

**THE FACTORS THAT INFLUENCE ONLINE PURCHASE  
INTENTION OF THAI FEMALE CONSUMER IN BANGKOK  
AREA TOWARDS SPORT APPAREL**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
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Thematic paper  
entitled  
**THE FACTORS THAT INFLUENCE ONLINE PURCHASE  
INTENTION OF THAI FEMALE CONSUMER IN BANGKOK  
AREA TOWARDS SPORT APPAREL**

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## **THE FACTORS THAT INFLUENCE ONLINE PURCHASE INTENTION OF THAI FEMALE CONSUMER IN BANGKOK AREA TOWARDS SPORT APPAREL**

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### **ABSTRACT**

The purpose of this study aims to investigate online shopping behavior of Thai female consumers who live in Bangkok area and the factors affecting female consumers' purchase intention through online shopping in sport apparel. This research also aims to examine the relation between Thai female decision making process and purchase intention. The age range of respondents will be focused on Thai female customer's age between 18-40 years to see their purchasing behavior and intention in sport apparel through online channel. This research uses quantitative method with 200 valid respondents through online survey.

This research framework investigates for 11 factors which are security and privacy, usability, convenience, trust, delivery, product quality, product price, customer service, reference group, hedonic motivation and utilitarian motivation. According to the result, it reveals that shows that privacy & security and utilitarian motivation impact online purchasing intention among Thai female consumers toward sport apparel. Usability, convenience, trust, delivery, product quality, product price, customer service, reference group and hedonic motivation don't impact Thai female consumers in buying sport apparel through online channel.

**KEY WORDS:** Online Purchase Intention / Thai Female Consumer / Sport Apparel

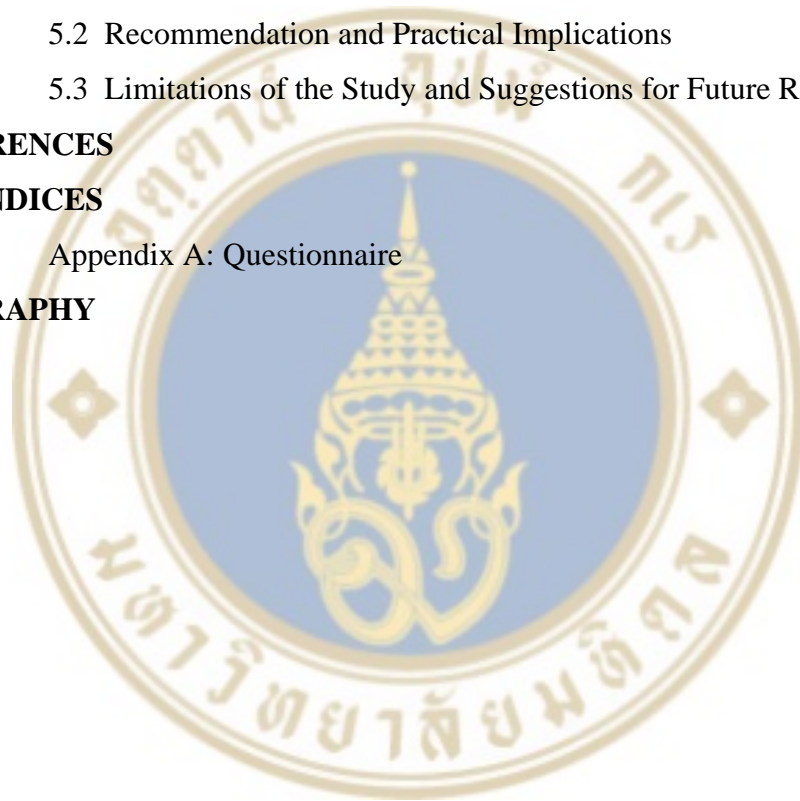
53 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>vi</b>
<b>LIST OF FIGURES</b>	<b>vii</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Background and Problem Statement	1
1.2 Research Question	5
1.3 Research Objective	5
1.4 Research Scope	5
<b>CHAPTER II LITERATURE REVIEW</b>	<b>6</b>
2.1 Defining and Key Concepts	6
2.2 Social Factor	9
2.3 Subjective Factors	10
2.4 Proposed Framework Model	11
<b>CHAPTER III RESEARCH METHODOLOGY</b>	<b>13</b>
3.1 Research design	13
3.2 Population Size and Sample Size	14
3.3 Research Instrument	15
3.4 Data Collection	20
3.5 Data Analysis	20
<b>CHAPTER IV RESEARCH FINDINGS</b>	<b>21</b>
4.1 Demographics and general behaviors of respondents	21
4.1.1 Demographic profiles of respondents	21
4.1.2 General behaviors of respondents	23
4.2 Attitudes toward important buying factor for sport apparel (Reliability analysis)	26
4.3 Correlation Analysis	31

## CONTENTS (cont.)

	<b>Page</b>
4.4 Multiple linear regression analysis	33
4.5 Result of Hypothesis Testing	35
<b>CHAPTER V DISCUSSION AND LIMITATION OF STUDY</b>	<b>37</b>
5.1 Conclusion	38
5.2 Recommendation and Practical Implications	39
5.3 Limitations of the Study and Suggestions for Future Research	40
<b>REFERENCES</b>	<b>41</b>
<b>APPENDICES</b>	<b>46</b>
Appendix A: Questionnaire	47
<b>BIOGRAPHY</b>	<b>53</b>



## LIST OF TABLES

<b>Table</b>	<b>Page</b>
3.1 Sample Size for +3%, +5%, +7%, and +10% Precision Levels where Confidence Level Is 95% and P=.5	14
3.2 Screening questionnaire references	16
3.3 Demographic questionnaire references	16
4.1 Demographic profiles of respondents	21
4.2 How often do you purchase products via online channel?	23
4.3 Do you prefer online shopping?	23
4.4 Which channel do you prefer the most for online shopping?	24
4.5 Which communication tool do you prefer the most for online shopping?	24
4.6 Which is average price range for each of your online transaction?	25
4.7 Which sport apparel category do you prefer the most?	25
4.8 Have you ever bought sport apparel in online channel?	25
4.9 Mean and standard deviation of security and privacy	26
4.10 Mean and standard deviation of usability	27
4.11 Mean and standard deviation of convenience	27
4.12 Means and standard deviations of trust, delivery and product quality	28
4.13 Means and standard deviations of reasonable price	28
4.14 Means and standard deviations of customer service	29
4.15 Means and standard deviations of group reference	29
4.16 Means and standard deviations of hedonic motivation	30
4.17 Means and standard deviations of utilitarian motivation	30
4.18 Means and standard deviations of claimed purchase intention in the next 12 months	31
4.19 Correlation coefficients and p-values	32
4.20 Model summary	33
4.21 Anova overall significance of the model	33

**LIST OF TABLES (cont.)**

<b>Table</b>	<b>Page</b>
4.22 Regression coefficients	34
4.23 Summary of hypothesis tests	35





## LIST OF FIGURES

<b>Figure</b>	<b>Page</b>
1.1 Thailand Internet User	1
1.2 Popular online activity in year 2016	2
2.1 Proposed Conceptual Framework of factor influencing online purchase intention of Thai Female in Bangkok area towards sport apparel	12



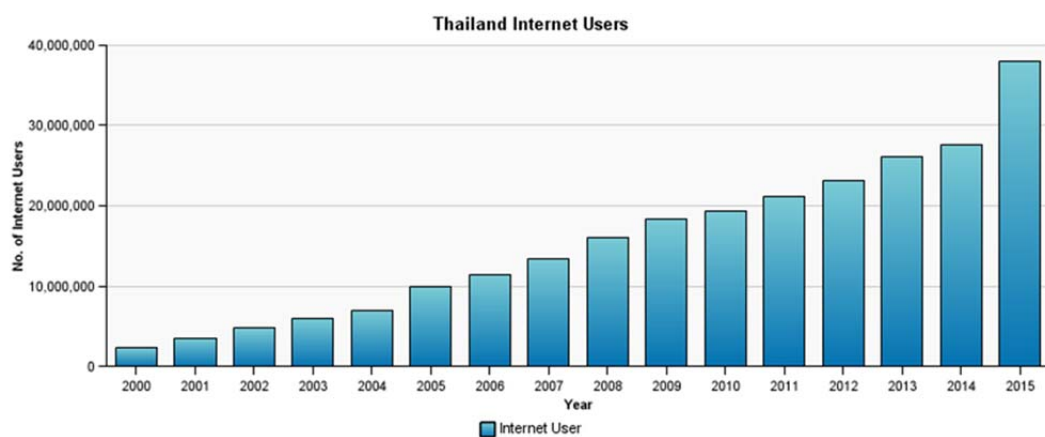
## CHAPTER I

### INTRODUCTION

#### 1.1 Background and Problem Statement

According to world sport apparel market is growing and being stronger due to health and wellness trend. The new report by Allied Market Research indicated that sport apparel market in Asia Pacific will be market leader and generate the high revenue by 2020. Female is a majority growth of the market because number of female who participate in sport and active lifestyle has increased in a past few years. Moreover, the future growth is indicated that it may be come from online purchasing because of accessibility of internet.

Thailand now has 38 million internet users and 41 million social media users (DAAT, 2016). The number of internet usage in Thailand rapidly grow in every year from 2000 to 2015 as shown in figure 1.1.



**Figure 1.1 Thailand Internet User**

Source: Division of Telecommunication Economics Research and Information Center

In the digital era, consumers are able to connect the internet with various devices and there are many online activities which they do through mobile devices and computers for example communication through social media, watching video through Youtube channel, searching information and purchasing products or services. To purchase products or services through online channel is the one popular activity as shown in figure 1.2.

## Online Activities

Chart 7 Internet users classified by their online activities



**Figure 1.2 Popular online activity in year 2016**

Source: ETDA (2016)

Thailand Internet User 2016 survey (ETDA, 2016) found that there are internet user reached 59 percent of purchasing products or services. The comparison online activity carried out on mobile devices and computers during the year 2015 to 2016 indicated that the proportion of online shopping activity on mobile device increased from 25.8 percent to 38.4 percent as well as the proportion of online activity on computer increased from 23.6 percent to 33 percent (ETDA, 2015 & 2016). As a result, the online shopping activity is seemingly significant growth in year by year. Therefore, online channel has become alternative channel for shopping products and services for Thai consumers because they can easily to access the internet anywhere and anytime. They can switch from one online store to another and they can easily compare similar items across different online stores (Lu et al., 2013). This is impact to online customers feel free to visit different online stores and purchase products or services.

In previous years, a number of studies have been conducted to gain more understanding of female online shopping towards different purposes and different types of products and services for example, a survey from Shihyu Chou Chi-Wen Chen Jiun-You Lin (2015) studied on buying clothes in online channel of female. A study from Raveeya (2015) investigated Thai females who like to online shopping toward fashion accessories and Sirinud (2015) studied a comparison of Thai female consumer behavior toward online shopping for beauty accessories between different age groups. Moreover, Phitchaya (2014) investigated office women online shopping behavior. Therefore, women are currently seem to be an important source of growth and be potential target in online channel at recent years.

The National Statistical Office of Thailand (NSO) conducted the exercise behaviour surveys. The survey in 2011 found that the number of population aged 11 years old and over by playing sport or exercise in Bangkok area was 1,858,890 people and 2,236,880 people was the number of population aged 15 years old and over by playing sport or exercise in the year 2015. With rapidly increasing the number of population who play sport and do exercise, sport apparel has seemingly attractive product of those kind of people because of the number of population in the previous years.

Currently, health and wellness trend becomes popular among Thai people especially Thai females who live in Bangkok area, they have become more health conscious. They focus in clean and organic food, health and body, and active lifestyle. They also

focus on being life balanced and do more exercise such as yoga, weight training, muaythai to look healthy and seem in good shape. Many researchers in over the years also have interested in conducting research in term of consumer behavior on products and services related to health and wellness (see Wattanapong, 2014; Jirah, 2015; Phonthakorn, 2016; Nonthawut, 2016;). Based on many studies related to health and wellness trend, there is still lack of research which aims to examine in specific for Thai female consumer's purchase intention in online channel towards sport apparel which seems to be a fast-growing business at this moment and gain more interesting from consumers due to the trend.

In additional, there are many of sport apparel brands such as Adidas launched sportswear collaboration with Stella McCartney in 2004, launching new products categories. The fashion apparel retailers also have begun launching sport apparel for example Forever 21 launched sport apparel line, H&M launched H&M sport, Uniqlo too hired tennis player Novak Djokvic in 2012 as a spokesperson for active wear (Lauren, 2014) to capture the target audiences who are interested in doing exercise and wearing sport wear as fashion apparel which this group of people is another kind of source of growth since they are not normally practice or do an exercise but they wear sport apparel for every day look. There are also small business owners selling sport apparel through social media as Facebook and Instagram. As a result, this business is seemly high competitive market because the brands have been facing themselves with the problems in term of how to increase sales and make consumers interested in their brands or products. Consequently, this research aims to be useful information and provide some beneficial information for sport apparel brands or sport apparel business owners which are currently the competitive product in Thailand market to identify their business opportunity and apply this informative resource in order to sustainable the growth of sport apparel business effectively. It also would be a guideline for new business owners who interested in sport apparel in online channel to understand more Thai female consumer's behaviour.

## **1.2 Research Question**

What are the factors influencing sport apparel purchase intention of Thai female consumers in Bangkok area through online channel?

## **1.3 Research Objective**

To study the online shopping behavior of Thai female consumers who live in Bangkok area, and investigate the factors affecting female consumers' purchase intention through online shopping in sport apparel are the main research objectives. This research also aims to examine the relation between Thai female decision making process and purchase intention.

## **1.4 Research Scope**

1. The study will focus on Thai female because women are more likely to shopping online than men as well as women are the potential customers since a few year ago the number of women online shopper have increased and very active (Goldsmith and Flynn, 2004; Huddleston and Minahan, 2011; Warner, 2005). For the respondents, the researcher will focus who live in Bangkok area and both having and not having experience in online shopping.

2. The age range of respondents will be focused on Thai female customer's age between 18-40 years to see their purchasing behavior and intention in sport apparel through online channel.

## **CHAPTER II**

### **LITERATURE REVIEW**

Nowadays, sport trend become popular as the number of population who play sport and do exercise has rapidly increased however, there are many reason that consumers buy sport apparel for example some consumers buy for sport practice and some of them are attracted to these product for fashion apparel like a Nike shoes are sold by millions of consumers around the world but not of them use the product for sport or doing exercise (Alain d' Astous & Karim Chnaoui, 2012). Therefore, this research aims to study the factor that influence Thai female online shopping behaviors in purchase intention toward sport apparel in order to examine which factors that stimulate them to buy sport apparel.

Online shopping becomes popular activity because the development of internet and technology that everyone can connect to the internet and there are previous studies that indicate online shopping behaviors is affected by purchase intentions (Gefen et al., 2003). However, this study will focus in scope as following.

#### **2.1 Defining and Key Concepts**

According to Rani (2014), indicated that consumer behavior is to select, purchase and consume products or services in order to satisfy consumer's wants and needs. In addition, William (1990) defined that the consumer behavior is an activity that consumers participate when they search, evaluate and use products or services to meet their need and want. Consumer behavior is key factor and important value for business therefore, to focus and concentrate consumer behavior changes in order to serve consumer's satisfaction effectively (Bin Wang, 2008), this is good advantage because consumer behavior has influence to run the business.

### **Online Purchase Intention**

According to Ajzen (1975), purchase intention is explained as an individual's readiness and willingness to buy a product or service. Online purchase intention is defined as customers want to buy via online channel. There are many previous research studied intention to buy in online and online shopping behavior. For example, Orapin Laohapensang (2009) found the factor that influences intention to buy is a potential customer's attitude. Saowalak Premkat (2015) found that there are two significant factors that influence Thai consumer in purchasing gold ornament via online channel which are reliability and convenience. Vijayasarathy (2004) and Richard (2005) found that the impact of online purchasing intention is the design of website. Jarvenpaa et al. (2000) recommended that trust is an important factor which could be generate online transaction. Ranganathan and Ganapathy (2002) concluded that there are 4 importance factors which are, privacy, security, design, and content. According to Ha and Stoel, 2009; Schiffman and Kanuk, 2000, the importance roles of online purchasing intention are technology features, shopping condition and product factors. In additional, online shopping intention consists with 3 factors which are technology factor, shopping factors and product factors (Yin, I & Chia, 2010).

**Technology Factor:** This factor refers to the online website quality that simplifies online transactions. The attributes of these factors are consisted with security & privacy and usability. A key concern that was indicated the barrier of shopping in online channel is security. (Orapin, 2009). If online website, business owners or brands can show that their online assets or services are safe, the attitude toward shopping in online channel will turn to positive. (Fenech and O'Cass, 2011). Privacy, this is another concern of online shoppers if they have to reveal their personal information, the online websites, business owners or brands should have develop the privacy policy to protect their customers' information. Lastly, usability is defined as websites provide the user-friendly interface and ease of use with non-complicated functions as well as design. According to the study of Chen, Hsu and Lin (2009), indicated that security & privacy and usability are important factors that impact consumer purchase intention. The result showed that consumers concerned a personal account (ID & Password) as well as they concerned information encryption in the website. Moreover, the result presented that user-friendly interface as usability was important factors which the website should provide fast search capability in the website as well as accurate search information. According to



L. Christian Schaupp & France Belanger (2005) indicated that online consumers nowadays expect online vendors or websites provide security to them as well as user-friendly interface has become a standard for online websites.

H1: Security & privacy will have positive relationship in Thai female consumers who live in Bangkok area in purchasing intention sport apparel through online channels.

H2: Usability will have positive relationship in Thai female consumers who live in Bangkok area in purchasing intention sport apparel through online channels.

**Shopping Factors:** Schaupp and Belanger (2005) concluded that convenience, trust and delivery are the three attribute that impact the shopping experience. Convenience is the way that consumers spend a little effort or difficulty in purchasing the products or services of online shopping. Trust is long term development that important to online shopping relationship between former and consumers (Eastlick et al., 2006). Online merchants have to find the solution or method to gain trust from online consumers since nowadays to gain trust from consumers become more important (Padadopoulou et al., 2001). Online consumers prefer to shop products and services through online, this can be assume that they prefer to reduce time to go out and shop at the stores, however delivery is a concern factor that mostly online consumers highly expect and normally online consumers expect to receive the products on time or as fast as that the vendors are able to deliver. Schaupp and Belanger (2005) indicated that time arrival of product and reliable are crucial to consumer satisfaction.

H3: Convenience will have positive relationship in Thai female consumers who live in Bangkok area in purchasing intention sport apparel through online channels.

H4: Trust will have positive relationship in Thai female consumers who live in Bangkok area in purchasing intention sport apparel through online channels.

H5: Delivery will have positive relationship in Thai female consumers who live in Bangkok area in purchasing intention sport apparel through online channels.

**Product Factors:** According to Schaupp and Belanger (2005) and Keeney (1999), indicated that product cost and product quality are major factors in online business success. Also, product quality is a major concern of customer purchasing decision and customer satisfaction. Moreover, the previous research from Samrejrit (2014), found that customer service or service quality is important factor that impact to female in term of online shopping's purchasing decision because customers haven't faced and directly

discussed with online vendors or sellers therefore, a quick response and a good communication from online vendors is important thing and this can help customer fast making-decision to buy products or services.

H6: Product quality will have positive relationship in Thai female consumers who live in Bangkok area in purchasing intention sport apparel through online channels.

H7: Product price will have positive relationship in Thai female consumers who live in Bangkok area in purchasing intention sport apparel through online channels.

H8: Customer service will have positive relationship in Thai female consumers who live in Bangkok area in purchasing intention sport apparel through online channels.

## 2.2 Social Factor

### Reference Group

In the study of consumer behavior, reference group will be considered as important aspect. The research that was conducted by Escalas and Bettman found that the reference group influences the individual making decision. It is also impact in how people feels with products or brands (Ramanathan and McGill, 2007). Reference group can be defined as the membership groups of an individual and social origin, age, place of residence, work, hobbies, leisure are also related to the reference group. The reference group can impact to the personal attitude and behavior (Rani, 2014)

Reference group can be a big group including the entire of society and can be small, only one family (Al-Jeraisy, 2008), consumers always try to make the right decision for ourselves towards the outcome that most benefit to them. In some process of making decision may impact or be inspired from others mean that consumer making decision is able to influence by others. Member of group can take key opinion leaders as representative model of behaviors, skill, knowledge or other characteristics (Rani 2014). According to Bearden & Eztel (1982) also found that reference group influenced purchasing decision on brands or products. In additional, sport heroes and entertainment figures can also influence individual's inspiration (Bourne, 1957). Reference group is the group that consumers will look for help in making purchasing decision which friends, family, co-workers or key opinion leaders, can all act as reference groups.

H9: Reference group will have positive relationship in Thai female consumers who live in Bangkok area in purchasing intention sport apparel through online channels.

## 2.3 Subjective Factors

### **Hedonic Motivations and Utilitarian Motivation**

According to Patricia, Victor & Stanley (2005), they identified the type of shopping into two motivations which are hedonic motivation and utilitarian motivation. Hedonic motivation and utilitarian motivation are defined as intrinsic motivation (Wen-Hai Chih & Dah-Kwei, 2016).

1. Hedonic Motivations: Hedonic motivation in shopping is defined as enjoyment, the pursuit of fun and excitement when shopping (Sojung KIM & Matthew S .Eastin, 2011). Hedonic is subjective which buying product or service is made for entertainment. It is derived from customer's feeling (Kim and Han, 2011). Although, there is not many research conducting about the impact of hedonic motivation in online shopping behavior, but there are still some researcher have made in this topics for example, Angst and colleagues (2008) found that hedonic need fulfillment influenced to buyers' decisions. Based on Wolfinbarger and Gilly (2001) research, it was examine that the experiential shopping was linked to consumers' needs for surprise and excitement. Moreover, Hsu and Bayarsaikhan (2012) studied online shopping behavior and factors that influences Mongolian consumers and found that hedonic or enjoyment in online shopping were accepted among this group of customers. In other word, consumers purchase products or services for the pleasure of shopping instead of shopping for necessary products or services as well as hedonic online consumers might easily unplanned purchase while they are online shopping. In contrary, from the previous research (Sarkar, 2011) found that hedonic shoppers tried to avoid online shopping. They perceived that online shopping is risk and less benefit. However, the researcher suggested the marketers tried entertainment value of its website or service in order to retain online customers.

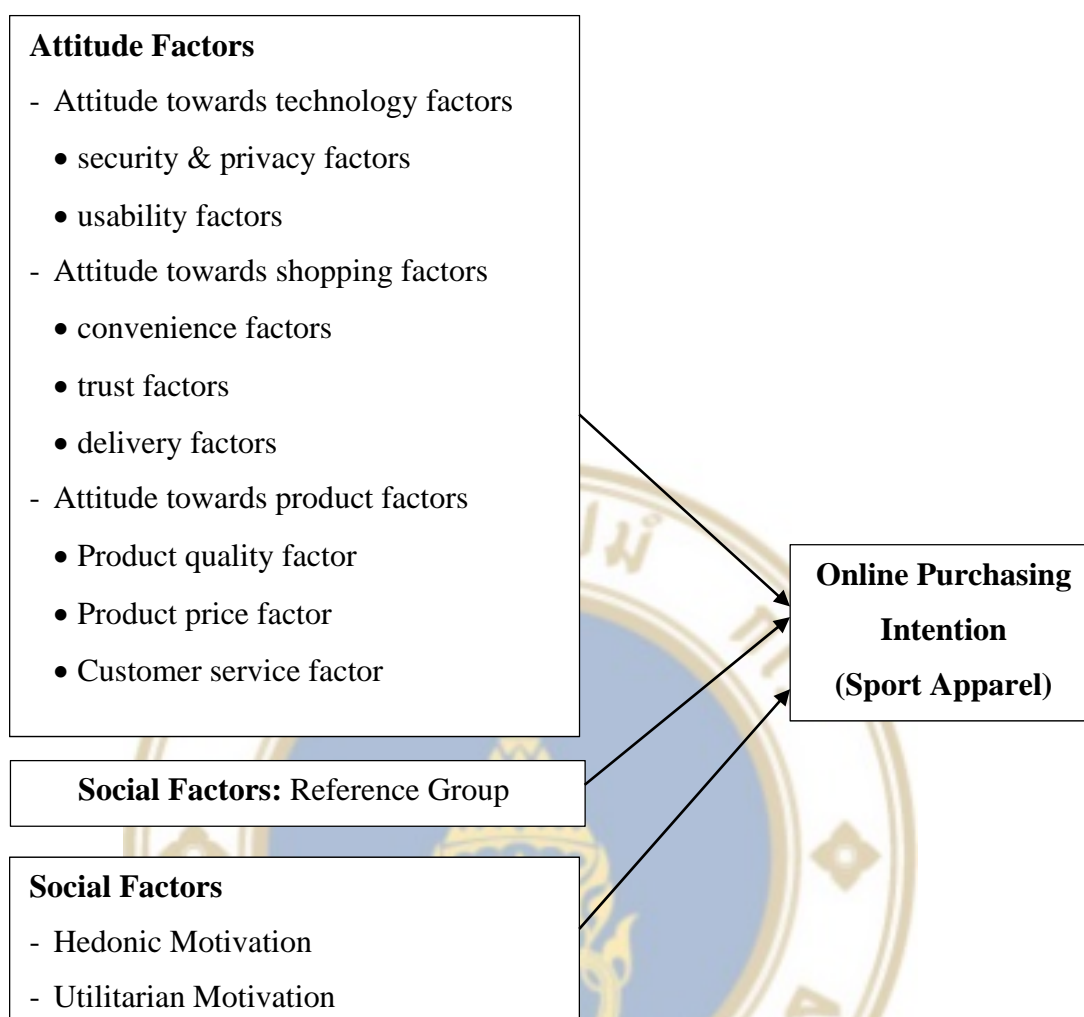
**H10:** Hedonic motivation will have positive relationship in Thai female consumers who live in Bangkok area in purchasing intention sport apparel through online channels.

2. Utilitarian: Utilitarian motivation refers to purchase made because of consumption needs. Online consumer will buy products or services after consider carefully. From other studies, found that the utilitarian is functional satisfaction and economic needs (Babin et al., 1994). Kim (2004) indicated that efficiency and achievement are two proportion of utilitarian motivation, efficiency is defined as consumer needs to save time in shopping meanwhile, achievement is defined as shopping that achieve in finding the products or services they plan to buy. In other word, utilitarian is shopping for a reason to achieve goal in mind. In additional, the study from Sarkar (2011), showed that utilitarian factor on perceived benefit is positive impact online shopping and consumers who have high utilitarian shopping value will perceive the benefit in online shopping.

H11: Utilitarian motivation will have positive relationship in Thai female consumers who live in Bangkok area in purchasing intention sport apparel through online channels.

## **2.4 Proposed Framework Model**

Regarding to the literature review, this study aims to focus on the factors that impact in online purchasing intention of Thai female consumer who lives in Bangkok area toward sport apparel. The proposed of the framework model will be scoped in technology factors, shopping factors, products factors, individual demand (time constraint), hedonic and utilitarian motivations and reference group. The conceptual frame of this study is shown as in the figure 2.1



**Figure 2.1 Proposed Conceptual Framework of factor influencing online purchase intention of Thai Female in Bangkok area towards sport apparel**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This study aims to investigate the factors that influence online purchasing intention of Thai female in Bangkok area toward sport apparel. The methodology of this study would be quantitative method which the methodology method is divided into 5 parts which are

1. Research design
2. Population size and sample size
3. Research instrument
4. Data collection
5. Data analysis

#### **3.1 Research design**

This study will study by using quantitative methodology to collect data and find the relation of Thai female consumer's behavior toward online purchase intention in sport apparel. This study will run the hypothesis base on Thai female who live in Bangkok area both having and not having experience in online shopping. A research method of collecting data had been distributed the survey through online questionnaire in GoogleForm.com and to get the data response as fast as possible due to the time limitation, this survey had been conducted through social media platform which are Facebook and Line. Consequently, the quantitative research is used as a tool to investigate the relation of Thai female who live in Bangkok area in online purchasing intention toward sport apparel and the age range of respondent are covered between 18 - 40 years old.

### 3.2 Population Size and Sample Size

The sample size for this study was gathered from both Thai female in Bangkok area who are having and not having experience in online shopping. According to the population from registration record by sex and area, Bangkok: 2006-2016 of Department of Provincial Administration, Ministry of Interior (2015), there are about 3,001,358 Thai female who live in Bangkok. The researcher will use Yamane's published table to determine the sample size for this study (Yamane, 1967).

**Table 3.1 Sample Size for +3%, +5%, +7%, and +10% Precision Levels where Confidence Level Is 95% and P=.5**

Size of Population	Sample Size (n) for Precision (e) of:			
	±3%	±5%	±7%	±10%
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.

According to the sample size table above, it shows that the minimum of sample size of this study will be at least 100 sets. However, the researcher will aims at 200 set of questionnaires in a form through google website as mentioned and these will be distributed to respondent via Facebook and Line.

### 3.3 Research Instrument

As this survey will be distributed to respondent through google form in order to gather information. The questionnaire in this research was an English written. However, to ensure that all respondent can understand and answer the question accurately, Thai language of the questionnaire was provided. In additional, the questionnaire is divided into 4 sections which are screening questions, general questions related to online shopping, specific question related to factors that influence purchasing intention in sport apparel and demographic questions as the following details.

**Section 1 Screening Question:** This is a part to determine for screening respondent who will be right target. Nominal scale will be used to analyze the questions.

**Section 2 Demographic Question:** This is a part to gain and know the basic information of respondents. Nominal scale will be used to analyze the questions.

**Section 3 General Question:** This is a part to determine and gain the overview about online shopping behavior from respondents. Nominal scale will be used to analyze the questions.

**Section 4 Specific Question:** This is a part to determine and investigate personal opinion towards each factors that influence consumer behavior and online purchasing intention of Thai female in Bangkok area in sport apparel product. The five point Likert scale will be applied to this questionnaire section by starting from 5 (strongly agree), 4 (Agree), 3 (Neutral), 2 (Disagree), 1 (Strongly disagree).



## 1. Screening Question (2 questions)

**Table 3.2 Screening questionnaire references**

<b>Factors</b>	<b>Questions</b>	<b>References</b>
Gender	1. What is your gender?	(Nittayachit, 2015)
City	2. Do you live in Bangkok?	(Thompson, 2011)

## 2. Demographic Question (4 questions)

**Table 3.3 Demographic questionnaire references**

<b>Factors</b>	<b>Questions</b>	<b>References</b>
Age	3. What is your ages?	Adapted from (Nittayachit, 2015)
Income	4. What is your average personal income per month (THB)?	Adapted from (Nittayachit, 2015)
Occupation	5. What is your occupation?	Adapted from (Jiradilok, 2007)
Education level	6. What is your education level	(Jiradilok, 2007)

## 3. General question (6 questions)

**Table 3.4 General questionnaire references**

<b>Factors</b>	<b>Questions</b>	<b>References</b>
Consumer Behavior	7. Have you ever bought products or services in online channel?	Adapted from (Nittayachit, 2015)
Consumer Behavior	8. How often do you purchase product in online channel?	
Consumer Behavior	9. Do you prefer online shopping?	(Rungreuang, 2014)
Consumer Behavior	10. Which channel do you prefer the most for online shopping?	(Rungreuang, 2014)

**Table 3.4 General questionnaire references (cont.)**

<b>Factors</b>	<b>Questions</b>	<b>References</b>
Consumer Behavior	11. Which communication tool do you prefer the most for online shopping?	(Rungreuang, 2014)
Consumer Behavior	12. What is an average price range for each of your online transaction?	Adapted from (Denpisal, 2013)

## 4. Specific question (29 questions)

**Table 3.5 Specific questionnaire reference**

<b>Factors</b>	<b>Questions</b>	<b>References</b>
Consumer Behavior	13. Which sport apparel category do you prefer the most?	Adapted from (Rungreuang, 2014)
Consumer Behavior	14. Have you ever bought sport apparel in online channel?	
<b>Technology Factors</b>		
Security & Privacy	15. I prefer to buy sport apparel online if the website is trustworthy.	Adapted from (Premkat 2014)
	16. I prefer to buy sport apparel online if the payment is easy and secure.	Adapted from (Premkat 2014)
	17. I prefer to buy sport apparel online if online store provides secured protection for my information.	Adapted from (Rungreuang, 2014)
Usability	18. I prefer to buy sport apparel online if the website interface is easy for navigation (user-friendly).	Adapted from (Premkat 2014)
Usability	19. I prefer to buy sport apparel online if online store has good website design.	Adapted from (Premkat 2014)

**Table 3.5 Specific questionnaire reference (cont.)**

<b>Factors</b>	<b>Questions</b>	<b>References</b>
<b>Shopping Factors</b>		
Convenience	20. I prefer to buy sport apparel online if online store is available all the time (24/7).	Adapted from (Premkat 2014)
	21. I prefer to buy sport apparel online if online store provides clear product information.	
Trust	22. I prefer to buy sport apparel online if there are reviews from previous customers.	
Delivery	23. I prefer to buy sport apparel online if the product is delivered on-time.	
<b>Product factors</b>		
Product quality	24. I prefer to buy sport apparel online if the product received is as seen in the photo.	Adapted from (Premkat 2014)
Product price	25. I prefer to buy sport apparel online at the cheapest price.	
	26. I prefer to buy sport apparel online if there is a promotion or discount.	
	27. I prefer to buy sport apparel online after compare the price with other online stores.	
Customer service	28. I prefer to buy sport apparel online if the seller is friendly or response quickly.	Adapted from (Premkat 2014)
	29. I prefer to buy gold ornament online if online store has product guarantee (exchangeable).	
Reference group	30. I prefer the online store that my friends recommend me.	Adapted from (Premkat 2014)
	31. I prefer to buy similar sport apparel design with my friend.	Adapted from (Chaisuriyathavikun, 2014)
	32. I prefer to ask my friend before I buy sport apparel.	

**Table 3.5 Specific questionnaire reference (cont.)**

<b>Factors</b>	<b>Questions</b>	<b>References</b>
	33. My friends' opinions affect my sport apparel purchase behavior.	
Hedonic motivation	34. Shopping sport apparel in online channel is fun.	Adapted from (Escobar-Rodríguez, 2013)
	35. Shopping sport apparel in online channel is enjoyable.	
	36. Shopping sport apparel in online channel is very entertaining.	
	37. Shopping sport apparel in online channel makes me feel excite when searching the product.	Adapted from (Hanzaee, 2011)
Utilitarian motivation	38. I prefer online channel to be helpful in buying sport apparel that I want.	Adapted from (Tsao and Chang, 2010)
	39. In my opinion, to buy sport apparel online is functional.	
	40. In my opinion, to buy sport apparel online is necessary.	

## 5. Dependent variables (1 question)

**Table 3.5 Specific questionnaire reference (Dependent variables)**

<b>Factors</b>	<b>Questions</b>	<b>References</b>
Purchase Intention	41. I have intention to buy sport apparel in the next 12 months	Adapted from (Chaisuriyathavikun, 2014)

### **3.4 Data Collection**

The data were collected from 200 respondents via google form. After the questionnaire was developed then it was passed through the respondents via social media as Facebook and Line in order to get the result as fast as possible due to the time limitation. In addition this method was convenient for the researcher and allowed the researcher for real time monitoring the number of respondents and the result.

### **3.5 Data Analysis**

After receiving all the questionnaires from respondents, the researcher will analyze all received data by using Statistical Package for Social Science software program or SPSS in order to test that all information that has been tested related to the topic of factors influencing online purchasing intention towards sport apparel.

The measurement for this study consists with descriptive analysis, reliability analysis, correlation analysis and multiple linear regressions.

1. Descriptive analysis will be used to describe personal information of respondents.
2. Reliability analysis will be used to investigate the reliability of the factors before running the hypothesis test.
3. The correlation analysis will be used to explain the relationship between claimed purchase intention and independent variables in the model.
4. Multiple linear regression will be used to explain and conduct the hypotheses to find the factors that influence online purchasing intention of Thai female consumers in Bangkok towards sport apparel.

## CHAPTER IV

### RESEARCH FINDINGS

This research studied the influential factors affecting purchase intention towards sport apparel amongst Thai female customers in Bangkok. The main research question was to examine the impact of various independent variables that would impact future purchase intention. The hypotheses were tested by using .05 alpha level. Research findings will be presented in this chapter.

#### 4.1 Demographics and general behaviors of respondents

##### 4.1.1 Demographic profiles of respondents

This research started to do data analysis by screen the data of online survey. After collecting the questionnaire result of 219 respondents, 200 of the respondents were the valid respondents who were Thai female consumers at ages above 18 years old and live in Bangkok area. Table 4.1 Demographic profile of the respondents can be illustrated the respondent demographic characteristic as age, income, occupation and education level.

**Table 4.1 Demographic profiles of respondents**

Questions	Frequency	Percentage
<b>Age</b>		
18 - 25 years	25	12.5
26 - 35 years	161	80.5
36 - 40 years	14	7.0

**Table 4.1 Demographic profiles of respondents (cont.)**

Questions	Frequency	Percentage
<b>Monthly personal income</b>		
less than 15,000 THB	6	3.0
15,000 - 25,000 THB	47	23.5
25,000 - 35,000 THB	78	39.0
35,000 - 45,000 THB	29	14.5
more than 45,000 THB	40	20.0
<b>Occupation</b>		
student	15	7.5
public employee	147	73.5
government officer	11	5.5
business owner	19	9.5
other	8	4.0
<b>Highest education level</b>		
vocational certificate	1	.5
bachelor degree	114	57.0
master degree	85	42.5
<b>Total</b>	<b>200</b>	<b>100.0</b>

According to Table 4.1 Demographic profile of respondents illustrated that the total number of respondents who were Thai female consumers completed the online survey was  $n = 200$ . From table 4.1 above, the age range were divided into 3 groups which illustrated that 25 respondents (12.5%) at the age 18-25 years old, 161 of respondents (80.5%) at the age of 26-35 years old and 14 respondents (7.0%) at the age 36-40 years old.

Moreover, the range of monthly personal income illustrated that 6 respondents (3.0%) have income less than 15,000 THB, 47 respondents (23.5%) have income about 15,000-25,000 THB, 78 respondents (39%) have oncome about 25,000-35,000 THB, 29 respondents (14.5) have income about 35,000-45,000 THB and 40 respondents (20%) have income more than 45,000 THB.

In addition, the highest education level of the respondents shows that there is 1 respondent (0.5%) who has highest education as vocational certificate, 114 respondents (57%) who has highest education as bachelor degree and 85 respondents (42.5) who has highest education as master degree. All of the respondents lived in Bangkok and had bought products and services via online channel in the past.

#### 4.1.2 General behaviors of respondents

As this study is also investigating the general behaviors of respondents therefore, this section will present descriptive statistics regarding the general behaviors of the respondents as the following tables.

**Table 4.2 How often do you purchase products via online channel?**

Questions	Frequency	Percentage
less than once a month	88	44.0
1-2 times a month	76	38.0
3-4 times a month	28	14.0
5-10 times a month	8	4.0
<b>Total</b>	<b>200</b>	<b>100.0</b>

Table 4.2 shows the purchase frequency of products or services via online channel. Most of the respondents shopped less than once a month (44.0%), followed by between 1-2 times a month (38.0%) respectively.

**Table 4.3 Do you prefer online shopping?**

Questions	Frequency	Percentage
yes	144	72.0
no	56	28.0
<b>Total</b>	<b>200</b>	<b>100.0</b>

Table 4.3 shows the preference of online shopping. More than seventy percent of the respondents claimed to prefer shopping via online channels (72.0%).



**Table 4.4 Which channel do you prefer the most for online shopping?**

Questions	Frequency	Percentage
facebook	42	21.0
instagram	61	30.5
store website	48	24.0
line	6	3.0
shopping website	43	21.5
<b>Total</b>	<b>200</b>	<b>100.0</b>

Table 4.4 shows the preferred channels for shopping online. About thirty percent of the respondents preferred to shop on Instagram (30.5%), followed by store's official website (24.0%) and shopping website (21.5%) like Lazada, Wemall etc, and followed by Facebook (21.0%) respectively.

**Table 4.5 Which communication tool do you prefer the most for online shopping?**

	Frequency	Percentage
computer	18	9.0
mobile phone	142	71.0
notebook laptop	36	18.0
tablet	4	2.0
<b>Total</b>	<b>200</b>	<b>100.0</b>

Table 4.5 shows the most frequent used communication equipment for shopping online. About seventy percent shopped on mobile phone (71.0%), followed far less by notebook or laptop (18.0%).

**Table 4.6 Which is average price range for each of your online transaction?**

	Frequency	Percentage
less than 500 THB	19	9.5
500-1000 THB	82	41.0
1001-1500 THB	55	27.5
1501-2000 THB	16	8.0
more than 2000 THB	28	14.0
<b>Total</b>	<b>200</b>	<b>100.0</b>

Table 4.6 presents the average price or spending for a transaction made on internet. Most of the respondents spent between 500-1000 THB per transaction (41.0%), followed by between 1001-1500 THB (27.5%) respectively.

**Table 4.7 Which sport apparel category do you prefer the most?**

	Frequency	Percentage
clothing	127	63.5
accessories	29	14.5
shoes	40	20.0
other	4	2.0
<b>Total</b>	<b>200</b>	<b>100.0</b>

Table 4.7 shows the most preferred sport apparel category. More than sixty percent liked to shop apparel or clothing products (63.5%), followed by shoes (20.0%), accessories (14.5%) and other (2.0%) respectively.

**Table 4.8 Have you ever bought sport apparel in online channel?**

	Frequency	Percentage
yes	114	57.0
no	86	43.0
<b>Total</b>	<b>200</b>	<b>100.0</b>

Table 4.8 presents the experience of the sample about buying sport apparel via online channels. Nearly sixty percent had ever bought the sport apparel online (57.0%).

## 4.2 Attitudes toward important buying factor for sport apparel (Reliability analysis)

This section describes the mean and standard deviation of each independent variable asked in the questionnaire. There were eleven factors including security and privacy concern, usability, convenience, trust, delivery, product quality, product price, customer service, group reference, hedonic motivation, and utilitarian motivation. The Cronbach's alpha was also reported in tables with more than one attribute. The Cronbach's alpha needs to be more than 0.7 for each construct to be considered reliable.

**Table 4.9 Mean and standard deviation of security and privacy**

Questions	Mean	SD	Alpha
I prefer to buy sport apparel online if the website is trustworthy	4.12	0.83	0.812
I prefer to buy sport apparel online if the payment is easy and secure	4.38	0.77	
I prefer to buy sport apparel online if online store provides secured protection for my information	4.37	0.90	
Total mean	4.29	0.71	

Table 4.9 presents the compound mean and standard deviation of security and privacy factor as 4.29 and 0.71 respectively. "I prefer to buy sport apparel online if the payment is easy and secure" received highest average score as 4.38. The alpha value of this factor was greater than .700 which indicated reasonably good internal consistency of this factor.

**Table 4.10 Mean and standard deviation of usability**

Questions	Mean	SD	Alpha
I prefer to buy sport apparel online if the website interface is easy for navigation (user-friendly)	4.28	0.80	0.695
I prefer to buy sport apparel online if online store has good website design	3.95	0.88	
Total mean	4.11	0.73	

Table 4.10 presents the compound mean and standard deviation of usability factor as 4.11 and 0.73 respectively. “I prefer to buy sport apparel online if the website interface is easy for navigation (user-friendly)” received highest average score as 4.28. The alpha value of this factor was reported as 0.695 which was slightly lower than the acceptable .700 level. This will be discussed in the limitation of this study.

**Table 4.11 Mean and standard deviation of convenience**

Questions	Mean	SD	Alpha
I prefer to buy sport apparel online if online store is available all the time (24/7)	4.14	0.96	0.555
I prefer to buy sport apparel online if online stores provide clear product information	4.47	0.68	
Total mean	4.30	0.69	

Table 4.11 presents the compound mean and standard deviation of convenience factor as 4.30 and 0.69 respectively. “I prefer to buy sport apparel online if online stores provide clear product information” received highest average score as 4.47. The alpha value of this factor was reported as 0.555 which was smaller than the acceptable .700 level. This will also be discussed in the limitation of this study.

**Table 4.12 Means and standard deviations of trust, delivery and product quality**

Questions	Mean	SD	Alpha
I prefer to buy sport apparel online if there are reviews from previous customers (trust)	4.04	0.75	n/a
I prefer to buy sport apparel online if the product is delivered on time (delivery)	4.43	0.77	n/a
I prefer to buy sport apparel online if the product received is as seen in the photo (product quality)	4.47	0.80	n/a

Table 4.12 presents the compound mean and standard deviation of trust, delivery and product quality factors. Trust's mean and standard deviation were reported as 4.04 and 0.75 respectively. Delivery's mean and standard deviation were reported as 4.43 and 0.77 respectively. Finally, product quality's mean and standard deviation were reported as 4.47 and 0.80 respectively. The alpha value was not reported in the table since there was only one statement in each factor.

**Table 4.13 Means and standard deviations of reasonable price**

Questions	Mean	SD	Alpha
I prefer to buy sport apparel online at the cheapest price	3.87	0.97	0.836
I prefer to buy sport apparel online if there is promotion or discount	4.14	0.84	
I prefer to buy sport apparel online after compare the price with other online stores	4.13	0.84	
Total mean	4.04	0.77	

Table 4.13 presents the compound mean and standard deviation of reasonable price factor as 4.04 and 0.77 respectively. "I prefer to buy sport apparel online if there is promotion or discount" received highest average score as 4.14. The alpha value of this factor was reported as 0.836 which passed the acceptable .700 criterion.

**Table 4.14 Means and standard deviations of customer service**

Questions	Mean	SD	Alpha
I prefer to buy sport apparel online if the seller is friendly or response quickly	4.30	0.76	0.656
I prefer to buy sport apparel online if online store has product guarantee (exchangeable)	4.54	0.64	
Total mean	4.42	0.61	

Table 4.14 presents the compound mean and standard deviation of customer service factor as 4.42 and 0.61 respectively. “I prefer to buy sport apparel online if online store has product guarantee (exchangeable)” received highest average score as 4.54. The alpha value of this factor was reported as 0.656 which was slightly smaller than the acceptable .700 level.

**Table 4.15 Means and standard deviations of group reference**

Questions	Mean	SD	Alpha
I prefer the online store that my friends recommend me	3.76	1.06	0.848
I prefer to buy similar sport apparel design with my friend	3.02	1.12	
I prefer to ask my friend before I buy sport apparel	2.98	1.17	
My friends' opinions affect my sport apparel purchase behavior	2.86	1.13	
Total mean	3.15	0.93	

Table 4.15 presents the compound mean and standard deviation of group reference factor as 3.15 and 0.93 respectively. “I prefer the online store that my friends recommend me” received highest average score as 3.76. The alpha value of this factor was reported as 0.848 which passed the acceptable .700 criterion.

**Table 4.16 Means and standard deviations of hedonic motivation**

Questions	Mean	SD	Alpha
Shopping sport apparel in online channel is fun	3.27	1.06	0.942
Shopping sport apparel in online channel is enjoyable	3.31	1.07	
Shopping sport apparel in online channel is very entertaining	3.11	1.05	
Shopping sport apparel in online channel makes me feel excited when searching the product	3.31	1.03	
Total mean	3.25	0.97	

Table 4.16 presents the compound mean and standard deviation of hedonic motivation factor as 3.25 and 0.97 respectively. Two statements received equally high mean responses 3.31 for both “shopping sport apparel in online channel is enjoyable” and “shopping sport apparel in online channel makes me feel excited when searching the product”. The alpha value of this factor was reported as 0.942 which passed the acceptable .700 criterion.

**Table 4.17 Means and standard deviations of utilitarian motivation**

Questions	Mean	SD	Alpha
I prefer online channel to be helpful in buying sport apparel that I want	3.52	1.04	0.810
In my opinion, to buy sport apparel online is functional	3.47	0.99	
In my opinion, to buy sport apparel online is necessary	2.91	1.18	
Total mean	3.30	0.91	

Table 4.17 presents the compound mean and standard deviation of utilitarian motivation factor as 3.30 and 0.91 respectively. “I prefer online channel to be helpful in buying sport apparel that I want” received highest average score as 3.52. The alpha value of this factor was reported as 0.810 which passed the acceptable .700 criterion.

**Table 4.18 Means and standard deviations of claimed purchase intention in the next 12 months**

	<b>Mean</b>	<b>SD</b>	<b>Alpha</b>
Claimed purchase intention in the next 12 months	3.75	1.04	n/a

Table 4.18 reports the mean and standard deviation of claimed purchase intention as 3.75 and 1.04 respectively. This variable will be used as a dependent variable in the subsequent analysis of this study.

In conclusion, the Cronbach's alpha for security & privacy, product price, reference group, hedonic motivation and utilitarian motivation were 0.812, 0.836, 0.848, 0.942 and 0.810 respectively. All factors as regards contained the Cronbach's alpha of higher than 0.7, they were considered reliable.

### **4.3 Correlation Analysis**

This part shows the correlation coefficients that tested the linear relationships between claimed purchase intention and eleven independent variables in the model. Claimed purchase intention in the next 12 months was statistically correlated with security and privacy ( $r = .370$ ), usability ( $r = .179$ ), convenience ( $r = .173$ ), and utilitarian motivation ( $r = .163$ ) respectively. The alpha used in this study was .05 level. The correlation coefficients were positive which mean that these variables are likely to change in the same direction. For example, as security and privacy factor increased, claimed purchase intention score was likely to increase as well. The intercorrelation between all of the independent variables are also presented in table 4.19 but are not the focus of this study.



Table 4.19 Correlation coefficients and p-values

	purchase intention (12 months)	security and privacy	usability	convenience	trust	delivery	product quality	reasonable price	customer service	group reference	hedonic motivation	utilitarian motivation
purchase intention (12 months)	r	.370**	.179*	-.173*	0.102	0.128	-0.021	0.039	0.115	-0.116	0.101	-.163*
	p-value	0	0.011	0.015	0.149	0.07	0.764	0.585	0.105	0.103	0.155	0.021
security and privacy	r	1	.618**	.553**	.384**	.535**	.371**	.287**	.343**	-0.091	-0.013	-0.004
	p-value	0	0	0	0	0	0	0	0	0.201	0.857	0.951
usability	r	.618**	1	.712**	.430**	.422**	.355**	.244**	.139*	-0.005	0.04	-.157*
	p-value	0	0	0	0	0	0	0	0.049	0.942	0.574	0.027
convenience	r	.553**	.712**	1	.451**	.566**	.575**	.373**	.320**	-0.028	0.052	0.132
	p-value	0	0	0	0	0	0	0	0	0.689	0.465	0.062
trust	r	.384**	.430**	.451**	1	.475**	.303**	.420**	.245**	0.048	-0.102	-0.013
	p-value	0	0	0	0	0	0	0	0	0.495	0.15	0.857
delivery	r	.535**	.422**	.566**	.475**	1	.561**	.352**	.437**	-0.103	0.075	0.069
	p-value	0	0	0	0	0	0	0	0	0.147	0.291	0.332
product quality	r	.371**	.355**	.575**	.303**	.561**	1	.503**	.325**	0.05	0.137	0.133
	p-value	0	0	0	0	0	0	0	0	0.486	0.052	0.06
reasonable price	r	.287**	.244**	.373**	.420**	.352**	.503**	1	.432**	.300**	.174*	.201**
	p-value	0	0	0	0	0	0	0	0	0	0.014	0.004
customer service	r	.343**	.139*	.320**	.245**	.437**	.325**	.432**	1	.208**	.226**	.142*
	p-value	0	0.049	0	0	0	0	0	0	0.003	0.001	0.044
group reference	r	-0.091	-0.005	-0.028	0.048	-0.103	0.05	.300**	.208**	1	.616**	.558**
	p-value	0.201	0.942	0.689	0.495	0.147	0.486	0	0.003	0	0	0
hedonic motivation	r	-0.013	0.04	0.052	-0.102	0.075	0.137	.174*	.226**	.616**	1	.817**
	p-value	0.857	0.574	0.465	0.15	0.291	0.052	0.014	0.001	0	0	0
utilitarian motivation	r	-.004	.157*	0.132	-0.013	0.069	0.133	.201**	.142*	.558**	.817**	1
	p-value	0.951	0.027	0.062	0.857	0.332	0.06	0.004	0.044	0	0	0

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

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

#### 4.4 Multiple linear regression analysis

This part presents the result of multiple regression analysis to answer the main research question i.e. which factors influenced future claimed purchase intention. The regression model that was tested in can be written as follows. Claimed PI = f (security and privacy, usability, convenience, trust, delivery, product quality, reasonable price, customer service, group reference, hedonic motivation, and utilitarian motivation).

Table 4.20 reports key statistics of the model. R square ‘the goodness of fit’ of the model was reported as .266 which means that the model can be used to explain the variance of the claimed purchase intention nearly 30 percent. The adjusted r square was also reported in the table adjusted for sample size and number of explanatory variables as .223 which will be useful to explain how well the dependent variable can be predicted by the independent variables and the result were showed in Table 4.20.

**Table 4.20 Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516	.266	.223	.91294

Table 4.21 reported the F statistics and its associated p-value that tested the overall significance of the model. As p-value was lower than .05 level, indicating the model was statistically significant at .05 level and can be used to predict claimed purchase intention.

**Table 4.21 Anova overall significance of the model**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.809	11	5.164	6.196	.000
	Residual	156.691	188	.833		
	Total	213.500	199			

Table 4.22 reports the regression coefficients from the model. Four out of eleven explanatory variables were found statistically significant at .05 level. The significant variables affecting claimed purchase intention were security and privacy (B = .703),

product quality ( $B = -.290$ ), group reference ( $B = .346$ ), and utilitarian motivation ( $B = .363$ ). By considering the size of the standardized coefficients, the most impactful factor to claimed purchase intention was security and privacy, followed by group reference, utilitarian motivation and product quality respectively. The interpretation of the coefficient was simple. For example, as security and privacy factor increased by one unit, other factors remained constant, claimed purchase intention increased by .703 unit. The predictors that had negative coefficients were product quality and group reference.

**Table 4.22 Regression coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	1.842	.615		2.997	.003	.630	3.055		
	security and privacy	.703	.130	.484	5.406	.000	.447	.960	.486	2.056
	usability	-.234	.146	-.165	-1.602	.111	-.522	.054	.367	2.724
	convenience	.163	.160	.109	1.015	.311	-.154	.479	.339	2.946
	trust	.093	.113	.067	.823	.412	-.130	.317	.587	1.704
	delivery	-.152	.128	-.112	-1.186	.237	-.404	.101	.435	2.299
	product quality	-.290	.115	-.223	-2.517	.013	-.518	-.063	.498	2.009
	reasonable price	.033	.113	.024	.290	.772	-.190	.256	.552	1.811
	customer service	.059	.134	.034	.438	.662	-.206	.323	.634	1.579
	hedonic motivation	.077	.131	.072	.585	.559	-.182	.335	.259	3.855
	utilitarian motivation	.363	.130	.320	2.803	.006	.108	.619	.299	3.341
	group reference	-.346	.099	-.311	-3.492	.001	-.542	-.151	.493	2.026

## 4.5 Result of Hypothesis Testing

**Table 4.23 Summary of hypothesis tests**

Hypothesis	Regression	p-value	Conclusion
Security and privacy positively influenced claimed purchase intention scores	.703	.000	supported
Usability positively influenced claimed purchase intention scores	-.234	.111	not supported
Convenience positively influenced claimed purchase intention scores	.163	.311	not supported
Trust positively influenced claimed purchase intention scores	.093	.412	not supported
Delivery positively influenced claimed purchase intention scores	-.152	.237	not supported
product quality positively influenced claimed purchase intention scores	-.290	.013	not supported
product price positively influenced claimed purchase intention scores	.033	.772	not supported
customer service positively influenced claimed purchase intention scores	.059	.662	not supported
group reference positively influenced claimed purchase intention scores	-.346	.001	not supported
hedonic motivation positively influenced claimed purchase intention scores	.077	.559	not supported
utilitarian motivation positively influenced claimed purchase intention scores	.363	.006	supported

According to the result, it illustrated that H1: security & privacy and H11: utilitarian motivation have positive influence online purchase intention of Thai female in Bangkok area toward sport apparel. On the other hand, H2: usability, H3: Convenience,

H4: Trust, H5: Delivery, H6: Product Quality, H7: Reasonable Price, H8: Customer Service and H9: Reference Group, H10: Hedonic Motivation were insignificants to affect online purchase intention in sport apparel because the significant of coefficient estimates is more than 0.05. As the result, usability, convenience, trust, delivery, product quality, product price, customer service group reference and hedonic motivation were not support and can't influence online purchase intention of Thai female in Bangkok area toward sport apparel.



## **CHAPTER V**

### **DISCUSSION AND LIMITATION OF STUDY**

This study focuses on investigating factors that influence online purchase intention of Thai female consumer who live in Bangkok area toward sport apparel. Regarding to the hypothesis, factors that influence Thai female consumer buying sport apparel through online channel were tested and proposed with regression analysis.

There are 219 took the survey and 200 respondents were the valid respondents. From the survey results found that the majority of age range was 26-35 years old which 80.5% of respondents. Moreover, the majority of monthly personal income was 25,000-35,000 baht which was 39% of respondents. Most of the respondents were public employee which counted 147 respondents or 73.5%. In term of educational level, most of respondents graduated in bachelor degree.

For general behavior of respondents toward buying sport apparel through online channel, the respondents were normally purchase product via online less than once per month which shown the result at 88 out of 200 respondents or 44%. Even they spent less frequency for online shopping in a month, 144 out of 200 respondents preferred to online shopping which was more than a half of all respondents. Moreover, they preferred to buy through Instagram 61 out of respondents, followed by store website 48 out of respondents respectively and they preferred to online shopping via their mobile phone which the result was 142 out of 200 respondents. Once the respondent purchased product via online channel, they normally were spend about 500-100 baht per time. In term of sport apparel shopping behavior found that the respondents 127 out of 200 respondents preferred to buy clothing product and 114 out of 200 respondents had ever bought sport apparel in online channel.

## 5.1 Conclusion

This research framework investigated for eleven factors which are security and privacy, usability, convenience, trust, delivery, product quality, product price, customer service, reference group, hedonic motivation and utilitarian motivation. The results of this research is able to answer the research question about what are the factors that influence online purchase intention of Thai female consumers in Bangkok area toward sport apparel, the result shows that privacy & security and utilitarian motivation impact online purchasing intention among Thai female consumers toward sport apparel. Usability, convenience, trust, delivery, product quality, product price, customer service, reference group and hedonic motivation don't impact Thai female consumers in buying sport apparel through online channel.

According to the result, which illustrated that security and privacy has positively influenced online purchase intention towards sport apparel, the result aligns with the Yao Chuan Tsai and Jong Chao Yeh's study (2010) found that if websites or owners do not guarantee information security, customers will reduce purchasing as well as if owners or sellers don't improve the systems to ensure the safety awareness among consumers, it will affect purchasing intention in online channel. Moreover, the study by Shihyu Chou Chi-Wen Chen Jium-You Lin (2015) also indicated that online privacy and online security are important factors among female online shoppers.

The finding of utilitarian motivation which is defined that buying online sport apparel is functional and necessary among Thai female consumers. Thai female consumers prefer to buy sport apparel via online channel because they think online channel is helpful for them complete their goal, which is shopping the products or services. According to Dholakia et al., (2004) utilitarian people will shop online when it suits their objective as well as from previous study, it appears that consumers who have high utilitarian motivations have high expectations for more store attributes. Moreover, this result align with previous research (Sarkar, 2011) indicated that utilitarian factors has positively impact online shopping. This explained that if consumers have their own objective and they are person who always doing exercise, they will buy the sport apparel for sure. However, if they are not athletes or not doing exercise, they might not buy then.

## 5.2 Recommendation and Practical Implications

As the sport apparel market tends to growth in every year as the researcher mentioned in the introduction of this study. The most effective way that business owners, brand managers or marketing managers should focus, is security and privacy on their online channel including store website, even social media platform such as Facebook, Instagram or Line. Since nowadays consumers are available to access the internet anywhere and anytime therefore, they will concern in term of security and privacy of their own information and transaction. If the business owners, brand or marketing manager can create trust among consumers. This will positively impact to the business.

By improving the security and privacy, the business owners, brands or marketing managers should mitigate perceived risk of consumer in online shopping by focusing on implement friendly online security and privacy protection in order to establish a reliable and trustworthy when consumers is paying by using credit card or debit card and their own personal information. Moreover, the business owners, brands or marketing managers should strictly prohibit staffs from leaking customers' information and acquire website security certification with third party who provides payment service to make more trust and positive perception in term of online security and privacy.

People who always doing exercise, they are normally buying sport apparel. Therefore, buying sport apparel is function and necessary for this type of people. However, to increase and shift people who hasn't do exercise yet wearing sport apparel is a good point that the owners, brand or marketing managers should focus in order to increase sale and expand the target consumers. The marketing campaign or marketing promotion should be created and launched. For example, using celebrity wear the sport apparel in everyday look to draw attention from fashion lovers wear sport apparel in daily life or creating the sport apparel collection that looks fashionable and able to wear in normal day. These could be change the perception of people who think that sport apparel is a cloth for doing exercise and wearing in gym only.

In additional, from the statistic testing in part of demographic found that the age range between 26-35 years old was potential group in buying sport apparel therefore, the business owners, brand or marketing manager should not ignore the target insight from this potential group because they will have different attitude toward sport apparel from other age groups.



### **5.3 Limitations of the Study and Suggestions for Future Research**

First of all, is that the researcher did not do a questionnaire pilot testing before official launch the questionnaire to the respondents due to time limitation. Therefore, the future research should do a questionnaire pilot testing to ensuring that questionnaire is covered all aspect. Secondly, this research is limited in term of gender and location because it is investigate only Thai female consumers who live in Bangkok area. It should be conduct covering both female and male who live in Bangkok or the whole country in order to getting the effectiveness and extensive result. Thirdly, the questionnaire had not been translated from English version to Thai version due to the limitation of time therefore, in term of language some question might not be answered accurately and some respondents might misunderstand the content of questionnaire and meaning of it. The present study is limited number of variables which impacts online purchase intention of Thai female consumers. Therefore, future research should examine different factors for example, internet traits, marketing mix etc. to explore more variable toward online purchase intention of sport apparel. Moreover, the researchers can conduct research to investigate consumer purchase intention in special product categories or brand. Lastly, as the result from the study focused in Thai female only and found that security and privacy is the most important factor for female affecting their online purchasing therefore, this finding can contribute the future research by go in depth for more understanding security and privacy concern on female target as well as qualitative research can be conduct to get more insight and the respondent will explain more on their online purchasing behavior

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## Appendix A: Questionnaire

### QUESTIONNAIRE

This questionnaire is a part of “Thematic Paper” course. The study has been conducted by Supreeya Pinming, a master degree of College Management of Mahidol University (CMMU). This study aims to examine “The factors that influence online purchase intention of Thai female consumer in Bangkok area towards sport apparel”. Your response will be anonymous and used for academic purpose only. Please, select or answer the question that best describe you or your opinion. This questionnaire will take approximately 10 minutes for complete. Thank you very much for your support.

The questionnaire consists of 4 sections:

1. Screening question
2. Demographic question
3. General question
4. Specific question

#### SECTION 1: Screening Question

Please check ✓ in the appropriate box that best describes your situations.

1. What is your gender?

Female

Male (Thank you for your cooperation)

2. Do you live in Bangkok?

Yes

No (Thank you for your cooperation)



## SECTION 2: Demographic Question

Please check ✓ in the appropriate box that best describes your situations.

3. What is your ages?

- 18 - 25 Years old                       26 - 35 Years old    36 - 40 Years old

4. What is your average personal income per month (THB)?

- < 15,000 Baht                       15,000 - 25,000 Baht  
 25,001 - 35,000 THB               35,001 - 45,000 Baht  
 > 45,000 Baht

5. What is your occupational?

- Student                                       Government Officer  
 Public Officer/Employee               Business Owner  
 Other...

6. What is your educational level?

- Below or equal to high school  
 Vocational Certificate  
 Bachelor Degree  
 Master Degree  
 Doctoral Degree

## SECTION 3: General Question

Please check ✓ in the appropriate box that best describes your situations.

7. Have you ever bought products or services in online channel?

- Yes     No

8. How often do you purchase product in online channel?

- Less than 1 time/month  
 1 - 2 times per month  
 3 - 4 times per month  
 5 - 10 times per month  
 10 - 20 times per month

9. Do you prefer online shopping?

- Yes  No

10. Which channel do you prefer the most for online shopping?

- Stores' website  
 Facebook  
 Instagram  
 Line or Line shop  
 Shopping website as Lazada, Zalora, etc.  
 Other...

11. Which communication tool do you prefer the most for online shopping?

- Computer  Mobile Phone  
 Notebook/Laptop  Ipad/Tablet  
 Other...

12. Which is average price range for each of your online transaction?

- < 500 THB  501 – 1,000 THB  
 1,001 - 1,500 THB  1,501 - 2,000 THB  
 > 2,000 THB

13. Which sport apparel category do you prefer the most?

- Shoes  Clothing  
 Accessories  Other; please, specify.....

14. Have you ever bought sport apparel in online channel?

- Yes  No

#### SECTION 4: Specific Question

Please check in table to specify the level of your agreement on each following statement about factors that influence to buy sport apparel in online channel.

Question	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	(1)	(2)	(3)	(4)	(5)
15. I prefer to buy sport apparel online if the website is trustworthy.					
16. I prefer to buy sport apparel online if the payment is easy and secure.					
17. I prefer to buy sport apparel online if online store provides secured protection for my information.					
18. I prefer to buy sport apparel online if the website interface is easy for navigation (user-friendly).					
19. I prefer to buy sport apparel online if online store has good website design.					
20. I prefer to buy sport apparel online if online store is available all the time (24/7).					
21. I prefer to buy sport apparel online if online stores provide clear product information.					
22. I prefer to buy sport apparel online if there are reviews from previous customers.					

Question	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	(1)	(2)	(3)	(4)	(5)
23. I prefer to buy sport apparel online if the product is delivered on time.					
24. I prefer to buy sport apparel online if the product received is as seen in the photo.					
25. I prefer to buy sport apparel online at the cheapest price.					
26. I prefer to buy sport apparel online if there is promotion or discount.					
27. I prefer to buy sport apparel online after compare the price with other online stores.					
28. I prefer to buy sport apparel online if the seller is friendly or response quickly.					
29. I prefer to buy gold ornament online if online store has product guarantee (exchangeable).					
30. I prefer the online store that my friends recommend me.					
31. I prefer to buy similar sport apparel design with my friend.					
32. I prefer to ask my friend before I buy sport apparel.					

Question	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	(1)	(2)	(3)	(4)	(5)
33. My friends' opinions affect my sport apparel purchase behavior.					
34. Shopping sport apparel in online channel is fun.					
35. Shopping sport apparel in online channel is enjoyable.					
36. Shopping sport apparel in online channel is very entertaining.					
37. Shopping sport apparel in online channel makes me feel excited when searching the product.					
38. I prefer online channel to be helpful in buying sport apparel that I want.					
39. In my opinion, to buy sport apparel online is functional.					
40. In my opinion, to buy sport apparel online is necessary.					
41. I intends to buy sport apparel in the next 12 months.					