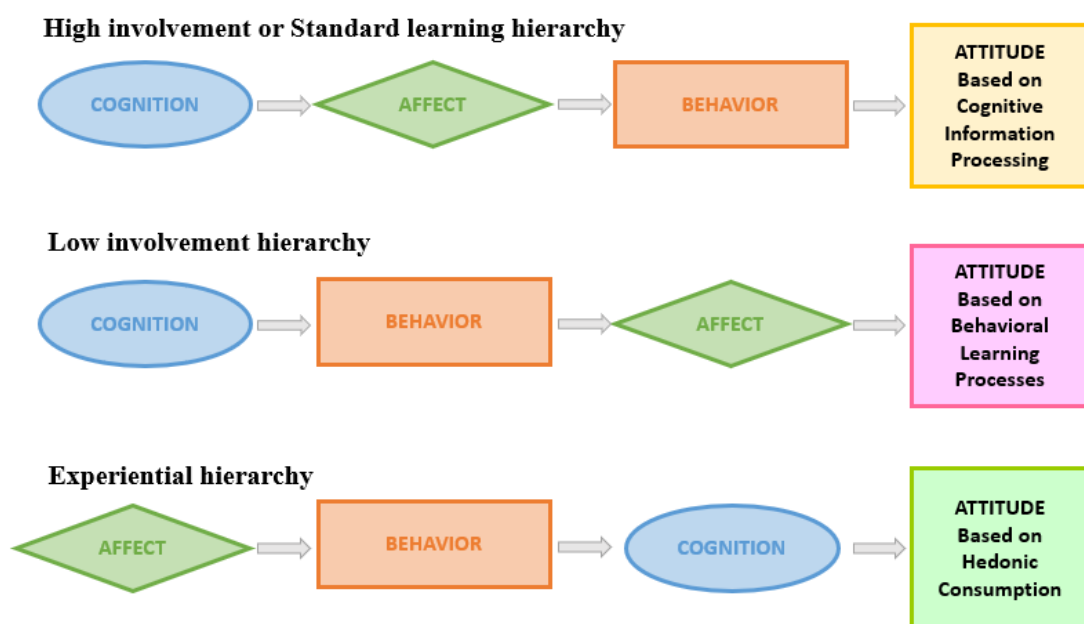
One of the most widely accepted attitude models is the hierarchy of effects theory, which explains the consumers' decision-making process. A brief explanation of this theory will be reviewed in this study. Also, the specific hierarchy relating to the topic, “Sephora e-commerce website” will be further discussed.

The hierarchy of effects theory is an attitude model which consists of three important components. The relationship and sequential order of cognitive, affective, and conative stages are used to explain attitude formation (Solomon, 2017). The cognitive stage refers to a consumer's belief towards an object, while the affective stage is defined as a feeling towards said object. The conative stage refers to the consumer's intention to take an action or behavior regarding the object due to the previous two stages. To illustrate further - an individual might think that a lip balm of brand A is good (belief), and that he or she prefers brand A over brand B (feeling), which leads to an intention to purchase the lip balm of brand A at the store (behavior). The model is classified into three hierarchies, with high-involvement being the first

hierarchy. The second and third hierarchies are the low-involvement hierarchy and the experiential hierarchy. The theory explains that attitudes can be caused by complex cognitive processes, instrumental conditioning, and the classical conditioning of consumers' decision-making process. Numerous studies have shown that all hierarchies play a relative influence on human behavior, which in turn helps to predict consumer behavior (Barry, 2002; Solomon, 2017). Figure 2.7 illustrates the model of hierarchies of effects.

Hierarchies of Effects Model

Figure 2.7 Hierarchies of Effects



Source: Solomon, M. (2017). *Consumer Behavior: Buying, having and being* (12th ed). Boston: Pearson, p. 287.

The high-involvement hierarchy positions the consumer purchase decision as a problem-solving process (Mittal, 1988; Solomon, 2017). This hierarchy is closely related to high-involvement products as consumers are more motivated to have a thorough product search, to require a lot of information, and seek alternatives before carefully making a purchasing decision. To elaborate further, consumers first start forming a belief regarding the product or service through their search for product information or through the gaining of knowledge about the brand, product, or service. Next, consumers then evaluate their beliefs to form certain feelings towards the product. Finally, consumers eventually engage in certain behavior in line with the feelings generated. This hierarchy operates with the assumption that consumers think and feel before they act.

In summary, the whole process is Think–Feel–Do or Learn–Feel–Do (Assael, 1998; Solomon, 2017). A potential scenario could go like this – Jen searches for anti-aging skin care product information and finds positive reviews of product A along with negative reviews of product B. Then, Jen forms a positive feeling towards product A and a negative feeling towards product B. In the end, Jen prefers product A more than product B and is inclined to purchase product A over product B.

The low-involvement hierarchy assumes the sequence of consumer decision making is Think–Do–Feel or Learn–Do–Feel (Solomon, 2017). People act before they feel as they make decisions based on already existing experience and information. Consumers do not aggressively search for information as they are less invested, have low involvement, and perceive it as a waste of their time. They will search for any necessary product information, and nothing more. Consumers do not put a lot of thought before making a purchasing decision as they do not have a strong brand

preference. They might not even have a positive or negative feeling towards the product or service initially. They will only form a feeling and evaluate their satisfaction after they have purchased, consumed, or experienced the product (Assael, 1998; Solomon, 2017). For instance, a consumer might buy a random tube of toothpaste at the grocery store with limited information on the label or simply grab the lowest priced product without preference towards any brand on the shelves. It is only after they have used it and then found that it does not perform well or even hurt their gums, that the consumer forms a negative attitude toward that particular brand of product. This also means that if a consumer does not care for or pay much attention to a product's brand before entering the store, they are more receptive to in-store stimulus and more likely to purchase the product.

Low-involvement hierarchy explains consumer decision as a behavioral learning process, whereby a response to external events results in consumer learning. (Solomon, 2017). There are two main approaches to the behavior learning process, which are classical conditioning and instrumental conditioning.

The last hierarchy in the sequence is experiential, which refers to hedonic consumption. It is typically used to explain situations where consumers act based on their emotions. Intangible product attributes such as brand name, design, and store setting are important factors for this hierarchy type. An expectation of good performance is not required by consumers in this hierarchy to enjoy the brand, and they instead evaluate and act according to their feelings. They then form a belief after consuming the product or service. In this hierarchy, the order is Feel–Do–Think or Feel–Do–Learn, and the consumers' current mood and state of mind influences their behavior and reaction (Assael, 1998; Solomon, 2017). An example would go like this

- a consumer forms a positive attitude toward a product after seeing a floral dress. She likes it and wants it. Eventually, she purchases it according to her feelings without any need for prior product knowledge. The pleasure derived from this action is independent of any influence from their beliefs. To date, many researchers are still discussing the relationship between belief and feeling with regards to hedonic consumption, and how the relationship between the two is interrelated. The independence hypothesis describes the separate systems of affect and cognition. Cognition does not always influence affect because a product's functional benefits might be opposed to the aesthetic experience of it. Regardless, the cognitive-affective model posits affect as the last step of the cognitive process, and that emotional response occurs only after sensory recognition and memory retrieval.

Beauty Products and the High-Involvement Hierarchy

Many beauty products on Sephora Thailand's website are considered as a high involvement product (Hsu & Lee, 2003). This is because consumers put in high effort into searching for information and product evaluation. Hsu and Lee (2003) define high involvement as "the amount of time and effort a buyer invests in the search, evaluation and decision processes of consumer behavior". There are a few things that beauty product consumers usually do, such as searching for product attributes, asking for reviews from their relatives or searching online reviews, and comparing between various products and brands before making a purchase decision. There are five influential factors in this level of involvement. First, previous experience - the lesser the existing experience with a product, the higher the involvement required. Second, interest - the more a consumer is intensely interested in the product, the higher the level of involvement. Third, the perceived risk of negative consequences. Physical

risks, psychological risks, and even social risks are always present in the consumption of beauty products, and the higher the perceived risk, the higher the involvement is. Fourth, situational factors in the environment such as promotional sales also play a part in influencing the level of involvement. Fifth and last, the higher the social visibility of a product, the higher the level of involvement by the consumer (Lamb, Hair, & McDaniel, 2011).

The beauty product industry has been struggling with entering e-commerce for many years. This industry used to be known as a “trying before buying” industry as consumers needed to touch, feel, and smell the product before making a purchase at a physical store. However, recent trends and research have shown that purchasing behavior is slowly shifting from offline to online (Hagander & Rúnarsdóttir, 2016). As mentioned by Michalidou and Dipp (2008), “The channel consumers choose to shop from is affected by the level of involvement and the channel choice is likely to affect their brand choice”. Online consumers need to invest time and effort in their evaluation of various products and brands, especially since there is a lot of information and various store channels available online. Research has indicated that purchasing channels can also influence decision involvement (Michalidou & Dipp, 2008).

In summary, the high-involvement hierarchy model is related to high involvement products. The model explains the process of how consumers form and evaluate a belief, then form an attitude and behave in a specific way (Solomon, 2017). Belief in this instance is defined as a cognition towards a product or service’s attributes and benefits, while attitude is defined as how people like or dislike objects. Attitude is a frame of mind in which purchase intention is a consequence (Solomon,

2017). In this study, consumer attitude toward the Sephora (defined as a positive or negative feeling), and consumer belief towards Sephora Thailand's website are explored. Since, this study aims to describe consumers beliefs about Sephora Thailand's website and show that consumer beliefs about Sephora website and attitudes are the factors that have relationship with purchase intention (Bruner & Kumar, 2005), the website quality is reviewed in the following section.

Website Quality

The website is considered as an emergence between media and the internet. It is widely used for many propositions (Brügger, 2009). One of the various proposed websites used was founded by Liu and Arnett (2000). They indicated that the website had been extensively developed into commercial use for many industries. Thus, various researchers studied e-commerce websites and found that website quality is an important factor in the consumers' perspective towards the website (Aladwani & Palvia, 2002; Barnes & Vidgen, 2001). As illustrated by Anusha (2014), website quality can affect user experience and behavior. The users usually leave the website if the website quality is low.

Definition of Website Quality

Website quality is defined as a set of website characteristics to satisfy the users' needs (Mich, Franch, & Gaio, 2002), while perceived website quality is defined as an overall evaluation of consumers about the website. (Park et al, 2007). Website quality is important and should be maintained at high levels because it affects consumers satisfaction, attitude, and behavior (Anusha, 2014; Bai, Law, & Wen,

2008). Because of the large number of websites online, it is difficult for users to find the websites they want. Subsequently, the most popular search engines in the world, Google, came up with the Google ranking system (Davie, 2018; “How Search algorithms work,” 2020). The Google website ranking system is an algorithm that looks at many factors to show website lists on google. One of these factors is website quality. If your website quality is higher than other relevant keyword search websites, there is a higher probability that your website will be shown in a higher rank (“How Search algorithms work,” 2020).

Dimension of Website Quality

The website quality concept was developed from the service quality concept where Parasuraman and Grewal (2000) believed that in the offline world, consumers interact with service staff. But, in the online world (website), consumers are generally interacting with technological elements. There are five dimensions of website quality derived from the service quality model: assurance, empathy, reliability, responsiveness, and tangibles (Parasuraman & Grewal, 2000). However, various dimensions were researched differently in many studies. In 1989, Davis developed the Technology Acceptance Model with the two main dimensions of usefulness and ease of use. Then Park et al. (2007) retrieved the dimension to study the Smartphone Medication Reminder App. In 2000, Liu and Arnett (2000) indicated four influencing factors of electronic commerce: information quality, playfulness, system design quality, and system use. In the following year, Barnes and Vidgen (2001) studied the website quality of cyber-bookshops with four essential factors: functionality, content, service, and attractiveness. Loiacono, Watson and Goodhue (2002) studied a

measurement of website quality and indicated four dimensions including ease of use, usefulness, entertainment, and complementary relationship. Similarly to Kim and Lee (2004), they also use ease of use, usefulness as indicators of online travel websites. But their dimension was different in terms of information content and structures.

Table 2.6 Dimension for Website Quality

Topic	Dimensions	Authors (year)
Electronic commerce website	<ul style="list-style-type: none"> • Information quality • Playfulness • System design quality • System use 	Liu and Arnett (2000)
Cyber-bookshops website	<ul style="list-style-type: none"> • Functionality • Content • Service • Attractiveness 	Barnes and Vidgen (2001)
WEBQUAL	<ul style="list-style-type: none"> • Ease of Use • Usefulness • Entertainment • Complementary relationship 	Loiacono, Watson, and Goodhue (2002)

Table 2.6 (Continued)

Topic	Dimensions	Authors (year)
Online Travel Agencies and Online Travel Suppliers website	<ul style="list-style-type: none"> • Usefulness • Ease of use • Information content • Structures • Reputation • Security 	Kim and Lee (2004)
B2C e-commerce web site	<ul style="list-style-type: none"> • System quality • Information quality • Service quality • Attractiveness 	Cao, Zhang, and Seydel (2005)
Online travel agent website	<ul style="list-style-type: none"> • Ease of use and functionality • Responsiveness • Trust • Visual aspect • Quality of information • Fulfillment 	Tsang, Lai, and Law (2010)

Table 2.6 (Continued)

Topic	Dimensions	Authors (year)
Travel websites	<ul style="list-style-type: none"> • Ease of use • The responsiveness • Fulfillment • Security and privacy • Personalization • Visuals • The quality of the information • Trust • Interactivity 	Park and Gretzel (2007)

Cao et al. (2005) studied B2C e-commerce website quality with four dimensions: system quality, information quality, service quality, and attractiveness. More recently, Park and Gretzel (2007) studied the nine dimensions for the travel websites which are: ease of use, fulfillment, interactivity, responsiveness, security and privacy, personalization, visuals, the quality of the information, and trust. However, Tsang et al. (2010) had selected only six dimensions from Park and Gretzel to study the online travel agent website, which include ease of use, responsiveness, trust, visual aspects, quality of information, and fulfillment. Table 2.6 showcases the summary of website quality dimensions, with several of them being commonly used in many studies. Two of the common dimensions that resonate strongly with consumers' belief about websites: usefulness and ease of use. Thus, these two dimensions are explored in detail.

Usefulness

The usefulness of website quality is reported as a success variable in the IS model. Many investigators debate about the term “use” and “usefulness” for website quality (Samsi, Jamaluddin, Noor, Mohd, & Abdullah, 2016). Undoubtedly, usefulness is more meaningful as it refers to the website system being useful even if the website is not being used. It is also defined as the ability of a website to increase user performance (Jeong & Lambert, 2001; Samsi et al., 2016). Moreover, Jeong and Lambert (2001) indicated that website usefulness can influence users’ intention to use information, information use, and recommendation. Samsi et al. (2016) used 10 items to measure website usefulness: content, accuracy, timeliness, Legitimacy, relevancy, reliability, Design, consistency, Accessibility, security. However, the results found that the content, legitimacy, relevancy, design, and security are significantly related to website usefulness. However, Kim and Lee (2004) use only four items as a measurement of usefulness for online travel agencies: variety of discount offerings, variety of online purchases, variety of price comparisons, and hyperlinks to relevant websites.

Ease of Use

Loiacono et al. (2002) defined the two dimensions of ease of use to study website quality, which are ease of understanding and intuitive operations. Ease of understanding is how easy the website enables the user to read the display page as well as how easy the text and labels on the website is to understand, while intuitive operations is how easy the website is for users to use and become skillful. Park and Gretzel (2007) studied destination websites and indicated that the website performance enables users to use the website easier. To illustrate, the website

navigators or search tools are important factors as it enables ease of use. Hence, usability, accessibility and navigability are considered in website ease of use. These tools have logical structure which can increase website performance so the user can operate the website easily. Sombe (2019) also indicated that users tend to use one website if they find it more favorable than other sites in the same category. In conclusion, user experience plays an important role to determine ease of use of the system. Thus, regarding to the literature, consumers' beliefs about Sephora Thailand's website and website quality are based on usefulness and ease of use.

The Effect of Website Quality

High and low-quality websites can affect both users and website owners. For example, Bahari, Abdullah, Kamal, Johari, and Zulkafli (2018) explained in their research that the travelers are likely to demonstrate the tourism authority's capability by evaluating website quality. Thus, a high-quality website is better for creating positive evaluation from travelers. Moreover, in the specific context of a sports website, website quality has positively influenced consumers satisfaction. The more effective the website is, the higher the consumer satisfaction (Carlson & O'Cass, 2008). For apparel websites, the website quality is shown to significantly influence customers loyalty (Kim & Niehm, 2009). Similar to the result of hotel websites, research shows that quality of website design, ease of use, and usefulness of the website have a positive relationship to loyalty intention. However, the relationship between usefulness and loyalty is not as significant (Bahari et al., 2018).

On the other hand, there are several cases from Egan (2020) showing the website bounce rate. Two cases of website were revealed but confidentially protected

name of website. The bounce rate refers to the occurrence when a website user visits a website for only a second or for only one page and immediately leaves the website. Thus, a higher bounce rate shows the unpleasantness and unattractiveness of a website. The subscription website had shown a 50% bounce rate which is very high as users found them to be low-quality websites which implies that the navigation, graphics, and technical specs need to be improved. Another case is a brand information website, which showed a 58% bounce rate, signifying that navigation and content quality is relatively low. Website quality can affect user experience and behavior. The users usually leave the website if the website quality is low (Anusha, 2014).

In short, website quality affects consumers' experience which should be maintained at high-quality at all times. Thus, consumers' beliefs about Sephora Thailand's website is studied as well as its relationship with attitudes and online purchase intentions. In this study, there are two dimensions of beliefs about Sephora Thailand's website which are perceived usefulness and ease of use.

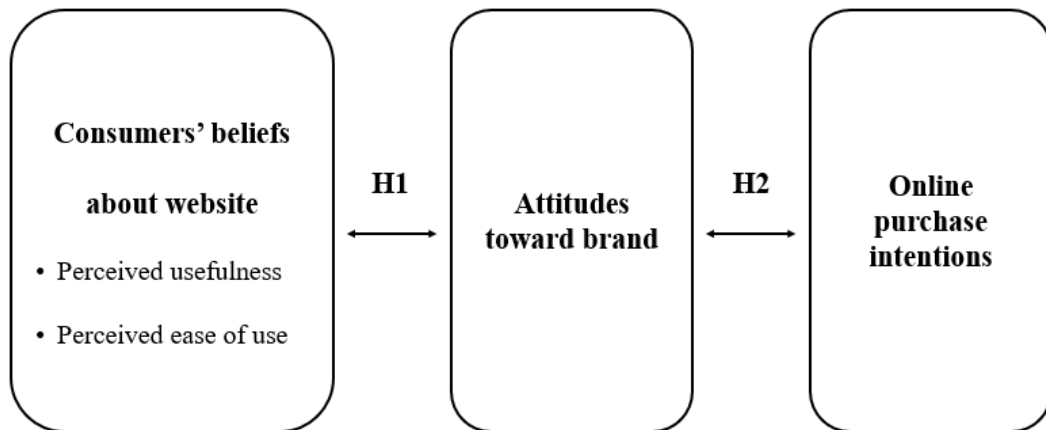
Conceptual framework and Hypothesis

Regarding the literature review, the consumer's belief about Sephora website is essential for consumers to consider using the website and make online transaction.

Thus, this study will explore the relationship between consumer's beliefs about Sephora Thailand's website, attitudes toward brand, and online purchase intentions. As shown in Figure 2.8, the conceptual framework is composed of three main variables. The first one is consumers' belief about website quality developed by Park et al. (2017) which included two dimensions, the perceived usefulness and

perceived ease of use. The other variables are attitude toward brand and online purchase intentions.

Figure 2.8 Conceptual framework



Based on the literature review, enclosed;

H1: Consumers' beliefs about Sephora Thailand's website has a positive relationship with consumers' attitudes toward Sephora.

H2: Consumers' attitudes toward Sephora has a positive relationship with online purchase intentions.

CHAPTER 3

METHODOLOGY

The quantitative approach was used in this study to explore consumers' beliefs about Sephora Thailand's website, attitudes toward Sephora, and online purchase intentions for beauty products and the relationship among variables. This chapter describes sample and sampling method, questionnaire format, variable measurement, validity and reliability, and data collection and data analysis.

Research sample and sampling method

The targeted respondents were female, age between 18 to 44 years old because they are the primary target of Sephora Thailand ("Sephora Demographics and Shopper Insights," 2020). The participants must also visit Sephora Thailand's website and purchased product from Sephora Thailand's website at least one time in the past three months. So that they can retrieve existing experiences. A total of 200 respondents which are sufficient for quantitative research (Kline, 2011) were asked to join the online survey. Thus, this study used a purposive sampling technique so that the targeted participants were qualified. Furthermore, the questionnaire was distributed through online survey which certain online beauty communities were also purposively selected to reach the targeted respondents. Facebook groups listed below were chosen because the members in these channels either potential or existing consumers of beauty products. Besides, these online beauty communities are popular.

Table 3.1 Online beauty community

Name	link
Review Cosmetic by Jeban	http://www.facebook.com/groups/ReviewCosmeticbyJeban
Skincare Sharing	https://www.facebook.com/groups/1178665118994559
Sista Community	https://line.me/ti/g2/1IPT_J7snb_S2n_6TUp5rQ?utm_source=invitation&utm_medium=link_copy&utm_campaign=default

Questionnaire format

The questionnaire was formulated in Thai (see appendix B) because the participants are Thai. However, the English version is presented in appendix A. The questionnaire includes five sections: screening question, consumers' beliefs about Sephora Thailand's website, attitudes toward Sephora, online purchase intentions, and demographic information.

In the first section, there are three screening questions to filter out the participants to be only female, age between 18 to 44 years, and have visited and bought product at least one time from Sephora.co.th in the past three months. Those who are not matched with the criteria were not included in this study.

The second part examined the consumers' beliefs about Sephora Thailand's website with 12 statements. In this section, the statements explored how much consumers would agree or disagree with the usefulness and ease of use of Sephora Thailand's website. Both perceived usefulness and perceived ease of use consist of six statements.

The third section explored the consumers' attitudes toward Sephora brand with four statements.

The fourth part of the questionnaire focused on online purchase intention with two statements to explore consumer intention to purchase beauty products on Sephora Thailand's website.

The last section asked three questions about demographic information which are educational level, occupation, and monthly income.

Variables measurement

This research consisted of three variables which are consumers' beliefs about Sephora Thailand's website, consumers' attitudes toward Sephora brand, and online purchase intentions.

Consumers' beliefs about Sephora Thailand's website included two dimensions applied from Park et al. (2017), which are perceived usefulness and perceived ease of use. These two dimensions were measured by five-pointed Likert scale which adapted from seven-pointed Likert scale. The scale's range was: 5 = strongly agree, 4 = agree, 3 = neither agree nor disagree, 2 = disagree, 1 = strongly disagree. Both perceived usefulness and perceived ease of use consist of six statements with reliability of 0.80.

Some examples of statements are shown below:

Perceived usefulness

- Using the Sephora.co.th would help me quickly buy the beauty products I want.
- I would find the Sephora.co.th to be useful in purchasing beauty products.

Perceived ease of use

- I found Sephora.co.th to be easy to use.
- I found Sephora.co.th to be flexible to use.

Attitudes toward Sephora brand are derived from previous validated scale by Park et al., (2014). There are four statements to measure attitude with reliability of 0.84. A five-pointed Likert scale were used to measure four statements.

Some examples of statements are shown below:

- I like Sephora brand.
- I am satisfied with Sephora brand.

Online purchase intentions are retrieved from Park et al., (2014). Thus, five-pointed Likert scale were used to measure two items of consumers' online purchase intention. The scale has reliability of 0.86.

Some examples of statements are shown below:

- In the future I intend to buy the brand in the Sephora.co.th.
- I will readily purchase beauty products in the Sephora.co.th.

Validity and reliability

Since the measurement scales were retrieved from existing previous research, the quality of the scale in terms of reliability was acceptable. That was, the Cronbach's alpha value was more than 0.7 (Fraenkel & Wallen, 1996). To ensure content validity, the questionnaire was checked by the professional project adviser. A think-aloud protocol with 10 targeted respondents had done to ensure appropriate language used. Besides, the reliability of the measurement scales was re-tested after the data being collected.

Data collection and data analysis

The data was collected during October 2020 via online survey. The data then were processed, computed and analyzed by using the Statistical Packages for Social Sciences (SPSS) with the 95% confidence level. The descriptive statistic was used to explain the means and standard deviation of consumers' beliefs about Sephora Thailand's website, attitudes toward Sephora brand, and online purchase intentions. Furthermore, Pearson's Product Moment Correlation was used to explore the relationship between consumers' beliefs about Sephora Thailand's website, attitudes toward brand and online purchase intentions.



CHAPTER 4

RESEARH FINDINGS

This chapter illustrates the relationship between consumers' beliefs about Sephora Thailand's website, attitudes, and online purchase intentions in which the result was carefully gathered from the online survey. The survey was conducted in order to collect data from 200 users of Sephora Thailand's website.

The findings of all three research objectives are described in this chapter. The first objective was to explore consumers' beliefs about Sephora Thailand's website, consumers' attitudes toward Sephora and online purchase intentions. The second objective was to examine the relationship between consumers' beliefs about Sephora Thailand's website and attitudes toward Sephora. The third objective was to examine the relationship between consumers' attitudes toward Sephora and their online purchase intentions.

The findings are divided into four parts. The first part explains the demographic profile of the samples. The second part provides a descriptive analysis of the variables which include the respondents' beliefs about Sephora Thailand's website, their attitude towards Sephora, and their online purchase intentions. The third part displays the results of the relationship between the beliefs about Sephora Thailand's website and attitudes toward Sephora. The last part explains the relationship between attitudes toward Sephora and online purchase intentions.

Demographic profile of the samples

In this section, demographics representing the respondents' characteristics, in terms of age, educational level, occupation, and personal average monthly income.

Age

A total of 200 participants passed the qualification level after the screening questions. They were female, aged between 18 to 44 years old, and had visited and purchased at least one product from Sephora Thailand's Website in the past three months.

Table 4.1 Age of the Respondents

Age	<i>N</i>	%
18-24 years	38	19.0
25-30 years	88	44.0
31-35 years	42	21.0
36-40 years	21	10.5
41-44 years	11	5.5
Total	200	100.0

The respondents were divided into five groups by age variation. Most of the respondents were females aged between 25-30 years old, accounted for 44% (88 respondents). The next largest group was between 31-35 years old which is accounted for 21% (42 respondents). The next two groups were 18-24 years old and 36-40 years old. Both groups were consisted of 19% (38 respondents) and 10.5% (21

respondents), respectively. The last and smallest group was 11 respondents aged between 41-44 years old which is accounted for 5.5% of the total number of respondents as displayed in table 4.1.

Educational Level

The educational levels are consisted of people with below bachelor's degree or equivalent, bachelor's degree, master's degree, and doctoral degree level certification. However, In this study, there were no respondents who had a doctoral degree. The majority of respondents held a bachelor's degree, accounted for more than half of the respondents at 67% (134 respondents). The master's degree respondents are accounted for 30% of total respondents (60 respondents), followed by the respondents with below bachelor's degree or equivalent at only 3% (6 respondents). The results are shown in table 4.2 below.

Table 4.2 Educational Level of the Respondents

Educational Level	<i>N</i>	%
Below Bachelor's Degree or equivalent	6	3.0
Bachelor's Degree	134	67.0
Master's Degree	60	30.0
Total	200	100.0

Occupation

The respondents' occupations are included of four categories: students, employees, freelancers, and other occupations. Most of the respondents (119

respondents) were employees, which accounted for 59.5%. Thirty eight respondents or 19% were freelancer, while 11% or 22 respondents were students. Lastly, 21 respondents (10.5%) held a variety set of occupations. There were seven businessmen, seven bureaucrats, three housewives, three pharmacists, and one academic. The details of the respondents classified by their occupations are shown in table 4.3.

Table 4.3 Occupation of the Respondents

Occupation	N	%
Student	22	11.0
Employee	119	59.5
Freelancer	38	19.0
Other	21	10.5
Total	200	100.0

Income

The personal average monthly income of the respondents were divided into six groups. Those groups varied from 20,000 Thai Baht or less, between 20,001 to 40,000 Thai Baht, between 40,001 to 60,000 Thai Baht, between 60,001 to 80,000 Thai Baht, between 80,001 to 100,000 Thai Baht, and lastly, more than 100,001 Thai Baht. The majority of the respondents earned between 20,001 to 40,000 Thai Baht per month, which is accounted for 45.5%, or 91 respondents. The second largest group was respondents who earned 20,000 Thai Baht or less which are accounted for 18.5% (37 respondents). Thirty five respondents or 17.5% earned 40,001 to 60,000 Thai Baht. Respondents who earned more than 100,000 Thai Baht per month are accounted for

10% or 20 respondents. There were 5% or 10 respondents who earned between 80,001 to 100,000 Thai Baht per month. The last group of respondents accounted for 3.5% (7 respondent), earned between 60,001 to 80,000 Thai Baht. The results are shown in table 4.4 below.

Table 4.4 Personal Average Monthly Income of the Respondents

Personal Average Monthly Income	<i>N</i>	%
20,000 or less	37	18.5
20,001-40,000	91	45.5
40,001-60,000	35	17.5
60,001-80,000	7	3.5
80,001-100,000	10	5.0
More than 100,000	20	10.0
Total	200	100.0

Beliefs about Sephora Thailand's Website, Consumers' Attitudes toward Sephora, and Online Purchase Intentions

The first research objective aimed to explore consumers' beliefs about Sephora Thailand's website, consumers' attitudes toward Sephora, and online purchase intentions. Simple statistical analysis was performed in order to achieve this objective and the results were then presented in this section. The presented data was divided into three parts: consumers' beliefs about Sephora Thailand's website, consumers' attitudes toward Sephora, and online purchase intentions.

Beliefs about Sephora Thailand's Website

Consumers' beliefs about Sephora Thailand's website were measured through two dimensions: perceived usefulness and perceived ease of use. The measurements are consisted of a total of 12 statements with six of them assessing perceived usefulness and the other half assessing perceived ease of use. A five-pointed Likert scale was used to measure the level of agreement of the participants on Sephora Thailand's website.

The overall mean score of beliefs about Sephora Thailand's website was at 4.36 ($SD = 0.53$). As mentioned earlier, there were two dimensions of beliefs about Sephora Thailand's website which are perceived usefulness and perceived ease of use. The mean score of perceived usefulness was 4.35, while the mean score of perceived ease of use was slightly higher at 4.38. The statement that had the highest mean score was *'Using the Sephora.co.th would make it easier to manage and keep track of my order'* ($M = 4.49, SD = 0.65$) which fell under the perceived ease of use dimension. On the contrary, Respondents least agreed with the statement *'Using the Sephora.co.th would help me not to miss new products'* ($M = 4.17, SD = 0.87$), with the statement falling under the perceived usefulness dimension.

To dive into further detail, the statement for perceived usefulness with the highest mean score was *'Using the Sephora.co.th would make it easier to manage and keep track of my order'* ($M = 4.49, SD = 0.65$), followed by the statement *'I would find the Sephora.co.th to be useful in managing and keeping track of my order'* ($M = 4.47, SD = 0.62$). The third highest mean score came from the statement *'Using the Sephora.co.th would help me to remember the products I used to browse'* ($M = 4.38, SD = 0.82$). The statement *'Using the Sephora.co.th would help me quickly buy*

the products I want’ had mean score slightly the same at 4.37 ($SD = 0.68$). The second least mean score was for the statement *‘Using the Sephora.co.th would help me better manage and keep track of my order’* ($M = 4.24, SD = 0.69$). The statement with the lowest mean score was *‘Using the Sephora.co.th would help me not to miss new products’* ($M = 4.17, SD = 0.87$).

Table 4.5 Mean and Standard Deviation of Beliefs about Sephora Thailand’s Website

Beliefs about Sephora Thailand’s Website	<i>M</i>	<i>SD</i>
Perceived Usefulness	4.35	.55
Using the Sephora.co.th would help me quickly buy the products I want.	4.37	.68
Using the Sephora.co.th would help me better manage and keep track of my order.	4.24	.69
Using the Sephora.co.th would help me not to miss new products.	4.17	.87
Using the Sephora.co.th would help me to remember the products I used to browse.	4.38	.82
Using the Sephora.co.th would make it easier to manage and keep track of my order.	4.49	.65
I would find the Sephora.co.th to be useful in managing and keeping track of my order.	4.47	.62

Table 4.5 (Continued)

Beliefs about Sephora Thailand's Website	<i>M</i>	<i>SD</i>
Perceived Ease of Use	4.38	.60
Learning to use Sephora.co.th was easy for me.	4.38	.65
I found it easy to get Sephora.co.th to do what I want it to do.	4.44	.65
Using Sephora.co.th was clear and understandable.	4.39	.69
I found Sephora.co.th to be flexible to use.	4.40	.69
It was easy for me to become skillful at using Sephora.co.th.	4.28	.75
I found Sephora.co.th to be easy to use.	4.39	.67
Total	4.36	.53

Note: Beliefs about Sephora Thailand's website was measured using a five-pointed Likert Scale, where the score 5 shows a strongly agree with the statement and the score 1 shows a strongly disagree with the statement.

Cronbach's Alpha value = 0.93

For perceived ease of use, the statement with the highest mean score was '*I found it easy to get Sephora.co.th to do what I want it to do*' ($M = 4.44$, $SD = 0.65$), followed by the statement '*I found Sephora.co.th to be flexible to use*' ($M = 4.40$, $SD = 0.69$). The statement '*Using Sephora.co.th was clear and understandable*' and '*I found Sephora.co.th to be easy to use*' got the equal mean score at 4.39, but the standard deviation was at 0.69 and 0.67 respectively. The fifth highest mean score came with the statement '*Learning to use Sephora.co.th was easy for me*' ($M = 4.38$, $SD = 0.65$). The statement with the lowest mean score was '*It was easy for me to*

become skillful at using Sephora.co.th. ($M = 4.28, SD = 0.75$). The results are shown in table 4.5. The Cronbach's alpha value for beliefs about Sephora Thailand's website scale is 0.93, confirming high reliability of the scale.

Attitudes toward Sephora Brand

Four statements were used to measure consumers' attitude toward Sephora brand. All of them were measured on a five-pointed Likert scale. The overall attitudes toward Sephora brand were positive at a mean score of 4.07 and standard deviation at 0.67. Outstandingly, the statement *'I am satisfied with Sephora brand'* had the highest mean score ($M = 4.20, SD = 0.72$). The second highest mean score was the statement *'I like Sephora brand'* ($M = 4.17, SD = 0.72$), followed by the statement *'I am pleased about Sephora brand'* ($M = 4.02, SD = 0.77$). The statement with the least mean score was *'I am in favor of Sephora brand'* ($M = 3.92, SD = 0.76$). The results are shown in table 4.6. The Cronbach's alpha value for attitude toward Sephora scale is 0.92, ensuring high reliability of the scale.

Table 4.6 Mean score and Standard Deviation of Attitudes toward Sephora Brand

Attitudes toward Sephora brand	<i>M</i>	<i>SD</i>
I like Sephora brand	4.17	.72
I am in favor of Sephora brand	3.92	.76
I am pleased about Sephora brand	4.02	.77
I am satisfied with Sephora brand	4.20	.72
Total	4.07	.67

Note: Attitudes toward Sephora brand was measured using a five-pointed Likert Scale, where the score 5 shows a strongly agree with the statement and the score 1 shows a strongly disagree with the statement.

Cronbach's Alpha value = 0.92

Online Purchase Intention

Two statements were used to measure consumers' online purchase intention and both two statements were measured on a five-pointed Likert scale. The overall mean score of online purchase intention was 4.45, indicating a high level of agreement. The statement with the highest mean score was '*I will readily purchase products in the Sephora.co.th*' with a score of 4.46 ($SD = 0.68$), while the statement with the lowest mean score was '*In the future I intend to buy products in the Sephora.co.th*' ($M = 4.44$, $SD = 0.71$). The results are shown in table 4.7. The Cronbach's alpha value for online purchase intention scale is 0.80, ensuring high reliability of the scale.

Table 4.7 Mean and Standard Deviation of Online Purchase Intention

Online Purchase Intention	<i>M</i>	<i>SD</i>
In the future I intend to buy products in the Sephora.co.th	4.44	.71
I will readily purchase products in the Sephora.co.th	4.46	.68
Total	4.45	.64

Note: Online purchase intention was measured using a five-pointed Likert Scale, where the score 5 shows a strongly agree with the statement and the score 1 shows a strongly disagree with the statement.

Cronbach's Alpha value = 0.80

Relationship between Beliefs about Sephora Thailand's Website and Attitudes Toward Sephora Brand

This section attempts to explain the second research objective which aims to examine the relationship between consumers' beliefs about Sephora Thailand's website and attitudes toward Sephora. To start, the first hypothesis (H1) '*Consumers' beliefs about Sephora Thailand's website has a positive relationship with consumers' attitudes toward Sephora*' was examined. The Pearson's Product Moment Correlation was used to investigate this relationship. The result in table 4.8 shows that beliefs about Sephora Thailand's website has a positive relationship with consumers' attitudes toward Sephora ($r = 0.30, p < 0.05$). Next, the attitudes and both of two dimensions of beliefs about Sephora Thailand's website which were perceived usefulness and perceived ease of use were tested. The results showed that perceived usefulness has a positive relationship with attitude toward Sephora ($r = 0.30, p <$

0.05). Perceived ease of use also has a positive relationship with attitude toward Sephora ($r = 0.25, p < 0.05$).

Table 4.8 Correlation between Beliefs about Sephora Thailand’s Website and Attitude

Relationship between	<i>r</i>
Beliefs about Sephora Thailand’s Website and Attitude	.30*
Perceived usefulness and Attitude	.30*
Perceived ease of use and Attitude	.25*

Note: *Correlation is significant at the 0.05 level

An additional analysis was created to explore the relationship between beliefs about Sephora Thailand’s website and online purchase intentions. Overall, the beliefs about Sephora Thailand’s website had a significantly positive relationship with online purchase intentions ($r = 0.62, p < 0.05$). Both two dimensions of belief about Sephora Thailand’s website, perceived usefulness and perceived ease of use, were also examined. Perceived usefulness had a positive relationship with online purchase intention ($r = 0.53, p < 0.05$). Perceived ease of use also had a significant positive relationship with online purchase intention ($r = 0.61, p < 0.05$). In other words, the more positive the beliefs, the higher the consumer’s intention to purchase products through Sephora Thailand’s website. Based on hierarchy of effects theory, this can be implied that consumers’ decision-making process is low-level hierarchy involvement which cognition and behavior are essential. The results are illustrated in table 4.9

Table 4.9 Correlation between Beliefs about Sephora Thailand’s Website and Online Purchase Intention

Relationship between	<i>r</i>
Beliefs about Sephora Thailand’s Website and Online Purchase intentions	.62*
Perceived usefulness and Online Purchase intentions	.53*
Perceived ease of use and Online Purchase intentions	.61*

Note: *Correlation is significant at the 0.05 level

Relationship between Attitudes and Online Purchase Intentions

In this section, the results of the third research objective, which was to examine the relationship between consumers’ attitudes toward Sephora and online purchase intentions, is presented. The Pearson’s Product Moment Correlation was used to examine the assumption of the second hypothesis (H2), which is ‘*consumers’ attitudes toward Sephora has a positive relationship with online purchase intentions.*’ The results from table 4.10 confirm that there was a positive relationship between consumers’ attitudes toward Sephora and online purchase intentions ($r = 0.3, p < 0.05$).

Table 4.10 Correlation between Attitude and Online Purchase Intention

Relationship between	<i>r</i>
Attitude and Online Purchase Intention	.30*

Note: *Correlation is significant at the 0.05 level

CHAPTER 5

SUMMARY AND DISCUSSION

There is a growth in Thailand's e-commerce market and one of the significant segments is beauty products (“eCommerce Thailand,” 2020). Sephora Thailand’s Website, a beauty retailer e-commerce website, is one of the top five of the most popular international B2C e-commerce sites in Thailand in 2020 and is the only beauty retailer made to the top five (“Thailand: Leading international B2C,” 2020). Its e-commerce net sale had approximately 267 million Thai baht in 2019. The revenue is forecasted to increase by 2020. After considering the paucity of research and the popularity of Sephora Thailand’s e-commerce website, this study aimed to explore and examine the consumers’ beliefs about Sephora Thailand’s website, consumers’ attitudes toward Sephora, and online purchase intentions. Therefore, this chapter will provide a summary of the data analysis and research discussion based on the findings of the research. Moreover, the limitations of this research, the directions for future research, and the practical implications will also be discussed.

Summary

In this part, the summary of the research findings which were obtained during October 2020 will be presented. The summary is included the results of demographic data of the respondents, the respondents’ beliefs, attitudes, and online purchase intentions.

Furthermore, the findings of the relationship between the variables also summarized in this part.

There was a total of 200 respondents that were qualified for this research. They are all female who have ever visited and purchased a product at least one time from Sephora Thailand's website in the past three months. Most of the respondents were aged between 25-30 years old, accounted for 44% (88 respondents). While the participants who aged 41-44 years old were the smallest group at only 5.5% of respondents (11 respondents).

In addition, 67% or 134 respondents held a bachelor's degree, which was the largest group of respondents. Followed by the group of the respondents who held a master's degree, accounted for 30% of total respondents (60 respondents).

According to the result, more than half of the participants were employees. The exact percentage is 59.5% or 119 respondents. The second largest groups were freelancers, which accounted for 19% (38 respondents).

The majority of respondents earned 20,001-40,000 Thai baht on average per month, the exact percentage is 45.5% or 91 respondents. There were 37 respondents (18.5%) who earned 20,000 Thai Baht or less.

To serve the first research objective, all variables which are beliefs about Sephora Thailand's website, consumers' attitudes toward Sephora, and online purchase intentions were explored.

For the beliefs about Sephora Thailand's website, the average mean score was 4.36 out of the full score of 5.0. This score showed that the participants had a positive belief about Sephora Thailand's website that it is useful and easy to use.

There are two dimensions to measure the beliefs about Sephora Thailand's website, which are perceived usefulness and perceived ease of use. Between two dimensions, the perceived ease of use was received slightly higher mean rating at 4.38, while the mean score of perceived usefulness was 4.35. In details, respondents agreed that using the Sephora.co.th would make it easier to manage and keep track of their order with mean score 4.49 ($SD = 0.65$). While the lowest mean score was the statement *'Using the Sephora.co.th would help me not to miss new products'* ($M = 4.17$, $SD = 0.87$). In addition, the participants agreed that they found it easy to get Sephora.co.th to do what they want it to do with the highest mean score of perceived ease of use scale ($M = 4.44$, $SD = 0.65$). They also agreed that Sephora.co.th is flexible to use with the mean score of 4.40. The statement with the lowest mean score under perceived ease of use dimension is *'It was easy for me to become skillful at using Sephora.co.th.'* ($M = 4.28$, $SD = 0.75$).

For attitudes toward Sephora, the respondents had positive attitudes toward Sephora with a mean score of 4.07 out of 5.0. They most agreed that they are satisfied with Sephora brand with 4.20 mean rating ($SD = 0.72$). Although most of the respondents positively agreed with all statements, the statement *'I am in favor of Sephora brand.'* had the lowest mean score ($M = 3.92$, $SD = 0.76$).

The last variable is online purchase intentions, the agreement also positive with mean rating 4.45 ($SD = 0.64$). They agreed with both statements *'I will readily purchase products in the Sephora.co.th.'* and *'In the future I intend to buy products in the Sephora.co.th.'* with mean scores of 4.46 ($SD = 0.68$) and 4.44 ($SD = 0.71$), respectively.

To answer the second objective of research, a Pearson's Product Moment Correlation was used to examine the first hypothesis. The results showed that the first hypothesis, which is *'consumers' beliefs about Sephora Thailand's website has a positive relationship with consumers' attitudes toward Sephora'* is confirmed ($r = 0.30$). Besides, the findings showed that there is a positive relationship between perceived usefulness and attitudes towards Sephora ($r = 0.30$) as well as the perceived ease of use and attitudes towards Sephora ($r = 0.25$). In other words, the more respondents thought the Sephora Thailand's website is easy to use and useful, the more likely they would like or have a positive attitude toward Sephora.

Moreover, the second hypothesis which is *'consumers' attitudes toward Sephora has a positive relationship with online purchase intentions'* was examined to answer the third research objective. The result has confirmed the hypothesis at ($r = 0.30$). In other words, the more respondents like or have a positive attitude towards Sephora, the greater the intention to purchase products through the website.

Discussion

Regarding the finding of the study and research objectives, there are five essential discussion points to be examined in this section. First, the beliefs about Sephora Thailand's website are discussed. The second part is explained about the consumers' attitudes toward Sephora. The third part is about the online purchase intentions of consumers while the fourth part is about the relationship between beliefs about Sephora Thailand's website and attitude toward Sephora. The last part will be discussed about the relationship between attitudes toward Sephora and online purchase intentions.

The Beliefs about Sephora Thailand's website

Overall, the respondent believe that Sephora Thailand's website is useful and ease to use ($M = 4.36, SD = 0.53$). There might be several reasons behind the results. First, there is a review section where users can gain information before making decision Moreover, it is useful for customers because they can manage a product they want and track their order from Sephora Thailand's website (Bryan, 2019, Sephora, 2020). Second, Sephora Thailand's website might be a user-friendly website, the structure of the website is clear and consistent with the design (Teson, 2018). Thus, it is easy to use.

The overall perceived usefulness was positive ($M = 4.35, SD = 0.55$). In other words, it illustrated that the respondents perceived that Sephora Thailand's website is useful for them. This dimension is about the consumers' perception and belief in which using Sephora Thailand's website, helping them to manage, keep track and buy products (Davis, 1989). It could be because Sephora applied various technologies and embedded digital into their global company's structure to increase consumers' positive experience, helpfulness of its staff, and usefulness stores, e-commerce website and applications (Sephora, 2020; Sirimonta, 2020). For example, on Sephora Thailand's website, there is a section where users can manage their wish lists, waitlists, and track their orders. Therefore, respondents were agreed that Sephora Thailand's website makes it easier to manage and keep track of their order ($M = 4.49, SD = 0.65$). However, the respondents perceived that Sephora Thailand's website would help them not to miss new products the least ($M = 4.17, SD = 0.87$). This might be because Sephora Thailand's website has a small 'New' button on the left side of the website, but it is undistinguished. Moreover, there is no notification message or

pop-up message to alert users (Sephora, 2020). Thus, respondents seemed to less likely agree that the website would help them not to miss new products. Besides, Kanmuang and Charutawephonnukoon (2020) found that consumer's perceived Sephora application is useful for Bangkokian and can influence decision to purchase products from Sephora.

The overall perceived ease of use was positive ($M = 4.38$, $SD = 0.06$). In other words, it showed that Sephora Thailand's website is easy to use in the respondent's perception. The reason behind this might be because the website is uncomplicated and effortless to use (Ho, 2018). This dimension is all about the degree of the perceived difficulty of the website (Davis, 1989). One of Sephora purposes is to create an inviting beauty shopping experience (Sephora, 2020). Thus, consumers' beliefs about the easiness of website use can be considered as an inviting shopping experience that can enable them to explore and purchase products easily. The respondents mostly agreed that they found it easy to get Sephora Thailand's website to do what they want it to do ($M = 4.44$, $SD = 0.65$). This might be because a button on the website and the text description of the buttons are related. For example, respondents can browse skincare products by clicking on 'Skincare' button directly, or they can change website language easily by choosing 'select language' on the top right of the website (Sephora, 2020). In addition, many researchers indicate that website's ease of use is importance for users. (Alcántara-Pilar and García, 2015; Barreto and Martínez, 2018; Loureiro, 2015). The easier the website is, the more chance for visitor to complete transaction and return (Jeon, 2009). Park et al. (2017) results also showed that if the application is easy to use, the users tend to accept and use application more.

Attitudes toward Sephora

This study also explored consumers' attitudes toward Sephora brand which delved into consumers evaluation and respond in a favorable or unfavorable manner (Solomon, 2017). According to the results, the overall of consumers' attitudes toward Sephora is positive ($M = 4.07$, $SD = 0.67$). In other words, most of the respondents evaluated Sephora in a favorable manner. Most of respondents are satisfied with Sephora brand ($M = 4.20$, $SD = 0.72$). This might be because consumers' satisfaction is Sephora's priority. That is, Sephora's staff are willing to help consumers for any inquiry or problems related to products. Also, Sephora has a customer service team that clients can contact them easily through an e-mail (Sephora, 2020). Moreover, Sephora continuously gives back to society through Sephora Stands Social Impact Programs to inspire women's confidence and fearlessness (Sephora, 2020). Sephora also gave confidence to its consumers that they will receive an authentic product from Sephora Thailand's website (Nicky, 2017). Petchwango and Jittapon (2019) found that customer had confidence in Sephora counter brand, and it was one of the influencing factors on buying decision. In addition, Sephora was ranked as the 48th of most loved global brands in NetBase Brand Passion Report: Global (2017).

Furthermore, as attitudes have two dimensions, which are valence and intensity that refer to a direction of feelings and a magnitude of feelings, respectively (Solomon, 2017). It can imply that consumers had a positive direction of feeling and have strong magnitude toward Sephora.

Online Purchase Intentions

Online purchase intention can be defined as a behavioral component to make an online transaction, which is a consumer's tendency to respond in a particular manner (Ajzen & Fishbein, 1975; Lutz, 1991). Based on the results, the overall online purchase intention was positive ($M = 4.45$, $SD = 0.64$). In other words, it illustrated that respondents had a high intention to purchase products on Sephora Thailand's website. The highest mean score was the statement *'I will readily purchase products in the Sephora.co.th'* ($M = 4.46$, $SD = 0.68$). The causes behind this high intention can be because the respondents were existing customers of Sephora and they realized that Sephora offers only authentic and high-quality products. Second, it can imply that Sephora Thailand's website is easy to use and useful because Jeon (2009) showed that easy to use and useful website can encourage repurchase intention. Cho and Sagynov (2015) found that perceived usefulness and perceived ease of use had a significant effect on online purchase intention.

Relationship between Beliefs about Sephora Thailand's website and Attitudes toward Sephora.

Based on the findings, the relationship between beliefs about Sephora Thailand's website and attitudes toward Sephora are positively related to each other ($r = .30$). It can be concluded that the more consumer positively believes about Sephora Thailand's website, the higher level of a positive attitude toward Sephora. Moreover, beliefs can be acquired from experiences which a positive attitude can be formed from a positive experience (Duncan & Olshavsky, 1982). Therefore, when customers browse the website, they might find the website useful and easy to organize and keep

track of the order. Thus, the positive experiences from a website can enhance positive attitude toward brand. The result is also consistent with the unidimensional view. That is, belief is viewed as an antecedent to attitude (Ajzen & Fishbein, 1975; Lutz, 1991). Moreover, this result was coinciding with the finding of Barreto and Martínez (2018) on the destination website in which if consumers believe that the website had high quality, the more positive attitude will be. Anusha (2014) found that obvious low-quality website affects user belief and behavior. Users will leave the website if they have negative experience. Hence, this can be another reason behind the relationship. However, the relationship between beliefs about Sephora Thailand's website and attitudes towards Sephora was quite weak. This is because the respondents' belief was about the website, but attitudes were towards brand not the website. Furthermore, attitude towards brand can be influenced by other factors (Silva, Khatibi, & Azam, 2020). The researchers found that self-identity, brand consciousness, and general life value are influential factors on the consumer attitude towards brands.

Relationship between Attitudes toward Sephora and Online Purchase Intentions

According to the results, the attitudes toward Sephora and online purchase intentions are also positively related ($r = 0.3$). In other words, if consumers' attitudes toward brand are positive, they are likely to purchase product. However, the relationship between attitudes and online purchase intention is considered as quite weak when compared to the relationship between beliefs about Sephora Thailand's website and online purchase intentions ($r = 0.62$). The reason behind this could be stemmed from the fact that the respondents believe that the website is easy to use, so they have an intention to purchase. Many researchers found the ease of use and usefulness of website influence online purchase intention (Cho & Sagynov, 2015; Jeon, 2009) Although the relationship between attitudes toward Sephora and online

purchase intention was inconsiderably high, the findings from previous researches also support the results. Angkouw and Rumokoy research (2016) indicated that consumer purchase intention was influenced by attitude. Moreover, attitude towards brand also showed positive relationship with purchase intention in Kudeshia and Kumar (2017) study.

Limitations and direction for further research

The fact that this study focused only on the primary target of Sephora, which are female, aged between 18 to 44 years old might make it characteristic too specific. Thus, further study can be expanded to the secondary target of Sephora, which are male who aged 20-40 years old (“Sephora Demographics and Shopper Insights,” 2020) so that the researchers can compare a result between primary and secondary targets.

Moreover, this study applied only a quantitative approach which aimed to generalize the results to the whole population. In the future study, researchers can utilize a qualitative approach to gain customer insight toward Sephora. The focus groups or in-depth interview should be conducted to find out what customers really think about Sephora Thailand’s website, what are their attitudes toward Sephora and online purchase intentions on Sephora Thailand’s website.

Lastly, this study only focused on an e-commerce website and potentially future research might consider exploring e-commerce mobile application to gain comparative between two platforms. There might be some different perspective between the website and mobile application.

Practical Implications

The results of this study give many beneficial aspects and knowledge about consumers' beliefs toward Sephora Thailand's website, as well as the consumers' attitudes toward Sephora and online purchase intentions. This section presents several practical implications.

According to the results, respondents perceived that Sephora Thailand's website is useful and easy to use. Thus, Sephora should maintain the perceived usefulness and ease of use at high level; the suggestion is they should have a quarterly website maintenance. Behind the positive beliefs about Sephora Thailand's website, the respondents were mostly agreed that using Sephora.co.th is easy to manage and keep track of their order. Thus, other e-commerce website can better improve the usefulness of website by developing a guideline for users to manage and keep track of order.

However, the respondents were least agreed that using Sephora.co.th would help them to not miss new product. As a result, Sephora might improve its e-commerce website by creating a new product launch section on the top of the website. Besides, sending notification or e-mail to e-commerce users to notify them about new products on shelf would improve the usefulness of the website. For other e-commerce website, marketing team might also consider developing a pop-up ad of new product so that there might be more chances to promote and sell new products.

Besides, as Sephora Thailand's website is easy to use, there might be more chance that consumers will easily embrace the website and have intention to purchase products through it. So, Sephora might encourage customers to make a transaction through e-commerce website by providing exclusive offers only for e-commerce

users. Sephora also can run online advertising to drive users to visit its e-commerce website. For other e-commerce websites, marketing team should develop and improve a user-friendly e-commerce website to increase perceived ease of use. For example, consumers might find some e-commerce website hard to use as the website layout is confusing and they cannot find products they want. Therefore, re-design the e-commerce website to be easier to use can be benefit to both customers and the brands. Each section on an e-commerce website should be well designed so that consumers can find it easily and quickly. This can enable consumers to quickly buy the products they want.

Lastly, other e-commerce websites might try to enhance consumers' attitude by improving brand favorable and make their customers satisfied. marketing team might create a CSR campaign to enhance brand image and favorable quality. For example, marketing team might initiate recycling programs for cosmetic and skincare packaging. In addition, other e-commerce companies might consider enhancing the consumers' satisfaction to improve positive attitudes by providing after-sale service. This would be an advantage for a brand to strengthen consumers' attitude.

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APPENDICES

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Research questionnaire
Sephora Thailand's website

This research project is conducted in partial requirement of a Professional Project, enrolled by a student of M.A. Strategic Communication Management from Faculty of Communication Arts, Chulalongkorn University. The purpose of this questionnaire is to study the relationship between consumers' beliefs about Sephora Thailand's website, attitudes, and online purchase intentions.

This questionnaire will take approximately 10 minutes. Participants are requested to complete all of the following questions based on her past experience to reflect her opinion and attitude as accurate as possible. The questionnaire is voluntary, and the data will be collected confidential. The data collected will be analyzed and used for educational purpose only.

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Section 1: Screening question

Instructions: Please check (✓) the answer that best represent you

1. Have you ever visited and bought product at least one time from Sephora.co.th in the past three months?

Yes No (please end the survey here)

2. Are you a female?

Yes No (please end the survey here)

3. What is your age range?

Below 18 (please end the survey here) 18 – 24

25 – 30 31 – 35

36 – 40 41 – 44

Above 44 (please end the survey here)

Section 2: Beliefs about Sephora Thailand’s website (Sephora.co.th)

Instructions: Please rate the statements below according to your experience with Sephora.co.th website by putting a tick mark (✓) under the number, in the scale below: 5 = strongly agree, 4 = agree, 3= neither agree nor disagree, 2 = disagree, 1 = strongly disagree

	Statements	Strongly agree ← → Strongly disagree				
		5	4	3	2	1
1	Using the Sephora.co.th would help me quickly buy the products I want.					
2	Using the Sephora.co.th would help me better manage and keep track of my order.					
3	Using the Sephora.co.th would help me to not miss new products.					
4	Using the Sephora.co.th would help me to remember the products I used to browse.					
5	Using the Sephora.co.th would make it easier to manage and keep track of my order.					
6	I would find the Sephora.co.th to be useful in managing and keeping track of my order.					
7	Learning to use Sephora.co.th was easy for me.					
8	I found it easy to get Sephora.co.th to do what I want it to do.					

	Statements	Strongly agree ← Strongly disagree				
		5	4	3	2	1
9	Using Sephora.co.th was clear and understandable.					
10	I found Sephora.co.th to be flexible to use.					
11	It was easy for me to become skillful at using Sephora.co.th.					
12	I found Sephora.co.th to be easy to use.					

Section 3: Attitudes toward Sephora brand

Instructions: Please rate the statements below according to your experience with Sephora.co.th website by putting a tick mark (✓) under the number, in the scale below: 5 = strongly agree, 4 = agree, 3= neither agree nor disagree, 2 = disagree, 1 = strongly disagree

	Statements	Strongly agree ← Strongly disagree				
		5	4	3	2	1
1	I like Sephora brand.					
2	I am in favor of Sephora brand.					
3	I am pleased about Sephora brand.					
4	I am satisfied with Sephora brand.					

Section 4: Online Purchase Intentions

Instructions: Please rate the statements below according to your experience with Sephora.co.th website by putting a tick mark (✓) under the number, in the scale below: 5 = strongly agree, 4 = agree, 3= neither agree nor disagree, 2 = disagree, 1 = strongly disagree

	Statements	Strongly agree ←————→ Strongly disagree				
		5	4	3	2	1
1	In the future I intend to buy products in the Sephora.co.th.					
2	I will readily purchase products in the Sephora.co.th.					

Section 5: Demographic

Instruction: Please check (✓) the answer that best represent you

1. What is your educational level?

Below Bachelor's Degree or equivalent Bachelor's Degree

Master's degree Doctoral Degree

2. What is your occupation?

Student Employee

Freelancer Other, please specify:.....

3. What is your personal average monthly income?

THB 20,000 or less

THB 20,001-THB 40,000

THB 40,001-THB 60,000

THB 60,001-THB 80,000

THB 80,001-THB 100,000

More than THB 100,000

= Thank you for your participation =



**แบบสอบถามเรื่อง
เว็บไซต์เซโฟราประเทศไทย**

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาเพื่อจัดทำโครงการวิชาชีพของนิสิตระดับ
มหาบัณฑิตด้านการจัดการการสื่อสารเชิงกลยุทธ์ คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
เพื่อศึกษาเกี่ยวกับเว็บไซต์เซโฟราประเทศไทยและพฤติกรรมผู้บริโภค ซึ่งจะใช้เวลาในการตอบ
ทั้งหมด 10 นาทีโดยประมาณ ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามตาม
ความเป็นจริงหรือตามความคิดเห็นของท่าน ทั้งนี้ ข้อมูลของผู้ตอบแบบสอบถามทั้งหมดจะถูกเก็บ
เป็นความลับ และจะถูกนำไปวิเคราะห์ในภาพรวม เพื่อนำไปใช้ประโยชน์ในเชิงวิชาการเท่านั้น

ส่วนที่ 1: คำถามคัดกรอง

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบของท่าน

1. ท่านเคยเข้าชมและซื้อสินค้าอย่างน้อยหนึ่งครั้งผ่านเว็บไซต์ Sephora.co.th ในช่วงระยะเวลา 3

เดือนที่ผ่านมาหรือไม่?

เคย ไม่เคย (จบการทำแบบสอบถาม)

2. ท่านเป็นเพศหญิงใช่หรือไม่?

ใช่ ไม่ใช่ (จบการทำแบบสอบถาม)

3. ท่านมีอายุอยู่ในช่วงใด?

- น้อยกว่า 18 (จบการทำแบบสอบถาม) 18 – 24
- 25 – 30 31 – 35
- 36 – 40 41 – 44
- มากกว่า 44 (จบการทำแบบสอบถาม)

ส่วนที่ 2: ความเชื่อเกี่ยวกับเว็บไซต์เซฟโพร่าประเทศไทย (Sephora.co.th)

คำชี้แจง: กรุณาใส่เครื่องหมาย (✓) ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด (โดย 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = ไม่แน่ใจ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง)

	ข้อความ	เห็นด้วย ← → ไม่เห็นด้วย				
		5 อย่างยิ่ง	4	3	2	1 อย่างยิ่ง
1	การใช้เว็บไซต์ Sephora.co.th ช่วยทำให้ท่านสามารถซื้อสินค้าที่ท่านต้องการได้อย่างรวดเร็ว					
2	การใช้เว็บไซต์ Sephora.co.th ช่วยทำให้ท่านสั่งซื้อสินค้าได้ดียิ่งขึ้น					
3	การใช้เว็บไซต์ Sephora.co.th ช่วยทำให้ท่านไม่พลาดสินค้าใหม่ๆ					
4	การใช้เว็บไซต์ Sephora.co.th ช่วยทำให้ท่านจำได้ว่าเคยดูสินค้าใดไปแล้วบ้าง					
5	การใช้เว็บไซต์ Sephora.co.th ช่วยทำให้ท่านสั่งซื้อสินค้าได้ง่ายยิ่งขึ้น					

	ข้อความ	เห็นด้วย ← → ไม่เห็นด้วย				
		5	4	3	2	1
6	ท่านคิดว่าเว็บไซต์ Sephora.co.th มีประโยชน์สำหรับการสั่งซื้อสินค้า					
7	ท่านคิดว่าการเรียนรู้ที่จะใช้เว็บไซต์ Sephora.co.th เป็นเรื่องง่าย					
8	ท่านสามารถใช้งานเว็บไซต์ Sephora.co.th ได้ง่ายดวยตามที่ท่านต้องการได้					
9	การใช้เว็บไซต์ Sephora.co.th นั้นชัดเจนและเข้าใจง่าย					
10	ท่านคิดว่าเว็บไซต์ Sephora.co.th สามารถใช้งานได้อย่างสะดวก					
11	ท่านคิดว่าการใช้เว็บไซต์ Sephora.co.th ได้ อย่างเชี่ยวชาญเป็นเรื่องง่าย					
12	ท่านคิดว่าเว็บไซต์ Sephora.co.th นั้นใช้งานง่าย					

ส่วนที่ 3: ทศนคติต่อแบรนด์เซโฟรา

คำชี้แจง: กรุณาใส่เครื่องหมาย (✓) ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด (โดย 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = ไม่แน่ใจ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง)

	ข้อความ	เห็นด้วย ← → ไม่เห็นด้วย				
		5	4	3	2	1
1	ท่านรู้สึกชอบแบรนด์ Sephora					
2	ท่านรู้สึกโปรดปรานแบรนด์ Sephora					

	ข้อความ	←————→				
		5	4	3	2	1
3	ท่านรู้สึกชื่นชมแบรนด์ Sephora					
4	ท่านรู้สึกพึงพอใจต่อแบรนด์ Sephora					

ส่วนที่ 4: ความตั้งใจซื้อสินค้าออนไลน์

คำชี้แจง: กรุณาใส่เครื่องหมาย (✓) ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด (โดย 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = ไม่แน่ใจ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง)

	ข้อความ	←————→				
		5	4	3	2	1
1	ท่านตั้งใจจะซื้อสินค้าบนเว็บไซต์ Sephora.co.th ในอนาคต					
2	ท่านพร้อมที่จะซื้อสินค้าบนเว็บไซต์ Sephora.co.th					

ส่วนที่ 5: ข้อมูลส่วนตัว

คำชี้แจง: กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบของท่าน

1. ระดับการศึกษาสูงสุด

ต่ำกว่าปริญญาตรี หรือเทียบเท่า ปริญญาตรี

ปริญญาโท ปริญญาเอก

2. อาชีพ

นักเรียน / นิสิต / นักศึกษา พนักงานบริษัท

อาชีพอิสระ อื่นๆ กรุณาระบุ:.....

3. รายได้เฉลี่ยของท่านต่อเดือน

20,000 บาทหรือน้อยกว่า 20,001- 40,000 บาท

40,001- 60,000 บาท 60,001- 80,000 บาท

80,001- 100,000 บาท มากกว่า 100,000 บาท

= ขอขอบคุณสำหรับความร่วมมือในการตอบแบบสอบถาม =

VITA

NAME Kemjira Wangkapan

DATE OF BIRTH 02 February 1995

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จุฬาลงกรณ์มหาวิทยาลัย
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