OFFICE WOMEN ONLINE SHOPPING BEHAVIOR:
A CASE STUDY OF LOOKBOOK:)

PHITCHAYA PHANPERMPOON

A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENT FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT MAHIDOL UNIVERISTY
2014

Thematic paper
entitled

OFFICE WOMEN ONLINE SHOPPING BEHAVIOR:
A CASE STUDY OF LOOKBOOK:)

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
December 21, 2014

…………………………..…………
Miss Phitchaya Phanpermpoon
Candidate

…………………………..……..
Asst. Prof. Winai Wongsurawat,
Ph.D.
Advisor

…………………………..…………
Asst. Prof. Peter De Maeyer,
Ph.D.
Chair person

………………………..………..
Assoc. Prof. Annop Tanlamai,
Ph.D.
Dean
College of Management
Mahidol University

…………………………..…………
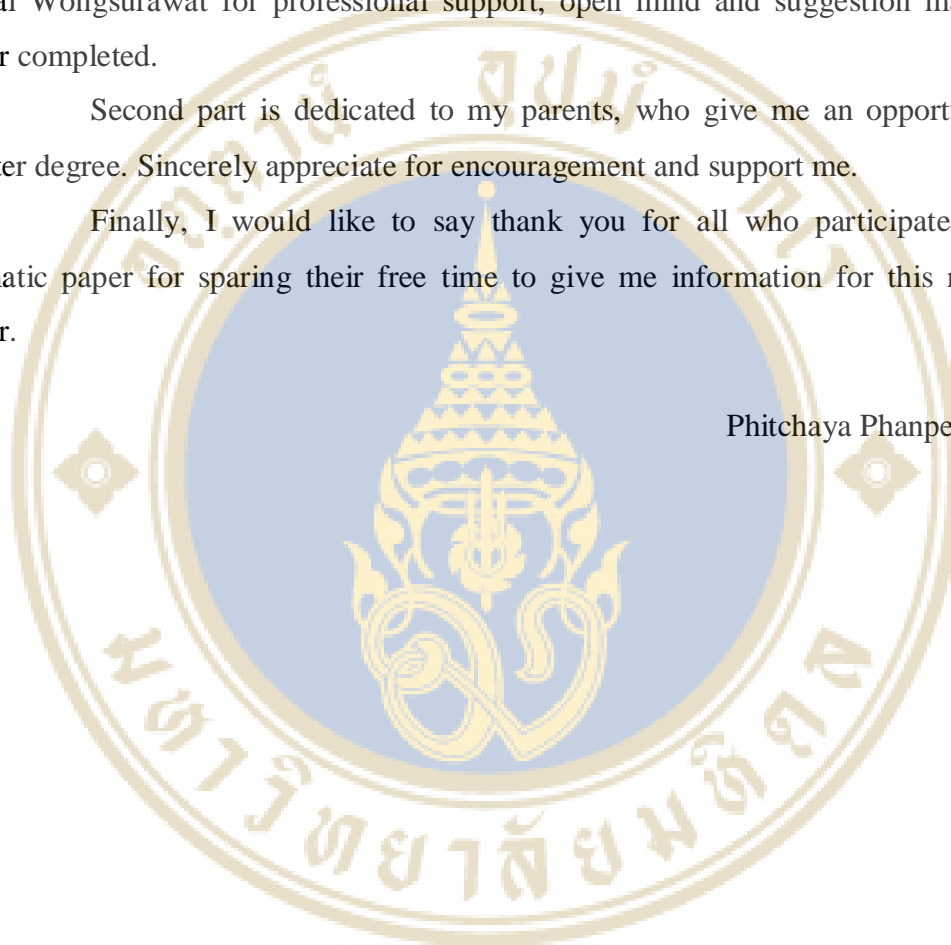Assoc. Prof. Nathasit Gerdsri,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

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OFFICE WOMEN ONLINE SHOPING BEHAVIOR:
A CASE STUDY OF LOOKBOOK:)

PHITCHAYA PHANPERMPOON 5649222

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. WINAI WONGSURAWAT, Ph.D., ASST. PROF. PETER DE MAEYER, Ph.D., ASSOC. PROF. NATHASIT GERDSRI, Ph.D.

ABSTRACT

The aim of this study is to find consumer behavior by applying consumer decision making process theory with target group of young office lady towards online clothes shopping on a website for their fashion clothes. Using both of quantitative and qualitative methods to gather data, the quantitative method, questionnaire surveys were distributed both face-to-face and via online media, to 39 female office worker who live in Bangkok. Convenient sampling was used to distribute the questionnaires, and the quantitative data were collected in statistic. The qualitative data were collected by interviewed business partner of online clothes shop brand 'Lookbook:)' of how they manage their shop and become success online shop. The results show factors to catch up this target customer with a decision making process especially in the alternative evaluation process.

KEY WORDS: Online Shopping/ Decision making process/ Fashion Clothes/ Female office worker

34 pages

CHAPTER I
INTRODUCTION

1.1 Introduction

The ultimate goal in my life is to be a business owner, especially clothing shop. But there is high competitiveness in this market. For the newcomer as me, who have limited budget and jump into this market late than others, finding a potential channel of selling as online channel and know target behavior are one of the key success factors to start this business.

There has been a remarkable increase of the internet users in the past 10 years. A lot of people have changed their behavior from offline to be online shoppers, especially female. The link between woman and their online behavior such as photo-sharing sites are popular among them and women of all ages have embraced it as a key component of the social networking experience (Abraham L. et al., 2010). Online shopping is available 24 hours; ease of uses, which make online shopping more attractive than conventional stores. However, there are several alternative options to buy via online websites such as social network, blogging, photo sharing and so on (Muhammad F., 2013).

Currently, in addition the basic functions, clothes can also serve as fashion items and can express the status of an individual and also his personal image (O'Cass, 2000). Many researches examine the factors that result from consumer behavior towards fashion for making a purchase decision. The results indicate that fashion involvement is significantly affected by a consumer's psychographics as age, gender, emotional factors such as mood, color, taste and physical factors as comfort, fabric and functionality. Moreover, the results indicate that lifestyles influence consumer confidence in making purchase decisions (Rocha V. and Hawkins D., 2005). Unsurprisingly, clothes and accessories are the most popular purchased item among

online shoppers; they not only show personal identity but also have low involvement that they do not require serious purchase decision (Research Dynamics, 2011).

Why I choose 'Lookbook :)' as the example case in my thematic paper

Lookbook:) brand is first brand who promote sales activity on Facebook in Thailand and very popular among university student and young office lady. Lookbook:) was established in 2010 by three girls, Ink, Bow and Jean who are in the same high school and interest in fashion clothes. Now they have 85,868 likes on Facebook and 38,900 followers on Instagram.
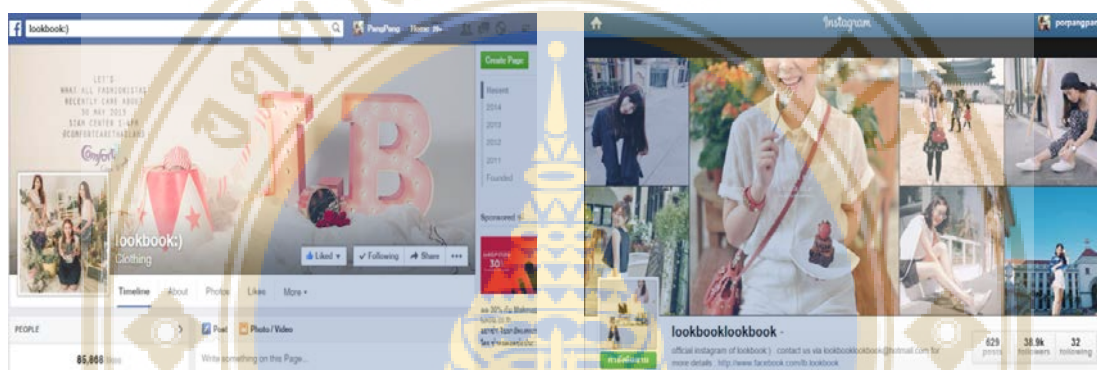
Firstly, I think this shop can be my model and also inspires me because they can turn their passion about clothes into reality. It is an important thing to me who want to have my own business to think like that. This thing can motivate and guide me to achieve my goals.

Secondly, it is about the information that I gain from them. Thanks to the personal relationship between me and them which can create an opportunity for me to interview and get useful information. For example, how they start their business, how they manage and choose online channel. This information can be my guideline to do business.

Lastly, they are real and experienced person who stay in online business almost 5 years. They can sell all of collections within one day after launch with no pricing promotion. Why they can do it, it is my curiosity about them.

1.2 Research objective

The purpose of this study is to identify and examine the main factors influencing young office ladies who live in the urban area as Bangkok towards online clothes shopping especially fashion clothes. It also aims to measure and find out for the relation between Thai females decision-making process, satisfaction and repurchase intention. Moreover, their perspectives on the intention factors for selecting the clothes through online based on an analytical literature review. In doing so, this study attempts to provide a comprehensive picture of the status of this subfield and point out limitations and areas for future research.

1.3 Research benefit

The benefits of this research are to synthesize and create the awareness in the online shopping industry about the factors influence female office workers who are majority of this market. Thus, the research information can possibly provide some beneficial information for E-commerce business which can be divided into clothes, apparel, accessories or cosmetic products to prepare their shop and to understand female shoppers' behavior and expectation on online usage as well as to attract diversified customer. Lastly, for myself, is to reach my dream of being a clothes business owner.

CHAPTER II
LITERATURE REVIEW

2.1 Introduction

Thailand is one of the fastest growing e-commerce countries in the Southeast Asia region. The numbers of Thai consumers, who shop online, increased from 2011 to 2012 by 9.4%. Increasing in the number of internet and mobile users, Thailand e-commerce is growing rapidly due to changing of consumer behavior and a development of online payment systems. The percentage of Thai consumers shopping online has increased 9.4% from 47.8% in 2010 to 57.2% in 2011 from NECTEC reports. The e-commerce market is growing and many players are joining this business, which creates more intense competition. (NECTEC, 2013)
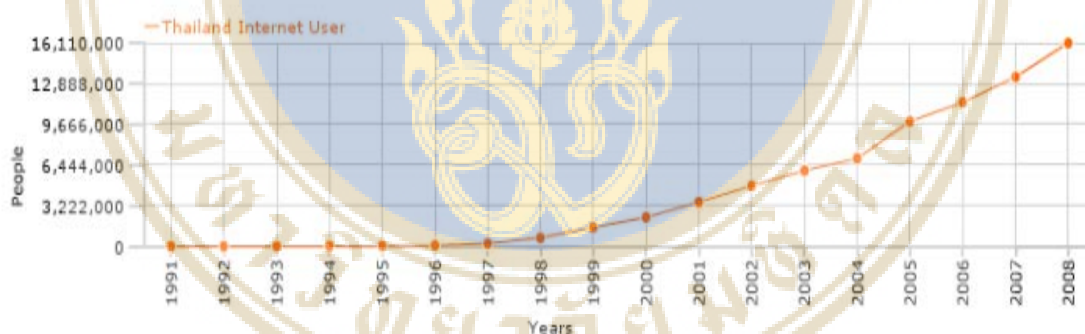
Figure 2.1 Internet Users Statistics, Thailand (NECTEC.2013)

The advantages of online shopping were reflected by time and energy saving, reduce shipping cost, less queues and waiting time than real markets, unlimited time and space, all factors increase the convenience of shopping. Both of consumers and business sectors are accepted internet shopping as an alternative shop mode rather than visiting the stores. The growth of internet technology has enormous potential as it reduces the costs of product and service delivery and extends geographical boundaries in bringing buyers and sellers together (Salehi M., 2012).

In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they will surf the Internet and search for need-related information. However, rather than searching actively, consumers are usually attracted by information about products or services associated with their need. Then they evaluate alternatives and choose the best one which fits their criteria to meet the felt need. After the final decision occurred, a transaction is conducted and post-sales services are provided by seller. Online shopping attitude refers to consumers' psychological state in terms of making purchases on the Internet (Li N. and Zhang P., 2002). Trustworthy and privacy reflect the degree to which an online shopping website is safe (Chiu et al, 2008).

On the other hand, the barriers of online shopping still happen, customers are not able to see or touch the real product and worry about the security of payment and inconvenient of payment (Research Dynamics, 2011). Moreover, previous experiences can also be affected the perception of risk involved with a company and their online processes and also influence their customer's decisions to complete purchases without sensory perceptions which available in traditional stores. These negative experiences may increase levels of risk perception with online purchasing and impede not only a business's likelihood of retaining customers, but can make it more difficult for other online businesses to gain initial customers (Salehi M., 2012).

In summary, comparing between pros and cons in current situation, online shopping still attractive for consumers and businesses due to online shopping in Asia has rapidly grown in the past five years (Richter, 2013). Moreover, women are the digital mainstream and actually more engaged than men on the internet by social network and instant messengers. The average time spent online by men is 22.9 hours per month, whereas women spend 24.8 hours per month. Furthermore, the rise of social networking has prompted women of all ages to engage online activities (Abraham L. et al., 2010).
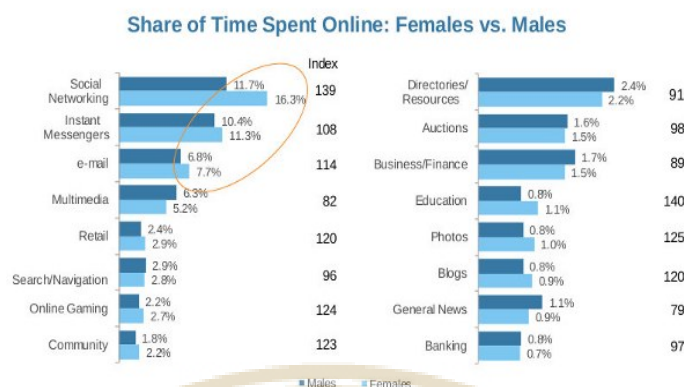
Figure 2.2 Share of time spent online: female vs. males (comScore, Inc.2010)
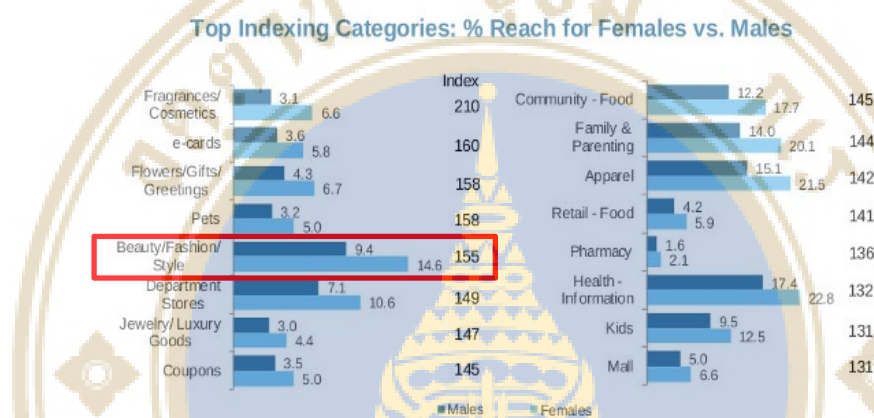
Figure 2.3 Top indexing categories % reach for female vs. males (comScore, Inc. 2010)

The traffic on retail websites is more or less the same for both the genders for all age groups, but women tend to spend more time on these websites than that of men (Abraham L. et al., 2010). Thus, information is shown the relevant information and also the opportunity for this target and market which mean there is a gap to study the specific group as female office workers group in Thailand. It will enhance opportunities to do marketing strategy and plan toward this target group efficiently.

To be more specific about online channel, social media is another important channel in Thailand. The research result had shown the most popular social media in Thailand, predictably, Facebook whose number of users is as high as 12.8 million accounts in Bangkok and 98% of them are constant users of Facebook, whereas 86% are steady users of Line.

Moreover, another social media as an Instagram is popular among those who are interested to follow the latest gossip of movie stars or celebrities because they can share and view photos easily. More than catch up gossip star, women tend to use Instagram for online shopping since they can see and select photos from product catalogues, as well as can contact with the product owner comfortably (INTAGE (Thailand), 2014).
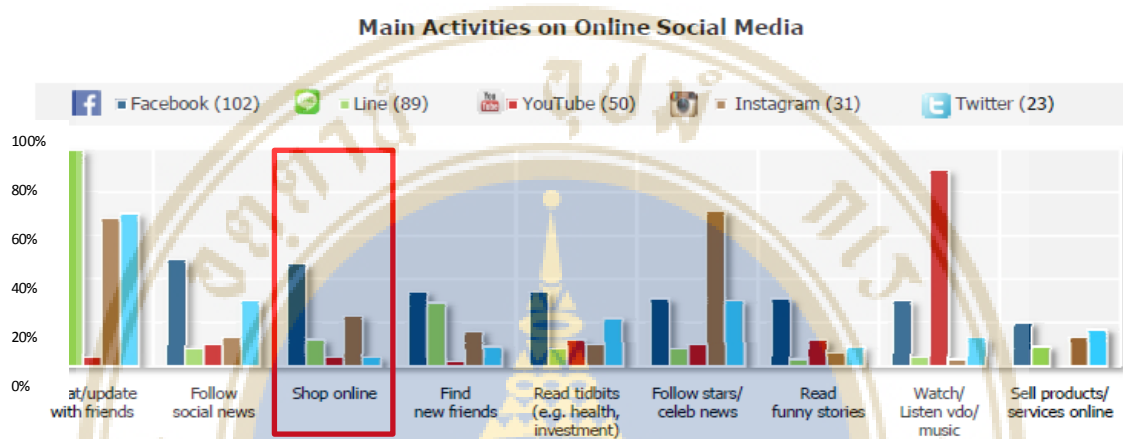
Figure 2.4 Percentage of main activities on social media (INTAGE (Thailand). 2014)

After looking at the media characteristics and the users' profile, we can observe that, Social media as Instagram is proper for building brand creation of products and publicity connected to women and beauty products such as clothes, cosmetics, and accessories. On the other hand, for communication propose which needs involve sharing of extensive content or reliability, be it emotional or informational are more fitting with Facebook, Twitter, and Line.

Relationship with Theories

There are two important elements in making decision of buying behavioral which are marketing and other encouragement (Kotler and Armstrong, 2006)

Figure 2.5 The consumer decision making process model

According to The consumer decision making process model explains the state of buying that much factor effects in each state such as social factors, Psychological Factors, Information Factors and Situation Factors (William J et al., 1997). To understand consumer behavior especially our target is necessary to create effective marketing strategies (Rungreungphol, 2009).

In accordance with decision making should start with the identification of the decision makers in the decision. Then, a general decision making process can be happen (Baker D et al., 2002).

Deriving from the decision making process model concept, it can relate into consumers' perspective toward their choices and selections in a context of internet shopping, in this case, it refers to female office worker tend to choose shopping via online channel instead of direct offline to see or touch real product.

For the factors that significantly affect online purchasing behavior and consumer satisfaction are external environment, demographics, personal characteristics, vendor characteristics and website quality (Li N. and Zhang P., 2002). Repurchase intention, trust, perceived Interactivity, perceived usefulness and privacy can create repurchase behavior of customer (Muhammad F., 2013).

CHAPTER III
RESEARCH METHODOLOGY

3.1 Sampling

Survey questionnaire will be distributed by using social media channels as Facebook, Line application and face-to-face method. The female's sample size will be selected. As the stratified sample the sample will be categorized into specific characteristics before random sampling in those (Saunders et al. 2009). Then, those will have an equal chance of picking up.

3.2 Sample size

Due to limitation of time frame, choosing quality respondents is an essential part of this paper. Therefore, the online questionnaire surveys will be distributed to only 39 female office workers, age 24 to 35 years old, by face-to-face and online channel as Facebook, Google doc and Line application.

3.3 Data Collection

All of data collections were collected during October 23 to November 6, 2014. For the data collection, this study will use both of quantitative data collection by online questionnaire survey to reach a quality of respondents and qualitative data collection by interview business partner of online clothes shop brand 'Lookbook:)'

3.3.1 Quantitative data

Due to limited time frame, most of the questions in the survey are structured. The self-completion questionnaire was distributed via two channels. Firstly, it was handed over face-to-face to the office lady in two to three offices or female office worker who comes to university. Secondly, online distribution has been constructed by using survey. To complete constructed the online survey, the link was given to female office workers via the social media and Facebook. On Facebook, the survey link was posted on various friend groups.

For scale of Likert scale, measurement of score in questionnaire survey was set as follow (Paksupang S., 2011).

4.21- 5.00   means level of acceptability = perfectly acceptable

3.41- 4.20   means level of acceptability = acceptable

2.61- 3.40   means level of acceptability = neutral

1.81- 2.60   means level of acceptability = unacceptable

1.00-1.80   means level of acceptability = totally unacceptable

The survey comprised of three main parts. In the first part, demographic in information will be required. Those questions will ensure that the respondents match the research target group.

Secondly, the perception of ease of use of online shopping will be asked the respondents. Those questions will be designed by using Likert-scale. Likert-scales are suitable for examining peoples' opinions and attitude (Fisher, 2004). Then, the factors that influence customer towards online shopping will be asked. The question will relate to many factors e.g. Product variety, Price comparison, Information searching and other surrounding influence factors. The question will be conducted under decision making process framework.

3.3.2 Qualitative data

Personal interviewed of business partner, Miss Irin Unnakitti, sister of co-owner, Miss Inkarat Unnakitti of online clothes shop brand 'Lookbook:)' on November 6, 2014.

In this part, I had prepared a set of questions to find out all information behind their success and the other important information as strategy that they use for online channel, and how they manage their shop or clothes collection. Moreover, this also included with the obstacles and challenge that they overcome and the next step of doing online channel business in a competitive situation.

The interview took place at Ajinomoto Company's meeting room that I work in the same place with her. I made an appointment around 17.10 because it after office hour. The interview took time around 30 minutes by taking notes.

3.4 Hypotheses

In terms of this research, it is a marketing research, the consumer decision making process theory and marketing mix strategy are used to determine the factor of alternative evaluation and purchase factor to attract female office worker to buy fashion clothes via online channel. Each element of the criteria will be tested to find its relationship with female office workers' decision-making and 4P's criteria. The following hypotheses have been set:

H1 Website design is the key factor of choosing website

H2 Shop response significantly predicts online buying intention

H3 Price significantly predicts online buying intention

H4 Promotion significantly predicts online buying intention

H5 Service significantly predicts online buying intention

CHAPTER IV
ANALYSIS AND DISCUSSION

4.1 Quantitative data

The information was separate into three parts. The first part is about general information to make sure that this is the specific group as set. The second is about behavioral part that they behave on online shopping. The last part is attitude part which involved with hypothesizes.

4.1.1 General information part

All of survey is conducted during October 23-29, 2014 from 39 females, ages 24 to 35, office workers answered via online survey and Face-to-Face channel. In gender information, it can classify into 3 ranges of age group, the highest respondents' age is between 24 to 26 years old which are 20 respondents or 51% of the total. For social status, all of them are consisting of 39 singles.

In the education topic, it can be separated into 21 Bachelor Degree and 18 Master Degree. In term of Monthly income, the result has shown the majority rate of average income per month is 41% between THB 20,001-30,000 per month.

Table 4.1 General information of 39 female respondents

Profile of 39 Respondents			
Variable	**Description**	**Quantity**	**Percentage**
Gender	**Female**	**39**	**100%**
Age	**24-26 years**	**20**	**51%**
	27 - 30 years	15	38%
	31 - 35 years	4	10%
Social Status	**Single**	**39**	**100%**
Education	Vocational Certificate	0	0%
	Bachelor Degree	**21**	**54%**
	Master Degree	18	46%
	Doctoral Degree	0	0%
Average of Income/month (THB)	Less than or equal to 20,000	7	18%
	20,001-30,000 THB	**16**	**41%**
	30,001-40,000 THB	6	15%
	40,001-50,000 THB	5	13%
	More than 50,001 THB	5	13%

According to this results' survey, demographic information, it can explain that women between the age of 24 to 26 years old, single, had bachelor degree educational and having approximately THB 20,001 to THB 30,000 per month, are the majority group of fashion clothes online shopping. However, their behavior and attitude of online shopping can possibly identify and analyze from more In-depth questions as follows.

4.1.2 Behavioral part

For the first question which is about their behavioral of purchasing their fashion clothes via online channel. The result has shown that 87% or 34 of respondents shopping 1-2 times per month.

How often do you shopping via online channel

1-2 times/ month	34	87%
3-4 times/ month	3	8%
5-6 times/ month	0	0%
More than 7 times/month	2	5%

3-4 times/ mo [3]
5-6 times/ mo [0]
More than 7 t [2]
1-2 times/ m [34]
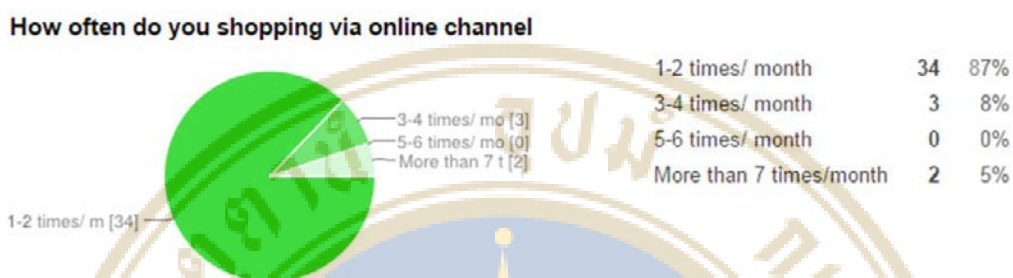
Figure 4.1 Shopping behavior time per month

Next, spending per time, the result has shown that 56% or 22 respondents spend THB 501-1,000 per time. Following by 9 respondents or 23% spend 1,001-2,000THB.

6 How much you spend per time

Less than 500 THB	6	15%
501-1,000 THB	22	56%
1,001-2,000 THB	9	23%
2,001-3,000 THB	1	3%
More than 3,001 THB	1	3%

1,001-2,000 T [9]
2,001-3,000 T [1]
More than 3,0 [1]
501-1,000 TH [22]
Less than 500 [6]

Figure 4.2 Spending per time

Then, result of channel found out that 62% or 24 of respondents choose Facebook website as their main channel, following by Instragram and brand website respectively.

Which website or channel you choose to shopping fashion clothes

Facebook	24	62%
Instagram	8	21%
Line Application	0	0%
EBay	1	3%
Brand website	6	15%
Other	0	0%

Figure 4.3 Website or online channel to shopping

Next, for the factor of choosing a channel, trustworthy of the brand or website is the most important criteria those 16 respondents or 41% chose. Then they use the uniqueness of product as follow factor of choosing that website or web page.

Which is the most important criteria you decide to choose that channel

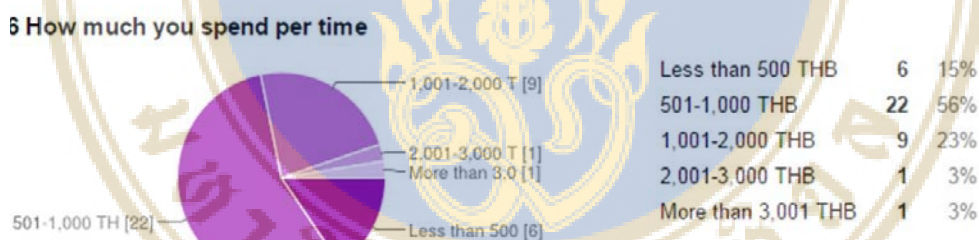|		
Trustworthy of Brand/ website	16	41%
Variety of product	5	13%
Unique of product (Only this website)	8	21%
Popularity (Number of like of webpage, Number of visitor)	5	13%
Price (Valuable, not expensive)	2	5%
Have many review on web board	3	8%
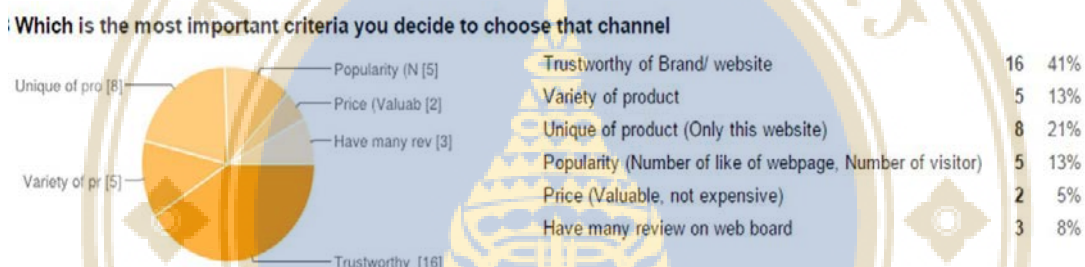
Figure4.4 Important factor of choosing online channel

Asking about the influence people, most of respondent makes decision by themselves to choose channel or website to shop (23 respondents or 59%). Then, friends are their influence at 28%.

Who is your influencer for decide to shop that channel

Yourself	23	59%
Friends	11	28%
Family	1	3%
Lover	0	0%
Website review, Blogger	4	10%
Advertising on TV, Internet or Facebook advertising	0	0%
Other	0	0%

Figure 4.5 Influencer of choosing online shopping channel

Lastly, 82% or 32 respondents choose cash transfer as their current payment method.

0 What is your payment method

Transfer cash	32	82%
Credit card	7	18%
Other	0	0%
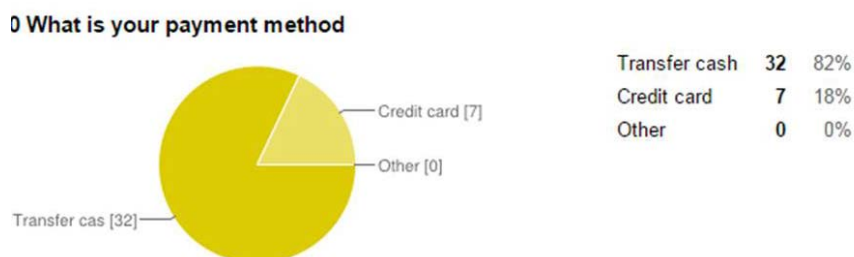
Figure 4.6 Payment method

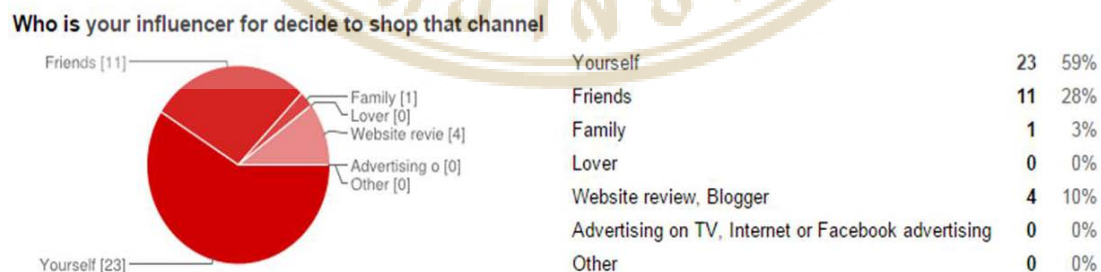As a result, for behavioral part, it can be explained that this target group spend their budget around 8% to 10% of their income (approximately THB 2,000 from THB 20,000 incomes) via Facebook website that align with literature review part from (INTAGE (Thailand), 2014) said Facebook is majority social media that Thai people using in this time. They judgment from trustworthy of that webpage, make decision by themselves and use transfer cash for payment. , align with (Chiu et al., 2008),

4.1.3 Attitude part

This part was divided into 5 criteria; website or webpage factor, Shop owner or shop response, price, promotion and service which all criteria affected alternative evaluation process before the customer decide on online shopping.

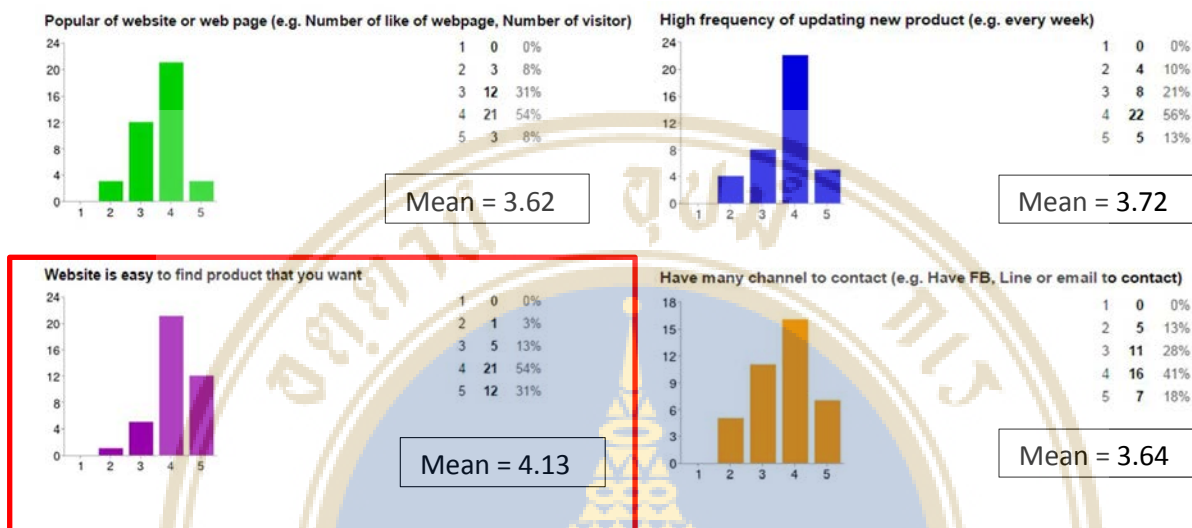**Figure 4.7 Criteria for website**

Firstly, criteria for website, website's arrangement is one of the important criteria that 85% of respondents point out 4 and 5 points of scale while other factors do not need high requirement for fashion clothes product.
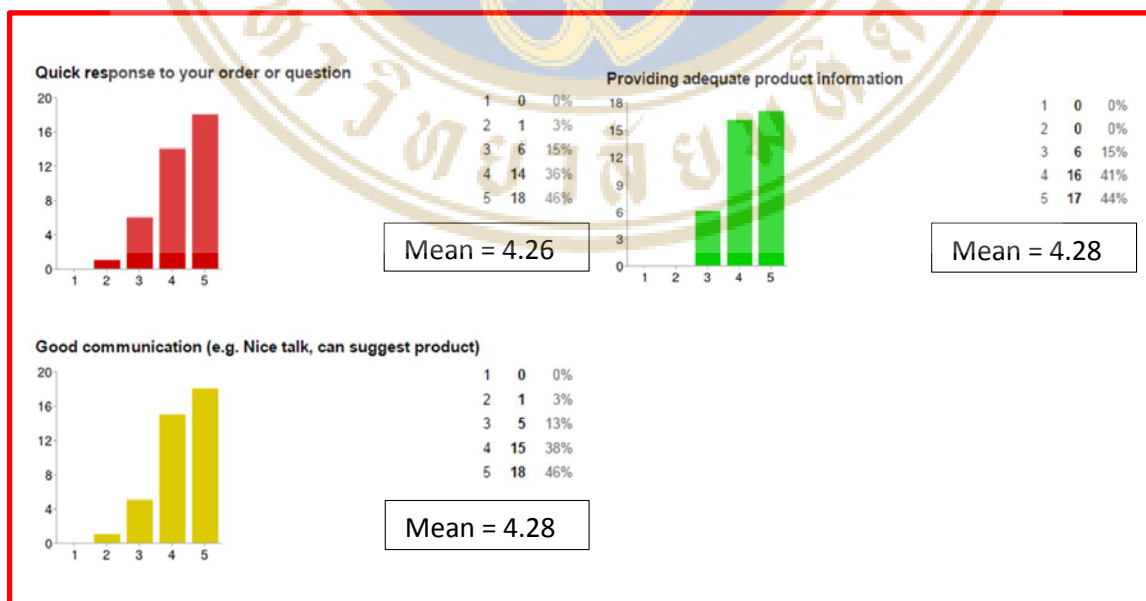
Figure 4.8 Criteria for Shop owner or shop response

Secondly, criteria on shop owner or shop response, the result seems this factor is the essential factor for making decision as every topic of shop owner received high score from respondents. Especially providing adequate of product information as 85% from 4 and 5 score point, following by good communication got 84% of total respondents.
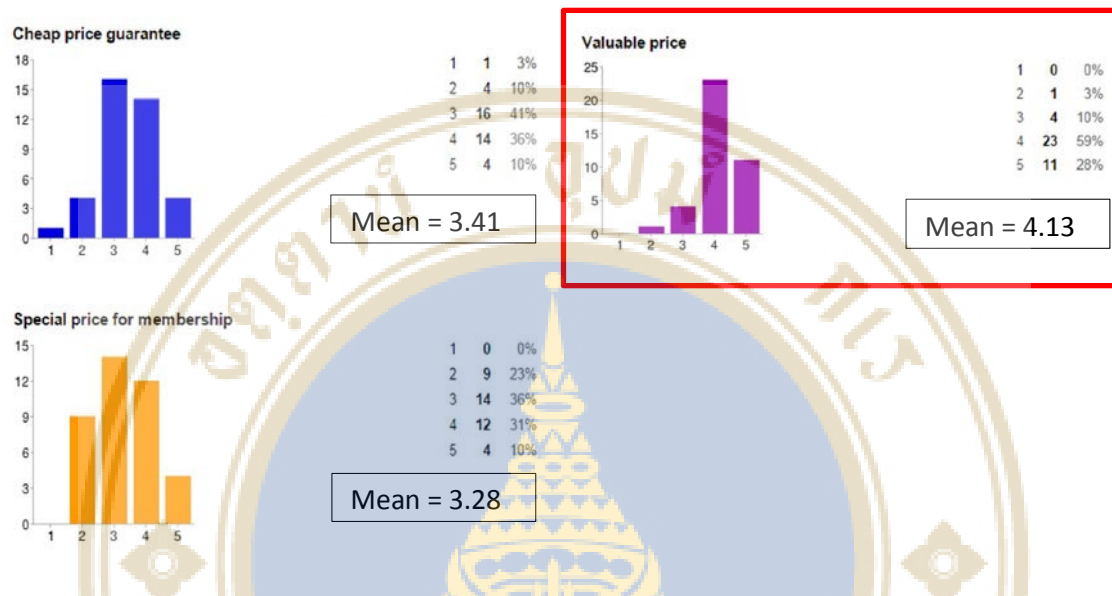
Figure 4.9 Criteria for Price

Thirdly, criteria on price, they did not concern about cheap price or special price for fashion clothes online shopping. Valuable price or the price that they perceive it worth with product is the most important of price as 87% respondents.
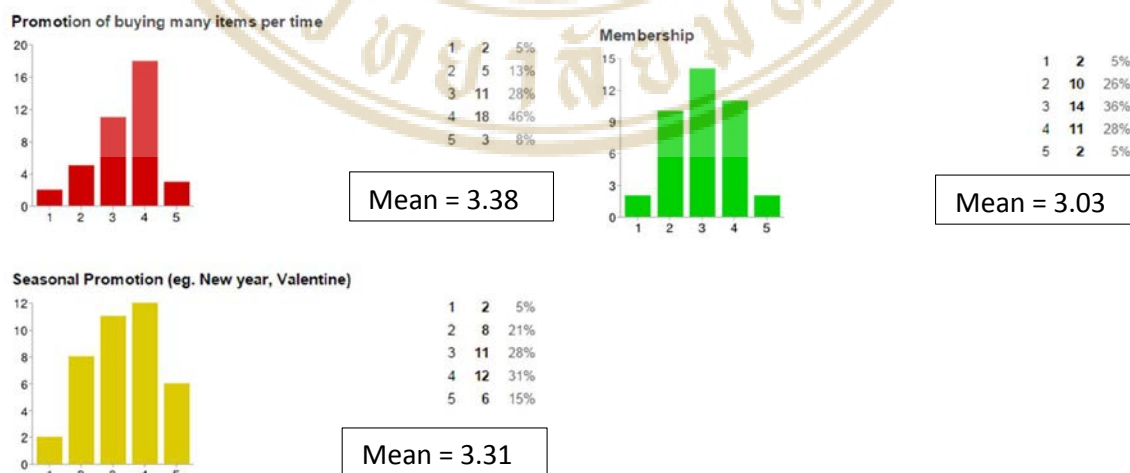
Figure 4.10 Criteria for Promotion

Next, criteria on promotion, even propose 3 kinds of promotion but most of the respondents seem no concern in this point much as every choice was not different and no choice had chosen more than 60% of respondents.

Figure 4.11 Criteria for Service

Lastly, criteria on Service, Free shipping are the most considerable factor that many respondents concerned as 82% of them rated the score.

Table 4.2 Mean score of factor in each criteria

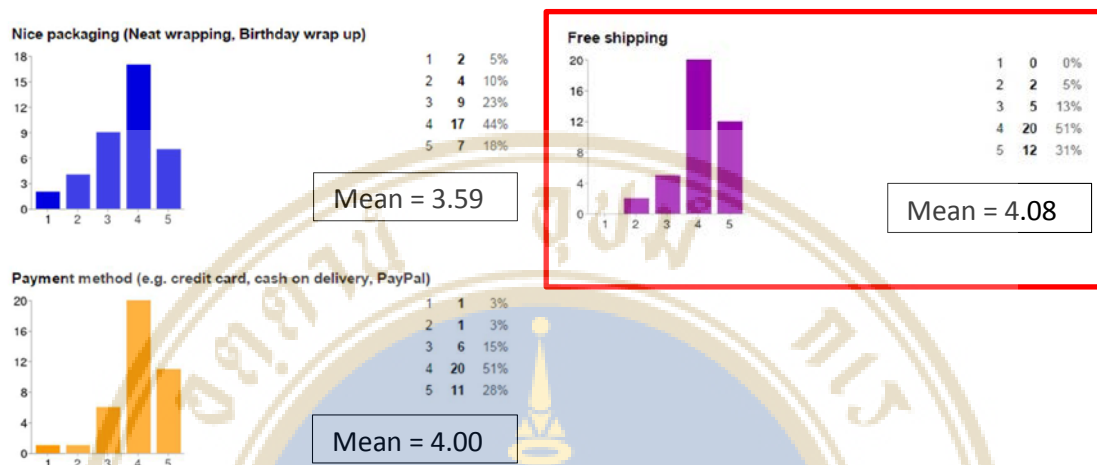| Factor	Criteria	Score (mean)
Website	Popular of website or web page	3.62
	Easy to find product that you want	**4.13**
	High frequency of updating new product	3.72
	Have many channels to contact	3.64
	Average	**3.77**
Web response	Quick response to your order or question	**4.26**
	Good communication	**4.28**
	Providing adequate product information	**4.28**
	Average	**4.27**
Price	Valuable price	**4.13**
	Cheap price guarantee	3.41
	Special price for membership	3.28
	Average	**3.60**
Promotion	Promotion of buying many items per time	3.38
	Seasonal Promotion	3.31
	Membership	3.03
	Average	**3.24**
Service	Free shipping	**4.08**
	Nice packaging	3.59
	Payment method	4.00
	Average	**3.89**

To summarize the attitude part, from 5 factors to catch up this target customer with decision making process of alternative evaluation, as limited number of respondent, standard setting of score in quantitative was set at ≥ 4.21 point out of 5 is acceptable as follow (Paksupang S., 2011).

First factor, the website, which divided into 4 criteria; popular of website or web page got 3.62 while easiness of product finding on website got 4.13. High

frequency of updating new product got 3.72 and having many channels to contact factor got 3.64. The average score in this part got 3.77. As hypothesis 'H1: Website is the key factor of choosing website', therefore this hypothesis is rejected.

Second, web response person factor, which had 3 criteria; quick response to customer's order or question got 4.26, good communication got 4.28 and providing adequate product information got 4.28. The average score in this part got 4.27. As hypothesis 'H2: Response from shop response is significantly predicts online buying intention', so this hypothesis is accepted.

Third, price factor, which separate into 3 criteria; valuable price got 4.13, cheap price guarantee 3.41 and special price for membership got 3.28. The average score in this part got 3.60. As hypothesis 'H3: price is significantly predicts online buying intention', as a result this hypothesis is rejected.

Forth, promotion factor, with 3 criteria; promotion of buying many items per time got 3.38, seasonal promotion got 3.31 and membership got 3.03. The average score in this part got 3.24. As hypothesis 'H4: promotion is significantly predicts online buying intention', hence, this hypothesis is rejected.

Last factor, service, which divided by 3 criteria; free shipping got 4.08, while nice packaging got3.59 and payment method got 4.00. The average score in this part got 3.89. As hypothesis 'H5: service is significantly predicts online buying intention', hence, this hypothesis is rejected.

4.2 Qualitative data

This part is about the result that I got from personal interview. The information will separate into three parts. The first part is about the additional background. The second is about success and the other important information like strategy that they use for online channel, how they manage their shop or collection. Last part is, this also included with the obstacles and challenge that they overcome and the next step of doing online channel business in competitive situation.

4.2.1 Additional background

Lookbook:) was established in 2010 and continue selling fashion clothes for almost 5 years by three girls, Ink, Bow and Jean who are in same high school and interesting in fashion clothes. They like to follow celebrities as Toey-Jarinporn and Yipso-Ramita or fashion brands as Kloset and Sretsis. But the price of those clothes are very expensive, many thousand baht per piece. So they try to make it for themselves and selling for leisure. Fortunately, all clothes were getting good response from their friends so they plan to expand it and make it a more sustainable business.

Three of them had different strong ability. They can fulfill each other which are fashion designs, deal with suppliers or tailors and customer management. So, they can organize their work efficiency. They use Facebook as main channel to update all product information while use Instagram for update news and show attractive pictures. E-mail is only one channel to order their product because it is easy to manage order information. Because of in one collection there are almost 1,000 SKUs, if they use Facebook or Instagram as ordering channel it means they have to gather orders from many sources which waste their time and hard to manage it. After reserving period, they will answer mail every Monday, Wednesday and Friday. Then they post tracking number of products to create trust to customer, that they can check process of sending, which all of this customer management can create customer satisfaction and less complains.

4.2.2 Success story and strategy

At that time, Facebook has become popular while other social media as Instagram and Line application are not. They are the first of fashion clothes brand who promote on Facebook. They post on it and tag pictures which that time no privacy setting of tagging, so everybody could see it when they are friend. When they see this opportunity, they use famous people in university to wear their product and tag picture. Therefore, followers of these people know and become their customer.

For the first collection, they use chiffon, kind of thin silk-fabric, as their main material which that time only high brand use it while street market mostly sell T-shirt. Therefore, the unique sweet style collection becomes a success from only one day reserved after launch. They no need to do pricing strategy since all collections are sold out since launch. They also included shipping fee in product price already.

Moreover, in order process, they set a date to launch new collection while keeping promote news and picture periodically in Facebook and Instagram which made people know the date and the fast of full reservation made people crave for new collection.

4.2.2 Obstacles and challenge

Dressmaker is one of key success factors of their business. They have to find quality and honest tailor to make their clothes. They change many dressmakers until they just met the one who can make quality clothes as their standard quality. Now that tailor becomes tailor of Loobook:) brand only. The more order of each collection create high income so she can open her own factory with 15 dress makers team.

Website is another factor. As they receive orders via e-mail channel that make them spend a lot of time to check and reply order. Therefore, brand website, which can order through itself, is the next step to fix this problem. Lookbook:) website will launch in 2015.

Lastly, in a highly competitive situation of online channel, they have plan to do to keep their sales sustainable by develop themselves as create their own website, joining event as Siam center or Siam discovery market and increase number of quality dressmaker.

CHAPTER V
CONCLUSION

5.1 Summary of Findings

As a result, website, price, promotion and service factor have no influence buying intention of the respondents. As (Pachauri M., 2002) classified economic approach, costs approach, lifestyle approach and other influences as a factors influence online shopping. There might be different in online shopper characteristic group which lead to different result.

Only web response person factor had strong associate relationship to buying intention, which had 3 factors including quick response, good communication and providing adequate product information. According to online shopping cannot see or touch real product, therefore information is needed. This might be factor that web response is important for provide additional information of online shopping. Which same as the result of (Yousapronpaiboon K & William C. Johnson, 2013) said in service quality part that willingness or readiness of employee to provide prompt and quick service is determinant factor for customer to choose service. Moreover, (Parasuraman A. et al., 1985) said communication with customer to provide and answer the information help the customer to understand which can increase satisfaction. Long term relationship of customer can create repurchase (Gummesson E., 1987). Sellers who concern about customer satisfaction can turn into profitability, also supported by the work of (Eugene W et al., 1994) Moreover, in term of qualitative data, interview data from Lookbook:) store said they give priority to customer by response question and order from customer almost every day. Therefore, for seller side also place importance of customer satisfaction by quick response and provide product information as well.

In conclusion, the web response factor is likely to positively affect buying intention of woman office worker age 24-35, who lives in Bangkok rather than other factors.

5.2 Limitations

Due to the limited research period allowed, information and facts may also be limited, as well as the number of respondents be limited to a small quantity. The author chose to pick representative respondents of Thai female, age 24-35 who work as an office worker. This does not cover all Thai female office workers in Bangkok. In part of interview, it is hard to contact online shop owner to conduct personal interview as they do not have much time. Therefore, the number of interview is limited.

5.3 Implications

This study relates to female office worker in Thailand towards fashion clothes online shopping. Therefore, the results may benefit to current and newcomer of shop owner to become more customer-oriented by using more effective marketing. Understanding customer will enable shop owner to attract more customer to their shop and gain more sales.

5.4 Recommendations for further research

Most studies on online shopping behavior using quantitative method. In order to gain a deeper understanding, qualitative research is needed to provide richer and in-depth detail on perception, behavior and attitude in female Thai consumer.

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APPENDICES

Appendix A: Example of questionnaire

Consumer behavior of young office lady (age 24-35) towards online clothes shopping on website for their fashion clothes

Your information will be used and kept confidentially as knowledge information in thematic paper submitted in a partial fulfillment of requirement of Master Management to acquire a degree from College of Management, Mahidol University. This questionnaire will take around 5 to 7 minutes to answer all of questions. Thank you for taking the time to participate in this survey as well.

Part1: General information

1. Age

( ) 24-26 ( ) 27-30 ( ) 31-35

2. Social status

( ) Single ( ) Married with child/children

( ) Married ( ) Divorce/ Separated

3. Education

( ) Vocational Certificate ( ) Master Degree

( ) Bachelor Degree ( ) Doctoral Degree

4. Monthly income

( ) Less than or equal to 20,000 THB ( ) 40,001-50,000 THB

( ) 20,001-30,000 THB ( ) More than 50,001 THB

( ) 30,001-40,000 THB

Part2: Behavior of shopping via online channel of female office worker

1. **How often do you shopping via online channel**

( ) 1-2 times/ month   ( ) 5-6 times/ month

( ) 3-4 times/ month   ( ) More than 7 times

2. **How much you spend per time**

( ) Less than 500 THB   ( ) 2,001-3,000 THB

( ) 501-1,000 THB   ( ) More than 3,001 THB

( ) 1,001-2,000 THB

3. **Which website or channel you choose to shopping fashion clothes**

( ) Facebook   ( ) EBay

( ) Instagram   ( ) Brand website

( ) Line Application   ( ) Other………………….. (Please specify)

4. **Which is the most important criteria you decide to choose that channel**

( ) Trustworthy of Brand/ website   ( ) Price (Valuable, not expensive)

( ) Variety of product   ( ) Have many review on web board

( ) Unique of product (Only this website)

( ) Popular (Number of like of webpage, Number of visitor)

5. **Who is your influencer for decide to shop this channel**

( ) Yourself   ( ) Website review, Blogger

( ) Friends   ( ) Lover

( ) Family   ( ) Other………………….. (Please specify)

( ) Advertising on TV, Internet or Facebook advertising

6. **What is your payment method**

( ) Transfer cash ( ) Credit card ( ) other………… (Please specify)

Part3: Attitude of female office worker towards online clothes shopping on website for their fashion clothes (5 is most important, 1 is less important)

#	Criteria	Online shopping				
		Most important				Less important
		(5)	**(4)**	**(3)**	**(2)**	**(1)**
Website or web page design						
1	Popular of website or web page (e.g. Number of like of webpage, Number of visitor)					
2	Easy to find product that you want					
3	High frequency of updating new product (e.g. every week)					
4	Have many channel to contact (e.g. Have FB, Line or email to contact)					
Shop owner or Shop response						
5	Quick response to your order or question					
6	Good communication (e.g. Nice talk, can suggest product)					
7	Providing adequate product information					
Price						
8	Valuable price					
9	Cheap price guarantee					
10	Special price for membership					
Promotion						
11	Promotion of buying many items per time					
12	Seasonal Promotion					
13	Membership					

Service						
14	Free shipping					
15	Nice packaging (Neat wrapping, Birthday wrap up)					
16	Payment method (e.g. credit card, cash on delivery, PayPal)					

Interview questionnaire

1. Company data
   a) Background and year of business
   b) Company product
2. Strategic for online business
   a) Website
   b) Web response
   c) Product
   d) Price
   e) Promotion
   f) Service
3. Process and management of selling product
4. What is problem and success story of your website
5. How they can gain more customer during high competitor of online channel