

**HOW DO CUSTOMER REVIEW IMPACTS AND  
THE IMPORTANT FACTORS TO MOTIVATE CUSTOMER  
REVIEW IN BSS's WOMEN CLOTHING RETAIL BUSINESS**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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Pakpisuth Srisakda

# **HOW DO CUSTOMER REVIEW IMPACTS AND THE IMPORTANT FACTORS TO MOTIVATE CUSTOMER REVIEW IN BSS's WOMEN CLOTHING RETAIL BUSINESS**

PAKPISUTH SIRSAKDA 5549246

M.M. (NEW TECHNOLOGY VENTURES)

THEMATIC PAPER ADVISORY COMMITTEE: DR.PARISA RUNGRUANG, Ph.D., DR. KIATTICHAJ KALASIN, Ph.D., DR.ASTRID KAINZBAUER, Ph.D.

## **ABSTRACT**

Today Women's Clothes Online businesses in Thailand have more competitors than in the former time. This completion will affects to the entrepreneur who provided product by online. The entrepreneur should make the business different and create the competitive advantages. Some strategies could be by creating a value added for the customer, create brand awareness, credibility and maintain the existing customer to keep purchasing. This study explored the four online shops in order to provide information about customer needs, how to make customer satisfaction and the incentive reward to motivate customer's review.

This research used qualitative analysis and data is collected by interview 20 respondents in age group of 20-55 years old. The four online shops were explore and analysed during the period March 2014.

This study revealed that the key success factor for motivating customer review is "incentive reward". The second factor is "discount" and the third rank is "good product". It can conclude that the discount promotion or additional benefit is more attractive to customer than good product.

**KEY WORDS:** Customer satisfaction / Customer review / Incentive reward

28 pages

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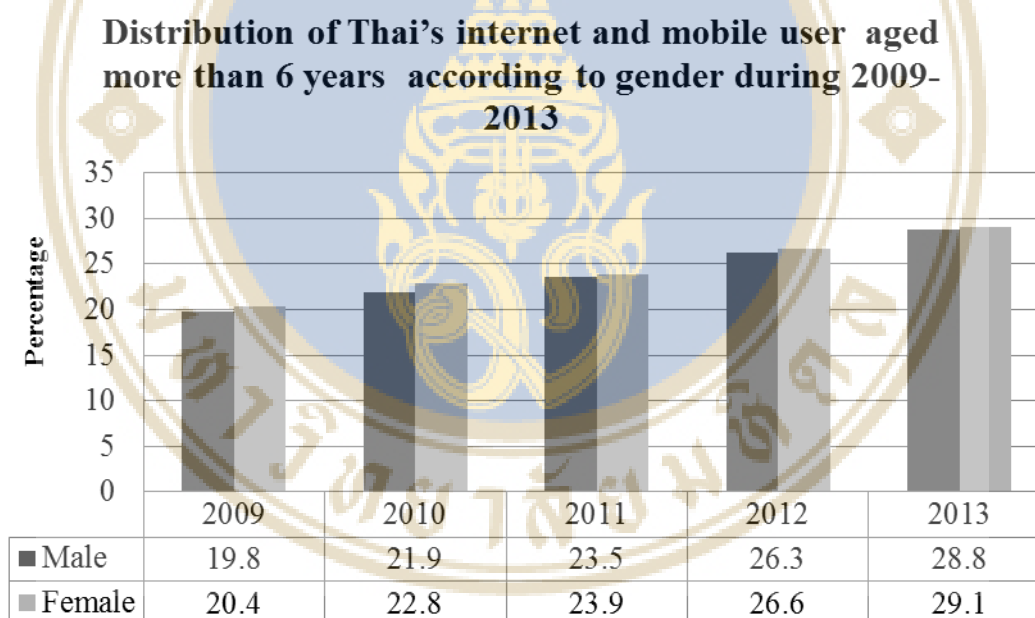
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## CHAPTER I

### INTRODUCTION

According to The National Electronics and Computer Technology Center (NECTEC) research, 2013, Thai online shopping behavior changed from the past. In 2012, Thai internet users had been more than 25 million person and online business owners had been more than 10 million lists. Thai people buy online product grew by 9.4 percent from previous year. Due to Online, shopping is more convenience and easy to purchase so the online purchasing was grew continuously (National Statistical Office, 2014).



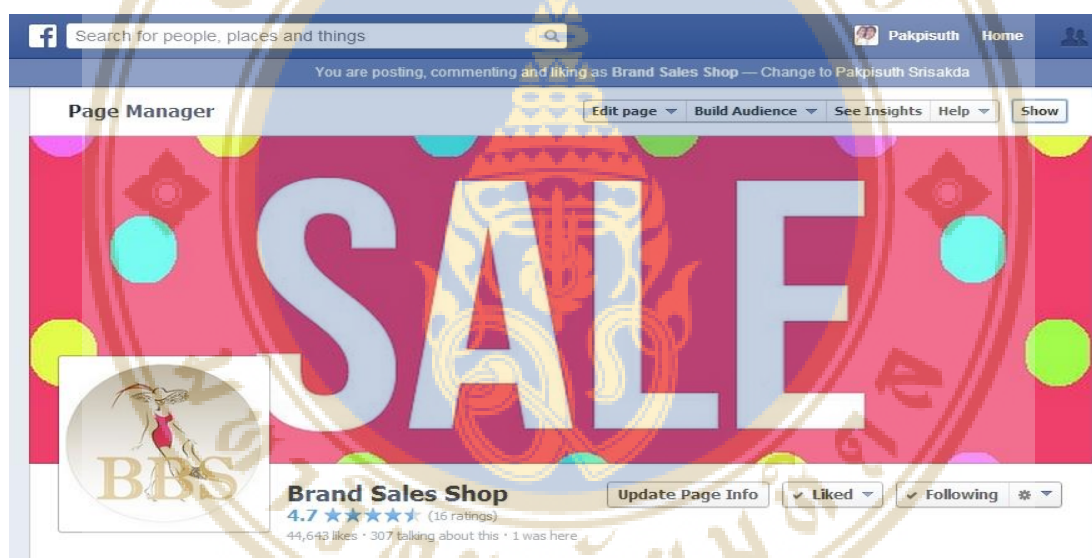
**Figure 1.1 Distribution of Thai's internet and mobile user aged more than 6 years according to gender during 2009- 2013 by National Statistical Office, 2014**

Figure 1.1 presents Thai's Internet users compared by gender. Data represented in Figure 1.1 indicate nearly equal percentages of male and female internet and mobile users in various years. However, female customers are the most powerful and most valued targeted customers in online business. Female internet

users spend more money for online purchasing than male users. Therefore, the target customer for clothing online business is female (National Statistical Office, 2014).

The customer age survey conducted by three groups, there are child and adult (age 6-25 years old), working person (age 26-49 years old), and older (age 50 years old and above). The biggest target customer is the working people who age during 25-49 years old about 68.8 percent from the total Internet user population. The second rank is 22.2 percent from age during 6-25 years old and the third rank is 9 percent from age above 50 years old (National Statistical Office, 2014).

The most popular product of online shopping is apparel and jewelry 30.8 %, e-ticket 14.8 %, book and food 13.4 %, and healthy product 13.3%. Women are purchasing online products and services more than men. Moreover, the most popular product is apparel and jewelry (National Statistical Office, 2014).



**Figure 1.2 Facebook Page of BSS (Women’s Clothing Retail business) by BSS, 2014**

Brand Sale Shop (BSS) has established on January 2011 by Pakpisuth Srisakda. The business type is business to customer (B2C). BSS provided products directly to the end customer via online store in Facebook (Figure 1.2), official website and Line Application. About the purchasing process, there are four steps between business owner and customer. For example, the purchasing process is receive the order from the customer, talk about the product detail between business owner and

customer, confirm the order and payment confirmation and Send the product to customer by using Thailand post.

BSS provides variety products of women clothes (e.g. shirts, skirts, pants, shorts, lagging, scarf, hat, shoes, and accessories). BSS have been received the revenue about 100,000 Baht per month and operated all process by only one person. BSS provides good quality cutting and pattern clothes to the customer to make sure that customer will impress with products.

The competitive advantage is important to increase sale. It is created by making brand awareness of reliable online shopping store and building good relationship with customers. Therefore, the owner has to communicate with the customer and make customer satisfy with product and services. These would help to customer royalty too. To compete with other shops to gain more market share, there is not considered on products only but also from relationship, trust and reputation. Therefore, it would be worthwhile to find how create business with innovative ideas or differentiated from the market (Greiner, D., & Kinni, T. B. (1999).

### **Research Objectives**

The objectives of this study are as follow:

- 1) To find the pros and cons of customer's review influenced to the online business.
- 2) To determine key success factors of how to motivate customer's review in women clothing retail business.



### **Scope of the study**

This research will focus on key success factor of how to motivate customer's review in women clothing retail business compared with the sampling website of women clothing retail website in Thailand including analyzing how to build 'customer's review' concept successfully in the trust women clothing retail website in Thailand. The study will be benefit for new entrepreneurs, the online business owners, customer or any people who are interested in women clothing retail business.



## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Customer Relationship Impact to Customer Reviews**

According to the book entitled “1,001 ways to keep customers coming back” (Greiner & Kinni, 1999), he mentioned about how to keep customers repurchasing by communicated with customer frequently and created customer relationship.

According to the book entitled “How to Reach the Hearts and Minds of Today's Most Coveted Consumers-women” by Bernice Kanner mentioned about giving the ladies what they want. The customer psychology is very important topic to use and apply to make business more effective and understand the customer. The reason that why women buy cloth because the customers are enjoying and satisfy to buy the product. The way to make customers enjoy to buy online products by encourage them to give review and feedback, is how to make them satisfy and happy with our service. So, feedback and review will return as a reward to the company (Kanner, 2004).

Dr.Kriengsin Prasongsukarn described the Pareto principle (80–20 rule) in his book entitled “Customer Relationship Management”. The principle explains that the top 20 percent of the customers may generate as much as 80 percent of the company’s profit or 80 percent of sales and revenue come from 20 percent of the customer. That’s the way to attracting and keeping profitable customers to repurchase the product (Prasongsukarn, 2009).

#### **2.2 Incentive for Customer reviews**

The incentive is the material for encourage the respondents’ time and willingness to participate the activity (Church, 1993). The incentive forms are goods,

services, cash, check, or other financial implements. The financial implements are gift certificates or pre-paid debit cards. Birnholtz and colleagues found that the gift certificates valued US\$5 persuaded notably lower participation rates than did US\$5 in cash, whether delivered by postal mail or email (Birnholtz, 2004).

According to the study of using predominantly lottery-style material incentives from Goritz found that, on average, the initial response is increase when the incentives led to a 2.8% (Goritz, 2006).

Nevertheless the faster and easier incentives are not cash in the online research. On an account of cash is the impractical; incentives that can be delivered electronically are faster and easier for both researchers and participants (Fan & Yan, 2010).

## **2.3 Customer Experience**

### **2.3.1 Customer Experience Management (CEM)**

CEM is the process of understanding and managing the customer interactions with and perceptions of the brand or company. The processes of 3 factors are Sales, Marketing and Services. These 3 factors affected to the relationship between the customer loyalty and business growth such as revenue profit and market share (Hayes, 2013).

### **2.3.2 Customer Loyalty**

Customer Loyalty is possibility of the customers engaging in the positive actions. The customer loyalty types are the degree to which customers experience positive feelings for and engage in positive actions toward a company or brand. For example the customers have the emotional of love, consider, forgive or trust to a company or brand. Moreover the customers have the behavioral of retention or repurchasing the products or services (e.g. stay purchasing, renew purchasing, buy, buy more often, and expand usage) (Hayes, 2013).

### **2.3.3 Customer feedback**

The factors of generated customer feedback are the customer loyalty, Relationship satisfaction, Transaction satisfaction and Sentiment (Hayes, 2013).

## **2.4 Customer Service on the Internet**

### **2.4.1 Encourage Customer Conversations**

The company can understand the customer needs from an unhappy customer because the customer will explain everything about the problem of products or services. This feedback can bring to improve and develop the product or service performances. The company can make a better thing for the market to earn more market share (Sterne, 1955).

People's favorite subject is the personal topic such as life style, daily issues, etc. If the company wants to talk about the products, good or ill, don't ask the customer about the products. The company should ask the customer about the affected from the products and changed the customer mind about the products attitude from negative to positive thinking. The company should try to help the customer to use the product in an appropriate way and encourage the customer to be one of the existing customer lists (Sterne, 1955).

## 2.5 Gaps in the literature

To summarize, Greiner & Kinni studied about customer retention and customer relationship. Kanner studied about customer satisfaction and provided a small detail of customer feedback and Prasongsukarn mention about the principle of 80-20 for collecting the data such as interview customer method that related with customer feedback and review topic of this paper (Greiner & Kinni, 1999), (Kanner, 2004),(Prasongsukarn, 2009).

The gaps of the literature are emphasized about the customer satisfaction and customer relationship in depth detail. Moreover the information about the customer review was given in the literature review. The literature are not explained clearly about what are the customer satisfaction result from, why the customer give the review and how to motivate the customer review to promote the business.

However the overall literature review are given less information about the customer review in online business so this paper will focus to study in depth detail about the impacts of customer review such as pros and cons of customer review, the important factors to motivate customer review in women clothing retail business.

## **CHAPTER III**

### **METHODOLOGY**

#### **3.1 Research design**

In this study, the research is divided into 3 parts. The first part is the primary data, which is gained by interviewing sampling customers. This part shows the way customers think and feel about the product review.

The second part is the secondary data, which obtained by searching and collecting data from website. This part shows the statistic to support the primary data.

The third part is the experimental examination of “Review Reward Activity” in Brand Sales Shop website. It shows the effectiveness of incentive reward in Brand Sales Shop (BSS) website.

It is necessary to collect 2 sets of data including primary data and secondary data because most of the sampling customers answer their attitude and perception. Therefore, the secondary data will be added to create measureable result.

#### **3.2 To collect the primary data**

##### **3.2.1 Defining Target Population**

The target groups of this study are existing customers in BSS. There are more than 200 customers in BSS. The age range of the target customers are between 20 – 50 years old women, who are interested in fashion.

### 3.2.2 Collecting Sampling Method

The sampling customers are selected from the first top 20 of frequent purchase in 2013 because the revenue from this group is more than 80% of total revenue (Prasongsukarn, 2009). They always return to buy some BSS stuffs. Most of them buy at least once a month.

### 3.2.3 Interviewing Process

3.2.3.1 The questions are created by dividing the information into two parts. The first part is about the sampling characteristic such as types of fashion and their lifestyle. The examples of question are listed below:

1. What is your personal information about age and occupation?

2. What do you buy from online store?

The second part is their opinion about products after purchase.

1. How often do you review the product that you purchased?

2. What are your reasons for coming back to review?

3. What are your reasons for not coming back to review?

4. How many person want to come back to review?

5. What are your obstacles to give the review?

6. What are the key success factors for motivating customer review?

### 3.2.4 Data analysis

After customers were interviewed, data were collected by the depth interview from 20 respondents. It is about the demographic data (personal background of customers), types of online purchase, frequency of review, the respondents' prioritized factors of reviewing about products, and the reason they review each product.

According to the primary data, they were analyzed into content analysis. According to Hsieh & Shannon (2005), the definition of content analysis is that the research methodology for the subjective interpretation of the content of text data

through the systematic classification process of coding and identifying themes or patterns. This is applied to explain the factors that occurred from the interview.

### **3.3 To collect the secondary data**

#### **3.3.1 Defining Target Population**

There are more than 10 million online product lists in Thailand (NECTEC NEWS, 2012). This study focuses on women clothing in a retail business. So the research of sampling websites is collected from Thailand's Facebook page about women clothing in a retail business (Facebook page, 2014).

#### **3.3.2 Selecting the sampling**

The population of this case is the online shops, which sell women clothing. To select the sampling websites, the criteria was selected by the number of liking Facebook page focusing on more than 100,000 Likes. In this study, three sampling websites were selected in order to compare the results with Brand Sales Shop (BSS) website. These three websites include Vivacious shop with 129,352 Likes ("Vivacious shop," 2014), Girly Desire with 489,375 Likes ("Girly Desire," 2014), and Wivien Shop with 200,032 Likes ("Wivien Shop," 2014).

#### **3.3.3 Collecting process**

To collect the data, there are 3 factors to be collected.

1. Observing their strategy about the way to encourage customer to review.
2. Collecting the number of customers' review.
3. Collecting the number of page "like"

#### **3.3.4 Data analysis**

In this study, data were analyzed by using the statistical analysis. The number of customers' review is divided by number of page "like" and multiply by 100. Therefore, "The customer's review in percentage" is created.



### 3.4 An Experimental Examination of “Review Reward Activity” in Brand Sales Shop (BSS) website.

#### 3.4.1 Subheading

Brand Sales Shop (BSS) had 44,721 Likes, which represent the number of customers who like or the followers in BSS website (“Brand Sales Shop,” 2014). BSS’ customers can join the “Review Reward Activity.”

#### 3.4.2 Method Overview

The experimental examination is conducted in Brand Sales Shop website (BSS). The BSS announced the “Review Reward” activity in timeline website (“Brand Sales Shop,” 2014). The condition of Review Reward activity provides free gift for one photo review. BSS’ customer can send the product review to receive the incentive gift from BSS without delivery cost. The remarkable condition is that one the product received per one gift box. The customers can not send the same product with many photos. For example, if the customer bought more than 2 products and send 2 product reviews. The customer will receive 2 gift boxes (Figure 3.1).



**Figure 3.1 Activities and contents on Brand Sales Shop website (“Brand Sales Shop,” 2014)**

### 3.4.3 Data analysis

In this study, data were analyzed by calculating the difference between “The customer’s reviews in percentage” from “months, which have review reward activity” and “months, which have no review reward activity”. Therefore, this number will show the result from using review reward.



## CHAPTER IV

### FINDINGS AND DISCUSSION

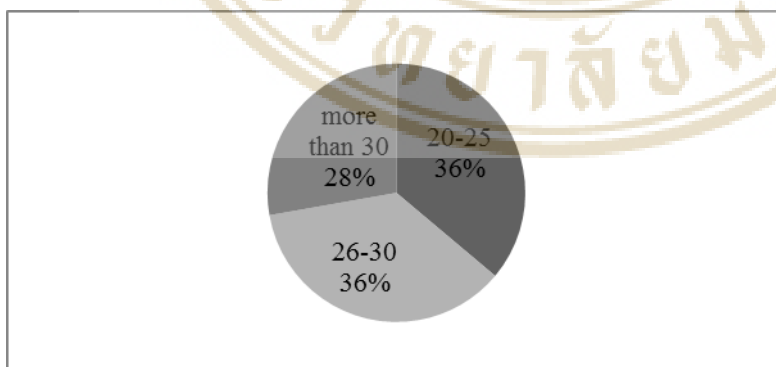
In the chapter 4, data are analyzed and turned into the information in order to achieve the objective of this study. According to the chapter 3, the data are collected in two different ways (primary and secondary methods).

#### 4.1 The primary data analysis

##### 4.1.1 Demographic Data

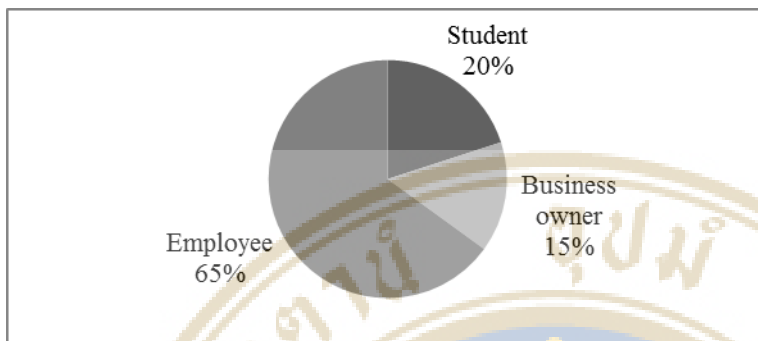
The samples of female group consist of the total of 20 respondents. According to their profile, they are grouped by two factors, which are age and occupation.

The age distribution, the youngest respondent is 23 years old and the oldest respondent is 52 years old. There are 13 (36%) respondents who are between 20-25 years old, 13 (36%) respondents who are between 26-30 years old, and 10 (28%) respondents who are more than 30 years old (Figure 4.1).



**Figure 4.1 The age distribution of respondent (Percentage)**

The occupation distribution, there are 3 occupation from 20 respondents which are student, business owner and employee. In conclusion, it shows that there are 3 business owners, and 4 students from master-degree level, and the others are employees (Figure 4.2).



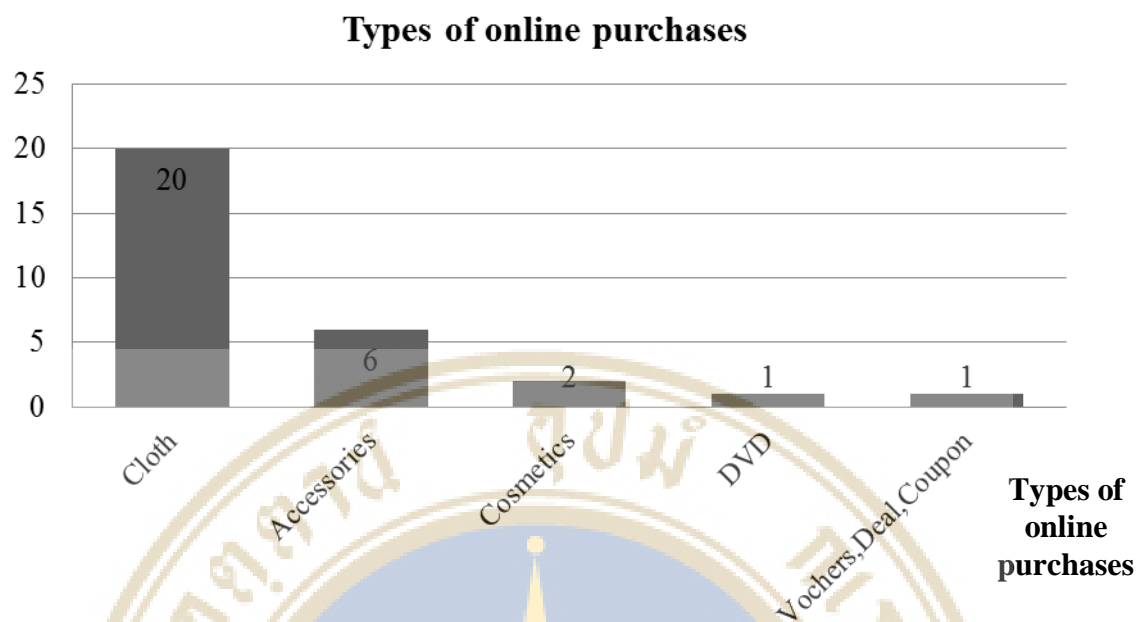
**Figure 4.2 The occupation distribution (Percentage)**

#### **4.1.2 Data from the interview questions**

##### **What do you buy from online store?**

Regarding to the in-person interview, we observed the number that Thai female customers buy clothes from online purchase. As a result from 20 respondents, 6 respondents bought accessories such as mobile case, bag, shoes, ear ring, and etc., 2 respondents bought cosmetics in reliable website because they got special price lower than shop's counter in shopping malls, and one of them bought DVD and deal voucher online (Figure 4.3).

No. of respondents  
(person)

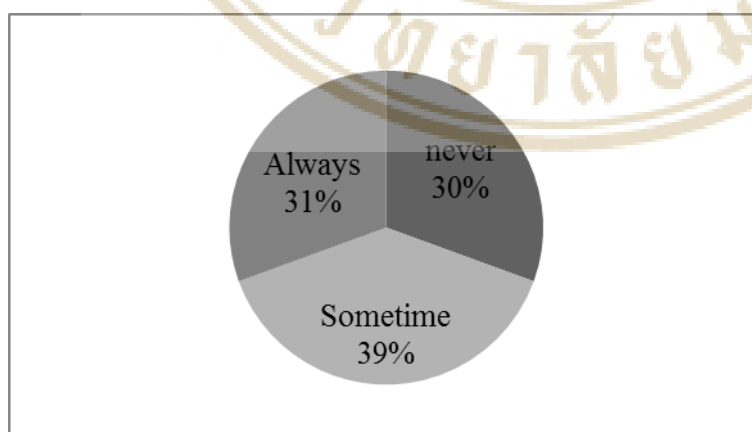


**Figure 4.3** Types of purchases of 20 respondents  
(\*the respondents can choose more than one option)

#### 4.1.3 Data from the interview questions

##### How often do you review the product?

The question asks respondents about their reviewing behavior. It shows that 39 percentage of respondents review sometimes (1-3 times per month), 31 percentage of respondents always review (more than 3 times per month), and 30 percentage of respondents never review (Figure 4.4).



**Figure 4.4** The frequency of “review” (Percentage)

### **What is the reason for not coming back to review?**

According to the face-to-face interview, there are two reasons that customers will not return to review the product.

1. No time: 15 respondents said that they did not have enough time to come back to review or they would like to spend time for other activities. Normally, they are always busy because they are students, employees and business owners. So, most of them have to do their task or be on duty.

2. Do not like to take a photo: There are 5 respondents, who do not like to take a photo. Normally, they like privacy and shy to share their picture in public.

### **How many person want to come back to review?**

There are only 4 from 20 respondents, who were willing to share their shopping experience by giving feedback. For example, they received a product, which has good quality, they would return to the shop for reviewing their perception. The reason that they give their feedback and review because the business owner is friendly and has a service minded, so they would like to express their feeling to thank for providing good products and treating them well.

On the other hand, there are 16 respondents, who do not give feedback or review the website. For example, they received a product, but did not respond. They were willing to give feedback or review when the owner asked for the permission to review or the owner provided a very good service and kept asking about their review, so they would review and give feedback to the website.

### **What are the obstacles to give the review?**

There are four main obstacles for giving review and feedback. The first obstacle is privacy factor. Most customers are shy to take a photo and post to public because they think they lose their privacy.

The second factor is about convenience. They just want to buy. They do not want to give any feedback or review because they do not want to take more photos to select the best one for reviewing. Many customers said that they took about 50-100 photo to get the best and good looking for reviewing, so they do not want to waste time to take photo.

The third factor is the incentive. Most online stores try to provide discount or promotion about 5% -10% for customers' review. However, it is not enough to motivate or attract customers.

The last factor is the relationship between customer and online stores. If customers do not have good relationship or good impression with online store, they do not want to follow rules or activities from the online store.



#### 4.1.4 Data from the interview questions

What are the key successful factors for motivating customer review?

General attributes in the dimensions of quality of services include quality of products, relationship between shop owner and customers, discount and incentive reward that 20 Thai female customers concern in terms of their satisfaction in online purchases are shown in the table below (Figure 4.5):

Respondents	1 <sup>st</sup> Ranking	2 <sup>nd</sup> Ranking	3 <sup>rd</sup> Ranking
1	Good service	Discount	Incentive reward
2	Discount	Good service	Good Product
3	Good service	Good Product	Discount
4	Relationship	Discount	Incentive reward
5	Good product	Good service	Discount
6	Incentive reward	Discount	Good service
7	Discount	Incentive reward	Good Product
8	Discount	Incentive reward	Good Product
9	Incentive reward	Discount	Good Product
10	Relationship	Incentive reward	Discount
11	Incentive reward	Discount	Good service
12	Incentive reward	Discount	Good Product
13	Incentive reward	Discount	Good Product
14	Discount	Good Product	Good service
15	Discount	Good Product	Incentive reward
16	Incentive reward	Discount	Good Product
17	Incentive reward	Discount	Good Product
18	Incentive reward	Discount	Good Product
19	Incentive reward	Discount	Good Product
20	Incentive reward	Discount	Good Product

**Figure 4.5** The respondents' prioritized factors of review product



According to the data in Figure 4.5, it shows that the first rank of key successful factors for motivating customer review is “incentive reward”.

The second rank is “discount” and the third rank is “good product”. It concludes that the discount promotion or additional benefit can attract more customers than good products.

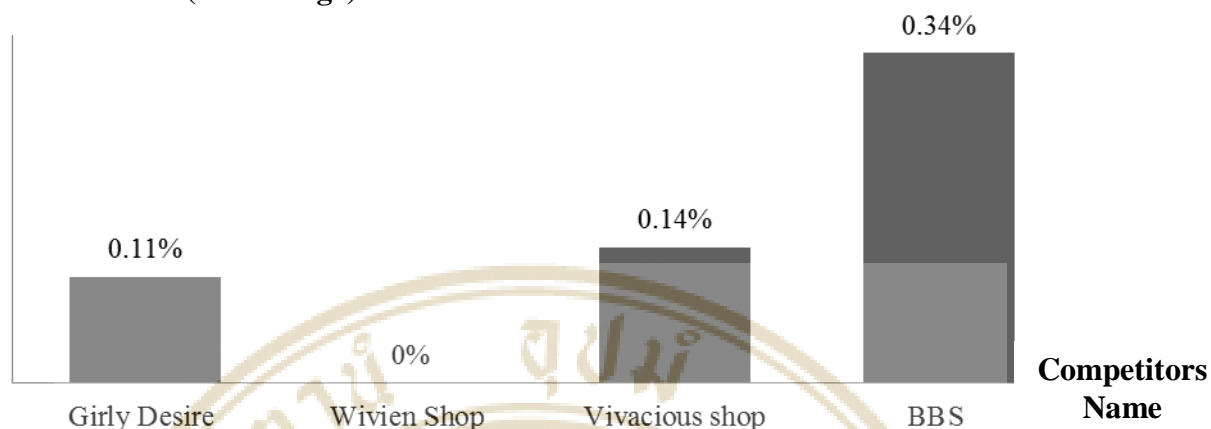
## 4.2 The secondary data analysis

### 4.2.1 Data from observing the competitors' websites

As a comparison between the three website and BBS, the result shows that the review rate (percentage) has been calculated by dividing the number of customer reviews by the number of pages likes times 100. Figure 4.6 illustrates that the review rates has been arranged according to the magnitude and BBS stood first rank with 0.34% (44,721 Likes, 150 Reviews) ("Brand Sales Shop," 2014), Vivacious shop stood second rank with 0.14% (129,352 Likes, 187 Reviews) ("Vivacious shop," 2014), Girly Desire stood third rank with 0.11% (489,375 Likes and 553 Reviews) ("Girly Desire," 2014) and Wivien Shop stayed at the forth rank with 0% (200,032 Likes, 0 Review) because Wivien Shop has no customer review ("Wivien Shop," 2014).

### Review rate compared with top four competitors

Review Rate (Percentage)



**Figure 4.6 Review rate compared with top four competitors**

**\*\* Review Rate calculated by  $(\text{Total Reviews} / \text{Total Likes}) \times 100\%$**

#### 4.2.2 Data from the experiment of incentive activity

As a result, customers do product review and sale revenue will be increased from product review. According to the information from the primary and secondary data, the assumption of experiment test is used. The assumption is that the incentive activity is an effective factor to attract customers.

According to the experiment test, BSS launch the test by creating an incentive activity as “Free gift for customers who come back to do product review”. BSS also cut off all Facebook advertising (Advertising system from [www.facebook.com](http://www.facebook.com) that cost about 20,000 baht per month). It has been found that BSS’s women clothing online store can gain more customers review than the previous month by increasing 4% of customer reviews. Due to the previous month, no activity had the customer review equal to 1. “Review Reward” Activity’s month had 25 customer reviews (Brand Sales Shop, 2014).

Moreover, all of customers, who received the review gift also repurchase products and give more positive feedback or review to BSS. So they become patrons, who always purchase products and give very useful suggestions.

The total cost of incentive reward took about 5,000 Baht and got revenue on December about 90,000 Baht, and the total profit is about 20,000 Baht (Brand Sales Shop, 2014).

In December 2013, BSS get more revenue from incentive promotion “Free gift for customer who come back to do review” than using Facebook’s advertising. Moreover, the incentive promotion also builds long-term relationship with customers.

In conclusion, the incentive promotion can increase the customers review and increase level of customers’ satisfaction. It also strengthens BBS in order to motive customer reviews more than other online stores.



## CHAPTER V

### RECOMMENDATIONS AND CONCLUSION

#### 5.1 Recommendations

##### 5.1.1 Showing customer review from real customer:

There are intensive competitors in women clothes online business; one of the reliable website is encouraging the customers' review. The customer can consider which websites provide better quality of products, faster delivery, and more reasonable price by reading all the reviews and feedbacks from the existing customers. This method will help an online website to increase sale and build a strong relationship with customers. The examples of the existing customers' review from BBS online store are shown in Figure 5 as below (Brands Sales Shop, 2014):



**Figure 5.1 Sample of existing customer's review by Brands Sales Shop, 2014**

##### 5.1.2 Incentive reward and discount to motivate customer reviews

According to observation, it is essential to build a strong relationship with customers because it is effective to solve the customer attitude about no time to review

a product. For example, BSS will keep updating and providing an interesting information to customers via Facebook or Line Application (Naver.com, 2014). BSS will feel free to receive a comment or feedback from customers. When a customer took a photo of BSS's cloth, BSS will ask them to review that photo and offer them a special discount for next purchase. Thus, there is more chance that customers will give both feedback and review.

Results from the interview show that incentive reward and discount are critical to motivate customer reviews. Therefore, an online shop should provide an activity to encourage customers to join and get reward from their reviewing a photo. The efficient way to attract the customer intention is that providing attractive activities. For example, provide incentive reward such as a free gift for a customer, who sends review and feedback.

It is important that the owner should concern about the worthy in providing an activity to customers such as offering them a reward, which is interesting or valuable enough to motivate customer reviews. In addition, providing a special discount worths about 10-15% for their next purchase to attract customer reviews is also productive.

## **5.2 Conclusion**

This study aims to understand the customer needs and create a strong relationship with customers. The efficient way, that the shop owner communicates with customers to receive customer reviews and feedback, is considered. These feedbacks bring out the strategy and the guiding plan to improve the business performance. According to the experiment from Review Reward, an activity generates customer to share the shopping experience on BSS website. Hence, it is presented as a guideline to enhance the decision making for other customers to purchase a product in the shop. This activity is also an indirectly way to build a long-term relation with customers. Then, a customer satisfaction is occurred when they receive a reward and a discount to purchase more products from BSS website.

To summarize, the study shows the impact of customers reviews and the way to motivate customer reviews in BSS, women clothing retail business. The study

helps to understand the customer needs. The impact of using incentive reward in BSS increase 4% of customer reviews comparing to a previous month (no activity). Furthermore, BSS have the highest rate of review comparing to top three competitors about 0.34 %.

### **5.3 Limitations and directions for future research**

The weakness of current study is small sample size in-depth interview (N=20), which are 20 customers of Brand Sales Shop website. Not all the respondents can represent customers' point of view from online shops in Thailand.

Regarding other recommendations for further study, we should collect the data with large sample size to observe a variety of customer views and understand the different feedback from customer experience. Moreover, the further research should focus more on different business type such as Web deal or discount coupon websites to see the negative feedback and review from customers impact to other businesses. In addition, the future research should study the method to deal with negative feedback. The feedback and review can be evidences to show how online businesses treat customers such as providing good products and services.

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