

**A COMPARISON OF THAI FEMALE CONSUMER BEHAVIOR
TOWARD ONLINE SHOPPING FOR BEAUTY ACCESSORIES
BETWEEN DIFFERENT AGE GROUPS**



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**A COMPARISON OF THAI FEMALE CONSUMER BEHAVIOR
TOWARD ONLINE SHOPPING FOR BEAUTY ACCESSORIES
BETWEEN DIFFERENT AGE GROUPS**

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M.M. (MARKETING AND MANAGEMENT)

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ABSTRACT

Due to the increase in the number of internet users in Thailand and its likelihood of rapid growth every year, it would be reasonable to conclude that it is a factor in the increase of online retailers as well. There are many factors that influence people to turn to the online market, such as unique products and prices lower than those offered in traditional markets. Easier access to the internet is also a contributor. Increasing numbers of online retailers and wholesalers are creating an ever-competitive market. When the number of customers grows, online retailers must learn to manage various types of customers by gaining understanding of their behavior, which may be useful for improving their business. Many factors motivate a customer to buy a product or service. Organizations operating online should conduct research to study the differences in purchasing behavior of different age groups, which is needed to help online retailers refine their online strategies for advertising a variety of products and inventory management. This would be beneficial to other internet retailers and entrepreneurs if we were able to identify specific consumer behaviors in different age groups.

KEY WORDS: Consumer behavior/ Online shopping/ Millennial/ Reliability/ Service Quality

31 pages

CHAPTER I

INTRODUCTION & MOTIVATION

1.1 Background and Statement of the Problem

Due to the increase in the number of internet users in Thailand and its likelihood of rapid growth every year, it would be reasonable to conclude that it is a factor in the increase of online retailers as well (ITU, 2014). There are many factors that influence people to turn to the online market, such as unique products and prices lower than those offered in traditional markets. Easier access to the internet is also a contributor (Suki, 2008). Increasing numbers of online retailers and wholesalers are creating an ever-competitive market. When the number of customers grows, online retailers must learn to manage various types of customers by gaining understanding of their behavior, which may be useful for improving their business. Many factors motivate a customer to buy a product or service. Organizations operating online should conduct research to study the differences in purchasing behavior of different age groups, which is needed to help online retailers refine their online strategies for advertising a variety of products and inventory management. This would be beneficial to other internet retailers and entrepreneurs if we were able to identify specific consumer behaviors in different age groups.

Nowadays, we cannot deny that the internet has become a major influence in the average human life. Today, around 40% of the world population has an internet connection. In 1995, it was less than 1%. The number of internet users increased dramatically from 1999 to 2014. The first billion users were reached in 2005, the second billion in 2010 and the third billion users in 2014, when considering the number of people who are able to connect easily to the internet (ITU, 2014). As a result, the number of internet users in the world has risen dramatically over the last decade, as shown in Figure 1.

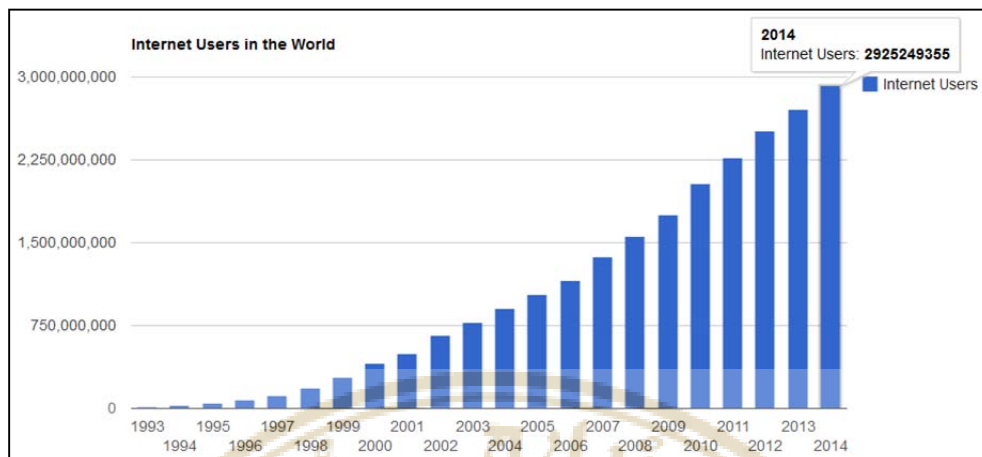


Figure 1.1 World's Internet User Statistics (ITU, 2014)

Many factors change their shopping life style, such as transportation, crowding, traffic jams and limited parking. Shopping online is more convenient than offline retailing. There may be unique products offered that are more difficult to find or unavailable in offline markets (Suki, 2008). Moreover, online retailers are available 24 hours a day, 7 days a week and 365 days a year, which offers more convenience than offline shopping.

There are not only websites for online shopping, but also social networks such as facebook, Line and Instagram, which have become significant in online markets and may attract customers to go online rather than to the shop for their purchases (Muhamma, 2013).

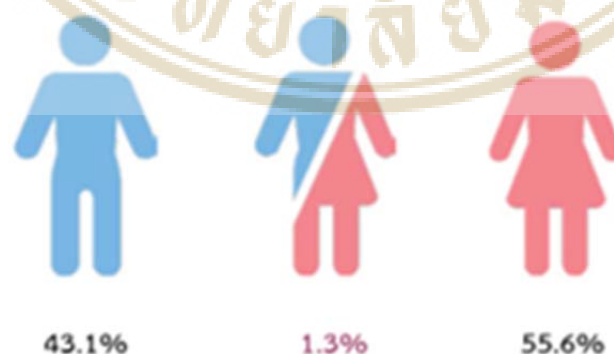


Figure 1.2 Internet user in 2014 classify by Gender (ITU, 2014)

However, there are risks related to online shopping as well. This is because product characteristics are important for consumer decisions, such as size, texture and online banking, which can weaken confidence in online shopping (Kim & Forsythe, 2009). Thai people are worried about trusting online shops.

This lack of trust in online markets is caused by these concerning problems: making online transactions, viruses or hacking and damage to products due to shipping (Laosethakul, 2007).

According to the research in Figure 2, the number of female internet users in Thailand is higher than males. Social networking sites reach a higher percentage of women than men, with women spending significantly more time on social networking sites than men (Abraham, 2010).

E-commerce has become a major influence in Thai society and business, especially for females who change their shopping behavior from going to offline retailers to using online retailers. Thus, women have become the main customers for online markets (Mengli, 2005).

1.2 Objective

The objective of this study is to explore the purchasing behavior of Thai women in different age groups with regards to beauty accessories. As an online storeowner, the study of differences in purchasing behavior for people who are millennial and prior to millennial is needed to help online retailers refine their online strategies for advertising, the variety of products and inventory. Further, it would be beneficial to other internet retailers and new entrepreneurs if specific consumer behaviors in each group could be identified.

CHAPTER II

LITERATURE REVIEW

E-commerce has become an increasingly competitive market, caused by the emergence of the internet as a major influence for people around the world. Online shopping can offer consumers unique and rare products that are hard to find in traditional stores, as well as offer more variety and categories of products than offline sources (Suki, 2008). Many factors can affect purchasing behavior, including the age of the consumer, technology and price. Other factors of importance include product quality, service quality and credibility. Previous research has studied female behavior toward online shopping, but no research has been conducted that classifies groups of females by different age groups. Thus, this paper addresses that gap in information by focusing on females of people who born between 1965 to 1979, and 1980 to 1995, then drawing comparisons between the two groups.

Marketers often segment consumers by age. Groups of people who have similar ages tend to behave as the result of similar needs, life experiences and preferences. Therefore, they tend to have the same consumption patterns as well (Hoyer, 2010). There have been many studies about female behavior toward online shopping, but none has classified groups of females by generation. This study addresses that absence of information by focusing on a comparison between different age groups.

People who prior to millennial, consists of those who were born between 1965 and 1979 (Ron Zemke, 2000). People who born during year 1965 to 1979 is the first generation to grow up with advanced technology and media. People in this generation are familiar with computers, the internet and mobile phones. The consumer behavior of this age group includes searching for information on the internet and trying to find items that offer value for money before making decisions. Moreover, this group of people has a high level of brand royalty and is less interested in finding a new brand if they are already familiar or satisfied with their current brand. They are willing to pay a premium.

A strong relationship will engage them with the brand (Engel, 1994). In addition, they have the highest purchasing power among other age groups and is often the target group for many products and services (Hoyer, 2010).

Millennial include those born between 1980 and 1994, making the youngest age between 21 years old and the oldest 35 years old as of 2015 (Zemke, 2000). Millennial is knowledgeable about media and technology, as well as using the internet and mobile phones (Hoyer, 2010). Millennial has become an important consumer segment in Thailand because they represent a group of 10 million people (Factbook, 2014). According to Figure 3, Millennial often adopts new technologies and comprises the largest group of internet users, making up more than half of all Thais users. Millennial members are big spenders because they are free of financial commitments such as mortgages and loans (Yoon, 2012). They love fashion, trendy products and shopping (Tran, 2008).

Friends are a major source of information about products, with socializing being one of the major reasons that teenagers like to go shopping. They can also be trendsetters (Hoyer, 2010).

2.1 Technology

Technology enhances the ability of direct marketers in targeting the right product for the right customer at the right time (Roscitt, 1988). To expand business, several concepts are employed, like reducing the distance and cost of shipping as well as reducing communication barriers. The communication issue is solved by modern technology (Howard, 1984). In the IT field, some studies show that computer skills are more easily learned by younger people than older people (Hubona, 1996). Moreover, younger users tend to possess greater experience with the internet. Older users perceive greater risk and have more difficulty in using the internet. Some research has included age as a relevant variable in attempting to explain online shopping behavior (Zhang, 2009). The lack of IT experience could make older consumers more unwilling to conduct shopping online (Janda, 2000). Older people are less likely to search for information because it is difficult to remember the complicated process of navigating through the internet (Hoyer, 2010).

2.2 Price

Product characteristics are related to the brands of products that customers use to make a decision before purchasing, such as price, product quality and variety (Boisvert & Burton, 2009). Because people can access the internet easily, they have access to information from many online retailers in order to compare prices and find the best one. A customer is able to compare prices in real time and gain more transparency. Online retailers are also able to change prices in real time, often lowering prices during periods of high traffic. However, this could lead to dangerous price competitions (Bhatt, 1989). Customers have the advantage of comparing prices for substitute products from other online retailers before making their decision. This factor can also cause a price competition. Online shopping is different from traditional retailing because customers rely on product pictures and information provided online to make a decision. The customers will make judgments based on reviews by other customers, product quantity, variety and warranty (Lala & Arnold, 2002).

2.3 Promotion

Online stores can improve direct promotions to customers by providing useful and clear information about the products they offer. Customer motivation is achieved through effective communication between retailers and customers (Jonathan, Joseph, & Faraj, 2000). Promotional offers are a form of communication that inform, persuade, motivate and remind the buyer. They can stimulate quicker purchases of particular product by customers.

Promotions can increase the volume of sales. Customers are influenced towards online shopping when they receive positive opinions about promotional offers from their friends or when they see those friends shopping online (Kotler & Armstrong, 2012). This is also true when they see reviews or endorsements by celebrities via social media such as Facebook, Twitter and Instagram (Khalifa & Limayem, 2003).

2.4 Service Quality

2.4.1 Web Design

The content and design of a website can be an important factor for customer motivation. It can influence a customer to purchase a product. The security and privacy shown on a website are evaluated by the customer when considering whether to spend money on that website. For example, providing endorsements from trusted parties and displaying them on the website for customers to see can assure them that making transactions on the website are safe (Jonathan, Joseph, & Faraj, 2000). Moreover, the overall characteristics and content of the website attract customers as well. Therefore, elegant and professional designs provide better results and make the website more interesting. Customers will spend more time on the website and return over the long term (Alam, 2008). The ease and simplification of using a website also provide the efficient integration of information commonly accessed by customers (Krishnamurthy, 2001).

2.4.2 Reliability

Reliability is the most important factor for online retail businesses. Reliability is measured by the customer's approach that an online retailer can deliver products of good quality in the correct quantity and on time (Vijayasathy and Jones, 2000).

2.4.3 Customer Services

A company or brand has to provide customer services for products and services offered on their website. Good customer service not only conveys convenience and helps build long-term relationships with customers, but also improves trust and brand loyalty in terms of building customer confidence (Laosethakul, 2007). Brand loyalty can motivate a customer to purchase a product even in the presence of comparable substitutes (Alam, 2008). The suggestion is that most companies, in their research, provide customer service for online customers as a convenient way of making purchases, which would be an advantage for online purchasing if the company would like to have more young customers for their online business. E-commerce retailers have more opportunities than traditional retailers do. Convenience is the most common factor motivating a consumer to shop online. Online stores operate without limits, anytime and anywhere,

24 hours a day, 7 days a week and 365 days a year (Haque, Khatibi, & Mahmud, 2009). Customers can access an online store from anywhere that has an internet connection, which is beneficial to both clients and retailers because it eliminates the elements of crowding, bad transportation, traffic jams and limited parking, all of which affect time (Suki, 2008). Online retailers can serve the right product to the right customer at any time (Roscitt, 1988).

2.5 Credibility

Trust is an important aspect of trade because of the uncertainty of quality and consideration of payment (Yang, 2004). It is one of the important factors that help build a long-term relationship with a customer and evolves over a series of transactions. Through positive customer experiences, trust is likely to grow, encouraging the customer to buy online more extensively (Ganesan, 1994). Trust can affect customer confidence. From a customer point of view, there is a lack of confidence due to the risk of payment before delivery. The goal of the online retailer should be to gain the trust of the customer and reduce the perception of risk associated with shopping online. When a customer orders a product online, they cannot predict the outcome of their shopping experience, but will evaluate the online retailer based on the evidence that is in front of them, such as the quality of information provided on the website. When a retailer's website gives information that is unclear, incomplete or contains incorrect grammar, customers will lose confidence in that online retailer (Krishnamurthy, 2001).

Online retailers can reduce perceived risk by obtaining sales endorsements from trusted parties and displaying them on their website for customers to view. This can provide customers with confidence that transactions made through the website are safe (Jonathan, Joseph, & Faraj, 2000).

2.6 Conceptual Model

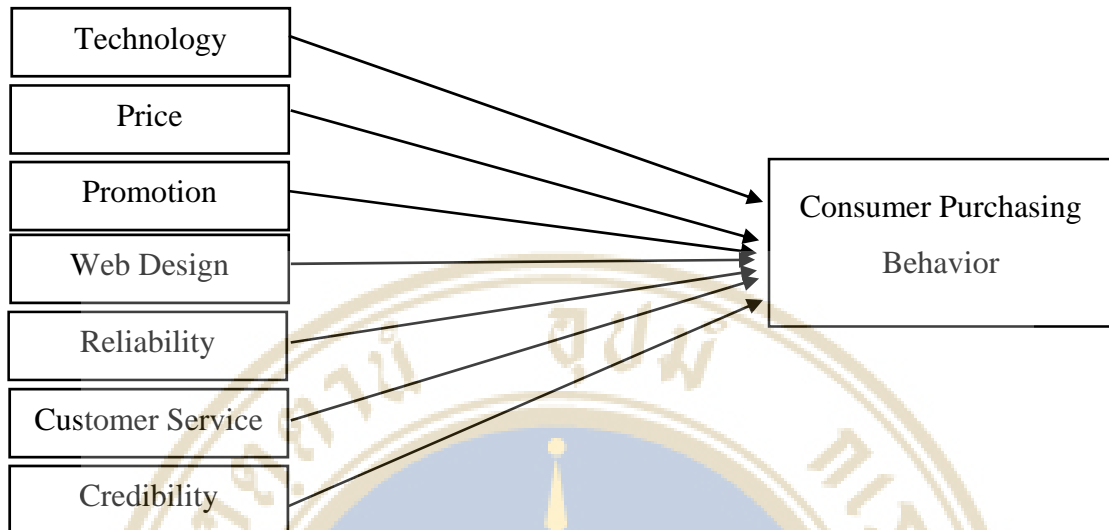


Figure 2.1 Conceptual map

- IT experience has a positive impact on consumer purchasing behavior.
- Price has a positive impact on consumer purchasing behavior.
- Promotion has a positive impact on consumer purchasing behavior.
- Web design has a positive impact on consumer purchasing behavior.
- Reliability has a positive impact on consumer purchasing behavior.
- Customer service has a positive impact on consumer purchasing behavior.
- Credibility has a positive impact on consumer purchasing behavior.

CHAPTER III

METHODOLOGY & DATA COLLECTION

3.1 Sampling

Survey questionnaires were distributed using online channels, such as sending emails to the target group and social media channels via facebook and Line application. Questionnaires were also distributed via face-to-face interactions. The female sample size was selected from online customers of beauty accessories. To classify the samples, they were categorized by specific characteristics before randomly being given the questionnaires (Saunders, Lewis, & Thornhill, 2009). Using this method, they had an equal chance of picking up the questionnaire.

3.2 Sample size

The proportion for selection of samples was considered representative of the population of interest when deciding the target market. The questionnaires were distributed to 100 females divided by age, between 21-35 and 36-50 years old, using online channels and face-to-face contact.

3.3 Data Collection

Due to the limited time available, most of the questions in the survey were structured. The questionnaires were distributed using various channels. Firstly, they were sent directly to customers of beauty accessories available from online retailers. Secondly, online distribution channels such as facebook, Line and Whatsapp application were used, as well as posting on popular community websites such as pantip.com.

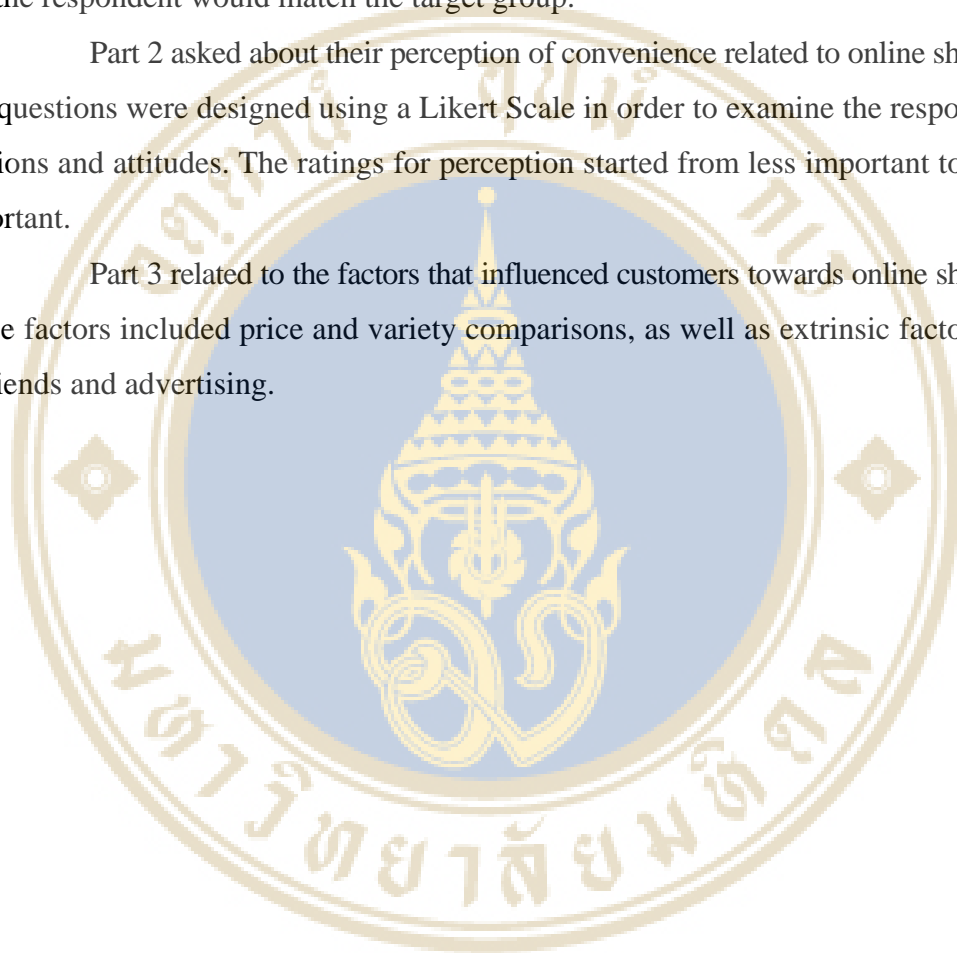
3.4 Questionnaire Design

Similar questions were grouped and classified together. The sequence of questions started with the most important factor and ended with the least important to motivate the respondents to complete the survey (Cozby & Bates, 2012). The survey was divided into 3 parts:

Part 1 included screening questions about demographic information to ensure that the respondent would match the target group.

Part 2 asked about their perception of convenience related to online shopping. The questions were designed using a Likert Scale in order to examine the respondents' opinions and attitudes. The ratings for perception started from less important to highly important.

Part 3 related to the factors that influenced customers towards online shopping. These factors included price and variety comparisons, as well as extrinsic factors such as friends and advertising.



CHAPTER IV ANALYSIS AND DISCUSSION

4.1 Quantitative data

The analysis was separated into three parts. General information and screening in the first part ensured that the respondents fit the target group. The second part referred to the factors that influenced customers towards online shopping, which related to the conceptual model. The final part consisted of information about consumer purchasing behavior.

4.1.1 General information

All 60 respondents in the survey were females, aged 21 to 35 and 36 to 50 years, respectively.

Table 4.1 General information about the 60 female respondents

Profile of 60 respondents						
Variable	Description	Quantity	Percentage			
Gender	Female	60	100%			
Age	36 - 50 years	30	50%			
	21 - 35 years	30	50%			
			Age: 36-50	%	Age: 21-35	%
Marital Status	Single	43	18	60%	25	84%
	Married	8	4	13%	4	13%
	Married with child/children	3	3	10%	0	0%
	Divorced/ Separated	6	5	17%	1	3%
Education	Vocational Certificate	1	0	0%	1	3%
	Bachelor's Degree	38	17	57%	21	70%
	Master's Degree	19	11	37%	8	27%
	Doctoral Degree	2	2	7%	0	0%
Average of Income/month (THB)	Less than or equal to 20,000	16	5	17%	11	37%
	20,001-30,000 THB	16	6	20%	10	33%
	30,001-40,000 THB	12	9	30%	3	10%
	40,001-50,000 THB	6	4	13%	2	7%
	More than 50,001 THB	10	6	20%	4	13%

General information was classified into 4 topics: age, marital status, education and average income. Those aged between 36 – 50 years old comprised of the people who are prior to millennial group and those aged between 21 – 35 years old comprised of the millennial group. There were 4 kinds of marital status available for selection: single, married, married with child/children and divorced/separated. 60% of people who prior to millennial and 84% of Millennial were single. For education level, 38 respondents had Bachelor’s degrees, while 19 out of 60 had Master’s degrees.

The average income per month for people who are prior to millennial was 30,001 to 40,000 THB, while Millennial had an average income of less than or equal to 20,000 THB per month.

According to the results of this survey, the demographic information can be used to explain that those aged between 36 to 50 years old, who had an average monthly income between 30,001 to 40,000THB, comprised the majority group of customers for beauty accessories online. Millennial respondents, who had salaries of less than or equal to 20,000 THB per month, were the minority group of beauty accessories customers, accounting for 37 % of respondents. This was followed by respondents who had a monthly income between 20,001 to 30,000 THB. Nevertheless, there was some useful information about attitudes and behaviors that could identify customers ‘characteristics in more detail.

4.1.2 Behavioral factors



Figure 4.1 Frequency of shopping per month

Figure 4.1 provides information about one element of consumer purchasing behavior with regard to purchasing beauty accessories online. The results show that

66.7% (20 respondents) of those aged between 36 to 50 years old shopped 1 to 2 times per month, while the remainder of respondents shopped 3 to 4 times per month. The majority of millennial, 83.3%, shopped 1-2 times per month.

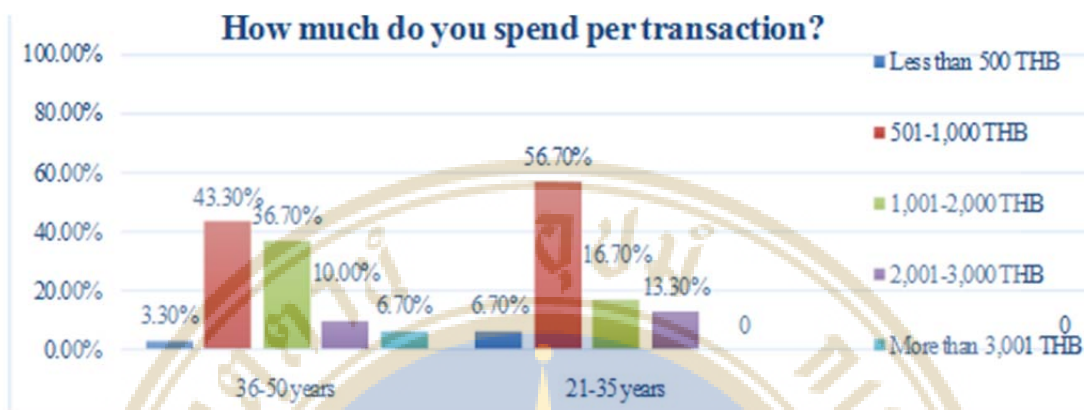


Figure 4.2 Amount of spending per transaction

The results in Figure 4.2 showed that the majority of both groups spent 501 to 1,000 THB per transaction, followed by 1,001 to 2,000 THB. Only a small percentage of respondents spent more than 3,001 THB per transaction.

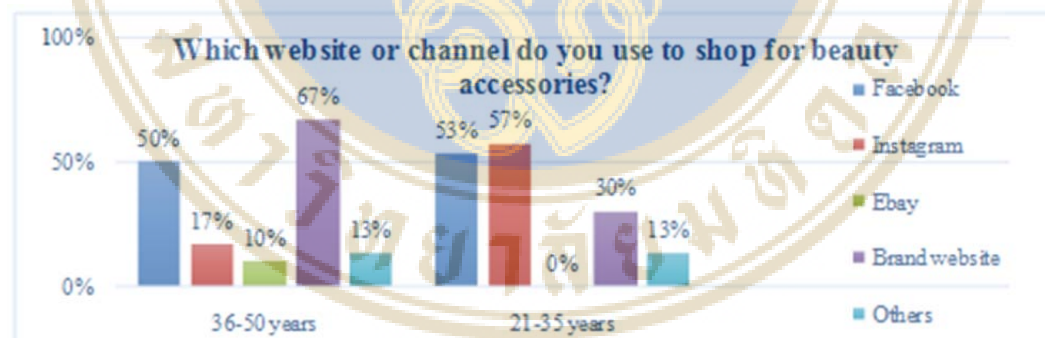


Figure 4.3 Online shopping channel

The results for shopping channel showed that 67% of those aged between 36 to 50 years old preferred to shop using brand websites, followed by facebook. Half of the respondents of those aged between 36 to 50 years old choose this channel. On the other hand, of those aged between 21 to 35 years old preferred to shop using Instagram and facebook. When compared to people who are prior to millennial, millennial used brand websites much less.

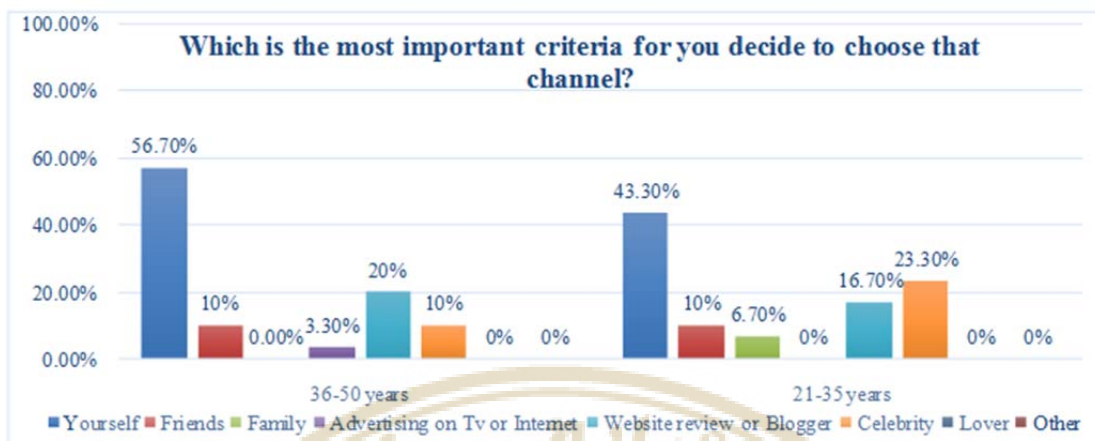


Figure 4.4 Shopping Channel

Many factors influence people to choose a particular shopping channel. The majority of those aged between 36 to 50 years old made decisions by themselves (56.7%), followed by respondents who were influenced by reviews from websites or bloggers (20%). No respondents in people who prior to millennial group were influenced by family members. The majority of millennial also made decisions by themselves (43.3%), followed by celebrity endorsements (23.3%).



Figure 4.5 Favorite time to shop

The vast majority of both groups preferred to shop during weekdays, followed by weekends. No respondents from either group preferred to shop during special holidays.

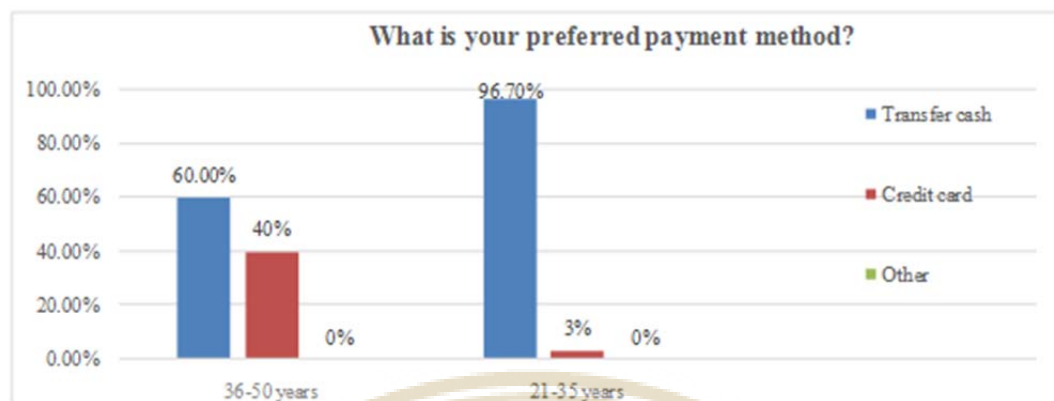


Figure 4.6 Preferred payment method

A larger percentage of those aged between 36 to 50 years old preferred to transfer funds to make payments for purchases (60%) to using credit cards, while the vast majority of millennial (96.7%) preferred to transfer funds. Further, the results showed that of those aged between 36 to 50 years old made more payments via credit card than millennial.



Figure 4.7 Shop comparisons

The results for both groups are similar, with most respondents considering 3-4 shops before making a purchase, followed by 2-3 shops.

4.1.3 Attitude

This part was divided into various criteria: technology, price, promotion, service quality that includes reliability, web design and customer services, and credibility.

These criteria affect consumer decisions before shopping online, rated from less important (1) to highly important (5).

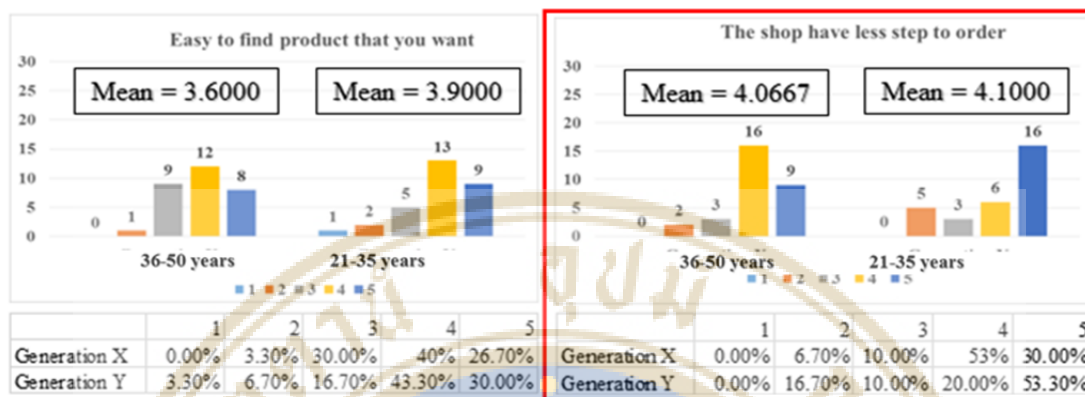


Figure 4.8 Criteria for technology experience

IT experience is one of the factors that affect consumer purchase behavior. The results for both groups showed that accessibility and needing a minimal number of steps to reach a product were most important to both. More than 70% of respondents marked 4 and 5 points on the scale.

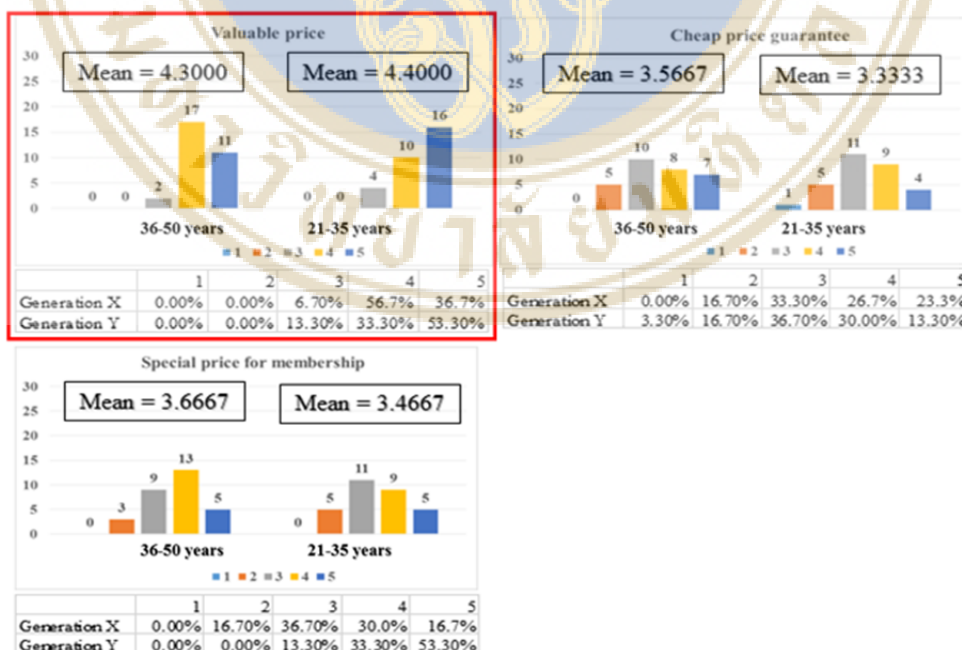


Figure 4.9 Price criteria

The price criteria showed similar results for both groups. They were not concerned about getting the cheapest price or special prices for members. They preferred valuable prices, meaning the product purchased would be worth the price. More than 80% of respondents marked 4 and 5 points on the scale for price value.

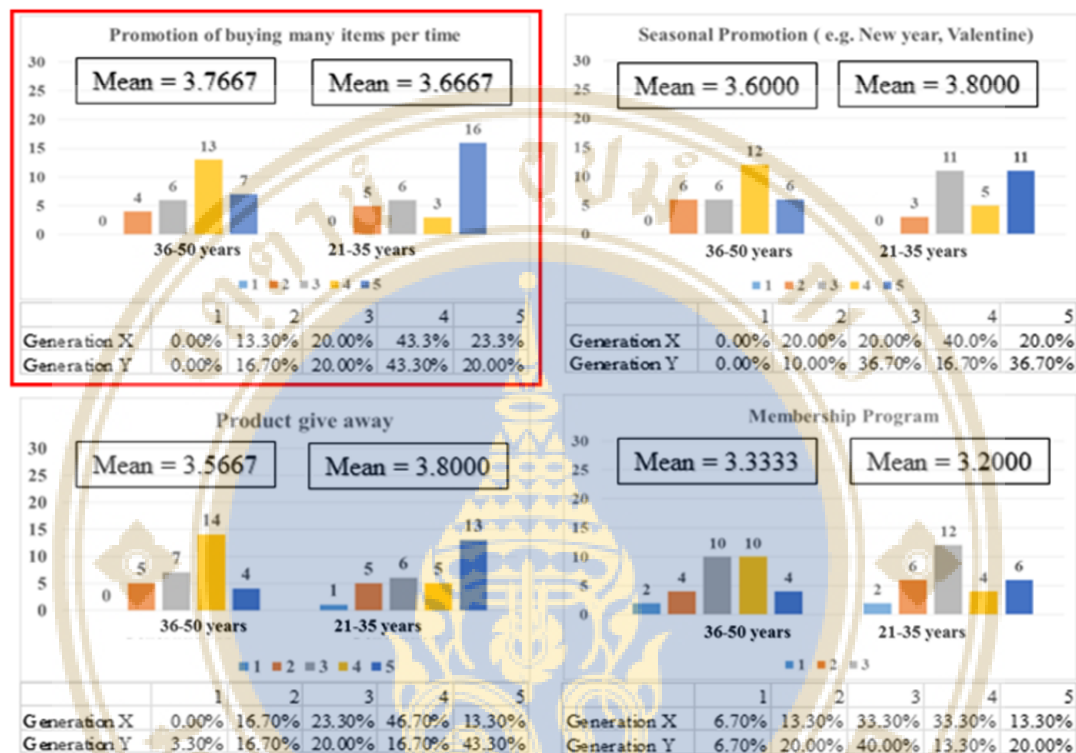


Figure 4.10 Promotion criteria

The criteria for promotion showed that most respondents were not too concerned about promotions, even when provided with four choices of promotions. Only one promotion was chosen by respondents more than 60% of the time, which involved buying many items per transaction. However, the remainder was less than 60%. As the results showed, membership received the lowest score, with neither group being concerned about membership.

The criteria for service quality are complex and can be divided into separate areas, including web design, reliability and customer service.

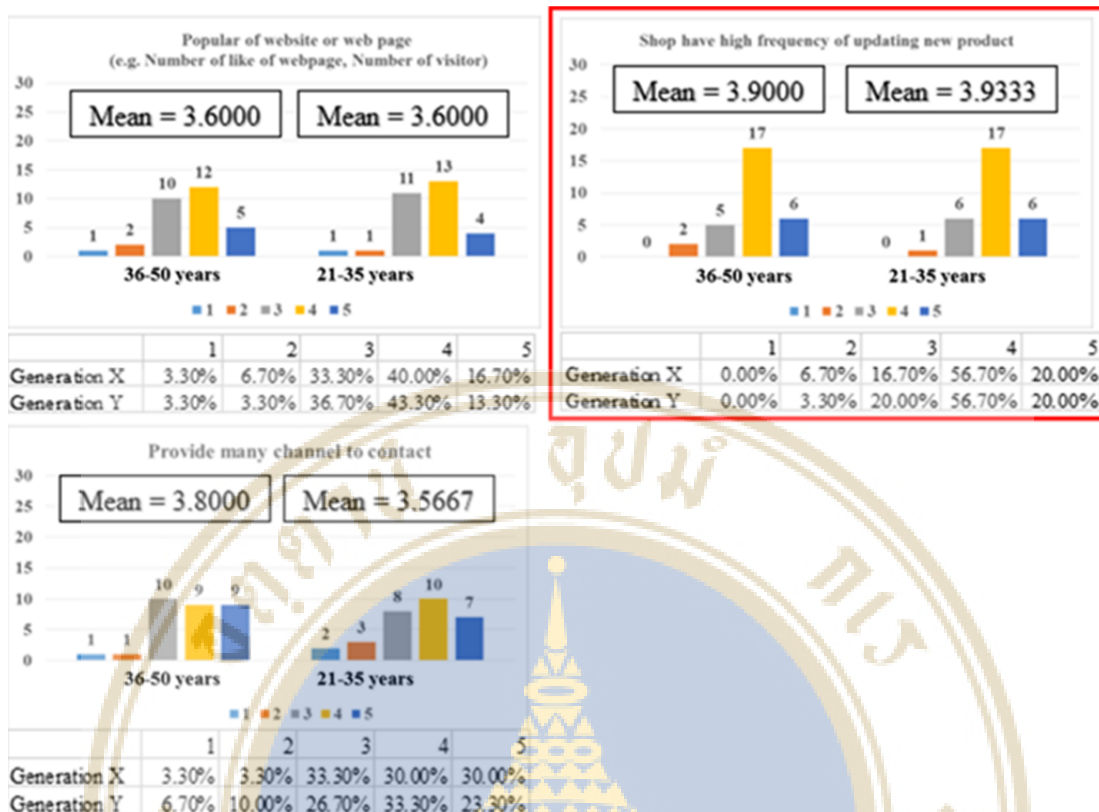


Figure 4.11 Web Design

Web design did not appear to be an important factor affecting purchase behavior. The respondents did not have high requirements for this factor. However, one factor of web design that they were concerned about involved the frequency of updating product information on the website. All respondents marked 4 and 5 points on the scale, or 76% each. This was followed by providing many channels to contact the online retailer.

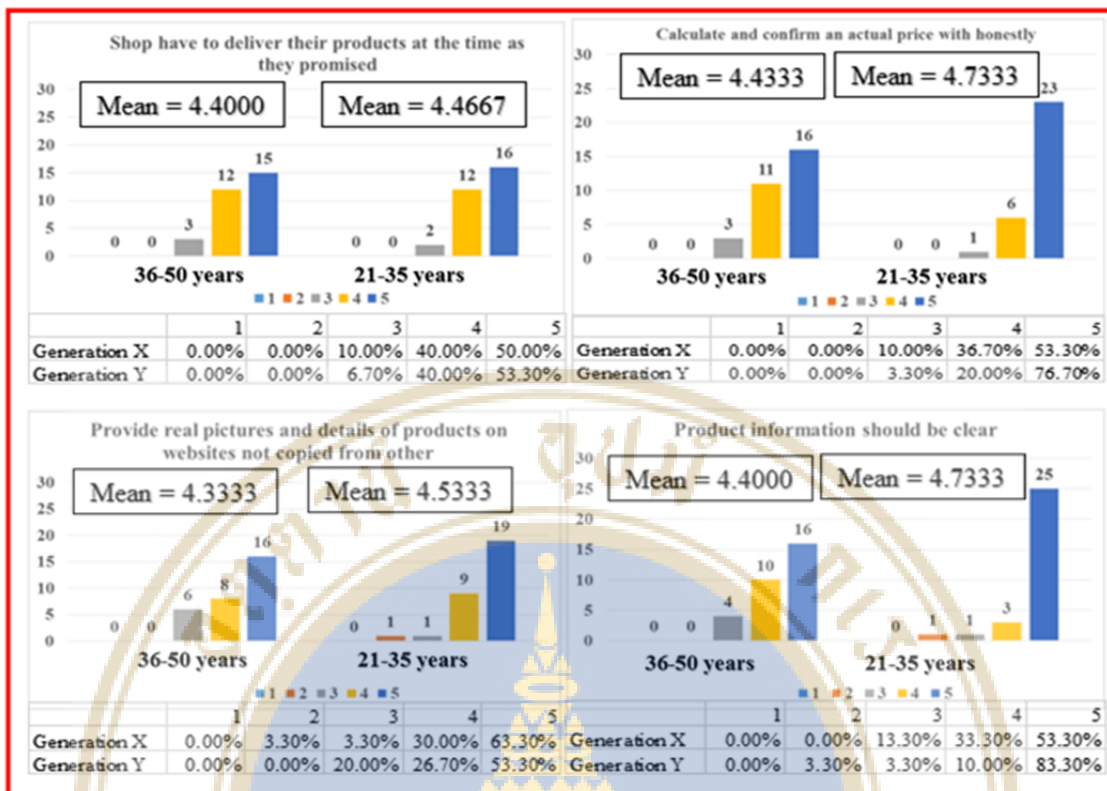


Figure 4.12 Reliability

Reliability was found to be the most powerful requirement for customers. Almost 90% of respondents rated reliability as the most important factor before making a decision. The highest element of reliability was an honest calculation of price, with 27 respondents (90%) of those aged between 36 to 50 years old and 29 respondents (96.7%) of those aged between 21 to 35 years old marking 4 and 5 points on the scale. This was followed by clear product information, delivering products on time as promised and providing real pictures and information, respectively.

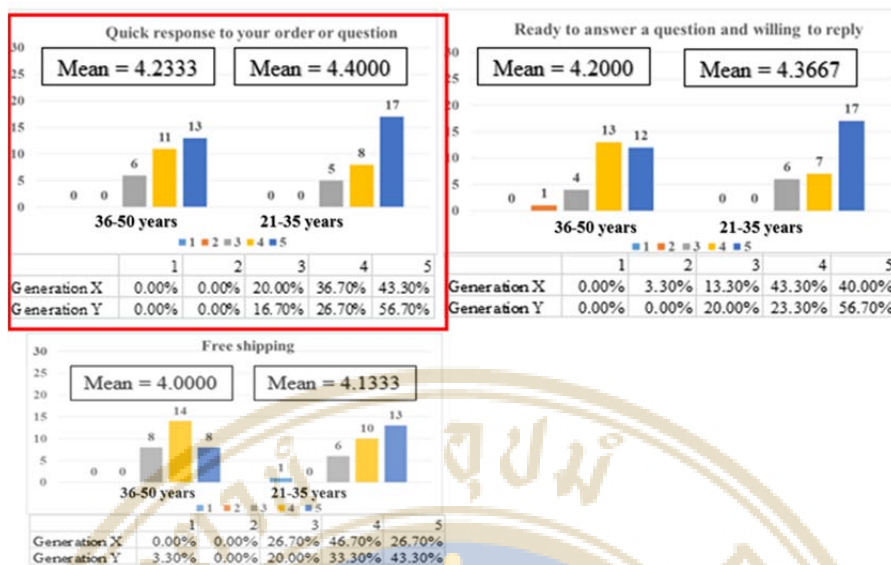


Figure 4.13 Customer Services

For customer services, the results showed that respondents considered the shops' responses important when asking for information and assistance, with 25 respondents (83.4%) of those aged between 21 to 35 years old and 24 respondents (80%) of those aged between 36 to 50 years old marking 4 and 5 points on the scale. This was followed by willingness to answer questions and free shipping.

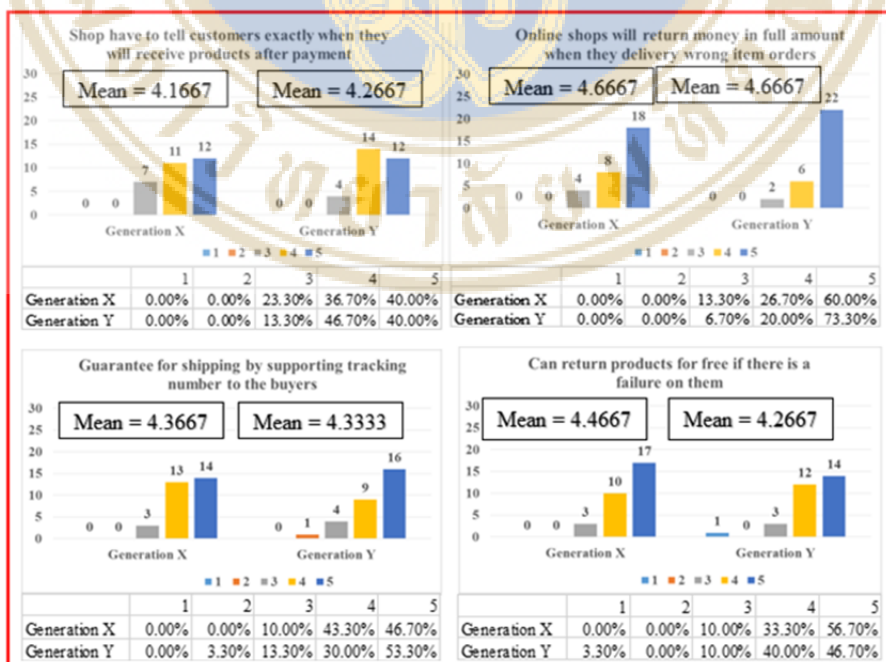


Figure 4.14 Credibility

Credibility comprised the most significant factor affecting purchase behavior. The respondents rated credibility as an important requirement before making a decision. The results showed that more than 75% of all respondents marked 4 and 5 points on the scale for all topics.

Table 4.2 Mean score for factors in each criteria

Factor	Criteria	Score (Mean)	
		36-50 years	21-35 years
IT experiences	Easy to find product that you want	3.9	3.9
	The shop have less step to order	4.0667	4.1
	Average	3.9834	4
Price	Valuable price	4.3	4.4
	Cheap price guarantee	3.5667	3.3333
	Special price for membership	3.6667	3.4667
	Average	3.8445	3.7333
Promotion	Promotion of buying many items per time	3.7667	3.6667
	Seasonal Promotion	3.6	3.8
	Product give away	3.5667	3.8
	Membership	3.3333	3.2
	Average	3.5667	3.6167
Service quality			
Web design	Popular of website or web page	3.6	3.6
	Shop have high frequency of updating new product	3.9	3.9333
	Provide many channel to contact	3.8	3.5667
	Average	3.7667	3.7
Reliability	Shop have to deliver their products at the time as they promised	4.4	4.4667
	Calculate and confirm an actual price with honestly	4.4333	4.7333
	Provide real pictures and details of products on websites	4.3333	4.5333
	Product information should be clear	4.4	4.7333
	Average	4.3917	4.6167
Customer services	Quick response to your order or question	4.2333	4.4
	Ready to answer a question and willing to reply	4.2	4.3667
	Online shops should have flexible operating time	3.7667	3.7667
	Free shipping	4	4.1333
	Average	4.05	4.1667
Credibility	Shop have to tell customers exactly when they will receive products	4.1667	4.2667
	Online shops will return money in full amount when they delivery wrong	4.4667	4.4667
	Guarantee for shipping by supporting tracking number	4.3667	4.3333
	Can return products for free if there is a failure on them	4.4667	4.2667
	Average	4.3667	4.3334

As there were a limited number of respondents for this study, the standard score setting in quantitative analysis was set at ≥ 4.21 points out of 5 for acceptability (Srisaard & Nillkeaw, 1992).

First, IT experience can be divided into 2 criteria: ease of finding a product on a website and minimal steps for ordering. The average score for both groups was

3.98 and 4.00, respectively. As a result, most respondents in both groups disagreed that IT experience had a positive impact on their purchasing behavior.

Second, the price factor has 3 criteria: valuable price, cheap price guarantee and special price for membership. People who are prior to millennial, had an average score equal to 3.84 and millennial had an average score equal to 3.73, with both average scores being lower than 4.21. Therefore, both of these groups disagreed that price had a positive impact on their purchasing behavior.

Third, the promotion factor can be divided into 4 criteria: promotion for buying many items per transaction, seasonal promotion, free sample and membership. The average score of people who are prior to millennial equaled 3.56 points and 3.61 points for millennial. As a result, the majority of respondents agreed that the promotion factor did not have a positive impact on their purchasing behavior.

Fourth, the web design factor has 3 criteria: popularity of website or webpage, shop has a high frequency of updating new products and providing many channels for contact. The average score for people who are prior to millennial was 3.76 points and 3.7 points for millennial. Therefore, most respondents disagreed that web design had a positive impact on their purchasing behavior.

Fifth, the reliability factor can be divided into 4 criteria: shop delivers products on time, calculates and confirms actual price with honesty, provides real pictures and details of products on websites and provides clear product information. People who are prior to millennial had an average score of 4.39, while millennial had an average score of 4.61 out of 5. As a result, most of the respondents were concerned about reliability. They agreed strongly that reliability had a positive impact on their purchasing behavior.

Sixth, the customer-service criteria had 3 elements: quick response to orders and questions, ready and willing to reply, and free shipping. According to the average scores, both groups received 4.13 and 4.3 out of 5 points, respectively. As a result, people who are prior to millennial disagreed that customer service had a positive impact on their purchasing behavior. On the other hand, millennial agreed that customer service had a positive impact on their purchasing behavior.

Last, the credibility factor had 4 criteria: shop tells customers exactly when they will receive products after payment, online shops return money in full when they

deliver incorrect or damaged orders, guarantees for shipping by providing tracking numbers and customer can return products free if there is a failure in the process.

The average score of people who are prior to millennial was 4.36 points and 4.33 for millennial. Therefore, most respondents agreed that credibility had a positive impact on their purchasing behavior.



CHAPTER V

CONCLUSION

5.1 Summary of findings

As the results showed, IT experience, price, promotion and web design factors did not significantly affect the purchasing behavior of respondents. Each consumer will have different behaviors involved when individuals or groups of people select, purchase, use or dispose of products or services to satisfy their needs and desires (Solomon, 1996). The different characteristics of customers may lead to different results based on their approach to economics, cost and lifestyle (Pachauri, 2002). This study found that 3 particular factors have a significant influence on consumer purchasing behavior: reliability, customer service and credibility.

Firstly, reliability can be divided into 4 criteria:

1. retailers deliver their products at the time promised
2. retailers calculate and confirm actual prices with honesty
3. retailers provide real pictures and relevant details for products
4. retailers provide product information that is clear

Online shopping is different from shopping in stores in that customers can see and touch the real product. For online retailers, this makes it imperative to provide real pictures and clear product information. Product characteristics are related to the brands of products that customers use to make their decisions before purchasing, such as product quality and variety (Boisvert & Burton, 2009). When comparing both groups, the results showed that millennial gave priority to reliability more than group of people who are prior to millennial, which included 85% of respondents. Therefore, improving reliability would be advantageous for online stores to gain more confidence from customers. Millennial was more concerned about reliability than people who are prior to millennial, especially the process of price calculation and confirmation, which must be done with honesty. This requirement would be fulfilled by providing receipts showing all the relevant details of transactions.

However, they were both concerned about reliability in shops as well, so providing a receipt is necessary for all customers and transactions.

Secondly, customer service factors include 3 criteria:

1. retailers provide timely responses to customer orders or questions
2. retailers are willing, prepared and knowledgeable when answering questions
3. retailers provide free shipping

According to research, a willingness and readiness for retailer customer service, by providing prompt and efficient service, is a determining factor for customers when choosing products and services (Yousapronpaiboon & Johnson, 2013). Long-term relationships can create brand loyalty. Brand loyalty can motivate a customer to purchase a product again (Alam, 2008). In this study, there was some conflict between different age groups. As a result, people who are prior to millennial was not concerned about customer service, but millennial placed strong importance on this factor. Millennial expected retailers to provide service in the most convenient way. Millennial are also convenience-oriented consumers. They prefer the right channels, right hours and right response times (Valiente, 2013). Millennial prefer quick responses as well, unlike group of people who are prior to millennial. To satisfy these aspects of service, online retailers and administrators should be engaging while having conversations with millennial customers. This can be accomplished by answering questions with willingness and explaining in detail when needed.

Lastly, the credibility factor is separated into four criteria:

1. retailers must tell customers exactly when they will receive products after payment
2. retailers must return money in the full amount when they deliver incorrect or damaged items
3. retailers must guarantee shipping by providing tracking numbers
4. retailers must provide customers with the ability to return products free of charge if there is a failure in any part of the transaction process

Both groups are concerned about trust and credibility because they comprise the most important elements of trade. This is especially important because of the uncertainty of quality and consideration of payment (Yang, 2004). The retailer must inform its customers exactly when they will receive a product if they hope to gain

customer confidence. When a customer orders a product, they may consider the outcome of their shopping experience, but will evaluate the online retailer from the evidence that is in front of them (Krishnamurthy, 2001).

In conclusion, good customer service positively affects the purchasing behavior of millennial. Further, the reliability and credibility factor positively affects purchasing behavior for group of people who are prior to millennial and millennial women in Thailand.

5.2 Limitations

Due to a limited amount of research time, the information may also be limited. In addition, the number of respondents was limited to a relatively small group of 60 people. Despite the small size, every attempt was made to represent Thai females those aged between 36-50 and Millennial, aged between 21-35 years, accurately.

5.3 Implications

This study explores the purchasing behaviors of Thai women in different age groups with regards to beauty accessories. The results may benefit internet retailers and entrepreneurs for other products by identifying different customers' needs. This will enable them to provide age appropriate services to each group and improve sales.

5.4 Recommendations for further research

Few studies exist of consumer purchasing behavior toward online shopping with comparisons based on the demographics of customers. In order to gain a deeper understanding of each group, a study of specific groups of respondents might be advantageous for future business growth and success.

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