

CHAPTER FOUR

RESULTS

This chapter reports the results of the study, with data analyzed from questionnaires filled out by 100 Thai working women who have bought an online product. The results of the survey are presented in frequency and percentage and can be divided into three parts:

- (1) Demographic profile of the respondents,
- (2) Experience of internet usage and online purchasing transactions,
- (3) Factors influencing decision making of working women towards online purchasing transactions.

4.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The questionnaires were distributed to 100 working women, who had bought an online product once at least, working in various fields of five organizations as follows:

1. Thai Plastic and Chemicals Public Company Limited.,
2. L.P.N. Development Public Company Limited.,
3. Advanced Info Service Public Company Limited.,
4. KASIKORNBANK Public Company Limited., and
5. Canon Marketing (Thailand) Company Limited.

Demographic data can be shown in below data and Table 1.

4.1.1 Age

As shown in Table 1, 40% of these working women were at the age of 26-30 years old, and 29% of them were at the age of 20-25 years. 17% and 14% of these women at were higher than 35 years and the age of 31-35, respectively.

4.1.2 Education

For the education of all the respondents, 65% had obtained a Bachelor's degree, 31% had held a Master's degree, 2% had an education of Vocational degree, followed by High School certificate (1%). Only 1% had earned a Doctoral degree.

4.1.3 Income

Most of the respondents had an income of 15,001 – 30,000 Baht, 20% earned between 30,001 – 45,000 Baht whereas 19% earned less than 15,000 Baht, followed by 10% and 4% had an income of 45,001 – 60,000 Baht and higher than 60,000 Baht, respectively.

Table 1. Demographic Profile of the Respondents

Demographic Profile	Frequency (Percent)	
1. Age		
21-25 Yrs	29	(29.0%)
26-30 Yrs	40	(40.0%)
31-35 Yrs	14	(14.0%)
Higher than 35 yrs	17	(17.0%)
Total	100	(100.0%)
2. Education		
High School	1	(1.0%)
Vocational / Technical	2	(2.0%)
Bachelor's Degree	65	(65.0%)
Master's Degree	31	(31.0%)
Doctoral Degree	1	1.0%)
Total	100	(100.0%)
3. Monthly Income		
Less than 15,000 Baht	19	(19.0%)
15,001-30,000 Baht	47	(47.0%)
30,001-45,000 Baht	20	(20.0%)
45,001-60,000 Baht	10	(10.0%)
Higher than 65,001 Baht	4	(4.0%)
Total	100	(100.0%)

4.2 EXPERIENCE OF INTERNET USAGE AND ONLINE PURCHASING TRANSACTIONS

4.2.1 Frequency of Usage a Week

According to Table 2, 40% of respondents used internet more than 10 times a week. 24%, 13% and 10% used 5-6 times a week, 7-8 times a week, and 3-4 times a week, respectively.

Table 2. Frequency of Usage a Week

4. Frequency of Usage a Week	Frequency (Percent)	
1-2 times per week	9	(9.0%)
3-4 times per week	10	(10.0%)
5-6 times per week	24	(24.0%)
7-8 times per week	13	(13.0%)
9-10 times per week	4	(4.0%)
More than 10 times per week	40	(40.0%)
Total	100	(100.0%)

4.2.2 Time Spent for Each Online Time

Table 3 showed the majority of the respondents spent 1-3 hours each time on the internet whereas 16% took more than 5 hours for each online time. 13% surfed 3-5 hours, and 11% used less than 1 hour.

Table 3. Time Spent for Each Online Time

5. Time Spent for Each Online Time	Frequency (Percent)	
Less than 1 hour	11	(11.0%)
1-3 hours	60	(60.0%)
3-5 hours	13	(13.0%)
More than 5 hours	16	(16.0%)
Total	100	(100.0%)

4.2.3 Purpose for Internet Access

Table 4 revealed information search and entertainment were the main purposes of accessing the internet (27% and 26%, respectively). 19% of respondents accessed the internet for working or studying, while 15% of them used internet for chatting. Surprisingly, only 12% connected to online purchases and 2% online sales.

Table 4. Purpose for Internet Access

6. Purpose for Internet Access	Frequency (Percent)	
Information search	27	(27.0%)
Entertainment	26	(26.0%)
Working / Studying	19	(19.0%)
Chatting	15	(15.0%)
Shopping	12	(12.0%)
Selling	2	(2.0%)
Total	100	(100.0%)

4.2.4 Times for Online Purchase in Past Two Years

Table 5 illustrated that 47% of the respondents had had an experience 2-5 times of buying online products over the previous two years, whereas 36% had bought something once only. They were asked further for a reason that discouraged them from involvement in this kind of business. The three main reasons were that (1) the advanced pay approach was not reliable; (2) they did not trust the online sellers or they were cheated the first time; and (3) there were no more interesting products.

Table 5. Times for Online Purchase in Past 2 Years

7. Times for Purchasing Online Product in Past 2 Years	Frequency (Percent)	
Once only	36	(36.0%)
2-5 times	47	(47.0%)
6-10 times	15	(15.0%)
11-15 times	1	(1.0%)
More than 20 times	1	(1.05)
Total	100	(100.0%)

4.2.5 Kind of Purchased Products

According to Table 6, of all the respondents, 22% always bought cosmetics products, 18% paid for entertainment products, 16% purchased books, 11% chose clothes as online products, 10% ordered products concerning health, and 23% purchased others, like IT products, bags, watches, and shoes.

Table 6. Kinds of Purchased Products

8. Kind of Products	Frequency (Percent)	
Cosmetic(s)	40	(21.5%)
Entertainment product(s)	33	(17.7%)
Book(s)	30	(16.1%)
Cloth(s)	21	(11.3%)
Health product(s)	19	(10.2%)
Others	43	(23.1%)
Total	186	(100.0%)

4.2.6 Comfortable Price of Online Products

Table 7 indicated that more than half of the respondents were comfortable with a price lower than 1,000 Baht, followed by 1,001-5,000 Baht (41%), and only 2% felt comfortable with a price above 5,001 Baht

Table 7. Comfortable Price of Online Products

9. Comfortable Price of Online Products	Frequency (Percent)	
Less than 1,000 Baht	57	(57.0%)
1,001-5,000 Baht	41	(41.0%)
5,001-10,000 Baht	2	(2.0%)
Total	100	(100.0%)

4.2.7 The most expensive cost for online shopping per time

Table 8 showed that the majority of online buyers paid 1,001-5,000 Baht per time of one online transaction, although most respondents were comfortable with the lower price of 1,000 Baht as shown in Table7. 36% bought a product of less than 1,000 Baht per time. 10% and 4% paid more than 10,000 Baht and 5,001-10,000 Baht, respectively.

Table 8. The Most Expensive Cost for Online Shopping Per Time

10. The Most Expensive Cost for online shopping per time	Frequency (Percent)	
Less than 1,000 Baht	36	(36.0%)
1,001-5,000 Baht	50	(50.0%)
5,001-10,000 Baht	4	(4.0%)
More than 10,000 Baht	10	(10.0%)
Total	100	(100.0%)

4.3 FACTORS INFLUENCING DECISION MAKING OF WORKING WOMEN IN ONLINE PURCHASING TRANSACTIONS

4.3.1 Purchasing Decisions to Buy on Price

The results as shown in Table 9 disclosed that more than half of the respondents agreed that price of online products was cheaper than market price; as well, the promotion and discounts made them more interested in online transactions. On the other hand, only 5% thought that the market price was cheaper than the online price, and promotion and discounts of online products could not attract 7% of respondents to be interested in this kind of transactions.

Table 9. Purchasing Decisions to Buy on Price

Factors Influencing Decision Making	Agree	Neutral	Disagree	Results
	Frequency (Percent)	Frequency (Percent)	Frequency (Percent)	
11. Price of online products is cheaper than market price.	59 (59.0%)	36 (36.0%)	5 (5.0%)	Positive
12. Promotion and discounts make you more interested in buying via internet.	54 (54.0%)	39 (39.0%)	7 (7.0%)	Positive

4.3.2 Purchasing Decisions to Buy on Information

From Table 10, it would appear that 44% were able to gather rich information about online products. Moreover, 68% revealed that product information and the number of alternative products and services made their lives easier than offline purchasing.

Table 10. Purchasing Decisions to Buy on Information

	Factors Influencing Decision Making	Agree	Neutral	Disagree	Results
		Frequency (Percent)	Frequency (Percent)	Frequency (Percent)	
13.	Rich information is provided for online products.	44 (44.0%)	33 (33.0%)	23 (23.0%)	Positive
14	Product information and the number of alternative products and services make your life easier than offline purchasing.	68 (68.0%)	23 (23.0%)	9 (9.0%)	Positive

4.3.3 Purchasing Decisions to Buy on Wider Selection

Table 11 indicates that not only 47% accepted that a greater selection of online products made them more able to get the best product and at a reasonable price, but 67% also agreed that they could get it because of a greater selection of online sellers.

Table 11. Purchasing Decisions to Buy on Wider Selection

Factors Influencing Decision Making	Agree	Neutral	Disagree	Results
	Frequency (Percent)	Frequency (Percent)	Frequency (Percent)	
15. A greater selection of products make you more able to get the best product and at a reasonable price than buying online.	47 (47.0%)	37 (37.0%)	16 (16.0%)	Positive
16. A greater selection of vendors make you more able to get the best product and at a reasonable price than buying online.	67 (67.0%)	27 (27.0%)	6 (6.0%)	Positive

4.3.4 Purchasing Decisions to Buy on Convenience

The information obtained from the study indicated that the majority of the respondents were involved with online transactions because of 24-hours accessibility. Also, 91% accepted that online transactions were convenient regardless of time and places constraints. However, half of them seemed to have attitude that they were probably waste time to choose the reliable company or brand.

Table 12. Purchasing Decisions to Buy on Convenience

Factors Influencing Decision Making	Agree	Neutral	Disagree	Results
	Frequency (Percent)	Frequency (Percent)	Frequency (Percent)	
17. Around-the-clock services and purchase make you more involved with online purchase and service.	94 (94.0%)	3 (3.0%)	3 (3.0%)	Positive
18. Online shopping and service are convenient regardless of time and place constraints.	91 (91.0%)	6 (6.0%)	3 (3.0%)	Positive
19. Buyers may waste time to selecting reliable company or brand.	51 (51.0%)	30 (30.0%)	19 (19.0%)	Negative

4.3.5 Purchasing Decisions to Buy on Brand Name and Company Name

In Table 13, the results showed that a popular brand name or company name was a main influence that affected 82% of respondents' decision makings.

Table 13. Purchasing Decisions to Buy on Brand Name and Company Name

Factors Influencing Decision Making	Agree	Neutral	Disagree	Results
	Frequency (Percent)	Frequency (Percent)	Frequency (Percent)	
20. Popular brand name and company name are part of the consumer decision making.	82 (82.0%)	13 (13.0%)	5 (5.0%)	Positive

4.3.6 Purchasing Decisions to Buy on Social Influences

The results as shown in Table 14 demonstrated that 64% could be affected in decision making by suggestions from social influences such as friends, family or a closely related person.

Table 14. Purchasing Decisions to Buy on Social Influences

Factors Influencing Decision Making	Agree	Neutral	Disagree	Results
	Frequency (Percent)	Frequency (Percent)	Frequency (Percent)	
21. Suggestions from friends, family and closed relationship person can affect your decision.	64 (64.0%)	21 (21.0%)	15 (15.0%)	Positive

4.3.7 Purchasing Decisions to Buy on Psychological Influences

From Table 14, it was found that 53% agreed that the product which was ordered would probably be different from the product received, and 63% agreed that late delivery might be possible. In addition, in the case where the product was unsatisfactory, the majority had a negative attitude about whatever the money back guarantee and product return would be honoured.

Table 14. Purchasing Decisions to Buy on Psychological Influences

Factors Influencing Decision Making	Agree	Neutral	Disagree	Results
	Frequency (Percent)	Frequency (Percent)	Frequency (Percent)	
22. Product received may differ from what being ordered.	53 (53.0%)	38 (38.0%)	9 (9.0%)	Negative
23. Product received may be delivered later than expected date.	63 (63.0%)	29 (29.0%)	8 (8.0%)	Negative
24. Money back guarantee or product return may be not received if the product received is not satisfactory.	74 (74.0%)	23 (23.0%)	3 (3.0%)	Negative

4.4 COMMENTS FROM OPEN-ENDED QUESTION

In this part, the respondents were asked to give additional opinions and comments about online purchasing. Below is the summary of opinions obtained by writing and interviewing.

The main comments were about a product that buyers could not touch and check tangibly, so they were not totally confident with the quality.

Some of the respondents expressed the idea that purchasing a product via internet involved a high risk because it had a tendency not to receive the product and when the product was delayed from the commitment time, it was also difficult to ask a vendor to accept cancellation.

However, some of the respondents indicated clearly that online transactions provided key advantages when the product was not available in Thailand and when they had not enough time to search for it in the market.

The findings of the study will be summarized and discussed in the next chapter.