

**FACTORS INFLUENCING THAI CONSUMERS' INTENTIONS  
TO SHOP ON ONLINE RETAILING WEBSITES IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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Thematic paper  
entitled  
**FACTORS INFLUENCING THAI CONSUMERS' INTENTIONS  
TO SHOP ON ONLINE RETAILING WEBSITES IN THAILAND**

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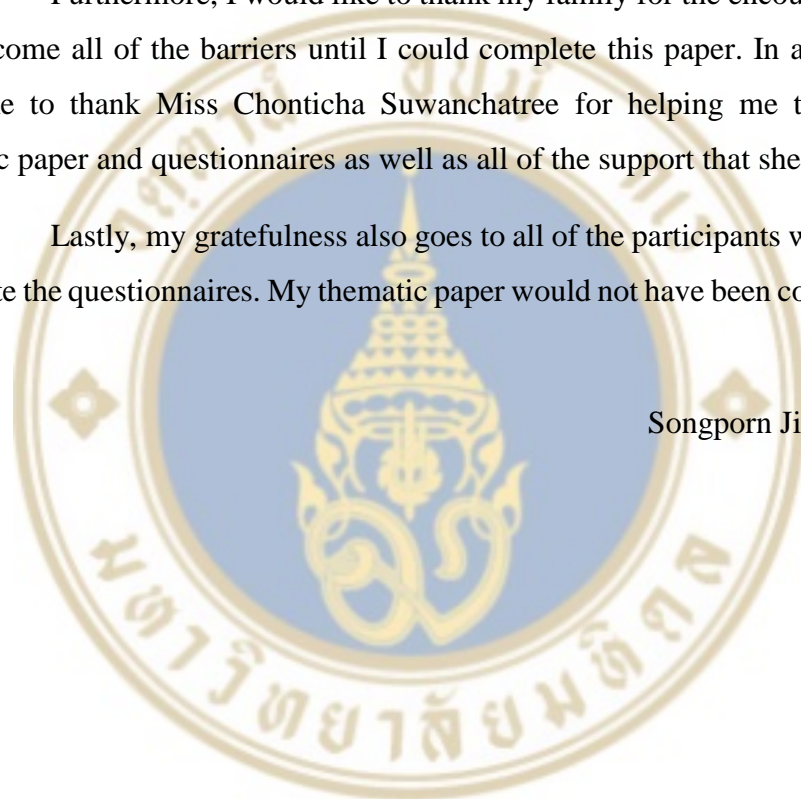
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**FACTORS INFLUENCING THAI CONSUMERS TO SHOP ON ONLINE RETAILING WEBSITES IN THAILAND**

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**ABSTRACT**

The objective of this research is to find factors influencing Thai consumers to shop on online retail websites in Thailand. Researcher has reviewed the previous literatures with related theories and topics. The data was obtained by online questionnaires, and it was then analyzed by using Frequency tables, Factor Analysis, Cronbach's Alpha, Correlation, and Multiple Regression techniques. From the findings, most of the respondents are single female, who are between 26 – 30 years old. Most of them are undergraduates who currently work as company employees with the income range between 20,001 – 30,000 Thai Baht. Moreover, in term of purchasing behaviors, most of them purchased averagely one time per month with the price range between 500 – 1,000 Thai Baht per transaction. Furthermore, the most popular types of products that were bought on online retailing websites were clothe, bag, and shoe. More importantly, there are three factors that could influence Thai consumers' intentions to shop on online retailing websites, which are quality of products and the website's design & features, security and aftersales services, and shopping attitudes. Therefore, if any future firms who would like join an online B2C market in Thailand, they have to make sure that at least these three factors should be exercised.

**KEY WORDS:** B2C/E-Commerce/Online Retailer/Thailand

52 pages

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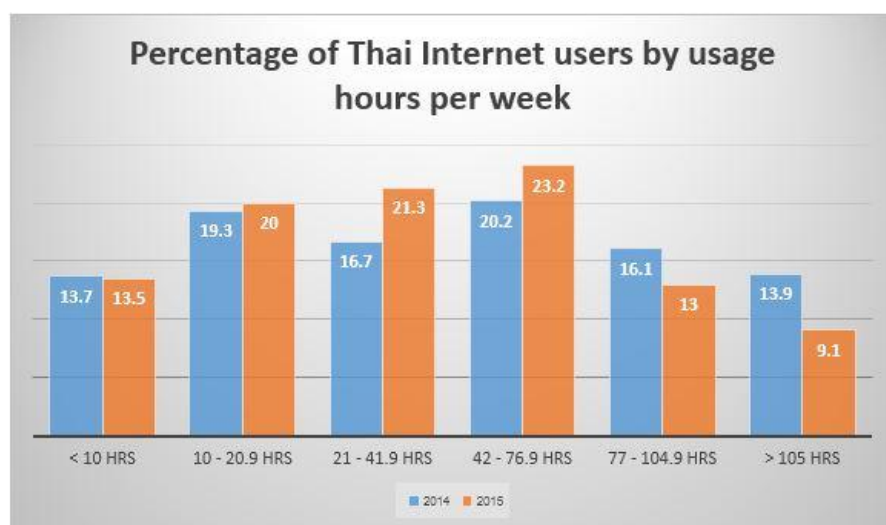


# CHAPTER I

## INTRODUCTION

### 1.1 Background

It seems that the rate of using internet among Thai people is getting higher. Thai people have higher numbers of internet using hours. It shows that most Thai internet users have 42 – 76.9 hours per week same as the previous study in the year 2014. However, in 2015, the percentage of respondents answering this range of hours are higher than the year 2014, which are 23.2 % and 20.2% accordingly. Also, more than 80% of the respondents use smartphones to access Internet, which have an average of 5.7 usage hours per day. More importantly, 64% of 10,434 respondents said that they used to do online shopping. Fashion products such as clothes, fashion bags, shoes, and accessories are among the top ranked groups of products that are the most popular among online shoppers in Thailand. However, IT products and beauty and cosmetic product are 3<sup>rd</sup> and 4<sup>th</sup> rank accordingly (Electronic Transactions Development Agency, 2015).



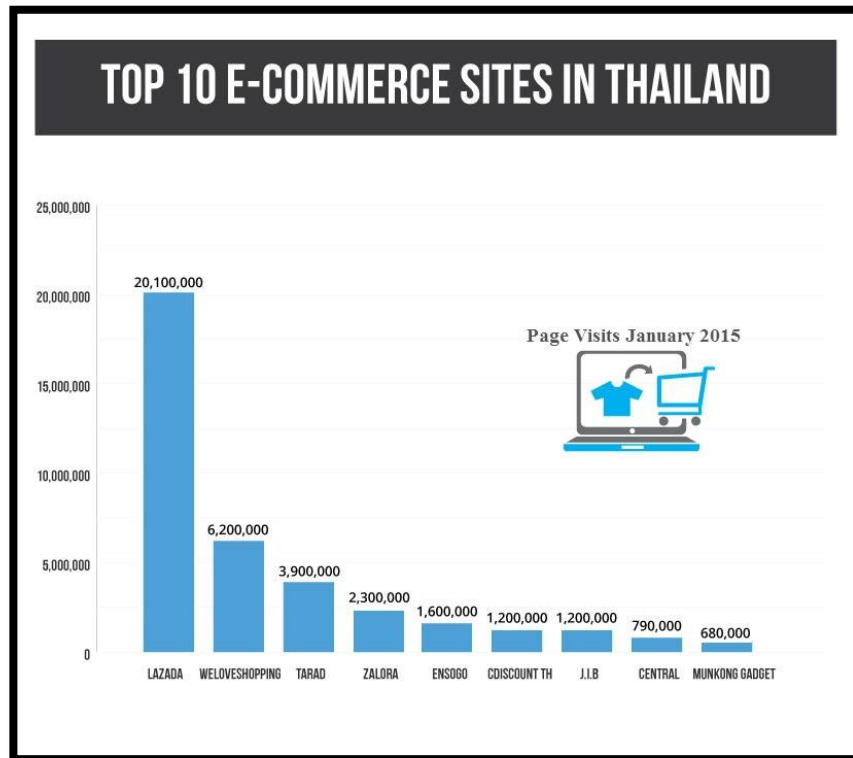
**Figure 1.1: Percentage of Thai Internet users by usage hours per week**

Source: Electronic Transactions Development Agency, 2015.

According to Electronic Transactions Development Agency (2015), Internet becomes very important for many Thai people nowadays, and they spend many hours per week on the internet. Moreover, from the aforementioned information about percentage of online shoppers in Thailand, there is still a high number of online shoppers in Thailand. The internet retail market in Thailand is expected to have its potential growth of US\$12 – 15 Billion, compared to US\$1 Billion of the current size (Sullivan, 2015). Moreover, the situation of e-commerce in Thailand is expected to grow as high as US\$ 6 Billion during the year 2020 to 2025 (“9 Fundamentals for Ecommerce in Thailand”, 2014). Hence, Thai e-commerce market is expected to have a bright future, and more internet accessibility and LTE coverage could also support the growth of ecommerce in Thailand.

Nowadays, online shopping in Thailand becomes very popular. Business to Consumer (B2C) is one type of ecommerce that also has a high potential growth. Last year, the market value of B2C ecommerce in Thailand was 90,000 Million Baht, and its growth potential is expected to be higher and higher (“Foreign Firms Competing”, 2014). B2C is a form of market that businesses sell their products directly to their customers. Moreover, it has been suggested that Thailand could also become the second largest B2C e-commerce market in the South East Asian region (“Thailand B2C Ecommerce Market 2015”, 2015).

There are many various sizes of online B2C shops from small and medium size retailers to the large size retailers such as Central, The Mall, Tesco Lotus, 7-11, and etc. However, large online retailers such as Lazada, Zalora, Ensogo, JIB, and Central Online still play important role in Thailand’s e-retailing market according to the figure 1.2 (“The 10 E-Commerce Sites”, 2015).



**Figure 1.2: Top ten e-commerce sites in Thailand**

Source: The 10 E-Commerce Sites, 2015.

## 1.2 Problem Statement

Online businesses have started to become more popular in Thailand, especially for the retail market. B2C ecommerce in Thailand is expected to have a continuous high potential growth (“Foreign Firms Competing”, 2014). The most successful online retailers from the figure 1.2 earn many million visits which could prove the potential market growth of online retailing business in Thailand. Moreover, according to Baengsanthea (2014), an online retail has already accounted for 10 % of the market share of the overall retail business market of Tesco Lotus, and it is expected to be higher every year. Moreover, Tesco Lotus uses both ‘Brick & Mortar’ and ‘Brick & Click’ strategies, which mean that it will both expand its business by having more branches in Thailand and by having its online shop in order to have multi channels to reach its customers. In addition, Baengsanthea (2014) also stated that the sale revenue of 7-11 retail shops are now decreased to 90 % because another 10 % is belonged to online retailing businesses. Therefore, 7-11 also has to find ‘new strategies’ for doing

retailing business online, so it will do business both via its normal retail branches and its online retail shop.

The potential growth of an online retail business in Thai is expected to be higher and higher. The large major retail business companies in Thailand such as Tesco Lotus, 7 – 11, and Central already have their online shopping channels in order to reach their customers. Moreover, some of online retail websites such as Lazada, Zalora, and Central Online earn millions visits per month referring to the figure 1.2.

Therefore, this study would like to find out what are the influencing factors affecting Thai consumers' intentions to shop online, and a result of this would provide some knowledge and key success factors to improve Thai online retail websites.

### **1.3 Research Objectives**

The purpose of this research is to study influencing factors that affect Thai consumers' intentions to shop on online retailing websites in Thailand. Therefore, this research has two main sub-objectives.

- To investigate factors influencing Thai consumers' intentions to shop on online retailing websites in Thailand.
- To describe online purchasing behaviors of Thai consumers.

### **1.4 Scope of Study**

This research focuses on Thai consumers who have some experiences shopping on online retail websites in Thailand such as Lazada, Zalora, Ensogo, Central Online, Shopat7, and Tesco Lotus Online in the past six months so that they would still have some fresh memories of shopping experiences of those websites. Moreover, this research focuses only people who live in Bangkok.

## 1.5 Definition of Terms

**Table 1.1: Definition of Terms**

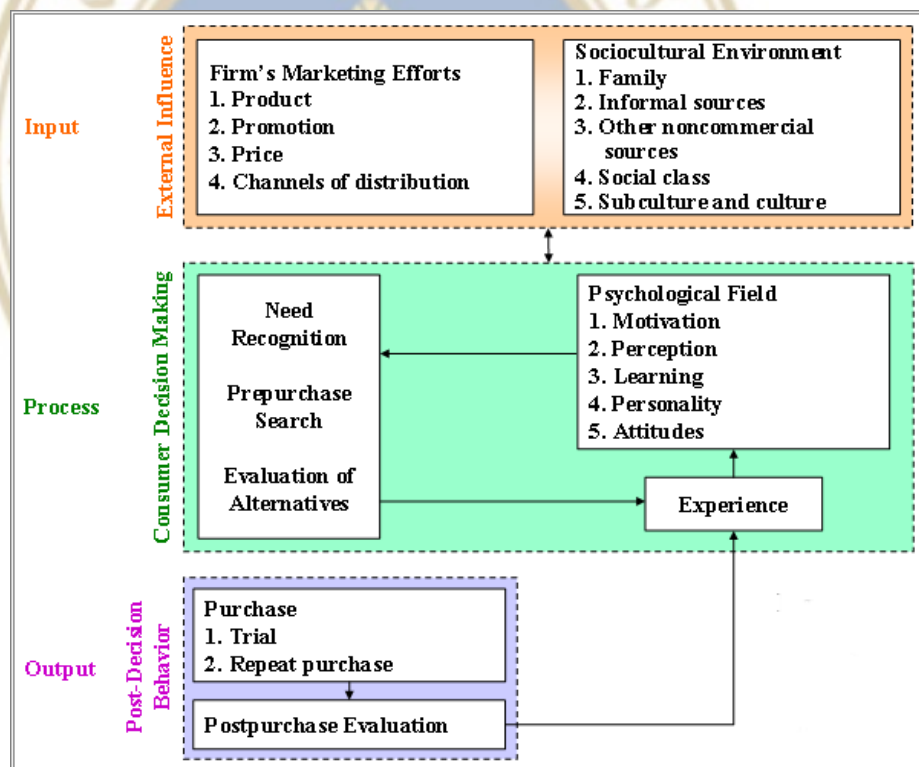
No	Terms	Meanings
1	<b>B2C</b>	Business to customer, it is a form of market that a business sells products to its customers directly
2	<b>Retailer</b>	A person, shop, or company that sells goods to public
3	<b>Online Retailer / E-retailer</b>	A sale of goods and services by a company or a shop via the internet
4	<b>E-commerce</b>	Buying and selling goods and services over electronic network, especially the Internet

## CHAPTER II

### LITERATURE REVIEW

There are some previous researches and studies about online shopping that researcher had gathered. Therefore, this section mainly discusses about factors that influence consumers' decisions to shop online. Also, overall online purchasing behaviors of Thai consumers and decision-making theory are also discussed.

#### 2.1 A Theoretical Foundation of Consumer Decision-Making



**Figure 2.1: A Theoretical Foundation of Consumer Decision-Making**

Source: Schiffman & Kanuk, 2007.



From the figure 2.1, consumer decision making process starts from Input. Input is where consumers' decisions are influenced by external factors. A business firm's marketing activities such as product, pricing, distribution channel, and promotional strategies play important roles in persuading consumers to buy products. However, efforts of firm's marketing activities also depend on consumers' perceptions. Therefore, each firm keeps up and stays alert with consumers' perceptions by sponsoring consumer researches. Another input is referred to as a sociocultural input. It also has significant influences on consumers. This type of input consists of noncommercial influences such as comments of friends and family towards certain products and product reviewing articles in newspapers or published sources. Moreover, social classes and cultures also influence consuming behaviors of a consumer. In some social classes and cultures, they have unwritten traditions and what to do or what not to do, so these are also factors that could affect a consumer's decision-making process on product purchasing.

Another stage of consumer decision process is Process. Process is how customers make decisions whether to buy or not to buy. This stage is started from 'need recognition'. It happens when a consumers realizes that he/she is having 'problems'. For example, some consumers may feel that they have problems with some of products that they currently have because those products no longer perform satisfactorily, and there are new models launched in the market. Therefore, they need to buy new products. Another aspect in consumer decision making process is 'pre-purchased search'. It is started when a customer realizes that he/she has a need to buy some products. The customers then start to find his/her own previous experiences about those products. If the customer does not have any experiences with the products, he/she then begins to search from external sources instead. However, a customer normally starts to search for his or her own memories about that products first before searching from external sources. Hence, from the model 'psychological field', consumers' own attitudes, perceptions, motivation, personality, and learning have direct impacts during this process of decision making. Moreover, after pre-purchased searching, a customer then starts to evaluate 'alternatives'. In this process, a customer tends to have two pieces of information which are a list of brands or models that he/she may select and the criteria that would be used to evaluate each brand or model. Again, those factors in the psychological field, would also have direct impacts in this process as well.



The last process is Output. This process consists of two activities which are purchasing behaviors and post purchasing evaluation. For purchasing behaviors, consumers tend to make two types of purchases which are a trial purchase and a repeat purchase. For a trial purchase, some consumers may purchase products with smaller amounts first in order to evaluate or to test those products by using them directly. Therefore, in this type of purchase, some promotional strategies could be used in order to encourage consumers to try new products such as free samples and discounted sale prices. After that, if consumers are satisfied with the trial products, they tend to repeat the purchase of those products, which could be resulted in purchasing in larger and larger quantities. After consumers use products, they will do post purchase evaluation. In this process, consumers tend to use their own experiences after using the products and their expectations towards the products. However, the most significant aspect of post purchase evaluation is that to reduce any uncertainties or doubts that consumers may have for their selected products. Consumers may try to reassure themselves that they have made right decisions. For example, they may look up for advertisements of the selected product in order to support their decisions, and consumers may persuade their friends and family to buy the same products as well. All in all, after post purchase evaluation, consumers will give feedbacks as 'experience' to their own 'psychological fields' which definitely influence the future purchases (Schiffman & Kanuk, 2007).

## **2.2 Online Consumer Behavioral & Influencing Factors**

### **Demographic Factors**

According to the study of internet shopper behaviors conducting in South Korea by Park, Lee, & Chung (2013), the study conducted surveys from 4,298 respondents, and it found that 51.3% are online shoppers. Moreover, it has been found that in the group of people who shop online on e-retailers websites, there are more female customers than male customers. In this group, an average age of shoppers are approximately 29.8 years old, whereas 34.5 years old are an average age of people in a non-online shopping group. Also, in the online shopper groups, there is no significant implication on the differences between married and single people group. However, after

married, female customers tend to do online shopping more than male customers. The study also found that there is a high ratio of students and company employees in the online shopping customer group. An average income of online shopper is in a middle level (3 Million Won per months), whereas the higher income group (at least 5 Million Won per months) is in the non-internet shopping customer group. Also, most of the online shoppers tend to do shopping during weekends.

Therefore, a target group of online shoppers would be young female customers who are in universities or still work in companies with an age range between 20 – 30 years old.

### **Quality of Product**

Internet shoppers prefer a product with a good value of money that they pay for, and this kind of product does not have to be low price (Eastman et al., 2009). Moreover, online shoppers often avoid an immediate decision to buy product, and they consider a product with a reliable aftersales service. It also found that internet shoppers prefer the quality of products rather design, and they tend to use products in a longer period of time. However, for non-internet shoppers, they prefer design more than quality, and they might use products in shorter period of time due to their higher rates of income (Park et al., 2013).

From these findings about the quality of online products, the following hypothesis is proposed.

*H1: There is a positive relationship between the quality of products and an intention of a consumer to shop on online retailing websites.*

### **Website's Design and Interactive Features**

Fun and interactive aspects of the websites are also the most important factors to draw customers, and exciting interactive features contribute to the impression of the customers towards the websites. Online shoppers also expect the shopping environment to include dynamic interactive user interfaces. In addition, the study also reports that elegant design and reliability of the website could only contribute to good attitudes of online shoppers towards the websites, but it does not create 'involvement' with the websites as much as the ease of use and interactive features (Shobeiri et al., 2015).

From these findings about the design and the interactive features of online retailing websites, the following hypothesis is proposed.

*H2: There is a positive relationship between website's design and features and an intention of a consumer to shop on online retailing websites.*

### **Shopping Attitudes**

It has also been found that most of internet shopping customers do online shopping on their hedonic motivations or shopping on their pleasure purposes. However, for non-internet shopping customers, they mostly shop for utilizing purposes, or they have objectives to shop (Park et al., 2013).

Moreover, most of online shoppers are female, and they prefer to shop in order to pass the time and to relax (Lai et al., 2014).

Therefore, from these findings about shopping attitudes, the following hypothesis is proposed.

*H3: There is a positive relationship between a consumer's attitudes of online shopping and an intention of a consumer to shop on online retailing websites.*

### **Convenience**

People who do shopping online also perceive that shopping on an e-retailer website is convenient because they do not have to worry about limited opening hours of each store. Moreover, they do not have to worry to find stores' locations because they could just access e-retailer websites from home. Also, online shoppers do not have to encounter the inconsistency of service provided by store employees (Eastman et al., 2009).

From the study of Eastman et al (2009), convenience is another significant aspect of online shopping because shoppers could get a lot of information about products that they want. They can also easily access an online shop directly from their houses.

Therefore, from these findings about convenience of online shopping, the following hypothesis is proposed.

*H4: There is a positive relationship between a consumer's perception of convenience and an intention of a consumer to shop online.*

### **Product Comparison**

Those people who shop online tend to search more information than those people who do not shop online. The reasons why they need to search are to compare with other products, brands, or previous buyers (Park et al., 2013). Moreover, online shoppers do compare a product with different other brands or even with a normal store in order to get a good value of money as well as to seek for more varieties and styles of products (Eastman et al., 2009).

Online shopping enables shoppers to gain a lot of information before they decide to purchase products. They are able to compare a product to one another.

Therefore, from these findings about an ability of online shoppers to compare products before purchasing, the following hypothesis is proposed.

*H5: There is a positive relationship between a consumer's behaviors of product comparison and an intention of a consumer to shop online*

### **Sale Promotion**

According to Suki (2013), sale promotional offers could attract shoppers to shop online, and this strategy would enable online retailers to reach more customers. However, another study of internet shoppers' behaviors from South Korea by Park et al (2013) reveals that most of the non-internet shoppers are people who have higher rates of marriage, older ages, and more income than the online shoppers group, so sale promotion is an attractive tool to draw online shoppers nowadays.

Therefore, from these findings about sale promotion, the following hypothesis is proposed.

*H6: There is a positive relationship between sale promotion and an intention of a consumer to shop online*

### **Ease of Use**

According to Shobeiri et al., (2015), online shoppers prefer an e-retailer website to be easy to use and well organized. It would enable online shoppers to take less time to go from one page to others within the websites. More importantly, a customer would not feel irritated to handle all of the payment and security procedures, especially for the online shopping websites which normally contain varieties of products and many security procedures.



Therefore, from these findings about ease of use, the following hypothesis is proposed.

*H7: There is a positive relationship between ease of use and an intention of a consumer to shop online*

### **Aftersales Services**

Online shoppers still have some concerns over some aftersales services such as returning items and online transaction accessibility (Lai et al., 2014). Moreover, Suki (2013) has revealed that online shoppers still have some concerns about high shipping costs and receiving wrong amounts of products that they ordered. Hence, an online retailer which has a reliable aftersales service could attract more customers to its website.

Therefore, from these findings about aftersales services, the following hypothesis is proposed.

*H8: There is a positive relationship between a consumer's perception of aftersales service and an intention of a consumer to shop online*

### **Security**

Another concern that online shoppers have is about the safety of online shopping. Suki (2013) has revealed that many of online shoppers still have some concerns about the safety of their personal information as well as the security of online payment systems. These factors are very important for an online retailer. An online retailer which could maintain its safety and security standards could definitely gain more trust from customers.

Therefore, from these findings about the security of online shopping, the following hypothesis is proposed.

*H9: There is a positive relationship between a consumer's perception of security and an intention of a consumer to shop online*

## 2.3 Thai Consumer Behaviors towards Ecommerce

According to Thailand Internet User Profile 2015 conducted by Electronic Transactions Development Agency, the percentage of respondents who used to shop online is 64% out of 10,434 respondents. The first reason why they visit online shopping website was to read reviews/comments from the previous buyers. Moreover, for the second reason, they visited online shopping websites because of the ads that they saw from other websites or social media. Moreover, fashion products, IT products, and cosmetic and healthcare products were the top three product types that were popular among Thai online shoppers. For the frequencies of online shopping, fashion product, cosmetic and healthcare products, IT products, and household products had an average of 3.1, 2.6, 2.1, and 1.6 times per every six months accordingly. The most frequent type of product that online shoppers purchased was financial and investment services.

Furthermore, for an average spending per transaction, it found that most of online shoppers spent no more than 1,000 THB per transaction for the most types of the products, except financial and investment services. Moreover, for the influential factors that persuaded online shoppers, information of product provided on websites was the most influential factor. Interesting and enough pictures of products and cheaper prices were the second and third factors that could persuade online shoppers. For the fourth factor, they shopped online because it saves time and they can buy anytime they want to. Lastly, sale promotion was the fifth factor that could influence online shoppers.

However, Thai online shoppers still had some concerns and problems for their online shopping experiences. A delayed delivery was the first problem that was mostly encountered by Thai online shoppers previously, whereas the rest problems were incorrect products, broken products, and receiving incorrect amounts of ordered products.

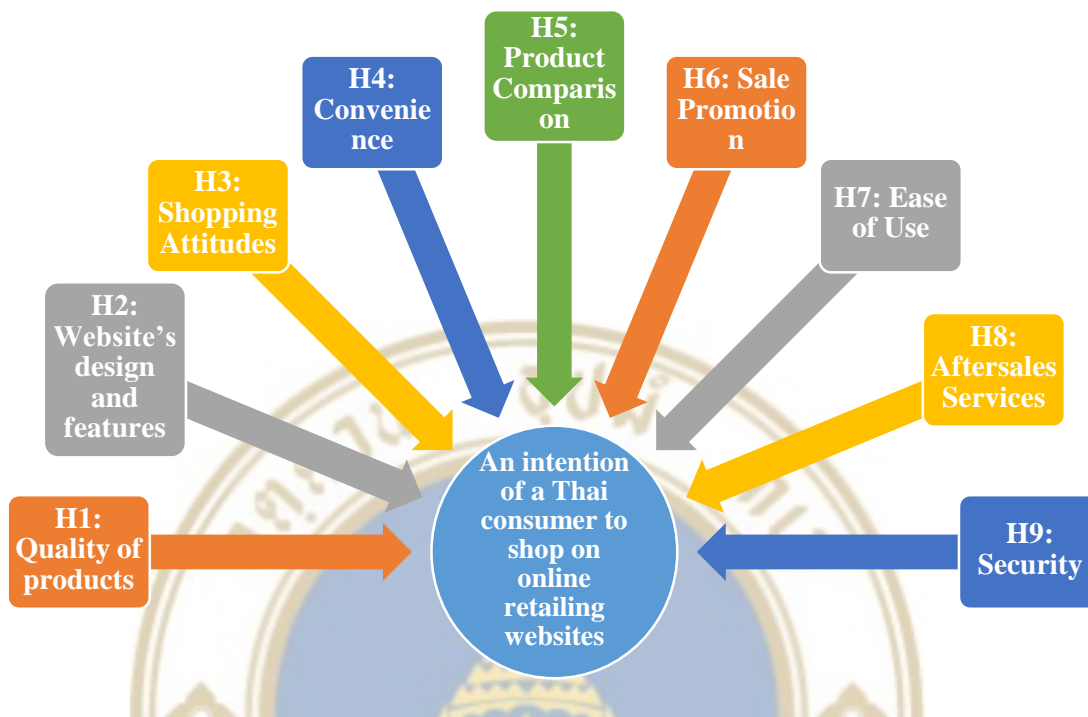
Those aforementioned factors are behavioral factors for online consumers and the influencing factors for online retailing businesses. These findings are from the previous studies by Park et al. (2013), Eastman et al. (2009), Lai et al. (2014), Shobeiri et al. (2015), Suki (2013), and a theoretical consumer decision model by Schiffman and Kanuk (2007). Moreover, there is a study of online Thai internet user behaviors which is 'Thailand Internet User Profile 2015 conducted by Electronic Transactions Development Agency'. Therefore, the studies which look deeply into the influential

factors for the online retail websites in Thailand are still rare. Hence, this study will aim to focus mainly on factors that could influence Thai online consumers' intentions to shop on large online retailing websites in Thailand.





## 2.4 Conceptual Framework



**Figure 2.2: The conceptual framework of factors influencing Thai consumers' intention to shop on online retailing websites in Thailand**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

In this chapter, the methodologies that researcher used are discussed. These methodologies help clarifying how researcher could reach objective outcomes of this research. Therefore, this chapter describes research design, population and sampling methods, data collection, and data analysis.

#### **3.1 Research Design**

This research used the quantitative research method to collect data. The quantitative method is referred to as a method of collecting data through survey instruments. This method normally uses a large sample size, and different types of questions are involved. The data obtained by this method is analyzed by numerical and statistical systems (Davis, 2005).

#### **3.2 Population and Sampling**

The population of this research is people who have shopped on the large e-retailers websites in Thailand such as Lazada, Zalora, Central Online, Shopat7.com, Tesco Lotus Online, Tops, and etc. This research targeted people who have shopped on these websites in the previous six months. Moreover, only people who live in Bangkok were focused.

For the sampling method, the convenient sampling method was the method that was used for data collection. The convenient sampling, or a non-probability sampling method, is a method to collect data without any selective probability methods (Price, 2013). Therefore, the convenient sampling method was the method that could be used to collect data from respondents who were conveniently available at that time of

collecting data. Therefore, this method was suitable for this research because the data could be obtained more quickly.

For the size of population, it was still unable to identify exact number of people who have used the service of Thai online retailing websites. Therefore, a calculating formula for the infinite population was used to calculate a sample size for this research as following (Sinjaru, 2013).

$$n = \frac{p(1-p)(z)^2}{e^2}$$

Source: Sinjaru, 2013.

Where,

n: a sample size

P: a Percentage of sample size from the whole population

e: a Percentage of error

Z: a Confident level that a researcher can set which normally has 2 levels such as 95 % of confident level, where Z is equal to 1.96 and 99 % of confident level, where Z is equal to 2.58.

Therefore, for this research, P was set to be 20%. Percentage of error was 5%, and a confident level was 95%. The above formula was used to calculate the sample size as following.

$$\begin{aligned} n &= \frac{(.20)(1-.20)(1.96)^2}{.05^2} \\ &= \frac{(.20)(.80)(3.8416)}{.0025} \\ &= \frac{.6147}{.0025} \\ n &= \mathbf{245} \end{aligned}$$

Therefore, sample size for this research was 245 respondents according to the above calculation.

### 3.3 Data Collection

This research used an online questionnaire survey as a method to collect data from targeted respondents. An online survey service from Typeform.com was used to conduct an online questionnaire survey, and it was convenient to gather data and to export all data into SPSS. The questionnaires were divided into four parts, which were screening questions, general questions, and specific questions, and demographic questions. For the screening part, some questions asked whether respondents have purchased anything online in the past six months, and some questions also asked whether they have purchased anything from the large online retailer websites in Thailand. If a respondent clicked 'No' for the two screening questions, the online survey system would then automatically lead them to the demographic question part. Therefore, this system was helpful to filter only targeted respondents. In the general part, questions in this part aimed to gain general information from the respondents about their behaviors such as how many times they have purchased products online. For the specific part, questions in this part were based on each construct of consumer behaviors and online shopping influencing factors towards online shopping such as quality of products convenience, shopping attitudes, product comparison, website's design and interactive features, value for money, sale promotion, ease of use, security, and aftersales services. Moreover, there were also three questions in the last part to measure an intention of a Thai consumer to shop online. Most of the questions for consumer behaviors and influencing factors are modified from Suki (2013), Park et al. (2013), Eastman et al. (2009), and Lai et al. (2014). In addition, some questions were also self-constructed by the researcher. Moreover, for the three intention questions, they were also taken from Vijayasaraty (2003).

Furthermore, in the specific question part, seven Likert scales from Vijayasaraty (2003) were also used to measure significant levels for consumer behaviors and influencing factors questions such as 1: strong disagree, 2: disagree, 3: somewhat disagree, 4: neutral, 5: somewhat agree, 6: agree, and 7: strongly agree. Also, another kind of seven Likert scales is used to measure consumers' intentional probability to shop online which was also taken from Vijayasaraty (2003), and those seven probable scales are 1: very improbable, 2: improbable, 3: somewhat improbable, 4: neutral, 5: somewhat probable, 6: probable, and 7: very probable Therefore, having

these specific questions enabled the measurement of each constructs that obtained from the previous researches about online shopping influencing factors and consumer shopping behaviors.

Lastly, the final part of questionnaires was the demographic part. Numbers of questions were asked about gender, age, education level, income, and occupation. In addition, the questionnaires were translated into Thai language in order to avoid misunderstanding.

### **3.4 Data Analysis**

Firstly, the researcher used Frequencies table to analyze backgrounds and profiles of the respondents such as percentages of gender, income, frequencies of purchasing products online, and etc. Moreover, the researcher used Factor Analysis technique to come up with most reliable sets of constructs that could be used to test the relationships with the dependent variable. Factor analysis is the technique that is used to reducing and summarizing data. This method enables the researcher to cut items that are not significant enough until coming up with clean groups of constructs. During this analysis, items with cross loading, factor loading value lower than 0.4, and missed-matched meanings were cut off one by one (Shannon et al, 2015). After getting clean sets of constructs from Factor analysis, the researcher then used Cronbach's Alpha technique to test the reliability of the question items of each construct. A construct should be accepted with an Alpha value more than 0.6 (Cooper & Schindler, 2013). Moreover, Correlational analysis was then used to see the relationships of all the constructs to each other. Finally, Multiple Regression analysis was used to test the hypotheses in order to see the relationships between independent variables and the dependent variable.



## **CHAPTER IV**

### **RESEARCH FINDINGS**

In this chapter, it mainly discusses about what researcher has found. Demographic backgrounds and overall purchasing behaviors of the respondents are described. Also, factors influencing Thai consumers' intentions to shop online are presented through the analysis techniques that have been used such as Factor Analysis, Cronbach's Alpha, Correlation, and Multiple Regression.

#### **4.1 Demographic Backgrounds**

From the findings in table 4.1, most of respondents are female, which account for 80.4 %, and male respondents account for 19.6 %. Most of the respondents are between 26 – 30 years old, which account for 57.1 %. Moreover, 79.6 % of them are single, and most of the respondents have an income range between 20,001 – 30,000 Baht, which accounts for 55.5%. In addition, most of the respondents are company employees and government/state enterprise employees, which account for 52.7 % and 21.6 % accordingly. Lastly, most of the respondents have educational levels at an undergraduate level, which accounts for 75.5%.

**Table 4.1: Demographic Background Findings**

Variables	Items	Percentage (n = 245)
<b>Gender</b>	Male	19.6%
	Female	80.4%
	<b>Total</b>	<b>100%</b>
<b>Age</b>	15 - 20 years old	2.0%
	21 - 25 years old	18.0%
	26 - 30 years old	57.1%
	31 - 35 years old	15.9%
	36 - 40 years old	3.3%
	41 - 45 years old	2.9%
	51 years old or more	0.8%
	<b>Total</b>	<b>100%</b>
<b>Marital Status</b>	Single	79.6%
	Married	20.4%
	<b>Total</b>	<b>100 %</b>
<b>Monthly Income</b>	less than 10000 THB	2.9%
	10001 - 20000 THB	20.0%
	20001 - 30000 THB	55.5%
	30001 - 40000 THB	15.9%
	More than 40001 THB	5.7%
	<b>Total</b>	<b>100 %</b>
<b>Occupations</b>	Government/State Enterprise Employee	21.6%
	Business Owner	13.9%
	Company Employee	52.7%
	Student/College Student	10.6%
	Other	1.2%
	<b>Total</b>	<b>100 %</b>
<b>Educations</b>	High School or lower	1.6%
	Undergraduate	75.5%
	Graduate	20.0%
	Higher than graduate	2.9%
	<b>Total</b>	<b>100 %</b>

## 4.2 Purchasing Behaviors

From the data provided in table 4.2, most of the respondents purchased products on online retailing websites averagely one time per month. They mostly purchased products with the price ranges between 500 – 1,000 Baht and 1,001 – 5,000 Baht, which account for 56.3 % and 38% accordingly. Moreover, most of the respondents used smartphones to access online retailing websites, which account for



38.4%. Also, the device with the second highest percentage is a laptop computer, which accounts for 31.4%. In addition, most of the respondents accessed those websites between 20.01 – 00.00 hrs, which accounts for 42.9%. Furthermore, the first top three product types that were mostly purchased are cloth/bag/shoe, cosmetic & healthcare products, and personal care products, which account for 48.2%, 38.4%, and 25.7% accordingly.

**Table 4.2: Purchasing Behavior Findings**

<b>Variables</b>	<b>Percentage (n=245)</b>	
<b>Purchasing Frequencies</b>	1 time per month	72.7%
	2 - 3 times per month	22.0%
	more than 3 times per month	5.3%
	<b>Total</b>	<b>100 %</b>
<b>Price Ranges</b>	less than 500	2.0%
	500 - 1000 THB	56.3%
	1001 - 5000 THB	38.0%
	5001 - 10000 THB	3.7%
	<b>Total</b>	<b>100 %</b>
<b>Devices</b>	Smartphone	38.4%
	Personal Computer	22.0%
	Laptop	31.4%
	Tablet	8.2%
	<b>Total</b>	<b>100 %</b>
<b>Accessing Time</b>	08.01 - 12.00	5.7%
	12.01 - 16.00	23.7%
	16.01- 20.00	27.8%
	20.01 - 24.00	42.9%
	<b>Total</b>	<b>100 %</b>



**Figure 4.1: Purchased Product Types**

### 4.3 Factor Analysis

Researcher used factor analysis to re-ensure the structure of the relationships between variables, and this technique was used to ensure that each question item was certainly belonged to each construct. Factor analysis also helped reducing insignificant variables which have factor loading lower than 0.4 (Shannon et al, 2015). In the factor analysis techniques, researcher looked at Total Variance Explained, Scree Plot, and Rotated Component Matrix.

#### 4.3.1 Total Variance Explained

For the Total Variance Explained, components or factors that could be taken into account are the components that have total initial eigenvalues more than one and have a cumulative percentage between 60 – 70%. From the table 4.3, there are five factors that have Eigenvalues more than one, and these five factors also have a total cumulative percentage at 68.61%. Therefore, it could be concluded that there are five factors that provide significant values for this research.

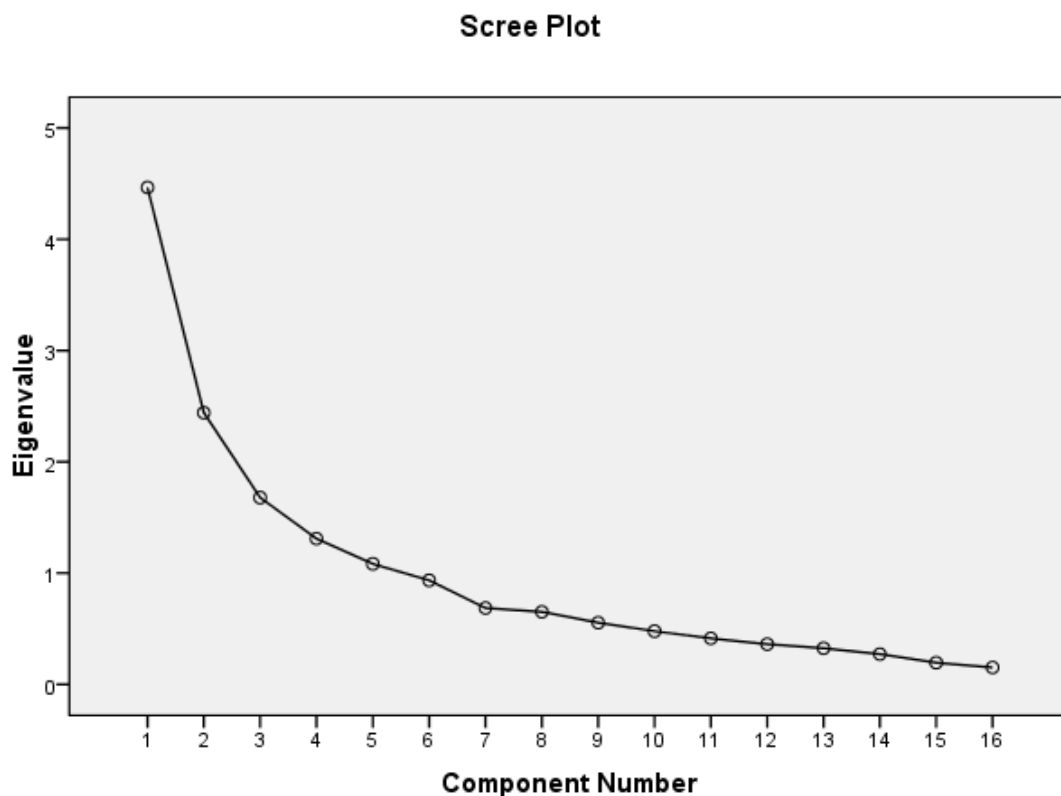
**Table 4.3: Total Variance Explained**

Comp onent	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.466	27.913	27.913	2.525	15.779	15.779
2	2.441	15.258	43.171	2.514	15.711	31.491
3	1.678	10.490	53.661	2.374	14.839	46.329
4	1.309	8.182	61.843	1.868	11.675	58.005
5	1.083	6.768	68.611	1.697	10.606	68.611
6	.935	5.842	74.453			
7	.686	4.287	78.740			
8	.652	4.073	82.813			
9	.554	3.463	86.276			
10	.478	2.988	89.264			
11	.413	2.583	91.847			
12	.362	2.260	94.107			
13	.325	2.029	96.136			
14	.272	1.700	97.836			
15	.195	1.217	99.052			
16	.152	.948	100.000			

Extraction Method: Principal Component Analysis.

#### 4.3.2 Scree Plot

The second step of factor analysis is to look at a scree plot. From the figure 4.2, it shows the scree plot results confirming the significant groups of factors. An interesting point of scree plot is where the curve has a clear dropping separation. From this figure 4.2, the separating point seems to start from the component number five and six onwards. However, according to the total Eigenvalue in the previous table 4.3, only component number one to five have Eigenvalue more than one. Therefore, it concludes that only the component number one to five should be retained as significant factors.



**Figure 4.2: Scree Plot**

### 4.3.3 Rotated Component Matrix

In this step, it shows the numbers of columns representing total numbers of factors. Before coming up with the results in the table 4.4, researcher had total 29 question items. However, researcher had run several rounds of factor analysis technique by cutting insignificant variables one by one until it showed the final clean results as following. Insignificant variables mean variables that have factor loading scores lower than 0.4, and it should not contain cross loading scores. Also, variables have to group together with similar meanings. Therefore, the table 4.4 provides the results of the significant 16 question items that could be grouped together into five factors, which are Intention to shop online(dependent variable), Security and Aftersales Service, Quality of Product and Web's Design and Features, Product Comparison, and Shopping Attitudes.

**Table 4.4: Rotated Component Matrix**

Question items	Components					Factor Names
	1	2	3	4	5	
I intend to use the Internet frequently to do my shopping	.851					<b>Intention to shop online</b>
I intend to use the Internet whenever appropriate to do my shopping.	.831					
I will shop via online retail website in the near future	.795					
An excellent online retailing website enables me to return and exchange product easily		.910				<b>Security and Aftersales Services</b>
An excellent online retailing website can quickly resolves any after-purchased problems		.891				

**Table 4.4: Rotated Component Matrix (Cont.)**

Question Items	Components					Factor Names
	1	2	3	4	5	
I prefer online retailing websites that provide secured protection for my private data		.767				<b>Security and Aftersales Services (Cont.)</b>
I think expensive products are excellent in quality			.686			
I select products with reliable after sale service even if the prices are high			.686			
I buy products with good performance or quality rather than those with good designs			.655			

**Table 4.4: Rotated Component Matrix (Cont.)**

Question Items	Components					Factor Names
	1	2	3	4	5	
I prefer online retailing websites that have good design			.622			<b>Quality of Product and Web's Design and Features (Cont.)</b>
I prefer online retailing websites that have interactive features			.618			
I look around many shops and compare before buying products				.840		<b>Product Comparison</b>
I often compare online product prices with actual store products.				.815		
I search for information/comments from previous buyers on products before buying it				.530		
Buying things makes me happy.					.849	<b>Shopping Attitudes</b>
I get stressed when I am unable to do online shopping when I want to					.792	
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 5 iterations.						



#### 4.4 Data Validation

After researcher got five sets of factors from the factor analysis, these five sets of factors were then tested the reliability by using Cronbach's Alpha value. From the table 4.5, all five factors have Alpha values more than 0.6 which mean all factors are reliable (Cooper & Schindler, 2013). The factor with highest Alpha value is Security and Aftersales Services, which has an Alpha value of 0.852, and the factor with the lowest Alpha value is Product Comparison, which has an Alpha value of 0.644. Therefore, all of the five factors, which are Intention to shop online(dependent variable), Security and Aftersales Service, Quality of Product and Web's Design and Features, Product Comparison, and Shopping Attitudes, could be used for the further analysis.

**Table 4.5: Cronbach's Alpha Values**

Questions	Factor Names	Cronbach's Alpha Value
I intend to use the Internet frequently to do my shopping	<b>Intention to shop online</b>	<b>0.849</b>
I intend to use the Internet whenever appropriate to do my shopping.		
I will shop via online retail website in the near future		
An excellent online retailing website enables me to return and exchange product easily	<b>Security and Aftersales Services</b>	<b>0.852</b>
An excellent online retailing website can quickly resolves any after-purchased problems		
I prefer online retailing websites that provide secured protection for my private data		

**Table 4.5: Cronbach's Alpha Values (Cont.)**

Questions	Factor Names	Cronbach's Alpha Value
I think expensive products are excellent in quality	<b>Quality of Product and Web's Design and Features</b>	<b>0.721</b>
I select products with reliable after sale service even if the prices are high		
I buy products with good performance or quality rather than those with good designs		
I prefer online retailing websites that have good design		
I prefer online retailing websites that have interactive features		
I look around many shops and compare before buying products	<b>Product Comparison</b>	<b>0.644</b>
I often compare online product prices with actual store products.		
I search for information/comments from previous buyers on products before buying it		
Buying things makes me happy.	<b>Shopping Attitudes</b>	<b>0.688</b>
I get stressed when I am unable to do online shopping when I want to		

From the results of Factor Analysis, some factors were combined with other factors. Therefore, new seven hypotheses are developed as the followings.

*H1: There is a positive relationship between quality of product and web's design and features and an intention of a consumer to shop on online retailing websites.*

*H2: There is a positive relationship between consumers' attitudes of online shopping and an intention of a consumer to shop on online retailing websites.*

*H3: There is a positive relationship between a consumer's perception of convenience and an intention of a consumer to shop online.*

*H4: There is a positive relationship between consumers' behaviors of product comparison and an intention of a consumer to shop online*

*H5: There is a positive relationship between sale promotion and an intention of a consumer to shop online*

*H6: There is a positive relationship between ease of use and an intention of a consumer to shop online*

*H7: There is a positive relationship between a consumer's perception of security and aftersales service and an intention of a consumer to shop online*

#### **4.5 Correlational Analysis**

From the table 4.6, it shows the relationships among each variables. Most of variables have significant relationships to each other because most of them have significant levels at the 0.01. There are also some few items that have the significant level at 0.05. The strongest relationship is between Quality of Product and Web's Design & Features and Intention to shop online ( $r = 0.458$ ,  $p < 0.01$ ). However, there are some variables that have no significant relationship to each other which are Quality of Product and Web's Design & Features and Security and Aftersales Services ( $r = .109$ ,  $p = 0.089$ ), and Shopping Attitude and Security and Aftersales Services ( $r = -.027$ ,  $P = 0.670$ )

Moreover, by looking at the Mean of each independent variable from the table 4.6, Shopping attitude has an average of 'somewhat agree' level ( $m = 5.13$ ,  $SD = 1.027$ ). Moreover, Quality of Product and Web's Design & Features and Product Comparison have an average of 'agree' level ( $m = 5.75$ ,  $SD = 0.636$ , and  $m = 6.17$ ,  $SD = 0.596$  accordingly). However, Security and Aftersales Service factor has the 'strongly agree' level ( $m = 6.50$ ,  $SD = 0.574$ ), which implied that it is a significant influencing factor for the Thai consumers to shop online. For the intention to shop online, it implied from the result that most respondents 'agree' on their intentions to shop online in the near future ( $m = 5.75$ ,  $SD = 0.953$ ).

Table 4.6: Correlations

	Mean	Std. Deviation		Intention to shop online	Security and Aftersales Services	Quality of Product And Web Design & Features	Product Comparison	Shopping Attitude
<b>Intention to shop online</b>	5.75	.953	Pearson Correlation Sig. (2-tailed) N	1 .216** .001 245		.458** .000 245	.248** .000 245	.412** .000 245
<b>Security and Aftersales Services</b>	6.50	.574	Pearson Correlation Sig. (2-tailed) N	.216** .001 245	1 .109 .089 245		.181** .005 245	-.027 .670 245
<b>Quality of Product And Web Design &amp; Features</b>	5.75	.636	Pearson Correlation Sig. (2-tailed) N	.458** .000 245	.109 .089 245	1 .243** .000 245		.401** .000 245
<b>Product Comparison</b>	6.17	.596	Pearson Correlation Sig. (2-tailed) N	.248** .000 245	.181** .005 245	.243** .000 245	1 .150* .019 245	
<b>Shopping Attitude</b>	5.13	1.027	Pearson Correlation Sig. (2-tailed) N	.412** .000 245	-.027 .670 245	.401** .000 245	.150* .019 245	1 245

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

## 4.6 Multiple Regression Analysis

From table 4.7, it shows that the R Square value is 0.316 or 31.6%, which means that 31.6% of the variance in the intention to shop online is influenced by the independent variables such as quality of product and web's design & features, security and aftersales service, and shopping attitude. Moreover, from the table 4.8, it also shows  $P = 0.000$  and  $F = 27.778$ . This means that at least one of the independent variables has a significant predictive relationship with the dependent variable (intention to shop online). Therefore, researcher continued the test in order to see what those independent variables that could predict the intention of consumers to shop online are.

Furthermore, from the table 4.9, it shows the predictive independent variables that are significant to influence an intention to shop online among Thai consumers. From the table, *quality of product and web's design & features, shopping attitudes, and security and aftersales services* could influence Thai consumers' intentions to shop online with ( $\beta = 0.303, p = 0.000$ ), ( $\beta = 0.281, p = 0.000$ ), and ( $\beta = 0.172, p = 0.002$ .) accordingly.

**Table 4.7: Model Summary**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.563 <sup>a</sup>	.316	.305	.79452

a. Predictors: (Constant), ShoppingAttitude, SecurityAndAfterSaleServices, ProductComparison, QualityofProductAndWebDesignAndFeatures



**Table 4.8: Anova**

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.142	4	17.535	27.778	.000 <sup>a</sup>
	Residual	151.503	240	.631		
	Total	221.644	244			

a. Predictors: (Constant), ShoppingAttitude, SecurityAndAfterSaleServices, ProductComparison, QualityofProductAndWebDesignAndFeatures

b. Dependent Variable: IntentiontoShopOnline

**Table 4.9: Coefficients**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.040	.789		-1.318	.189
	<b>Security and Aftersales Services</b>	<b>.286</b>	.091	.172	3.150	<b>.002</b>
	<b>Quality of Product and Web Design And Features</b>	<b>.453</b>	.090	.303	5.065	<b>.000</b>
	Product Comparison	.161	.089	.101	1.806	.072
	<b>Shopping Attitude</b>	<b>.260</b>	.054	.281	4.791	<b>.000</b>

a. Dependent Variable: IntentiontoShopOnline

From the regression analysis results from the table 4.7, 4.8 and 4.9, researcher is able to conclude the hypotheses results as below in the table 5.0. However, H3, H5, and H6 were not tested because they were cut off during running the factor analysis technique.

**Table 4.10: Results of hypotheses testing**

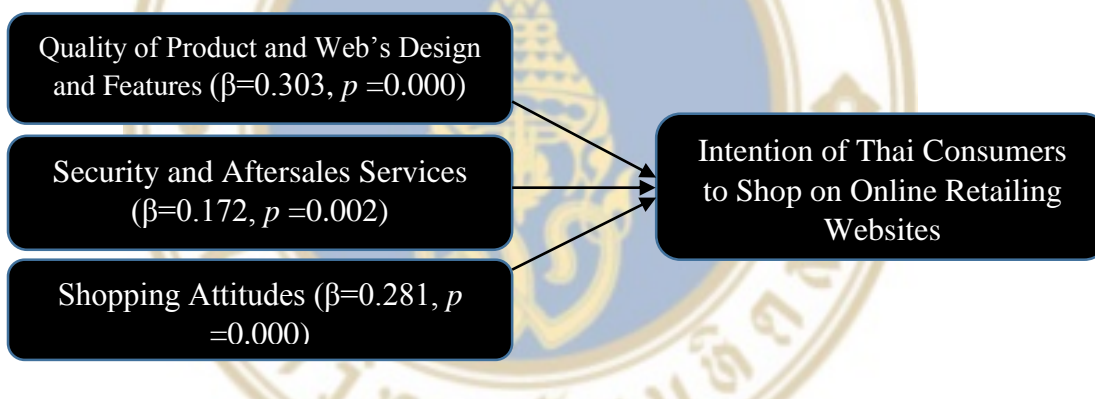
<b>No</b>	<b>Hypotheses</b>	<b>Outcome</b>
<b>H1</b>	There is a positive relationship between quality of product and web's design and features and an intention of a consumer to shop on online retailing websites.	<b>Accepted</b>
<b>H2</b>	There is a positive relationship between consumers' attitudes of online shopping and an intention of a consumer to shop on online retailing websites.	<b>Accepted</b>
<b>H3</b>	There is a positive relationship between a consumer's perception of convenience and an intention of a consumer to shop online.	Not tested
<b>H4</b>	There is a positive relationship between consumers' behaviors of product comparison and an intention of a consumer to shop online	<b>Rejected</b>
<b>H5</b>	There is a positive relationship between sale promotion and an intention of a consumer to shop online	Not tested
<b>H6</b>	There is a positive relationship between ease of use and an intention of a consumer to shop online	Not tested
<b>H7</b>	There is a positive relationship between a consumer's perception of security and aftersales service and an intention of a consumer to shop online	<b>Accepted</b>

## CHAPTER V

### DISCUSSION AND LIMITATION OF THE STUDY

#### 5.1 Discussion

This research aims to find influencing factors that could influence Thai consumers to shop on online retailing websites in Thailand. From the results of the regression analysis, there are at least three factors that could influence Thai customers to shop on online retailing websites in Thailand, and researcher would like to illustrate the final conceptual model in the figure 5.1 below.



**Figure 5.1: The conceptual model of influencing factors for Thai consumers' intention to shop on online retailing websites**

The first influencing factor is 'Quality of Product and Web's Design and Features'. First of all, good quality and good performance of products could influence Thai consumers' intention to shop on online retail websites in Thailand. The influencing behaviors of the consumers include selecting products which have good quality, performance, and value of money. From the literature review, there are some suggestions from the previous studies that online shoppers prefer good performance and good quality of products as well as value of money (Park et al., 2013). Moreover, online retailing websites which have a good design of their websites together with some interactive features or plugin could also influence Thai consumers' intentions to shop

on their websites. Also, good design and interactive features of the online retailing websites could gain good attitudes and impression from online consumers (Shobeiri et al., 2015). Therefore, for Thai online consumers, availability of products with good quality and value of money together with good design and interactive features of the website could influence intentions of Thai consumers to shop online.

Furthermore, security and aftersales service is also another factor that could influence intentions of Thai consumers to shop on online retailing websites. According to Thailand Internet User Profile 2015 conducted by Electronic Transactions Development Agency, it suggested that Thai online consumers still have some problems about aftersales services such as delayed delivery, product broken during delivery, and incorrect amount of received products. In addition, security is also another important issue. Online shoppers are more concerned with the security of doing online shopping, especially for the online payment system and personal information. Therefore, from the result of the analysis, it clearly implies that reliable aftersales services and security systems could influence Thai consumers' intentions to shop online retailing websites.

Moreover, another factor that could influence an intention to shop on the online retailing websites in Thailand is consumers' attitudes toward online shopping. According to the previous studies by Park et al. (2013) and Lai et al. (2014), some customers shopped online because of their pleasures, and they wanted to do it just to relax or to enjoy it. Therefore, these people have good attitudes toward shopping, and the good attitude itself could finally motivate their intentions or decisions to purchase. Moreover, sometimes they may get stressed if any technical problems occurred on the websites.

In addition, in term of purchasing behaviors, 72.7% of the respondents purchased products from online retailers averagely one time per month, and 56.3% of them purchased products with a price range between 500 – 1,000 Thai Baht. Moreover, a smartphone seems to be the most popular device that Thai consumers use to access online retailers, which accounts for 38.4%. The second and third popular devices are laptop and personal computer, which account for 31.4 % and 22% accordingly. In addition, the most popular time period that the respondents access online retailers is from 20.01 – 00.00 hrs, which accounts for 42.9%. The second and third popular periods are 16.01 – 20.00 and 12.01 – 16.00 hrs, which account for 27.8 % and 23.7%

accordingly. Clothe, bag, and shoe are the most popular product types that are mostly purchased on online retailing websites, which account for 48.2%. Cosmetic & healthcare product and personal care product rank the second (38.4%) and the third (25.7%) popular types.

## **5.2 Practical Implications**

Based on the research findings, first of all, online retailers should apply some interactive features with their websites. A user interface of an online retailing website should be integrated with some dynamic online features or plug-ins that contribute to ease of use and enjoyment while surfing on the websites. Interactive features could be also applied with how to display a product information. For example, an online retailing website could have an interactive feature where customers could view products virtually 360 degrees. This is one example of the interactive features that an online retailing website should implement and it would affect customers' decisions to purchase. Moreover, a website design should not be overlooked. An online retailing website should have nicely-designed webpages which could create impressions for consumers while surfing.

Moreover, online retailing websites should provide products that have good quality and good performance which contribute to value of money for customers. Customers seek for products that provide longer usage life, and these products are not necessary to have low prices. Customers are willing to pay if a product itself has a good quality and good performance.

Furthermore, the websites should improve their security systems. The security systems should include secured payment gateways and the protection of customers' personal information. The websites which have better security systems could attract more customers to their websites because today there are many criminal issues on the internet. In addition, online retailers should provide reliable aftersales services.

One of example of aftersales service is to exchange or to return products. Online retailers should provide less complicated procedures for customers. Moreover, some issues may happen after purchasing, for example, incorrect amount of products received, broken products due to delivery, etc. Online retailers should provide clear and



easy procedures of how customers should manage these issues. Moreover, online retailers should have a dedicated customer service department that specially deals with these issues only.

Moreover, as previously discussed, some people do online shopping because of their good attitudes towards it, or they want to enjoy doing it. Therefore, all those aforementioned recommendations about good design and interactive features, good quality of products, reliable security system and good aftersales services could contribute to the smoothness of all the services available on an online retailing website itself. Finally, it could attract more customers to the website because they could feel that the website has good quality of products, good design and interactive features, and better security and aftersales services to support them. Moreover, online retailers should make it more fun for customers to shop such as personalized product recommendations and occasional sale promotions. These activities could attract customers' interests to shop online.

In addition, based on the findings from purchasing behavior information, there are some recommendations that researcher also would like to suggest. First of all, a smartphone is the most popular device that Thai consumers use followed by laptop and personal computer. Therefore, online retailers have to design their webpages to be fit with any kinds of screen resolutions so that consumers would not have any problems while visiting their websites either through their smartphones, tablets, or computers. Also, during 20.01 – 00.00 hrs and 16.00 – 20.00 hrs seem to be the periods of time that most of the consumers are available to shop, so online retailers should introduce or launch new products or new sale promotions during these time periods. Moreover, from the findings, it seems that a price range between 500 – 1,000 Thai Baht is an average price range per one online transaction. Hence, online retailers should launch some sale promotions in order to motivate consumers to buy in higher price volumes. In addition, sale promotions or a bundle pricing strategy could be launched with some product types that are not popular in order to increase sales and to draw more customers to buy these types of products.



### **5.3 Limitation and Recommendation for Future Research**

This research has some limitations that researcher would like to address. First of all, the sample size is still not large enough in order to get more reliable data, and the respondents were only from Bangkok which may not represent overall opinions of Thai consumers. Therefore, future researches should have a larger sample size in order to get more reliable results. Moreover, respondents from different parts of Thailand should be included as much as possible. In addition, the convenient sampling method could somehow lessen the reliability of the results as there might be some biases contained.

Moreover, this research still only looked at perspectives of Thai consumers who have experiences in purchasing products from online retailers. Therefore, future researches could explore more into perspectives of those people who have not had any experiences with online retailers before. By doing this, it could generate more useful information to come up with some more marketing activities to attract this group of customers.

### **5.4 Conclusion**

The objective of this research is to find factors influencing Thai consumers to shop on online retail websites in Thailand. Researcher has reviewed the previous literatures with related theories and topics. The data was obtained by online questionnaires, and it was then analyzed by using Frequency tables, Factor Analysis, Cronbach's Alpha, Correlation, and Multiple Regression techniques. From the findings, most of the respondents are single female, who are between 26 – 30 years old. Most of them are undergraduates who currently work as company employees with the income range between 20,001 – 30,000 Thai Baht. Moreover, in term of purchasing behaviors, most of them purchased averagely one time per month with the price range between 500 – 1,000 Thai Baht per transaction. Furthermore, the most popular types of products that were bought on online retailing websites were clothe, bag, and shoe. More importantly, there are three factors that could influence Thai consumers' intentions to shop on online retailing websites, which are quality of products and the website's design & features, security and aftersales services, and shopping attitudes. Therefore, if any future firms

who would like join an online B2C market in Thailand, they have to make sure that at least these three factors should be exercised.



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## **APPENDIC A: Questionnaires**

### **Influencing Factors Affecting Thai Consumers' Intentions to Shop on Online Retailing Websites in Thailand**

This questionnaire is conducted by College of Management, Mahidol University's student to study influencing factors and behaviors of Thai consumers toward online retail websites.

#### **What is online retailing website?**

Online retailing website is a website that uses B2C business models (Business to Customer). Today, there are a numbers of large online retailing websites in the online market such as Lazada, Zalora, Ensogo, Central Online, Shopat7, and Tesco Lotus Online, Tops Online, Power Buy etc.

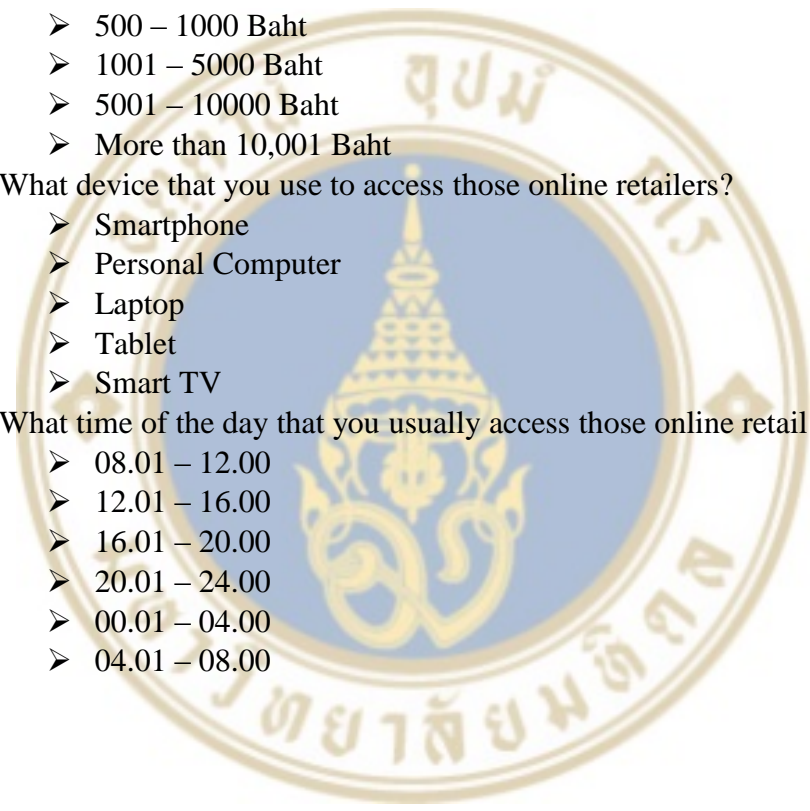
#### **Part 1: Screening**

1. Have you purchase online shopping in the last 6 months?
  - Yes (continue question 2)
  - No (*Thank you very much, please proceed to demographic questions*)
  
2. Have you ever purchase products through the large online retailer websites such as Lazada, Zalora, Ensogo, Central Online, Shopat7, and Tesco Lotus Online, etc.
  - Yes
  - No (*Thank you very much, please proceed to demographic questions*)

#### **Part 2: General Questions**

3. What are product categories that purchase through online retail websites? (*you can choose more than one answer*)
  - Clothe/Bag/Shoe
  - Accessories/Jewelry/Watches
  - Cosmetics/Healthcare products
  - Electronic/IT
  - Books
  - Entertainments
  - Personal care product (e.g. toiletries)
  - Furniture/Home Decoration
  - Fresh Products/Cooking products



- Pet products
  - Kid Products
  - Other (please specify)
4. How often do you purchase products from online retailers?
- 1 time per month
  - 2-3 times per months
  - More than 3 time per months
5. What is an average price range for each of your online transaction?
- Less than 500
  - 500 – 1000 Baht
  - 1001 – 5000 Baht
  - 5001 – 10000 Baht
  - More than 10,001 Baht
6. What device that you use to access those online retailers?
- Smartphone
  - Personal Computer
  - Laptop
  - Tablet
  - Smart TV
7. What time of the day that you usually access those online retail website?
- 08.01 – 12.00
  - 12.01 – 16.00
  - 16.01 – 20.00
  - 20.01 – 24.00
  - 00.01 – 04.00
  - 04.01 – 08.00
- 

### Part 3: Specific Questions

Questions	Strongly Disagree	Disagree	Some what disagree	Neutral	Some what agree	Agree	Strongly Agree
8.) I do online shopping because I can look around many products very easily	1	2	3	4	5	6	7
9.) I do online shopping because I can shop from anytime & anywhere I want to.	1	2	3	4	5	6	7
10.) I feel shopping on online retailing website is better than going to actual stores.	1	2	3	4	5	6	7
11.) When I shop online, I could obtain information on products faster	1	2	3	4	5	6	7
12.) If I have free time, I will do online shopping	1	2	3	4	5	6	7
13.) I get stressed when I am unable to do online shopping when I want to	1	2	3	4	5	6	7
14.) Buying things makes me happy.	1	2	3	4	5	6	7
15.) I look around many shops and compare before buying products	1	2	3	4	5	6	7
16.) I often compare online product prices with actual store products.	1	2	3	4	5	6	7

Questions	Strongly Disagree	Disagree	Some what disagree	Neutral	Some what agree	Agree	Strongly Agree
17.) I search for information/comments from previous buyers on products before buying it	1	2	3	4	5	6	7
18.) I buy products only with famous brands even if they are expensive	1	2	3	4	5	6	7
19.) With the same product, I may choose another brand if it has lower prices even though I do not know that brand	1	2	3	4	5	6	7
20.) I continue buying products that I have bought before	1	2	3	4	5	6	7
21.) I use products for a long time until they become unusable	1	2	3	4	5	6	7
22.) I buy products with good performance or quality rather than those with good designs	1	2	3	4	5	6	7
23.) I think expensive products are excellent in quality	1	2	3	4	5	6	7
24.) I select products with reliable after sale service even if the prices are high	1	2	3	4	5	6	7
25.) I buy products from online retailers during sale periods	1	2	3	4	5	6	7

Questions	Strongly Disagree	Disagree	Some what disagree	Neutral	Some what agree	Agree	Strongly Agree
26.) I think sale promotional offered online is more attractive	1	2	3	4	5	6	7
27.) I found online retail stores have cheaper prices than actual stores	1	2	3	4	5	6	7
28.) I prefer online retailing websites that are easy to use	1	2	3	4	5	6	7
29.) I prefer online retailing websites that have interactive features	1	2	3	4	5	6	7
30.) I prefer online retailing websites that have good design	1	2	3	4	5	6	7
31.) I prefer online retailing websites that provide secured protection for my private data	1	2	3	4	5	6	7
32.) An excellent online retailing website enables me to return and exchange product easily	1	2	3	4	5	6	7
33.) An excellent online retailing website can quickly resolves any after-purchased problems	1	2	3	4	5	6	7

**Part 4: Consumer Intention toward shopping via online retail websites**

Questions	Strongly disagree	Disagree	Some what Disagree	Neutral	Some what agree	Agree	Strongly Agree
34.) I use (intend to use) the Internet frequently to do my shopping	1	2	3	4	5	6	7
35.) I use (intend to use) the Internet whenever appropriate to do my shopping.	1	2	3	4	5	6	7
	Very Improbable	Improbable	Some what improbable	Neutral	Some what Probable	Probable	Very Probable
36.) I will shop via online retail website in the near future	1	2	3	4	5	6	7

**Part 5: Demographic Questions**

37. What is your age range?

- Less than 15 years old
- 15 – 20 years old
- 21 – 25 years old
- 26 – 30 years old
- 31 – 35 years old
- 36 – 40 years old
- 41 – 45 years old
- 46 – 50 years old

- 51 years old or more

38. What is your gender?

- Male
- Female

39. What is your marital status?

- Single
- Married

40. What is your educational level?

- High School or lower
- Undergraduate
- Graduate
- Higher than graduate

41. How much is your monthly income?

- Less than 10,000 THB
- 10001 – 20000 THB
- 20001 – 30000 THB
- 30001 – 40000 THB
- More than 40001 THB

42. What is your occupation?

- Government/State Enterprise employees
- Business Owner
- Company Employee
- Student/College Student
- Other.....

