# A STUDY OF FACTORS INFLUENCING BUYING DECISION TOWARD APPAREL ONLINE SHOPPING IN BANGKOK



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#### **ABSTRACT**

The research aims (1) to study factors Thai consumer attitude and decision making of buying clothes via online shopping in Bangkok; (2) to study the impact of different demographic factors among Thai consumers toward purchasing decision on apparel online shopping; (3) to study if there is significant relationship between product, price, place, and promotion toward purchasing decision on apparel online shopping in Bangkok.

This paper applied the quantitative method to collect the data by using the questionnaire. The target population was people who have experiences in apparel online shopping in Bangkok. A total of 450 questionnaires were distributed and 400 copies were effective.

The findings showed that the majority of respondents were females aged between 26-35 years old, mostly with an education level of bachelor's degree, and employed as corporate workers with an average monthly income between 10,001-30,000 baht. In the addition, the majority of respondents purchase clothes through online shopping from Weloveshopping.com with the budget in a range of 500-1,500 baht.

Furthermore, hypothesis testing found that the difference of age and occupation caused different perception and buying decision toward apparel online while gender education and income level did not cause the difference in the significant at or below the 0.05 level. A possible explanation is that corporate workers mostly have to use the Internet routinely; and spend the most of time in the offices with high possibility of the Internet access. Therefore, online shopping is convenient for them that they can select and purchase clothes any time they want. In the addition, the hypothesis testing found that product, price, place, and promotion had a significance influence the consumers' buying decision toward apparel online shopping with overall results of a high level of importance.

In conclusion, the marketing mix and the demographic factors of age and occupation cause a difference of consumers' perception and buying decision toward apparel online shopping in Bangkok, Thailand.

**Keywords:** Purchasing decision, Apparel online shopping, Thai consumers

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## **CONTENTS**

	PAGE
ABSTRACT	i
CONTENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER 1 INTRODUCTION	
1.1 General Introduction	1
1.2 Statement of Problem	2
1.3 Objective of study	3
1.4 Scope of study.	4
1.5 Significance of study	
1.6 Limitation of the Research	4
1.7 Definition of Terms	
CHAPTER 2 LITURATURE REVIEW	
2.1 Textile and Garment Industry in Thailand	8
2.2 The History of Internet Development in Thailand	9
2.3 Electronic Commerce in Thailand	11
2.4 The Growth of Social Network	12
2.5 Theory of Consumer behavior	14
2.6 Maslow's Hierarchy of Needs	15
2.7 The Marketing Mix Strategy	17
2.7.1 Product	17

2.7.2 Price	18
2.7.3 Promotion.	18
2.7.4 Place	20
2.8 Previous research	20
2.9 Conceptual Framework	22
2.10 Hypothesis Theory	23
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Theoretical Framework	26
3.2 Research Methods.	26
3.3 Populations and Sampling Selection	27
3.4 Research Instrument.	29
3.5 Questionnaire Testing	30
3.6 Data Collection Procedures	31
3.7 Data Analysis	32
CHAPTER 4 MAIN FINDING	
Part 1: General Information.	34
Part 2: Analysis of Consumer Behaviors on apparel online shop	pping37
Part 3: Analysis of Consumer Attitudes and Buying Decision to Online Shopping based the Marketing Mix Factors	
Part 4: Hypothesis Testing of the Demographic Factors	48
Part 5: Hypothesis Testing of the Marketing Mix factors	59

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	-		יו	/ I 7	)	•	<b>、</b> ,	17	v	71	Jĸ	71	ľ	.,	1.	1

5.1 Cor	nclusions	61
5.2 Lin	nitations	63
5.3 Rec	commendations	64.
5.4 Sug	ggestion for Further Study	64
REFERENC	CES	
APPENDIX	A: Survey Questionnaire	
BIOGRAPH	Y	80

## LIST OF TABLES

	PAGE
Table 1.1: Frequency and percentage of respondents classified by general	34
information	
Table 2.1: Frequency and percentage of respondents' access to the	37
Internet on average week.)	
Table 2.2: Frequency and percentage of websites where respondents	38
purchase.	
Table 2.3: Frequency and percentage of respondents' budget spending on	39
clothes through shopping online in a single time.	
Table 2.4: Frequency and percent of respondents' purchase online for	40
clothes.	
Table 2.5: Frequency and percent of respondents' influencing factors of	41
purchasing clothes on online.	
Table 2.6: Frequency and percent of respondents' purchased item on	42
online.	
Table 3.1: Represent the mean, standard deviation, and level of	43
importance of overall consumer attitudes and buying decision toward	
apparel shopping online based on product, price, place and promotion.	
Table 3.2: Represent the mean, the standard deviation and level	44
important of product factor.	
Table 3.3: Represent the mean, the standard deviation and the level of	45
importance of the price factor.	
Table 3.4: Represent the mean, the standard deviation and the level of	46
importance of the place factor.	
Table 3.5: Represent the mean, the standard deviation and the level of	47
importance of the promotion factor.	
Table 4.1: Hypothesis test between the marketing factors and gender	49
influencing consumers' buying decision toward apparel online shopping	

by using t-test.	
Table 4.2: Hypothesis test between the marketing mix factors and gender	50
influencing consumers' buying decision toward apparel online shopping	
and gender by using f-test.	
Table 4.2.1: To test for least significant difference between the marketing	52
mix factors and age influencing consumers' decision toward apparel	
online shopping in Bangkok.	
Table 4.3: Hypothesis test between the marketing mix factors and	53
education influencing consumers' buying decision toward apparel online	
shopping by using f-test.	
Table 4.4: Hypothesis testing between the marketing mix factors and	55
occupation that influencing consumers' buying decision toward apparel	
online shopping in Bangkok by using f-test.	
Table 4.4.1: Least significant difference tests for the marketing mix	57
factors and occupation that influencing consumers' buying decision	
toward apparel online shopping.	
Table 4.5: Hypothesis test between the marketing mix factors and income	58
level that influencing consumers' buying decision toward apparel online	
shopping in Bangkok.	
Table 5: Correlation of product, price, place and promotion.	59

## LIST OF FIGURES

	PAGE
Figure 1: Maslow's Hierarchy of Need.	16
Figure 2: Conceptual Framework.	23



## CHAPTER 1 INTRODUCTION

#### 1.1 General Introduction

Clothing is necessary as a part of human physical needs. People need clothes to protect their bodies from hot or cold weather and danger from outside. Beside that, it supports a wearer to create and develop his or her personality and image. In the addition, it can indicate a personal taste and a social status by cloth styles and brands. Lagerfeld, a famous the German fashion designer who is now the creative director of Chanel and Fendi (Vogue), said, "The elegance is as physical, as moral quality that has nothing common with the clothing. You can see a countrywoman more elegant than one so called elegant woman ", (Goodread.com). Today, Thailand garment's industry has developed to global standard and modern fashion style, which provides suppliers, wholesalers, and retailers. Thailand is becoming the fashion hub of ASEAN as the result of design and high quality of productivity. There are many popular Thai brands like Disaya, Grayhound, Stresis, Issue, Kloset, and so forth. As the world has no boundaries, people have influence fashion trends from West mixing with East. Consequently, there are many fashion styles for customers to select. In the addition, there are new collections in every season, thus demands of clothes are never stop for fashion lovers. Clothing market demand in Asia and Oceania was forecast to grow by 10.9% per annum during 2009-2014, (Textile Intelligence, 2010).

Fashion clothing is a business focusing on customer satisfactions, which involves with price, product designs and qualities, store decorations, product placements and promotion. Since intense competition of garment business in Thailand, there are high new entries because of low investment comparing to other business like airline business. Thailand's Garment businesses have developed various channels and services in order to be competitive like e-commerce. The targets of garment businesses assume to be modern people, who love to try new things and follow fashion trends. Also, beauty- loving females are the target group of garment businesses. For clothing boutiques, the target groups tend to narrow to niche products,

and rely on long-term loyalty from their customers (Ingram). As fashion trends change very fast, a company needs to design new collection updating to the change of trends and seasons, such as winter, summer, autumn, spring, disco, bohemian, etc. Thus the company needs to apply the right marketing strategy to success.

Nowadays, People's lifestyles have changed to cyber world. As the Internet has spread around, the numbers of the Internet users have risen continuously. Thus there is a new way of business, an e-commerce, which provides easy and convenient access to allow customers to experience products. Many existing companies use e-commerce to stimulate sales and marketing through social network like Facebook, or twitter. At this moment, social network becomes a popular way of marketing tools and distribution channels, as it allows people to make to update their profile pictures and statuses. Also, it is the way that creates and keeps relationship among social group. Social network is becoming a business device, as it can create friend connections, trends and networks increasingly through sharing and word of mouth. Recently, there are many fashion cloth retails on Facebook and Instagram like Morningkiss, Dahong, Made of Fabric, Penelope, Kayasis, etc.

Since high competition of garment business and the growth of online or social network, it is necessary to focus on e-commerce and social media, which is the way to increase sale volumes. Trend of social network is increasing dramatically in Thailand, especially Facebook and Instagram. According to Millward 2013, mentioned that the number of Facebook userd in Thailand is around 18 million, and the number of instagram is 600,000 Thai users at the end of the first quarter of 2013. Therefore, more and more researchers are interested to study in the attitudes and perception of Thai consumers toward cloth shopping online.

#### 1.2 Statement of the Problem

As the growth of Internet and social network has continued increasingly, consequently, the number of the Internet users and social network users expand dramatically in Thailand. Therefore, e-commerce becomes a popular channel for many businesses, including garment industry. It is simple to assume that Thai

consumers are growing more interest in cloth shopping online. Therefore, cloth online retailers must always seek to provide customers' satisfaction through online shopping.

Furthermore, previous studies have results that females purchased clothes more often than males. In the addition, price affected to consumers' purchasing decision for clothes in Thailand. They tended to buy cheaper items. In the same way, other factors of marketing mix including product, place and promotion influence consumer to purchase clothes through online shopping. Therefore, it is important to closely examine how Thai consumer behaviors of purchasing decision toward apparel online shopping is changing compared to they did previously. This study will provide updated information about Thai customer's attitude toward purchase decision making for the apparel online shopping, which is necessary for Thailand's garment businesses to be competitive in the cyber world.

#### The Research Question

- 1. What are the factors influencing Thai consumers' attitudes and buying decision toward apparel online shopping?
- 2. How do different demographic factors influence the consumers' buying decision toward apparel online shopping in Bangkok?
- 3. How does marketing mix influence the consumers' buying decision toward apparel online shopping in Bangkok?

#### 1.3 Objective of the study

The objectives of this study are:

- 1. To study factors Thai consumer attitude and decision making of buying clothes via online shopping in Bangkok.
- 2. To study the impact of different demographic factors among Thai consumers toward purchasing decision on apparel online shopping.
- 3. To study if there is significant relationship between product, price, place, and promotion toward purchasing decision on apparel online shopping in Bangkok.

#### 1.4 Scope of the study

The study aims to identify the factors influencing the attitude, buying decision, and behaviors of Thai consumers living in Bangkok toward cloth online shopping. It will investigate the consumers who commonly use the Internet and at the age around 18-40. The research will also identify some of main factors leading to the purchase decision. The factors are divided into two categories, which are demographics and the marketing mix.

#### 1.5 The significant of the study

Nowadays, Internet becomes an important role and factor of human living. As the number of Internet users in Thailand has continued dramatically, thus many businesses have seen the opportunity of sale and marketing through e-commerce, which is considered to be a new channel of business in order to be competitive and success. This is one of main significance leading to this study.

More and more people tend to purchase cloth through online. This research study is to investigate the factors influencing the attitudes of Thai consumers toward cloth online shopping. Due to the factors that will be presented in this research, this study will also be very beneficial for the garment industry. It will also suggest other areas for further research regarding cloth online shopping. In the addition, this research can be developed into tools and idea to improve the garment industry and to find the best way to satisfy consumer on cloth online shopping.

#### 1.6 Limitation of this Research

There is obvious limitation in this research as describe below:

- 1. The place of the study was limited only some areas of Bangkok.
- 2. The sampling of the study was only people who had experiences in apparel online shopping in Bangkok
- 3. This study was limited in term of period of time.

#### 1.7 Definition of Terms

#### Consumer

Consumer refers to a person who buys products or services for personal use and not for manufacture or sale. A consumer is a person who can make decision to purchase an item, and a person who is influenced by marketing and advertisement, (Investor word.).

#### **ISP (Internet Service Provider)**

ISP is the service for internet users supplied by companies installing device for the service in Thailand, they must do the business under conditions issued in contracts, as well as follow laws, government approvals, restrictions, regulations, orders and policies of CAT, (CAT Internet Service Center).

#### **Electronic Commerce**

Electronic Ecommerce or e-commerce is a type of industry where the buying and selling of products or service is conducted over electronic system such as the Internet and other computer networks (Wikipedia.com).

#### Online shopping

Online shopping describes as the act of purchasing products and services over the Internet (Business Dictionary.com)

#### The consumer buying decision

The consumer buying decision is a systemic way of looking at how a consumer makes the decision to purchase a product (any product) in a product category (Nancy&Miller).

#### Consumer attitude

Consumer attitude refers to consumers are individuals with likes and dislikes. When he preponderance of people in particular group feel one way or another about a product, service, entity, person, place, or thing, it is said to be a generalized consumer attitude that could affect the marketing of that person, product or entity in positive or negative ways (Currie).



#### **CHAPTER 2**

#### LITURATURE REVIEWS

This chapter is intended to review literature relevant to the topic of the study to build research framework, also focuses on the framework and hypothesis of the research. In this study, the research bases her work on previous research studies as source of variable regarding the studied variables with the support of relevant theories. This chapter consists of many contents as follow:

- 2.1 Textile and Garment Industry in Thailand
- 2.2 The History of Internet Development in Thailand
- 2.3 Electronic Commerce in Thailand
- 2.4 The Growth of Social Network
- 2.5 Theory of Consumer behavior
- 2.6 Maslow's Hierarchy of Needs
- 2.7 The Marketing Mix Strategy
  - 2.7.1 Product
  - 2.7.2 Price
  - 2.7.3 Place
  - 2.7.4 Promotion
- 2.8 Previous research
- 2.9 Theoretical Framework and Hypothesis
- 2.10 Hypothesis Theory

#### 2.1 Textile and Garment Industry in Thailand

Thailand modern textile and garment industry began in 1936 when the ministry of Defense import textile machinery to produce textile for military use, which has become leading garment industry in that export-oriented country, (Textile World Asia, 2007).

Thailand's textile and garment industry has continued growth and success over the five decades, which has played significantly to Thai economy and social development (Watchravesringkan, Karpova, & Hodlge, 2010). This industry covers a wide variety of products; everything from yarns to wools fabric, cotton bed linens to technical textile, and pajamas to high fashion. As classification of end products corresponds to a of industrial processes, enterprises, and market structures, it allows this industry to reach one of the country's top export value with ranking 15<sup>th</sup> in the world for textile and garment export, (Thailand Board Investment, 2007). Textile and garment is considered the second-most important industrial segment for employment, but employment gradually decreased 2009 as the result of new machinery, (Source Asian, 2010).

When this industry first beginning, it success due to Thailand numerous competitive advantage; for examples, cheap labor costs, low priced property, increasing in the import and export quotas, and the currency crisis in 1997. However, textile and garment has lost its former competitive advantage, as it faced many difficult challenges such as an increasing in wage, a reduction in total productivity, a radical increase competition, a fluctuation in the world's economic, and the cancellation of quotas, (The Thailand Board of investment, 2008). Mr. Virut Tandaechanarut, Executive director of the Thailand textile Institute, said that global competition started to intensify. So Thai entrepreneurs needed to adjust the strategies as well as develop new products by value adding enchantment and innovation (The Thailand Board of Investment, 2008).

The main challenges that Thailand's textile and garment would continue to encounter today are how to sustain their competiveness and overcome rising product cost, (Kasikorn Research Center, 2013). At this moment, Thailand faced with a fall in

export to the US and EU as the result of decreasing demand from the US and EU, it has been offset by increasing export to Asia, including China, Hong Kong, Korea, and Japan. Thailand's textile and garment industry has a perspective of becoming a fashion center of ASEAN region as Thailand has advantages of its location, product quality, and array of educational institutes (Fibre2fashion, 2013).

#### 2.2 The history of Internet development in Thailand

Thailand was an early participant in bringing the Internet to Asia, (Palasri, Huter, & Wenzel, 1998). In the beginning, Internet was used by academic professionals for email connecting. The development of Internet began by Dr Kanchana Kanchanasut and Dr. Tomonori Kimura, who worked as professors at Asian Institute of Technology (AIT) in mid-1987. They received some technical assistance from Australian to create a small network in order to keep contact with their friends from Australia and Japan (Thailandbuddy.com). At that time, AIT charged 200 baht per month for 15,000 characters transferred plus one baht for every additional fifty characters (counting both in and out message) (Internet Society Thailand). In 1988, Australian International Development Plan (IDP) assisted Prince of Songkhla University (PSU), AIT, and Chulalongkorn University in creating the first email network called Thai Computer Science Network (TCSnet). A major breakthrough occurred in 1991 when Chulalongkorn University became Internet gateway in Thailand, (Internet Society Thailand). In 1992, Chulalongkorn University received the first 9.6Knps leased line to UUNET, which was transformed to TCP/IP (Palasiri, Huter, &Wenzel, p.8). The all day, all night and full Internet service at Chulalongkorn University were much better than the email-only at AIT, (Internet Society Thailand). The number of email users at that time was 50 users, (Palasiri, Huter, &Wenzel, p.11). In late 1991, Dr. Taweesak, an engineering lecturer at Thammasat University (TU), established a new host by installing MHSNet software in the university with a 14.4Kbps modem, which was fastest in that time, (Palasiri, Huter, & Wenzel, p.12). In 1992, TU established Thammasat University information Processing institute for education and development (IPIED), which offered one dial-in telephone number was made available 24 hours a day, (Internet Society Thailand). In 1995, as the number of Internet users had increased rapidly, the Internet became

commercialized and expanded to outside campuses to the general population, (Palasri, Huter, & Wenzal).

The first commercial Internet service provider was KSC Commercial Internet Co.,LTD., which was founded in 1994 by a joint venture of Internet Knowledge Center Co., Ltd. (IKSC) and the Communication Authority of Thailand (CAT), (Thailand Internet). In March 1995, Internet Thailand Company was established jontly by the communication Authority of Thailand (CAT), Telephone Organization of Thailand (TOT), and the National Science and technology Development Agency (NECTEC), which received the first operating license from CAT to commercialize of the Internet to the general public. It was launch its full-scale service with its first 512 kbps international gateway through UUNET, VA, USA, (Chansripinyo, Angkalukkana&Koanantakool, 1999). At present, there twenty companies who provide Internet service in Thailand as following, (CAT.net):

- 1. CAT Telecom Public Co., Ltd.
- 2. Internet Thailand Public Company Limited
- 3. World Net & Services Co., Ltd.
- 4. Jasmine Internet Co, Ltd.
- 5. Anet Co.,Ltd.
- 6. WorldWeb
- 7. Samart InfoNet Co., Ltd.
- 8. Triple T Global Net
- 9. KIRZ Company Limited
- 10. OTARO Company Limited
- 11. Internet Service Provider Co., Ltd.
- 12. Proimage Engineering and Communication Co., Ltd.
- 13. Far East Internet, Ltd.
- 14. CS LoxInfo Co.,Ltd.
- 15. Asia Infonet Co., Ltd.
- 16. Reach Communications Services (Thailand) Ltd.
- 17. KSC Commercial Internet Company Limited
- 18. TOT Public Company Limited

- 19. Advanced Datanetwork Communications Co., Ltd.
- 20. Chomanan Worldnet Co,.Ltd.

#### 2.3 Electronic Commerce in Thailand

E-commerce (or electric commerce) refers to buying and selling of good via electronic channels, including online bill payment or purchasing from an e-trailer. It was introduced about 40 years ago, and, to this day, continues to grow with new technologies and many businesses entering the online market each year, (Miva Merchant, 2011). E- commerce and its related activities over the Internet can be the engines that enhance domestic economic well being by linearization of domestic services, more rapid integration in to globalization of production, leapfrogging of technology, (Mann, 2000).

Internet has become more than just a way to exchange e-mail and documents. The growth of the Internet has been follow by the increase of e-commerce. Also in developing countries, they have adopted e-commerce in order to boost their economic and competiveness to a new level, (Laosethakul, 2007). In 2002, the Internet users in the world were about 591 million. The developing countries had 32 percent of the world's Internet, while North America and Europe had almost 89 percent of the world's Internet host. However, the report showed that the number of the Internet users in developing countries increased dramatically comparing to developed countries. While the number of the Internet users in developing countries increased 45.68 percent in 2000-2001 and 39.91 percent in 2001-2002, the number of the Internet users in developed countries increased 21.38 percent in 2000-2001 and 12.42 in 2001-2002, (United Nation Conference on Trade and Development, 2003). In 2013, the number of the Internet users in Thailand could reach 52 million as the result of variety of smartphonnes and increasing availability of broadband, (Bangkok Post, 2013). The continued growth of third generation (3G) broadband services and variety of smart devices drive Thailand's retail commerce strongly, which expects to grow by at least 30%, (Bangkok Post, 2013). At this moment, Thailand's e-commerce market size is estimated at US\$1 billion, which is going to be \$6 billion between 2020-2025, (Pornwasin, 2013).

Many Thailand's e-commerce ventures are successful. For an example, Thaigems.com has become the world leading online seller of gems and jewelry, which controls ninety percent of the online market for color gemstone. For another example, Siam Cement, one of the leading in the cement and building material industry in Thailand, received a bronze medal from the Internet World Asian Industry as a company with impressive e-commerce strategies in the year 2000, (Laosetakul, 2007).

One of the most successful online shopping websites in Thailand is Tarad.com. Pawoot Pongvitayapanu, CEO of Tarad.com, started Tarad.com in 2001. He sold Tarad.com to Rukute, a Japanese electric commerce and Internet company, as he saw its potential that would improve Thailand's e-commerce industry to another level, (e27, 2012). Pawoot mentioned in e27 website that Thailand's e-commerce started to be competitive. Existing offline shopping malls would expand to online channel. In Paypal's 2012 research shown Thailand's e-commerce market size was around 14.7 billion Thai baht. He said the key factors that affect Thai consumers' buying decision were price, trust and confidence in merchants, online payment, and trust in delivery and shipping, (e27, 2012).

#### 2.4 The Growth of Social Network

According to Brenner, 2013, the research showed that 72% of online adults used social network site. Facebook was the most popular one, which was 67% of online adults used social network sites, (Brenner, 2013). Mark Zuckerberg launched Facebook in 2004 when he was 19 years old in his dormitory room. At the beginning, Facebook was created for Harvard students (Belch, Belch). Zuckerberg wrote a program called Facemash just for fun, letting students on the college network vote on other student's photo attractiveness. It was shut down within one day, but it became the idea for his writing facebook, (Mashable.com). In no time, it became a nationwide network for college students in the UK, and now over the world. It was said in Facebook Report third Quarter 2013 that daily active Facebook users were 728 million; and monthly active users were 1.19 billion for September 2013, (Smith, 2013). Mobile advertising drove Facebook growth. The growth percentages of total

active Facebook users and mobile check-ins seem to draw closer with each passing three-month period, as Facebook continued the mobile push and social media become a routine for handset and tablets on the go. Zukerberk mentioned that 48% of daily Facebook users log-in on mobile, which supported those mobiles ad numbers, (Steele, 2013). Facebook has changed the way people communicate, and how brand communicate with customer, as the website pursue its mission of organizing the world's people. In the addition, studies show that profiles on Facebook are more reliable than other social network (Belch &Belch, 2012, p.3)

Another popular social media is Instagram, which was created by Kevin Systrom and Miker Krieger (Wiki.com) and launched in 6 October 2010, It a photosharing application originally for Iphone, Ipad and Ipod touch, and later in android and window phones, (Moreau), which works like other social based around having friends and followers. However, the distinctive point of Instagram is you can take pictures within the app or use photos that exist in your camera role with variety different filters. Photos can instantly shared on Instagram, Facebook, twitter, Filckr, Photerous and Tunbre, (Social Lux, 2010). It is reported that the biggest social gainer in Thailand is Instagram, which has seen 163 percent growth in users in the country in the past 12 months. Anyway, the number of Facebook users in Thailand is still away ahead with 18 million while Instragram users in Thailand is now up to 600,00 at the end of the first quarter of 2013, (Millward, 2013).

More and more people rely on the social media, including Facebook, twitter, Instagram, and Line. Especially in Thailand, it is becoming increasingly important in Thailand for both business and fun. In comparison to the world, Thailand is above average as one in four people use social media in the world, (Business Advice and Mentoring, 2013).

#### 2.5 Theory of Consumer behavior

#### **Consumer behavior**

Consumer behavior refers to the process and activities people engage in when searching for selecting, purchasing, using, evaluating, and disposing of products and service in order to satisfy their needs and wants (Belch & Belch, 2012). There are six stages of the consumer buying decision process for complex decision as the following (Brown, 1996):

- Problem recognition (awareness of need) is when the consumer perceives a need and becomes motivated to solve the problem (Belch& Belch, 2012, p.115). It refers to the difference between the desired stage and actual condition (Brown, 1996).
- 2. Information search is the stage when the customers realize a problem or need that can be satisfied by the purchase of a product and service. They start to search for more information to make a purchase decision (Belch& Belch, 2012). The consumers engage in both internal and external information search. Internal research involves the customer identifying alternative in his or her memory, mostly for certain low involvement product. For high involvement product, the consumers tend to involve with external research like words of mouth, media, store visit, and trial (Partner, 1999-2010).
- 3. Evaluation of alternatives is after acquiring information during information search stage of the decision making process (Belch & Belch, 2012, page 124). The customers need to make evaluation of a product and service whether they want or not want (Brown, 1996)
- 4. Purchasing decision is the stage that the customers stop searching for and evaluating information about alternative brands in the evoked set and make a purchase decision (Belch &Belch., 2012, p. 129). Generally, the consumer's purchase decision will be to buy the most preferred brand (Armstong&Kotler, 2009). A purchasing decision is not the same as actual purchase. The customers still implement the decision and the actual purchase, such as when to buy, where to buy, and how much money to spend (Belch & Belch, 2012, p.129).
- 5. Purchase may differ from purchasing decision stage in the way of product availability (Brown L., 1996).
- 6. Post-purchase evaluation- outcome involves with customer's satisfaction and dissatisfaction after using the product and service (Brown L., 1996).

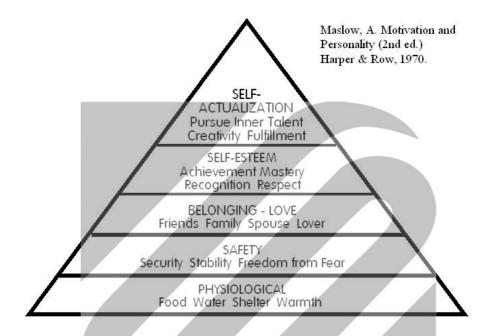
Satisfaction happens when the consumer's expectations are met or exceed while dissatisfaction happens when performance is below expectation. Another possible outcome of purchase is cognitive dissonance (Armstrong &Kotler, 2009, p.130), or discomfort caused by post purchase conflict (Belch.E&Belch.A, 2012, p. 179). This can be reduced by warranties, after sales communication (Brown.L, 1996)

However, all consumer decisions do not always include all six stages. It will be determined by the degree of complexity (Brown L, 1996.)

### 2.6 Maslow's Hierarchy of Needs

In the six-stage of consumer buying decision, a need or want is the fundamental point of decision making. Thus, it is necessary for marketers to understand how important of human's needs and wants. Human needs are state of human of felt deprivation, including physical needs, social needs, and individual needs. Wants are the form human needs take as they are shaped by culture and individual personality (Armstrong&Kotler, 2009, page38). One of the best known theories of motivation is Maslow's hierarchy of needs, which explains that our actions are motivated in order to achieve certain need (Cherry). Abraham Maslow created the Hierarchy of needs model in 1940-50s, USA. It has been applying to understand human motivation, management training, and personal development. Maslow was born in New York in 1908 and died in 1970. He got a PhD in psychology in 1934 at the University of Wisconsin, who formed the basis of his motivational research (Chapman, 1995-2012). Maslow created five levels of hierarchy of needs, which most often displayed in pyramid as the following (Cherry):

Figure 1: Maslow's Hirachy of Need



- 1. The physiological need basic physical needs include things that we need to survive like food, water, breathing, homeostasis, clothing, shelter, and sex reproduction (Cherry).
- 2. The security and safety needs- when the physiological needs are largely take care of (Boeree). People need control in their lives, including financial security health and wellness, safety against accidents and injury, finding job, saving money, and safety neighborhood (Cherry).
- 3. The love and belonging needs- people need to be loved and accepted by others. Thus they need emotional relationship to drive human behaviors. Personal relationship with friends, family, lovers, and other activity groups play an important role in this level (Cherry)
- 4. The esteem needs- people need appreciation and respect. They need to feel that they are valued, and making a contribution to the world (Cherry). Maslow defined two versions of esteem needs, including a lower one and a higher one.

The lower one is the need for the respect of other, status, fame, glory, recognition, attention, reputation, appreciation, dignity, and dominance. The higher one is the need for self-respect, including such a feeling as confidence, competence, achievement, mastery, independent, and freedom (Boeree).

5. Self actualization- Maslow defined this level as growth motivation (Boeree). Mcleod (2007) stated that human motivation was based on people seeking fulfillment and change to personal growth in this level does not involve balance and homeostasis. People want to become stronger as we feed them, which involve the continuous desire to fulfill potentials (Boeree).

#### 2.7 The marketing mix strategy

"Putting product to the right place, at the right price, at the right time, (Mindtools)."

The marketing mix is the one best know of all marketing models, which is commonly applied in marketing by marketing professional, (Wiki.com). Niel Borden for the first time introduced the term "marketing mix' in his speech at the American Marketing Association in 1953 (Dominici, 2009). In the late 1950s, Jerome E. McCarthy elaborated the elements in the marketing mix model with 4Ps of marketing, (McCathy E., 2011). McCarthy explained the marketing mix that it composed with product, price, place, and promotion, which has been used through time by manager and academic, and become a key element of marketing theory and practice (Dominici, 2009).

#### **2.7.1) Product**

Product is defined as an idea, a good, a service, or any combination of the three that is a component of exchange to reach individual or business objective (Bearden, Ingram, and LaForge, 2004). In the addition, product is explained in term of what it does for your customer; and how it helps your customer to achieve (Ag Marketing). Goods are usually described as physical products such as cars, golf club, soft drink, or other concrete entities. In the other hand, services are normally described as nonphysical products such as a haircut, a football game, or a doctor's diagnosis (Bearden, Ingram, LaForge, 2004).

#### 2.7.2) Price

Price is amount of money that a buyer pays to seller in exchange for products and services. Prices have other labels. For examples, tuition is a term that applies in a university or a college education; interest payments is a term that applies for loans and paid for; Fee is the price charged by professionals such as doctors and lawyers. In the addition, there are other terms that describe price include interest payment, fines, rents, premiums, taxes, and wages (Bearden, Ingram, Laforge, 2004). Price is the only element in the marketing mix that produces revenue, and also one of the most flexible marketing mix elements (Armstrong&Kotler, 2009). Price also affects customer demand, which is called price elastic demand. Price changes when demand changes. Price objective refers to price decisions are made to achieve certain objects consistent with a firm's overall mission and marketing strategy (Bearden, Ingram, Laforge, 2004, p. 245-247).

#### 2.7.3) Promotion

Promotion is generally defined as those marketing activities that provide extra value to the sale forces, the distributors, or the ultimate users and can encourage immediate sales (Belch E., Belch G., 2012). Sale promotion is a way that firms can communicate with intended target audience. It applies media and non-media marketing communication for predetermined. The company uses consumer sale promotion to stimulate trial, increase consumer inventory and consumption, encourage repurchase, neutralize competitive promotion, and increase the sale of complementary products (Bearden, Ingram, Laforge, 2004, p .449). Promotion mixed or marketing communication mix refers to the set of tools that a business can use to communicate effectively the benefit of its products and services to customers as the following tool (Hall, 2009):

 Advertising- advertising is to persuade customers to purchase products or services by promoting products and company benefits (Hall, 2009), including internet, broadcast, print, outdoor, and other forms (Armstrong&Kotler, 2009, p.383).

- Sale promotion- sale promotion is best described as specific promotion that is above what a company normally provides to customer. It is a good way to attract new customer. In the addition, it supports to move old stock, counteract competitive activity, merchandise new products, encourage repeat buying and motivate staffs (Hall, 2009) such as discounts, displays, coupons, demonstrations (Armstrong&Cotler, 2009, p.383).
- Personal selling personal selling is the most effective from of promotion, as it allows a company's approach to be tailored to the need of an individual customer. Like face to face, a sale person can create a relationship with customers, also understanding their need and feeding back their information to the business to improve and standardize products (Hall, 2009). There are many ways of personal selling such as trades, shows, sales presentation, and incentive program (Armstrong&Kotler, 2009, p.383).
- Public relation- publicity is something that happens to a company and its result may be good or bad. It involves a sustained attempt to create and improve a company's reputation by using the media to support the company's image. Also it is a way to keep the business exist in customer's eyes (Hall, 2009), including press releases, sponsorships, special events, and web pages (Armstrong&Kotler, 2009, p. 383).
- Direct marketing- direct market enables a company to target specific customer groups accurately. The company can collect information on customer and apply this to create the company's database (Hall, 2009), for examples, catalogs, telephone marketing, kiosks, the internet, and so forth (Armstrong&Kotler, 2009, p. 383).

Push promotion and pull promotion are two basic promotion mix strategies. A push strategy refers to pushing the product through marketing channel to final customer. A pull strategy refers to the producer directs its marketing activities toward final customers to convince them to buy products (Armstrong & Kotler, p. 388)

#### 2.7.4) Place

Place refers to the distribution that you select depending on the type of product or service you marketing (Hall, 2009). Also, it means the distribution is about to getting the products to the customer. There are various distribution decisions like distribution channels, market coverage, specific channel member, inventory management, warehousing, distribution centers, order processing, transportation, and reverse logistic (NetMBA).

#### 2.8 Previous studies

For the previous research, they are concerned to be secondary data for this research. They provide useful sources of references regarding concept and variable that the researcher would like to study. All previous research studies support the researcher to conceptualize this research's framework that has been developed in the next chapter.

According to the research of Lerkpollakarn and Khemarangsan (2012), the research aimed to study behavior of consumers in fashion clothing according to four main factors, by focusing on physical, identity, lifestyle, and store environment. The study aimed to find out factors which one would impact them the most before make buying-decision, the sampling was 25 females and 25 males, who shop in general store, department store and boutiques in the area of Siamsquare and Paragon at Bangkok. The research applied the questionnaire survey to collect data. The results of the study showed that both women and men would consider the price before purchasing clothes. In the addition, the Internet shopping is gaining its popularity among consumers nowadays. Thus, it would be a good opportunity for cloth Company and organization to open shopping online for clothing.

In the research of HA and Stoel (2011), it focused on e-shopping quality and experiential e-shopping motive in online apparel retailing. The research took place at the US with 298 college students, as measured by confirmatory factor analysis (CFA), when they were surveyed by using self-administered. The study explained that apparel online retailers could promote customer satisfaction to shop at their stores by

managing their service quality, especially in term of privacy/security, website content /functionality, customer service, and atmospheric/experiential quality. In the addition, retailers targeting experience —driven shoppers needed to make high effort to create high quality website content/functionally and customer service features, as a high level of consumer e-shopping satisfaction exerts a strong impact on e-shopping intention.

In the study of McCormick and Livett (2012), it showed how consumer attitude determined online shopping for garment by focusing on functioning product viewing cue and aesthetic fashion cues. The sampling was focus on females at the age of 18-24, who lived in the UK. The researchers applied the dept interviews to the random sampling, as measured by using qualitative data collection. The result of this research showed that it was proved that these functional cues cater for users' utilitarian need, narrowing down the shopping process, allowing the customers to select what garment they want to view it (zoom and multiple views), view the garment moving on the catwalk and the product specific. As the result, the customers felt easy and convenient. In the addition, the study found that the functional elements were expected to be available to view garments online, with many participants emphasizing when making a purchase. Also, the technological features helped shoppers inspect the product not only influence the shoppers overall experience, making it easier for them to shop but also increase intention to buy online.

In the apparel shopping on the Internet (Park& Stole, 2002), its purpose was to explore the availability of product and customer service information, and to examine web quality of leading US Internet apparel retailers. The sampling was 31 retailers selling apparel that appeared in Store magazine's top 100 Internet, as measured by SPSS. The study showed that product information, including quality, size measurement, fiber content, price, color, description, item care, size measurement, and country of origin was available on most Web sites. In the addition, visual presentation was important for clothing selection, also in catalog online stores.

The last research is a study of Malikhaw, 2011, which studied about the factors that affected the purchasing behavior of female fashion clothing through Facebook.

The sampling was 400 females who experienced shopping online through Facebook in Thailand, when they were surveyed by using questionnaire to collect data. The research shows that marketing mix factors including products, prices, distribution channels, and promotion impacted their purchase decisions through Facbook. The respondents had confidence to purchase products in Facebook at a moderate level, and strongly confident in the Intranet system.

In conclusion, according to the literature reviews, there are many factors that influence to customers' attitude and purchase decision on clothes and apparel online shopping. As I study about consumers' attitude and purchase decision on apparel online shopping, these previous researches have useful information to support and create my research's conceptual framework and the survey regarding to demographics and marketing mix. Most studies focused on young people not over 30 years old, who assumed to be a target group for fashion cloth. The studies showed that gender was influence the consumer behavior of purchase decision on cloth and online shopping, which females tended to be larger than males. In the addition, the marketing mix (product, price, place, promotion) was a part of consumers' purchase decision. The limitation of previous research was some research took place in the UK and the US. It would be different of customers' attitude and purchase decision if the study took place in Thailand or other areas. In the addition, some studies had too less amount of sampling, which it would be more accurate results if the sampling was larger.

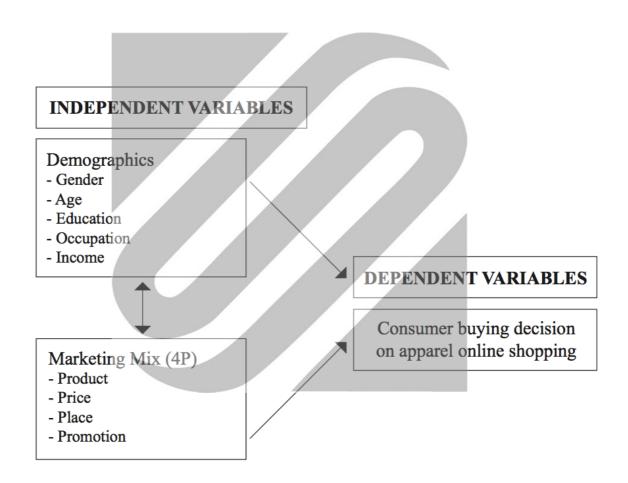
In the next chapter, the methodological approach will be described. The researcher modifies variables and focuses on those appropriate theories to this study and the marketing factors in previous details to be arranged in the conceptual framework as shown in the later chapter.

#### 2.9 Conceptual Framework

Mile and Herberman (1994) defined a conceptual framework as a visual or written product, one that explains, either graphically or in narrative form. The main thing needed to be studied including the key factors, concepts, variables, and the presumed relationship among them (p. 18). Conceptual framework of this study contains three main components; 1) demographic factors, 2) marketing mix strategy,

3) consumer buying decision on garment online shopping. While independent variables are demographics and marketing mix, dependent variables are consumer-buying decisions on apparel online shopping.

Figure 2: Conceptual Framework



#### 2.10 Research Hypotheses

Hypothesis Statement describes as a formal statement of unproven proposition that is empirically testable (Zikmund & Babin, 2013). It is also defined that statement in which we assign variables to cases as declarative statement about the relationship between two or more variables (Cooper & Schindler, 2011).

H1<sub>a</sub>: Consumers with different genders will have different perception of buying decision toward apparel online shopping.

H1<sub>b</sub>: Consumers with different genders will not have different perception of buying decision toward apparel online shopping.

H2<sub>a</sub>: Consumer with different age levels not have different perception of buying decision toward apparel online shopping.

H2<sub>b</sub>: Consumers with different age levels will not have different perception of buying decision toward apparel online shopping.

H3<sub>a</sub>: Consumer with different education level will have different perception of buying decision toward apparel online shopping.

H3<sub>b</sub>: Consumer with different education level will not have different perception of buying decision toward apparel online shopping

H4<sub>a</sub>: Consumer with different occupation will have different perception of buying decision toward apparel online shopping.

H4<sub>b</sub>: Consumer with different occupation will not have different perception of buying decision toward apparel online shopping.

H5<sub>a</sub>: Consumer with different income level will have different perception of buying decision toward apparel online shopping.

H5<sub>b</sub>: Consumer with different income level will not have different perception of buying decision toward apparel online shopping.

H6a: Product has a significant influence to the customer's buying decision toward apparel online shopping.

H6<sub>b</sub>: Product does not have a significant influence to the customer's buying decision toward apparel online shopping.

H7<sub>a</sub>: Price has a significant influence to the customer's decision toward apparel online shopping.

H7<sub>b</sub>: Price does not have a significant influence to the customer's decision toward apparel online shopping.

H8<sub>a</sub>: Place has a significant influence to the customer's decision toward apparel online shopping.

H8<sub>b</sub>: Place does not have a significant influence to the customer's decision toward apparel online shopping.

H9<sub>a</sub>: Promotion has a significant influence to customer's decision toward apparel online shopping.

H9<sub>b</sub>: Promotion does not have a significant influence to customer's decision toward apparel online shopping.

#### **CHAPTER 3**

#### RESEARCH METHODOLOGY

This chapter focuses on the framework of the research and overview of research methodology. The researcher relates the theories that are drawn from literature review to develop the conceptual framework. This chapter consists of many sections as follow:

- 3.1 Theoretical Framework
- 3.2 Research Methods
- 3.3 Populations and Sampling Selection
- 3.4 Research Instrument
- 3.5 Questionnaire Testing
- 3.6 Data Collection Procedures
- 3.7 Data Analysis

#### 3.1 Theoretical Framework

In the previous chapter, there are many models that influence consumer purchase decision. The researcher employed the theories and previous studies in order to develop the conceptual framework. For this study, the independent variables are demographic (ages, genders, income, education) and marketing mix (product, price, place, promotion) while the dependent variables are consumers' attitude and purchase decision on apparel online shopping.

#### 3.2 Research Methods

The research analyses the factors influencing the customers' attitude and purchase decision on apparel online shopping. The study focused on demographics and marketing variables as perceived by people who have experience on online shopping for clothes in Bangkok. The research applies quantitative methods to collect primary data. Quantitative research attempts precise measurement of something, usually consumer behavior, knowledge, opinion or attitude (Cooper& Schindler, p.160-161). Qualitative research is less structured than most quantitative research because it does not rely on self-response questionnaires containing structured format. It is advised that the best way using either to match the right approach to the right research context. Somehow, many good research projects apply both qualitative and quantitative research (Zickmund, Babin, & Griffin, 2013, p.132-133).

In this research, the researcher uses survey by the questionnaire for this study, as it is the method of primary data collection. A survey is a measurement process used to collect information during a highly structured interview, which can be can be human interviewer or other instruments (Cooper& Schindler, p.242). Moreover, Zikmund (2013) stated that survey could provide quick, inexpensive, efficient and accurate. In the addition, secondary data is applied in the research regarding to be useful references, including textbooks, previous researches, and the relevant articles in the Internet.

The researcher applies descriptive and inferential statistic method to analysis the result of this study. Descriptive statistics are used to describe the basic features of the data in the study, which provide simple summaries about the sample and the measurement (Research Method Knowledge Base). They are used to present quantitative description in manageable by using frequency and percentage. Inferential statistics as t-Test are concerned with making predictions or inferences about a population from observation and analyses of sample (Crossman). It is used to determine differences in the demographics and marketing factors as perceived by consumers who have experiences in apparel online shopping. After collecting data

from respondents, the data is coded into symbolic form that is use in SPSS software; and then those data will be analyzed in correlation.

### 3.3 Population and Sampling

#### **Population**

According to Zikmund & Babin (2013), population refers to any complete group of entitles that shared some common set of characteristic, and population element refers to an individual member of population. Cox mentioned that, in a survey, the target population was the entire set of units for which the survey data were to be used to make inference. It must been specifically defined as the definition weather sampled case s were eligible or ineligible for the survey.

In this study, the target population is persons of both males and female, aged 18 years old and above, in all education levels and all occupation, who have experiences in online shopping in the area of Bangkok. The number of population in Bangkok is approximately 9.3 million. The random sample is studied in five areas of Bangkok in the districts of Watthana, Patumwan, Bangken, Silom, and Prawet. As those areas are surrounded with various businesses and education institutes with a large number of the Internet users, thus the populations in those areas tend to be familiar with the Internet and online shopping. Consequently, they are the right target population for this research that study about apparel online shopping.

#### Sample Size

As noted above, the researcher focuses on target population in 5 locations in Bangkok surrounding with various businesses and education institutes. Thus, the target population of this study will focus on people who stay in the districts of Watthana, Patumwan, Bangken, Silom, and Prawet District. The researcher will select 400 respondents. The questionnaire will focus on getting responses from students and working people as the target population of the Internet users and online shoppers. The sampling size for this study based on the method of Taro Yamane. The Taro Yamane (1973) statistical formula is given as:

$$n = \frac{N}{1 + N(e)^2}$$

Where 'n' is a sample size

'N' is population size

e' is the level of precision

Using Yamane's Formula, when the level of precision required is within 5%, in order to avoid the bias of too small a sample compared to population size as a whole, the solution is to increase the number of sample. Applying the formula to Bangkok size of 9,300,000 gives the below results:

$$n = 9,300,000/[1+9,300,000 (0.5^2)]$$

The result of calculation will be 398.93 so that this research requires at least 400 respondents.

#### 3.4 Research Instrument

The instrument used in this study is a questionnaire that provides all the information that is required to respond the research questions, which consist of three sections as follow:

# Part 1: General Information

There are questions about general demographics, including gender, age, education level, and income level. All questions are multiple choices and single answer.

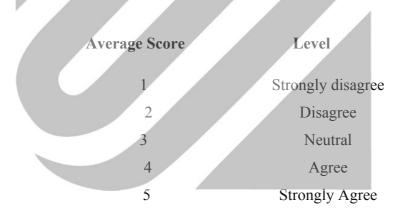
#### Part 2: Behaviors of apparel online shopping

Closed-end questions are combined in this section. The respondents are requested to answer six questions, which focus on the behavior of buying clothes through online shopping like favorite websites, favorite promotion, frequency of the Internet access, frequency of purchase and budget.

Part 3: Customers' attitude on apparel online shopping

Closed-end questions on Customer attitudes toward purchasing clothes on online. These questions include overall customer attitudes toward marketing mix, including product, price, place, and promotion reflecting to purchasing clothes on online shopping. All questions are presented in a five- point Linkert scales for obtaining attitude level.

Evaluation scores will be measured by the variable in the questionnaire based on the Rating Scale followed by the Linkert Scaling technique. Linkert scale is the most widely used for rating scale of attitude measurement. It is a five or seven point which is used to allow the individual to express how much they agree or disagree with particular statement (Mcleod, 2008). The respondents answer the questions by using a scale from 1-5, which was determined as follow:



#### 3.5 Questionnaire Testing

#### **IOC (Index of Item- Objective Congruence)**

The first measurement of this research is to measure the questionnaire by using IOC, the index of item- objective congruence. According to Tuner & Mulvenon mentioned, "It is a process where content expert rate individual items on the degree to which they do or do not measure specific objectives listed by the developer" (SAS Institute). The researcher gives questionnaires to three experts and two respondents to

measure the agreement with score -1 to 1 (disagree- agree). The overall test comes out as 0.97, which is greater than 0.5; therefore, the questionnaire of this research is valid.

#### **Reliability Test**

The researcher measured the reliability of the questionnaire to ensure that it was reliable before distribute it to the respondents. The reliability analysis procedure calculates a number of commonly used measure of scale reliability an also provide information about relationship between individual item in the scale (IBM). Cronbach's alpha was applied to measure of reliability. After reviewing from the advisor, the researcher gives the questionnaires to the first 30 random respondents (pretest). The researcher analyzes the quality and reliability of questionnaire by using SPSS by using Cronbach's Alpha. The overall reliability test comes out as 0.931, which is greater than 0.70; therefore, the questionnaire for this research is valid.

#### **3.6 Data Collection Procedure**

#### **Data Collection**

#### 1) Primary data

Primary was collected directly from people through the survey by using the questionnaire. The research distributed the research questionnaires to the 400 respondents during 10 to 25 December 2013. The researcher distributed and collected questionnaires from Fitnessfirst's members, students, and BTS passengers in 5 areas of Bangkok, including Watthana, Patumwan, Bangken, Silom, and Prawet. These would be a good location for the survey because most of them were city people with modern lifestyle. Therefore, they tended to have experience in the Internet and online shopping. However, the researcher focused solely on distributing the questionnaires to respondents who have experience in online shopping; thus, the respondents who used the Internet but never purchased online would be rejected.

#### 2) Secondary data

The secondary data was collected from several sources included journals, articles from academic textbooks and Internet. In the addition, the research took libraries sources related to the topic in order to apply them to the framework and concept of the study, for an example of Interdependent studies.

#### 3.7 Data Analysis

After gathering 400 questionnaires, the researcher conducted the editing procedure to correct the data in order to be coding and transferring it to storage. The questionnaires were pre-coded in numerical form before transferring the data to the computer program. The researcher used SPSS to calculate and analyze the data. After verified the data, it was analyzed as descriptive statistic. The data analysis in this research was classified in five stages, as follows:

Part 1: Analyze the demographic aspects of Thai consumers surveyed. This part is design to identify qualified and legitimated respondents. The results analyze in frequency and percentage figures.

Part 2: Analyze consumer behaviors on buying clothes through online shopping by using frequency and percentage analysis method.

Part 3: Analyze consumer attitudes toward buying decision on apparel online shopping based on product, price, place and promotion. The mean and the standard deviation were applied to describe important level of each factor relates to product, price, place and promotion. The level of the average score was classified by using the interval range. The class of interval range was computed from the following formula:

Interval= (Highest score- Lowest score) / Number of interval

= (5-1)/5

= 0.8

From above calculation, 0.8 was applied to classify the score in to five levels of importance. Each level of the average score was described as follow:

Average Score	Level of Importance
1.0-1.80	Very Low
1.81-2.60	Low
2.61-3.40	Moderate
3.41-4.20	High
4.21-5.00	Very High

The result of questionnaire test will be presented in the level of importance of each factors influencing consumer's attitude and buying decision toward apparel online shopping in Bangkok, Thailand.

Part 4: Hypothesis test between the marketing mix factors and respondents' general information that influence consumer's buying decision toward apparel online shopping. T- test was applied to analyze the actual difference between two sample means in relation. F-test was applied to analyze to compare the mean of three groups more groups to decide about the effectiveness. The researcher also applied the Least Significant Difference (LSD) when F-test is significant in order to compute the smallest significant difference.

Part 5: In this part, the researcher applied Person's product moment correlation to measure the relationship of independent variable (product, price, place, promotion) and independent variable (customers' attitude and buying decision on apparel online shopping). The result will perform in a coefficient of +1.0, a "perfect positive correlation; and -1.0, a "perfect negative correlation".

#### **CHAPTER 4**

#### MAIN FINDING

The researcher conducted this study called "A study of factors influencing buying decision toward apparel online shopping in Bangkok, Thailand", A total of 400 questionnaires were coded and by using SPSS to analyze the hypotheses. The research analysis is presented in the form of 5 parts as follow:

Part 1: General Information

Part 2: Analysis of consumer behaviors on apparel online shopping

Part 3: Analysis of consumer attitudes toward apparel online shopping based on the marketing mix factors.

Part 4: Hypothesis testing

Part 5: Analysis of relationship between the marketing mix factors and consumers' attitude and buying decision toward apparel online shopping.

#### **Part 1: General Information**

Analysis of demographic variable frequencies includes gender, age, education, occupation and income by using frequency and percentage method.

**Table 1.1**: Frequency and percentage of respondents classified by general information

(n=400)

	General Information	Frequency	Percent
Gei	ıder		
	Male	85	21.3
	Female	315	78.8

**Table 1.1 (continued)** 

General Information	Frequency	Percent	
Age			
11 1 25 1	10	0.0	
Under 25 Years old	13	3.3	
26-35 Years old	210	52.5	
36-45 Years old	114	28.5	
Over 45 Years old	63	15.8	
Education			
Secondary School		-	
High Schooll		-	
Diploma/Higher Vocational Certificate	4	1.0	
Bachelor's Degree	304	76.0	
Master's Degree	83	20.8	
Over Master's Degree	9	2.3	
Occupation			
Government employee	46	11.5	
Corporate employee	312	78.0	
State enterprise employee	29	7.3	
Private business	9	2.3	
University student/student	4	1.0	

Occupation		
Other	-	-
Income		
10,000 baht or below	7	1.8
10,001 – 30,000 baht	274	68.5
30,001 – 50,000 baht	98	24.5
30,001 – 50,000 baht	21	5.3

The result of table 1 shows the general information of 400 respondents as follow:

Gender- the majority of the respondents are female 315 people or 78.8% and 21.3% or 85 people are male.

Age- the respondents are mostly in the age group 26-35 years old (52.5% or 210 people). The second largest age group is 36-45 years old (28.5% or 114 people); and the third largest age group is over 45 years old (15.8% or 63 people). The minority age groups are under 25 years old (3.3% or 13 people)

Education- the largest group of respondents holds a Bachelor's Degree (76% or 304 people). The second largest group holds a Master's Degree (20.8% or 83 people); and third largest group hold over Master's Degree (2.3% or 9 people). The minority of respondents hold Diploma /Higher Vocational Certificate. This table also shows that none of respondents hold secondary school or high school.

Occupation- the occupations in the largest group of respondents are office workers (78% or 312 people). The second largest group is government employee (11.5% or 46 people); and the third largest group is state enterprise employee (7.3 or 29 people). 2.3% of the respondent or 9 people are in private business. A small minority is student (1% or 4 people).

Income- The monthly income of the largest group of respondents is in the range 10,001-30,000 baht (68.5 or 274 people). The second largest group is the monthly income of between 30,001-50,000 baht (24.5% or 98 people), and third largest group is the monthly income over 50,000 baht (5.3% or 21 people). The smallest group of respondents is those who make money less than 10,000 baht per month (1.8% or 7 people).

# Part 2 Consumer behaviors of apparel online shopping

Analysis respondent's behaviors on apparel online shopping by using frequency and percentage method.

**Table 2.1:** Frequency and percentage of respondents' access to the Internet on average week.

How often do you access the Internet on an average	Frequency	Percent
week?		
Once	11	2.8
2-5 times	23	5.8
6-10 times	65	16.3
11-20 times	262	65.5
More than 20 times	39	9.8

The result of table 2.1 shows that the largest group of respondents who uses the Internet is in the rage of 11-20 times per week (65.5%, 262 people). The second largest group is 6-10 times per week (16.3 or 65 people), and the third largest group is more than 20 times per week (9.8 or 39 people). 5.8% or 23 people use the Internet 2-3 times per week. The minority of respondents uses the Internet once a week (2.8% or 11people).

**Table 2.2**: Frequency and percentage of websites where respondents purchase.

Which websites do you normally purchase clothes?		
(can select more than 1)	Frequency	Percent
Weloveshopping.com	308	38.8
Tarad.com	21	2.6
Siambrandname.com	119	15.0
Pantip.com	98	12.4
Facebook	115	14.5
Instagram	132	16.7
Other	-	-

The result of table 2.2 shows that the largest group of respondents purchases clothes from Weloveshopping.com (38.8% or 308 people). The second largest group purchases from Instagram (16.7% or 132 people). The third largest group is Siambrandname.com (15.0% or 119 people); and the fourth largest group purchases from Facebook (14.5% or 115 people). 12.4% or 98 people purchase from Pantip.com. The minority purchases from Tarad.com (2.6% or 21 people).

**Table 2.3**: Frequency and percentage of respondents' budget spending on clothes through shopping online in a single time.

How much do you normally spend on clothes bought from online	Frequency	Percent
Less than 500 baht	85	21.3
500- 1500 baht	290	72.5
1501- 2500 baht	19	4.8
2501- 3500 baht	6	1.5
More than 3500	-	-

The result of table 2.3 shows that the largest group of respondents spends money in a rage of 500-1,500 baht (72.5 or 290 people). The second largest group spends money less than 500 baht (21.3% or 85 people). 4.8 % or 19 people spend on clothes 1501-2500 baht. The minority of respondent spends money in a range of 2,501-3,500 baht (1.5% or 6 people).

**Table 2.4**: Frequency and percent of respondents' purchase online for clothes.

How often do you purchase clothes from online retailing?	Frequency	Percent	
More than 1 time/ a month	89	22.3	
1 time / a month	222	55.5	
1 time / 2 months	75	18.8	
1 time / 3 months	14	3.5	
1 time / more than 3 months		-	

The result of table 2.4 shows that the largest group of respondents purchases clothes from online retailing one time per month (55.5% or 222 people). The second largest group purchases more than one time a month (22.3% or 89 people), and the third largest group purchases one time per two months (18.8% or 75 people). The minority of respondents purchases one time per three months (3.5% or 14 people).

**Table 2.5**: Frequency and percent of respondents' influencing factors of purchasing clothes on online.

	encourage you to purchase clothes on oing? (can select more than 1)	Frequency	Percent
Quality (sew	ving, pattern, texture)	275	68.8
Design		288	72.0
Service		284	71.0
Prices		281	70.0
Promotion		260	65.0
Celebrities or	r Models	207	51.8
Others		-	-

The result of tables 2.5 shows that the largest group of respondents is encouraged to purchase clothes through online by its design (72% or 288 people). The second largest group is encouraged by its service (71% or 284 people). The third largest group is encouraged by it its price (70% or 281 people). The fourth largest group is encouraged by its quality (68.8% or 275 people). The fifth largest group is encouraged by its promotion (65% or 260people). The minority of respondents is encouraged to purchase it by the celebrities or models (51.8% or 207 people).

**Table 2.6:** Frequency and percent of respondents' purchased item on online.

(n 400)

What type of products do you buy on online shopping? (can select more than 1).	Frequency	Percent
Clothes	109	27.4
Bags	77	19.2
Shoes	6	1.6
Watches	59	14.8
Jewelry accessories	37	9.3
Cosmetics	12	3.1
Supplements	60	15.1
Electronic and mobile devices	38	9.5
Other		-

The result of table 2.6 shows that the most popular item that respondent purchasing through online is clothes (27.4% or 109 people). The most second popular item is bag (19.2% or 77 people). The most third popular item is supplement (15.1% or 60 people). The most fourth popular item is watch (14.8% people 59 people). The most fifth popular item is electronic and mobile device is 9.5% or 38 people; the sixth most popular item is jewelry accessory (9.3% or 37 people) 3.1 % or 12 people choose cosmetic. The minority chooses shoe (1.6% or 6 people).

100

## Part 3 Respondents' attitude toward apparel online shopping

Analysis of respondents' attitude toward online shopping in Bangkok based on marketing mix including product, price, place and promotion.

**Table 3.1**: Represent the mean, standard deviation, and level of importance of overall consumer attitudes and buying decision toward apparel shopping online based on product, price, place and promotion.

		(n	= 400)		
	Marketing Factors	n =	400 S.D.	Level of Importance	No.
Product		4.18	.571	High	2
Price		4.26	.605	Very High	1
Place		3.89	.646	High	4
Promotion		3.92	.635	High	3
	Total	4.06	.546	High	

In the table 3.1, the general point of view the respondents have in their perceptions are product, price, place and promotion are all of high impotance to influence them to make a decision to purchase clothes through online shopping with a mean of 4.06 and standard deviation of 0.546. Looking at specific factors, the results show that the most important factor is price based on mean of 4.26 and standard diviation of 0.605. The second most important factor is product with a mean of 4.18 and standard deviation of 0.51. The third most important factor is promotion with a mean of 3.92 and standard deviation of 0.635. The least important factor is place with a mean of 3.89 and standard deviation of 0.646.

**Table 3.2** Represent the mean, the standard deviation, and the level of importance of the product factor.

(n = 400)

		Pı	roduct					
Questions	Strongly	agree	Nutra	disagr	Stron			Level of
Questions	agree		1	ee	gly disagr	$\bar{x}$	S.D.	Importance
					ee			
1. Branded clothes	180	160	56	4		4.29	.740	Very High
provide more quality								
and value than	(45.0)	(40.0)	(14.0)	(1.0)				
unbranded clothes.						4		
2. Paying more	129	196	71	4	1	4.13	.725	High
expensive prices for								
better quality or	(32.3)	(49.0)	17.8)	(1.0)				
design of clothes								
3. Variety of	144	171	75	6	4	4.11	.829	High
products								
	(36.0)	(42.8)	(18.8)	(1.5)	1.0)			
4. Providing good	146	192	62	-	-	4.21	.691	Very High
service (security,								
method of payment,	(36.5)	(48.0)	(15.5)					
delivery, customer								
service)								
Total						4.18	.571	High

In the table 3.2, the results show that the respondents' perception toward the important level from overall product factor is high with a mean of 4.18. Looking at specific details, the respondents concern the most is that branded clothes provide more quality and value than unbranded clothes with a mean of 4.29. The respondents concern about service with the mean of 4.21. The respondents are willing to pay more

expensive price for better quality or design of clothes with the mean of 4.13. The minority of respondents chooses the variety of products with the mean of 4.11.

**Table 3.3** Represent the mean, the standard deviation and the level of importance of the price factor.

			Price					
Questions	Stron	agree	Nutra	disagr	Stron			Level of
Questions	gly		1	ee	gly 	$\bar{x}$	S.D.	Importance
	agree				disagr ee			
					ee			
1. Price consideration	187	162	48	3	-	4.33	.713	Very High
before buying clothes on								
online shopping.	(46.8)	(40.5)	(12.0)	(.8)				
2. Cheaper than buying	199	160	41	-	-4	4.39	.667	Very High
in department stores or	7	100				1,03	4	, 41) 111811
shopping malls	(49.8)	(40.0)	(10.3)	4				
3. Comparing price to	137	208	53	2	-	4.20	.675	Very High
other online stores								
	(34.3)	(52.0)	(13.3)	(.5)				
4. Value for online	155	162	68	4	11	4.12	.913	High
shopping								
	(38.8)	(40.5)	(17.0)	(1.0)	(2.8)			
Total						4.26	.605	Very High
1 Otal						7.20	.003	very mign

In the Table 3.2, the results show that respondent the price in the very high important level with a mean of 4.26. Look at specific details, most respondents have attitudes that clothes price in online stores are cheaper than department stores or shopping mall with the mean of 4.39. The respondents consider price before purchasing clothes on online with a mean of 4.33. The respondents compare price to other online stores with a mean of 4.20. The minority of respondent has attitude about value for online shopping.

**Table 3.4** Represent the mean, the standard deviation and the level of importance of the place factor.

(n = 400)

			Place					
	Stron	agree	Nutra	disagr	Stron			Level of
Questions	gly		1	ee	gly	_	S.D.	Importance
	agree				disagr	х	S.D.	<b>P</b> · · · · · · ·
					ee			
1. More convenient than	74	152	147	19	8	3.66	.900	High
shopping at department								
stores.	(18.5)	(38.0)	(36.8)	(4.8)	(2.0)			
2. Easy to navigate (any	71	122	141	34	32	3.42	1.11	High
search engine like	4		A		A		8	
Google, Yahoo, etc)	(17.8)	(30.5)	(35.3)	(8.5)	(8.0)			
3. Useful product	128	185	84	3	/-	4.10	.743	High
details/web content								
	(32.0)	(46.3)	(21.0)	(.8)	4			
4. Full with multimedia	203	151	44	2	-	4.39	.699	Very High
(video, picture, flash,								
etc).	(50.8)	(37.8)	(11.0)	(.5)				
Total						3.89	.646	High
iotai						5.07	.040	111511

In the table 3.4 shows that the respondent perception towards the important level from overall place factor is high with a mean of 3.89. Look at the specific factors, most respondents are willing to purchase at online stores with full of multimedia (video, picture, flash, etc) with a mean of 4.39. The respondents are willing to purchase at online stores with useful product details or web contents with a mean of 4.1%. The respondents have attitude that online shopping is more convenient

than shopping at department stores with a mean of 3.66. The respondents choose to purchase at an online store where is easy to navigate with a mean of 3.42.

**Table 3.5** Represent the mean, the standard deviation and the level of importance of the promotion factor.

(n = 400)

		P	romotic	on				
Questions	Stron	agree	Nutra	disagr	Stron			Level of
Questions	gly		1	ee	gly	-X	S.D.	Importance
	agree				disagr	^	SID.	
					ee			
1. Discount price (10-	111	187	89	9	4	3.98	.825	High
70%)	111	107	6)			5.76	.023	IIIgii
7070)	(27.8)	(46.8)	(22.3)	(2.3)	(1.0)			
		( 11)		( 11 )				
2. Product reviews	224	116	55	5		4.40	.769	Very High
(blogs, sites, etc).				4				
	(56.0)	(29.0)	(13.8)	(1.3)				
3. Celebrities or models	62	111	128	57	42	3.24	1.18	Moderate
on cloth online catalogs	(1.5.5)	(0.7.0)	(22.0)	(1.1.0)	10.5		7	
	(15.5)	(27.8)	(32.0)	(14.3)	10.5			
4. Advertising and	110	215	71	4		4.08	.698	High
promotion influencing	110	213	/ 1	-	_	7.00	.070	IIIgii
purchase cloth on online	(27.5)	(53.8)	(17.8)	(1.0)				
_			(17.0)	(1.0)				
shopping						2.02	62.5	TT: 1
Total						3.92	.635	High

In the table 3.5, the results show that the respondents perceive the level of important from overall promotion factor is high. Look at specific details, the most important level of promotion is product review with the mean of 4.40, thus most respondents perceive the previous experiences before making decision of buying clothes through online. The respondents have attitudes that advertising and promotion

influencing purchase clothes on online shopping with a mean of 4.08. The respondents think that discounted price influences them to purchase cloth through online shopping with a mean of 3.98. The respondents perceive that celebrities or model will influence them to purchase clothes through online shopping with a mean of 3.24.

# Part 4 Hypotheses testing

This test is designed to find the difference between the marketing mix factors and respondents' general information that influencing consumers' attitude and buying decision toward apparel online shopping in Bangkok. The researcher has chosen to express the data by using t-test, f-test and LSD.

Hypotheses H1: Consumers with different will have different perception of buying decision toward apparel online shopping in Bangkok.

H<sub>a</sub>: Consumers with different genders will have different perception of buying decision toward apparel online shopping.

 $H_b$ : Consumers with different genders will not have different perception of buying decision toward apparel online shopping

**Table 4.1** Hypothesis test between the marketing factors and gender influencing consumers' buying decision toward apparel online shopping by using t-test

			GEN				
Marketing Mix		Female = 85		Male = 315		T	Sig.
			S.D.		S.D.		
Product		4.19	.502	4.18	.589	.017	.987
Price		4.18	.550	4.28	.618	-1.396	.163
Place		3.75	.546	3.93	.666	-2.311	.021
Promotion		3.87	.528	3.94	.661	801	.423
	Total	4.00	.451	4.08	.568	-1.297	.195

<sup>\*</sup> Significant at or below the 0.05 level

In the table 4.1, the results show test differences between marketing factor influencing consumers' buying decision toward apparel online shopping by using t-test. The result is Sig = 0.195 > 0.05

Hypothesis decision: Accept H<sub>b</sub>: Consumer with different gender will not have different perception of buying decision toward apparel online shopping at the significant level at or below the 0.05 level.

By looking at specific factors, consumer with different gender will have different perception of buying decision toward apparel online shopping in Bangkok based on the place factor. For the product, price, promotion factors have no affect to gender's perception on buying decision toward apparel online shopping. Therefore, there is no required for LSD test.

# Hypotheses H2: Consumers with different ages will have different perception of buying decision toward apparel online shopping in Bangkok.

H<sub>a</sub>: Consumers with different age levels have different perception of buying decision toward apparel online shopping.

H<sub>b</sub>: Consumers with different age levels will not have different perception of buying decision toward apparel online shopping, because the result of the significant level is more than the 0.05 level.

**Table 4.2** Hypothesis test between the marketing mix factors and the age influencing consumers' buying decision toward apparel online shopping and gender by using ftest.

Marketing Mix	Source of Variance	SS	df	MS	F	Sig	
All	Between Groups	2.485	3	.828	2.820	.039	
	Within Groups	116.295	396	.294			
	Total	118.780	399				
Product	Between Groups	1.944	3	.648	2.002	.113	
	Within Groups	128.146	396	.324			
	Total	130.090	399				
Price	Between Groups	2.387	3	.796	2.194	.088	
	Within Groups	143.630	396	.363			
	Total	146.017	399				

**Table 4.2 (Continued)** 

Marketing	g Mix	Source of Variance	SS	df	MS	F	Sig
Place		Between Groups	3.503	3	1.168	2.836	.038
		Within Groups	163.032	396	.412		
		Total	166.535	399			
Promotion		Between Groups	2.836	3	.945	2.371	.070
		Within Groups	157.886	396	.399		
		Total	160.723	399			

<sup>\*</sup> Significant at or below the 0.05 level

The table 4.2 shows the results of the test different between the marketing mix factors influencing consumers' buying decision toward apparel in Bangkok and age by F-test. The result found Sig. 0.039< 0.05.

Hypothesis decision: Accept  $H_a$ : Consumers with different age levels have different perception of buying decision toward apparel online shopping, because the result of the significant level is below the 0.05 level.

**Table 4.2.1:** To test for least significant difference between the marketing mix factors and age influencing consumers' decision toward apparel online shopping in Bangkok.

		Gender							
Gender		Under 25	25 – 35	36 - 45 years	Over 45				
		years old	years old	old	years old				
Under 25 years old	4.01	-	055	.029	217				
25 – 35 years old	4.06		-	.084	162*				
36 -45 years old	3.98				245*				
Over 45 years old	4.23				-				

<sup>\* 0.05</sup> Significant at or below the 0.05 level

As presented in table 4.3, a test least significant different between the marketing mix factors and age influencing consumers' buying decision toward apparel online shopping in Bangkok found two pairs of difference, which were 25 -35 and over 45 years old, and 35-45 and over 45 years old. Those two pairs have affects to consumers' buying decision toward apparel online shopping in Bangkok while the rest has no difference.

# Hypotheses H3: Consumer with different education levels will have difference perception of buying decision toward apparel online shopping in Bangkok.

H<sub>a</sub>: Consumer with different education level will have different perception of buying decision toward apparel online shopping.

H<sub>b</sub>: Consumer with different education level will not have different perception of buying decision toward apparel online shopping.

**Table 4.3** Hypothesis test between the marketing mix factors and education influencing consumers' buying decision toward apparel online shopping by using f-test.

Marketing Mix	Source of Variance	SS	df	MS	F	Sig
All	Between Groups	.727	3	.242	.813	.487
	Within Groups	118.053	396	.298		
	Total	118.780	399			
Product	Between Groups	.749	3	.250	.765	.514
	Within Groups	129.340	396	.327		
	Total	130.090	399			
	Source of Variance	SS	df	MS	F	Sig
Price	Between Groups	.819	3	.273	.744	.526
	Within Groups	145.199	396	.367		
	Total	146.017	399			
Place	Between Groups	2.107	3	.702	1.691	.168
	Within Groups	164.428	396	.415		
	Total	166.535	399			

(Continued)

**Table 4.3 (Continued)** 

Marketing Mix	Source of Variance	SS	df	MS	F	Sig
Promotion	Between Groups	.884	3	.295	.730	.535
	Within Groups	159.838	396	.404		
	Total	160.722	399			

<sup>\*</sup>Significant at or below the 0.05 level

As presented in table 4.4, the results show no difference between the marketing mix factors and education as the result of f-test, because Sig is 0.487 > 0.05.

Hypothesis decision:  $H_b$ : Consumers with different education levels do not have different perception of buying decision toward apparel online shopping, because the significant level is at or above the 0.05 level.

Hypotheses H4: Consumers with different occupations will have different perception of consumers' buying decision toward apparel online shopping in Bangkok.

 $H_a$ : Consumers with different occupations will have different perception of buying decision toward apparel online shopping.

H<sub>b</sub>: Consumers with different occupations will not have different perception of buying decision toward apparel online shopping.

**Table 4.4**: Hypothesis testing between the marketing mix factors and occupation that influencing consumers' buying decision toward apparel online shopping in Bangkok by using f-test.

Marketing Mix	Source of Variance	SS	df	MS	F	Sig
All	Between Groups	3.507	4	.877	3.005	.018
	Within Groups	115.272	395	.292		
	Total	118.780	399			
Product	Between Groups	2.505	4	.626	1.939	.103
	Within Groups	127.585	395	.323		
	Total	130.090	399			
Price	Between Groups	5.871	4	1.468	4.137	.003
	Within Groups	140.146	395	.355		
	Total	146.017	399			
Place	Between Groups	4.567	4	1.142	2.784	.026
	Within Groups	161.968	395	.410		
	Total	166.535	399			

(Continued)

**Table 4.4 (Continued)** 

Marketing Mix	Source of Variance	SS	df	MS	F	Sig
Promotion	Between Groups	3.647	4	.912	2.293	.059
	Within Groups	157.076	395	.398		
	_					
	Total	160.722	399			

<sup>\*</sup> Significant at or below the 0.05 level

As presented in table 4.4, differences between the marketing mix factors and education that influencing consumers' buying decision toward apparel online shopping was tested by F-test. The result found 0.018< 0.05

Hypothesis decision: Accept  $H_a$ : Consumers with different occupations have different perception of buying decision toward apparel online shopping was the significant level at or below the 0.05 level.

**Table 4.4.1**: Least significant difference tests for the marketing mix factors and occupation that influencing consumers' buying decision toward apparel online shopping.

			Occupation						
Occupation	$\bar{x}$	Government employees	Corporate emplyees	State enterprise	Private business				
				employees					
Government employees	3.99	-	053	374*	287				
Corporate emplyees	4.04		-	321*	235				
State enterprise	4.36			-	.086				
employees									
Private business	4.28				-				
Students	3.91								

As presented in table 4.4.1, a test for the least difference between the marketing mix factors and education level that influencing consumers' buying decision toward apparel online shopping in Bangkok found two pairs of differences. First pair is government employees and state enterprise employees; and another pair is corporate employees and state enterprise employees. For the rest, there was no different.

Hypotheses H5: Consumers with different income level have different perception of consumers' buying decision toward apparel online shopping in Bangkok.

- H<sub>a</sub>: Consumers with different income level will have different perception of buying decision toward apparel online shopping.
- H<sub>b</sub>: Consumer with different income level will not have different perception of buying decision toward apparel online shopping.

**Table 4.5** Hypothesis test between the marketing mix factors and income level that influencing consumers' buying decision toward apparel online shopping in Bangkok.

Marketing Mix	Source of Variance	SS	df	MS	F	Sig
All	Between Groups	.758	3	.253	.848	.468
	Within Groups	118.022	396	.298		
	Total	118.780	399			
Product	Between Groups	.427	3	.142	.435	.728
	Within Groups	129.662	396	.327		
	Total	130.090	399			
Price	Between Groups	1.119	3	.373	1.019	.384
	Within Groups	144.899	396	.366		
	Total	146.017	399			
Place	Between Groups	1.807	3	.602	1.448	.228
	Within Groups	164.728	396	.416		
	Total	166.535	399			

(continued)

**Table 4.5 (Continued)** 

Marketing Mix	Source of Variance	SS	df	MS	F	Sig
Promotion	Between Groups	1.350	3	.450	1.119	.341
	Within Groups	159.372	396	.402		
	Total	160.723	399			

<sup>\*</sup> Significant at or below the 0.05 level

As presented in table 4.5, difference between the marketing mix factors and income levels that influencing consumers' buying decision toward apparel online shopping were tested by f-test. The result found Sig. 0.468 > 0.05. Therefore, there was no significant.

Hypothesis decision: H<sub>b</sub>: Consumers with different income level do not have different perception of buying decision toward apparel online shopping, since the result of the significant level was at or above the 0.05 level.

# **Part 5 Correlation Analyses**

This test is designed to find relationship of product, price, place and promotion toward buying decision on apparel online shopping in Bangkok by using Pearson's product moment correlation.

**Table 5**: Correlation of product, price, place and promotion

Marketing Factors	R	Sig
Product	1.00	.000
Price	.770*	.000
Place	.726*	.000
Promotion	.678*	.000

<sup>\*</sup> Significant at or below the 0.05 level

As presented in table 5, the results show that the marketing mix factors, including product price place and promotion, had a positive correlation with consumers' buying decision toward apparel online shopping. All results were Sig. 0.000< 0.05; thus the marketing mix factors have some significance on the purchasing decision made toward apparel online shopping.

Hypothesis decision: accept H6<sub>a</sub>: Product has a significant influence to the customer's buying decision toward apparel online shopping.

Hypothesis decision: accept H7<sub>a</sub>: Price has a significant influence to the customer's decision toward apparel online shopping.

Hypothesis decision: accept H8<sub>a</sub>: Place has a significant influence to the customer's decision toward apparel online shopping.

Hypothesis decision: accept H9<sub>a</sub>: Promotion has a significant influence to customer's decision toward apparel online shopping.

#### **CHAPTER 5**

#### CONCLUSION

This chapter contains the summary results of this study, titled "A Study of Factors influencing buying decision toward apparel online shopping in Bangkok, Thailand". Chapter five consists all information that researcher has gathered, analyzed, and organized in previous chapters. This chapter includes four sections as follow:

- 5.1 Conclusions
- 5.2 Limitations
- 5.3 Recommendations
- 5.4 Suggestion for Further Study

#### 5.1 Conclusion

The purpose of this research was to study the factors that influence the buying decision toward apparel online shopping in Bangkok, in order to analyze the factors that impact on consumers' attitude and buying decision. The conceptual framework of the study contained three main components with two independent variables (demographics and marketing mix) and one dependent variable (buying decision on apparel online shopping).

The researcher used survey by the questionnaire to collect primary data. The survey took place in Bangkok with 400 respondents, which were 315 females and 85 males who had experiences in apparel online shopping. Quantitative research was applied to collect the primary data. The results were analyzed by descriptive and inferential statistic method calculating by SPSS.

According to the result in the first part, demographic information included gender, age, education, occupation and income level. The researcher collected demographic data from 400 respondents by using questionnaires in five area of Bangkok (Watthana, Patumwan, Bangken, Silom, and Prawet). The researcher found

that the majority of respondents were female (78.8%), with the majority aged between 26-35 years old (52.5%), at the education level of a bachelor's degree (76%), an average income ranging between 10,001-30,000 baht per month (68.5%), and majority employed as corporate workers.

In the second part, according to Belch& Belch (2012), Consumer behavior was the process and activities people engage in when searching for selecting, purchasing, using, evaluating, and disposing of products and service in order to satisfy their needs and wants. In this part, the researcher surveyed respondents about consumers' behaviors toward buying clothes through online shopping. The study found that most respondents used the Internet in a range of 11-20 times weekly. The most popular websites that respondents purchased clothes was Weloveshopping.com, followed by Instagram, and the third was Siambrandname.com. According to Millward (2013) mentioned that the biggest social gainer in Thailand was Instagram, which had seen 163 percent growth in users in the country in the past 12 months. The majority of respondents spent money on purchasing clothes via online shopping in a range of 500-1500 baht (72.5%), followed by less than 500 baht (21.3%), 1501-2500 baht (4.8%), and 2,501-3,500 baht (1.5%); therefore most respondents would purchase clothes through online shopping if its price is less than 1,500 baht. The majority of respondents purchase clothes from online retailing one time monthly. The factor that encourages respondents to purchase clothes from online retailing the most was design (72%), followed by service (71%), price (70%), quality (68.8%), promotion (65%), celebrities or models (51.8%); thus most respondents concerned about the product, such as, design, service, and quality. Also, price was another factor that respondents concern on. Furthermore, the researcher found that most respondents purchase clothes on online more than other products.

In the third part, the researcher focused on consumers' attitudes and buying decision toward apparel online shopping based on the marketing mix by describing in the level of importance. The study showed the level of importance of price was very high, as same as, the study of Lerkpollkarn and Khemarangean (2012) showed that both women and men would consider the price before purchasing clothes. In the

addition the researcher found that the product, place and promotion had a high level of importance.

In the fourth part, the results of hypothesis testing showed the relationship between the marketing factors and demographic factors toward purchasing decision on apparel online shopping that age and occupation caused a different perception and buying decision toward apparel online shopping. However, gender, education and income level do not cause a different perception and decision toward apparel online shopping.

In the last part, it is necessary for marketers to understand how important of human's needs and wants (Armtsrong and Kotler, p.38). The researcher studied consumers' attitude and buying decision toward apparel online shopping based on product, price, place, and promotion. The results showed that product, price, place and promotion were presented in positive correlation with consumers' buying decision toward apparel online shopping, and Sig 0.000<0.05; therefore the marketing mix factors have a significance influence the customer's buying decision toward apparel online shopping.

#### **5.2 Limitation**

Firstly, the limitation of this research is the place of study that took in 5 area of Bangkok in the districts of Watthana, Patumwan, Bangken, Silom, and Prawet. If the researcher studied in different areas of Bangkok, the result might be different or more accurate. Secondly, the sampling was another limitation of this research. The researcher selected the respondents who had experience in shopping online for clothes only, thus the result of this research could not determine all population in Bangkok. Lastly, the limitation of time, the researcher took two weeks to collect data through the survey by using questionnaire from 10-25 December 2013. Therefore, the survey took mostly in corporate places during lunch break time; consequently, the researcher could not collect the sampling of younger people. In the addition, the finding cannot conclude all times because respondents could always change their mind in each period of time.

#### 5.3 Recommendation

The researcher has recommendation as detailed here

- 1. As the result of the research, there is a group of people who purchase clothes through online, thus the garment companies should adjust themselves to the change of the trend and lifestyle. As e-commerce or online shopping is a trendy way of product distribution, the companies should take this opportunity to expand their businesses.
- 2. Since the finding indicates the level of Important of the price factor is very high. Therefore, the price should not be set too high, as most consumers will spend on clothes through online shopping not over 1,500 for a single payment.
- 3. According to this research, the marketing mix factors had a significant to influence the customer's buying decision toward apparel online shopping. In order to be competitive, the companies need to improve all the factors of product, price, place, and promotion. For product, the companies should concern about design, service, and quality. For price, most consumers expect the valuable price form apparel online stores. For place, the companies should improve the web pages to attract consumer with picture, video, flash, and other multimedia. Promotion is another factor that influences consumers to purchase clothes via online shopping, thus the companies should offer promotion activities to encourage consumers to purchase the products.
- 4. The companies should conduct the survey about service in order to determine what they need or require. After studying, the companies can use the information to improve its service in order to create loyalty customers.

#### **5.4 Suggestion for Further study**

The researcher has suggestions for further study as follow:

1. For further study, the research should study about service in apparel online shopping to analyze how it impact to consumers' attitudes and buying decision toward apparel online shopping. In this study, the researcher did not focused directly on service. There were some factors that could impact to the results like security, payment, delivery, and after sale service.

- 2. In this study, the research focused on five areas of Bangkok, where most population were working people. In order to get more accurate result, the further study should conduct the survey from other areas of Bangkok with more variety of occupations.
- 3. For further study, the research should conduct the survey from other provinces or rural areas of Thailand because the level of important factors may be different of attitudes and buying decision on apparel online shopping.
- 4. For further study, the research should study the difference of consumers' attitudes and buying decision on purchasing clothes via online stores versus ordinary stores in order to compare the factors that impact to the behaviors on purchasing clothes. After understanding, those information will support to improve and develop the products or service to meet customer's satisfaction.
- 5. In this study, the questionnaire consisted of close-end questions. Therefore, the respondents might have other opinions toward apparel online shopping that were not provided in the questionnaire. For the next study, the research should provide open-end questions in some part of the questionnaire in order to collect direct responses from the respondents.

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# The factors influencing purchasing decision toward apparel online shopping in Bankok

This questionnaire has been developed by Stamford International University
MBA (International) students to use for Independent Study. All of the information
will be treated with high confidentiality and use for education purpose only. Please
complete all questions truthfully by marking "✓" in □ or filling in the space given
below. The following questions are separated into 3 parts:
Part 1: General Information  1. Gender:
Male Female
2. Age:
☐ Under 25 years old ☐ 25 - 35 years old
☐ 36 - 45 years old ☐ Over 45 years old

3.	Educa	tion:			
		Secondary School			High School
		Diploma/Higher Vocation	al Certificate		Bachelor's Degree
		Master's Degree			Over Master's Degree
4.	Occu	pation:			
		Government employee [	Corporat	te empl	oyee
		State enterprise employee [	Private b	usiness	5
		University student/student [	Other (pl	ease sp	pecific)
5	Incom	ne per month:			
		10,000 baht or below	10,00	01 - 30	,000 baht
		30,001 – 50,000 baht	more	than 5	0,000 baht
Pa	rt2: C	onsumer behavior of purc	hasing clothe	es thro	ugh online shopping
6.	How o	often do you access the Inte	ernet on an a	verage	e week?
1)	Once		2) 2-5 times		
3)	6-10 t	times	4) 11-20 tim	nes	
5)	More	than 20 times			
7.	Which	n websites do you normally	purchase cl	othes?	(can select more than 1)
1)	Welo	veshopping.com	2) Tarad.co	om	
3)	Siaml	orandname.com	4) Pantip.c	om	
5)	Faceb	oook	6) Instagra	ım	
7)	Other	( nlease specific)			

8. How much do you norm single time?	ally spend on clothes bought from online retailing in a						
1) Less than 500 baht	2) 500- 1500 baht						
3 ) 1501- 2500 baht	4) 2501- 3500 baht						
5 ) More than 3500							
9. How often do you purch	ase clothes from online retailing?						
1) More than 1 time/ a mont	ch 2) 1 time / a month						
3) 1 time / 2 months	4) 1 time / 3 months						
5) 1 time / more than 3 mon	ths						
10. What would encourage	e you to purchase clothes on online shopping? (can						
select more than 1)							
1) Quality (sewing, pattern	t, texture) 2) Design						
3) Service	4) Prices						
5) Promotion	6) Celebrities or Models						
7) Others (please specific).							
11. What type of products do you buy on online shopping? (can select more than							
1).							
1) Clothes	2) Bags						
3) Shoes	4) Watches						
5) Jewelry accessories	4) Cosmetics						
5) Supplements	6) Electronic and mobile devices						
7) Other (please specific)							

Part 3: The respondent's attitude toward marketing mix (product, price, place, promotion) in making decision to purchase clothes from online retailing.

Please rate your opinion for following factors influencing to purchase clothes from online retailing. Please check only one per choice. (Consider 5 as the most agree and 1 as the least agree)

1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = Strongly agree

Product	1	2	3	4	5
12. Branded clothes provide more quality and value than					
unbranded clothes.					
13. Paying more expensive prices for better quality or design of					
clothes					
14. Variety of products					
15. Providing good service (security, method of payment,					
delivery, customer service)					
Price	1	2	3	4	5
16. Price consideration before buying cloth on online shopping.					
17. Cheaper than buying in department stores or shopping					
malls					
18. Comparing price to other online stores					
19. Value for online shopping					
Place	1	2	3	4	5
20. More convenient than shopping at department stores.					
21. Easy to navigate (any search engine like Google, Yahoo,					
etc)					
22. Useful product details/web content					
23. Full with multimedia (video, picture, flash, etc).					

Promotion	1	2	3	4	5
24. Discount price (10-70%)					
25. Product reviews (blogs, sites, etc)					
26. Celebrities or models on cloth online catalogs					
27. Advertising and promotion influencing purchase cloth on					
online shopping					



# **IOC (Index of Item- Objective Congruence)**

The respondent's attitude toward marketing mix (product, price, place, promotion) in making decision to purchase clothes from online retailing.

	Research's Questions	Ex	pert	's eva	aluatio	on	IOC
		1	2	3	4	5	
Par	t 1: General information	+1	+1	+1	+1	+1	1
1	Gender	+1	+1	+1	+1	+1	1
2	Age	+1	+1	+1	+1	+1	1
3	Education	+1	+1	+1	+1	+1	1
4	Occupation	+1	+1	+1	+1	+1	1
5	Income per month	+1	+1	+1	+1	+1	1
	t2: Consumer behavior of purchasing hes through online shopping						
6	How often do you access the Internet on an	+1	+1	+1	+1	+1	+1
	average week?						
7	Which websites do you normally purchase clothes?	+1	+1	+1	+1	+1	+1
8	How much do you normally spend on clothes	+1	+1	+1	+1	+1	+1
	bought from online retailing in a single time?						
9	How often do you purchase clothes from	+1	+1	+1	0	+1	8.0
	online retailing?						
10	What would encourage you to purchase	+1	+1	0	+1	+1	0.8
	clothes on online shopping?						
11	What type of products do you buy on online shopping?	+1	+1	+1	+1	+1	1
Part 3: The respondent's attitude toward							
marketing mix (product, price, place,							
promotion) in making decision to purchase							
clot	hes from online retailing.						
12	Branded clothes provide more quality and	+1	+1	+1	+1	+1	1

	value than unbranded clothes.						
13	Paying more expensive prices for better	+1	+1	+1	+1	+1	1
	quality or design of clothes.						
14	Variety of products	+1+	+1	+1	+1	+1	1
15	Providing good service (security, method of	+1	+1	+1	+1+	+1	1
	payment, delivery, customer service)						
16	Price consideration before buying cloth on	+1	+1	+1	+1	+1	1
	online shopping.						
17	Cheaper than buying in department stores or	+1+	+1	+1	+1	+1	1
	shopping malls						
18	Comparing price to other online stores	+1	+1	+1	+1	0	0.8
19	Value for online shopping	+1	+1	+1	+1	+1	1
20	More convenient than shopping at	+1	+1	+1	+1	+1	1
	department stores.						
21	Easy to navigate (any search engine like	+1	+1	+1	+1	+1	1
	Google, Yahoo, etc)						
22	Useful product details/web content	+1	+1	+1	+1	+1	1
23	23. Full with multimedia (video, picture,	+1	+1	+1	+1	+1	1
	flash, etc).						
24	24. Discount price (10-70%)	+1	+1	+1	+1	+1	1
25	25. Product reviews (blogs, sites, etc)	+1	0	+1	+1	+1	8.0
26	26. Celebrities or models on cloth online	+1	+1	+1	+1	+1	1
	catalogs						
27	27.Advertising and promotion influencing	+1	+1	+1	+1	+1	1
	purchase cloth on online shopping						
	TOTAL						0.97

## **BIOGRAPHY**

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