

CHAPTER FIVE

CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussions, (4) conclusions, and (5) recommendations for further research.

5.1 SUMMARY OF THE STUDY

The internet has opened a window of opportunity to almost anyone because of its ability to make viable the conduct of business in cyberspace, or by connecting people worldwide without geographical limitations. Consumers can order goods and services from virtually anywhere and anytime. The internet has also provided new opportunities for marketers by offering them innovative ways to promote, communicate, and distribute products to their target consumers.

5.1.1 Objectives of the Study

The main purpose of this study was to examine the key factors that influence working women's decision to purchase goods on the internet. Furthermore, the sub-objectives of this study were to investigate the products that working women always buy via the internet; and to explore the reasons why some working women customers bought an online product only once.

5.1.2 Subjects, Materials, and Procedures

5.1.2.1 Subject: The sample of the study was 100 working women, who had bought an online product, and worked in various fields of five private organizations.

5.1.2.2 Materials: One-hundred Thai and English questionnaires were distributed to gather data and the Statistical Program of Social Science Version 12.0 (SPSS V.12.0) was used to analyze and interpret the data. Descriptive statistics such as frequency and percentage were applied.

5.1.2.3 Procedures: The questionnaires were distributed to five organizations, 25 copies for each; (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. After all the received questionnaires were collected, they were checked for completeness. All received data were then analyzed and interpreted by using statistical methods.

5.2 SUMMARY OF THE FINDINGS

The results of the study can be summarized as follows:

5.2.1 Demographic profile of the respondents

All respondents, in the above five organizations, participating in this study were working women; most of them held a Bachelor's degree. The majority of the respondents earned a monthly income between 15,001 and 30,000 Baht.

5.2.2 Experience of internet usage and online transactions

The respondents were asked to provide their experience of internet usage and online transactions. Most of them spent one to three hours for each online time, and a key purpose for internet access from these findings was to search for information. The study pointed out that they had purchased two to five times in the past two years, and the cosmetics products were the highest rank of purchased products. Even though half of the participants were comfortable with less than 1,000 Baht products, the most expensive cost for online shopping per time was 1,001 – 5,000 Baht.

5.2.3 Factors influencing decision making of working women towards online business transactions

5.2.3.1 Purchasing Decisions to Buy on Price

One outstanding factor is a purchasing decision to buy on price. The results of this study revealed that most of the respondents agreed that price of online

products was cheaper than the market price, and the promotion and discounts made them more interested in buying via internet.

In contrast, a small number had an idea that the market price was not higher than online products, and they could not be attracted by the promotion and discounts.

5.2.3.2 Purchasing Decisions to Buy on Information

The result showed that online products could provide much information and made consumers' lives easier because there were a number of products and online sellers so that customers were able to get the best ones with a reasonable price.

5.2.3.3 Purchasing Decisions to Buy on Wider Selection

The majority agreed that a greater selection of online products made them more able to get the best product and at reasonable price, but also they could get it because of a greater selection of online sellers.

5.2.3.4 Purchasing Decisions to Buy on Convenience

Most consumers agreed that they were more involved in online transactions because of 24-hour purchasing ability and there were no time and place constraints. However, buyers were probably waste time to select the reliable company and brand.

5.2.3.5 Purchasing Decisions to Buy on Brand Name and Company Name

It was found that a reliable brand name and company name played an important role in the consumer decision making.

5.2.3.6 Purchasing Decisions to Buy on Social Influences

More than half of the respondents agreed that suggestions from closely related people could affect the decision making of consumers.

5.2.3.7 Purchasing Decisions to Buy on Psychological Influences

More than half of the respondents agreed that there was a high likelihood of a gap between the consumers' expectations and the product's perceived performance.

5.2.4 Comments from Open-Ended Question

5.2.4.1 The respondents could not touch a product before making a decision, so they were not confident with the quality.

5.2.4.2 It was risky because there was a possibility not to receive a product.

5.2.4.3 It was difficult to ask for cancellation after purchasing.

5.2.4.4. Some respondents preferred online transactions when a product was not placed in Thailand.

5.2.4.5 It was beneficial when they did not have time to search for in the market.

5.3 DISCUSSIONS

In addition to the findings summarized in the above sections, the results of the study will be discussed further in this section.

According to all of the information obtained from the questionnaire, more than half of the respondents viewed positively the price via online transactions. In addition, the majority showed a positive attitude toward the great information and greater selection provided online, so they agreed that online business could make their lives easier. On the part of convenience, it seemed that most respondents had a positive attitude. These results conformed to an issue in the value of the internet to buyers' theory of Gilbert D. Harrell (2002) which stated that buyers receive great value from e-commerce, that is, better information, greater convenience, wider selection and better price.

From the results, it could be assumed that when consumers are disappointed with the transaction, it will be a result of post purchasing. This corresponded with

Philip Kotler and Gary Armstrong (1996) who stated that after purchasing the product, the consumer will be satisfied or dissatisfied and will engage in post purchase behavior. It lies in the relationship between the consumer's expectations and the product's perceived performance. If the products do not meet the expectations, the consumer is disappointed and will not make any post purchasing.

The findings from this study showed that the decision making of online customers was affected by three key influences. Considering social influences, it seemed that social factors, such as friends, family and close relationship persons, had great influences on how consumers behaved. Furthermore, trust such as brand name or company name, and psychological factors, such as their own attitude and beliefs, affected customers when they made a decision. These finding are in line with the theory of Chareles W.Lamb, Joseph F.Hair and Carl McDaniel (2002). They stated that most customers are likely to seek out the opinions of others to reduce their fear and evaluation effort or uncertainty. Also, trust or individual factors are influenced by personal characteristics. Finally, psychological influences could be affected by a person's environment because they are applied on specific occasions.

In term of the research paper conducted by Pornchanok Arpornviriyavong (2008), it was found that the majority of the respondents were not sure if they would buy a product in the next 12 months because they lacked confidence in the security of the payment systems. This relates to the results that one-time buyers did not make the second transaction because they felt that the advanced pay approach was not reliable.

5.4 CONCLUSIONS

From the above discussions, the major conclusions of this study were:

1. The important factors to influence working women to purchase an online product are price, rich information, convenience, reliable brand and company, social influences and psychological influences factors.
2. Cosmetics products are the most popular for online purchasing, followed by entertainment products and books.

3. Some customers do not trust the advanced payment approach and online sellers, although they have made a transaction once.

5.5 RECOMMENDATIONS

Based on the findings and conclusions of this study, the following recommendations are made for further study.

1. For further study, the size of population and sample should be enlarged, so the results will be generalized.

2. According to National Electronics and Computer Technology Center (2008), it was mentioned that internet penetration rate of Thailand is increasing gradually. Therefore, the confidence of consumers in the online payment approach could be increased. As a result, further study should be conducted from time to time in order to see the market development. In addition, entrepreneurs are able to have more understanding about the online market so that they can plan, set up or improve this online business.

3. It is hoped that future research will find out the satisfaction of online buyers in these transaction to current online markets so as to guide and develop people who are interested in.

4. Further study should examine the relationship between the popular products and the number of e-commerce websites.