FACTORS INFLUENCING CONSUMERS' CREDIBILITY TOWARD ONLINE MARKETING.

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ABSTRACT

The research objectives aimed to study 1) Customers credibility toward the online marketing 2) Factors influencing customers' credibility toward the online marketing. The qualitative research methodology approached by in-depth interviewing, the population represented consumers who used online market regularly. The 30 samples were selected by purposive sampling method. The research instrument represented the interviewing form, data collection was made by face-to-face interviewing with the focus group through constructed interviewing form. The data analysis was made by data classifying and extracted information to be relevant information for answering research questions.

The finding found consumers had the shortage time and low attention span on various digital contents that influenced the creating attractive websites. Consumers required seconds to decide whether to stay or leave from that website that dilemma made the turning point of gaining or losing customers. The credibility of websites made the longer attention span of the customer and staying on websites especially the E-commerce. The marketers should beware of the customers' credibility on the personal data securities that consumers expected on the reliable and data protection, therefore, designing a credible website contributed consumers relied on personal data for websites.

INTRODUCTION

The online commerce was continuously growing due to the advanced technology that contributed the access of internet of consumers, and social networking was easy without restriction as key factors in the rapid development of online marketing communications and affecting the way of life of recipients and consumers. The change motivated the emerging of marketing and service online in ordinary life and response unlimited of needs. Business entrepreneurs were aware crucial factors of business performing through a network called E-Commerce that represented the main trading channel to domestically and internationally reach consumers quickly and contributed the competition to meet the consumers' needs as much as possible. In addition, the advancement of the online payment system had developed in terms of security and reliability that contributed the logistics and reliability of online business with cash on delivery system.

Most of the clients bought products via social online system and be concerned about product quality toward the appropriated price because of unseen products and unconfident in the protection system of personal data but clients still had confidence for cash on delivery or credit card payment with speed of delivery and clearly specified on sizing, price, quality and including the good after-sales service. Almost of online business's problems represented the fraud, unlike advertised products, personal data and credit card security, unseen products, the legal electronic commerce registration stores that were the term of confidence for buyers and sellers including registration with The office of the Consumer Protection Board which were identified the online stores to clients and consumers' confidence.

The research of factors influencing consumers' credibility toward online marketing, research realized factors that supported the consumers' behavior toward online buying which were the convenience of online shopping as crucial factor including other factors, various products, good quality, the differentiation, good image, readiness of delivery, clearly pricing, appropriated transportation cost, on-time delivery, various payment channels and other concerned factors.

LITERATURE

Trust building represented a very complex process that every entrepreneur might encounter of customers expectation on products, rapid delivering including brand presentation. Entrepreneurs must be honest, clear, transparency to impress customers and took action when customers faced a problem regarding the product or service. Consumers who purchased online products for the first time and felt anxious, doubtful and having many questions and brands had to provide answers to improve consumer's confidence. There were ten types of e-commerce businesses or online marketing as follows.

1. Catalog website represented the website that was created by entrepreneurs to perform as showrooms, product prices and product listings, the buyer who was interested in buying the product through telesales with cash on delivery.

2. E-shopping represented website that was created to represent various activities, the shopping baskets system facilitated customers on buying, delivery monitoring and many other systems.

3. Community web represented web board which was a gathering place for people with similar interests and allowed members to post products like websites for people who like mobile phones, cameras, computer equipment, etc. Buyers and sellers contacted each other via web number or e-mail and usually pay for goods by bank transfer and receiving products by post.

4. E-auction represented website that offered auctioned products and services over the internet and contributed the buyer and the seller to recognize the price during the auction in real time or see the price movement at any time.

5. E- market place represented online mall website which acted like general mall with divided space on the website into minor pieces and organized into categories so that interested entrepreneurs rent out the shop on the website with shopping cart, payment stock checking system.,etc.

6. Stock photo represented websites who collected photos for sale or as consent or permission for buyers to use photos without a sale and can exchange them again.

7. Google AdSense represented advertise products programming that Google provided the websites owner who can make money by putting Google ads on the website from visitors and clicks on ads.

8. Search engine optimization represented the searching results were shown on Google page on the top of searched pages. Programmers could adapt the webpage according to Google's rating guidelines, known as PageRank.

9. Affiliate marketing represented businesses that managed the sales and payment system which the merchant persuaded them to order the products which the buyer clicked through a banner or linked ID to purchase goods or services and rewarded a fee after the successful selling.

10. Game online represented online games playing by online game players, who had to install client program to connect with the online gaming company.

The online media, in addition, carry out a more extensive role in trading and business operations at the present, advertising, promotions and other promotions were exceptionally

competitive. There are many emerging marketing strategies that according with the online world causing many people performed business in the online world, sales techniques, innovative advertising techniques. Online marketing still played a role with the online world through social media to gain customers. The online marketers had to realize of the fact of information, the unique presentations even if the ideas would be imitated but novel ideas however having. In addition to adaptation with change in various social systems and the system of these media will develop continuously. Online marketers had to study and develop accordingly to follow up the media. Online marketing still referred on the offline mode and parallel walk with diverse strategies. Online marketing was only one easy way to reach to people but believe in advertised depended on the offline world because most people were capable to identify the online information, which was false or not. In addition, the code of conduct in online marketing that business service providers should prioritized about promoting the true things on online marketing.

Marketing strategies could transform the people who were interested in the product to become customers. Every business needed to create brand credibility to current customers and prospects in the future that brand intended to communicate to customers and create brand credibility with the following

1. The ease of contact and access with business through easy channels with present staff produced rapid problems solving with service manner via social media or Line that made impression and progressive business images.

2. The quality products were considered as the leading business factors that meet the customers' needs and considered as an essential basis for a successful business. In addition to the excellent quality products were able to increase confidence for customers and contributed problems solving and response customers' usage.

3. To be honest to customers and transparency represented to provide accurate information to customers about the advantage and disadvantage of goods or services that indicated brand was honest To help and rectify customers' problems.

4. Creating brand identification should be consistent in all areas, to be able to add value and the credibility with the following.

4.1 The webpage design whether online or offline mode especially various components whether the logo and color tone should be the same direction.

4.2 There were many channels for customers to contact during the delivery that contributed the credibility and trust of the brand from customers.

METHODOLOGY

The qualitative research methodology approached by in-depth interviewing, the population represented consumers who used online market regularly. The 30 samples were selected by purposive sampling method. The research instrument represented the interviewing form, data collection was made by face-to-face interviewing with the focus group through constructed interviewing form. The data analysis was made by data classifying and extracted information to be relevant information for answering research questions.

RESULTS

Consumers had the shortage time and low attention span on various digital contents that influenced the creating attractive websites. Consumers required seconds to decide whether to stay or leave from that website that dilemma made the turning point of gaining or losing customers. The credibility of websites made the longer attention span of the customer and staying on websites especially the E-commerce. The marketers should beware of the

customers' credibility on the personal data securities that consumers expected on the reliable and data protection, therefore, designing a credible website contributed consumers relied on personal data for websites. The details of the website should have as followed.

1. To frequently update the information: the update information developed a website to be confident especially theme of the website or website system that contributed the customers' trust on the active website and business still perform with the current information.

2. The beautiful designing: designing a website was indifferent from marketing or advertising by Print Ads, because an attractive image developed this website to be increasingly attractive. In addition, designing a well-designed website could receive an enormous impact on the consumer experience on the website so that consumers stayed on the website for longer. In the art of using colors and design were extremely important for the website.

3. The security certification remained show in the website. Online shoppers were extremely concerned about security and personal data. The security certificate on payment system caused customers to be confident.

4. The ease of contact: one problem annoyed and disrupted the credibility to customers represented no channel to contact, lack of information that established the website to be incredibility.

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