# FACTOR INFLUENCING CUSTOMER SATISFACTION WHEN BUY CLOTHING ONLINE

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ABSTRACT

With the rapid development of network technology, electronic commerce and e-marketing had been formed and developed gradually. The number of internet users was increasing in Thailand that gaining attention from study today and shoppers have realized the benefits of online purchasing over purchasing from traditional shopping. This research is aim to study the factor that influencing customer satisfaction when buy clothing online. Several factors such as usefulness, ease of use, privacy, reliability, attitude that influence customer's buying intention were analyzed.

This study use qualitative method to find out what influence factor are effect customer satisfaction when buy online that lead to online purchase intentions for all online purchasers.


KEY WORDS: Shopping Online/ Clothing/ Attitude/ Customer Satisfaction/


30pages

# CONTENTS

# CONTENTS (cont.)

# LIST OF TABLES

# LIST OF FIGURES

# CHAPTER 1
# INTRODUCTION

The rapid development of network technology has transformed the traditional shopping era into a new. The online shopping play a big role for both company and customer, and also has not been the same as it was in the past in term of convenience that can show their goods and services online available in global market. You can buy anything you want, without leaving your home, and have it delivered right to you, often for a lower cost than retail stores. Normally, consumers have gone to stores to see the first-hand product before they buy it. But,there are many problems we have found when we go directly to that store such as, anxious, crowded, traffic jam, limited time, parking space and etc. The different feature between online shopping and go to store is customer does not need to move from one shop to another in order to get the items of your choice, but they can make their choices on the basis of what they see on the internet. Furthermore, shopping online can cut the cost of travelling fare, because you would not have to go out in order to buy a particular product. And also beneficial for those people who are busy and do not have enough time to search for items that you want. Therefore it is interesting toidentify the factors that might influence internet purchasing, either positively or negatively [1].



**Fig.1.1 The percentage of Thai users shopping online**

The above graph is from NECTEC that shows the percentage of Thai users shopping online has risen from 47.8% in 2010 to 57.2% in 2011 which is an increase of 9.4% from 2010 but an exponential increase from 2003. These statistic shows that many companies are starting to focus on e-marketing which are creating their own website and facebook page to build more brand awareness and using online marketing strategy to attract more customersbecause Thai users are becoming more familiar with online-shopping [2].

Among ranked the world's top 500 companies, there are 95 percent companies that created their own website, and 30 percent companies promoted online commercial activities through their website [1]. Because the internet opens 24 hour or 365 days availability of goods and services with a few or no cost.
The Top 5 Thailand E-commerce websites as ranked by truehits.net which are [2]:

1. WeLoveShopping
2. Tarad.com
3. Pramool.com
4. PantipMarket.com
5. ThaiOnlineMarket.com

E-commerce websites above are successful online stores that consist of all six key factors to create a successful online store which are:

## 1.1 Functionality

This factor is the overall performance of e-commerce website that very important for the customer's consideration such as ease of navigation, website speed, and search engine optimization.

## 1.2 Customer Experience

This factor should be the main focus of any online stores which can create excellent shopping experience for customers. Moreover, it may help to increasing repurchase rate and customer loyalty such as, discount prices and promotions, fast load times or page speed.

## 1.3 Payment Processing

When customer buys online, the most important thing is payment method. We have to concern about reliable, ease of use, processing cost, multiple payment options and processing time.

## 1.4 Products and Catalog

The attractive design of product feature on website is also the key factors to create a successful online store. We have to provide the detailed product descriptions, easy to edit their shopping cart, easy to navigate the catalog or easy to find online products.

## 1.5 Enhance Your Store

This factor is about building a better shopping experience and adding more features such as multistore management, centralized email, advanced inventory management or logistical system.

## 1.6 Accomplish

We should focus on staying competitive, attracting new customers, offering enhanced customer service, facilitating shipment tracking and so on [3].

# CHAPTER II
# LITERATURE REVIEW

The American Defense Department Network was first group who found internet through the Advanced Research Project Agency (ARPANET). Actually, their target was to develop educated information for the army forces of US [4]. The significant result of rapid technology innovation and communication is electronic-commerce. Moreover, clothing shop online becomes more popular in Thailand because it's easy for customer to compare whether price or product attribute among retailers. Also, it's not hard to launch a new clothing business via facebook page, instagram, or e-commerce website. So, this research focuses on clothing as a product category, it will be analysed how customer's product involvement influences the intention to purchase clothing online [1].

## 2.1 E-Commerce

Basically, e-commerce is the one way to conduct business via internet where a buyer visits a seller's website, then order and make a payment method of the product and finally, delivering process to end customer. There are many activities that related to do business online such as information sharing, information searching, exchanging products and services. Also, maintaining customer relationship without face to face meeting as same as traditional way. It's the interaction between business to business, business to customer, and business to government [4].

## 2.2 Traditional Shopping VS Online Shopping

In the traditional way, there are many marketing theory which influencing factors of consumer behavior included attitude, culture factors (culture, subculture, social stratum), social factors (reference group, family, role and status), motivation,

belief, personal factors (career, economic, life style, self-concept), psychological factors (sensory, learning) [1]. The marketer analyze all of these influencing factors to do their marketing strategy in traditional shopping to generate profit and increase more brand awareness in term of product quality, service quality, customer experience, shopping environment, place or distribution and so on.

Online shopping is quite different in its characteristics from shopping in a traditional way.There has been a clear summary from researches in term of the attractive attribute of inter shopping when compared to traditional shopping which included payment method, easy to comparing product in term of information and attribute, convenience, time-and money-saving, and the ability to open 24 hour a day. They don't need to go directly to that stores and find the products they want to buy, they just search by browsing through websites. It may help the buying process more private by they don't have to face salespersons. It's an appropriate way for some people who want to but sensitive product [5]. In additional, consumers can make the right decision while they are shopping online by searching more information about products, companies, and competitors through their website. It means consumer may get more power by getting access to this website and rate the quality of website system. The details are shown below on table 1-1 [1]:

**Table 2.1 Influence factors of online shopping and traditional shopping**

| Influence Factors | Traditional Shopping | Online Shopping |
|---|---|---|
| **Retailer** | Place, Traffic Condition, Distribution | Website, Visibility |
| | Shops Credibility | Online Shops, Credibility |
| | Promotion | Information, Comparison |
| **Service Factor** | Service Quality, Service Model | Payment Security, Privacy |
| **Environmental Factors** | Shopping Environment | Web Site Interface |
| **Purchasing Motivation** | Experience, Face to Face, Tangible | Convenient, Time |
| **Personal Factors** | Shopping Preferences, Experience Backgroud | Education Level, Experience of Network |

## 2.3Convenience

Convenience is the major motive for customer to shop online. Unlike traditional shopping that we have to go to the store directly. Customers continue to shop in-person or online for one reason: convenience, and not price. Because they are truly looking for a high level of personalized service not face to face [6]. There are two factors of primary important in delivering convenient service to customers which are time-saving and minimization efforts, these factors related to ease of use, interactivities, information search, the depth and richness of information and security. On the other hand, in term of marketing, the concept of convenience refers to convenience goods. It means that they don't think too much which relate to low risk and low involvement in purchasing. Also, consumer purchases frequently and immediately at easily accessible stores [8]. The research from RESTON, Va., and ATLANTA, GA, 2013 about analyzing e-commerce preferences including mobile trends, social media impact and the integrated buying experience of shopping in physical stores and online showed that consumers want more choices when it comes to shopping online, more control over when their purchases will be delivered and a convenient return process. They're also using social media to shop for the best deals and expect more shipping options from e-trailers [7].So, now consumer can shop from anywhere through 3G or Wifi, at any time they want to look for online retailers shop as the customer experience.

**Table 2.2 Dimensions of convenience [8]**

| Source | Types of Convenience | Dimension of Convenience |
|---|---|---|
| **Yale and Venkatesh (1986)** | Characteristics of conveniencegoods | Time utilization, accessibility, portability, appropriateness, handiness, and avoidance of unpleasantness |
| **Brown (1990)** | General | Time, place, acquisition |

**Table 2.2 Dimensions of convenience (Cont.)**

| Source | Types of Convenience | Dimension of Convenience |
|---|---|---|
| **Gehrt and Yale (1993)** | General | Time, place, and effort |
| **Seiders et al. (2000)** | Retail convenience | Access, search, possession, andtransaction |
| **Berry et al. (2002), Seiders et al. (2005, 2007), Colwell et al. (2008)** | Service convenience in a retailing context | Decision, access, transaction,benefits, and postbenefit convenience |
| **Jih (2007)** | Convenience in a mobile commerce context | Transaction convenience andoperational convenience |
| **Reimers and Clulow (2009), Clulow and Reimers (2009)** | Retail centre convenience | Time convenience, car convenience, spatial convenience, hedonic shopping,and effort convenience |
| **Beauchamp and Ponder (2010)** | Retail convenience both for instore and online shoppers | Access, search, transaction, andpossession convenience |

## 2.4 Customer Satisfaction

Customer Satisfaction is very important for people who do online business because customer satisfaction happens when products and services meet the expectation of the consumers provided by the particular website. It can general more customer loyalty and make repetitive purchase which will increase profitability of that particular e-commerce company.Consumer satisfaction and purchase decision on online shopping depends on few more issues. These are: e-store image, delivery and customer services, service quality and purchase behaviour, personalisation, motivations for online purchase, trust, reliability, privacy, transaction and cost,

assurance, convenience, pragmatic motivation, responsiveness, consumer risk assessment etc [9].

According to survey provided by UPS and comScore have found out what consumers expect from online retailers as shown below
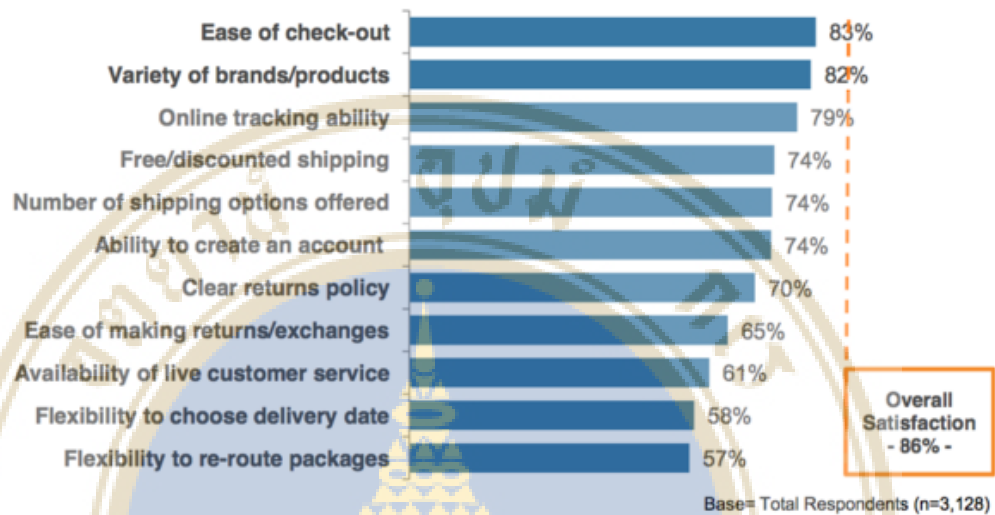


**Fig. 2.1 Satisfaction of online shopping**

## 2.5 Factors That Impact Customer Satisfaction on Online Purchasing

It's important to be able to measure the customer satisfaction for e-commerce company to serve the right thing to the right people. David J. Reibstein has studied about factors attracting customers to the site and factors being able to retain customers by mainly considering the role of price. However, customer likes to shop at other site unless the vendors provide them good customer service and on-time delivery. Also, e-commerce company always use low prices and promotion strategy to capture customer who has price-sensitive to increase their profitability [10]. The factors that motivate youngsters to shop clothing online are attitude, demographic, characteristic, and purchase decision. Base on the work of Jarvenpaa and Todd 9 (1996-1997) were grouped into four clusters including:

1) Product Understanding: Price, Product Quality, and Product variety

2) Shopping Experience: Attributes of time, Convenience, Product availability, Effort, Life Style, and enjoyment of shopping

3) Customer Service: Vendor Responsiveness, Assurance, and Reliability

4) Consumer Risk: Economic, Social, Performance, Personal, and Privacy
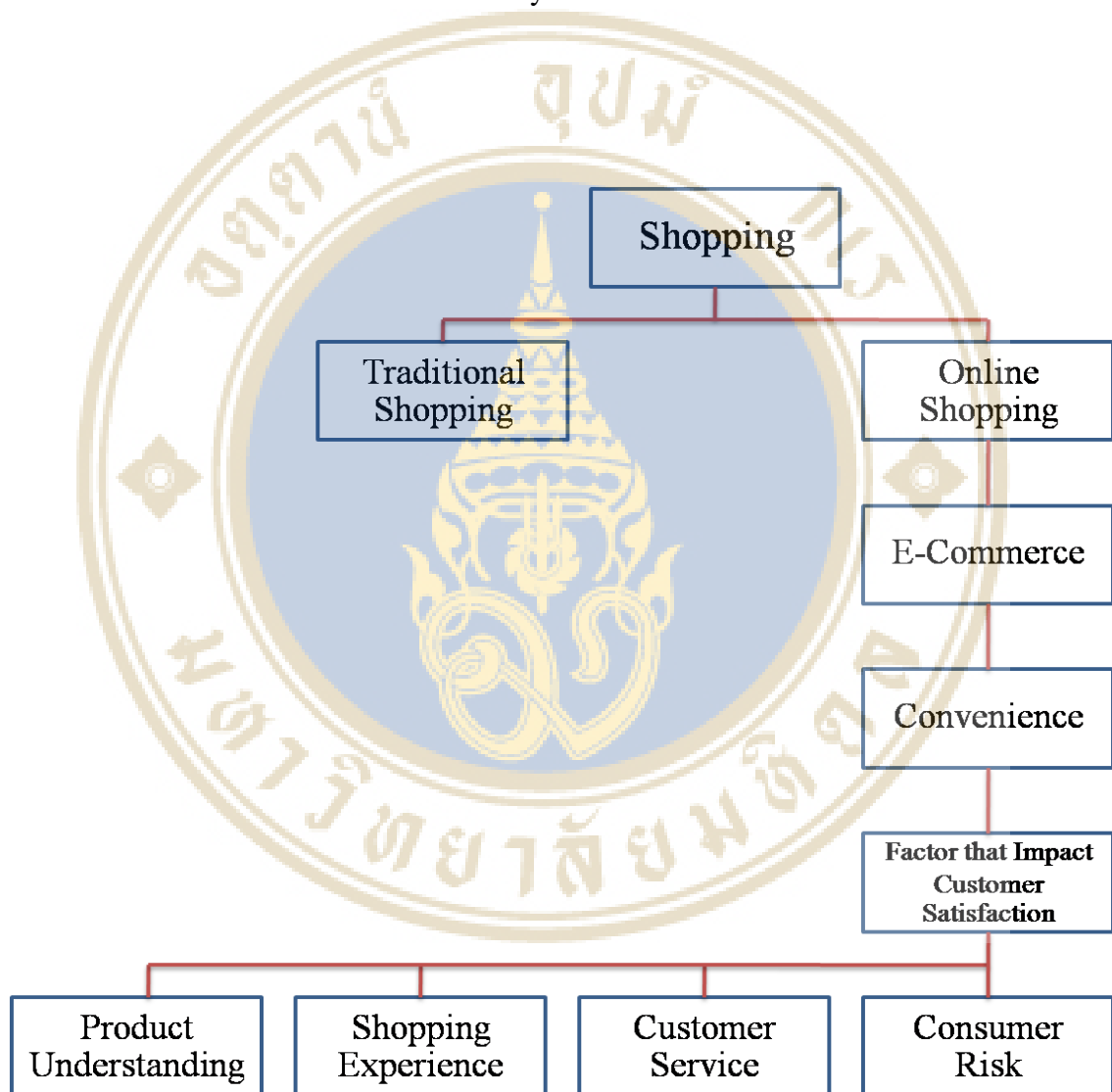


**Fig. 2.2 The factors that impact customer satisfaction on online purchasing model**

# CHAPTER III
# RESEARCH METHODOLOGY

## 3.1 Overview

There are two types of gathering the information which are primary data and secondary data. Interviewing and questionnaire end user are primary data. The company's background, theories, data information from website or textbook, we call secondary data. The information of this paper comes from both of date resources. For example, I choose qualitative research to gather the inside information of customer's perception toward factor influencing customer satisfaction when buy clothing online or the percentage of Thai users shopping online in 2010-2011.

## 3.2 Methodology

This study aims to find the factors that influencing customer satisfaction who buys clothing online. The methodology that suitable for data collection is consumer semi-structured that collect data by one to one in-depth interview which provide completely open-ended or mostly open-ended question with a few closed questions added in. This interview is distributed to select the people who have an experience of buy clothing online with 16 respondents in different genders, different age groups, various background, and different types of courses at the institute. The reason that I choose qualitative research is to collect the information of customer insight about their understanding, experience, ideas, beliefs, values and determine the reason or influencing factors when they buy clothing online. Moreover, in-depth interview would help to understandrespondents better than quantitative research in term of insight answer.

For the purpose of measurement and evaluation of the participant's responses

• Convenience - measure on *transaction, time utilization, and accessibility*

• Attitude, expectation of behavior outcome - measure on *purchase price, service reliability, and user-friendliness of service*

• Consumer risk - measure on *how do they think about riskiness when they buy clothing online*

• Repurchasing Intention - *measure on the factor that affect to repeat purchase*

## 3.3 Sampling Frame, Qualification, and Size

**Sampling Frame:** These questions are for the people who have bought clothing online

**Sampling Size:** 16 respondents

**Qualification:**
- People who have bought clothing online
- People who plan to buy clothing online

## 3.4 The Question of Interview

**General Question (Personal Information)**

This part of question will gather the information of respondent about demographic such as gender, age, occupation, income, education, and hobby. It helps me to collect the personal data to analyze the target of this paper.

**Customer's Perception and Factor Influencing When Buy Online**

This part of question asks about the customer's attitude toward shopping online to gather inside information. The purpose measurement is convenience, attitude, consumer risk, intention to shop online, and technology.

- Do you buy clothing online? If yes, how often do you buy it?
- When was the last time that you buyclothing online? What specific product(s) you bought?
- In your opinion, what are the major differentiations between buy clothing in online store and physical store?
- What criteria would you consider when you buy clothing online?
- What are the reasons for you to choose online shopping instead of physicalstore when you buy clothing product?
- Do you think convenience is important when you buy clothing online? How?
- Do you concern about reliability of service when you buy clothing online? Why?
- Do you want user friendliness of service when you buy clothing online? Why?
- Please describe the feelings that online shopping gives you and specify why.
- Will you continue online shopping in the future? Please specify the reasons.
- When you buy clothing online, what factors affect you to make repeat purchase?
- When you buy clothing online, what factors affect you not to make repeat purchase?

# CHAPTER IV
# RESEARCH FINDING AND DISCUSSION

This thematic paper aim to find the result of factor that influencing customer satisfaction when buy clothing online. This chapter focuses on analysis of data from all respondents who answered 12 questions of in-depth interview. It consists of people who have bought clothing online with different genders, different age group, various background, and different types of attitude.

## 4.1 Demographic Data

There are 16 respondents who took this in-depth interview and it consists of 10 females and 6 males [Figure 4]. The most of respondents are around 25-30 years old because product is fashionable goods which suitable for teenagers and they have direct experience about shopping online. There is only one respondent who is more than 30 years old [Figure 4.1]. For monthly income, it shows about 9 respondents who have income more than 40,000 baht per month, 4 respondents have 30,000 – 40,000 baht per month. There are 2 people who are unemployed which have income lower than 10,000 baht per month and only one respondents who has income around 10,001-20,000 baht per month [Figure 4.2].
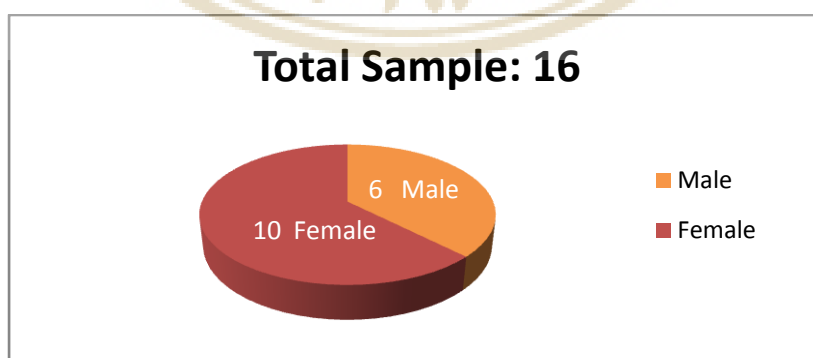


**Fig.4.1 The respondents of in-depth interview about "Factors Influencing Customer Satisfaction who Buy Clothing Online"**
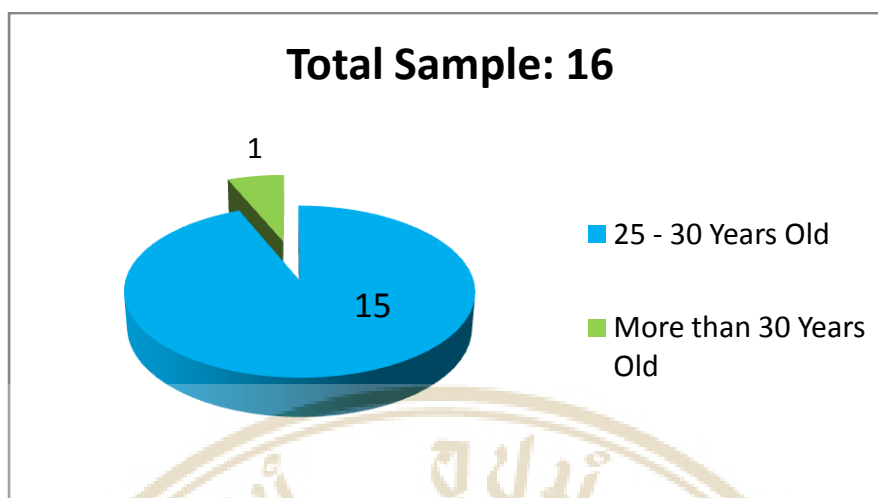
**Fig.4.2 Age range of the respondents**
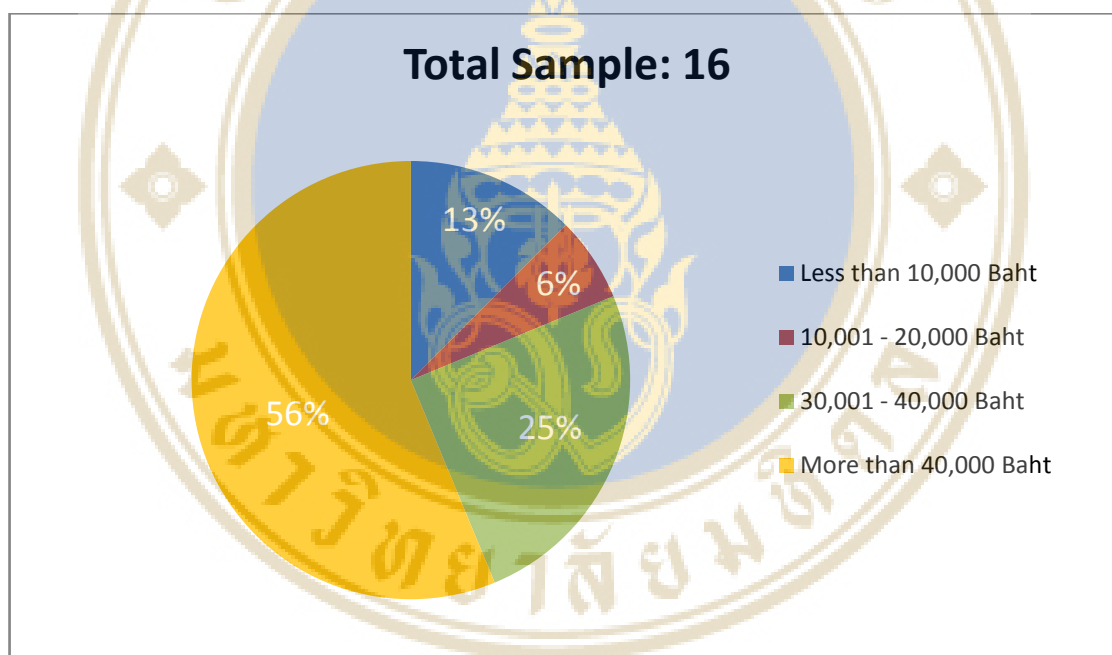


**Fig.4.3 Monthly income of respondents**

## 4.2 General Information

Nowadays, online shopping becomes a necessity for most of the people in the world. It's easily comparing price, features, and gets the latest updates of any products. All respondents had been asking before they took the in-depth interview to make sure that they used to buy clothing online. Because of the numerous advantages and benefits, the respondents prefer online shopping over conventional shopping these days. Also, wider choice, not subject to up selling or impulse buying, better prices, good for environment, and more.

## 4.3 Data Analysis

I interviewed 16 respondents which consist of 10 females and 6 males under the topic of "Factor Influencing Customer Satisfaction When Buy Clothing Online".There are twelve questions that cover 5 factors to measure entire consumer's attitude toward shopping online which are Convenience, Attitude and expectation of behavior outcome, Consumer risk, Repurchasing. The result of interview toward each factor is following:

### 4.3.1. Convenience - measure on *transaction*, *time utilization*, *and accessibility*

Results show that every respondents focus on convenience as the first priority when they decide to buy clothing. They want more choices when it comes to shopping online, more control over when their purchases will be delivered and a convenient returns process via smart phone, computer, and tablet.

- Many respondents are working as officer; they are very busy all the time and reach their home late at night. They do not have time to go shopping. So, it's convenience for them to spend a little bit of time to shop clothing online before go to bed.

- Convenient also help to save more time on shopping process, and avoid crowed parking lots or bad weather.

- It's much more convenience to shop online. It just goes through the page, clicks order, and waiting for mail delivery at home. Some respondents

focus on the transaction which easy to pay via credit card or transfer money on bank website.

- Some respondents focus on easily to comparing product feature and price of clothing in many retailers before order it. The variety of clothing shows on website is very attractive that providesmuch information with one click of a mouse a customer can find the same products a merchant sells; offer at a better price.

Shopping online is unlike traditional shopping, the major different characteristic of online shopping is its convenience and it has been found to be the major motive for consumers to shop electronically (Jarvenpaa and Todd, 1997). In their survey of 220 consumers, Jarvenpaa and Todd (1997) found that convenience was the single most salient benefit of online shopping. Similarly, Burke (1998) conducted six focus groups in different regions of the United States and found that convenience was the most frequently cited reason for consumers to engage in online shopping. Burke stated [12]:

Shoppers appreciated the ability to visit the virtual store at any hour, and to perform other activities, like exercise, cooking and child care while shopping. They could shop even when transportation was unavailable, and avoid crowded parking lots or bad weather. Online shopping eliminated drive time and checks out time, and allowed shoppers access to distant store. (p.356)

**Table 4.1 Comparisons of attributes in previous study and finding in each dimension**

| Attributes from previous study | Attribute finding from this survey |
| --- | --- |
| **Time utilization** | Time utilization |
| **Accessibility** | Transaction |
| **Portability** | Effort |
| **Appropriateness** | Place |
| **Handiness** | Accessibility |
| **Avoidance ofunpleasantness** | Place |
| **Transaction** | Comparison |

**4.3.2 Attitude, expectation of behavior outcome - measure on *purchase price, service reliability, and user-friendliness of service***

Price is the one of major motive to shop online. In fact, 85% of consumers look for price information when shopping online (Reed, 1999). Price can be defined as the consumer's perceptual representation or subjective perception of the objective price of the product (Jacoby & Olson, 1977). The key different between online and offline shopping is the ability of shopper to obtain more information as a result of reduced search cost. Because consumers can get more information about price and compare across retailers with a few clicks, they are likely to shop online when the price of a product is high rather than low Alba et al. (1997).

The most of respondents concern about service reliability when they buy clothing online because we will not know who is the owner of this shop is and also we can't pay by cash. So, we have to transfer money before we receive product. The retailer should do everything to make customer trust in their services. It's not only the payment method that shopper concern, the delivery process is also the major motive when shop online. You have to send product on the day that you commit to customer.

Being user friendly can have an impact on the profitability of the website such as visitor retention, visitor return rates, customer satisfaction. It means designing a website to effectively and efficiently satisfythe visitors the site was designed for, which is one reason why it's important to know who the target visitors for a site actually are [13]. The result of survey in this factor is below following:

- One of respondent think that online shopping is reasonable shipping with ideally free, free returns, and good looking interface of the service
- Some respondents are not so much concern about reliability of service, they just mostly concern about whether the cloth will fit or not.
- Friendliness of service provide a smooth experience for customers
- They bought clothing from trustable shop that can check their history or past post before make order and they can get product surely within short time. The reputation of retailer is better than no name shop even the price might higher for same product.
- One of respondent prefer to buy brand name product that her trust to surely get the product within short time. She didn't buy product that sell on social

media like facebook or instragram because there is no guarantee that she will get product once she transfers the money

### 4.3.3 Consumer risk - measure on *how do they think about riskiness when they buy clothing online*

When you purchase goods or services online, it may save considerable time and effortand also presents you with the widest choice. However, there are some risk associated with online shopping and you need to focus what you are buying and how you pay for your purchases such as following the delivery process to make sure that the product will send to you, checking reliability of that retailer before make a deal, making payment over unsecured web pages, fake website and e-mail, receiving goods or services which do not match the advertiser's description and so on. The result of survey is below following:

- One respondent said shopping online is all about trusted business because when you make an order, you must transfer money before getting stuff. So, it has a chance that you will not get that stuff.
- The most of respondents concern about trying cloth before they buy. Risk will occur if you buy from online, you can't wear it and then you can't return cloth.
- Picture of products on website might have problem and she want to be sure that she will get the good one as they show on website.
- When you shop online, we will not see the real cloth. So, reliability of that website is very important because you can reduce risk.

So, risk associate is the one factor that our respondents concern when they shop cloth online because you will lose money for free or you will receive cloth which is not the same as retailer promise. However, you have to be sure to deal with reliable retailer when you decide to shop online.

### 4.3.4 Repurchasing Intention - measure on *factor that affect to repeat purchase*

Online shopping is available 24 hours that attract customer to repurchase. It's easy to use and access than traditional store. They can check other comments written by other buyers on the website and easy to check the price of product before buy online. The main factors that influencing customer to repurchase intention which are trust, customer satisfaction, privacy, perceived, usefulness and interactivity. The behavioral of shopper which is the intention to act in the buying online process is the intermediary between attitude and behavioral loyalty to buy a brand for the first time or a commitment to repurchase a current brand (Zhu and Meyers, 2009) [14]. Yi and Suna (2004) [15] measured repurchase using two indicators, repeat purchase intention and repurchase probability. Let see the answer of respondents toward this factor as below following:

- One respondent said she like the way that seller talking with her and also quality of cloth. She will buy again.
- Design of cloth that matches with her style may make her repurchase. In addition, reliability of seller is important as well include consistency of product's quality and delivery time.
- The most of respondents think nice interface and easy to use service; fast delivery and cheap shipping are the factors that affect to repurchase.
- Some respondents said if it has promotion, they will repeat to purchase.
- Satisfactory of the previous purchase, one respondent said.

# CHAPTER V
# LIMITATIONS& CONCLUSION

The objective of this paper is to find the factor influencing customer satisfaction when they buy clothing online in Bangkok. The in-depth interview may help to combine the information regarding consumer's perception toward shopping online behavior to gain knowledge and understand more about e-commerce business

This result will be useful for people who want to know about online business or shop vender who already operate the shopping sitesand can apply to increase profit or brand awareness for your online business. For instance, attractive promotion plays the important role in online business, competitive advantage of pricing strategy against traditional store (we can set lower price because online store has lower cost than traditional store in term of shop fronts), beauty interface to gain first impression from customer, clear term and condition about payment and delivery service. However, e-commerce has not been realized by many people. We know that the internet users may frequently visit the shopping site but many of them do not perform the actual transaction with the sites.

## 5.1 Conclusion

The finding of this study suggests that what the factors are influencing shopper when they decide to buy clothing online. All factors affect the customer satisfaction whatever purchase price, reliability of services, user-friendly, or riskiness. Actually, shopping online is likely to be influenced by perceived behavioral control, with another factor being the subjective norm, the sum of the attitudes of their associated. Moreover, this study contributes new information to those developing online business. It found that the factor with the most influence on the decision to shop online was the attitude of the consumers. All 16 respondents have different attitude and factor which they concerned some respondent did not concerned much about

reliability of service, they were mostly concerned about the convenience that they can go through the sites and buy any time that they want. In contrast, some respondents concerned more about service and reliability of retailer that they must receive clothing in time with a good one.
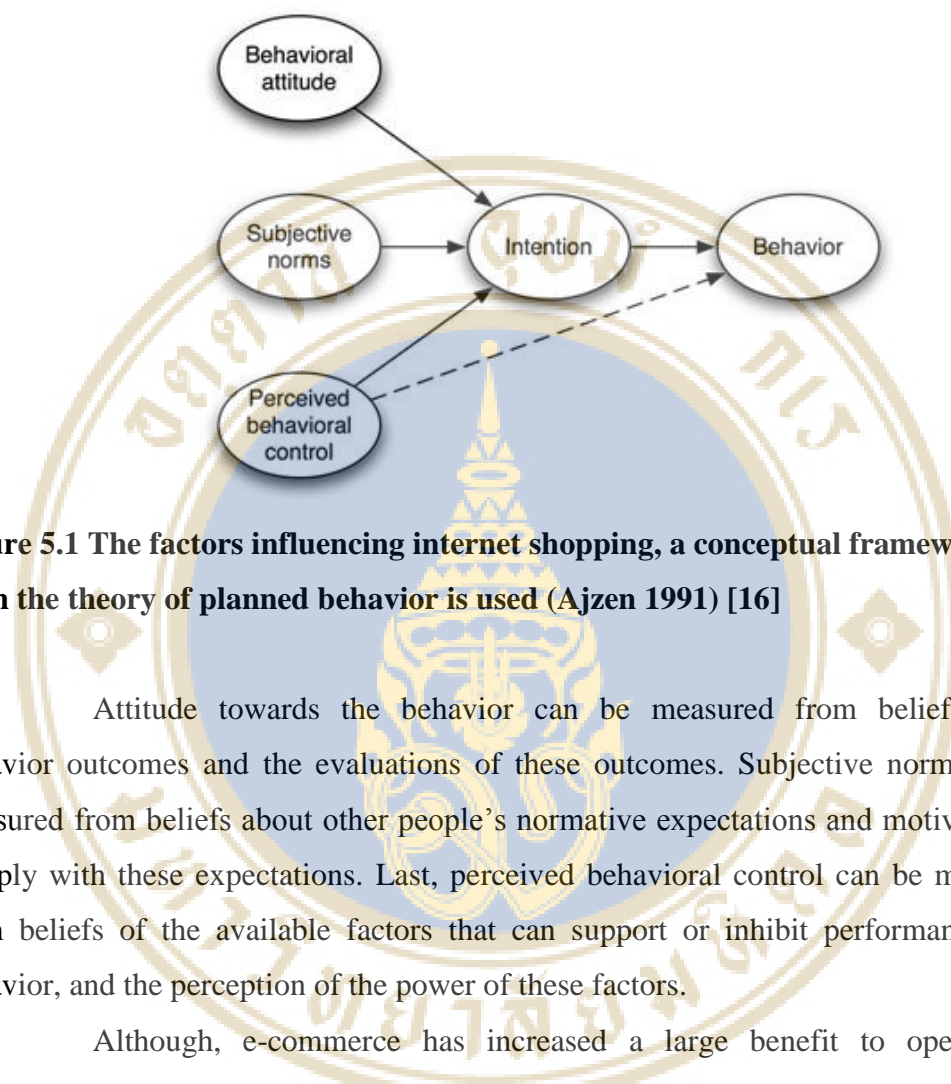
**Figure 5.1 The factors influencing internet shopping, a conceptual framework from the theory of planned behavior is used (Ajzen 1991) [16]**

Attitude towards the behavior can be measured from beliefs about behavior outcomes and the evaluations of these outcomes. Subjective norm can be measured from beliefs about other people's normative expectations and motivation to comply with these expectations. Last, perceived behavioral control can be measured from beliefs of the available factors that can support or inhibit performance of a behavior, and the perception of the power of these factors.

Although, e-commerce has increased a large benefit to open more opportunity for many people such as save time, reduce cost of shopping, privacy, and so on. But, shopping online has got many disadvantaged as well. For instance, you will be a shopaholic, since it's very easy to search & just few click to purchase from online, many people ends up being a online shopaholic. That means they log in to the site everyday and looking any items they want and buy too many things they actually don't need. So, it's not true when online shopaholic people thinks they are saving money because the cost is very low when compare with buying at traditional store.In additional, sometime is better to buy from the real store because we don't know about the actual quality of the product when buy clothing online. Sometimes the description

of the product might be different than the actual product. In additional, they can try cloth at that store to see if it fits well before making decision to purchase and they can touch the texture of those products as well.

## 5.2 Limitation

For the limitation of this study, there are many limitations which can be found in this paper. Firstly, it was conducted among people who graduated from their Bachelor Degree or people who studying in Master Degree which they usually spend much time in their daily life to online technology. So the result of this research may not be reflecting those of Thai people as a whole in term of full diversifies of beliefs, attitude, and intention toward internet shopping. Secondly, attitude and other factors that affect respondent's behavior are complex and very difficult to understand. There are other factors could not be included and found in this survey. Lastly, this study did not examine the external factors such as cultural, economic, or role of government. Sometime, these external factors could be effect shopper when they decide to buy cloth online. For instance, if economic situation in Thailand is going down, therefore the order of online clothing will decrease as well because people need to save their money.

## 5.3 Future Research

Future research is needed to better understand the factor influencing when buy clothing online. Due to this research used qualitative method to collect data, further research should study other factors including external environment that effect shopper when buy clothing online by quantitative method to collect more data in bigger group of consumer with different demographic. In additional, future research should direct its attention to high-price product categories to get another perspective of consumer. And also, the study only considered the effect of location convenience; it is needed to consider other dimensions of convenience as well.

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APPENDICES

## APPENDIX A: In-Depth Interview

I am postgraduate student at the College of Management at Mahidol University. I would like to invite you to participate in research study, which aims at collecting data for a Thematic Paper. Your individual privacy and confidentiality of the information you provide will be maintained in all published and written data analysis resulting from the study.

1. Do you buy clothing online? If yes, how often do you buy it?
2. When was the last time that you buyclothing online? What specific product(s) you bought?
3. In your opinion, what are the major differentiations between buy clothing in online store and physical store?
4. What criteria would you consider when you buy clothing online?
5. What are the reasons for you to choose online shopping instead of physicalstore when you buy clothing product?
6. Do you think convenience is important when you buy clothing online? if yes, how?
7. Do you concern about reliability of service when you buy clothing online? Why?
8. Do you want user friendliness of service when you buy clothing online? Why?
9. Please describe the feelings that online shopping gives you and specify why.
10. Will you continue online shopping in the future? Please specify the reasons.
11. When you buy clothing online, what factors affect you to make repeat purchase?
12. When you buy clothing online, what factors affect you not to make repeat purchase?

## APPENDIX B: Personal Information

1. Please select your gender.

☐ Male

☐ Female

2. Please select your age range.

☐ 14 years old or less

☐ 15-20 years old

☐ 21-30 years old

☐ 31-40 years old

☐ 41-50 years old

☐ 51 years old or more

3. Please select your education level.

☐ Less than high school

☐ High school graduate

☐ Bachelor's degree

☐ Master's degree

☐ Ph.D.,

☐ Other (Please specify)………………

4. Please select your occupation.

☐ Government Employee/State Enterprises

☐ Company Employee

☐ Business Owner

☐ Student/College student

☐ Vocational/High vocational Certificate

☐ Other (Please specify)…………………

5. What is your monthly income?

- [ ] Less than 10,000 THB
- [ ] 10,001 – 20,000 THB
- [ ] 20,001 – 30,000 THB
- [ ] 30,001 – 40,000 THB
- [ ] More than 40,001 THB

6. What is your hobby? (You can answer more than one)

- [ ] Watching movie
- [ ] Reading
- [ ] Shopping
- [ ] Travelling
- [ ] Playing sport
- [ ] Listen to music
- [ ] Surfing internet
- [ ] Clubbing
- [ ] Cooking or baking
- [ ] Others (Please specify)………………………….