

**THE STUDY OF FACTORS AFFECTING CONSUMERS'
PURCHASING DECISION TOWARD ONLINE-
SHOPPING IN THAILAND**



BOONYARINN SOONTHORNPANICH

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE GRADUATE SCHOOL
STAMFORD INTERNATIONAL UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
ACADEMIC YEAR 2015**

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**The Research has been approved by
Stamford International University
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Title: The Study of Factors Affecting Consumers' Purchasing Decision toward
Online Shopping In Thailand

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Academic year: 2015

Abstract

The objective of this study was (1) to analyze the factors affecting consumers' purchasing decision toward online shopping in Thailand

Research Methodology: The researcher used the quantitative method to obtain the data quantify the result from the 400 respondents who has used online shopping by answering the sets of questionnaire survey as a sample. These was followed by selecting the non-probability and convenience sampling to by distributing the questionnaire in group or person. As to reach out to public segmentation a survey monkey was used as a vehicle to gauge public response as well as which was posted on web board named "www.thaiseobaord.com". The reliability test had been performed into 2 section-: 1. Independent variable (IVs) of 22 items and 2. Dependent variable (DVs) of 5 items of Cronbach's Alpha at "0.858" and "0.912". The result of reliability test showed that Cronbach's Alpha generally increases when the correlations between the items increase. In conclusion such basis of the said coefficient is ultimately the internal consistency reliability of the test being over internal consistency. The researcher used compare means for testing gender by using independent sample T-Test and used One Way ANOVA to analyze more than 2 group such as age, educations, occupation and income. The other 4 of Hypothesizes testing used Multiple Linear regression method to find the relationship and main factor affecting consumers' purchasing decision toward online shopping in Thailand.

The findings of the study indicated that the four factors 1) Website Design, 2) Website Features, 3) Security & Privacy 4) Convenience & Timesaving which affected consumers' purchasing decision toward online shopping in Thailand. However, the most notable factors were Website Design and Website Features.

Keywords: online shopping, convenience & time saving, website design and features,

ACKNOWLEDGMENT

Firstly, I am deeply grateful and appreciation to my advisor, Professor Dr. Ronald Vatanana who guides, supports and assists me throughout the entire research. His patience, useful comments, encouragement and valuable feedback helped me a lot in carrying out this research project and my journey in Stamford International University.

I would also like to thank and appreciation to all the people who have made this research project possible.

A special thank you to our Graduate School team for their full cooperation in supporting me throughout the program.

Lastly, I am grateful to all the respondents who spent their precious time and patience in helping me to complete the survey questionnaires. It would have been impossible to complete this research project without their honest contribution and assistance

Boonyarinn Soonthornpanich

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CHAPTER 1

INTRODUCTION

The first chapter will give a background of the factors affecting consumers' purchasing decision toward online shopping in Thailand. This chapter will explain the statement of the problem that includes the significance, scope and limitation of study. In addition, it also includes the theoretical and conceptual framework and research hypothesis justification.

A Background of Study

In mid-1990, the Internet has dramatically grown worldwide, and the world has been getting smaller by using the Internet. Today's, the Internet usage have become part of our life and no longer limited to networking and social media. There were also being used as a means of a website for consumer online for purpose of shopping, both globally and a local market as well (Albarq, 2006). With the fast pace development of the Internet over 20 years period, it has changed the way, how people recognized, conveyed, and settled on their buying choices. According to Jensen (2010: Online) reported the important of this phenomenon underlined by a few reports on e-tailing deals. Pew Research Center (2010: Online) reported that Internet & American Life Project overview was 52% of Americans making online shopping purchases, contrasted with just 22% in 2000.. Furthermore, the revenues of E-commerce would have a significant increased from \$7.4 billion in 2000 to \$155.2 billion in 2009, which they have been focusing to reach the revenue of \$250 billion by 2014 (Schonfeld, 2010: Online).

The online shopping or online retail has growth significant which has been underlined by several reports on online shopping website such as Statista, eMarketer and IBISWorld. According to the report by Statista (2014), the online shopping industry has developed impressively for over of the past 10 years. In 2012, U.S. online sales added up to 289 billion U.S. dollars, up from 256 billion U.S. dollars in 2011. The largest share of online earning was achieved by e-retailing and online shopping websites. On the other website by IBIS World revealed that in every year,

Americans buy the products from online retail malls more than 100, and become one of the rapid-growing sales channels in the United States. Since the beginning for the past 10 years, revenue for the Online Retail & e-Commerce industry, have grown at an extraordinary rate, outperforming most segment and mortar retail industries. IBISWorld's in-depth industry market research and surveying reports contain the main key industry statistics and information of the online market share, the growth of industry, and profit data, e-shopping trends (IBISWorld, 2015).

The conventional way of store has made an ideal model in accordance to the new innovative. A consumer has no longer have to wait for opening times or pay a visit to particular areas; consumers can be productive to be presence at practically at any place and times such as getting products or services 24 hours. The Internet has generally becomes a new medium for correspondence and data trade that has ended up as a part of our daily life. The quantity of Internet consumers are continue expanding which likewise signify that internet acquiring is expanding worldwide (Joines, Scherer and Scheufele, 2003).

Comprehension consumers' targets when they visit a site is of fundamental significance to help the individual shopper adequately by offering support according to consumers' specific needs (Ariely, 2000). According to Vichien wanitchkul (2015: Online) from Syndacant, the overview population in Thailand has 67.9 million people. There are 35 million of the Internet users and 44.6 million of the mobile Internet users. In addition, the social media on Facebook has 30 million users, and 26.2 million of the video Internet users.

1.1 Statement of the Problems

Business organization entities recognize that their future consumers liaise via online mass media and social network in moving forward. The advancement of the Internet that turns an organization to offer their products through its website, and consistently survey other competitors in order to have an edge over them. -Priority is to have the capacity to catch up what the consumers need and want. Importantly, examining and distinguishing variables that impact consumers when they chooses to purchase via the Internet is essential. Online retailers must be able to recognize ability

of internet as a medium to reach out to their consumers as it is critical to their business.

Sulaiman, Ng and Mohezar (2008) revealed that most organizations utilize the Internet to reduce advertising expenses, and instead uses the savings to enhance their website regularly. Nevertheless, retailers should understand what kind of business opportunities and achievement can be derived from such indulging in online business. To set up a website, enormous investment required to consist web design, purchase a domain and its feature. On the onset, online business entity must ensure their products and services are offered meets the consumer facet via online channel. Since online shopping is one of the channel for e-tailing medium and online shopper behavior is different from conventional purchaser behavior, one must recognize what impacts the online consumers. The online procedure is to check the online consumers experience about choosing, selecting and making a purchase over the Internet, and also demonstrates a few components that buyers would consider. These components need to be qualified and considered by online retailers with a specific end targets to complete consumer requests and contend in the online business sector. Therefore, this study is to analyze whether the convenience & time saving (Robinson, Riley, Rettie and Rolls, 2007), website design and features (Yasmin and Nik, 2010), security and privacy (Bhatnagar and Ghose, 2004) will support consumers to make decisions more precise and easier.

On top of that, the online consumers' behavior is also the significant parts of this research topic. From reviewing the background of the industry, it must be accepted that online shopping has become a new trend of consumers and marketing communication. Most of the consumers comprise younger generation whom start to use the online as alternative media source in making a decision for shopping purposes. Consumers are becoming savvier in using online channels as the pricing wise is cheaper and competitive. These were due to lower cost of advertising and no variable cost involved in purchasing the goods. (Millward, 2013: Online).

For in-depth study on research problems, aims to identify and focus on the factors that influence Thai consumers' purchasing decision toward on online shopping.

1.2 Research Objective

To analyze the factors affecting consumers' purchasing decision toward online shopping in Thailand.

1.2.1 Research Questions

Based on my research objective, below is my research question for analyzing the result of each question in Chapter 4.

Q1: Do the demographics' characteristics (gender, age, educations, income and occupation) have any affected and any positive relationship on consumers' purchasing decision toward online shopping in Thailand?

RQ2: Do convenient and time saving has any affected and positive relationship on consumers' purchasing decision toward online shopping in Thailand?

RQ3: Does website design has any affected and positive relationship on consumers' purchasing decision toward online shopping in Thailand?

RQ4: Does website feature has any affected and positive relationship on consumers' purchasing decision toward online shopping in Thailand?

RQ5: Do security and privacy have any affected and positive relationship on consumers' purchasing decision toward online shopping in Thailand?

1.3 Significance of the Study

This study is to research 5 factors of independent variable of conceptual framework that will have the affected on consumers' purchasing decision toward online shopping or E-commerce as following Table 1.1:

Table 1.1 List of 5 factors of independent variables

Five Factors of Independent Variables of Conceptual Framework		
1. Demographic		
1a. Gender	1b. Age	1c. Education
1d. Income	1e. Occupation	
2. Convenience & Time saving		
3. Website Design		
4. Website Features		
5. Security & Privacy		

The research will elaborate more in the Theoretical Framework. In addition, this study will also use consumers' purchasing decision theory (Kotler and Armstrong, 2013). It will assist the marketer to have a better understanding of each factor toward their targeted consumers.

1.4. Scope and limitation of the study

The scope of this study will take into account what factors that influence consumers' purchasing decision toward online shopping as follows:

- 1.4.1 Demographic factors
- 1.4.2 Convenience & Time saving
- 1.4.3 Website design
- 1.4.4 Website features
- 1.4.5 Security and Privacy

The researcher will use four hundred respondents from online and other sources, and use the formula of Krejcie and Morgan (1970) as a sampling population. This research will provide an avenue for the marketer to develop more effective website design and feature. The most notable information is to provide the convenience & time saving, website design, website features, security & privacy in online shopping in Thailand. It's not discount the possibility of the limitations of the current study. Regularly online shoppers have no statistic historical number to determine the size of the population. In addition, a random sample is rare to be used due to the fact that sample frame is unknown and can't be obtained. Therefore, the researcher chooses the convenience sample to determine the size of the population based on the broadband internet subscribers in Thailand.

1.5 Theoretical Framework

The researcher developed their own framework to draw their idea or assumptions for the field work. The purpose of this theoretical framework is to identify the variable and what it will be the most impact toward consumers by using below information to analyze the effectiveness of consumers' purchasing decision toward online shopping in Thailand (Kotler and Armstrong, 2013). The researcher has provided the questionnaire for dependent variable from question number 29 to 31 as

satisfaction DV1 and from questionnaire number 32 to 33 as intention DV2. When the researcher used the SPSS to transform both DV1 and DV2 into one dependent variable by choosing “Transform” and selecting “Compute Variable”, and combine DV1 and DV2 through SPSS program under the new name of dependent variable called “Decision Making”. This allows the readers in the field immediate experience with the ideas on which a study is based, and a beginning point for critical analysis. The Independent Variables are as follows:

Demographics

According to Hoffman, Kalsbeek, and Novak (1996) revealed that online shoppers are mostly people with higher income and educations who are working in the middle to the senior management level.

Convenience & Time saving

According to Robinson et al. (2007) define that *“the most motivation for online shopping is a convenience in term of at any time according to convenience and deliver your purchased and deliver at your door step especially less physical effort”* According to Rohm and Swaminathan (2004) revealed that one conceivable clarification that web/online shopping able to save time during the purchase of products and also can reduce the travelling times which need to go to the traditional store. Nevertheless, some respondent feels similarly the time taken for delivery of products or service through online shopping

Website design & feature

According to Yasmin and Nik (2010) shows the relationship between online shopping and website features. As a motivation factor, website design & features can create positive or negative feelings within a website (Zhang, Von Dran, Small and Barcellos, 1999).

Security and privacy

The large segment of the Internet users has voice serious concerns of security (Belanger, Hiller, and Smith, (2002). According to Bhatnagar and Ghose (2004), security forms of the important keys area usually concerned by consumer on their personal information being leaked thus limits the support towards to buy online because of their perception

The research model developed by the writers will serve as a basis for research and assist in analyzing and interpreting the results.

1.6 Conceptual Framework

The conceptual framework in Figure 1.1, the model is built to investigate the relationship between five main factors as an independent variable (IV) and consumers' purchasing decision toward online shopping in Thailand as 2 dependent variables (DV). The independent variables are demographic, convenience & time saving, website design, website feature, security & privacy. For the dependent variables are satisfaction as DV1 and Intention as DV2. The conceptual framework developed for this research, it would help in analyzing and finding the empirical result.

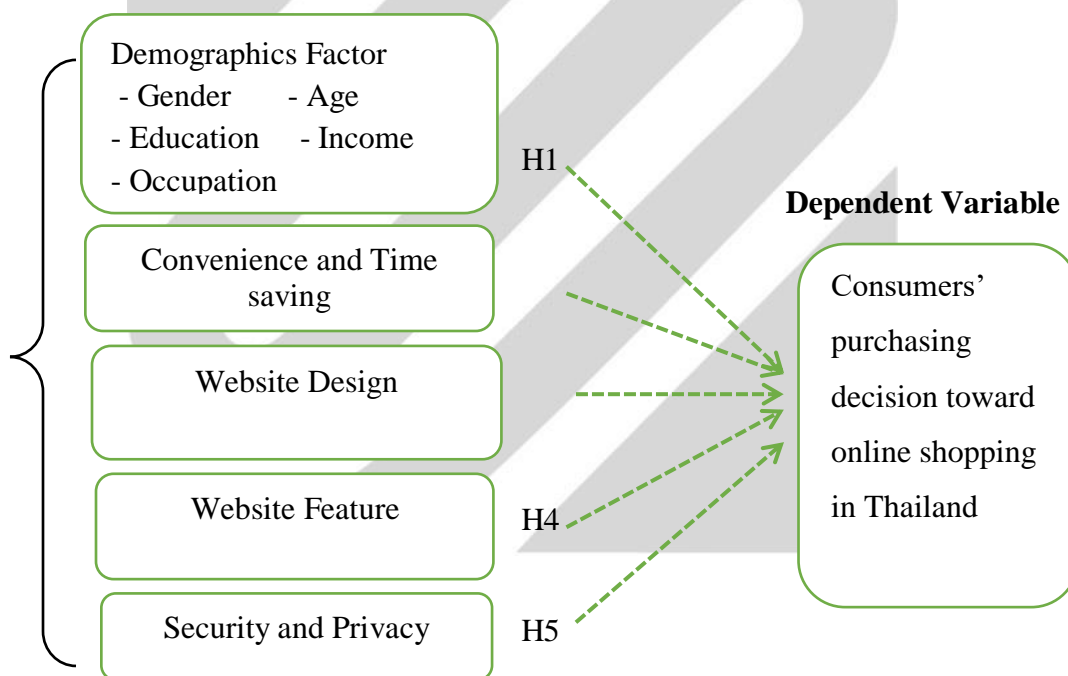


Figure 1.1 Conceptual Framework of research method

1.7 Research Hypothesis

From the above conceptual framework, there are following hypotheses to be developed as of significant the parts of this study.

H1: The demographics' factors (gender, age, educations, occupation and income) have an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand

H2: Convenience & Time saving have an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

H3: Website Design has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

H4: Website Feature has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand

H5: Security & Privacy have an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand

As of above research problems, this study seeks to understand consumers' purchasing decision toward online shopping in Thailand. Therefore, the business owners must utilize the significant importance time and money to come out with the development, designed, implementing, and maintain the website or web store (Bauer, Falk, and Hammerschmidt, 2006).

1.8 Definition of Terms

B2B = It is a short form of Business to Business. The products and services of the business are marketed to other businesses.

B2C = It is a short form of Business to Consumer. The product and services of the company sell to the consumers.

C2C = It is a short form of Consumer to Consumer. It is a sales or buy transaction between one consumers to another consumer

DV= It is a short form of Dependent Value. The dependent variable is the variable that can be measured in an experiment.

IV= It is a short form of Independent Value. The independent variable caused of change in the dependent variable

E-tailing = It is a short of E-retailing or Electronic-Retailing. The sale of goods and services were using the Internet.

CHAPTER 2

LITERATURE REVIEWS

This chapter presents an overview of previous survey results on related topics that provide the necessary background for the purpose of this research. The literature review concentrates on convenience & time saving, website design, website features and security & privacy for online transactions that will affect consumers' purchasing decision toward online shopping in Thailand. Thus, this literature will include consumers' behavior and consumers' buying decision process theories.

Therefore, the theories of the literature review are listed below:

- 2.1 Broadband Internet Subscribers and e-Commerce Statistics in Thailand
- 2.2 Online Shopping
- 2.3 Demographic Factors
- 2.4 Convenience & Time saving
- 2.5 Website design & features
- 2.6 Security and Privacy
- 2.7 Online Consumers' Behavior
- 2.8 Consumers' Buying Decision Process

2.1 Broadband Internet Subscribers and e-Commerce Statistics in Thailand

Research conducted by The Office of The National Broadcasting and Telecommunications Commission (NBTC, 2015: Online), Thailand Broadband Internet subscribers have dramatically increased from 30,989 subscribers in, year 2003 to 21,105,067 subscribers in, year 2014. In a figure 2.1 showed in the view of summaries of Thailand Internet Subscribers per percentage year from 2003 to 2014. For figure 2.2 showed in the view of Thailand Internet Subscriber in from 2003 to 2014 (NBTC, 2015: Online).

Broadband Internet Subscribers in Thailand

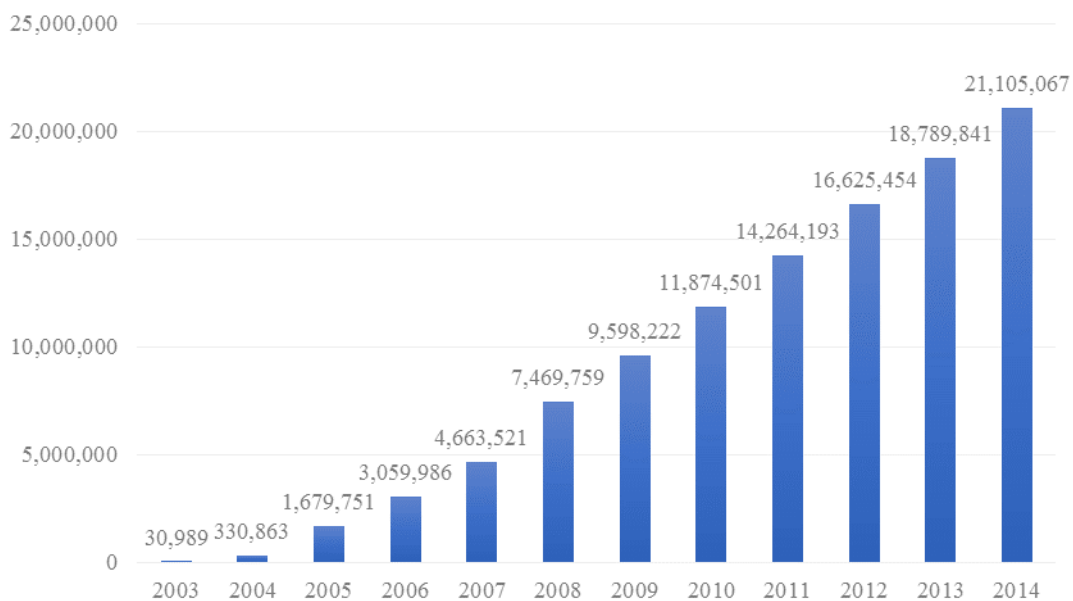


Figure 2.1 Thailand Broadband Internet Subscribers per year

Source: he NBTC, 2015: Online

Broadband Internet Penetration (%) in Thailand

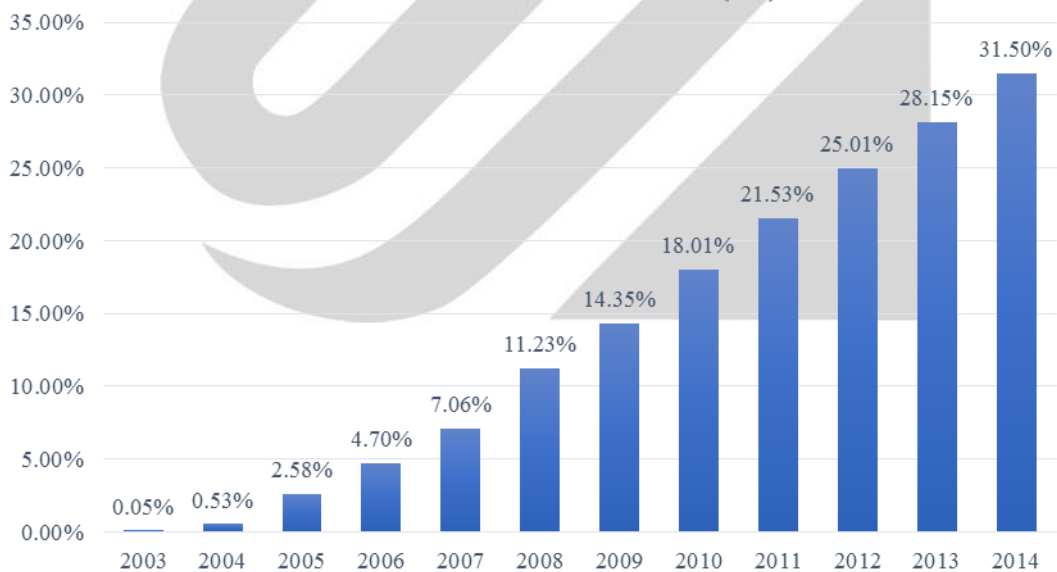


Figure 2.2 Thailand Broadband Internet Penetration (%) from 2003 - 2014

Source: NBTC, 2015: Online

A positive view for the growth of the Internet subscription and Internet subscription have grown rate in Thailand. With reference to the above information, it showed that the development of the Internet in Thailand, likes numerous nation because of popularized applications which drew in youthful and easygoing consumers. For the entertainment and games shares, 50.33% of all web clicks each day. The usage of the Internet identified with getting data about social viewpoints, perusing news and business were among the second group which had 24.9 of the shares. Nevertheless, the low usage of the Internet accessing websites of the government and organization stands at 1.75%, The educations all contents were the lowest which has 1.71% (Koanantakool, 2007 : Online).

E-Commerce Statistics in Thailand

According to The National Statistical Office (NSO) has conducted the survey for aiming and finding more information about the e-Commerce or online business recommendation. With this information could support the needs assistance, provide by government sector to focus on strategies to improve the potential e-Commerce, online business to develop and lead to the international level at their competitive advantage. Meanwhile, the private sector could have more direction to expand their online markets in more appropriate manners.

In year 2012, NSO had a project to collect data during March – May by sending enumerators to gather information in more details by interviewing the registered entrepreneurs. Nevertheless, there was the limitation access of getting information from some group of people; as a result this survey based on statistical would be an average percentage.

The entrepreneurs are engaged most in e-Commerce businesses in B2C with 79.7% and B2B with 19.3%. There was only 1% of engaging in Business to government (B2G) without e- Auction from procurement with government in figure 2.3.

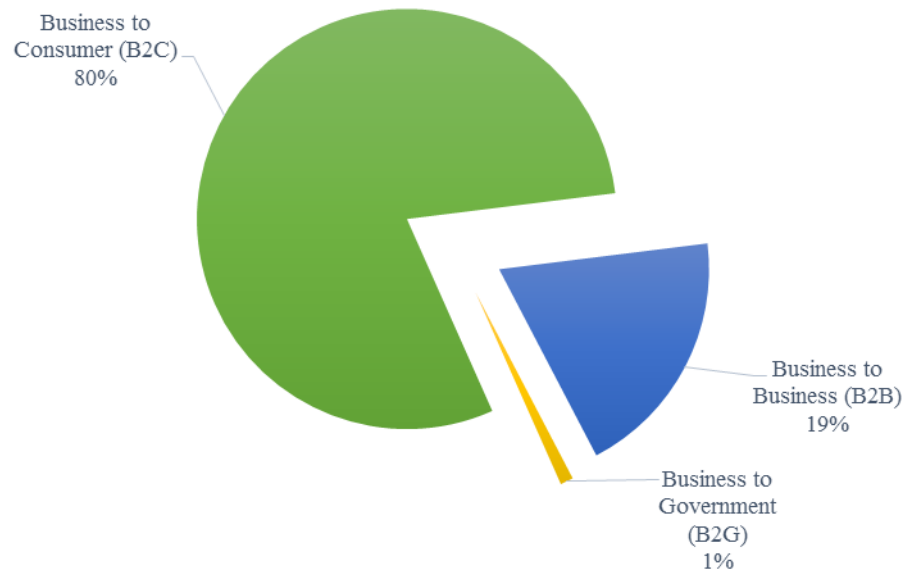


Figure 2.3 Percentage of e-Commerce Business by Types of Entrepreneurs (%)

Source: The National Statistical Office, 2012: Online

2.2 Online Shopping

These day consumers' toward online shopping have wider choices and less control environment than conventional shop because the ability of Internet was able to offer more inter-activities between consumers and product/service providers as well as provided the more availability of information about services & products real time. Geissler and Zinkhan (1998) claimed that the Internet is moved the power and balance in favor of consumers as it became very simple for them to shop around comparing prices and had more multiple channels to evaluate the product alternatives and hassle free from a salesperson. Advantage of online stores helps reduce costs of a transaction enjoyed both consumers and vendors.

According to Laudon & Trave (2007), alternative uses of the word of e-shopping or e-tailing (electronic retail) instead of online shopping do arises. However, online shopping is basically a part of electronic commerce (E-commerce) that allows consumers to purchase products or services from retailers via the Internet shop, website or online store. An online shop includes the physical analogy of procure goods or services at a retailer or shopping malls; the whole process called

Business-to-Consumer (B2C) online shopping. When a business wanted to buy the product from another business, the process of this transaction called Business-to-Business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay (The Economist, 2013: Online). In B2C cycle activeness, consumers have been using the Internet for many reasons and purposes such as search for reviews and features of products, compare pricing and select products and services via the Internet, place an order, make a payment and logistic as a delivery of the order of the products through the Internet (Sinha, 2010).

According to aCommerce (2015) found that the online shopping websites have increased in Thailand. The most top 10 online shopping websites that have ranking by the most visitors on their website for searching and buying are listed as a figure 2.3 below:

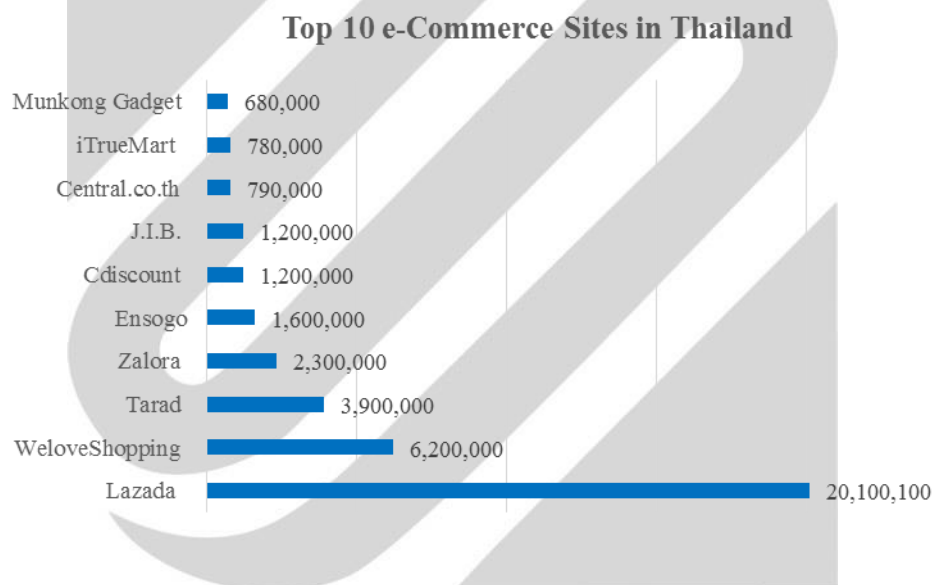


Figure 2.4 Top 10 E-commerce Sites in Thailand.

Source: aCommerce (2015: Online)

A research conducted by National Science and Technology Development Agency (NSTDA, 2013: Online) revealed that online shopping in Thailand has rapidly grown for an online market and especially in year 2012 showed that it was the best year deal in online shopping. The infrastructure that supported online trading or online shopping developed rapidly in term of logistic and payment method. Therefore, Thai consumers' behavior started to change from purchasing physical to

online shopping. According to The National Statistical Office of Thailand (2012: Online), if you were looking at the trend of online shopping behavior shifted from year 2012 showed that the usage of the internet in Thailand had more than 16 million people and the number of online shop or website had more than 10 million items which showed the trend in online shopping keep on growing and booming its become more convenient and easy to purchase online shopping in the nationwide.

As written by Chiu, Chang, Cheng and Fang (2009) considered online shopping or web shopping as a saving of time, convenience, effort and cash for accepting products and services. Retailers have seen it as internet retailing, e-business or e-store/online store. MarketLine (2014: Online) mentioned that "the online retail sector consists of the total revenues generated through the sale of retail goods via online channels, valued at retail selling price". Yu, (2014) comment that the online retail market in Thailand is one of the largest in the region. In year 2013, the nation's e-tail/online business has seen the growth only one percent of total sales and is expected to maintain through to 2018. With reference to the report from The Nation (2015), Thailand is one of the Asian countries where is the biggest online retail market esteemed at US\$1.05 billion, as indicated by a report from the Euromonitor International, the growth of the market is expected to move by 74.9 percent to US\$1.84 billion in 2018. In fact, the share of online shopping in Thailand is still not strong and will continue to stagnate (The Nation, 2015: Online). The online retail in Thailand was confronting solid competitive advantage from the physical shops whereby the grocery retail drove the business sector at 63 percent. Retail chains were penetrating aggressively into the provincial all over the nationwide which included the regional across the country as well. With this circumstance, it showed that Thais still preferred to patronage shop because they could look and feel experience the products before purchasing the product. Therefore, the store-based channel have benefited toward this combination of trust in online payment and the delivery procedure. (The Nation, 2015: Online).

According to Taweelappontong, 2015 recently shared her views on the trend towards online shopping with Money Channel Online, a retail online shopping trend in Thailand has increased 41 percent this year when compared to the last year growth of 28 percent. Moreover, online shoppers are able to get a better price by getting

coupon or discount via e-Mail, Facebook and SMS from Mobile through the online channel only. Not only online shoppers are able to access more information on their favourite of products and with all these facilities have been giving so much variety benefits through online shopping. In Thailand, the online shopping still have more room to growth regarding to Vilaiporn Taweelappontong, Lead Partner of PwC Consulting (Thailand), the first limitation is the instability of the Internet technology which makes the web page browser became slow whereby online shoppers have impatience on this factor. Secondly, the varieties of product and price offered at the physical store are still better than online shopping. On the hand, the foreign countries of branded name products have provided the online catalogue and discount through their own website with condition those consumers have to pick up their own store. Other approach, consumers are able to try on products and made a purchase through online with a better discount. This kind of offered would still help the physical store to maintain the relationship with the consumer even they preferred to do online shopping. It showed that the mature markets have been trying to reach consumers whereby Thailand still adopted the online shopping into their life cycle. In Thailand, online shopping market trend has started to implement online shopping called “OMNI channel”. OMNI Channel is to gathering the entire channel such as store shop, the Internet or online, mobile shopping and mail order channels into the one channel. There are still a lot of challenges to create the OMNI channel in Thailand. Perhaps, the offered from the physical store are still better than online shopping. Lastly, Vilaiporn said that the online shopping channels are trying to create the standard of user experience not matter the online shopper will do their shopping through physical front or online shop by having customer services to serve consumers at anyway anytime. (Taweelappontong, 2015: Online). Consequently, the above mentioned may be utilized conversely as part of this report.

2.3 Demographics Factor

From the study of Miller, (1996) has focused on utilizing demographics to portray the profile of Internet users. Numerous other industry survey have concentrated on the demographic qualities of web surfers and purchasers. While demographics information were very helpful and useful, that alone gave a minimal

demonstrative data about web users. Nevertheless, critical aspect made up of the demographic of online consumers. According to Hoffman et al. 1996, we might want to study demography regarding age, educations, occupation and income as are there any distinctions while consumers shop on the web, contrasts inside of the age gatherings such as does Internet shopping draws in senior individuals or more youthful individuals. Studies have demonstrated that online customers predominantly comprise of individuals with higher education, income and working in middle class of senior management or professional/experts. According to Osman, Chan, and Bei, (2010) the study background in term of gender and education have the direct influence toward online shopping behavior.

2.3.1 Gender – From a report by the Pew Research Center (2001: Online), the number of women who bought online products more than men and the number of women were 58 percent and number of men 42 percent which is the differences by 16 percent. Moreover, among of woman who enjoyed online shopping were 37 percent when compared to men. The numbers of men who enjoy online shopping were only 17 percent. In addition, Garbarino and Strahilevitz (2004) confirmed that "when controlling for Internet usage, compared to men, women perceived more risk to buying online both in terms of probability and in terms of likelihood ". Bakewell and Mitchell (2006) found that both men and women decision-making have been very similar. Both genders still have had the differentiation of decision-making such as men for value money and low pricing, on the hand, women for effective. Moreover, women had a stronger effect than men when come to purchasing behavior and men used a stronger reason to make a purchase (Kolyesnikova, Dodd and Wilcox 2009).

2.3.2 Age - According to the studies of Sualaiman et al. (2008) found that the younger consumers have influenced on his or her online shopping behaviors. Perhaps, the younger generation used to adapt about on computer and software technology which opposed to the elder generation. According to Euromonitor (2014: Online) report of consumer segmentation was breaking down all Thailand's consumer by category into age range groups ranging from babies to retirement group on the factors that influenced buying decisions and the greatest of demand in each segmentation

2.3.3 Education – The study found that the online shopper are mostly the educations of people who are the most significant targeted group for the major

consumers in the market and especially predictors of online purchases among them (Sudhaker and Rani, 2013). According to Harn, Khatibi and Ismail (2006) suggested the higher educations would play an important factor in influencing consumers in online shopping behavior.

2.3.4 Income - Abdullah, Reshma and Faheem (2013) found that “income level of female consumers is also increasing”. Therefore, the income is very importance here because the more income of women has affected the type of product that they want to buy as well such as clothing and skincare products. The most important consumers are the middle-income class who is the target group of online shopping.

2.3.5 Occupation - Lim, Teo, Tan and Ng (2012) advised that the variable such as lifestyle, the occupation has brought up the attitude online shopping and had the strongest intentions to purchase online. From the study by Sudhakar and Rani (2013) found that the working people as employees are the middle management with higher income who are the most important target group among all the major consumers.

2.4 Convenience & time saving

According to Swaminathan, Lepkowska-White and Rao, 1999, the real motivation for online shopper is to use online shopping because of convenience and time saving. Online shopping has been offering the convenience and time saving which these two factors would be affecting the online shopper. Robinson et al. (2007) defined that “the most motivation for online shopping is a convenience in term of at any time according to convenience and deliver your purchased and deliver at your door step especially less physical effort” According to Rohm and Swaminathan (2004) revealed that new conceivable clarification that web/online shopping could able to save time during the purchase of products and it can reduce the travelling time which need to go to the traditional store. Nevertheless, some respondent feel that it is likewise the time taken for delivery of products or service through online shopping.

2.5 Websites

2.5.1 Website design

From the study of Montoya-Weiss, Mitzi, Voss, and Grewal (2003) found that there are three websites design factors “1) information content, 2) navigation structure and 3) graphic style” that would influence consumers’ decision and increase consumers’ satisfaction for online shopping. “A well-developed website, in terms of content and functions, increases online shopping intention and customer satisfaction, and ultimately increases the return rate” (Chen, Hsu and Lin, 2010.). According to Zeithaml (2002) define that the website design is one of a key success of online shopping and it depends on the efficiency of website design. The first thing of your top list should be the website design, when you are going to start the new company or new e-retailing online store. Business’s to start online appearance can be make-or-break for the future itself, so it is very worth of doing all you can to ensure you on the right track and reap the most results out of the website, this is to draw in a lots of potential consumers (Andrew, 2013: Online). Moreover, the website interface would be a very vital factor to motivate consumers and it was rated as an importance for online shopping regarding to Reibstein, (2002).

2.5.2 Website Feature

The other study of Yasmin and Nik (2010) revealed that the relationship between online shopping and website feature as a motivation factor. The website features and the search engines could create positive or negative feelings toward the website. However, the product information could facilitate and assist the online shoppers to make an online purchase decision (Loshe and Spiller, 1999). Therefore, the website features supposed to design in a profound quality, user friend, functional correctly and easy to browse. It would be one of a main reason to make consumers repurchase and revisit your online store (Li and Zhang, 2002). The presentation of the homepage or web page has an impact precedent of consumers’ satisfaction as well as consumers’ buying decision found (Ho and Wu, 1999). On the other hand, Ranganathan and Ganapathy (2002) found that “there were the four key dimensions of B2C website such as information content, feature & design”, therefore, their conclusion about these factors of dimensions would have the big impact on consumers purchase intention especially website design which seemed to have great impact for online shopper.

2.6 Security and Privacy

The large segment of internet users places very serious concerns of security (Belanger, Hiller, and Smith, 2002). The security is one of the main keys factor that can limit-consumers or online shoppers who preferred not to buy online because of their perception regarding their personal information leaking (Bhatnagar and Ghose, 2004).

Kalakota and Whiston (1997) defined security as a risk that create situation, condition or occasion with the ability to make the economic difficulty to data or network resources in term of eradication, disclosure and alteration of data, rejection of service and/or fraud and abused. Security, which includes the utilization of technical advancements like cryptography, digital signature certificate planned for protecting users from the risk of fraud, hacking or "phishing", has a positive impact on the online purchasing intention. However, the perception of the consumer is the subject to risk which does not relevant for accepting E-commerce security of the electronic channel as a transaction medium (Grabner-Kräuter and Kaluscha, 2003). Thus, when online vendors have launched the security implemented security appliance, consumers incline to believe that online purchasing is safe.

Roman (2007) revealed that "privacy refers to the degree to which the online shopping website is safe and protect the consumer information". Security and privacy are the biggest barriers of online shopping to online buyers' purchasing behavior. According to Techclopedia, (n.d.: Online), privacy is a different issue of an individual's right of their own data which generated by his/her life and activities, and also strictly inhibit the visible flow of that data. Therefore, Internet privacy is the level of personal data about privacy and security through the Internet. Moreover, it is the broad term that related to a many factors, techniques and technologies to produce the private and sensitive data. In fact, there are instances showing that both security and privacy compress together in relation to operational goal. In another word, there were using the same safeguards that offer both data security and privacy for users but no effort is being emphasis on privacy that big company or government agencies did not consider to build into the security (Techclopedia. n.d.: Online).

2.7 Online Consumers' Behavior

Online shopping behavior is similar comparatively to consumers' behavior by referring to the purchase of product process or services from the Internet. The method of behavior consists of five steps which similar to those associated with traditional consumers' behavior (Liang and Lai 2000). In the typical online shopping process, when potential consumers recognize a need for merchandise or a service, they will surf the Internet and search for needed-related information only. Once identified or located the information about products or services associated with, subsequently choose the one that best fits their criteria. Following earlier decision, a transaction is then conducted and post-sales services, Effected. Online shopping attitude refers to consumers' psychological state of mind in terms of making purchases on the Internet. It is very important that the firms have an understanding of the targeted online consumers in order to focus on how consumers' behave via online. The study of consumer behavior attempts to predict consumer in term of what, where, when and why they buy the products.

Generally, the consumers' behavior model is to explore with an assumption the wider range of decision that consumers had based on "background factor consist of cultural, social and psychological in nature. The firm must recognize and understand the behavioral significance of these background factors and adjust their marketing effort accordingly" (Laudon and Traver, 2007). Online marketing, what makes consumers using online purchases method is caused by Psychographic research. It is a combination of both demographic and psychological data and separates a market into the segmentation based on personality characteristics, lifestyle and social class. Below is the survey identified that the most important aspects in predicting of consumers buying behavior were "(1) *production information online*, (2) *leading a wired life (one, where consumers spend a considerable amount of their working and home, live online)*, (3) *Ordering from a catalogue*" (Laudon and Traver, 2007).

Beside from the individual characteristic, consumers must have their own consideration about how they make a decision to purchase and how the online product

can influence consumers' decision. There are five stage of consumer buying decision process that will be mentioned later.

Below figure 2.5 is the factors that predict online buying behavior. The highest number of the population were using for production information and followed by E-mail sent per day and ordered from catalog, etc. It showed that the most significant online behavior here was searching for "Product Information".



Figure 2.5 Factor that predict online buying behavior (variables are listed from the lowest to highest effect).

Source: Lohse, Bellman and Johnson (2000).

2.8 Consumers' Buying Decision Process

From Consumers' Buying Decision Theory in Principle of Marketing, it states that *"the buying process starts long before the actual purchase and continues long after. In fact, it might result in a decision, not to buy. Therefore, marketers must focus on the entire buying process, not just the purchase decision"* (Kotler & Armstrong, 2010).

What is the most influence that affects the buyers magnifying on how consumers will make their buying decision. The next step is how consumers make buying decisions.

There are five stages of good framework to analyze consumer's buying decision process in figure 2.6. However, it is not necessary either that consumers will pass through every stage, or can proceed in any particular order. For example, if a

consumer feels the desire to buy an online product a prospect might go straight to the purchase decision stage and skip other stage altogether. According to Engel, Blackwell and Miniard (1995) “*further contend that purchase intention can be divided into unplanned buying, partially planned buying and fully planned buying.*” Consumer purchase intention is considered as a subjective affection toward a product which related to buying decision process. Not only intention can be a part of buying decision process, customer satisfaction (Yi, 1990) can be a part of Post – Purchase Behavior as well. The five stage of Consumer’s Buying Decision Process are as follows:

Kotler’s Buyer Decision Process



Low or high involvement? How is the model impacted by the level of involvement in the product category?



Figure 2.6 Kotler’s Buyer Decision on Process.

Source: Kotler and Armstrong, 2013

2.8.1 Need Recognition

The need recognition is the first and the most important step in the buying process. A purchase could not happen without it. However, the needs can happen either internal stimuli (e.g. desire, feeling) or external stimuli (e.g. advertising, word-of-mouth). In accordance with Maslow's hierarchy (Huitt, 2007) their needs are arranged in a hierarchy. For example, Maslow’s hierarchy, it will only happen when one had fulfilled their needs in a certain degree, therefore, one can move forward to do the next stage. The problem must be addressed through the products or services whether its availabilities. It shows how the problem must be realized (Kotler and Armstrong, 2010).

2.8.2 Information Research

The second stage of this theory will be information research that the consumers may like after they recalled the problem or needs in order to achieve as their perfect solution. Alternatively, information is related to people need. One example case on buying a new vehicle, ones will looked out for car advert and secondly kick start to research on information about cars. In addition, a consumer can find out required information if their needs complexity of the choices are to be made. The internal factor will come from their experience or emotion that-the person can remember. Agwu (2012) suggest that "*value and respect personal sources more than commercial sources (the influence of "word of mouth")*". The marketing team has the challenges to identify the most influential of their target market. For external factor, perception comprises from an official enterprise, advertising or friends share their own experience via words of mouth (WOM). Consumers can rely on web media, viral advertising, or voice media for dissemination of information.

Traditionally, consumers have received the information about products from the commercial source which usually controlled by marketers. Otherwise, you can find more information from your own source such as from your friend who has an experience on the concerned information. Consumers can obtained various variety of information and would have a better understanding and awareness of products.

2.8.3 Evaluation of Alternatives

Kotler and Armstrong (2013) defined that "the stage of the buyer decision process in which the consumers have used the information to evaluate alternative brands in the choice set". At this stage, consumers seek to find out what benefit derives from such purchase by evaluating the different products or brands on the basis of varying product attributes whether own choice or friend's recommendation. In order to influence consumer's decision process, it would be easier for marketer to understand the evaluation process involving consumer perception and reputation of a product. It is particularly focus on evaluation by consumer over two aspects such as features and objective functionality (Kotler & Armstrong, 2010). Comparatively from other study shows measurement of buying decision from a probability of consumer intention to buy and attraction of an item contribute to it (Zeithaml, 1988).

2.8.4 Purchasing Decision

According to Kotler & Armstrong (2013) defined that *“the consumers’ decision about which brand to purchase”*. Product branding plays an important role for consumer whom place importance on it but there are two other factors may sway the decision process.

The first factor is the negative feedback received or the attitude of others. For example, prominent personality shared their view–to look for a lowered value car although price wise is a lot more expensive than a branded one.

The second factor may disrupt your purchase due to unexpected event happened. For example,-due to economy downturn affecting the company resulting laid off workers or facing salary cut. In other situation, your friend shared with you how disappointed about the preferred car, may cause you not to proceed with your decision. (Kotler and Armstrong, 2009).

2.8.5 Post – Purchase Behavior

Final stage is very critical to retain consumer. One should place importance on sales after service since consumer may revert to choice they made earlier in recent purchase. For example, consumers make comparison about their expectations and product performance resulting either satisfy or not. There are possibility no repeat sales in the near future. Therefore, the main information search stage and the evaluation of alternatives stage, it can create satisfaction and brand loyalty. In general, some people will skip all the stage completely when come to desire or need. As a result, brand loyalty is the ultimate aim of many companies.

Kotler & Armstrong (2013) defined that *“The post-purchase cognitive dissonance: No matter what choice they make, consumer feels at least some post-purchase dissonance for every decision”*.

Therefore, it is very important to maintain your consumers satisfied because it is a key area of importance to creating the benefits relationship and can also build up loyalty in the future

CHAPTER 3

RESEARCH METHODOLOGY

The purpose of this study is to analyze in relation to consumers' purchasing decision for online shopping by using the research methodology, technique and statistical analysis. The structure of research that connections the empirical information to be gathered from the study's beginning research questions and eventually to its conclusion. It includes an empirical investigation the inside of their actual life context by using multiple regression. Therefore, the research should select the methodology by using procedures as follows:

- 3.1 Research Methodology
- 3.2 Population and Sample Size
- 3.3 Instruments
- 3.4 Data Collection
- 3.5 Reliability Test
- 3.6 Data Analysis
- 3.7 Statistical Methods

3.1 Research Methodology

3.1.1 Research method

The method is to help the researcher to understand the main factors that affect consumers' purchasing decision toward online shopping in Thailand. In general, 2 main types of research methods are qualitative and quantitative. According to Saunders, Lewis and Thornhil (2000) stated that quantitative research is normally used to convert information into numerical data. Meanwhile, qualitative research is used to change the non-numerical data. As time is essence in academic research, using quantitative method to generate data and make used of samples from population demand which chosen various views including opinions gathers to generalize results. The research method of the study is an import to conduct the research factors which

provides direction from start till ends (Saunders et al., 2000). In comparison, the quantitative research process proves to be faster than the qualitative.

In addition, it is possible to estimate the time line, whereas qualitative will take longer in duration relatively (Saunders, 2003).

3.1.2 Research design

According to Selltitz, Claire, Wrightsman and Cook (1976), the research design is a master piece which specifies the method and procedure for gathering and analyzing the appropriate information according to the requirement for solving the problem. In fact, research design is the conceptual framework that the research is proceeded; it constitutes the blueprint for collecting, measuring and analyzing of the information.

However, the researcher would use the quantitative method to quantify the data and generalized the result from the population sample of 400 respondents who has done online shopping before by answering the questionnaire (Zikmund, Babin, Carr, and Griffin 2009). Nevertheless, there are 2 types of sampling procedure which use for collecting the data such as non- probability and probability sampling

3.1.2.1 Non-Probability sampling technique. According to Shergill and Chen, (2000), one major category of sampling technique is called non-probability sampling. There are three methods of non-probability sampling such as convenience, quota, and judgmental sampling. The researcher would use the convenience sampling due to the population examined is very board based centered on online shopping and can't be specified in order to use random sampling (Zikmund et al., 2009). In addition, these sampling is quick, inexpensive and convenient (Zikmund, 2003). On top of that, the researcher select the convenience sampling in this paper to-distributing the questionnaire in a group or person As to reach out to public segmentation a survey monkey was used as a vehicle to gauge public response as well as which was posted on web board named "www.thaiseobaord.com" and other online channel such as Facebook.

3.1.2.2 Probability sampling method is using random sampling selection method. The research compilation set up proper process and procedure to ensure that the differential in unit of the population equals from a chosen. Nowadays,

computers are used as the mechanism for auto generating random numbers as the basis for random selection. Thus, there are five sampling methods such as sample random, systematic, cluster, stratified and multi-stage sampling (Zikmund et al., 2009).

3.2 Population and Sample Size

The research population is to use a large group of the object, items or individuals. However, the large size population will cause for time-consuming. According to Castillo (2008), “a research population is also known as a well-defined collection of individuals or objects known to have similar characteristics. All individuals or objects within a certain population usually have a common, binding characteristic or trait”. The research will use the number of population from 10 E-commerce Sites in Thailand in year 2015 as of 20,100,100 the most visitors for searching and buying on their website. Krejcie and Morgan (1970), the formulas have used to determine sampling size as follow:

$$\frac{x^2 N p (1 - p)}{e^2 (N - 1) + x^2 p (1 - p)}$$

n = required sample size

N = the population size

e = the degree of accuracy expressed as a proportion (0.05)

x^2 = the table value of chi square for one degree of freedom at the desired confidence level

p = the population proportion (assumed to be .50 since this would provide the maximum sample size)

$$n = \frac{3.841 \times 20,100,100 \times 0.5 \times 0.5}{((0.05)^2 \times (20,100,100 - 1)) + (3.841 \times 0.5 \times 0.5)}$$

$$n = \frac{19,301,121.025}{50,251.20775}$$

$$n = 384.092679345 \text{ round to the nearest hundred} = 400$$

The result of population 384.09 will be rounded up to 400 respondents categorized as most visitors for searching and buying on their website. The target group of consumer age range starts from 18 years old to above 50 years old as a sample size focusing on the senior ones whether they can adapt to the new technology acceptance.

3.3 Instrument

The research had used the three type of instruments in this study. The three types of the instrument are as follows:

3.3.1 Questionnaires

The main body of the questionnaires contains a total of 39 questionnaires about the factor affecting consumers' purchasing decision toward online shopping in Thailand. The questionnaires have divided into 3 sections as follows:

3.3.1.1 The first section will be the screening questionnaire related to online shopping in general will start from 1- 7 questions. The first question would ask about whether the respondent has an experience in online by using "dichotomous" or two point question "Yes" and "No" for the first question. For question number 2-7 would ask about their online shopping behavior which would relate to all independent variables (IV) by using multiple choices.

3.3.1.2 The second section will be the Likert Scale method which design to measure the relationship both independent and dependent variables. The independent variables (IV) are to measure DV1 - Satisfaction and DV2 -Intention. All questionnaires have arranged in sequence according to hypothesis question no. 2 to question no. 5. **IV2 - Convenience & time saving** has 6 questions, **IV3- Website design** and **IV4 - Website features** have 5 questions in each independent variable. **The last IV - Security and privacy** have 4 questions. The IV(s) would measure the 2 dependent variable whether there is any affected on consumers' buying decision toward online shopping in Thailand. For dependent variable (DV) have contained 2 main points from question number 30- 32 about **DV1- Satisfaction** and question number 33 and 34 about **DV2- Intention**. Both IV and DV will use the 4 point of "Likert Scale" to measure the level of agreements and disagreement have determined as 1 = Strongly Disagree, 2 = Disagree, 3 = Agree and 4 = Strongly Agree. In the

market research, the researchers started to use 4 point Likert scale called a forced Likert scale. The forced Likert scale can get the more specific response from the respondent due to no safe 'neutral' option and it makes more sense. (Fowler, 2013)

3.3.1.3 The third part is designed the demographic questionnaires from question number 35 to 39 by using multiple choices to examine whether the demographic profile would influence the factor affecting consumers' purchasing decision toward online shopping in Thailand.

3.3.2 Back Translation

Back Translation can enhance the reliability and validity of research in different language by obliging that the nature of an interpretation is verified by an independent interpreter who interprets into the first language. Unique and back interpreted records can then be compared (Market Research Dot Com, n.d.: Online). Werner and Campbell (1970) describe "a form of decentering which includes back translation steps and assessments the multi stage iterative process". Nevertheless, the researcher uses a self-administered questionnaire for primary data collection for answering the research questions which the object is pertaining to consumers' purchasing decision toward online shopping. The questionnaire is available in English and Thai language for understanding the questionnaires itself. The researcher use Back Translation as one of instrument for this study. The procedure of interpreting a document has already been interpreted into a foreign language back to the first language - ideally by an independent interpreter (Grunwald and Goldfarb, 2006). The questionnaires are carefully chosen from the previous literatures and website survey such as www.surveycan.com, www.surveymonkey. Some of the questionnaire are changed to suit for the context of this survey in order to meet the requirement and objective of this research. The questionnaire of this survey questionnaire has been provided by the researcher Appendix "A".

3.4 Data Collection

Data Collection has 2 methods that the researcher generally uses to collect data; Primary Data and Secondary Data as follows:

3.4.1 Primary Data

According to Zikmund et al. (2009) revealed that, “the major of descriptive research is to describe characteristics of objects, people, groups, organization, or environment”. Primary data compose of the original data which would collect by the researcher and this data would use for later analytic. In additional, the source of the primary data would come from the respondent sample. However, the researcher would collect the data by using the questionnaire survey as a primary data based on 400 respondents who would receive the questionnaire survey via email distribution channel

3.4.2 Secondary Data

According to Zikmund et al. (2009), the secondary data are historical in nature and unique type of quantitative data that has long been collected by others for a different purpose compare to the former. The secondary data would be useful when the data cannot be acquired by using primary data collection procedure. In fact, there are many sources of information or data and most people tend to overlook it sources such as books, journals, abstracts, research reports, conference papers, market and annual reports, newspapers and magazines. Internet source can be from the on-line databases, broadcast and research website such as Google, Bing, Baidu and Yahoo. Nevertheless, the researcher used the second data to build the conceptual framework and questionnaires as shown in Table 3.1.

Table 3.1 Secondary Data Sources

Variable	Number of Question	Secondary Data Sources
Demographic	5	Miller, (1996)
- Gender		Bakewell and Mitchell (2006)
- Age		Sualaiman et al. (2008))
- Education		Harn et al. (2006), Sudhaker and Rani,
- Occupation		Sudhakar and Rani (2013)
- Income		Abdullah et al. (2013)
Convenience & Time saving	6	Robinson et al. (2007), Rohm and Swaminathan, (2004)
Web Design	6	Reibstein, (2000), Zeithaml, (2002), Montoya-Weiss et al. (2003)

Web Feature	6	Zhang, et al., (1999), Loshe and Spiller, (1999)
Security & Privacy	4	Kalakota and Whiston (1997), Belanger et

3.5 Reliability Test

According to Cavana, Delahaye and Sekaran (2001), the reliability of a measure shows the dependability and consistency with which the instrument measures the idea and serves to evaluate the "goodness" of a measure. The researcher will use the questionnaires with the sample of 40 respondents to try out reliability, and the purpose of this test is to find out the consistency and stability of Cronbach's Alpha Coefficient (Cronbach, 1970)

Cronbach's Alpha Coefficient Method

$$\alpha = \frac{k}{k-1} \left\{ 1 - \frac{\sum s_i^2}{s_t^2} \right\}$$

α = Cronbach Alpha

k = Number of item

$\sum s_i^2$ = Sum of variance of the observed total test scores

s_t^2 = Variance of score on the total measurement

According to Cavana, et al. (2001), the validity is to design in real terms measure what it is actually meant to measure. Most of the research questions are being adopted from the previous literature conducted in the area of factors affecting consumers' purchasing decision toward online shopping in Thailand which trusted to have the confirmation of the validity automatically. However, the reliability of IV factors can be measured according to the below table 3.2.

Table 3.2 Reliability test of IV factors

Factors of Independent Variable (IV)	Number of Questions	k=40
		Coefficient (α)
Factors of Independent Variable (IV)	22	0.851

The reliability test of factors of independent variable (IV) under the 22 questions was measured by using SPSS, and the result indicated Cronbach's Alpha at "0.858" which was greater than "0.7" for it to be considered reliable and acceptable in the most research situation.

Table 3.3 Reliability test of DV factors

Factors of Dependent Variable (DV) (Satisfaction and Influence)	Number of Questions	k=40 Coefficient (α)
Factors of Dependent Variable (DV)	5	0.912

For the above dependent variable in Table 1.2 showed that the reliability test of factors of dependent variable (DV) under the 5 questions was measured by using Data Analysis Program and the result indicated Cronbach's Alpha at "0.912" is much greater than "0.7". That means the research model is considered reliable and acceptable. Moreover, all of the research questions are being adapted from previous literature which conducted and automatically confirmed the validity in the area of factors affecting consumers' purchasing decision toward online shopping in Thailand.

3.6 Data Analysis

The research would use the data collected from the questionnaire to analyze in June 7, 2015. There are two main analyze to perform in this analysis as follows:

3.6.1 Descriptive Statistics

There are two types under the Descriptive method such as "Frequencies" and "Descriptive"

Frequencies use to measurable statistical procedure of frequency, percentage that it is used to get the counts on a single variable's values, The researcher use to describe the variables of general information from question number 2 to question number 7, and demographic from demographic from question number 35 to question number 39).

Descriptive use to analyze mean and standard deviation for convenience & time saving, website design, website features and security & privacy and consumers' purchasing decision toward online shopping in Thailand (Zikmund et al., 2009).

3.6.2 Inferential Statistics

This statistic use to find the relationship of information and hypothesis by using probability method of this research such as independent sample T-Test to analyze the different of 2 groups, One-way ANOVA to analyze the different more than 2 groups. For Multiple regression use to find the relationship of 2 variables or more by comparing the relationship between independent variable and dependent variables of hypothesis (Field, 2013).

3.7 Statistical Methods for Hypothesis

Below is the statistic used in the research on factors affecting consumers' purchasing decision in Thailand according to Theoretical framework and previous Literatures review. The researcher would analyze the hypothesis H1a by using T-Test for gender to find F-test between gender and one-way ANOVA for analyzing of age (H1b), educations (H1c), occupation (H1d), and H1e for income per month to find the significant of each demographic profile from question number 35 to question number 39. Moreover, the researcher would analyze the hypothesis 2 to hypothesis 4 by using multiple regression to find the relationship and factor affected between independent and dependent variables.

The researcher has provided the definitions term that used in each of for statistical analyst in this research as below.

n	=	Population size
\bar{x}	=	Average / arithmetic mean
SD	=	Standard division
T	=	T-distribution
F	=	F-distribution
df	=	Degree of freedom
SS	=	Sum of the squares
MS	=	Mean square
Sig.	=	Significance
r	=	Sample correlation coefficient (the square root of r^2)
r^2	=	Multiple correlation coefficient
Adjusted r^2	=	Proportion of correlation coefficient

B = Beta of coefficients (unstandardized)

SE = Standard error

All the above mentioned the definitions term are to help the reader have a better understanding when they read the table in the chapter 4.

The below table 3.4 would provide the statistical method used of each hypothesis contain the statistical methods.

Table 3.4 Statistic Method

Hypothesis	Description	Statistical used
H1	The demographics factor (gender, age, educations , income, and occupation) have a different affected and a positive relationship consumers' purchasing decision toward online shopping in Thailand	
H1a	The different in gender has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand	T-Test
H1b	The different in age has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand	One-Way ANOVA
H1c	The different in education has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand	One-Way ANOVA
H1d	The different in occupation has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.	One-Way ANOVA
H1e	The different in income has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.	One-Way ANOVA
H2	Convenience and Time saving have an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.	Multiple regression
H3	Website design has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.	Multiple regression
H4	Website feature has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.	Multiple regression
H5	Security and privacy have an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.	Multiple regression

The outputs of the program would be presented in the Chapter 4 – Research Analysis and Results.



CHAPTER 4

RESEARCH FINDINGS

This chapter presents the results of the analysis on consumers' purchasing decision toward online shopping in Thailand by using the quantitative data collected as part this research. The findings are analyzed in accordance with the research questionnaire from the previous chapter by setting out the results in each independent variables versus dependent variable.

4.1 Descriptive Statistics

4.1.1 Descriptive used to find the result of mean and standard deviation of construct of the independent variables from Likert question number 8 to question no. 29 about Convenience and time saving, Website designs, Website features and Security & Privacy and dependent variables from Likert question number 30 to question no.34 by using Descriptive analyst to get the result of mean and standard.

The Likert Scare would have 4 values as follows:

1. Strongly Disagree
2. Disagree
3. Agree
4. Strongly Agree

4.1.2 Frequencies - In this section, the research have used the descriptive statistics to analyze Frequency and Descriptive to analyze 400 respondents who answer "yes" in the questionnaires on demographic (gender, age, educations and income) and online shopping behavior.

4.1.2.1 Demographic Profile of the Respondents

This study would help the researcher to gather information on demographic profile from question no. 35 to question no. 39.

Table 4.1 Frequency and Percentage of correspondent followed by Gender

Gender	Respondent Percentage	Respondent Count	Cumulative Frequency
Male	45.8%	183	45.8
Female	54.2%	217	100.0
Total	100%	400	

From Table 4.1 found that 400 respondents, the percentage of male and female presented the differences in gender by respondent account and cumulative frequency. The findings from Table 4.1 showed that major group of respondents gender both male and female were 183 and 217 respondents and respondent percentage were 45.8 and 54.2

Table 4.2 Frequency and Percentage of correspondent followed by Age Group

Age Group	Respondent Percentage	Respondent Count	Cumulative Frequency
below 18 years old	4.0%	16	4.0
18-30 years old	28.0%	112	32.0
31-40 years old	35.5%	142	67.5
41-50 years old	29.8%	119	97.3
Above 50 years old	2.8%	11	100.0
Total	100.0	400	

For the age group of 400 respondents in table 4.2 the highest finding number of respondent count and percentage were 142 and 35.5 % of the age range of 31-40 years old and followed by respondent count and percentage 119 and 29.8 % of the age range of 41-50 years old. The third group was 16 or 4.0 % of the age range of 18-30 years old. The lowest respondent count and percentage were 11 and 2.8 % of the age range of above 50 years old.

Table 4.3 Frequency and Percentage of correspondent followed by Educations Group

Educations group	Respondent Percentage	Respondent Count	Cumulative Frequency
High School	4.0	16	4.0%
Vocational Cert.	4.5	2	4.5%
Technical Cert.	4.3	1	4.8%
Bachelor Degree	54.8	219	59.5%
Master Degree	40.0	160	99.5%
Ph. D	0.5	2	100%
Total	100	400	

For educations sector, the highest of frequency and percentage were the Bachelor degree with the total number of 219 or 54.8% and followed by 160 respondents or 40% of Master degree, 16 respondent or 4% of High school, 2 respondents of Vocational Certificate or 4.5% and 1 respondent of Technical Certificate or 4.3% The last one was 2 Ph., D. or 0.5%. You could refer to the below table 4.3 in detail.

Table 4.4 Frequency and Percentage of correspondent followed by Occupation Groups

Occupation Groups	Respondent Percentage	Respondent Count	Cumulative Frequency
Student	4.0	16	4.0%
Private Employee	48.0	192	52.0%
Government Officer	16.0	64	68.0%
Business Owner	25.5	102	93.5%
Professional	6.5	26	100.0%
Total	100	400	

In term of occupation, the most respondents were private employee of 192 respondents or 48% which was the highest group among respondents. For business owner were 102 respondents or 25.5%, government office 64 respondents or 16%, professional 26 respondents or 6.5% and student 16 respondents or 4 %. Please refer to table 4.4 for respondent frequency and cumulative number.



Table 4.5 Frequency and Percentage of correspondent followed by Income Group

Income	Respondent Percentage	Respondent Count	Cumulative Frequency
Below 10,000 baht	4.0	16	4.0%
10,001-20,000 baht	8.8	35	12.8%
20,001-30,000 baht	13.8	55	26.5%
30,001-40,000 baht	16.3	65	42.8%
40,001-50,000 baht	16.0	64	58.8%
50,001-60,000 baht	19.5	78	78.3%
Above 60,001 baht	21.8	87	100.0%
Total	100	400	

According to the income section, the respondents' income in the range of above 60,000 baht was the highest income in this section which made up 87 respondents or 21% and followed by 78 respondents or 19.5% with the income range of 50,000 – 60,000. For the range of 30,001-40,000 were 65 respondents or 16.25% and 40,001-50,000 were 64 respondents or 16.0%. The last three level of income were 20,001-30,000 baht of 55 respondent or 13.8% and 10,001-20,000 baht were 35 respondents or 8.8%. The last one was the income below 10,000 baht were 16 respondent or 4.0% according to the table 4.5.

4.1.3 Online Shopping behavior (respondent count & cumulative frequency)

This study would help the researcher to understand about the online shopping behavior by using question no. 2 to question no. 7.

Table 4.6 Frequency and Percentage of correspondent followed by place to access for online shopping from

Place	Respondent Percentage	Respondent Count	Cumulative Frequency
Home	78.8	315	78.8%
Work	19.8	79	98.5%
Library	0.5	2	99.0%
Internet Cafe	1.0	4	100.0%
Total	100	400	

From this finding, the online shopper majority who accessed to the Internet for online shopping from home as of 315 respondents and equaled to 78.8% and 79 respondents and equaled to 19.8% who accessed to purchase online from work as shown in table 4.6 above

4.1.3.1 Respondents' period of purchasing online product

For this graph find out that 59 respondent who started to purchase online products shop online from 6 to 12 months which had the same number of respondent who has been purchasing online product for 5 years. The respondent who started to purchase online shopping on line product less than 6 month were 114 respondents. The majority were 168 respondent who have been purchasing online product from 1 year to 4 years as show in figure 4.1

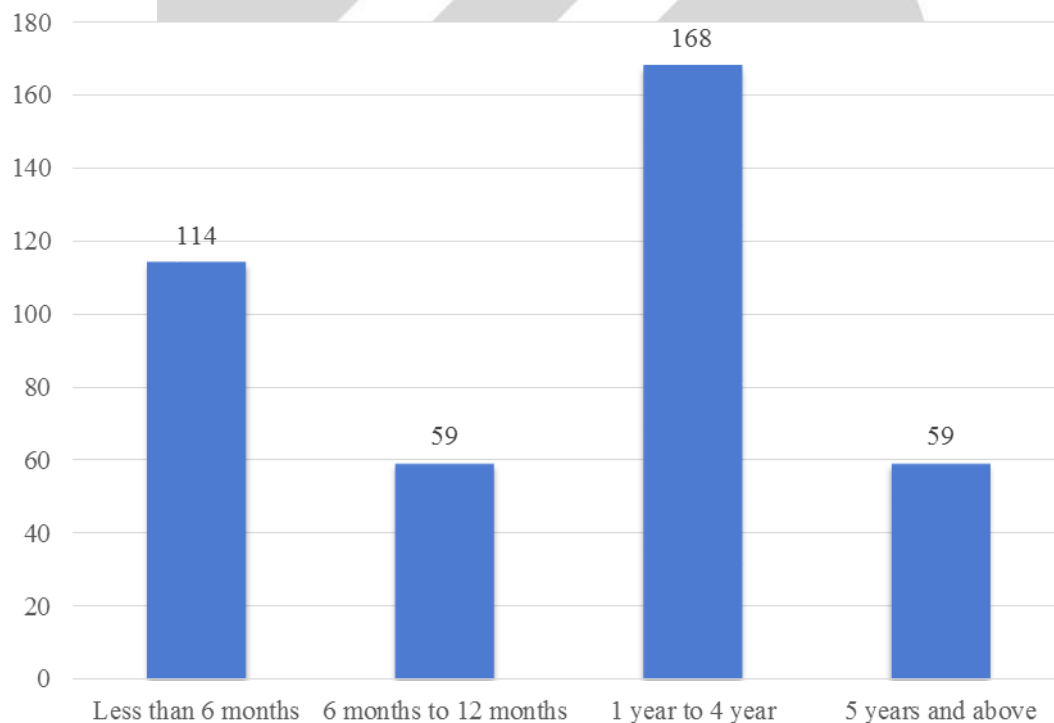


Figure 4.1 Respondents' period of purchasing online product

Table 4.7 Frequency and Percentage of correspondent followed by how often do shop online

Often do shop online Per month	Respondent Percentage	Respondent Count	Cumulative Frequency
Once a month	62.0	248	62.0%
Twice a month	20.8	83	82.7%
Three times a month	4.0	16	86.7%
More than 3 times a month	13.2	53	100%
Total	100.0	400	

From table 4.7, the most respondent who did often shop online once a month were 248 respondents which equaled to 62%. For twice a month were 83 respondents which equaled to 20.8%, and three times a month were 16 respondents or 4% and the last one would be more than three times a month indicates 53 respondent or 13.2%.

4.1.3.2 Respondents' of online shopping average per month.

From this Figure 4.2, the most respondent who have been spending on online shopping on average not more than 1,500 Baht per month were 203 respondents. For the average spending not more than 3,000 Baht per month were 141 respondents. For the average spending not more than 4,500 and more than 5,000 Baht per month were the same number of 28 respondents.

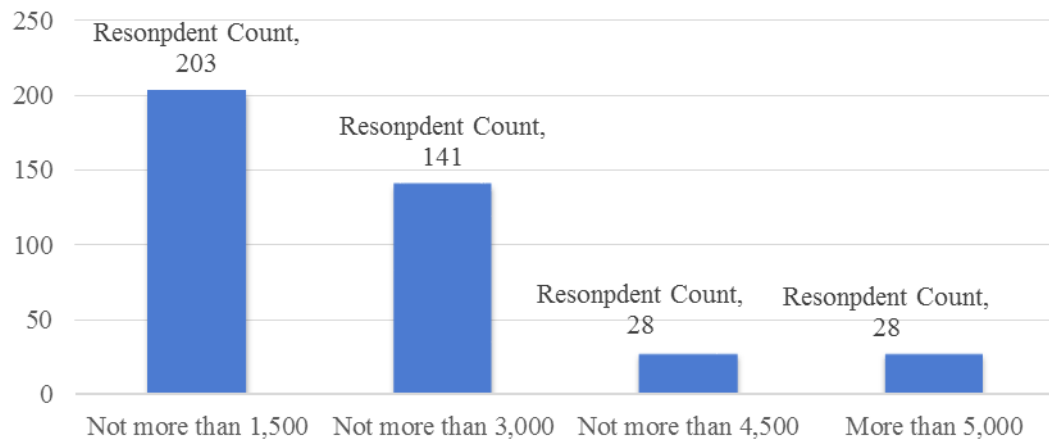


Figure 4.2 Respondents' online shopping average per month.

Table 4.8 Frequency and Percentage of correspondent followed by most visited website online shopping

Website	Respondent Percentage	Respondent Count	Cumulative Frequency
Lazada	33.4	134	33.5%
Weloveshopping	13.7	55	47.3%
Zalora	3.2	13	50.5%
e-Bay	9.0	36	59.5%
Amazon	4.7	19	64.3%
Kaidee	6.2	25	70.5%
Others	29.5	118	100%
Total	100.0	400	

From the Table 4.8 indicated that respondent visited the most website as number one is Lazada with the respondent counts of 134 which equaled to 33.4%. The second one was Weloveshopping with the number of 55 respondents which equaled to 13.7%. For the third one was e-Bay with the number of 36 respondents which equaled to 9% and the forth one was Kaidee with the number of 25 respondents which equaled to 6.2% and followed by Amazon from the number of respondent was 19 respondents which equaled to 4.7%. The lowest website was Zalora with the number of 13 respondents which equaled to 3.2%. For the others, the

respondent indicated with the number of 118 respondents which equaled to 29.5%. You could refer to Table 4.8 above.

4.1.3.3 Respondents' of most purchased website for online shopping

From the Figure 4.3 indicated that respondent visited the most website was Lazada with the respondent count of 134. The second website was Weloveshopping with the respondents' count of 54. For the third one was e-Bay with the number of 36 respondents, and Amzon has 25 respondents. However, there is another 2 more website and 1 other in the questionnaire, the fifth one is Kaidee with 25 respondent count. According to the questionnaire, the lowest website is Zalora, there were only 13 respondents count, and the others website were 132 respondents count. You could refer to figure no. 4.3 below.

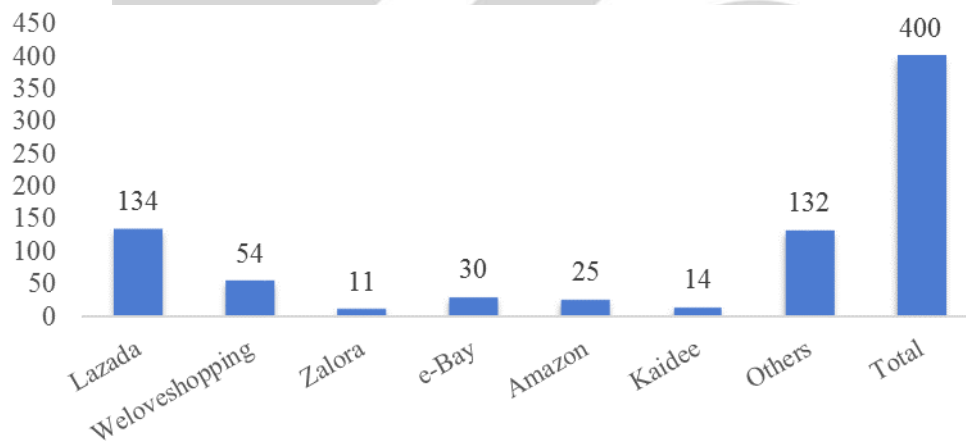


Figure 4.3 Respondents' most purchased website for online shopping

Descriptive mean and standard deviation of construct

The questionnaires in section 2 used the Likert scale with 1 indicating Strong disagree, 2 indicating disagree, 3 indicating agree and 4 indicating Strong agree. The summary of mean and standard deviation of each construct of this analysis indicated the variable of mean and standard deviation acquired through SPSS as shown in Table 4.8. The raw data details are available in "Appendix B"

Table 4.9 Mena and standard deviation of construct

Variable	Mean	Std. Deviation	Ranking No.
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Purchasing Decision	3.1470	.49781	3
Convenience	3.2646	.46598	1
Website design	3.2142	.50557	2
Website features	2.9792	.46259	4
Security & Privacy	2.5744	.42398	5

As illustrated clearly on Table 4.9, the dependent variable has indicated the score of mean was 3.1470 and standard deviation was .49781 with the ranking number 3. Based on the result mean and standard deviation, the score of all factors have shown all concerned on consumers' purchasing toward online shopping in Thailand. The factor of convenience has had the highest score of 3.2646, and followed by website design (3.2142). For the score of website a feature has had 2.9792 and the lowest score was security and privacy (2.5744) respectively.

4.2 Hypothesis Testing

There were total 5 main hypothesis tested in this research. The first Hypothesis would split into 5 portions, such as H1a: gender using T-Test, H1b: age, H1c: educational level, H1d: occupation and H1f : income by using One Way ANOVA to find the relationship between demographic section and on consumers' purchasing decision toward online shopping. For Hypothesis 2, 3, 4 and 5, the researcher would use Linear Multiple regression to find the association between independent and dependent variables.

Hypothesis 1: The demographics factors (gender, age, educational level, income, and occupation) have a different affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

Hypothesis 1a: The different in gender have an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

H0: The different in gender have no any affected and any positive relationship on consumers' purchasing decision toward online shopping

H1: The different in gender have an affected and a positive relationship on consumers' purchasing decision toward online shopping

Independent Sample T-Test of variance was use here to determine the significant at the level 0.05 level between two groups or more than two group.

Table 4.10 Comparison of the average of purchasing decision toward online shopping by gender

Gender	n	\bar{x}	S.D	T	Sig.
Male	183	3.1530	.49634	0.221	0.671*
Female	217	3.1419	.50013		

*Significant at or below 0.05 level

For the table 4.10 showed the analysis of the different in gender have no any affected on consumers' purchasing decision toward online shopping in Thailand, the value of T equals to 0.221 and Sig. 0.671 which was greater than 0.05 .

Therefore the H0 is accepted and the H1 is rejected. It showed that there were no significant level and any positive relationship between gender and consumers' purchasing decision toward online shopping in Thailand.

Hypothesis 1b: The different in age have an affected and a positive relationship on consumers' purchasing decision toward online shopping.

H0: The different in age have no any affected and any positive relationship on consumers' purchasing decision toward online shopping

H1: The different in age have an affected and a positive relationship on consumers' purchasing decision toward online shopping

One-way ANOVA analysis of variance was use here to determine the significant at the level 0.05 level between two groups or more than two group.

Table 4.11 Comparison of the average of purchasing decision toward online shopping by age

Age	df	SS	MS	F	Sig
Between Group	4	.500	0.125	0.502	0.734*
Within Group	395	98.376	0.249		

Total	399	98.876
--------------	-----	--------

*Significant at or below 0.05 level

For the table 4.11 showed that the analyze of the different in age have no any affected on consumers' purchasing decision toward online shopping in Thailand, the value of F equaled to 0.502 and Sig. equaled to 0.734 which was greater than 0.05.

Therefore, the H0 is accepted and the H1 is rejected. It showed that there were no significant level and no any positive relationship between age and consumers' purchasing decision toward online shopping in Thailand.

Hypothesis 1c: The different in educations have an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

H0: The different in educations have no any affected and no any positive relationship on consumers' purchasing decision toward online shopping in Thailand.

H1: The different in educations have an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

One-way ANOVA analysis of variance was use here to determine the significant at the level 0.05 level between two groups or more than two group.

Table 4.12 Comparison of the average of purchasing decision toward online shopping by educations

Educations	df	SS	MS	F	Sig
Between Group	5	.416	0.333	0.333	0.893*
Within Group	394	98.461	0.250		
Total	399	98.877			

*Significant at or below 0.05 level

For the table 4.12 showed the analysis of the different in educations have no any affected on consumers' purchasing decision toward online shopping in Thailand, the value of F equaled to 0.333 and Sig. equaled to 0.893 which was greater than 0.05.

Therefore, the H0 is accepted and the H1 is rejected. It showed that there were no significant level and any positive relationship between educations and consumers' purchasing decision toward online shopping in Thailand.

Hypothesis 1d: The different in occupation has an affected and had a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

H0: The different in occupation has not affected and had a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

H1: The different in occupation has affected and had no any positive relationship on consumers' purchasing decision toward online shopping in Thailand.

One-way ANOVA analysis of variance was use here to determine the significant at the level 0.05 level between two groups or more than two group.

Table 4.13 Comparison of the average of purchasing decision toward online shopping by occupation

Educatations	df	SS	MS	F	Sig
Between Group	5	1.766	0.442	1.796	0.129*
Within Group	394	97.110	0.246		
Total	399	98.876			

*Significant at or below 0.05 level

For the table 4.13 showed the analysis of the different in occupation has no an affected on consumers' purchasing decision toward online shopping in Thailand, the value of F equals to 1.796 and Sig. equals to 0.129 which was greater than 0.05.

Therefore, the H0 is accepted and the H1 is rejected. It showed that there were no significant level and any positive relationship between occupation and consumers' purchasing decision toward online shopping in Thailand

Hypothesis 1e: The different in income have affected and had a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

H0: The different in income have not affected and had no any positive relationship on consumers' purchasing decision toward online shopping in Thailand.

H1: The different in income have affected and had a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

One-way ANOVA analysis of variance was use here to determine the significant at the level 0.05 level between two groups or more than two group.

Table 4.14 Comparison of the average of purchasing decision toward online shopping by income

Income	df	SS	MS	F	Sig
Between Group	6	1.328	0.221	0.892	0.500*
Within Group	393	97.548	0.248		
Total	399	98.876			

*Significant at the level of 0.05 level.

For the table 4.14 showed the analysis of income on affecting consumers' purchasing decision toward online shopping in Thailand, the value of F was to 0.500 and Sig. was to 0.892 which was greater than 0.05.

Therefore, the H₀ is accepted and the H₁ is rejected mean there is no significant level of 0.05. It showed that there were no significant level and any positive relationship between income and consumers' purchasing decision toward online shopping in Thailand

Hypothesis 2: Convenience & Time saving have an affected and a positive relationship on consumers' purchasing decision toward online shopping.

H₀: Convenience & Time saving have no an affected and any positive relationship consumers' purchasing decision toward online shopping.

H₁: Convenience & Time saving have an affected and a positive relationship on consumers' purchasing decision toward online shopping.

This hypothesis was using multiple regression to analyze the factors between convenience & time saving and consumers' purchasing decision toward online shopping in Thailand

Table 4.15 Factor that affecting consumers' purchasing decision toward online shopping in Thailand

Convenience & Time saving	Df	SS	MS	F	Sig
Regression	1	27.273	27.273	151.594	0.000*
Residual	398	71.603	0.18		
Total	399	98.876			

*Significant at or below 0.05 level

According to the regression result in table 4.15, Sig. is 0.000 ($P < 0.001$) and F value was greater than 0.05.

Table 4.16 Coefficients of factors between convenience & time saving and consumers' purchasing decision toward online shopping in Thailand

	(Unstandardized Coefficients)		Sig.
	B	Std. Error	
(constant)	1.315	0.150	0.000*
Convenience & Time Saving	0.561	0.046	0.000*

*Significant at the level of 0.05 level $r = 0.525a$, $r^2 = 0.276$, **Adjusted $r^2 = 0.274$**

a. Predictors: (Constant), Convenience

b. Dependent Variable: Decision_Making

According to the table 4.16, the B (Beta) value was 0.561 and the Sig. was 0.000 ($P < 0.05$) which was less than 0.05. It showed that there was a significant level of 0.05 in multiple regression. On the other hand, $r^2 = 0.276$ and Adjusted $r^2 = 0.274$ or 27.4% were very close, it showed that anticipating minimal shrinkage based on this indicator.

Therefore, the H_0 is rejected and the H_1 is accepted. Convenience and time saving have an affected on consumers' purchasing decision toward online shopping in Thailand

Table 4.17 Pearson Correlation of Convenience and Time saving

	Pearson Correlation
Convenience and Time saving	0.525**

**Significant at or below 0.01 level

According to Pearson correlation test in table 4.17, the convenience and time saving to shop online were strongly correlated ($r = .525^{**}$, $P < 0.01$) where the significant value was 0.000 which was less than 0.01. Therefore, convenience & time saving have a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

Hypothesis 3: The website design has an affected and a positive relationship on consumers' purchasing decision toward online shopping.

H0: The website design has no any affected and any positive relationship on consumers' purchasing decision toward online shopping.

H1: The website design has an affected and a positive relationship on consumers' purchasing decision toward online shopping.

This hypothesis was using multiple regression to analyze the factors between the website design and consumers' purchasing decision toward online shopping in Thailand

Table 4.18 Factor that affecting consumers' purchasing decision toward online shopping in Thailand

Website Design	df	SS	MS	F	Sig
Regression	1	42.162	42.162	295.871	0.000*
Residual	398	56.714	0.142		
Total	399	98.876			

*Significant at the level of 0.05 level.

According to the regression result in table 4.18 Sig. is 0.000 ($P < 0.05$) which was less than 0.05.

Table 4.19 Coefficients of factors between the website design and consumers' purchasing decision toward online shopping in Thailand

	(Unstandardized Coefficients)		Sig.
	B	Std. Error	
(constant)	1.080	0.122	0.000*
Website Design	0.643	0.643	0.000*

*Significant at the level of 0.05 level. $r = .653$, $r^2 = 0.426$, Adjusted $r^2 = 0.425$

a. Predictors: (Constant), Web_design

According to the Coefficients in table 4.19, the B (Beta) value was 0.643 and the Sig. was 0.000 ($P < 0.05$) which was less than 0.05 significant level of 0.05 in Multiple regression. On the other hand, $r^2 = 0.426$ and Adjusted $r^2 = 0.425$ or 42.5% were very close, it showed that anticipating minimal shrinkage based on this indicator.

Therefore, the H0 is rejected and the H1 is accepted. The website design has an affected on the consumers' purchasing decision toward online shopping in Thailand.

Table 4.20 Pearson Correlation of Website Design

	Pearson Correlation
Website Design	0.653**

*Significant at or below 0.01 level

According to the Pearson correlation test in table 4.20, the website design were strongly correlated ($r = .653^{**}$, $P < 0.01$) where the significant value was 0.000 which was less than 0.01. Therefore, the website design has a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

Hypothesis 4: The website features have affected and a positive relationship on consumers' purchasing decision toward online shopping.

H0: The website features have not any affected and any positive relationship on consumers' purchasing decision toward online shopping.

H1: The website features have affected and a positive relationship on consumers' purchasing decision toward online shopping.

This hypothesis is using multiple regression to analyze the factors between the website features and consumers' purchasing decision toward online shopping in Thailand

Table 4.21 Factor that affecting consumers' purchasing decision toward online shopping in Thailand

Website Features	df	SS	MS	F	Sig
Regression	1	36.413	36.413	232.011	0.000*
Residual	398	56.714	0.142		
Total	399	98.876			

*Significant at or below 0.05 level

According to the regression result on table 4.21, Sig. is 0.000 ($P < 0.05$) which is less than 0.05.

Table 4.22 Coefficient of factors between the website features and consumers' purchasing decision toward online shopping in Thailand

	(Unstandardized Coefficients)		Sig.
	B	Std. Error	
(constant)	1.201	0.129	0.000*
Website Features	0.653	0.043	0.000*

*Significant at the level of 0.05 level. $r = .607$, $r^2 = 0.368$, Adjusted $r^2 = 0.367$

a. Predictors: (Constant), Web_features

b. Dependent Variable: Decision_Making

According to the Coefficients in table 4.22, the B (Beta) value is 0.653 and the Sig. is 0.000 ($P < 0.05$) which is less than 0.05 means there is significant level of 0.05 in Multiple regression. On the other hand, $r^2 = 0.368$ and Adjusted $r^2 = 0.367$ or 36.7% are very close, it showed that anticipating minimal shrinkage based on this indicator.

Therefore, the H0 is rejected and the H1 is accepted. The website features have an affected on consumers' purchasing decision toward online shopping in Thailand.

Table 4.23 Pearson Correlation of Website Features

	Pearson Correlation
Website Features	0.607**

**Significant at or below 0.01 level

According to Pearson correlation in table 4.23, the website features are strongly correlated ($r = .607^{**}$, $P < 0.01$) where the significant value is 0.000 which is less than 0.01. Therefore, the website features have a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

Hypothesis 5: Security & privacy have an affected and a positive relationship on consumers' purchasing decision toward online shopping.

H0: Security and privacy have no any affected and any positive relationship on consumers' purchasing decision toward online shopping.

H1: Security and privacy have an affected and a positive relationship on consumers' purchasing decision toward online shopping.

This hypothesis is using Linear Multiple regression to find the relationship between security & privacy and consumers' purchasing decision toward online shopping in Thailand

Table 4.24 Factor that affecting consumers' purchasing decision toward online shopping in Thailand

Security & Privacy	df	SS	MS	F	Sig
Regression	1	7.684	7.684	33.538	0.000*

Residual	398	91.192	0.299
Total	399	98.876	

*Significant at or below 0.05 level

According to the regression result on table 4.24, Sig. is 0.000 ($P < 0.001$) which is less than 0.05.

Table 4.25 Coefficient of factors between security & privacy and consumers' purchasing decision toward online shopping in Thailand

	(Unstandardized Coefficients)		Sig.
	B	Std. Error	
(constant)	2.304	0.147	0.000*
Security & Privacy	0.327	0.057	0.000*

*Significant at the level of 0.05 level. $r = 0.279$, $r^2 = 0.078$, Adjusted $r^2 = 0.075$

a. Predictors: (Constant), security

b. Dependent Variable: DecisionMaking

According to the table 4.25, the Sig. is 0.000 ($P < 0.001$) which is less than 0.05 means there is no significant level of 0.05 in Multiple regression. On the other hand, $r^2 = 0.078$ and Adjusted $r^2 = 0.075$ or 7.5% are very close, it showed that anticipating minimal shrinkage based on this indicator. However, Adjust r^2 is 7.5% which means that the independent variable explains 7.5% variance of the dependent variable which indicates a lower medium effect size.

Therefore, the H_0 is rejected and the H_1 is accepted. The security & privacy have an affected on consumers' purchasing decision toward online shopping in Thailand.

Table 4.26 Pearson Correlation of Security & privacy

	Pearson Correlation
Security & privacy	0.279**

*Significant at or below 0.01 level

According to Pearson correlation in table 4.26, the security & privacy were strongly correlated ($r = .279^{**}$, $P < 0.01$) where the significant value is 0.000 which

is less than 0.01. Therefore, the security & privacy have a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

Table 4.27 Summary results of Hypothesis

Hypotheses	Descriptions	Results
H1	The demographics factor (gender, age, educations , income, and occupation) have a different affected and a positive relationship consumers' purchasing decision toward online shopping in Thailand	
H1a	The different in gender has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand	Rejected
H1b	The different in age has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand	Rejected
H1c	The different in education has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand	Rejected
H1d	The different in occupation has an affected and a positive relationship on consumers' purchasing decision toward online	Rejected

	shopping in Thailand.	
H1e	The different in income has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.	Rejected
H2	Convenience and Time saving have an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.	Accepted
H3	Website design has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.	Accepted
H4	Website feature has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.	Accepted
H5	Security and privacy have an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.	Accepted



From the research finding of the different in demographics have no different affected on consumers' purchasing decision toward online shopping in Thailand to the online shopping, the significant result of demographics (gender, age, educations, income and occupation) have shown H1a the Sig=0.671>0.05 and T-Value =0.221, H1b) Sig.= 0.734*& F Value = 0.502, H1c) Sig.= 0.893* & F Value = 0.333, H1d) Sig.= 0.129* & F Value = 1.796, H1e) Sig.= 0.500* & F Value = 0.892. However, the lowest p-value was income the sig. was 0.129 which there were a possibility according to Abdullah et al.2013 stated that the most important consumers are the middle-income class who is the target group of online shopping. Based on the above analysis, the validity of the hypotheses tested is explained about the mean value and standard deviation of hypothesis no. 2 is 3.2646 and 0.46598 and followed by the hypothesis number 3 website design shows the mean value at 3.2142 and standard deviation at 0.50557. For hypothesis question no. 4 of website features show the mean value at 2.9792 and standard deviation at 0.46259. For the last hypothesis of security & privacy show the mean value at 2.5744 and standard deviation at 0.42398.

For Multiple regression is explained that the highest level among adjusted R² square of Hypothesis 2 shows Adjusted r² at 0.27 or 27% means convenience & time saving factor has only affected 27% and followed by Hypothesis 3 of website design indicated Adjusted r² at 42.5%, as the highest level among variables. For Hypothesis 4 of website features indicated an adjusted r² at 36.7%. The lowest of the Adjusted r² is security & privacy at 7.5%, the reason of this figure show that the researcher may use the inappropriate questions on the H4 (Field, 2005). Nevertheless, you can refer to Appendix "C" about the Normal P-P Plot of Regression Standardized Residual

For Correlation of all hypothesis, the result show that there are the relationship between convenience & time saving, website design, website features, security & privacy with consumers' purchasing decision toward online shopping in Thailand based on the $P(0.000) < 0.01$ level as the 2-tailed.

CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATIONS

5.1 Conclusion

The purpose of this research was to study the key factors affecting consumers' purchasing decision toward online shopping in Thailand. It also investigated the relationship between the key factors of convenience & time saving, website design, website features and security & privacy and purchasing decision toward online shopping in Thailand. The survey research method (Fowler, 2013) conducted by using quantitative method and convenience sampling to design the questionnaire questions. The questionnaire has divided into 3 sections: 1. General Information about online shopping behavior, 2. Factors that influence consumers' purchasing decision toward online line and 3. Demographics. The questionnaire has distributed into three channels by posting on web board named "Thaiseaboard.com", surveymonkey online questionnaire and distributing questionnaire. The researcher was able to collect 400 set from respondent who has been purchasing online products and services.

Online shopping is more recognize and become a staple food for thought with online users. The increase usage of World Wide Web (www) is revolving every day in our daily life, consumers are now using the website to buy their products and services via the Internet. Online shopping market has been increased annually from 18% in year 2010 to 31.5% in year 2015. Moreover, Lead Partner of PwC Consulting (Thailand) has given the review of the market growth predicts at 41.5% in year 2015 when compared to year 2014 of the growth rate about 28%. By utilizing the result from this research, the online retailer, marketer and manager shall understand consumers' need. Results also shows there are so many factors that influence the online shopper and Thailand is one of the country still has the opportunity to grow for online business. Both corporates and banking industry are now more focusing on B2B and B2C. The aim of this research is to find out the key factors affecting consumers' purchasing decision toward online shopping in Thailand.



5.2 Discussions

The main purpose of this study is to analyze the main key of consumers' purchasing decision toward online shopping in Thailand. Therefore, the researcher would conduct the analysis by concentrating on convenience & time saving, website design, website features and security & privacy for online transactions. Thus, this literature will include consumers' behavior and consumers' buying decision process theories (Kotler & Armstrong, 2010).

According to the previous literature reviews and the conceptual framework, the research findings have brought the managerial discussion to the couple of hypothesis. In terms of managerial discussion, the research findings do provide some insights and feedbacks for purchasing decision toward online shopping in Thailand about the website design and website feature. The highest factor was hypothesis number 3 from this research and the results presented that the person correlation = 0.653 and adjusted $r^2 = 42.5\%$ with a positive relationship between independent and dependent. Based on my result, I certainly agreed with Andrew (2013: Online) reveal that the first thing of your top list should be the website design, when you are going to start the new company or new e-retailing online store to draw in a lots of potential consumers. Moreover, Zeithaml (2002) defined that the website design is one of a key success of online shopping and it depends on the efficiency of the website design.

For the next important factor was the hypothesis number 4 about website features and the result showed the person correlation value = 0.607 and adjusted r square = 36.7% with a positive relationship. The research finding discovered that the website features were the other main key which I agreed with the previous study as well. According to Yasmin and Nik, (2010) defined that the relationship between online shopping and website feature as a motivation factor, revealed that the relationship between online shopping and website feature as a motivation factor. The website feature and the search engines could create positive or negative feelings toward the website. However, the online retailers must really have a better ideal to provide the product information and navigator on their website. Thus, it will increase the sales revenue.

Nevertheless, the result of hypothesis number 2 - Convenience & Time saving showed that this hypothesis was medium impact factor on consumers' purchasing

decision due to the number of person correlation equaled to 0.525 and adjusted r^2 result showed 27.4%. Therefore, Convenience & Time saving were a positive relationship on consumers' purchasing decision toward online shopping in Thailand. According to Robinson et al. (2007), "the most motivation for online shopping is a convenience in term of shopping at any time according to convenience and deliver the purchased at your door step especially less physical effort". However, Thai people still prefer to shop at the physical store more than online shopping according to this research. Therefore, I do disagree with Robinson et al (2007). The low impact were hypothesis number 5 - Security & Privacy. According to Roman (2007) revealed that "privacy refers to the degree to which the online shopping website is safe and protect the consumer information". I do agree with what Roman (2007) from previous study. However, Based on the result of person correlation were 27.9 and adjusted r^2 were 7.5% which indicates a lower medium effect size with factors affecting consumers' purchasing decision toward online shopping in Thailand.

5.3 Limitations of the Study

There are a couple of limitations of this study as follows:.

- (1) Statistic of regularly online shopping to determine the population unavailable, therefore, it only can use the convenience sampling due to no number drawn to do the random sampling.
- (2) The researcher focused on the online shopper and not focused to get the number of non-online shopper experience in order to understand the other side of non-online shopper due to time constraint.

5.4 Recommendations for Future Research

According to this research study, the researcher is expected to provide the correct and useful information to provide the key points both Practitioners and Academic about the five main keys actors. The most main keys are Website design and Website feature that affecting on consumers' purchasing decision toward online shopping in Thailand.

5.4.1 Recommendations for Future Research for Practitioners

5.4.1.1. This research would contribute to the business owner, marketer about the ideal how to design their website in term of user friendly and good navigator and products information.

5.4.1.2. Marketers' need to investigate what WEBSITE DESIGN & FEATURES will attract their target consumers in order to market their brand and also

5.4.2 Recommendations for Future Research for Academics

5.4.2.1 By extending this study to online trust and online payment, we can obtained better results and understanding about consumers' purchasing decision toward online shopping in Thailand.

5.4.2.2. Investigating the differences between online shopping and shopping social media such as LINE, Instagram and Facebook

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APPENDIX A
SURVEY QUESTIONNAIRE

The Study of Factors that affect consumers' purchasing decision toward online shopping in Thailand

การศึกษานี้มีผลให้ลูกค้าตัดสินใจในการซื้อสินค้าออนไลน์ในประเทศไทย

This survey have 6 Sections - แบบสอบถามแบ่งได้เป็น 6 กลุ่ม

Section 1: General Information (คำถามทั่วไป)

Section 2: Factors (ปัจจัยที่ทำให้มีอิทธิพล)

Section 3: Demographic factors (ปัจจัยด้านประชากรศาสตร์)

Section 1: General Information

(คำถามทั่วไป)

1. Have you ever purchased any online product?

(คุณเคยซื้อสินค้าออนไลน์หรือไม่)

- Yes - Please continue with question 2 (ตอบว่า "ใช่" กรุณาทำแบบสอบถามในข้อ 2)
- No - Please continue with question 35 (ตอบว่า "ไม่ใช่" กรุณาทำแบบสอบถามในข้อ 35)

2. From where do you access to the Internet for your online shopping the most?

(คุณใช้อินเทอร์เน็ตในสถานที่ใดในการซื้อสินค้าออนไลน์มากที่สุด)

- Home (ที่บ้าน)
- Work (ที่ทำงาน)
- Library (ที่ห้องสมุด)
- Internet Cafe (ที่ร้านอินเทอร์เน็ต คาเฟ่)

3. How long have you been purchasing online products?

(คุณซื้อสินค้าออนไลน์นานเท่าไร)

- Less than 6 months (น้อยกว่า 6 เดือน)
- 6 months to 12 months (6 เดือน ถึง 12 เดือน)
- 1 year to 4 years (1ปี ถึง 4 ปี)
- 5 years and above (5 ปีหรือมากกว่า 5 ปี)

4. How often do you shop online per month?

(คุณซื้อสินค้าออนไลน์บ่อยเท่าใดในหนึ่งเดือน)

- Once a month (1 ครั้งต่อเดือน)
- Twice a month (2 ครั้งต่อเดือน)
- Three times a month (3 ครั้งต่อเดือน)
- More than 3 times a month (มากกว่า 3 ครั้งต่อเดือน)

5. How much money do you spend on online shopping on average per month?

(โดยเฉลี่ยแล้วภายใน 1 เดือน คุณใช้เงินในการซื้อสินค้าออนไลน์เท่าใด)

- Not more than 1,500 baht per month (ไม่มากกว่า 1,500 บาทต่อเดือน)
- Not more than 3,000 baht per month (ไม่มากกว่า 3,000 บาทต่อเดือน)
- Not more than 4,500 baht per month (ไม่มากกว่า 4,500 บาทต่อเดือน)
- More than 5,000 baht per month (มากกว่า 5,000 บาทต่อเดือน)

6. Which online shopping website do you visit the most?

(เว็บไซต์ค้าออนไลน์ใดที่คุณเข้าเยี่ยมชมบ่อยที่สุด)

- Lazada (ลาซาด้า)
- Weloveshopping (วีเลฟช้อปปิ้ง)
- Zalora (ซาโลร่า)
- e-Bay (อีเบย์)
- Amazon (อเมซอน)
- Kaidee (กายดี)
- Others please specify (อื่นๆ กรุณาระบุ _____)

7. From which online shopping website do you purchase the most?

(เว็บไซต์ค้าออนไลน์ใดที่คุณซื้อสินค้าบ่อยที่สุด)

- Lazada (ลาซาด้า)
- Weloveshopping (วีเลฟช้อปปิ้ง)
- Zalora (ซาโลร่า)
- e-Bay (อีเบย์)
- Amazon (อเมซอน)
- Kaidee (กายดี)
- Others please specify (อื่นๆ กรุณาระบุ _____)

For each of the following about Factors that affect consumers' purchasing decision toward online shopping in Thailand, please indicate whether you are

คำถามในหัวข้อต่อไปนี้จะเกี่ยวกับปัจจัยที่มีผลให้ลูกค้าตัดสินใจในการซื้อสินค้าออนไลน์ในประเทศไทย กรุณาระบุคะแนนดังนี้

1. Strongly Disagree (ไม่เห็นด้วยอย่างยิ่ง)
2. Disagree (ไม่เห็นด้วย)
3. Agree (เห็นด้วย)
4. Strongly Agree (เห็นด้วยอย่างยิ่ง)

Section 2: Factors

(ปัจจัยที่ททำให้มีอิทธิพล)

		1	2	3	4
8.	I can shop in privacy of my home. (ฉันสามารถซื้อสินค้าได้อย่างเป็นส่วนตัว)				
9.	I don't have to wait to be served. (ฉันไม่จำเป็นต้องรอการบริการจากพนักงานในร้าน)				
10.	The layout of the website makes it easy to browse for the product I want. (การจัดวางโครงหน้าเว็บไซต์ช่วยให้สามารถหาสินค้าตามที่ต้องการได้โดยง่าย)				
11.	I can get good product information on the website. (ฉันสามารถหาข้อมูลเกี่ยวกับสินค้าได้ถูกต้องครบถ้วนผ่านออนไลน์)				
12.	The information provided by the website is accurate. (ข้อมูลที่ได้จากเว็บไซต์ถูกต้องและแม่นยำ)				
13.	I can't trust the online company (ฉันไม่สามารถเชื่อถือบริษัทที่ขายสินค้าออนไลน์)				
14.	I don't have to leave home. (ฉันไม่จำเป็นต้องออกจากบ้าน)				
15.	It is difficult to find appropriate websites. (มันยากที่จะหาเว็บไซต์ที่เหมาะสมในการซื้อสินค้า)				
16.	The layout of this website makes it easy to navigate the site (การจัดวางโครงหน้าเว็บไซต์ ช่วยให้การเข้าเยี่ยมชมเว็บไซต์เป็นไปได้โดยง่าย)				
17.	Items from everywhere are available. (มีสินค้าจากทุกแห่งให้เลือก)				
18.	I can obtain special offers available only on the website. (ฉันสามารถรับสิทธิพิเศษบนเว็บไซต์เท่านั้น)				
19.	The online company proceeds the purchase transaction accurately. (บริษัทที่ขายสินค้าออนไลน์ดำเนินการซื้อขาย การสั่งซื้อได้อย่างถูกต้อง)				
20.	I can shop whenever I want. (ฉันสามารถซื้อสินค้าเมื่อไรก็ได้ตามใจฉัน)				
21.	The color schemes of this websites are attractive (สีที่ใช้นั้นมีส่วนช่วยในการดึงดูด)				
22.	It is too complicated to place an order. (มันซับซ้อนในการที่จะทำการสั่งซื้อ)				

	สินค้า)				
23.	I have access to many brands and retailers.(ฉันเข้าเยี่ยมชมเว็บไซต์ของหลายแบรนด์และผู้จำหน่าย)				
24.	My personal information may not be kept safe. (ข้อมูลส่วนตัวของฉันถูกเก็บไว้อย่างไม่ปลอดภัย)				
25.	I can save the effort of visiting stores. (ฉันไม่จำเป็นต้องไปยังร้านค้า(
26.	The overall design of this website is interesting (รูปแบบของเว็บไซต์โดยรวมนั้นมีส่วนช่วยเพิ่มความน่าสนใจ)				
27.	The website makes it easy to complete a purchase. (เว็บไซต์ช่วยให้การสั่งซื้อเป็นไปได้โดยง่าย)				
28.	I have access to a broader selection of products. (ฉันสามารถเลือกสินค้าได้หลากหลาย)				
29.	My credit card number may not be secure. (หมายเลขบัตรเครดิตของฉันอาจจะไม่ปลอดภัย)				
30.	I have a positive attitude toward the website surfing.(ฉันรู้สึกดีกับการเข้าเยี่ยมชมเว็บไซต์)				
31.	I am very satisfied with the information I receive from the website. (ฉันรู้สึกพึงพอใจกับข้อมูลที่ได้จากหน้าเว็บไซต์)				
32.	My interaction with the website is very satisfying. (ฉันพึงพอใจในการใช้งานเว็บไซต์)				
33.	It is likely that I will visit online shopping website again in the near future. (ฉันจะเข้าเยี่ยมชมเว็บไซต์นั้นๆในอนาคตอันใกล้)				
34.	I will use online shopping website for my online shopping again. (ฉันจะเข้ามาใช้เว็บไซต์ในครั้งต่อไป)				

Section 3: Demographic factors

(ปัจจัยด้านประชากรศาสตร์)

35. What is your gender? (เพศ)

- Male (ชาย)
- Female (หญิง)

36. What is your age? (อายุ)

- below 18 years old (ต่ำกว่าอายุ 18 ปี)

- 18-30 years old (18 - 30 ปี)
- 31-40 years old (31 - 40 ปี)
- 41-50 years old (41 - 50 ปี)
- Above 50 years old (มากกว่า 50 ปี ขึ้นไป)
-

37. What is the highest level of educations you have completed? (ระดับการศึกษา)


- High School (ระดับมัธยมศึกษา)
- Vocational Certificate (ประกาศนียบัตรวิชาชีพ)
- High Vocational Certificate (ประกาศนียบัตรวิชาชีพชั้นสูง)
- Technical Certificate (ประกาศนียบัตรวิชาชีพเทคนิค)
- Bachelor Degrees (ปริญญาตรี)
- Master Degrees (ปริญญาโท)
- Ph.D. (Doctor of Philosophy) (ปริญญาเอก)

38. What is your occupation? (อาชีพ)

- Student (นักศึกษา)
- Private Employee (พนักงานบริษัท)
- Government Officer (ข้าราชการ)
- Business Owner (เจ้าของธุรกิจ)
- Professionals (ผู้เชี่ยวชาญในวิชาชีพ)

39. What is your income per month? (รายได้ต่อเดือน)

- Below 10,000 Baht (ต่ำกว่า 10,000 บาท)
- 10,001 - 20,000 Baht (10,001 บาท แต่ไม่เกิน 20,000 บาท)
- 20,001 - 30,000 Baht (20,001 บาท แต่ไม่เกิน 30,000 บาท)
- 30,001 - 40,000 Baht (30,001 บาท แต่ไม่เกิน 40,000 บาท)
- 40,001 - 50,000 Baht (40,001 บาท แต่ไม่เกิน 50,000 บาท)
- 50,001 - 60,000 Baht (50,001 บาท แต่ไม่เกิน 60,000 บาท)
- Above 60,001 Baht (60,001 บาท ขึ้นไป)



APPENDIX B
LIKERT SCALE DATA SUMMARY OF MEAN AND STANDARD
DEVIATION OF CONSTRUCTS

Likert Scale Data Summary of Mean and Standard Deviation of Constructs

The Likert Scales represent 1= Strongly Disagree, 2= Disagree, 3= Agree and 4 = Strongly Agree

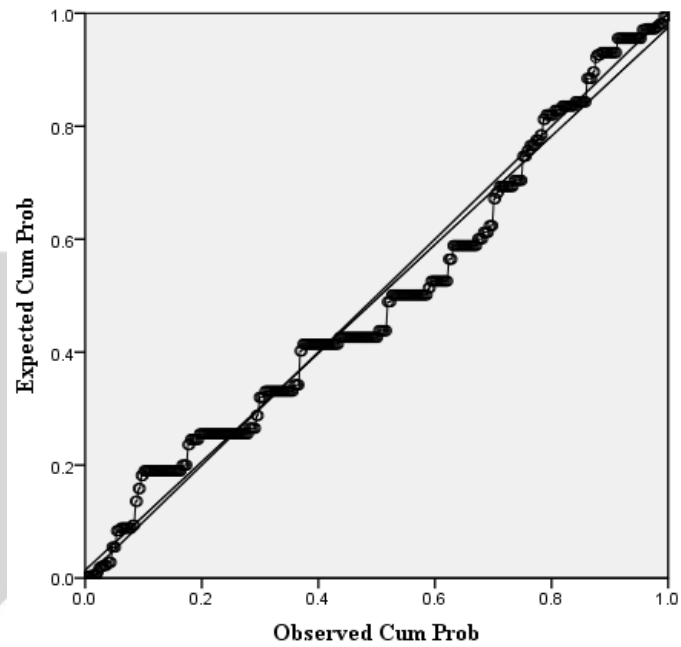
Variable	Question	1	2	3	4	Mean	Std. Deviation
Convenience And Time saving	8 I can shop in privacy of my home.	3.25%	1.50%	37.50%	57.75%	3.4975	.69006
	9 I don't have to leave home.	1.00%	10.00%	38.50%	50.50%	3.3525	.82459
	10 I can shop whenever I want.	1.25%	5.75%	52.75%	40.25%	3.4675	.72820
	11 I can save the effort of visiting stores.	2.75%	26.75%	52.00%	18.50%	3.3300	.70877
	12 I don't have to wait to be served.	3.50%	21.00%	45.75%	29.75%	3.3850	.70571
	13 It is difficult to find appropriate websites.	8.75%	55.25%	27.75%	8.25%	2.5550	.80535
						3.2646	.46598
Variable	Question	1	2	3	4	Mean	Std. Deviation
Website Design	14 The color schemes of this websites are attractive	4.50%	9.00%	33.25%	53.25%	3.0125	.78988
	15 The overall design of this website is interesting	8.00%	40.50%	39.50%	12.00%	3.2175	.72906
	16 The layout of the website makes it easy to browse for the product I want.	1.75%	7.00%	47.25%	44.00%	3.3200	.63924
	17 The layout of this website makes it easy to navigate the site	7.25%	31.50%	49.50%	11.75%	3.3350	.68480
	18 It is too complicated to place an order.	1.25%	15.00%	68.00%	15.75%	3.0950	.71572
	19 The website makes it easy to complete a purchase.	14.75%	49.50%	29.25%	6.50%	3.3050	.63874
					3.2142	.50557	

Variable	Question	1	2	3	4	Mean	Std. Deviation	
Website Features	20	I can get good product information on the website.	3.25%	4.25%	35.00%	57.50%	2.8625	.73821
	21	Items from everywhere are available.	4.25%	17.75%	50.50%	27.50%	2.6575	.77892
	22	I have access to many brands and retailers.	2.25%	14.50%	54.75%	28.50%	3.0825	.81076
	23	I have access to a broader selection of products.	5.25%	13.25%	49.50%	32.00%	3.2725	.65139
	24	The information provided by the website is accurate.	6.75%	30.00%	50.75%	12.50%	3.0175	.80549
	25	I can obtain special offers available only on the website.	2.75%	5.75%	47.25%	44.25%	2.9825	.59841
							2.9792	.46259
Variable	Question	1	2	3	4	Mean	Std. Deviation	
Security And Privacy	26	My personal information may not be kept safe.	2.75%	9.75%	50.50%	37.00%	2.6900	.77486
	27	My credit card number may not be secure.	1.25%	6.00%	53.75%	39.00%	2.9775	.80537
	28	I can't trust the online company.	1.25%	7.50%	54.00%	37.25%	2.3550	.75525
	29	The online company proceeds the purchase transaction accurately.	1.75%	28.25%	40.50%	29.50%	2.2750	.79116
							2.5744	.42398
Variable	Question	1	2	3	4	Mean	Std. Deviation	
Dependent	30	I am very satisfied with the information I receive from the website.	2.50%	9.50%	64.75%	23.25%	3.0825	.57141
	31	I have a positive attitude toward the website surfing.	1.00%	9.50%	69.75%	19.75%	3.0875	.64876
	32	My interaction with the website is very satisfying.	1.25%	6.50%	67.25%	25.00%	3.1600	.58331
	33	It is likely that I will visit online shopping website again in the near future.	1.25%	8.50%	59.75%	30.50%	3.1950	.63481
	34	I will use online shopping website for my online shopping again.	1.25%	6.00%	63.25%	29.50%	3.2100	.60150
							3.1455	.49935

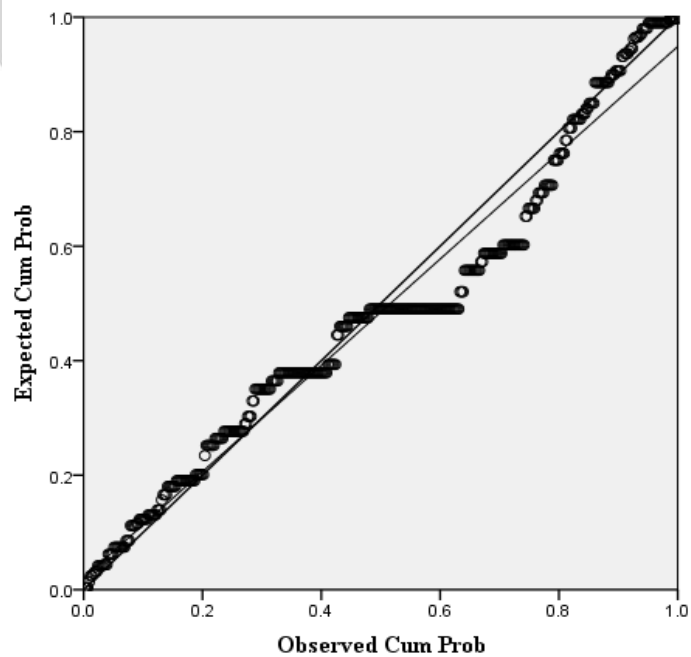


APPENDIX C
NORMAL P-P PLOT OF REGRESSION STANDARDIZED RESIDUAL

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Consumers' Purchasing Decision



Independent Variable of Convenience and Time Saving

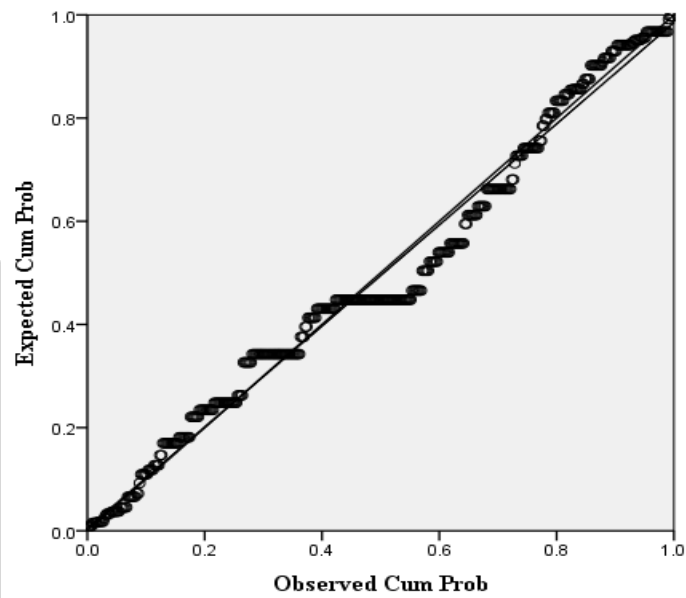


Independent Variable of Website Design

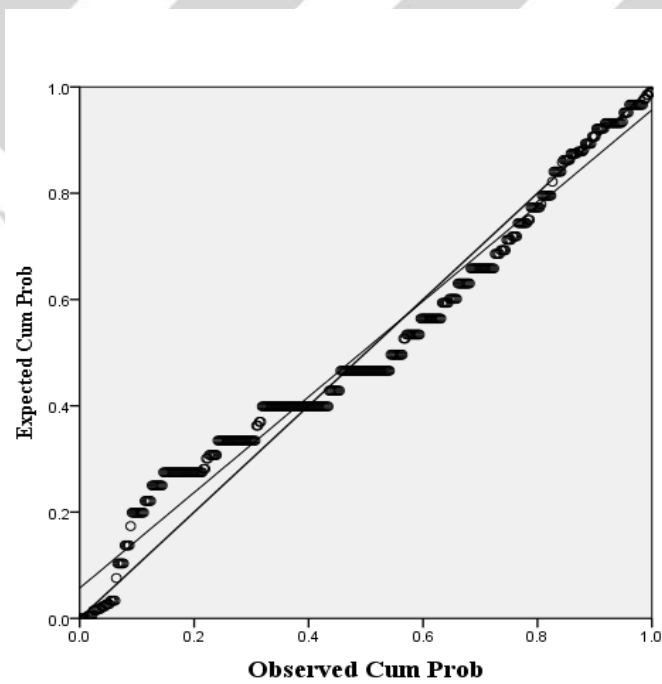


Normal P-P Plot of Regression Standardized Residual (Cont.)

Dependent Variable: Consumers' Purchasing Decision



Independent Variable of Website Features



Independent Variable of Security and Privacy

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