

**THAI CUSTOMERS LOYALTY IN ONLINE CLOTHES  
SHOPPING**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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**THAI CUSTOMERS LOYALTY IN ONLINE CLOTHES  
SHOPPING**

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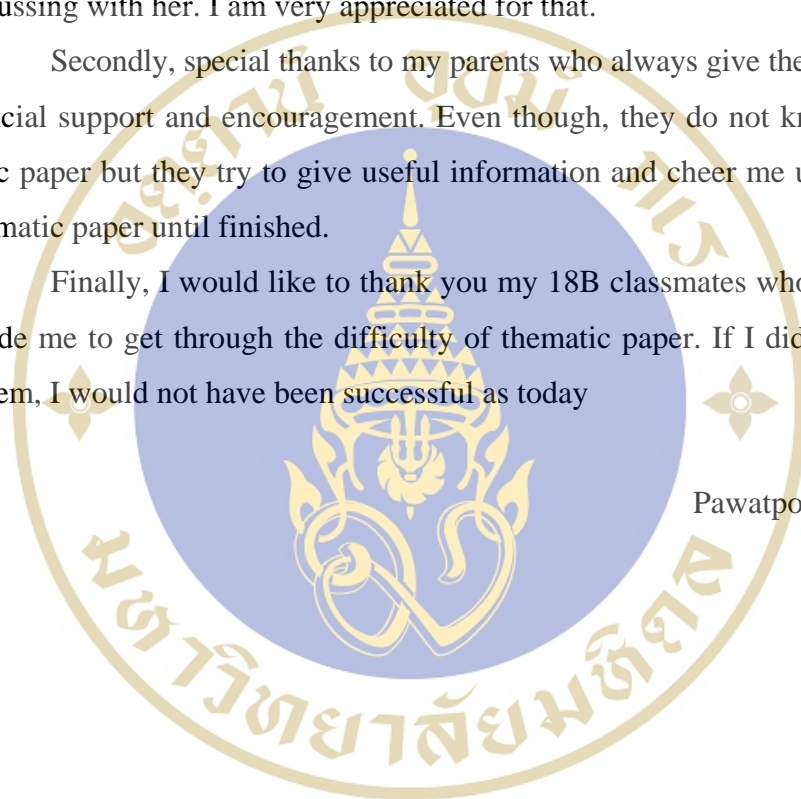
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## **THAI CUSTOMERS LOYALTY IN ONLINE CLOTHES SHOPPING**

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### **ABSTRACT**

The purpose of this study was to find the specific factors that related to Thai customer loyalty in online clothes shopping by using research model that I combined across various related research models. The research model consists of four main factors that influencing customer loyalty in online shopping. These four factors were quality of product/service, customer trust, customer perceived value, and customer loyalty.

This thematic paper uses qualitative methodology by collecting data from 10 Thai online customers who have experiences in online clothes shopping. It is in-depth interview for collecting customer experiences to identify the specific factors. In addition, the interview can identify Thai online customer recommendation for online clothes shops to leverage customer loyalty in further. After data analysis, the result of this study shows that convenience, famous of the online clothes shop, good clothes quality and design, shape and sizing, and loyalty program are very important to leverage customer loyalty in online cloth shopping. The results can be helpful for online clothes shops that want to know more about online customer thinking and concerns in order to develop customer loyalty in the future.

**KEY WORDS:** Online shopping/ Clothes/ Customer loyalty/ E-commerce

30 pages

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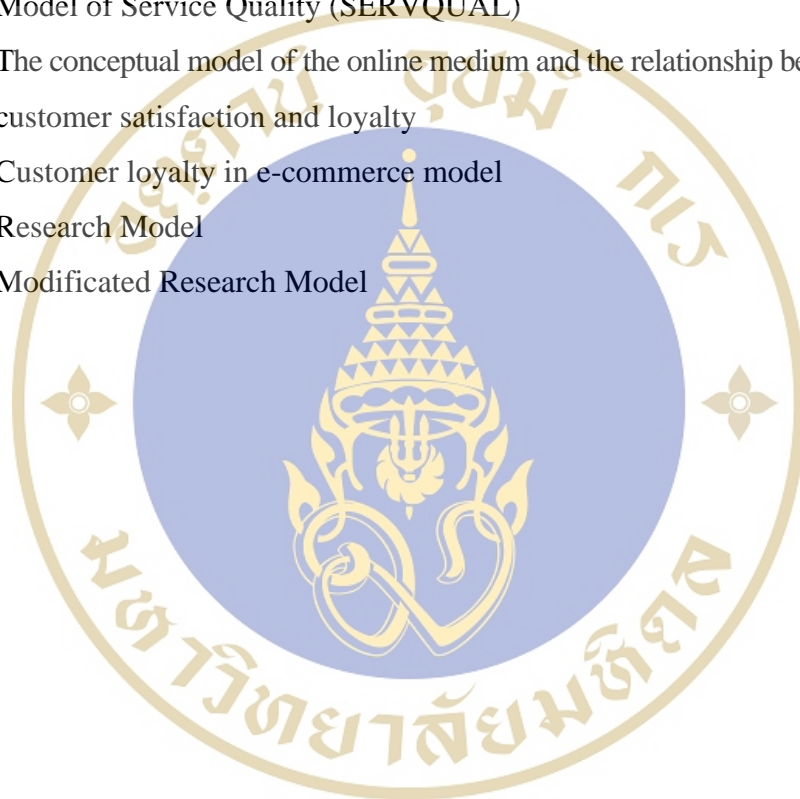
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# CHAPTER I

## INTRODUCTION

### 1.1 Background

For the past 5 years, Thailand Online Business has been continuously enlarging bigger and bigger every year as technology has been developed and now people can easily access to the internet even wider comparing to those in the past. If we compare the device's price and the internet fees now vs the past 5 years, there would be a wide gap between them. The current internet device's price is getting much cheaper. People from all classes both rich and those on the budget could afford to use internet, social network and even online shopping in their daily lives. Another factor is that, as goods transportation has been improved from the past 10 years. Many shipping companies in Thailand could be easily founded. They provide very fast, safe, and convenient services. As online shopping is very convenient for Thai customers, therefore they tend to change their behaviors in buying products as the online shopping has been dramatically increasing instead of shopping at the physical shops. As shopping on the internet is very popular, many online shops are opened rapidly in recent years and Thailand E - Commerce Market is on fire. Thai online-sellers try to compete among each other by catching up on the Customer Demand which has been changing all the time. However, to retain the customers, online sellers must develop customer loyalty through communicating and building on brand awareness in the long run.

Personally, the author has often bought clothes from the internet through website and social media for 5 years and the author also has high interests in online clothes shopping. Therefore, this thematic paper will be focusing on the online clothes shopping.

## 1.2 Problem Statement

Nowadays, customers change their behavior on buying clothes from shopping at the physical shops to online shopping. Online clothes shopping is easier and widely accessible than before. Customers do not have to go outside of their places and buy at the market or retail stores. They just use internet and find online clothes shops that they like and they can click purchase button. Therefore, many online clothes shop have been opened to serve this demand. That makes fierce competition in the online clothes market. Every online clothes shop would like to keep their customers buying clothes from them. This is a good opportunity to learn about the factors that affect on Thai customer loyalty which make them keep buying from only the specific online clothes shops.

## 1.3 Research Question

1. What are the factors that could affect Thai customer loyalty in online clothes shopping?
2. What are the features which should be added on online clothes shops to leverage customer loyalty?

## 1.4 Research Objectives

The objective of this research is to find out what are the significant factors that affect Thai customer loyalty in online clothes shopping. Moreover, it is to discover the features which should be added on online clothes shops to leverage customer loyalty both directly and indirectly.

## 1.5 Research Scope

In this thematic paper, the data collection will be collected through qualitative methodology by interviewing 10 interviewees who have experiences in online clothes shopping. In – depth and focus group approach will be used for the interview to understand

the factor that affect Thai customer loyalty in clothes online shopping and interviewee recommendation to leverage their customer loyalty.

### **1.6 Expected Benefits**

The finding results should reveal the factors that affect to Thai customer loyalty in clothes online shopping which is useful for shop owners who would like to understand and improve customer loyalty of the clothing business to be more sustainable.



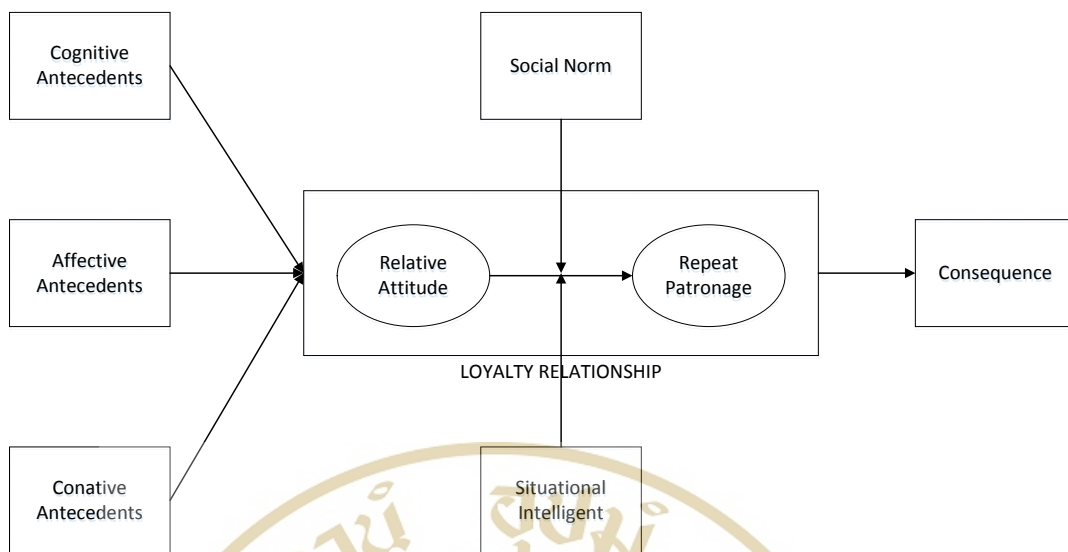
## **CHAPTER II**

### **LITERATURE REVIEW**

It is interesting to understand the customer loyalty in online shopping, especially what the significant and hidden factors are and the effects to Thai customer loyalty in online shopping. In addition, this thematic paper intends to study on what differences in term of customer loyalty factors between online shopping and offline shopping and how to leverage level of customer loyalty in online shopping.

#### **2.1 Customer Loyalty in General Term**

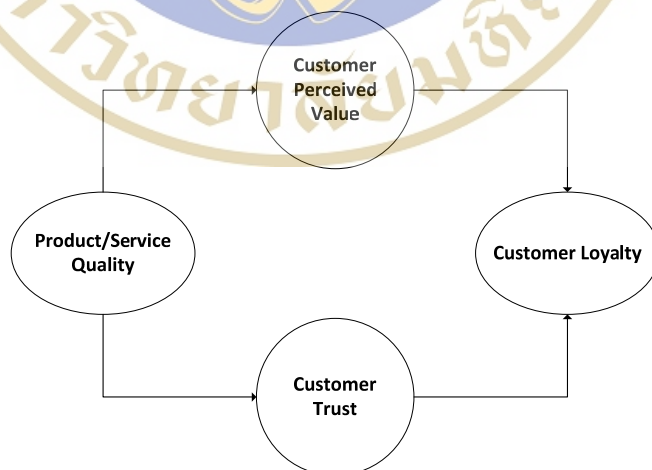
Many studies identified the factors which affect to customer loyalty in general term in different ways. Dick and Basu (2012) identified that customer loyalty will be built from 2 type of factors which are internal and external factor. For the internal factor, customer's relative attitude and repeat patronage are the factors that will affect to the level of customer loyalty. Cognitive, affective, and conative antecedents which are part of relative attitudes, can help to develop loyalty, the more relative attitude and repeat patronage, the more customer loyalty toward in that brand. However, there are 2 external factors which are social norm and situational influence. They can reduce or support customer loyalty base on social norm and situation at that time (Figure 2.1).



**Figure 2.1 A Framework for Customer Loyalty**

Source: Dick & Basu, 1994, p.100

On the other hand, Surachet (2015) identified that customer loyalty will be built when the business can make its products/services quality to meet customers perceived value, which customer would use for evaluating products/services and customer trust for making purchased decision (Woodruff, 1997; Eggert and Ulaga, 2002). To create these 2 elements, the business must provide high products/services quality (Figure 2.2).



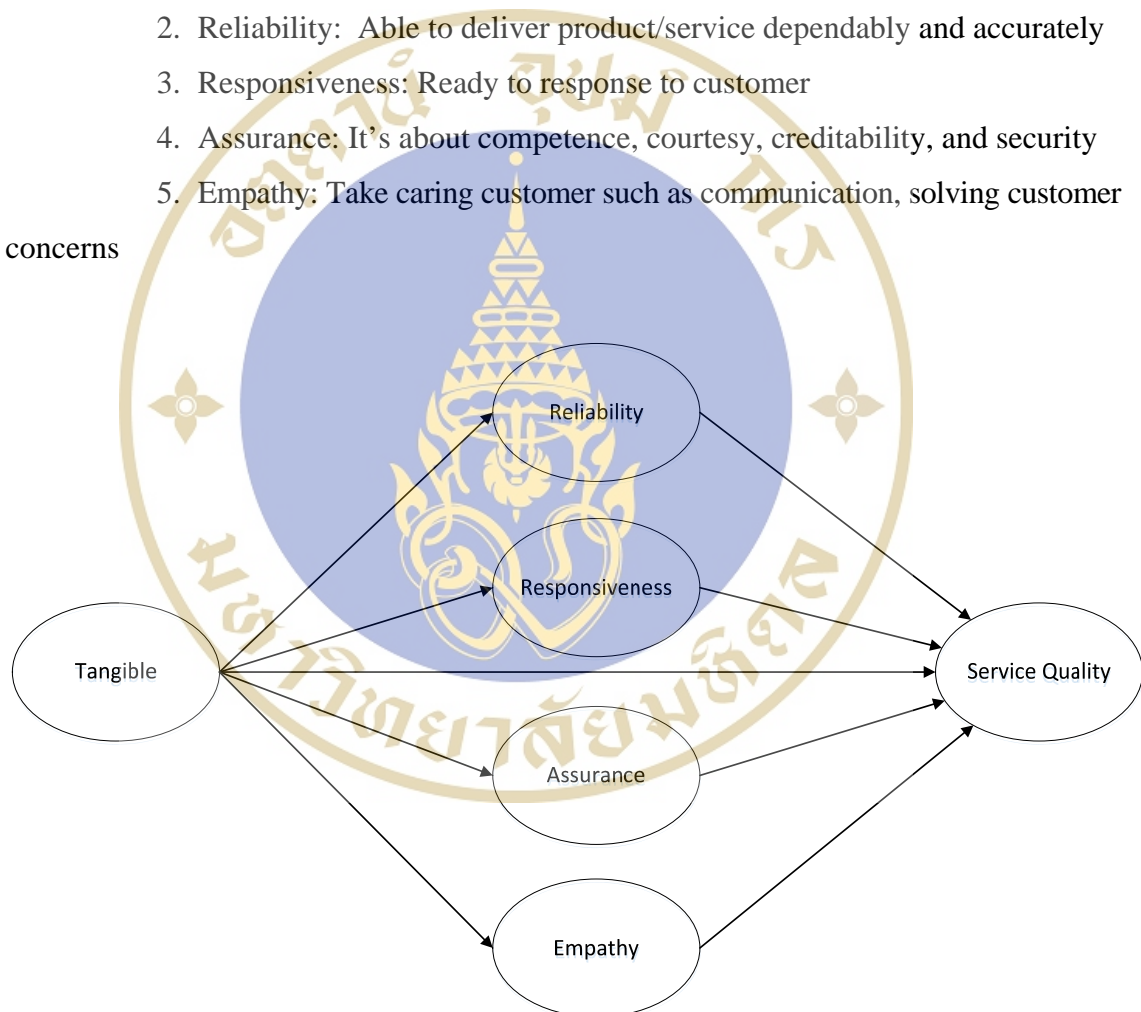
**Figure 2.2 Conceptual Framework**

Source: Pongcharnchavalit & Fongsuwan, 2015, p.7

For perceived product/service quality, Parasuraman et al. (1985, 1990) explained that the perceived product/service quality would be based on the level of customer expectation and perception of received product/service delivery. If customer expectation is higher than perception of received product/service delivery, perceived product/service quality will be low for that customer. For perceived product/service quality measurement will be assessed by 5 dimension of SERVQUAL which is developed by Parasuraman et al. (1988) (Figure 2.3) which are:

1. Tangible: Physical facilities, equipment, and appearance of services
2. Reliability: Able to deliver product/service dependably and accurately
3. Responsiveness: Ready to response to customer
4. Assurance: It's about competence, courtesy, creditability, and security
5. Empathy: Take caring customer such as communication, solving customer

concerns



**Figure 2.3 Model of Service Quality (SERVQUAL)**

**Source: Pongcharnchavalit & Fongsuwan, 2015, p.5**

However, this research model is used in general term (any products, any platforms). The author assumes that it could be applied for online clothes shopping platform partially because there are some different factors which is online shopping, customers can only see products from website but they cannot see and touch real products. They cannot see the apparent of the physical shop so they cannot assess their own risk which may affect to the trust. Therefore, I find more researches related to online shopping.

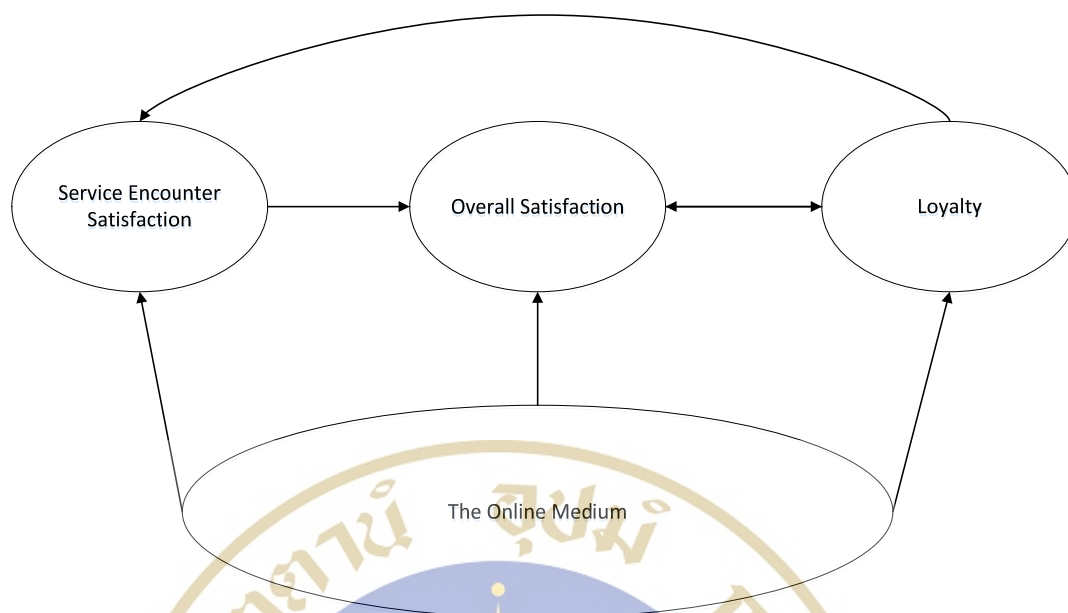
## **2.2 The Online Medium and The Relationship Between Customer Satisfaction and Loyalty**

According to above literature review which lack of online context so the author found the research which explain relationship of online medium, customer satisfaction, and loyalty in Figure 2.4 The conceptual model of the online medium and the relationship between customer satisfaction and loyalty is developed by Shamkar, Smith, Rangaswamy (2003) shows how the online medium influence to the relationship between customer satisfaction, in term of overall satisfaction and service encounter satisfaction, and loyalty.

Shamkar, Smith, Rangaswamy (2003) identify some factors that can affect to service encounter satisfaction, overall satisfaction and customer loyalty as following:

1. Service encounter satisfaction: Online shop can provide deep product information at their websites, more interactivity of website, better services than customer's prior experiences, a lot of number of service packages.
2. Overall satisfaction: It would be good if online shop can provide better service than customer's prior experience. Online shops should provide product/service information that they can access to easily, frequency of service use.
3. Loyalty: Online shops have membership program for their customers to let customers keep buying/service from them.

However, this research focuses on the overall customer satisfaction, service encounter satisfaction, and customer loyalty though it does not explain about the trust which is very important for online shopping. If customers do not have trust on the online shop, they may not make decision to buy from that online shop. Therefore, the author will find more research to include more important factors.



**Figure 2.4 The conceptual model of the online medium and the relationship between customer satisfaction and loyalty**

Source: Shankar, Smith, Rangaswamy, 2003, p.155

### **2.3 The Relationship between SERVQUAL Model, Customer Trust, Perceived Risk with Vendor, Customer Trust, Customer Loyalty, Cost to Switch Vendor**

Gefen (2002) explained that in general, customer loyalty will increase based on level of customer trust. If customers trust in the online vendor, they will come back to re-purchase products and also recommend other customers to buy from the vendor which they trusted. Gefen (2002) identified the relationship between services, quality customer loyalty, customer trust, perceived risk with vendor, and cost to switch vendor through his model. (Figure 2.5)

1. The higher customer trust, the higher customer loyalty. Customers who trusted in the online vendor tend to expect less from the online shop and will keep buying and stay with this online shop.

2. The more risk perceived with online shops, the more decrease customer loyalty. Customers who have concern about the risk of the online shop with bad reputation will not buy from the shop because they will be afraid that the product/service which



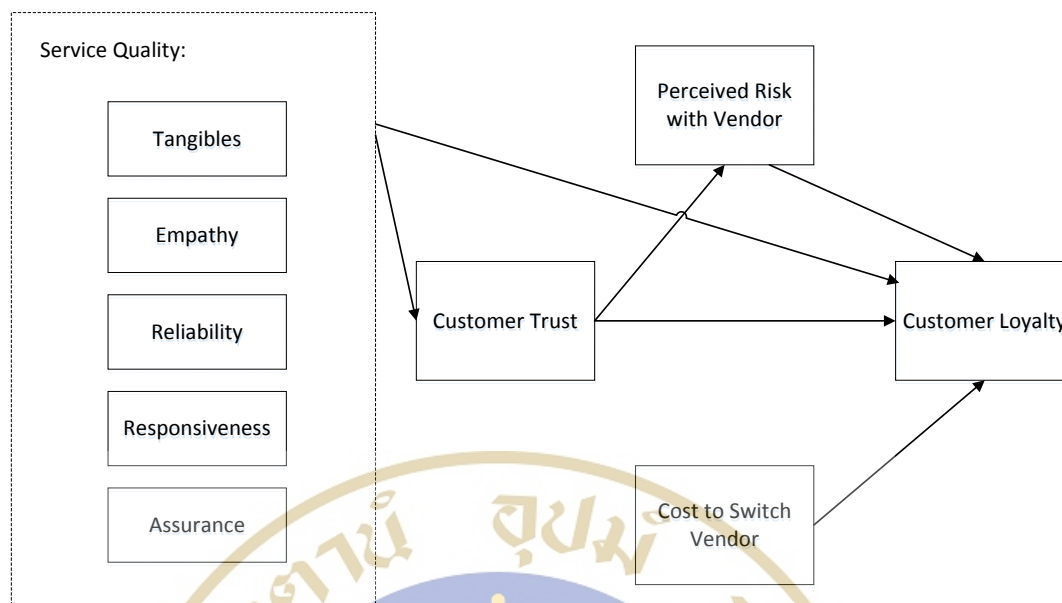
they purchase will have problem and this would include the after sale service. This tends to cause the decrease in customer loyalty.

3. The more customer trust, the less perceived risk with an online shop. Trust in online commerce is needed in doing business between customers and online vendor because there is no or less guarantee in online environment. In the customers point of view, they are afraid that online vendor may do opportunistic, unethical, undesirable behaviors. When the customers have trust in online vendor, they tend to reduce perceived risks in online shopping.

4. The higher switching cost, the higher customer loyalty. Some customers may stick with the online vendors because switching cost to other vendors may not worth for them. For example, if customer switch online vendor from one to another which would break commercial agreement. Customers will be charged a lot of money. Time is also the switching cost, customers do not want to waste time to find new vendor.

5. The more service quality, the more customer trust. Online vendor's service quality must meet or exceed to customer expectation so trust will be increased. On the other hand, the product/service is not accordance to what customer's expectations. Trust will be destroyed (Blau 1964).

6. The more service quality, The more customer loyalty. Service quality will help to increase customer loyalty when the product/service is better than customer's expectation so they will be satisfied and keep repeating on the purchase of product/service. It will build customer loyalty.



**Figure 2.5 Customer loyalty in e-commerce model**

Source: Gefen, 2002, P.34

Figure 2.5 shows that customer loyalty is influenced by all factors in this research model. This research model seems to be the most suitable one for online shopping, so the author will apply this research model in the current research which can be related to online clothes shopping.

## 2.4 SERVQUAL Model in Term of Online Commerce

Service quality is defined with an adapted SERVQUAL in 5 dimensions in terms of online commerce:

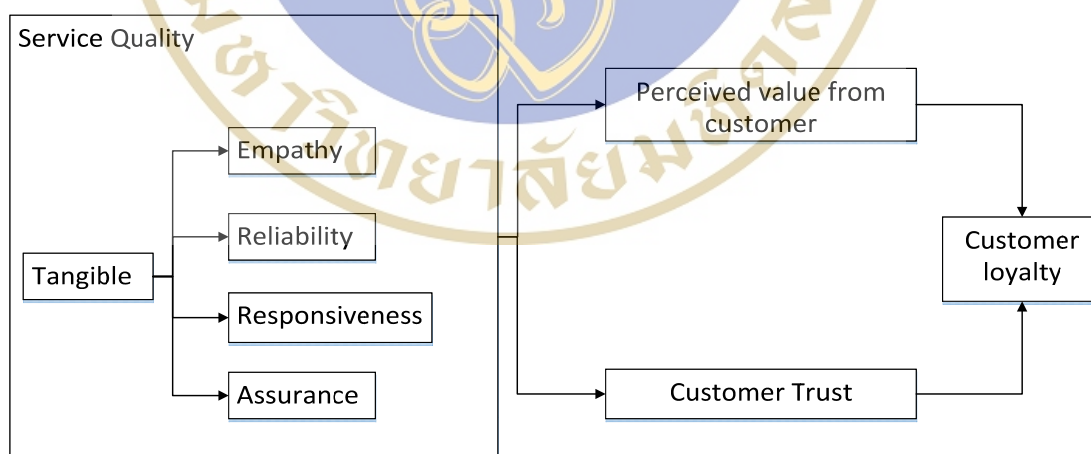
1. **Tangible:** This dimension is about “the appearance of the website”. It should be neat, well-organized by making it a good looking interface, easy to use and understand, as well as well - clarified on purchase procedure
2. **Reliability:** Providing the service dependably and on time as committed
3. **Responsiveness:** Respond to customer accurate, helpful, prompt manner by using automated software that can help to provide responsive service such as guidance for problem occurs, accurately estimate product delivery date and time.

4. Assurance: Providing automated system that giving knowledge and assistance by showing error messages and guidance boxes to guide customer through the system process.

5. Empathy: Providing personalized service through customized contents to customer individually such as personal greeting, individualized email.

## 2.5 Conclusion

After the analysis on the literature review of customer loyalty for applying in clothes online shopping, It has been found that SERVQUAL is suitable for the research which is about e-commerce. Therefore, the SERVQUAL has been used as the main research model but adapted the hypothesis; however this would not link relationship between Service Quality and Customer Loyalty as it is not directly related but it relates to Perceived value from Customer and Customer Trust which is the same as suggested by Pongcharnchavalit & Fongsuwan, 2015. Thus, the factors which are the most relevant for this research, have been derived from the literature review are shown as diagram below:



**Figure 2.6 Research Model**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This study had been conducted to consider on which factors those affect Thai customer loyalty in clothes online shopping. As online shopping is very popular in Thailand, Thai customers tend to buy clothes from the internet rather than buying at the clothes store for recent years. Many brand-name stores try so hard to leverage customer loyalty to make customers still buy their products and do not switch to other brands. Thus, the author will explore significant factors Moreover, the author will find what other aspects which can improve customer loyalty in clothing online shopping.

#### **3.1 Sampling**

The sampling targets are clothes shoppers at aged between 23-50 years old both male and female with experiences in clothes online shopping. These age ranges have been chosen because they are grown up and well familiar with the internet so they can reflect their attitudes toward clothes online shopping and their loyalty.

#### **3.2 Data Collection**

This research applies the qualitative method by peer group interview with opened-ended question. During the interview, the author will focus on feeling, perception, emotion and behavior of Interviewees. Data collection will include questions on factors that affect to interviewees' loyalty and also include interviewees' opinions and recommendation.

The first group of questions will start with demographic information. Then author will relate the next detailed question with their answers to get the information about interviewees' clothes online shopping behavior and concerns. More detailed questions will be asked to get more understanding upon relationship between interviewees'

perceive value, expectation, expected service quality, trust, loyalty by using interviewees' experience which is the clothes online shop which they still buy for a long time to be the part of many questions. Moreover, the author wants to get the interviewees' opinions about what other aspect/services should be added on clothes online website for leverage interviewees' loyalty.

The Interviewees will be asked with the list of questions and may be requested to elaborate in more detailed. The interview session will be recorded by voice recorder application on mobile device or only note on paper based on the environment. All personal information of the interviewees such as name or photo will be kept as confidential and will not be shown in the research material.

### **3.3 Instrument**

The interview session will be conducted and used in analysis. The Interviewees will be asked with following questions. The questions will be divided in 6 groups as following:

#### **3.3.1 Demographic**

1. Asking about age, gender, education
2. What is your online shopping experiences (website, social media, etc.)
3. How long do you buy clothing on the internet?

#### **3.3.2 Service quality**

1. Why do you buy clothes on online shop instead of real shop?
2. How do you choose the clothing shop on the website?
3. What are your concerns when choosing clothes online shopping?
4. Which clothes online shop do you still buy when you want to buy some clothes?
5. What are you satisfied in this clothes online shop? (good looking and feeling website and products, shipped products on time, respond fast and accurately, assistance system on website, personalize service, etc.)

### 3.3.3 Trust

1. Why do you trust this clothes online shop?
2. What are main factors that make you trust this online shop? (Website looking, Secure Payment, Amount of its customer, Refundable)
3. Did you ever have an experience where you lost trust in online shopping?

### 3.3.4 Expectation

1. What is your expectation from buying on the cloths online shop?
2. How does recommendation from your friend affect to your expectation?

### 3.3.5 Loyalty

1. Have you recommended this clothes online shop to your friends? And why?
2. Are you loyal to one online shop? And why?

### 3.3.6 Opinion

What will you recommend to clothes online shop to make you more satisfy/trust?

These questions will be used as a guideline only. These questions may be adapted base on limited time and unexpected responses from Interviewees. However, all interview questions will still be in the same direction.

## **CHAPTER IV**

### **DATA ANALYSIS**

After the author collected the data from 10 interviewees by using research method as in – depth interview, the content analysis will be used to identify and interpret the result to see the trend from the interview.

In this research, the author will focus on similarities and differences from the interview to identify what are the factors that affect to Thai customer loyalty in clothes online shopping. Moreover, the research further explores on what other services that clothes seller should add on online clothes shops to leverage customer loyalty, which would help to keep customer on buying products from online clothes shops and suggest other customers, in order to understand what are the main factors on additional services that customer really want from online cloths shopping.

As the result, there are some similarities and differences from the interview based on customer experiences.

#### **4.1 Demographic Profile of Interviewees**

Research Interviewees who agreed to join research interview are 4 men and 6 women. The average age is 38.1. Their education background mostly are Master Degree level. They have various occupations and different clothes shopping experiences.

**Table 4.1 Interviewees General Information**

<b>Interviewee No.</b>	<b>Age</b>	<b>Gender</b>	<b>Education</b>	<b>Clothes Shopping Experience</b>
1	25	Male	Master Degree	2
2	49	Female	Bachelor Degree	3
3	50	Male	Bachelor Degree	2
4	33	Male	Master Degree	5
5	32	Female	Master Degree	5
6	38	Male	Master Degree	3
7	44	Female	Master Degree	8
8	45	Female	Master Degree	4
9	38	Female	Master Degree	2
10	25	Female	Master Degree	7

## **4.2 Observation Finding**

Most of research Interviewees bought clothes from clothes websites and social media such as Facebook, Instagram and Line. Many online clothes shops have been opened more and more in recent years. All research Interviewees currently buy clothes via internet instead of buying clothes at physical shop by themselves.

## **4.3 Analysis of factors which are important to online shoppers and create loyalty**

From the interview, the author asked the question which align with research hypothesis to discover factors of customer loyalty, customer perceived value, and service of quality in term of online clothes shopping as following:

### **4.3.1 Service Quality**

They prefer to buy clothes at online shop more than physical shop with many reasons as following:



#### 4.3.1.1 Convenience to buy

90% of Interviewees (9 interviewees) mentioned that they can buy clothes at home. They do not have to walk around at the physical shop or market to find clothes they want. Moreover, online website is available 24 hours a day, Interviewees explained that shop on the website whenever and wherever they want.

*“I can look and shop clothes in online clothes shops even late at night which I cannot do at physical shop”* (Interviewee No. 2, 49)

*“I buy clothes from online clothes stores because I don’t need to waste of time to find them.”* (Interviewee No.5, 26)

*“I don’t have time to find some clothes which is very urgent to wear in special occasion for my kid but don’t know where to buy. It’s very easy. I just search on the Google website and find such as I looking for Mermaid suit for my kid to wear in school event.”* (Interviewee No.8, 45)

#### 4.3.1.2 Variety of designs

4 out of 10 interviewees mentioned that online clothes shops have various types and styles of clothes. There are many choices to choose clothing which they like. As fashion is always changing, it is very fast and easy to find and buy new clothes from online shop to catch up the fashion trend which make them looks fashionable and unique.

#### 4.3.1.3 Easy to compare price and promotion among online clothes shops

80% of interviewees explained that it is very easy to compare price and promotion between online shops. Some online clothes shops launch discount promotion such mid-year sales that is very cheap from other shops. It is very comfortable to compare by only clicking open each online shops website and compare the price. They do not have to walk around each physical shop to ask about price.

*“Online clothes shops are better than physical shop because it’s so easy to compare the price between the same clothes in many online clothes shops”* (Interviewee No. 2, 49)

#### 4.3.1.4 Be able to pre-order clothes which are not available in Thailand

One out of 10 Interviewees explained that some clothes are not available in Thailand and very limited. It is impossible to purchase at the physical shop instead of pre-ordering on online clothes shop. He also mentioned that his brandname bag is very popular in USA but currently not available in Thailand. Therefore, he must pre-order through online clothes shop which is trusted shops.

*“Some clothes that I bought are not available in Thailand so I have to pre-order them”* (Interviewee No. 6, 38)

#### 4.3.1.5 Shopping anytime and anywhere

Since online website is available 24 hours a day, All of Interviewees explained that they can access the online shops through internet whenever and wherever they want. It is very comfortable for those who do not have time to go to shopping mall. However, sometimes the internet or the website server is not available due to maintenance period which may occur.

*“I can look and shop clothes in online clothes shops even late at night which I cannot do at physical shop”* (Interviewee No. 2, 49)

#### 4.3.1.6 No pressure from sales person at physical shop

One of the interviewees explained that they feel more comfortable when shopping at home. There is no one pressuring on you to buy his/her products. Sometimes he just wants to touch and look for the clothes which look pretty and make decision later. He takes some times to make decision.

*“Sometime I shopped at shopping mall and sale person stand beside of me. I felt very uncomfortable. I prefer to stay and shopping at home”* (Interviewee No.3, 50)

#### 4.3.1.7 On-time shipping and tracking system

Six of the interviewees mentioned about on-time shipping and tracking system is the baseline of buying product from the internet. Almost online shop that they have bought clothes use shipping company to provide on-time delivery and tracking services.

*“I like its on-time delivery service and tracking system which notice me current status of my package.”* (Interviewee No.9, 38)

#### 4.3.1.8 Flexible in picking-up packaging at any branches

One of the interviewees explained that she has ordered clothes at the online shop which also has physical shops. The online shop provides delivery options. She can choose whether to get it by postal mail delivery or pick-up by herself at any branches as well.

*“I like flexible delivery service I can let the shop delivery my package at home or pick-up at their physical shop which they stock products.”* (Interviewee No.9, 38)

#### 4.3.1.9 Fast response

One of the interviewees explained that as the internet increases communication channels and it becomes wider available for customer and online shops can communicate each other anytime. It is very impressive. She has bought clothes from the online clothes shop many times. The online clothes shop could response her immediately anytime when she asked about questions or report some problems.

### 4.3.2 Interviewees Trust

All of Interviewees mentioned the word “Famous”. They trusted in online clothes shops which have many customers buying experiences and reviewed their products which buy from the online clothes shops. Sometimes they noticed the number of Likes or Follower on the online clothes shop’s Facebook page which is increase their trusted before making decision to buy. Moreover, some interviewees also mentioned that the online clothes shops which provide product warranty by using return & refund policy, they tend to trust the shops and this makes it easier to make decision to buy. On the other hand, trust will decrease, if the online clothes shop break the agreement such as late shipping, low quality and cannot refund and return. These issues might make them stop purchasing products from this online clothes shop again. Six of all interviewees use to have the online purchasing problems. 3 of all the interviewees have problem upon delay in delivery, they explained that the online shops told them that the package will arrive in a few days but it arrived late around 1 week later make them very angry and they stop buying products from that online clothes shop immediately. The 2<sup>nd</sup> problem is error in sizing and low product quality, other 3 interviewees explained that they got the wrong size and product qualities do not meet the expectation. They

tried to complain the online clothes shops and returned clothes but the online clothes shop did not accept the return the clothes and blame them back that it is all their false. The rest of interviewees have no lost trust experience. They explained that they always be aware of the risk which can happen in buying anything from the internet and make decision to buy only online shops which have very high reliability.

### **4.3.3 Interviewees Perceived Value**

All of interviewees expect to receive clothes which must be good quality, great design which worth for the price that they spend money for them. If the online clothes shop can provide service/products quality better than their expectation, all Interviewees will be very appreciated and impressed. In addition, 2 interviewees explained that they feel very impressed when they have questions about the clothes and the online clothes shops can response instantly with completed and cleared information. Moreover, style of clothes is very important for selling clothes. Each customer has different styles so online clothes shop must design clothing to accommodate different customer styles.

### **4.3.4 Interviewees Loyalty**

7 of all the interviewees mentioned that the online clothes shop that they often buy always have promotions for their customers to keep customers buying their products. Sometimes they create a game to build up the customer engagement to join and get chance to win the special price. Moreover, they point out that clothes sizing is the very important issue which make them do not want to change to other online shops.

Due to clothes sizes of each shop is not the same standard so they do not want to get wrong size and return it back and waiting for the correct one.

*“For instance, size L of shop A is fit for me but size L of shop B is not. it’s a bit big.”* (Interviewee No.5, 32)

The author found that they often recommend the clothes online shops which they often buy clothes for their friends. The online clothes shops which are recommended must be trustworthy and have high quality in term of products and services. If the online clothes shops are not real good, it will break their faces.

## **4.4 Interviewees Recommendation**

From the interview, interviewees clearly recommended on what they want from the owners of online clothes shops which can help the shop owners to improve their own business by increasing customer satisfaction by listing the factors they mainly focus on; the customer trust, and customer loyalty. The author found that there are 5 interesting topics as following:

### **4.4.1 Open both physical and online shop**

An interviewee recommended that online clothes shops should open physical shop as well to provide flexible services for customers. For example, customers can have more delivery choices whether picking up at the shops by themselves or waiting for the packages at home. Moreover, the physical shop is also a good channel for customers to contact the shop in case they have questions or problems with the products such as customer want to change clothing size so the shops can solve it so easy and fast. In addition, the shops which have physical shop tend to affect to customer trust and easier to make decision to buy because in case they have some problems they can contact the shop directly. Thus, opening physical shop as parallel with online shop it can help to increase customers trust and satisfaction.

### **4.4.2 Easy to pay**

Interviewees explained that most of small clothes online shop such as online clothes shops on social media use only transfer cash payment to shop's bank account. That might not be convenient for customers. The online clothes shops should provide more payment options such as cash on delivery, credit or debit card, PayPal and installment plan payment, to let each customer can choose which payment that they want to use.

### **4.4.3 Higher Online Payment Security**

Most of interviewees (90%) mentioned about this topic because they have concern on payment security. They explained that when they want to purchase some clothes from the internet, they need to provide credit card information so they want to

be sure that their information will be safe and nobody can steal their money. Thus the online shop should implement secure system on the website to make customer trust.

#### **4.4.4 24/7 Response**

As the online clothes shops can provide 24/7 services for customer to look for the clothes which they want in the shop website and also able to buy anytime they would like to. However, online clothes shop owners cannot answer and response all the time but they should appoint someone to look after customers 24/7 to serve beyond expectation of service quality to customers.

#### **4.4.5 Register to be Trusted Shop**

As many online clothes shops sell their clothes on the social network which there is nothing to guarantee that these online shops could be trusted and do not do opportunistic, unethical, undesirable behaviors such as send product which does not match with product description or try to cheat by do not send the products. From the interview, a half of interviewees who often talked about trust, give an opinion that online clothes shop should register with middle man online market which act as middle man who guarantee the shop as trusted shops. If trusted shop did something wrong or not align with its regulation, the middle man will take responsibility for reimbursement. For example, the famous middle man services in online shopping are PayPal. If the online shops register to Paypal, customer will be able to pay for the products via PayPal, and PayPal will take care of the customer in term of the payment security and also guarantee payment in case the online shop try to cheat on customers. PayPal will reimburse the customers with the full purchase price including shipping cost. Therefore, the middle man options obviously be able to help to improve trust from customer.

## **CHAPTER V**

### **DISCUSSION AND CONCLUSION**

Within this thematic paper, it has been studied upon the factors which affect to Thai customer loyalty in clothes online shopping. All research interviewees are Thai and all live in Thailand. All of them have online shopping experiences from 2 to 8 years.

#### **5.1 Conclusion**

After the author gathered the data through in-depth group interview, the result shows that the factors which affect to the research interviewees to shop from the online clothes shops are excellent service & product quality, selling clothes which match customer value to make higher customer perception, and higher trust which all of them help to bring up higher customer loyalty.

Research interviewees mention about a list of good product/service quality of buying clothes from the online clothes shops that they often buy which are service quality, variety of designs, easy to compare price and promotion among online clothes shops, able to pre-order clothes which are not available in Thailand, shopping anytime and anywhere, no pressure from sales person at physical shop, on-time shipping and tracking system, flexible in picking-up packaging at any branches, and fast response when customer try to contact. These are quality of product which interviewees satisfied.

For the trust, most of interviewees voiced about “famous” as a main reason that make them trust. If they do not know about this online clothes shop they will not buy from it because they afraid of fraud which may occurs so often in e-commerce.

For perceived value, interviewees mention about comparing between clothes quality, clothes design and with the price that they spend money for it. If they can deliver beyond their expectation for example: When ordered package has arrived to them and they found that it is very good quality and very beautiful design as they have seen picture on the website. In addition, design is very important for buying the clothes

because it is the first thing that buyers will see when they look at them through picture at online website.

For loyalty, most of interviewee agree that the online clothes shop always provide special promotions or them to keep them buying which is make them satisfy. Moreover, they create game events through social network for make customer have fun together and get special gift which is made by the shops.

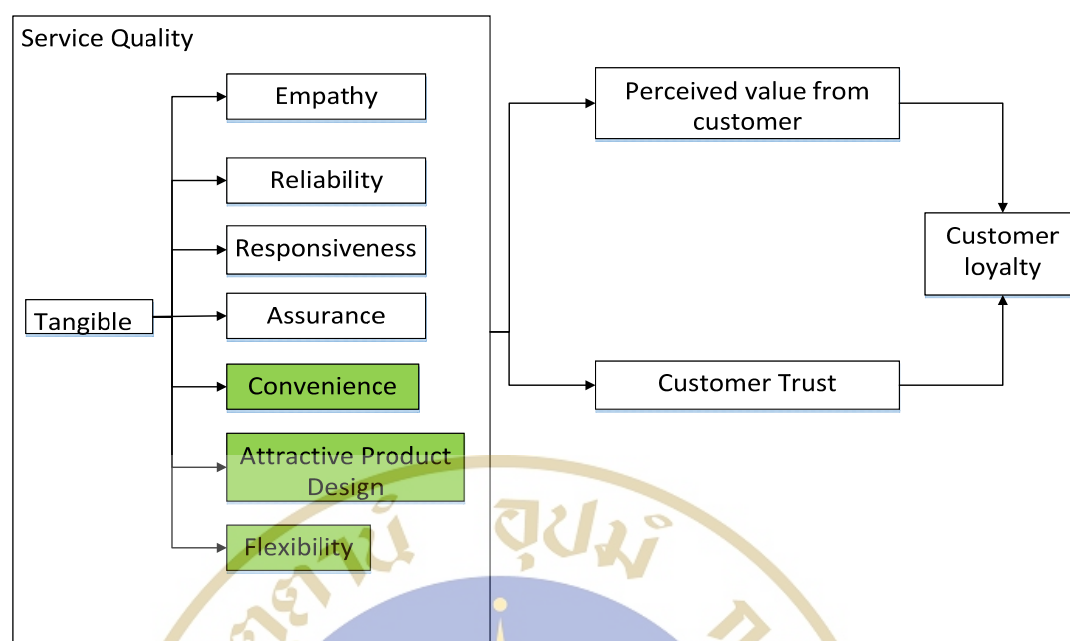
In addition, there is a condition which customer stay and stick to buy some clothes only specific online shops for every time which is clothes sizing that customers confident that when they bought clothes from this shop, the clothes will be fit with them for sure because they do not want to waste of time to return or refund the clothes.

## 5.2 Recommendations

According to the research finding, the research result shows that product/ service quality is the main element which is very necessary to build customer trust and improve perceived value from customer which both elements affect directly to customer loyalty. This relationship is partial align with the literature review. However, the literature still lacks some attributes which should add in the part of service quality in order to more suit in term of online clothes shopping which is 3 attributes as following:

The first attribute that should add is “Convenience”, due to the answer from 90% of research interviewees mentioned that they buy clothing from online shops because it is very convenience to buy anytime and anywhere. The second attribute is “Attractive Design” due to design is very important for customers to choose the clothes. If clothes design is not attractive so they will not buy for sure even the shop has very good clothes quality. The third attribute is “Flexible”, which is good for customer to have options to choose for their convenience. More flexible they get, more satisfy they have. Thus, the research model will be changed to be more suitable for online clothes shopping as below (Figure 5.1).





**Figure 5.1 Modified Research Model**

In addition, the author want to recommend the online clothes shop to provide “Personalized Service” which is offering the right product to the right customer depends on each customer’s personnel style and taste which are different. The online shop must always interact with their customers to learn about their life style and taste. Another important thing is the online shop must analyze their own products that have different looks and feels which will match with different customers. If the online shops understand their own product and customer, they will provide personalize service for customer very well that make customer will feel more satisfy. Then it will increase customer loyalty in long term.

### 5.3 Research Limitation

The limitation of this thematic paper are as shown, firstly the number of interviewees is relatively small due to time constraint. The finding result comes from only graduated people so it may not represent the entire population. However, this thematic paper has provided useful in depth information upon Thai customer loyalty in clothes online shopping for shop owners who would like to understand and improve the clothing business to get higher satisfaction, trust, and customer loyalty.

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## Appendix A: Interview Questions

### Studied in Customer Loyalty in Online Clothes Shopping

These interview questions is the main part of research. They will be used for asking each interviewee in order to study about factors that influencing customer loyalty in online clothes shopping. These interview questions are shown as below

Interview Questions	Answer
<b>Section 1</b>	
1. Asking about age, gender, education	
2. What is your online shopping experiences (website, social media, etc.)	
3. How long do you buy clothes on the internet?	
<b>Section 2</b>	
1. Why do you buy clothes on online shop instead of real shop?	
2. How do you choose the clothes shop on the website?	
3. What are your concerns when choosing clothes online shopping?	
4. Which clothes online shop do you still buy when you want to buy some clothes?	
5. What are you satisfied in this clothes online shop? (good looking and feeling website and products, shipped products on time, respond fast and accurately, assistance system on website, personalize service, etc.)	

Interview Questions	Answer
<b>Section 3</b>	
1. Why do you trust this clothes online shop?	
2. What are main factors that make you trust this online shop? (Website looking, Secure Payment, Amount of its customer, Refundable)	
3. Did you ever have an experience where you lost trust in online shopping?	
<b>Section 4</b>	
1. What is your expectation from buying on the cloths online shop?	
2. How does recommendation from your friend affect to your expectation?	
<b>Section 5</b>	
1. Have you recommended this clothes online shop to your friends? And why?	
2. Are you loyal to one online shop? And why?	
<b>Section 6</b>	
1. What will you recommend to clothes online shop to make you more satisfy/ trust?	