

Thesis	Technology Acceptance, trust and Social Media Marketing that effect Consumers from Generations X, Y and Z's intention to buy products via Facebook Live channels
Author	Matsalin Jaikhun
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Advisor	Assistant Professor Dr. Rujipas Potongsangarun
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Abstract

The purpose of this research was to studied the acceptance in technology, the consumer's trust and the effect of online marketing on consumers from generations X, Y and Z on their intention to buy products via Facebook Live. The data were gathered via surveys. The surveyed group of 424 people were consumers with past experience with buying products online, in the age group between 18-52 years old. The questionnaires in the survey were designed to measure multiple variables that effect the intention of the consumers to buy products via Facebook Live in a simulated scenario.

The result shown that the benefits and the low barrier to entry of online technology have effect on the consumers equal to 0.536 ($R^2 = 53.6\%$). The intention to buy products online via Facebook Live from generations of X, Y and Z were affect by online marketing, words from known associated, entertainment consumption and specific consumer's interests. The calculated correlation numbers were 0.510, 0.140, 0.125 and 0.062. The acceptance in technology, the ease of use and indirect benefits effect on consumers intention to buy product online were calculated as 0.065, 0.039 และ 0.123. The accuracy of the calculation are 0.732 ($R^2 = 73.2\%$).

The results shown that to be successful in online marketing, sellers must create trust and have clear communication with consumers to create positive relationship with consumers.

Keyword : Technology Acceptance, Trust, Online Marketing, Generations.