

**THE FACTORS THAT AFFECT ONLINE SHOPPING BEHAVIOR
OF THAI FEMALE CONSUMER TOWARD FASHION
ACCESSORIES**



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Thematic paper
entitled
**THE FACTORS THAT AFFECT ONLINE SHOPPING BEHAVIOR
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ACCESSORIES**

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ABSTRACT

According to Fashion accessories are an item that popular, especially in women from time immemorial. As we can see, in Thailand Fashion accessories for women business is the popular one. At this present, online business also becomes very popular for many businesses. The aim of this research is to define the factor that most affected consumer behavior of Thai women according to Fashion accessories toward online shopping. The methodology of this study designed to use quantitative approach as online survey to collecting the data. Then, analyze the data by using factor analysis and extraction factor method runs on SPSS program. In conclusion, this research will occur and amplify the factor that most affected Thai women' behavior on purchasing decision of online shopping toward Fashion accessories. The result shows security is the factor that most affected Thai female consumer on online shopping toward fashion accessories. Finally, this research will be a guideline to everyone who interested in this business.

KEY WORDS: Fashion Accessories for women/Online Business/Consumer Behavior

54 pages

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CHAPTER I

INTRODUCTION

Background

Shopping is an important socialization tools that display the consumer action with each other that fulfill their social need (Jiyun & Haesun, 2011). The popular channel in nowadays is through online site or online shopping. Online shopping is the activity of purchasing the product and service over the Internet or it is a form of trading in product and service by using electronic device and Internet network. The world has been changed a lot because the rapid of developing a new technology. The new technology develops in everyday. The growth of new technology makes our life become better and more convenient. Nowadays, a global system as Internet has a powerful effects on people lifestyle; it becomes more important in our daily life. The Internet makes all of the networks around the world linked together. It makes the communication between people become easier. Many people take the advantage from the usage of the Internet. Whether we use the Internet for entertainment, communication, business, education, browse and share the information, searching the product features, follows the news, share and transfer files, social network, marketing or making money etc.

At this present, the Internet has developed into a global market for products and services transaction and has been adopted as an important tool, offering a wide assortment of products and services that worldwide coverage with 24 hours availability (Mohammad et. al, 2012). Online business becomes very popular; the numbers of online shopping consumers increase in everyday. Many people turn to shopping online along with offline shopping. Online shopping is another choice which actually a very interesting option. Fashion accessories are the decorative items or the things brought together and become a beautiful thing as a unique style. Many people especially women like to wear fashion accessories to decorate themselves by select the products that match with their image and most consumers seek the brand they would

like to present themselves to other (Ronald, Mary & Pierre, 1999). Fashion is form of collective behavior that normally described a personal characteristic, which specific personal style (Hye & Heesook, 2011). Fashion accessories have many forms, for example bracelet, necklace, earring, ring, eyeglasses, shoe, high heel, watch, hat, bag, belt, broach or scarf etc. Materials that have been used in the production have many types such as pearl, stainless, silver, gold, plastic, or polymer etc.

This research aims to study on the consumer behavior of online shopping that focuses on fashion accessories in Thai women. The Internet is a tool that can help every business more productive. Fashion accessories are interesting business, which is popular in every country. There are many brands and entrepreneur of fashion accessories. Therefore, this research tries to provide the benefit of knowledge that will be a useful or a guideline for everyone who interested in fashion accessories on online business.

Problem statement

Nowadays, fashion accessories are well-known business including on online channel. As we can see, there are many brands of fashion accessories product. This business is widespread to everywhere especially on online business because it is convenient and 24 hours available. This business is high competitive, therefore many shops have been faced the problem of how to make customer interested in their shop, how to make our shop different from others, what factor that retailer should motivate or influence consumer to buy our product and make a re-purchase. Moreover, many Internet users avoid online shopping because the effect of factor such as the reliability, security, or quality concern and so on (Jiunn & Tzu, 2008). This research tries to find out the important factor for online business, which will help marketing plan of online business improving forward.

Research Question

What is the factor that most affected on Fashion accessories purchasing decision on online shopping behavior of Thai consumers?

Research Objective

The aim of this study is to study about online shopping behavior of Thai consumers. This study attempts to define the factor that most affect online shopping behavior of Thai female consumers toward Fashion accessories, which is considered by Thai women who have experienced online shopping. This paper will combine the information of online shopping behavior of Thai consumers and opinions from Thai women who prefer online shopping.

Research Scope

Content scope: This research will study on the factors that affect online shopping behavior of Thai women consumers toward fashion accessories and will define the most affected one.

Population scope: Thai women, who like to shopping online. Ages range between 20 to 35 years old.

Timing scope: September 2014 to December 2014

Expected Benefits

This study will provide the information about online shopping behavior toward fashion accessories. In the conclusion of this research will occur the factor the most influent decision making for online shopping of Thai women toward fashion accessories. This study might collected the information that will be a guideline for everyone who interested in this business. The result will contain which factor is the most powerful effect to fashion accessories on online business. Moreover, this study could provide benefits for me and other entrepreneurs to help developing our business in the future.

CHAPTER II

LITERATURE REVIEW

Online shopping becomes very popular because the development of the Internet and technology that growth rapidly (Jiunn & Tzu, 2008). Many people interested in online shopping due to convenience and 24 hours availability reason. This part of the research will include the literatures and theories to support the research topic. There are many research explain and talk about the factors that effect and influence on the decision making of consumer on online shopping, and also included to fashion accessories, which will describe and amplify below.

2.1 Consumer behavior

The key to understand customer value perception is consumer behavior. It is powerful to force the business plan (Cai & Xu, 2006). Customer value is important for business because it influences consumer's decision making. Further, customer value provides a consumer's perspective, which offer to understand a consumer's need (Cai & Xu, 2006). Consumer behavior is one key factor that can explain the process of customer use when they make a decision. It help to improve business strategies by understand the consumer behavior to motivate their need. Figure 2.1 follows the model of decision process by Del, Roger & Kenneth (2004). This model explains consumer decision process. The situation starts from problem recognition or state the need. Then, consumer will search for the information about the products or services. For the online shopping, consumer will search the shop that offering the product and compare with other shops. After that, consumer will evaluate all of the information they collected and try to select the best one. Lastly, consumer will decide to make a purchase. However, many factors are effect consumer behavior to make a decision of buying products or services such as website or webpage quality, product available, payment method, policy, satisfaction, price or promotion attractive etc.

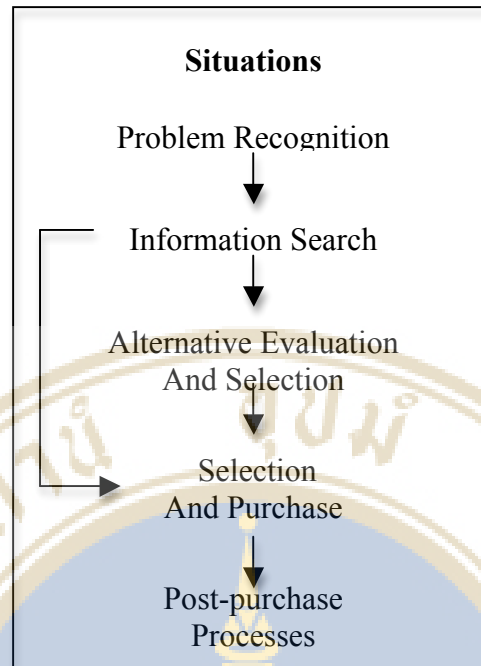


Figure 2.1 Consumer decision process

Source: (Del, Roger & Kenneth, 2004)

2.2 Online shopping attitude and behavior

Attitude is one of the key factors that affected decision making of consumer. It is multidimensional that consist of cognitive, affective and behavioral component; which means what the way people think, look, perceive, like, or dislike to the object (Bassam, 2010). Customer attitude refers to a way that customer think or feel about the product, the object or the brand. A person's knowledge influences their attitude toward the object or the product (Bassam, 2010). Online shopping attitude exactly contribute greatly to making a decision. According to Patricia, Victor & Stanley, (2005), they identified the type of shopping motivation into 2 types; Hedonic is shopping for fun or satisfied some need, and utilitarian is shopping for a reason or achieve a goal in mind. According to Ruby (1999), he described the motives for shopping for gifted or present to someone aren't same as shopping for groceries. The motives of shopping behavior affect shopping and motivate decision, which depend on the situation of the purchase (Patricia, Victor & Stanley, 2005). To understand

shopping behavior, figure 2.2 shows the framework of shopping behavior modified from (Ruby, 1999). Shopping behavior consist of Shopper's sex, Shopper's age, Shopping concept, shopping responsibility, shopping motivations, shopping enjoyment, shopping frequency, and shopping enjoyment.

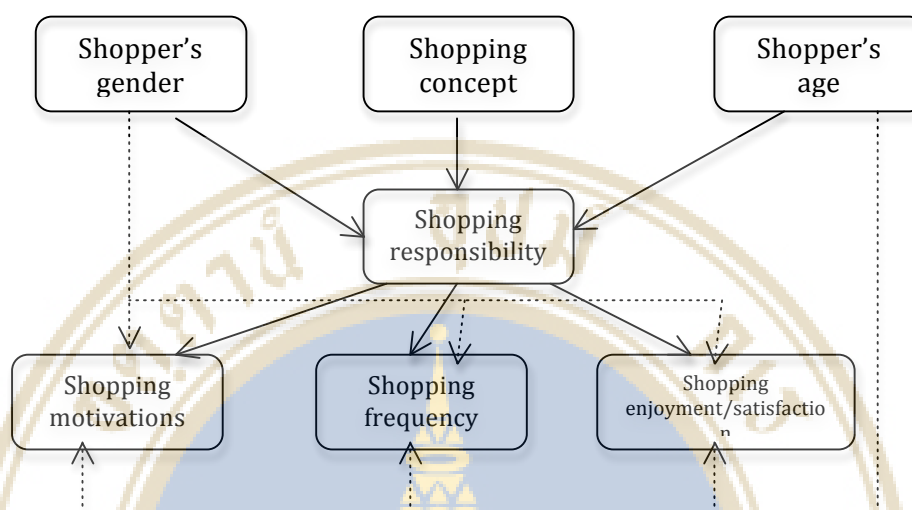


Figure 2.2: The framework of shopping behaviors

Source: (Ruby, 1999)

Shopper' Gender

Female and male are different in term of making a decision, especially for shopping. Shopper's gender is the variables that powerful affect shopping behavior. The literature of Craig, Christie & France (2002) found that "gender is significant predictor of the respondent' overall and personal web usage. Gender also a predictor of respondents' history of purchase". It necessities to understand shopper' gender because gender is a variable that significant predictor of intention to online shopping style. In this study focused on female. "Female views shopping also online shopping as more of a social activity than male." Said by Craig, Christie & France (2002). Men and women also difference in shopping orientation. Men prefer convenience more than social interaction while women are focused more on social interaction than men. Women more motivated by emotional. Moreover, gender affects online shopping characteristics such as relative advantage, compatibility or complexity (Bassam, 2010).

Shopping context

Different in motivation of shopping made a variety of shopping context. Some situations consumers buy things to satisfy their need but sometimes they buy thing to achieve their goal. The shopping context influences the satisfaction and motivation of shopping behavior, said by (Patricia, Victor & Stanley, 2005). The different in shopping contexts lead to the difference of shopper's decision.

Shopping age

The difference in maturity makes different in concept of making a decision. Young people and old people are different in experience. (Patricia, Victor & Stanley, 2005) found the age variable of shopper had a great impact on likelihood to buy on the online shop. Young shoppers were more likely to search the online product while older shoppers were more likely to buy the online product. In addition, young shoppers seem to be agree with shopping online that it was more convenient than older shopper (Patricia, Victor & Stanley, 2005). The motive of factor between young shopper and old shopper also different. Older shopper more likely to interested in product that very detailed while young shopper likely to interested in product with not too detailed but have a beautiful picture.

Shopping responsibility

When people decided to buy something, one factor that influenced their mind is shop's responsibility. Most of people considered about the transparency of the shop they are looking for. Also, the way to secure that the shop or retailers comply with their policy to ensuring for all customers (Apartment Therapy, 2013). Everyone have a participation of shopping for household. It is different in the formal allocation of shopping responsibility of informal and temporary practice (Ruby, 1999). Therefore, shopper's decision influence by their responsibility for shopping.

Shopping motivations

There are many reasons of consumer to buy something. Motivation is one important factor that force people to encourage their action to something. Marketer needs to understand shopping motivations to influence the consumer's cognitive in the

right way. Following the model of the motivation process of Leon & Leslie (2006) shows as figure 2.3

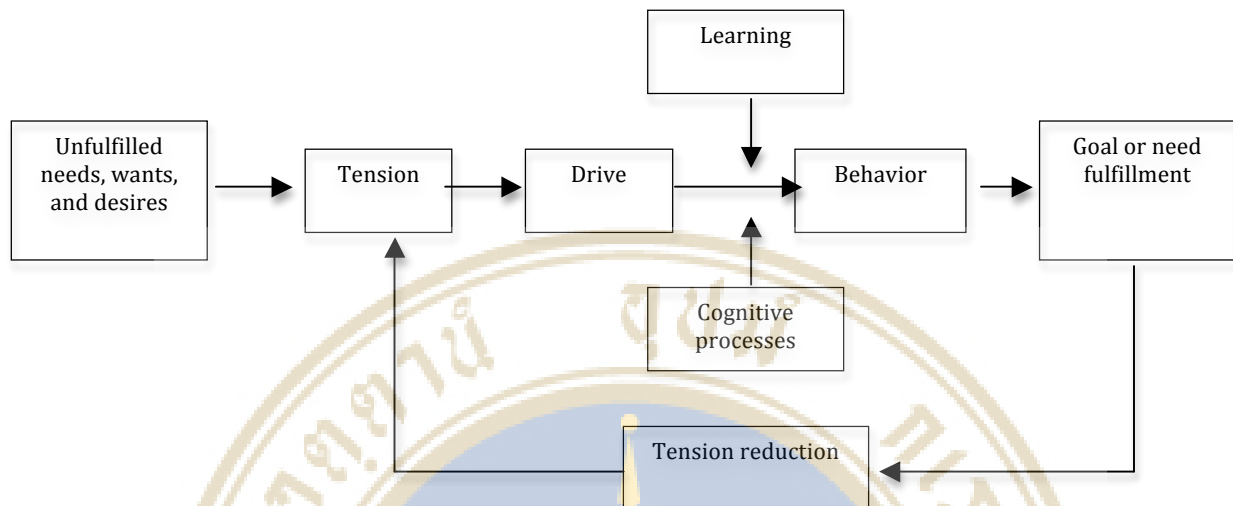


Figure 2.3 The model of customer's motivation process

Source: (Leon & Leslie, 2006)

This model explains about customer's need and goal are selected on their basis of the thinking process as cognitive process. The driving forces within individual motivated them to the action and also from learning that induce their behavior. It is leading to consumer tension statement, which will exist when unfulfilled the need. This tension will decrease when a goal or need were fulfilled. The process explains about a state of need convinces the tension on the personality in behavior that consumer expected which will satisfy a need or achieve their goal to decrease the tension that happen while the desires are incur. The business owner should understand the shopping motivation to modify their marketing plan to reach the need of their target group.

Shopping enjoyment/satisfaction

Marketer needs to look at the enjoyment and satisfaction of shopper. Enjoyment and satisfaction of customer linked to the customer value, if the shop can satisfy their need by products or services will increase customer value. The customer value that customer gains from the shop interpret the customer's perspective to the

brand or shop image. Understanding these factors will help business to be improved. Especially, the online shop is high competitive. The business owner should analyze the feedback of customer how much they were satisfied by the products and services or not satisfied. Then, understand this point will have a view of business improvement strategies to become the best shop. Shopper satisfaction also means to the summary of cognitive and affective response to the consume of product and service and social shopping may lead to satisfaction on shopping in two things which are reducing the risk of decision making to purchase a product or service and also reducing a shopper's perception of risk by shopping with friends or interaction with other shopper and salesperson (Jiyun & Haesun, 2011).

Shopping frequency

The frequency of shopper can determine shopping behavior by know the style of customer. The shop can estimate the marketing plan about promotion or advertising to encourage to the right group of customers.

2.3 Online shopping intention

Shopping intention is a factor that can predict or estimate the behavior of consumer. Therefore, online shopping intention reflects the desire of consumer to make a shopping on the online shop. The online retailer should understand these factors to motivate and retain the customer. Shoppers are more likely to shopping online when the online shop provide the desirable functions such as the payment method, attractive price and promotion, security, information content and the design of the website page etc. The online shopping intention consists of 3 factors: Technology factor, shopping factor and product factors (Yin, I & Chia, 2010).

Technology factor: This factor is determining the quality of online transaction on the web page of that online shop by provide the value attribute of web page quality. The attributes of this factor are security, privacy, and usability. Security is the confidence of the shop provide to shopper which will make customer feel securable about their data and personal information. Privacy is considers about the

ability of the personal to control and manage their personal information. And usability is mention on the overall about the web page as functional and designed.

Shopping factor: This factor mean to the factor that relate with the shopper online shopping experience. This factor consists with 3 attributes: convenience, trust, and delivery. Convenience is the attribute that provides the effort of transaction process and the way to reduce the time. Trust is the key to make customer confidential in the online shop. It makes customer undoubting about the claim or guarantee for the product or service of the online shopping intention. Delivery is the time for shipping and handling the product or service. Most of customers expect to get the product on time or as fast as they can.

Product factor: Product or service is an important factor that make consumer decide to purchase or not. Many customers concern about the quality of product and service. Product value and merchandising are the two attributes for product factors. Product value refers to the quality of product or service that provide to customer. All of customers expect to receive the good quality of products. Merchandising is mention about the feature and functional of the product that offer for customers (Yin, I and Chia, 2010).

2.4 Fashion accessories

Fashion is a word that describe to something that exist in socialization and accepted by a group of people at a period of time, which also mean to a form of collective behavior by social acceptance (Hye & Heesook, 2011). Or means to a way of behaving that temporarily adopted by a member in a social group that has been accepted by most of people (Shelby & Christopher, 1992). Fashion is dynamic action that adjusts to the situation or trend. A person who can affect the behavior or perspective of later buyers by wearing new fashion or creative some thing new for other to see it, then other people follow that action and distribute the word-of-mouth to talk about that person, called this person as Fashion leader or fashion innovators (Ronald, Mary & Pierre, 1999). The shoppers who have ability in a powerful word-of-mouth to fashion, this person will have a high hedonic motivation for shopping. Hedonic need of consumer is important for business owner, marketer or retailer to

understand it, then create a shopping environment to suit their need (Hye & Heesook, 2011). Everyone wants to have a good looking and want to have an image that present a person's style. Many people happy with their style; some one likes to have unique image. Sometimes the outfit is so boring for many people because all of people have a same dress, shirt or pant style. How to be different in day by day? How to be more stylish? How to be more interesting with the same outfit? One choice is fashion accessories. Fashions accessories are decorated items that many people wear it to be more attractive, increase their self-confidence and so on. It is popular for a long time especially for women. Most of people wear fashion accessories that match with their outfit which can completely change their look even through we wear the same cloths. At the present, fashion accessories industries have grown up and have variety of style. This research studied on fashion accessories of women as earring, necklace, brace lace, hair decoration, and ring. Nowadays, materials of fashion accessories have many types. This research purposes to focus on a product that made from pearl, gem/jewel or diamond, stainless, silver and gold. Figure 2.4 shows the example of fashion accessories.



Figure 2.4 Example of fashion accessories for women

Source: (Fashion Jewelry Rachel Zoe, 2012)

2.5 Segmentation

According to Leon & Leslie (2006), in society have a different kind of many people. Many people are different in their background, their experiences, their different need, or their different idea. The segmentation is the diversity of human makes more easily to understand the group of people. The market segmentation is the process that dividing group of people with common in need, characteristic or type together. The market segmentation has benefits for planning the market strategies, marketplace, marketer and also retailers. Segmentation strategy can divided into many groups. This paper categories the most popular simple of market segmentation into 3 major categories; there are demographic segmentation, psychographic segmentation and geographic segmentation. Moreover, market segmentation also has sociocultural segmentation, use-related segmentation, use-situation segmentation, benefit segmentation and hybrid segmentation.

Demographic segmentation is the categories that most use as a basis of market segmentation. It refers to the measurable the static of population, which are consists of sex, age, income, occupation and education. It is the tool that helps to execute the target group of customer.

Psychographic segmentation means to the inner or lifestyle of the individual consumer. This segmentation includes the personality, perception, attitude, lifestyle, need, want and motivation, and learning-involvement.

Geographic segmentation refers to the categories divided by location. Consumers who live in different area have different in need. This segmentation consists of region, city size, density of area and also climate.

2.6 Online user in 2014

The information from Electronic Transactions Development Agency (Public organization) or ETDA and Ministry of Information and Communication Technology or ICT exploration report found behavior among internet users of Thailand in year 2014. The percentage of online shopping user via phone of women is 32.7% and via notebook or computer is 45.1%. Therefore, the average of women on online shopping in year 2014 is 38.9%.

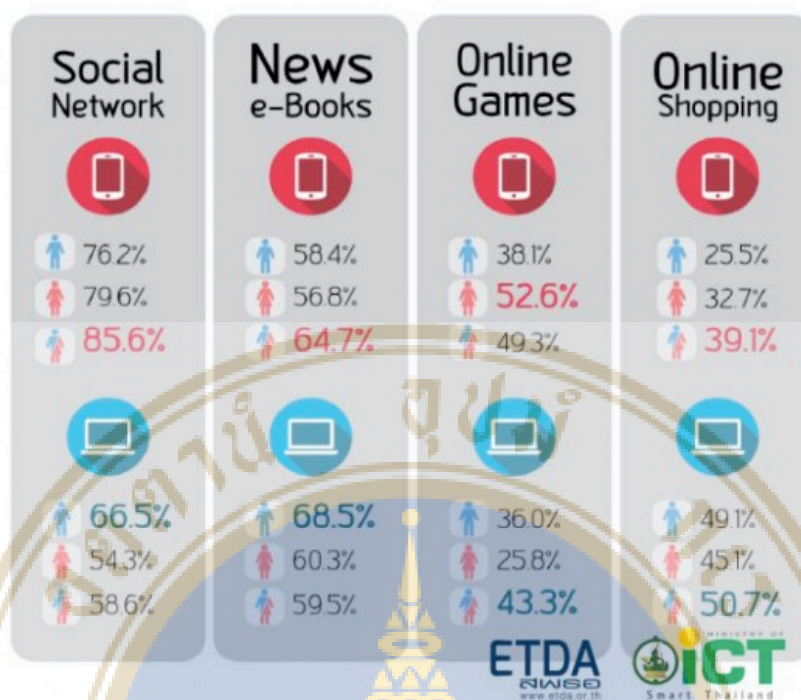


Figure 2.5: Thailand's internet user profile in 2014

Source: (ETDA & ICT, 2014).

CHAPTER III

METHODOLOGY

This study aims to define the factor that most affects online shopping behavior of Thai female consumers toward Fashion accessories. The methodology of this research would be quantitative method, which is suitable for data collection and factor analysis from the opinion of respondents by using online survey. The online survey will provide 3 main factors and 35 attributes of consumer behavior for online shopping toward Fashion accessories: Product, Service and Sell. The final result of this study will provide the factor that most influence women on Fashion accessories via online shopping and discuss on the perspective of people on online shopping behavior toward Fashion accessories.

The methodology of this research divided into 5 parts which are

1. Research scope
2. Population, Sample size and Sampling
3. Data collection
4. Instrument
5. Analysis tool and method

3.1 Research scope

Content scope: This research will study on the factors that affect online shopping behavior of Thai women consumers toward fashion accessories via online survey. The objective is to define the factor that most affect to customer behavior.

Population scope: This study aims to focus on 210 respondents of Thai women, who prefer online shopping with ages range between 20 to 35 years old.

Factor scope: This research studied on customer behavior of Thai women on online shopping towards fashion accessories in 3 main factors which are Product, Sell and Service. These 3 main factors consist of 35 attributes show as table 3.1.

Table 3.1 The factors and attributes that related to the study

Factors	Attributes
1.Products	1.1 Quality 1.2 Materials: Pearls, Jewelry, Silver and Gold 1.3 Design: Trendy, Classic, Vintage, Sweet and Sexy 1.4 Brand image: Thai brand and Import Brand (Korean, Japanese, USA and EU) 1.5 Brand reputation: Brand name (Familiar brand, Unfamiliar and New brand) and Local brand 1.6 Royalty 1.8 Usability: Light weight
2.Sell	2.1 Price: Price sensitive and Pay more to get higher quantity 2.2 Promotion: Discount and Buy 3 get 1 free 2.3 Advertising: Brand ambassador, Celebrity 2.4 Payment: bank transfer and credit card 2.5 Contact channel: Telephone, E-mail, Line, Facebook message and auto system 2.6 Presentation: Detail, Product review, Picture and Video
3.Service	3.1 Security: Payment, Privacy information and Guarantee 3.2 Delivery: On-time, Free cost and Packaging 3.3 Channel: Website, Facebook, Line shop and Instagram. 3.4 Convenience 3.5 Service mind

3.2 Sample size

Sample size and Sampling; Data were collected from 100 women who prefer online shopping. The number of sample size calculated from the equation of W.G.cochran (ประชากรและกลุ่มตัวอย่างในทางการวิจัยตลาด, 2012).

$$n = \frac{P(1 - P)Z^2}{e^2}$$

n = Number of sample size

P = The proportion of the population that the researcher is random

Z = Confidence level

e = Confidence interval or margin of error

Solution

Find the number of sample size; $n = ?$

$P = 0.389$ or 38.9% (ETDA & ICT, 2014)

Confident level equal to 90%; $Z = 1.65$ and $e = 0.1$

$$n = \frac{P(1 - P)Z^2}{e^2}$$

$$n = \frac{0.389(1 - 0.389)(1.65)^2}{(0.1)^2}$$

$$n = \frac{(0.389)(0.611)(2.7225)}{(0.01)}$$

$$n = \frac{0.647}{0.01}$$

$$n = 64.7 \sim 65 \text{ person}$$

Therefore, 38.9 % of Thai women who prefer online shopping population at confident level equal to 90%. The number of sample size appropriate to be 65 respondents.

3.3 Data Collection and sampling frame

The data were collected from 260 respondents on the online survey. The respondents were female with ages between 20 to 35 years old. The randomization of this research was use multi-stage sampling for sampling frame method consists of the following steps; (การสุ่มตัวอย่าง, 2010)

- Accidental selection: the questionnaire was send to association as friend, companion or colleague on Line chat application and Facebook massage. This sample group had some consistent appearance that related to the research objectives, which was prefer online shopping and some people also had an experience on the online shopping. The sampling frame able to save a time and labor.

- Purposive selection: the questionnaire was sending to women who are an Internet user. The sampling frame was specific to a person who prefers online

shopping or some people that had an experience on online shopping and also had an age range between 20 to 35 years old.

- Voluntary selection: the questionnaire was sending to a person who appreciated to do the questionnaire for compensate or reward. And this group of sample also sent the questionnaire to their association that match with group of people that prefer online shopping.

3.4 Instrument

This study designed to use quantitative method. The tool of this study is questionnaire to collect the data from target respondents via online by using online survey. The processes of questionnaire design are as follow;

1. Study on the factor that affects on Fashion accessories shopping and online shopping behavior from other researches, literature reviews and online media to be a guideline of questionnaire design.

2. Set the scope of the study, design the factors and attributes, and design the questionnaire by divided the question into 4 parts, which are

Part 1 Screening questions: This part uses the question for screen the respondent who will be the right target. The questions of this part shows below.

Screening questions:

1. Do you prefer online shopping?
 - a. Yes
 - b. No
2. Have you ever bought Fashion accessories via online shop?
 - a. Yes
 - b. No

Part 2 General questions: This part designed the question to gain the general information from respondents.

General questions:

3. Which communication tool do you prefer the most for online shopping?
 - a. Computer
 - b. Notebook/laptop
 - c. Phone/Mobile
 - d. Ipad/Tablet
 - e. Other; please specify
4. Which reason do you prefer the most to wear Fashion accessories?
 - a. Everyday look
 - b. Party/Clubbing
 - c. Formal look for event
 - d. Professional look

Part 3 Specific questions: This part is the questions that use to understand customer behavior on online shopping toward Fashion accessories products.

Specific questions:

5. Which channel do you prefer the most for online shopping?
6. Which communication channel do you prefer the most for online shopping?
7. Which material do you prefer the most for Fashion accessories?
8. Which product style do you prefer the most?
9. Which brand do you prefer the most for Fashion accessories?
10. Please rate the level of importance for each criterion you used to make a decision on purchase Fashion accessories products via online shop (Scale 1-5: 1=Totally unimportant, 2=Unimportant, 3=neither important not unimportant, 4=Important and 5=Very importance)
 - Product quality
 - Pay more to get higher quality of product
 - Light weight
 - Handmade
 - Unique
 - Familiar brand
 - Unfamiliar brand
 - Local brand
 - New brand
 - Not Care the brand
 - Royalty
 - Video presentation
 - Clear information
 - Show the price
 - Picture of product

- Product review
- Payment security
- Privacy information
- Guarantee
- On-time delivery
- Check delivery process
- Free delivery
- Good packaging
- Shop's channel
- Offer good price
- Offer promotion
- Offer discount
- Offer buy 3 get 1 free
- Brand ambassador
- Product review from Celebrity
- Association
- Advertising
- Quick response
- Good service
- Credit card
- Bank transfer
- Convenience
- After service
- Reliability

Part 4 Demographic questions: This part of questionnaire is the part of the questions that gain the personal information of respondents.

Demographic questions:

11. Please specify your age range?

- | | |
|--------------------|--------------------|
| a. < 20 years old | b. 20-25 years old |
| c. 25-30 years old | d. > 35 years old |

12. Please specify your income range per month?

- | | |
|----------------------|----------------------|
| a. < 15,000 THB | b. 15,000-25,000 THB |
| c. 25,001-35,000 THB | d. 35,001-50,000 THB |
| e. > 50,000 THB | |

3.5 Analysis tool and Method

Analysis tool: This study uses SPSS or Statistical Package for the Social Science program and factor analysis to be a tool for data analysis. Factor analysis applies to identify the factors or variables that describe the correlation within the group or set of variables. The correlation of factor can represent the positive or negative correlation. This tool often use for data reduction to group the variety of variable into the same group of variable (การวิเคราะห์องค์ประกอบ, 2008) (Factor analysis using SPSS).

Analysis method: The process to analyze the data has 5 steps;

1. Collect, screen and check the data.
2. Put data into SPSS program.
3. Determine the method of factor analysis, the number of factors and the extraction factor method.
4. Rotate the factors and interpret the factor; calculate the factor scores.
5. Analyze the result.

CHAPTER IV

RESEARCH FINDINGS

According to research methodology, the online survey from 210 respondents of Thai women who prefer online shopping. The questions are focused on 3 main factors of consumer behavior of online shopping toward fashion accessories which are product, service and sell. The factors are consisted of 39 attributes. This chapter of the research will provide the result and the analysis from SPSS program via frequencies, factor analysis and extraction method.

Data analysis

This research started to do data analysis by screen the data of online survey. The minimum number of respondents is 65 respondents. The online survey was sent to 260 respondents. The available data after screen and verify were 210 respondents. Then, took all of the data into SPSS program. This study used frequencies method to see the trend of respondents in the general term of age and income of respondents, and also customer's opinion on channel of the online shop, communication tool, communication channel, reasons to wear fashion accessories, material of fashion accessories that customers most prefer and style of the fashion accessories that most popular for respondents. Moreover, this study used factor analysis and extraction method to analyze and define the factor that most affects customer behavior of Thai women on fashion accessories toward online shopping and also the group of factor that affect purchasing behavior on fashion accessories.

General information of samples

Ages

The analysis of age range found that age between 20-25 years old was 124 person or 59%, age between 25-30 years old was 33 person or 15.7% and age between 31-35 years old was 53 person or 25.2%. The highest range was the age between 20-25 years old. The result of age range shows as figure 4.1

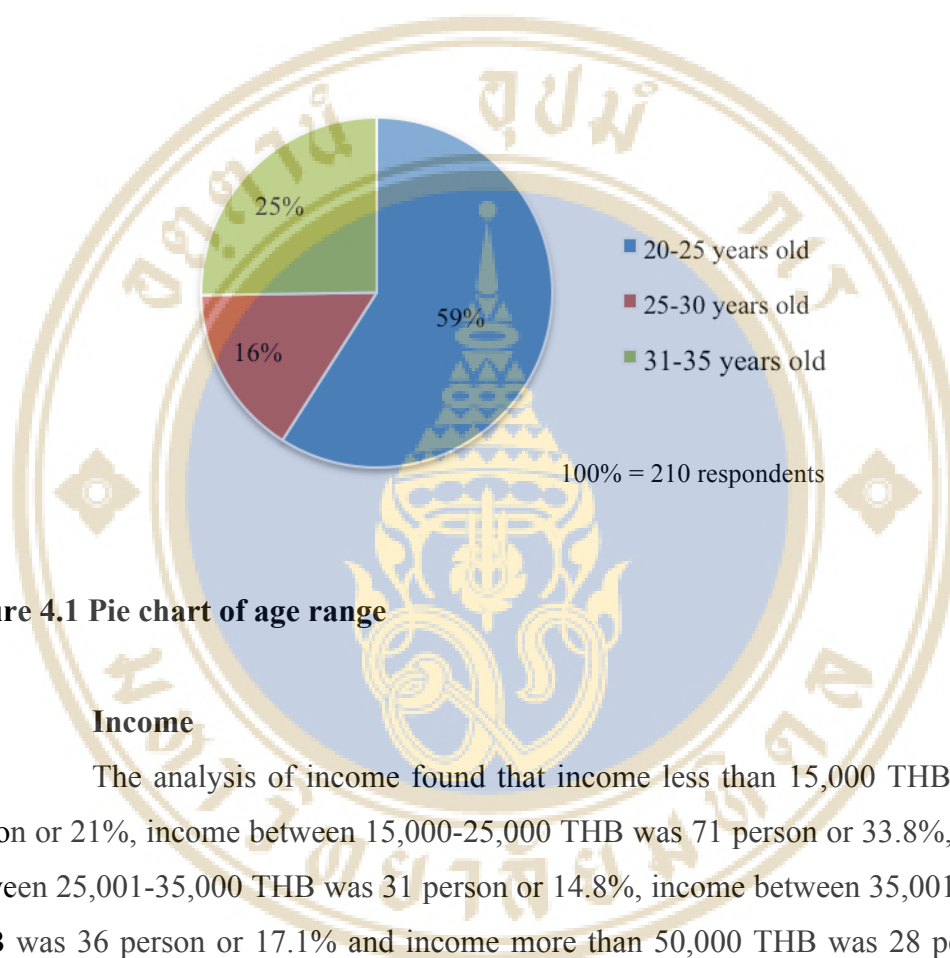


Figure 4.1 Pie chart of age range

Income

The analysis of income found that income less than 15,000 THB was 44 person or 21%, income between 15,000-25,000 THB was 71 person or 33.8%, income between 25,001-35,000 THB was 31 person or 14.8%, income between 35,001-50,000 THB was 36 person or 17.1% and income more than 50,000 THB was 28 person or 13.3%. The highest respondent was the income between 15,000 to 25,000 THB. The result of propotion of income range shows as figure 4.2.

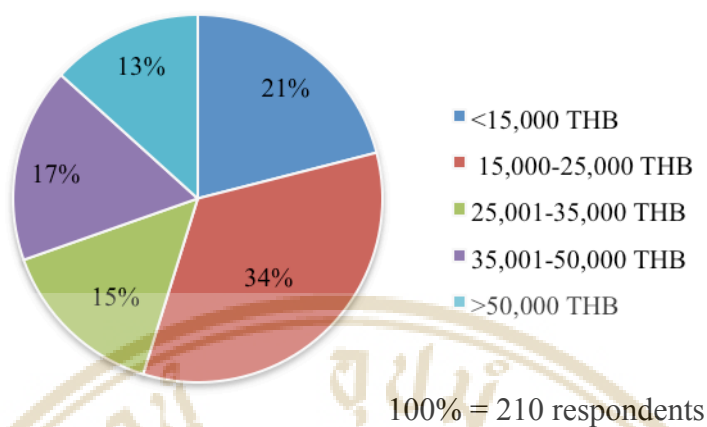


Figure 4.2 Pie chart of income range

Purchasing behavior of samples

Channel

The analysis of channel found that the most popular channel was shop's website, which had 72 person or 34.3%. The second rank was Instagram which had 65 respondents or 31%. The third rank was Facebook which had 44 persons or 21%. The fourth was Shopping website as E-bay, OLX, Weloveshopping or Lnwshop etc. which had 26 person or 12.4% and the last rank was Line shop which had 3 respondents or 1.4%. The result shows as figure 4.3.

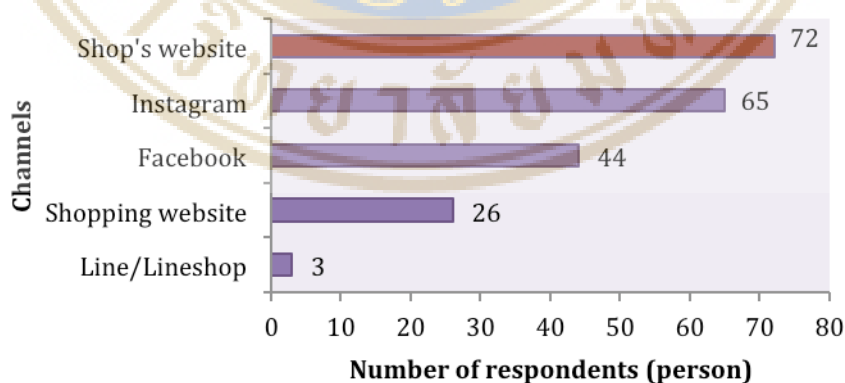


Figure 4.3 Column charts of online shop channel and number of respondents

Communication channel

The analysis of communication channel from 210 respondents found that the most popular of communication channel was line which had 56 person or 26.7%. Then, Facebook message which had 52 person or 24.8%, Phone call that had 41 person or 19.5%, Automatic system on the website that had 32 person or 15.2%, E-mail which had 17 person or 8.1%, and Chat box had 12 persons or 5.7%, respectively. The result shows as figure 4.4.

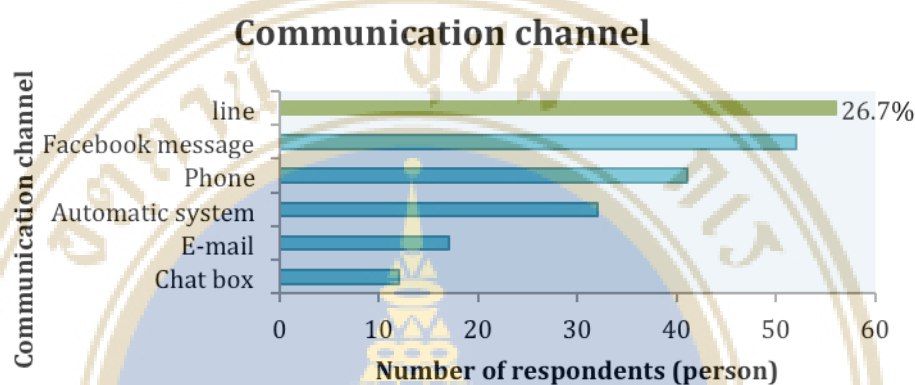


Figure 4.4 Column charts of communication channel and number of respondents

Communication tool

The analysis of communication tool found that the most popular was Phone, which had 110 person or 52.4%. Then, Notebook had 46 respondents or 21.9%, Computer had 29 person or 13.8% and Tablet or Ipad had 25 person or 11.9%, respectively.

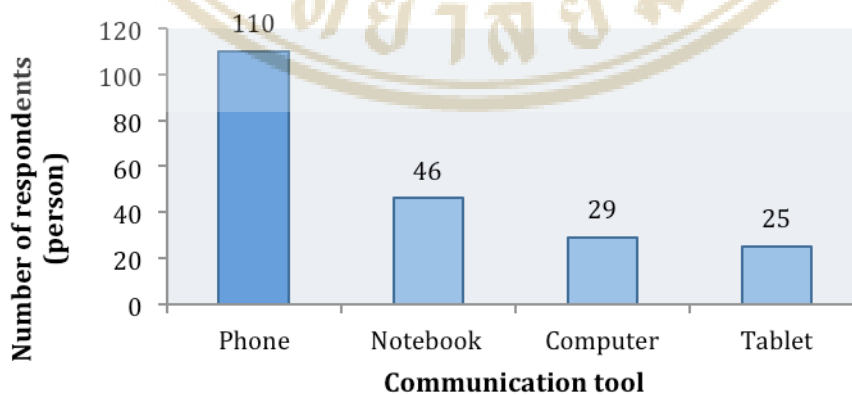


Figure 4.5 Bar charts of communication tool for online shopping and number of respondents

Reason

The analysis of the reason to wear Fashion accessories found that the most popular reason was everyday look, which had 126 person or 60%. Then, wear fashion accessories for formal look had 37 person or 17.6%, wear fashion accessories for professional look had 29 person or 13.8% and wear accessories for party had 18 person or 8.6%, respectively.

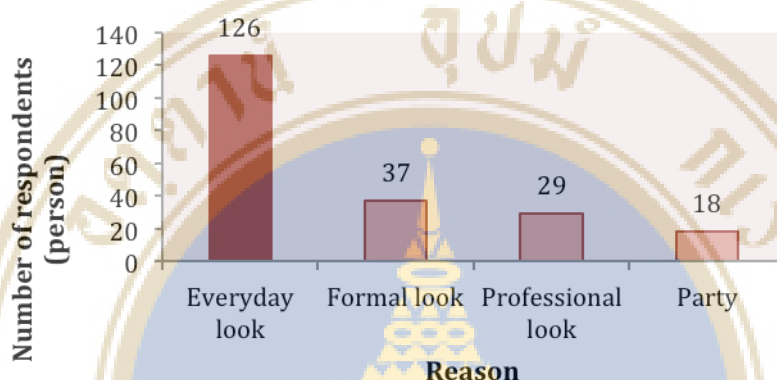


Figure 4.6 Bar chart of reason to wear fashion accessories and number of respondents

Materials

The analysis of materials of Fashion accessories found that the most popular material was Jewelry, which had 102 person or 48.6%. Then, silver had 78 person or 37.1%, pearl had 23 person or 11% and gold 7 person or 3.3%, respectively.

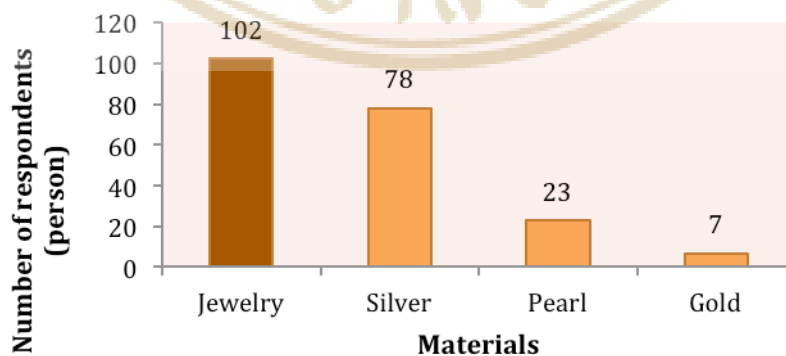


Figure 4.7 Bar chart of fashion accessories' materials and number of respondents

Styles

The analysis of style of Fashion accessories shows as figure 4.8, found that the most popular style of Fashion accessories was classic style which had 55 person or 26.2%. Then, luxury style which had 47 person or 22.4%, trendy style which had 45 person or 21.4%, vintage style which had 37 person or 17.6%, sweet style which had 16 person or 7.6% .The last was sexy style which had 10 person or 4.8%, respectively.



Figure 4.8 Bar chart of fashion accessories' style and number of respondents

Brands

The analysis of brand of Fashion accessories shows as figure 4.9, found that the most popular brand was Thai brand which had 100 respondents or 47.6%. Then, Korean brand and Eu brand that had the same number of respondents which had 33 respondents or 15.7%. The last two brands were Japanese and USA brand which had 22 respondents or 10.5%, respectively.



Figure 4.9 Bar chart of fashion accessories' brands and number of respondents

Factor analysis

Testing the primary of Factor analysis

According to the result from online survey of 210 respondents. Then test factor analysis method that suitable to be analysis method for this research or not by KMO and Bartlett's test of sphericity.

KMO or Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a statistic that uses to indicate the variance of attributes or variables that cause by the factors. If the number of KMO is close to 1 (high value) or more than 0.5, which means factor analysis is suitable method for the analysis. Otherwise, the number of KMO is close to zero or less than 0.5, which means factor analysis is not a good method for the analysis (KMO and Bartlett's test).

Bartlett's test of sphericity is the statistic that uses to test the hypothesis.

H0 = the variables or attributes are not related

H1 = the variables or attributes are related

The statistic test shows that, if the significance is less than 0.05 will reject H0 or accept H1. Therefore, if the number of significance is less than 0.05 the variables or attributes are related (สถิติขั้นสูงและการวิเคราะห์, 2010).

The initial result of 39 attributes before run the factor analysis shows as table 4.1 and the final result of 12 attributes after ran factor analysis shows as table 4.2.

Table 4.1 The result of KMO and Bartlett's test of sphericity of 39 attributes

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.880
Bartlett's Test of Sphericity	Approx. Chi-Square	4704.673
	df	741
	Sig.	0.000

According to table 4.1, the result shows KMO value is equal to 0.880, which is close to 1 and more than 0.5. Moreover, the number of Bartlett's test of sphericity that used to test the hypothesis. The results shows that the number of chi-Square = 4,734.673 and the significant = 0.00 which reject H0. Therefore, factor analysis is a method that suitable for the data analysis.

Table 4.2 The result of KMO and Bartlett's test of sphericity of 12 attributes

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.765
Bartlett's Test of Sphericity	Approx. Chi-Square	1238.051
	df	66
	Sig.	.000

According to table 4.2, the result shows KMO value after did factor analysis became a value of 12 attributes equal to 0.765, which is higher than 0.5. The value of chi-square = 1238.051 and the significant = 0.00. Therefore, the factor analysis of 12 attributes is suitable for the research method or 12 attributes are good variable for the analysis.

The analysis of the level of importance for attributes

This part of the research analyzed the importance of each attribute that respondents used to make a decision on purchase Fashion accessories products via online shop. The result determined by the level of an importance from 39 attributes as shown as table 4.3.

The result of the analysis on the level of importance shows the factor that most importance attributes for the customers is privacy information security. Moreover, payment security, showing price, reliability and guarantee are the top 5 ranks for important attributes on their purchase decision.

Table 4.3 The top 10 rank of descriptive statistics from 39 attributes

Descriptive Statistics			
	Mean	Std. Deviation	Analysis N
PrivacyInfoSecure	4.6905	.71512	210
PaymentSecure	4.6429	.71956	210
ShowPrice	4.5571	.76344	210
Realiability	4.5333	.76486	210
Guarantee	4.4429	.76968	210
GoodPackaging	4.3429	.85088	210
OnTimeDelivery	4.3190	.78143	210
GoodService	4.3095	.74782	210
Quality	4.3000	.80102	210

Factor analysis results

Initial results

First, started to run the factor analysis by did the extraction method, which excluded the variables or attributes that the coefficient format display value or the value of factor loading below than 0.40 (สถิติขั้นสูงและการวิเคราะห์, 2010). For the rotation method of 39 attributes, this research used orthogonal rotation as varimax to be a rotation method. The initial result show as figure 4.10 and table 4.4 which are Scree plot and Total variance explained, respectively. Table 4.4 was cut from the full version of table, which shows in appendix A. Moreover, appendix A also shows the result of rotated component matrix of 39 attributes. The Scree plot for the initial value shows that the graph had lots of variables and the variables are lots of cross loading. It is not clean and it's difficult to find the variables that related, also it's difficult to be group together. So, it has to continue to define the variables or attributes that suitable for make a group together. Therefore, continued by reducing the variables one by one. The total variance explain table of 39 attributes or initial value shows as table 4.4 occur the percentage of cumulative equal to 69.745%.

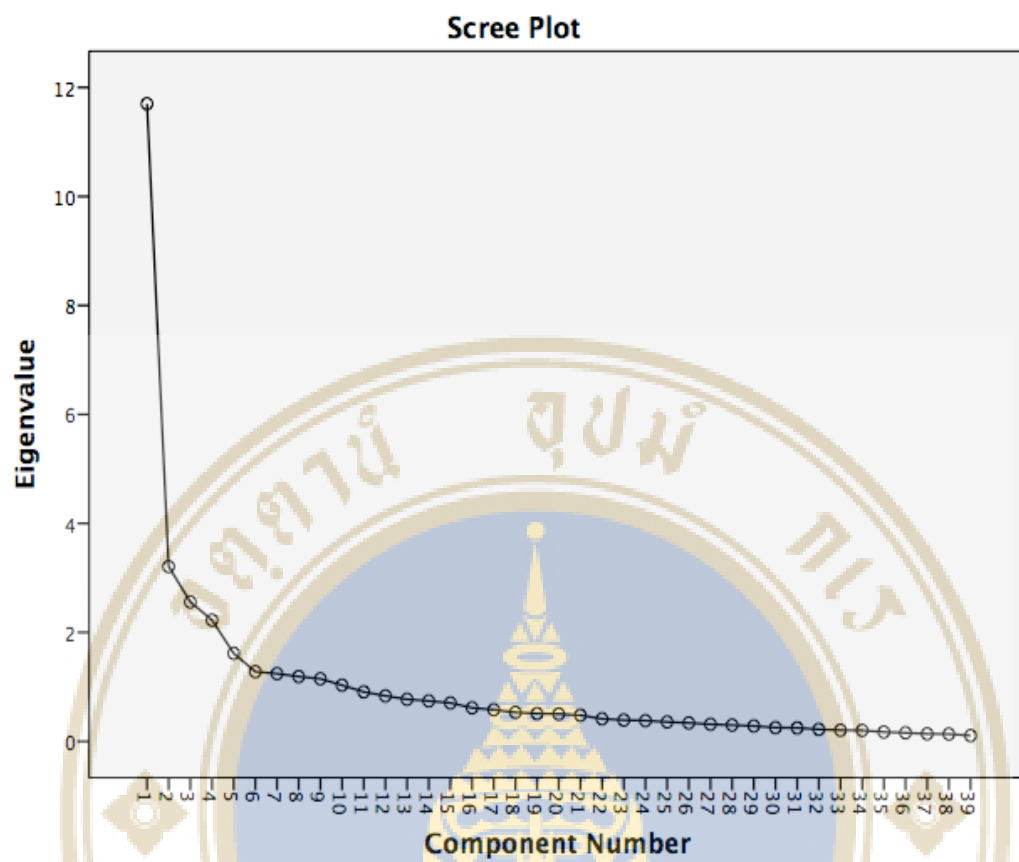


Figure 4.10 Scree plot: the initial result of 39 variables

Table 4.4 Initial result - Total variance explained values of 39 attributes

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.701	30.001	30.001	5.541	14.209	14.209
2	3.208	8.226	38.227	4.083	10.470	24.678
3	2.559	6.561	44.788	3.988	10.225	34.903
4	2.226	5.707	50.496	3.033	7.776	42.680
5	1.617	4.145	54.641	2.455	6.294	48.974
6	1.279	3.280	57.921	1.847	4.736	53.710
7	1.243	3.186	61.107	1.844	4.729	58.439
8	1.189	3.050	64.157	1.574	4.035	62.474
9	1.148	2.944	67.101	1.436	3.681	66.156
10	1.031	2.644	69.745	1.400	3.589	69.745
11	.908	2.329	72.074			
12	.835	2.142	74.216			

Final results

After continued to do the extraction method on one by one, the result of final value shows as figure 4.11, table 4.5 and figure 4.12, which are scree plot, total variance explained and rotated component matrix, respectively.

The scree plot as figure 4.11 shows the final result of factor analysis. The result shows 12 attributes that were clean and easy to define the related attributes.

The total variance explains shows as table 4.5. This table explains about percentage of variance value of initial eigenvalue and percentage of cumulative value.

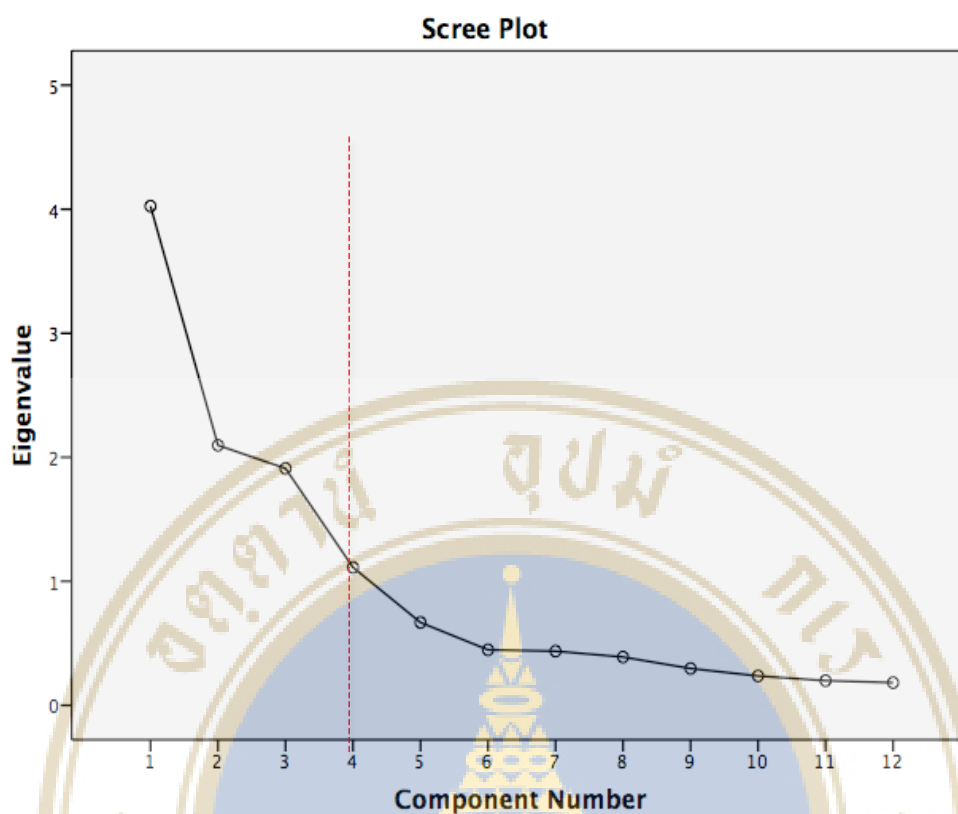


Figure 4.11 Scree plot: the final result of of 12 attributes

Table 4.5 Total variance explained values of 12 attributes

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.025	33.541	33.541	2.427	20.226	20.226
2	2.097	17.473	51.014	2.423	20.195	40.421
3	1.910	15.918	66.932	2.327	19.388	59.809
4	1.112	9.265	76.197	1.967	16.388	76.197
5	.668	5.564	81.762			
6	.447	3.727	85.489			
7	.437	3.640	89.129			
8	.389	3.244	92.373			
9	.297	2.474	94.847			
10	.237	1.972	96.819			
11	.199	1.657	98.476			
12	.183	1.524	100.000			

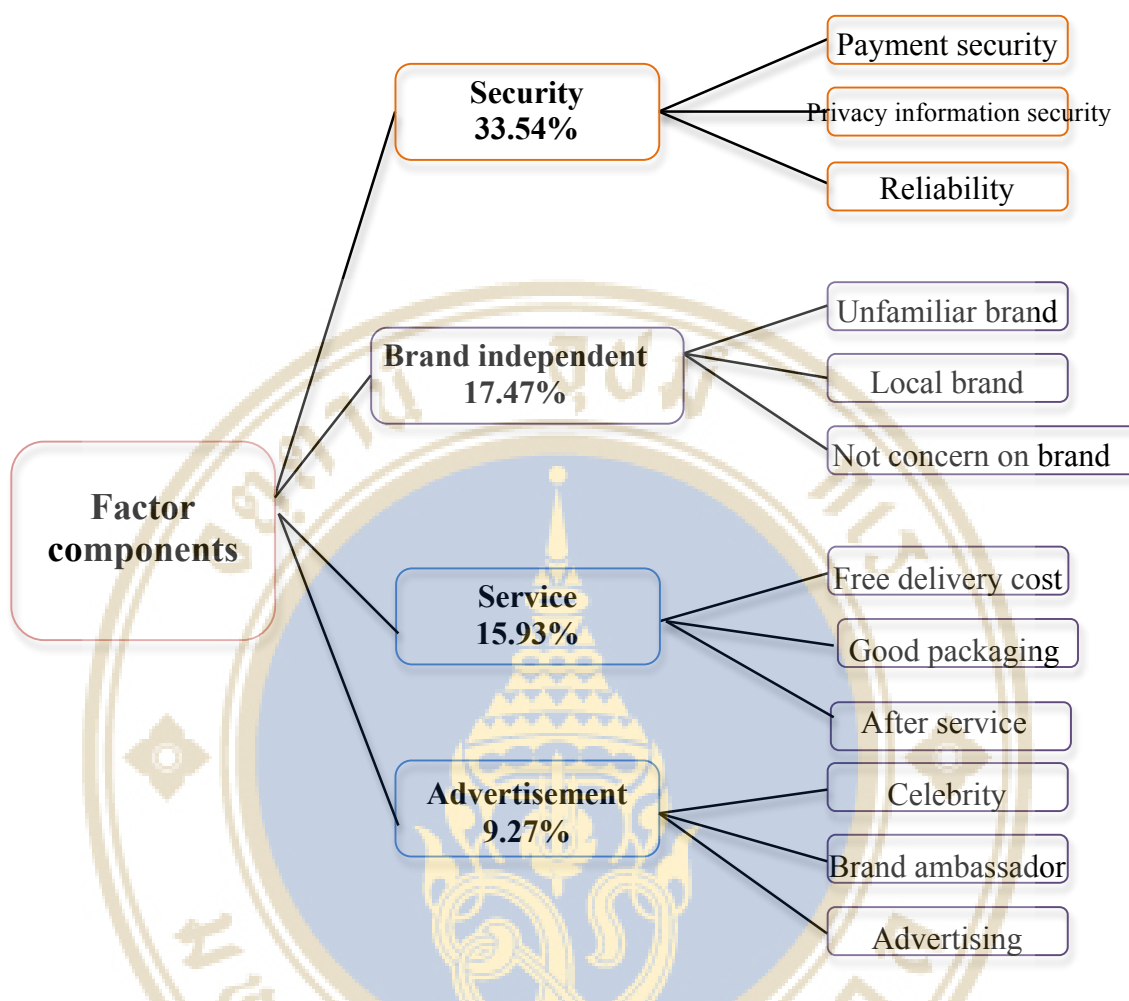


Figure 4.12 The factor components online shopping consumer behavior of Thai women toward fashion accessories

According to figure 4.12, the results of factor analysis considered by extraction method show that the factor that affect purchasing behavior of Thai women consumer toward Fashion accessories have 4 groups of factor which are:

The factor group 1 is a group of security which is consists of payment security, privacy information security and reliability. This group is the most important factor because they got a highest value of eigenvalues, which is equal to 33.541%.

The factor group 2 is a group of brand independent which is consists of unfamiliar brand, local brand and not concern on the brand. The eigenvalues equal to 17.473%.

The factor group 3 is a group of service which is consists of free delivery, good packaging on the delivery and after service. The eigenvalues equal to 15.918%.

The factor group 4 is a group of advertisement which is consists of celebrity, brand ambassador and advertising. The eigenvalues equal to 9.265%.

All of 12 variables from 4 groups of factor can determine the percentage of cumulative from rotation sums of square loading equal to 76.197%.



CHAPTER V

DISCUSSION

Discussion

The analysis of factor that affect purchasing decision of Thai women on fashion accessories via online shopping can divided into 4 groups which are security, brand independent, service and advertisement.

The factor group 1 or service consists of 3 attributes: payment security, privacy information security and reliability which had the highest value of eigenvalues. This group is the most importance factor. Security group shows that it is important for online business. Most of Thai customers are concerned about the security of their payment, privacy information and reliability. The credibility of the online shop is very important. Sometimes, most of people visit an online shop channel whether shop website, Facebook fan page or Instagram etc. They look around on the product that the shop provide and interested to buy the product. But people might leave and decide not to purchase because they do not feel confident enough. Most of women are concerned about the security and reliability.

The factor group 2 is brand independent. This factor consists of unfamiliar brand, local brand and not cares about the brand. As we can see that most of respondents who prefer online shopping are not concerned about the brand of Fashion accessories. Product sale on online shop need high credibility and reliability. If people don't touch or see the real product before they decided to buy, it will be hard to believe and trust.

The factor group 3 is service. This group consists of free delivery, cost, good packaging and after service. The service that the online shop provides to customer is important. Customer will feel good if the shop does care about customers. Free delivery cost service will make buyer feel like they get an advantage from the seller. Good packaging during the delivery when customer receive the product and see that the shop has a good packing technique, they will feel like the shop care about customer and them will re-purchase from the shop. Moreover, after service is a

variable displays the sincerity of the shop to buyer. It would produce the certainty of customer.

The factor group 4 is advertisement which consists of celebrity, brand ambassador and advertising. The advertisement can produce the shop awareness to customer. The famous people as celebrity or super star can make awareness of the shop and confidence to a customer.

Moreover, most of respondents prefer shop's website for a channel to see the product, Line chat application for communicate to the shop, phone for the communication tool for online shopping. Nowadays, social network make our life more convenience. Technology grows rapidly for suit people lifestyle. There are many channel to serve people need. So, the way to introduce the product is important. Shop's website is one of the channel that popular because it convenience to display product categories. Most of customer use Line chat application to communicate the shop because it convenience channel that very popular and trendy. The communication tool that most of customers use is phone because it is portable. Addition to, the fashion accessories that they are looking for are the products that match with everyday look, jewelry material and Thai brand. The everyday look style that most popular for customers because it easy to mix and match, long wearing, and they will feel like it worth to buy because can wear it many times. Most of the favor material was jewelry because it easy to adapt with many dress style either sexy or sweet dress, formal look or informal look. Lastly, most of respondent prefer Thai brand. The price of Thai brand is not too expensive if compared with international brand and style is beautiful not less that other.

Finally, the analysis method found the popular channel or the communication tool that respondents prefer and also the 4 group of factor that related are the components of marketing strategies which are product, sell, service and place. The owner business or a person who interested in this business should be priority to the variable that found by this research for developing the business in the future and use the right channel to connect directly to customer or target group to reach the more customers.

Recommendation

The knowledge from this study able to develop the variable that serves the need of customer. The recommendation for fashion accessories for Thai women toward online shop will amplify below.

1.The shop should emphasize on the security and build the reliability. Then, provide the value to customer. This is one of the ways to increase the number of customer and keep the old customer.

2.If the online shop needs to provide the brand name product, it should provide a confidant to the customers. Because of brand name is not so important for women to buy Fashion accessories on the online. Most of them are looking for the products that have a style that match with theirs style.

3.The shop can occur or show that they cares customer by provide good packaging during the delivery. When customer receive the product and see that the shop has a good packing technique, they will recognize the care from seller. Good packaging during delivery process can make customer feel safe about their product and have a chance that they will make a re-purchase. Moreover, the shop can take care old customer by have a good service after they purchased which are give they good advice if they have any problems.

4.Advertisement is a potential tool to increase the shop awareness to customer. The shop may build awareness by using celebrity or famous people. Because of social network in these days

5.The channel to display the product or connect to the customer is so important. Therefore, the online shop should use the channel that directs to customer target group and provide the product that match with the target group.

Future research

This research aims to study on the factor that affects online shopping behavior of Thai women toward Fashion Accessories. In the future can develop the research by study deeply in the factor that affect to purchasing decision of customer. It would more effective if proliferate to study on purchasing decision of men. Moreover, this research will be a guideline to a person who interested in online business

continued to do the research by looking on other online business that also popular to give an advantage for everyone who interested in online business.

Limitations

This research conducted an online survey from 210 respondents of Thai women between 20 to 35 years old in Bangkok, thus the result should be an opinion from the minority. Because the limit of time and the opinion from minority can make the research has a discrepancy. The result will be more accurate if collect a wider group of the sample especially wider group of age range and proliferate the area of the sample.



CHAPTER VI

CONCLUSION

According to the aim of this study is to define the factor that most affect Fashion accessories purchasing decision on online shopping behavior of Thai women. This study designed to use quantitative method as online survey. The data collected from Thai women age between 20 to 35 years old who prefer to buy the Fashion accessories via online shopping. The available data were from 210 respondents after screen, checked and verified all of the data. The analysis method for this study was frequencies statistic, factor analysis and extraction method.

The research found 4 groups of factor, which are security, brand independent, service and advertisement. The percentage of cumulative from rotation sums of square loading equals to 76.20%. In conclusion, the most importance factor that affects purchasing behavior decision on Fashion accessories towards Fashion accessories was security as privacy information security of customer, payment security and also reliability. The most popular channel was shop's website had 72 person or 34.4%. The most popular communication channel for online whooping was Line chat application had 56 person or 26.7%. They most population communication tool was phone had 110 person or 52.4%. The most popular reason to wear Fashion accessories was everyday look had 126 person or 60%. The most popular materials for Fashion accessories was jewelry had 102 person or 48.6%. And the last, the most popular brand was Thai brand had 100 respondents or 47.6%.

Table 6.1 Research analysis table

The factor that most affects customer behavior	Security
The most popular channel of customer	Shop's website
The most popular communication channel of customer	Line
The most popular communication tool of customer	Mobile phone
The most popular reason of customer to wear fashion accessories	Everyday look
The most popular materials of customer	Jewelry
The most popular brand of customer	Thai brand



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APPENDIX A: QUESTIONNAIRE

Questionnaire Fashion Accessories

Dear Sir/Madam:

This questionnaire is a part of my research study in the Master of Marketing Management Degree at College of Management, Mahidol university to determine and identify the habits reasons, behavior factors and key attributes that motivate female consumers on online shopping toward Fashion Accessories (Earrings, Necklaces, Bracelets, Rings, Brooch and Hair decorations).

All your personal information will be kept confidential. This questionnaire will take no longer than 10 minutes. Your kind assistance in this matter is highly appreciated.

Please answer the following questions by putting (✓) the relevant answer or writing down your answers in the provided space.

1. Do you prefer online shopping?
 - a. Yes
 - b. No
2. Have you ever bought Fashion accessories via online shop?
 - a. Yes
 - b. No
3. Which channel do you prefer the most for online shopping?
 - a. Shop's website
 - b. Instagram
 - c. Facebook
 - d. Line or Line shop
 - e. Shopping website as WeLoveShopping, Lazada, Ebay, OLX
 - f. Other; please specify
4. Which communication tool do you prefer the most for online shopping?
 - a. Computer
 - b. Phoe/Mobile
 - c. Notebook/Laptop
 - d. Ipad/Tablet
 - e. Other; please specify
5. Which communication channel do you prefer the most for online shopping?
 - a. Chat box of shop's website
 - b. Phone
 - c. Email
 - d. Automatic system on the website
 - e. Facebook message
 - f. Line
 - g. Other; please specify
6. Which reason do you prefer the most to wear Fashion accessories?
 - a. Everyday look
 - b. Party/Clubbing
 - c. Formal look for event
 - d. Professional look
 - e. Other; please specify

7. Which material do you prefer the most for Fashion accessories?
- Pearl
 - Jewelry/Diamond
 - Silver
 - Gold
 - Other; please specify
8. Which brand do you prefer the most for Fashion accessories?
- Thai brand
 - Korean brand
 - Japanese brand
 - USA brand
 - EU brand
 - Other; please specify
9. Which product style do you prefer the most?
- Luxury style
 - Trendy style
 - Vintage style
 - Sexy style
 - Classic style
 - Sweet style
 - Other; please specify
10. Evaluate the following statements.
- Please indicate your response by check the number that correspondent to your opinion. 1=very unimportant 2=unimportant 3=neither unimportant nor important 4=important 5=totally important

Details	1	2	3	4	5
1.I consider the product quality					
2.I am willing to pay more to get higher quality of product					
3.I prefer a light weight of fashion accessories product					
4.I prefer handmade product					
5.I prefer unique product					
6.I prefer to buy the product that popular or familiar brand name					
7.I'm not concern so much on unfamiliar brand					
8.I don't mind about the brand					

9.I prefer local brand					
10.I prefer to try new brand					
11.I always buy the brand that I usually use					
12.The video presentation influences me to buy the product					
13.I prefer clear information of products i.e. how to buy, detail of product etc.					
14.I will prefer more if the shop shows the price					
15.The picture of product influences me to buy the product					
16.I will feel more confidential if the shop has review of the product from customers					
17.I concern about payment security					
18.Privacy information security is important					
19.I feel confidential if the shop has guarantee/warranty					
20.On-time delivery is important					
21.I prefer to be able to check the delivery process i.e. tracking number					
22.I prefer free delivery cost					
23.Good packaging for deliver make me impress					
24.Shop's channel is important i.e. Facebook, Instagram etc.					
25.I prefer the shop that offer a good price					
26.I prefer the shop that offer a promotion					
27.I prefer discount					
28.I prefer buy 3 get 1 free					
29.Brand ambassador influences me to buy the product					
30.The product review from celebrity can influences me to buy the product					
31.Association can influences me to buy the product					
32.Advertising can increase my awareness					

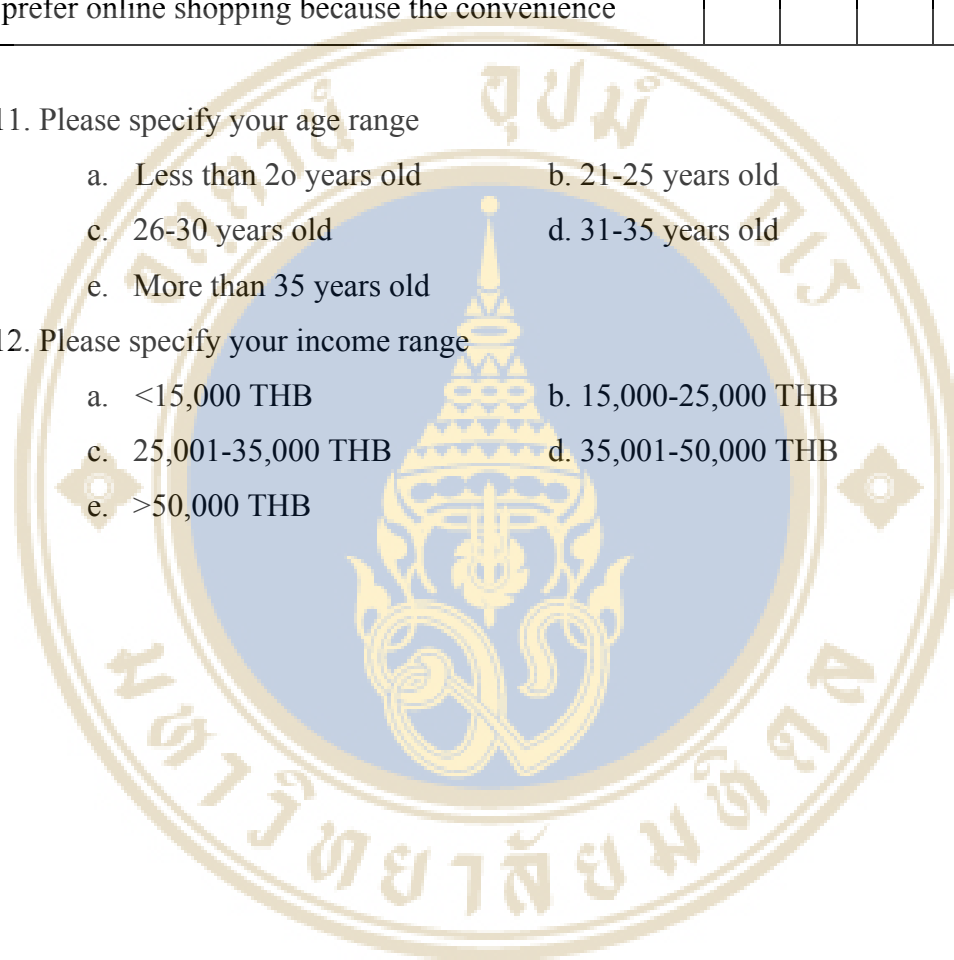
33.I prefer the shop that have quick response					
34.I prefer the shop that have a good service mind					
35.I prefer credit card					
36.I prefer bank transfer					
37.I prefer after service					
38.Reliability is important					
39.I prefer online shopping because the convenience					

11. Please specify your age range

- a. Less than 20 years old
- b. 21-25 years old
- c. 26-30 years old
- d. 31-35 years old
- e. More than 35 years old

12. Please specify your income range

- a. <15,000 THB
- b. 15,000-25,000 THB
- c. 25,001-35,000 THB
- d. 35,001-50,000 THB
- e. >50,000 THB



APPENDIX B: INITIAL RESULTS

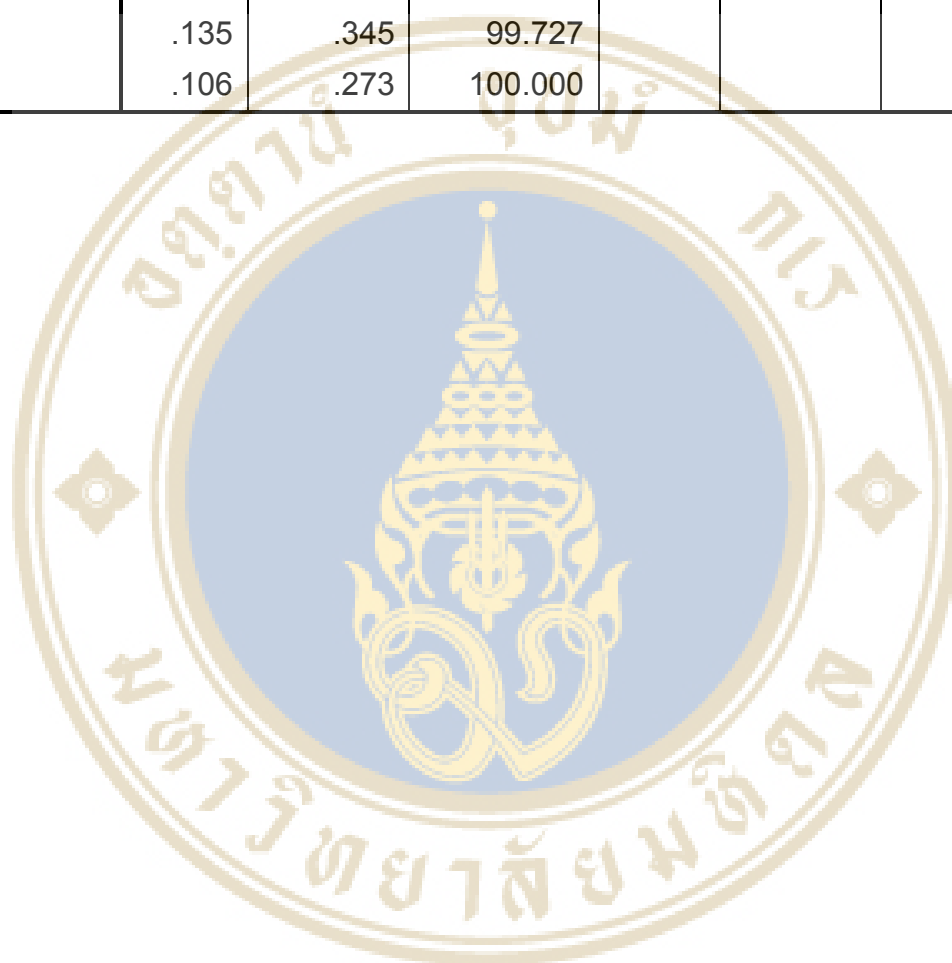
Rotated Component Matrix^a

	Component									
	1	2	3	4	5	6	7	8	9	10
PaymentSecure	.838									
PrivacyInfoSecure	.833									
ShowPrice	.756									
Realiability	.706									
ClearInfo	.655									
Quality	.514								.406	
QuickResponse	.475	.437								
GoodService	.436									
Convenience	.429									
CheckDelivery		.734								
AfterService		.708								
OnTimeDelivery	.443	.637								
GoodPackaging		.569								
Guarantee	.548	.553								
ProductReview		.504								
Picture	.424	.429								
Promotion			.840							
Discount			.813							
Price			.660							
FreeDeliveryCost			.656							
ThreeGetOneFree			.616		.402					
ShopChannel			.508							
Unfamiliar				.883						
NotCareBrand				.866						
LocalBrand				.841						
NewBrand				.489				.426		
Celebrity					.879					
BrandAmbassador					.869					
Advertising					.536					

Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.701	30.001	30.001	5.541	14.209	14.209
2	3.208	8.226	38.227	4.083	10.470	24.678
3	2.559	6.561	44.788	3.988	10.225	34.903
4	2.226	5.707	50.496	3.033	7.776	42.680
5	1.617	4.145	54.641	2.455	6.294	48.974
6	1.279	3.280	57.921	1.847	4.736	53.710
7	1.243	3.186	61.107	1.844	4.729	58.439
8	1.189	3.050	64.157	1.574	4.035	62.474
9	1.148	2.944	67.101	1.436	3.681	66.156
10	1.031	2.644	69.745	1.400	3.589	69.745
11	.908	2.329	72.074			
12	.835	2.142	74.216			
13	.773	1.981	76.197			
14	.742	1.903	78.100			
15	.705	1.808	79.908			
16	.616	1.578	81.487			
17	.581	1.489	82.976			
18	.532	1.364	84.340			
19	.511	1.310	85.650			
20	.502	1.287	86.937			
21	.479	1.229	88.166			
22	.414	1.061	89.228			
23	.391	1.003	90.230			
24	.381	.976	91.206			
25	.357	.916	92.122			
26	.338	.868	92.990			
27	.315	.806	93.796			
28	.299	.766	94.563			
29	.283	.724	95.287			
30	.253	.648	95.935			

31	.248	.635	96.569		
32	.221	.566	97.136		
33	.205	.526	97.661		
34	.202	.518	98.179		
35	.172	.442	98.621		
36	.158	.405	99.026		
37	.139	.356	99.383		
38	.135	.345	99.727		
39	.106	.273	100.000		



APPENDIX C: FINAL RESULTS

Rotated Component Matrix^a

	Component			
	1	2	3	4
PaymentSecure	.918			
PrivacyInfoSecure	.884			
Realiability	.758			
Unfamiliar		.918		
LocalBrand		.881		
NotCareBrand		.853		
FreeDeliveryCost			.821	
GoodPackaging			.791	
AfterService			.790	
Celebrity				.912
BrandAmbassador				.903
Advertising				.547

Security

Brand independent

Service

Advertisement