

**THE FACTORS INFLUENCING ONLINE CLOTHING  
PURCHASE OF THAI CUSTOMER**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2017**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

Thematic paper  
entitled  
**THE FACTORS INFLUENCING ONLINE CLOTHING  
PURCHASE OF THAI CUSTOMER**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management

on  
April 29, 2017



.....  
Mr. Phattharaphong Akapop  
Candidate

.....  
Simon Zaby,  
Ph.D.  
Advisor

.....  
Asst. Prof. Astrid Kainzbauer,  
Ph.D.  
Chairperson

.....  
Duangporn Arbhasil,  
Ph.D.  
Dean  
College of Management  
Mahidol University

.....  
Asst. Prof. Pornkasem Kantamara,  
Ed.D  
Committee member

## ACKNOWLEDGEMENTS

Firstly, I would like to express my sincere gratitude to my advisor Simon Zaby, Ph.D. for educate and guide me into the right direction of doing great thematic paper. Without his mentorship and support I could not finish this paper correctly.

Besides my advisor, I would also like to thank all the respondents for devoting their time completing my survey. My grateful thanks are also extended to my classmate for their advice in doing methodology and analysis.

Finally, I would like to thank my parents for the motivation and support throughout my study.

Phattharaphong Akapop



## **THE FACTORS INFLUENCING ONLINE CLOTHING PURCHASE OF THAI CUSTOMER**

PHATTHARAPHONG AKAPOP 5849122

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: SIMON ZABY, Ph.D., ASST. PROF.  
ASTRID KAINZBAUER, Ph.D., ASST. PROF. PORNKASEM KANTAMARA, Ed.D.

### **ABSTRACT**

Thailand's e-commerce section is booming and becoming one of Asia's top performance. Moreover, more Thai customer become more familiar with online shopping and purchasing things online. Therefore, understanding how consumer behave in this new channel is an important for marketer and business owner. The purpose of this study was to examine factors that lead consumers to purchase clothing product in online context.

This research uses a convenience sampling method by using an online questionnaire to collect the data. The sample of 172 participants who experienced on online clothing purchase or participants who willing to make online clothing purchase in the future.

The findings of this research show that customer would like to receive information of product and service because information help customer to feel effortless once customer have to make a final decision. Moreover, the result showed that customer also would like to feel safe because online channel is still new for some Thai customer and customer have to make advance payment to a seller. Therefore, product information quality, service information quality and security perceptions affect relational benefit, that, in turn, is significantly related to each site commitment and actual purchase behaviour.

**KEY WORDS:** Digital Marketing / Online Channel / E-Commerce

38 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>vii</b>
<b>LIST OF FIGURES</b>	<b>viii</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT</b>	<b>3</b>
2.1 Online Store Attribute	3
2.2 Consumer Relational Behavior in Online Context	5
2.3 Development of Research Question	6
2.3.1 Information satisfaction	6
2.3.2 Relational benefit	8
2.3.3 Site commitment and purchase behavior	9
<b>CHAPTER III RESEARCH METHODOLOGY</b>	<b>11</b>
3.1 Conceptual Framework	11
3.2 Population and Sampling	12
3.3 Research Design	12
3.3.1 Data Collection	13
3.3.2 Data analysis	13
<b>CHAPTER IV RESEARCH FINDINGS AND DISCUSSION</b>	<b>14</b>
<b>CHAPTER V CONCLUSIONS AND RECOMMENDATIONS</b>	<b>22</b>
5.1 Recommendations for Business Owner	23
5.2 Limitation	24
5.3 Future Research	24
<b>REFERENCES</b>	<b>25</b>

**CONTENTS (cont.)**

	<b>Page</b>
<b>APPENDICES</b>	<b>29</b>
Appendix A : Online Questionnaire (English)	30
<b>BIOGRAPHY</b>	<b>38</b>



## LIST OF TABLES

<b>Table</b>		<b>Page</b>
4.1	Descriptive statistics of the respondent profile	14
4.2	Independent Variable	16
4.3	Key mediating factors and Site Commitment	17
4.4	Hypotheses tests	19



## LIST OF FIGURES

Figure	Page
2.1 Research model	6
3.1 Research model	11





## CHAPTER I

### INTRODUCTION

This research topic of this thematic paper is about the factors influencing online clothing purchase of Thai customer. Based on the information from Internet stats (2016), recently in 2016, there were 29 million Thai people online which increase 6.2% from last year. This amount represents about 42.7 percent of the total Thai population (Internet live stats, 2016).

In addition, recently Thailand's e-commerce section is booming and becoming one of Asia's top performance. Moreover, Thai customer are becoming the most likely to use social media networks to find product and sellers. March 2016 survey by PWC revealed that around 51% of online sale could be finished by social media. Interestingly, there are over 10,000 Thai online stores on social media channel. Moreover, Thai customers will be more appreciated if they can interact with an owner of online shop via social media channel before close the deal (Forbes, June 2016). In addition, "The research about internet user profile 2014 from Electronic Transactions Development Agency (Public Organization) or ETDA shown that 59% of Thai internet user had experienced buying product online (Thailand internet user profile 2016. Retrieved August, 2016, from <https://www.etcha.or.th>).

This interesting growth of internet technology can see on customer side in many point of view because nowadays, internet is available everywhere in the country and Thai people are using internet in their everyday life activity such as connecting to friend and family by social media, running a business or working by sending email or searching for information, learning by taking course online or even buying product or service.

In commercial point of view, more than 100 years, shopper has been enjoyed their offline clothing shopping in many way. Such as, paper catalog, home shopping television or shopping mall. Nonetheless, nowadays customer have one more channel to enjoy which is online shopping channel. Online shopping channel has its own advantages

and benefit if compare to traditional shopping (Kim et al., 2008; Liu et al., 2012). First, online shopping channel allow customer to enjoy their shopping or looking for a service at any point of time and any place they are located. Second, online shopping channel can save time, money and effort for customer when purchasing product or service. For instance, comparison price and material of clothing product among online retailer can be done fast, easily and effectively in online context. Third, online shopping channel provides customer an ability to search and collect more information of the product or service therefore nowadays customer are smarter and full of information (Delafrooz et al., 2011).

Nowadays many online shop owners have entered the digital world or online channel. Nevertheless, many had fell in responding to customers' need (Budzynski, 2001). Therefore, online shop owners need to learn how to provide effective interaction and needed service features to provide optimum online user experience. In order to compete in today's competitive online market where the competitor are located just below or above your website link in search engine result page (SERP). This means business owners have to find way to meet customers' expectation with a remarkable experience (Econsultancy, 2011).

This research aim to explore and gain a better understanding of factors that drive online shopper to purchase cloth online. Moreover, the final report will generate customer insight that will benefit to online shop owners or marketers to know which the significant factors is that influencing online customer to purchase. In addition, online shop owners will be able to adapt and create more effective online marketing strategies. Finally, this key finding will help online shop owner to be survival in today's competitive online environment.

## **CHAPTER II**

### **LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

According to reports from Electronic Transactions Development Agency. From 2014 to 2015, there were 12.05% growth rate in e-commerce market of Thailand and 14.37% growth rate from 2015 to 2016. Moreover, there were 35.69% of growth in fashion product in online context from 2015 to 2016 (Market Value of Thai E-Commerce in 2016. From <https://www.eta.or.th>). In addition, nowadays, 57% of Thai population can access to the internet and there are over 85 million mobile subscribers in this region. Meanwhile, there are 125% of penetration rate on 3G and 4G (<http://aec.utcc.ac.th/thailand-facing-the-online-retail-world>). Therefore it is always important to understand customer in order to be successfully in high competitive e-commerce market. More importantly, it is also necessary to be able to survival in this circumstance.

#### **2.1 Online Store Attribute**

There were several studying that have observed on the e-commerce service attribute (Javenpaa and Todd, 1997; Lohse and Spiller, 1998; Szmanski and Hise, 2000; Liu and Arnett, 2000). Previous studies clarified 4 important attribute of online service into 4 categories as following: product, service and sale promotion, user experience quality and safety.

Product always is an important attribute because product assortment and product information will lead customer into the store (Javenpaa and Todd, 1997). More type of product, business can respond and satisfied customer-needs. Nonetheless, offline retail and online shop will not have all the product in their product portfolio (Szmanski and Hise, 2000). From studying of Lohse and Spiller in 1998, large size of online retail can not be more effective than a smaller size of online shop in term of turning site traffic into conversion or sale because customer have to face with difficulty with finding their desire product. Providing an important information such as price-related information

and product information is considered as one of key success factor due to this will help to decrease customers' search cost (Bakos, 1997). In addition, if online store can provides comprehensive information, it will help customer to make an easy decision, better decision and more satisfaction (Peterson et al., 1997). E-commerce or online store can provide as much as information such as product demonstration, price review and product review.

Service and sale promotion are considered as the second attribute in online store because both of it always important to both E-commerce world and offline world as well (Javenpaa and Todd, 1997; Kolesar and Galbraith, 2000). Service is about providing correct information to customer question such as credit term, payment policy, promotion information and so forth. Moreover, nowadays customer are lack of patience therefore fast and accurate information can be uniqueness position for some online store. In term of promotion, it is advertising or sale promotion that persuade customer to make an action such as online discount offer and online lucky draw.

User experience quality is considered as the third attribute. This attribute is about website layout or user interface and user experience toward an online shop (Szmanski and Hise, 2000). Overall performance of an online shopping store can be determined by several factors such as well layout, uncomplicated, effortless, safe, and active. Therefore, user interface can determine the level of customer satisfaction once they are engage with website of the shop (Griffith, 2001), a great layout website probably make customers feel effortless on searching and customer will perceive less time consuming on searching process as well. By creating a well-designed online store, it will allow shopper to spend less effort on purchase or making final decision, in other word it will persuade customer to buy product from the shop faster and easier if process go fast and smooth (Hoque and Lohse, 1999). Furthermore, additional help function such as Q and A bottom or live chat can allow customer to get particular information once they needed it and this is an important opportunity for business to provide a good user experience. Interestingly, nowadays social media such as Facebook and Instagram become more popular among customer and seller use this channel to communicate to their customer as well, as internet is available for 24/7. As the result, user will communicate and interact with seller in real time and this means opportunity for seller to show activeness and create good user experience through this channel (Tikkanen et al., 2009).

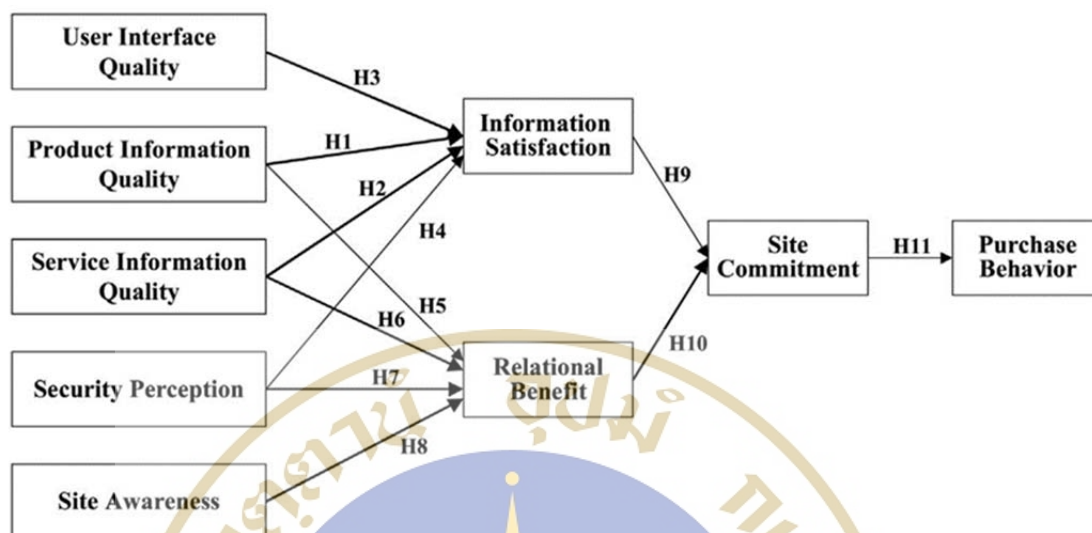
Finally, security in cyberspace because of high level of uncertainty of the online world, security is one significant factor that can effect to customer decision making process (Gefen and Straub, 2003; Hassanein and Head, 2007; Lin, 2011). Customers are worried about their financial information. Although, online shopping site will offer high security to protect customers' information and guarantee for transaction policy, customer still concerned because business do not clarify how do they secured those data (Elliot and Fowell, 2000). Nowadays, credit card companies are in charge to provide high security for online payment which can reduce worriedness of customer at some point. In addition, there are several companies that provide payment online service in order to offer more convenience and security once customer doing international online shopping.

## **2.2 Consumer Relational Behavior in Online Context**

Consumer will find a reason to support their behavior before they will make a final decision, perceive effortless on information searching and perceive safeness can be a reason to support the customer buying decision in the next buying (Sheth and Parvatiyar, 1995). After first or second buying, customer will perceive more comfortable and safe with a particular online shopping web site (Ravald and Grönroos, 1996). Once consumer feel comfortable or trust a company, consumer will develop good feeling toward online store, finally those customer will be more loyal and be more committed to the company. Information, reliability and product comparison in online circumstance can reduce consumer decision-making efforts (Alba et al., 1997). By providing information and comparison, the searching cost of consumer may be reduce as well as effort of making decision. Nonetheless, there are some limitation in this context because shopper mainly interact with website and social media therefore shopper will not be able to touch, feel, smell and taste the actual product. Thus, all available information is considered as critical factor to drive purchase behavior in cyberspace circumstance (Wolfenbarger and Gilly, 2001).

In conclusion providing information of product and service can allow consumer to save time, increase convenience and reduces risk of dissatisfaction. Online business also have to provide customer service and promotion in order to add more value to online shop (Javenpaa and Todd, 1997; Lohse and Spiller, 1998).

## 2.3 Development of Research Question



**Figure 2.1** Research model

### 2.3.1 Information satisfaction

Information satisfaction can determine the level of consumers' dis/ satisfaction over the information (Crosby and Stephens, 1987) it indicates that overall information service encounter such as website layout and content will affect shopper experience in online shopping environment (Jones and Suh, 2000). Therefore, information satisfaction can be determined by overall information, user experience (UX) and user interface (UI) (DeLone and McLean, 1992; Wang and Strong, 1996). Information in E-commerce environment can separate into information of product and information of service. Information of product could be seen as product characteristic information, related product and so forth. In term of service information: information of promotion, payment method, delivery policy, FAQs and so forth.

To evaluate effectiveness of information quality from information satisfaction. There are 6 important components that this literature recommend: relevancy, recently, sufficiency, enjoyable, regularly and comprehensible (DeLone and McLean, 1992; Wang and Strong, 1996; Moon and Kim, 2001). Information of product or service that will show or present in your website need to be helpful and relevant to a product or service in order to allow consumer to utilize those information in decision making (Wolfenbarger and Gilly, 2001). To keep content and information up-to-date, this will

be a signal of activeness of online store to consumer. Moreover, providing sufficient information will help consumer to make their decision. In addition, presenting information consistency in understandable way will maximize consumers' satisfaction (Wang and Strong, 1996; Zhang et al., 2000). Last but not least, playful and entertainment way of presenting information is important to buying intention as well (Agarwal and Karahanna, 2000; Moon and Kim, 2001).

If online store can deliver the information with relevancy, recently, sufficiency, playfulness, consistency and understandability, this online store will be able to satisfy shopper with an information.

H1. If customer satisfy with product information on your site, they will have positive information satisfaction.

H2. If customer satisfy with service information on your site, they will have positive information satisfaction.

Great user interface (UI) and user experience (UX) are related to design of online store, the flow of layout and simply to find information (Spiller and Lohse, 1997; Szymanski and Hise, 2000). Bad online store layout can impact to customers' behavior, it is important to understand how consumer will react on your layouts, searching and navigation features (Lohse and Spiller, 1998). Therefore, literature recommend to evaluate effectiveness of navigation, information searching and purchase products as interface quality KPI.

If online store can provide easy online store layout and clear navigation. Online shopper will enjoy shopping and searching in this online space. This online store will optimize good user experience to the shopper.

H3. If customer satisfy with user interface quality on your site, they will have positive information satisfaction.

There are one more important factor influencing the satisfaction in information is security. Normally, consumer will concern about online payment, reliability of online shop owner and policy to protect private information (Gefen, 2000). Therefore, safety is one of significant factor in gaining and maintaining customers' trust. Basically security concern in online environment can be grouped into 3 main concerns, first is authentication, second is user data and third is payment security (Rowley, 1996; Ratnasingham, 1998). Based on the research from the past (Elliot and Fowell, 2000;

Szymanski and Hise, 2000) if concerning of security uncertainty decrease, satisfaction in information is expected to increased.

If online store can give online shopper a security perception. It will create trust between online store and shopper.

H4. If customer perceive high security on your site, they will have positive information satisfaction.

### **2.3.2 Relational benefit**

According to prior research, relational benefit can be a factor to creating a sustainability relationship with consumer (Ravald and Gronroos, 1996; Gwinner et al., 1998; Patterson and Smith, 2001). To build up long term relationship with consumer, business need to provide something beyond the core service (Gwinner et al., 1998). The literature mention that the feeling of safety and confidence are important component of relational benefit. Moreover, Trust is key-mediation factor for a sustainability (Morgan and Hunt, 1994; Garbarino and Johnson, 1999) and long-term relationship can be created by giving safety feeling to customer (Berry, 1995) and confidence always come after trust as well (Ravald and Gronroos, 1996).

In term of relational benefit, online shopping business need to focus on save time, increase convenience and reduces risk of dissatisfaction for consumer by providing needed information because it will influence consumer to purchase and satisfied easily (Sheth and Parvaytiyar, 1995). So we are able to maintain a relationship with consumer by providing needed information to save their time, improve their convenience and eliminate anxiety.

If online store provide information to help online shopper to save their time and effort and reduce anxiety. Shopper will feel comfortable with this online store.

H5. If customer satisfy with product information on your site, they will have positive relational benefit.

H6. If customer satisfy with service information on your site, they will have positive relational benefit.

Aside information of product and service, security also play a significant role in trust because security will stop consumer to worry about their personal data and financial information (Jarvenpaa and Todd, 1997; Ratnashingham, 1998). More than



that processing of secure consumers' private information and payment information also needed (Elliot and Fowell, 2000). By protecting consumers' private and transaction data, it will allow consumer to purchase with comfort.

If online store create security perception to online shopper, they will perceive reliability in this online store.

H7. If customer perceive high security on your site, they will have positive relational benefit.

According to other literature, the image, prestige, and popularity of the company were main factors to score the reputation and performance of the website (Zeithaml and Bitner, 1997). To gain more buyer and maintain current customer, company can generate awareness and perception by using advertising or public relation (Andreassen and Lindestad, 1998).

In online context, we can create awareness by using advertising as well. Moreover, there is one powerful technique called word-of-mouth. These communication will trigger buyer to recognize and recall the site (adapted from Aaker, 1991).

Creating awareness will help brand or online store name get into consumers' consideration set therefore when consumer would like to buy thing, our online store name will be in their consideration and evaluation.

Therefore, it is possible to create positive relational benefit by creating more site awareness.

H8. If customer has high awareness on your site, they will have positive relational benefit.

### **2.3.3 Site commitment and purchase behavior**

Customers' Loyalty is an important value and loyalty is key factor for completing sustainability relationship with customer (Dwyer et al., 1987; Morgan and Hunt, 1994). High commitment reflect to high loyalty and purpose to purchase (Garbarino and Johnson 1999; Morgan and Hunt, 1994; Pritchard et al., 1999). The performance of service, high level of satisfaction and perceived value can be factors of loyalty and commitment for your website (Gronroos, 1990; Hocutt, 1998; Shemwell et al., 1998).

Therefore, positive information satisfaction and relational benefit will generate consumers' site loyalty to an online shopping website because positive information fulfillment will create a positive evaluation and positive relational benefit will generate positive perception.

H9. If customer has positive information satisfaction, they will have positive site commitment to your site.

H10. If customer has positive relational benefit, they will have positive site commitment to your site.

Commitment of client will lead consumer to intention to purchase and loyalty behavior. Moreover, it will motivate consumer to revisit or repurchase from time to time (Garbarino and Johnson, 1999; Hocutt, 1998; Pritchard. 1999).

Therefore, loyalty of customer will lead them to purchasing behavior.

H11. If customer has high site commitment on your site, they will have a purchase item on your site.

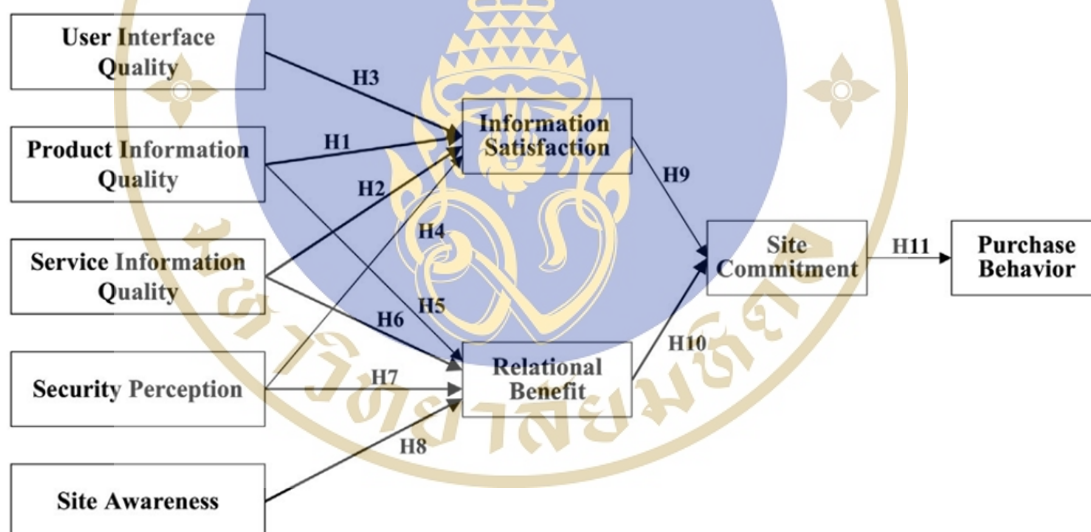


## CHAPTER III

### RESEARCH METHODOLOGY

This study had been conducted to consider what factors influencing online cloth purchase of Thai customer. Moreover, research method will help to ensure the factors of this study are clarified. This section describes Conceptual Framework, Population and Sample and Research Design.

#### 3.1 Conceptual Framework



**Figure 3.1 Research model**

Above conceptual framework was developed by Chung-Hoon Park Young-Gul Kim, (2003) and it was used to test key factors affecting consumer purchase behavior in an online book shopping context. In addition the above conceptual framework was used to test factors influencing online clothing purchase of Thai customer. This research expected that H1, H2, H3 and H4 will affect information satisfaction. They are user interface quality, product information quality, service information quality and security

perception. H5, H6, H7 and H8 supposed to affect relational benefit. They are product information quality, service information quality, security perception and site awareness. H9 and H10 will reveal links between both information satisfaction and relational benefit and site commitment. H11 will examine the effect of site commitment on purchase behavior.

### **3.2 Population and Sampling**

Mcdaniel & Gates (2013).The entire population can provide important information to researcher to answer the research question. Nevertheless, this paper was collected answer from qualified respondent or population of interest. To identify the population of interest, respondent must experience on online clothing purchase or respondent must willing to make online clothing purchase in the future. Therefore, screening question is highly important because researcher need to filter out unqualified feedback and keep only qualified feedback. Without screening, data from those questionnaire might costs mislead during data analyzing.

After gaining the population of interest or qualified data. Sampling will help researcher to save time and resource. This research applied convenience sampling. Convenience sampling is data collection from respondent who are conveniently available to participate in this study. Therefore, internet user and social media user were sampled in this study.

In conclusion, the population of interest were Thai people who experienced in cloth shopping online or potential customer who might purchase cloth online in the future. The sample size, subset of total population of interest, is at least 150 people.

### **3.3 Research Design**

The research aim to find out the factors influencing online clothing purchase of Thai customer and the population of interest of this study were Thai people who experienced in cloth shopping online or potential customer who might purchase cloth online in the future. Therefore, an online questionnaire was used because it can directly target to the internet user and social media user. Also, it is convenience to gather a large sample and able to do SPSS for statistical testing. The online questionnaire conducted

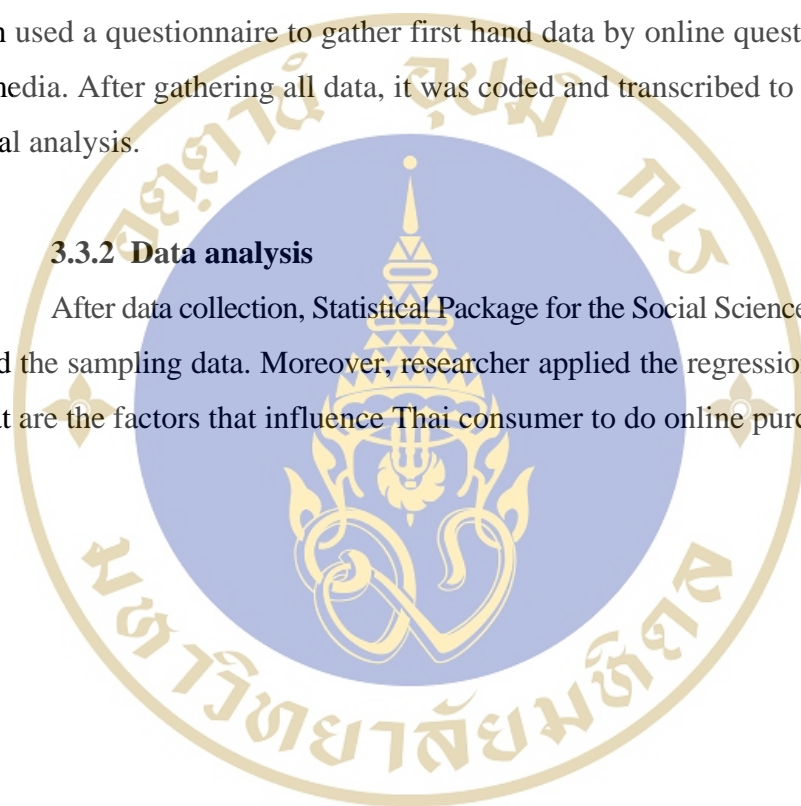
via social media. Firstly, the questionnaire was sent to online shop owner in order to contribute to more online shopper by Line Application and Facebook Messenger. Secondly the questionnaire was posted on Pantip.com in shopping topic. Thirdly, the questionnaire was messaged to internet user through Line Application and Facebook Messenger by researcher.

### **3.3.1 Data Collection**

Primary data collection methods was implemented in this research. This research used a questionnaire to gather first hand data by online questionnaire through social media. After gathering all data, it was coded and transcribed to SPSS for further statistical analysis.

### **3.3.2 Data analysis**

After data collection, Statistical Package for the Social Science (SPSS) Program analyzed the sampling data. Moreover, researcher applied the regression analysis to sort out what are the factors that influence Thai consumer to do online purchase on cloth.



## CHAPTER IV

### RESEARCH FINDINGS AND DISCUSSION

According to the research methodology, the researcher collected online questionnaires from 172 qualified respondents. In other word, 172 respondents who experienced on online clothing purchase or respondents who have willing to make online clothing purchase in the future.

**Table 4.1 Descriptive statistics of the respondent profile**

Measure	Item	Frequency	Percentage
Gender	Female	122	70.9%
	Male	50	29.1%
Age	Less than 21 years old	2	1.2%
	21-30years old	128	74.4%
	31-40 years old	36	21%
	More than 41 years old	6	3.5%
Income	Less than 15,000 Baht	17	9.9%
	15,000-25,000	63	36.6%
	25,001-35,000	44	25.6%
	35,001-45,000	25	14.5%
	More than 45,000 Baht	23	13.4%
Education	High school	5	2.9%
	Bachelors	114	66.3%
	Masters	53	30.8%
Occupation	Employees	90	52.3%
	Business Owners	39	22.7%
	Government Employees	14	8.1%
	Student	9	5.2%
	Other	20	11.6%

Table 4.1 showed gender, age, income, education and occupation which are general information of respondent.

- Gender: From survey, 70.9 percent or 122 respondents were female while 29.1 percent or 50 respondents were male, altogether totaling 344 respondents to further conduct testing and analysis.

- Age: Table 4.1 illustrated major respondents aged between 21-30 years old, considered largest group given 74.4 respondents or 21.8 percent. Second largest group of respondents had age between 31-40 years old given 36 respondents or 10.5 percent, followed by older group of age more than 40 years old which there were only 6 respondents or 1.7 percent of total sample size. In addition, the smallest group of respondents had age less than 21 years old given 2 respondents or only 0.6 percent. In fact, all respondents from survey were considered to be the target group of this research.

- Income: Table 4.1 indicated major respondents had monthly income in range of 15,000-25,000 THB given 63 respondents or 18.3 percent. Second largest level of income tied up for those having received income between THB 25,001 – 35,000 given 44 respondents or 12.8 percent. While 25 respondents or 7.3 percent of total respondents received monthly income between THB 35,001-45,000, and 23 respondents or 6.7 percent received income more than THB 45,000 per month, followed by 17 respondents or 4.9 percent received income less than THB 15,000 per month.

- Education: Table 4.1 showed major respondents had bachelor degree, considered largest group given 114 respondents or 33.1 percent, followed by 53 respondents or 15.4 percent had master degree. 5 respondents or 1.4 percent had high school degree, considered as the smallest group.

- Occupation: Table 4.1 revealed major respondent are employees, considered largest group given 90 respondents or 26.1 percent. Second largest are business owner given 36 respondents or 10.5 percent, followed by other which there were 20 respondents or 5.8 percent and 14 government employees or 4.1 percent. Last but not least, there were 9 student or 2.6 percent.

**Table 4.2 Independent Variable**

Factor	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
User Interface Quality	1 0.6%	1 0.6%	15 8.7%	94 54.7%	61 35.5%
Product Information Quality	0 0%	2 1.2%	23 13.4%	91 52.9%	56 32.6%
Service Information Quality	0 0%	1 0.6%	29 16.9%	87 50.6%	55 32%
Security Perception	0 0%	7 4.1%	36 20.9%	54 31.4%	75 43.6%
Site Awareness	2 1.2%	13 7.6%	62 36%	74 43%	21 12.2%

- **User Interface Quality:** From 172 respondents, there were 54.7% Agree and 35.5% Strongly Agree which indicate that 90.2% of respondents consider simplicity, smoothness, reliability and effectiveness of website and social media as important factor to make purchase on clothing product in online context.

However, 8.7% of respondents were unsure whether User Interface Quality will influence them to purchase clothing product in online context or not.

In addition, there were 0.6% of Disagree and Strongly Disagree which means 1.2% of respondents resisted to consider User Interface Quality as priority factor to make purchase.

- **Product Information Quality:** There were 52.9% Agree and 32.6% Strongly Disagree which means 85.5% of respondents pay attention at Product Information Quality and presentation of information of online clothing store.

13.4% of respondents were unsure whether Product Information Quality will help them to make decision or not.

1.2% of respondents disagree that Product information Quality will influence them to purchase clothing product on online context.

- **Service Information Quality:** There were 50.6% Agree and 32% Strongly Disagree which means 82.6% of respondents believe that service information, promotion



information and presentation of information could influence them to make purchase on clothing product in online context.

16.9% of respondents were unsure whether Service Information Quality will persuade them to purchase clothing product from online store or not.

Only 0.6% or 1 respondent disagree that Service information Quality will persuade he/she to purchase clothing product on online context.

- Security Perception: From the Table 4.2, there were 43.6% Strongly Agree and 31.4% Agree which reveals that 75% of respondents see importance in private information protection and delivery guarantee as significant factor to drive them to purchase clothing product online.

Nonetheless, 20.9% of respondents or ¼ of respondents could not define whether Security Perception is key factor or not.

4.1% of respondents disagree that Security Perception will drive them to purchase clothing on online store.

- Site Awareness: From the result, there were 43% Agree and 12.2% Strongly Agree which shows 55.2% of respondents will more likely purchase clothing product from a certain online store if they know this online store from their friend or from advertising.

Nevertheless, 36% of respondents were Neutral on this factor which indicate that Site Awareness has 50% chance of influencing this group of shopper to purchase clothing product online and also 50% chance of failure.

Moreover, there were 7.6% Disagree and 1.2 Strongly Disagree which means 8.8% of respondents could not be influenced by Site Awareness.

**Table 4.3 Key mediating factors and Site Commitment**

Factor	Extremely Disagree	Disagree	Neutral	Agree	Strongly Agree
Information	1	1	34	94	42
Satisfaction	0.6%	0.6%	19.8%	54.7%	24.4%
Relational	0	2	19	95	56
Benefit	0%	1.2%	11%	55.2%	32.6%
Site	1	11	65	75	20
Commitment	0.6%	6.4%	37.8%	43.6%	11.6%

- **Information Satisfaction:** From Table 4.3, there were 54.7% Agree and 24.4% Strongly Agree in Information Satisfaction which shows that 79.1% of respondents will be more likely to purchase clothing product with certain online store once they receive sufficient amount of information.

Furthermore, 19.8% of respondents feel neutral toward Information Satisfaction. In addition, there were 0.6% or 1 respondent of total respondent Strongly Disagree and 0.6% or 1 respondent of total respondent Disagree which means 1.2% or 2 respondent answer that Information Satisfaction will not influence them to purchase clothing product online.

- **Relational Benefit:** For the result, 55.2% Agree and 32.6% Strongly Agree, all together 87.2% of respondents. They could be influenced by time saving, effortless and great customer service.

There were 11% of respondent that were unsure whether Relational Benefit will persuade them to purchase clothing product in online context or not.

1.2% of respondents Disagree that time saving or effortless action and great customer service will be able to convince them to purchase clothing product in online store.

- **Site Commitment:** There were 43.6% Agree and 11.6% Strongly Agree which imply that they will more likely to be loyal to one online store if they receive maximum satisfaction in information and service.

However, 37.8% of respondents were not sure that they will keep purchase clothing product with one online store or not.

Last but not least, there were 6.4% Disagree and 0.6% Strongly Disagree which reveals that 7% or respondent choose not to be loyal to one online store even thought this online store provide them a great information and service.

**Table 4.4 Hypotheses tests**

Model	R2	Adj.R2	Sig.	Beta Coefficients
(1) Information Satisfaction(INFSAT) INFSAT = UIQ+PIQ+SIQ+SEC UIQ(H3) PIQ(H1) SIQ(H2) SEC(H4)	0.44	0.43	0.340 0.000 0.107 0.000	0.078 0.362 0.151 0.221
(2) Relational benefit(BENEF) BENEF = PIQ+SIQ+SEC+SA PIQ(H5) SIQ(H6) SEC(H7) SA(H8)	0.369	0.354	0.019 0.003 0.110 0.308	0.224 0.275 0.136 0.051
(3) Site commitment (COMMIT) COMMIT = INFSAT+BENEF INFSAT(H9) BENEF(H10)	0.13	0.12	0.690 0.001	0.043 0.409
(4) Purchasing behavior(PB) PB = COMMIT(H11)	0.826	0.825	0.000	1.122

Notes: NFSAT = information satisfaction; BENEF = relational benefit; COMMMIT = site commitment; PB = purchasing behavior; UIP = user interface quality; PIQ = product information quality; SIQ = service information quality; SEC = security perception; SA = site awareness.

According to the result from Table 4.4 model (1) information satisfaction (INFSAT). H1, H2, H3 and H4 were used as the factors hypothesized to affect information satisfaction. Factors are product information quality, service information quality, user interface quality and security perception. R-square was 0.44, meaning that 44 percent of variance in information satisfaction could be explained by those 4 independent variables.

In addition, among the independent variables used in the regression, there were statistically significant. Among those, product information quality (PIQ) had the highest impact on information satisfaction (INFSAT) with a beta coefficient of 0.362 and 0.000 significance level or 0 percent chance for being wrong. Security perception (SEC) had the second highest impact on information satisfaction (INFSAT) with beta coefficient of 0.221 and 0.000 significance level or 0 percent chance for being wrong. Service information quality (SIQ) was the last independent variable that impact to information satisfaction (INFSAT) with a beta coefficient of 0.151 and 0.107 significance level or 10.7 percent chance for being wrong.

Nevertheless, user interface quality (UIQ) had very low impact to information satisfaction (INFSAT) because it gained only 0.078 of beta coefficient and 0.340 significance level or 34 percent chance for being wrong.

Therefore, hypotheses No.1 (H1. If customer satisfy with product information on your site, they will have positive information satisfaction), hypotheses No.2 (H2. If customer satisfy with service information on your site, they will have positive information satisfaction) and hypotheses No.4 (H4. If customer perceive high security on your site, they will have positive information satisfaction) were true.

Based on the result from Table 4.4 model (2) relational benefit (BENEF). H5, H6, H7 and H8 were used as the factors hypothesized to affect information satisfaction. Factors were product information quality, service information quality, security perception and site awareness. R-square was 0.369, meaning that 36.9 percent of variance in relational benefit could be explained by those 4 independent variables. Moreover, among the independent variables used in the regression, there were statistically significant. Among those, Service information quality (SIQ) had the highest impact on relational benefit (BENEF) with a beta coefficient of 0.275 and 0.003 significance level or 0.3 percent chance for being wrong. Information quality (PIQ) had the second highest impact on relational benefit (BENEF) with beta coefficient of 0.224 and 0.019 significance level or 1.9% percent chance for being wrong. Security perception (SEC) was the last independent variable that impact to relational benefit (BENEF) with a beta coefficient of 0.136 and 0.110 significance level or 11 percent chance for being wrong.

Nonetheless, site awareness (SA) had very low impact to relational benefit (BENEF) because it gained only 0.051 of beta coefficient and 0.308 significance level or 30.8 percent chance for being wrong.

In conclusion of model (2) relational benefit (BENEF), hypotheses No.5 (If customer satisfy with product information on your site, they will have positive relational benefit), hypotheses No.6 (If customer satisfy with service information on your site, they will have positive relational benefit) and hypotheses No.7 (If customer perceive high security on your site, they will have positive relational benefit) were true.

At Table 4.4 model (3) Site commitment (COMMIT). H9 and H10 were used as the factors hypothesized to affect site commitment. Factors were information satisfaction and relational benefit. R-square was 0.13, meaning that 13 percent of variance in site commitment could be explained by those 2 key mediating. Furthermore, relational benefit (BENEF) had greater impact on site commitment (COMMIT) with a beta coefficient of 0.409 and 0.001 significance level or 0.1% percent chance for being wrong.

However, information satisfaction (INFSAT) had very low impact on site commitment (COMMIT) because INFSAT has 0.043 of beta coefficient and 0.690 significance level or 69 percent chance for being wrong.

From the result of model (3) Site commitment (COMMIT), hypotheses No.10 (If customer has positive relational benefit, they will have positive site commitment to your site) was true.

Table 4.4 model (4) Purchasing behavior (PB) indicate H11 was used as the factor hypothesized to affect purchasing behavior. Site commitment was the factor. R-square was 0.826, meaning that 82.6 percent of variance in site commitment could be explained by site commitment. Site commitment (COMMIT) had high impact on purchasing behavior (PB) with a beta coefficient of 1.122 and 0.000 significance level or 0 percent chance for being wrong.

## **CHAPTER V**

### **CONCLUSIONS AND RECOMMENDATIONS**

This research focus on finding the factors that can influence Thai customer to purchase clothing product in online context. In addition, this research expects to generate a customer insight that can benefit online shop owner in the future.

According to the result in chapter 4 data analysis, the result showed that site commitment considered as the most effective factor that create purchasing behavior. In order to achieve site commitment, online clothing shop owner have to create relational benefit to their customer and relational benefit came from three important primarily factors as following: product information quality, service information quality and security perception. Furthermore, these three significant primarily factors also use to create information satisfaction as well.

Customer would like to receive product and service information that contain following criteria: up to date, sufficient, understandable, playful, relevant and consistency because these information will save time, maximize convenience and reduces risk of dissatisfaction of customer.

Customer also would like to perceive security perception which means online clothing shop need to saving customer private information and deliver product on time because this will generate trust in customer mind.

By implementing these three primarily factors, it will save time, minimize effort, reduce anxiety and create great customer satisfaction. Therefore, these three primarily factors will lead to relational benefit. This long term relationship will lead to site commitment or loyalty. Moreover, loyalty and site commitment will drive customer to purchasing behavior.

## 5.1 Recommendations for Business Owner

For online clothing shop owner, it is important to keep updating your product and service information because audience or your potential customer will perceive that your business is still running and active. Moreover, updating new information will persuade audience to engage with your website or social media platform. This will also develop long-term relationship between your brand and audience because they will enjoy your new content and eventually those audience will be valuable traffic in your website. In addition, the more you update the more search engine (Google) or Social media (Facebook) will find activeness in your website or social media page. Therefore, Google and Facebook will rank your website or your content in a better place as the result your website and your content will have more chance of getting in audience attention.

The content or information have to be understandable and enjoyable for your audience. Once you create understandable information content with playful way, your audience will perceive those information with system 1 thinking or auto-pilot system which means audience will enjoy and understand your information. As the result, it will be effortless information consuming and effortless making final decision as well. By providing this extremely flow it will automatically lead your audience to stage of relational benefit which is the key to site commitment.

Online clothing shop owner need to keep in mind that information of product and service have to be up to date, understandable and enjoyable. Furthermore, online clothing shop owner has to provide a relevant information to audience as well because the more relevant information to your product or service, the more reliable will come to your brand and business. The reliable also lead your business has more relational benefit because audience will think less after they have trust and they will feel comfortable with your brand.

Online clothing shop owner also have to provide security perception to the audience by informing how your business can protect customer private information and how your business will deliver clothing on time because security perception will lead audience to trust and eventually audience will trust your brand over the other.

By focusing on product information quality, service or promotion information quality and security perception. Your business will achieve relational benefit because

after develop those three factors it will convince audience to perceive trust, comfortable and convenient during their shopping on your website or social media page.

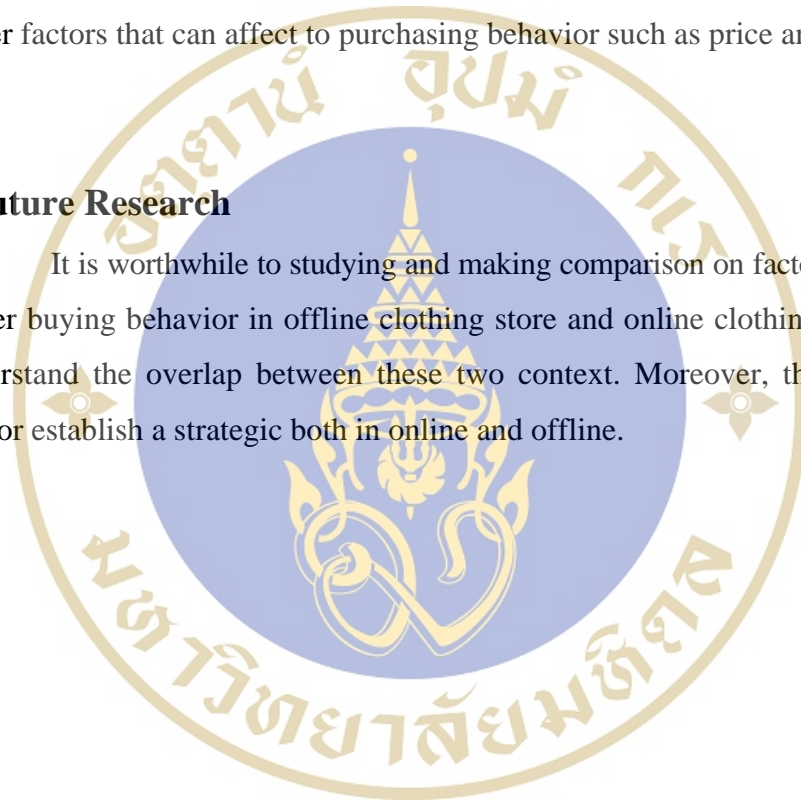
As the result, audience or online shopper will gave commitment to your business and finally those audience will contribute revenue to your online business.

## **5.2 Limitation**

Although the model of this research contained with useful factors, there are other factors that can affect to purchasing behavior such as price and promotion.

## **5.3 Future Research**

It is worthwhile to studying and making comparison on factors that influence customer buying behavior in offline clothing store and online clothing store. In order to understand the overlap between these two context. Moreover, the result will be useful for establish a strategic both in online and offline.





## REFERENCES

- Aaker, D.A. (1991). *Managing Brand Equity*. The Free Press, New York, NY.
- Agarwal, R. and Karahanna, E (2000) “Time flies when you’re having fun: cognitive absorption and beliefs about information technology usage”, *MIS Quarterly*, 24(4), pp. 665-94.
- Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A. and Wood, S. (1997). “Interactive home shopping: consumer, retailer, and manufacturer incentives to participate in electronic marketplaces”, *Journal of Marketing*, 61, 38-53.
- Andreassen, T.W. and Lindestad, B. (1998), “Customer loyalty and complex service”, *International Journal of Service Industry Management*, 9(1), pp.7-23.
- Berry, L.L. (1995), “Relationship marketing of service growing interest, emerging perspectives”, *Journal of Academy of Marketing Science*, 23(4), pp. 236-45.
- Budzynski, J. (2001). “E-business: model for success or failure?”, *Agri Marketing*, 39 (3), pp.30.-2.
- Chada,P., & Jiraporn,T. (2016, September). *Market Value of Thai E-Commerce in 2016*. Retrieved January 31, 2017, from <https://www.etda.or.th>.
- Chada,P., Jiraporn,T., & Kittipong,T. (2016, August). *Thailand internet user profile 2016*. Retrieved January 20, 2017, from <https://www.etda.or.th>.
- Chung-Hoon ParkYoung-Gul Kim, (2003). “Identifying key factors affecting consumer purchase behavior in an online shopping context”, *International Journal of Retail & Distribution Management*, 31(1), pp.16-29.
- Crosby, L.A. and Stephens, N (1987). “Effects of relationship marketing on satisfaction, retention, and prices in the life insurance industry”, *Journal of Marketing Research*, 24, pp.404-11.
- Delafrooz, N., Paim, L.H. and Khatibi, A. (2011). “Understanding consumer’s internet purchase intention in Malaysia”, *African Journal of Business Management*, 5(3), pp. 2837-2846.

- Delone, W.H. and McLean, E.R. (1992). "Information system success: the quest for the dependent variable", *Information System Research*, 3(1), pp. 60-95.
- Dwyer, F.R. Schurr, P.H. and Oh, S. (1987). "Developing buyer-seller relationship", *Journal of Marketing*, 51, pp. 11-27.
- Econsultancy (2011), "Reducing online customer struggle", Retrieved January 20, 2017 from [http://docs.media.bitpipe.com/io\\_10x/io\\_101973/item\\_460831/tealeaf-report\\_Econsultancy-Customer-Struggle-B.pdf](http://docs.media.bitpipe.com/io_10x/io_101973/item_460831/tealeaf-report_Econsultancy-Customer-Struggle-B.pdf).
- Elliot, S. and Forwell, S. (2000), "Expectations versus reality: a snapshot of consumer experiences with internet retailing", *International Journal of Information Management*, 20, pp.323-36.
- Garbarino, E. and Johnson, M.S. (1990), "The different roles of satisfaction, trust, and commitment in customer relationship", *Journal of Marketing*, 63, pp.70-87.
- Gefen, D. (2000), "E-commerce: the role of familiarity and trust", *Omega*, 28(6), pp. 725-37.
- Gefen, D. and Straub, D.W. (2003), "Managing user trust in B2C e-services", *E-service Journal*, 2(2), pp. 7-24.
- Griffith, D.A and Krampf, R.F. and Palmer, J.W. (2001). "The role of interface in electronic commerce: consumer involvement with print versus online catalogs", *International Journal of Electronic Commerce*, 5(4), pp. 135-53.
- Gwinner, K.P., Gremmler, D.D. and Bitner, M.J. (1998). "Relational benefits in services industries: the customer's perspective", *Journal of the Academy of Marketing Science*, 26(2), pp. 101-14.
- Hassanein, K. and Head, M. (2007), "Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping", *International Journal of Human-Computer Studies*, 65(8), pp. 689-708.
- Hocutt, M.A. (1998), Relationship dissolution model: antecedents of relationship commitment and the likelihood of dissolving a relationship", *International Journal of Service Industry Management*, 9(2), pp. 189-200.
- Hoque, A.Y. and Lohse, G.L. (1999), "An information search cost perspective for designing interfaces for electronic commerce", *Journal of Marketing Research*, 36(3), pp. 387-94.

- Jarvenpaa, S.L and Todd, P.A (1997), "Consumer reactions to electronic shopping on the World Wide Web", *International Journal of Electronic Commerce*, 1(2), pp.59-88.
- Jones, M.A. and Suh, J. (2000), "Transaction-specific satisfaction and overall satisfaction: an empirical analysis", *Journal of Services Marketing*, 14(2), pp.147-59.
- Lin, H.F. (2011), "An empirical investigation of mobile banking adoption: the effect of innovation attributes and knowledge-based trust", *International Journal of Information Management*, 31(3), pp. 252-260.
- Liu, C. and Arnett, K.P. (2000), "Exploring the factors associated with Web site success in the context of electronic commerce", *Information and Management*, 38, pp. 23-33.
- Lohse, G.L. and Spiller, P. (1988), "Electronic shopping", *Communication of ACM*, 41(7), pp. 81-9.
- Mcdaniel, C. & Gates, R. (2013). *Marketing Research. Singapore*. John Wiley & Sons Singapore Pte.Ltd.
- Moon, J-W. and Kim Y-G. (2001) "Extending the TAM for a World-Wide-Web context", *Information and Management*, 38, pp. 217-30.
- Morgan, R.M. and Hunt, S.D. (1994) "The commitment-trust theory of relationship marketing", *Journal of Marketing*, 58, pp.20-38.
- Peterson, R.A., Balasubramanian, S. and Bronnenberg, B.J. (1997), "Exploring the implications of the Internet for consumer marketing", *Journal of the Academy of Management Science*, 25(4), pp.329-46.
- Pritchard, M.P. Havitz, M.E. and Howward, D.R. (1999), "Analyzing the commitment-loyalty link in service contexts", *Journal of the Academy of Management Science*, 27(3), pp. 333-48.
- Ratnashingham, P. (1998), "The importance of trust in electronic commerce", *Internet Research*, 8(4), pp. 313-21.
- Ravald, A. and Gronroos, C. (1996), "The value concept and relationship marketing", *European Journal of Marketing*, 30(2), pp. 19-30.
- Rowley, J. (1996), "Retailing and shopping on the internet", *International Journal of retail & Distribution Management*, 24(3), pp.26-37.

- Shemwell, D.J., Yavas, U. and Blogin, Z. (1998), "Customer-service provider relationships: an empirical test of a model of service quality, satisfaction, and relationship-oriented outcomes", *International Journal of Service Industry Management*, 9(2), pp. 155-68.
- Sheth, J.N. and Parvatiyar, A. (1995), "Relationship marketing in consumer makers: antecedents and consequences", *Journal of the Academy of Marketing Science*, 23(4), pp. 255-71.
- Straub, D.W. (1989), "Validating instrument in MIS research", *MIS Quarterly*, 13(2), pp. 147-69.
- Szmanski, D.M. and Hise, R.T. (2000) "e-satisfaction: an initial examination", *Journal of Retailing*, 76(3), pp.309-22.
- Thailand Internet User (n.d.). Retrieved April 6, 2017 from <http://www.internetlivestats.com/internet-users/thailand>.
- Thailand: Facing the online retail world (n.d.). Retrieved March 20, 2017 from <http://aec.utcc.ac.th/thailand-facing-the-online-retail-world>.
- Tikkanen, H., Hietanen, J., Henttonen, T. and Rokka, J. (2009), "Exploring virtual worlds: success factors in virtual world marketing", *Management Decision*, 47(8), pp. 1357-81.
- Wang, R.Y. and Strong, D.M. (1996). "Beyond accuracy: what data quality means to data consumers", *Journal of Management Information Systems*, 12(4), pp. 5-34.
- Wolfenbarger, M. and Gilly, M.C. (2001). "Shopping online for freedom, control, and fun", *California Management Review*, 43(2), pp.34-55.
- Zeithaml, V.A. and Bitner, M.J. (1997). *Service Marketing*. McGraw-Hill, Singapore, p.114.
- Zhang, X., Keeling, K.B. and Pavur, R.J. (2000). "Information quality of commercial Web site home pages: an explorative analysis", *Proceeding of the Twenty First International Conference on Information System, Brisbane*, pp. 164-75.



## Appendix A: Online Questionnaire (English)

College of management  
Mahidol University

This survey is a part of the thematic paper research class at the College of Management, Mahidol University. The Survey will take 10-15 minutes to complete. Your opinion and time spend is highly appreciated.

### Part I: Screening question

- 1) Have you ever purchased cloth online?
  - Yes, please continue on the questionnaire (**Part 1 Demographic**)
  - No, please continue with **question No.2**
- 2) Are there any potential for you to purchase cloth online?
  - Yes, please continue on the questionnaire
  - No, please end the questionnaire

### Part II: Demographic question

1. What is your gender?
  - Male
  - Female
2. Age
  - Below 21 Years
  - 21-30 Years
  - 31-40 Years
  - More than 41 Years

3. What is your monthly income in Baht?

- Below 15,000
- 15,000 – 25,000
- 25,001-35,000
- 35,001-45,000
- More than 45,000 Baht

4. What is your level of education?

- High school
- Bachelors
- Masters
- PhD

5. What is your occupation?

- Employees
- Business owners
- Government employees
- Students



**Part III Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.**

**User interface quality**

How likely will you purchase cloth from online shop according to below statement? Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
It is convenient and easy to search for different style of cloth for this site					
It is easy to make an order with this site					
The website provide an easy navigation					
The site can be open and load effectively in different platform such as laptop, computer, tablet, mobile device					
Online shop owner always respond your question or request					
Picture or video was organized very well in album or group					



### Product information quality

How likely will you purchase cloth from online shop according to below statement?  
Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
The site and social media page provide up-to-date cloth information					
The site and social media page provide sufficient cloth information					
The site and social media page present information easy to understand					
The site and social media page provide cloth information consistency					
The site and social media page present cloth information in the playful or trendy way					
The site and social media page provide cloth information that relevant to your searching					

### Service information quality

How likely will you purchase cloth from online shop according to below statement?

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
The site and social media page provide up-to-date service information					
The site and social media page provide sufficient service information					
The site and social media page present information easy to understand					
The site and social media page provide service information consistency					
The site and social media page present service information in the playful or trendy way					
The site and social media page provide service information that relevant to your searching					

### Site Awareness

How likely will you purchase cloth from online shop according to below statement?

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Your friends know this site and social media page very well					
This site and social media page is very famous as an internet cloth store					
You have been seen this online shop through the advertising media (Blogger, Review page, online advertising, etc.)					

### Security perception

How likely will you purchase cloth from online shop according to below statement?

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
My private information will be saved with this website or social media page					
This site or social media page will protect all payment information					
This site or social media page provides detail of security process					
This site or social media page will deliver product according to my order					

### Mediators and dependent variable

#### Information Satisfaction

How likely will you purchase cloth from online shop according to below statement?

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
I am satisfied with the information service of this site compared to other shopping sites or social media page					
This site or social media page provide information according to my expectation					
I am satisfied with the overall information of this site					

#### Relational benefit

How likely will you purchase cloth from online shop according to below statement?

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
This site or social media page allow me to save time to purchase cloth					
This site or social media page allow me to spend less effort to purchase cloth					

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
This site or social media page allow me to purchase cloth which hard to purchase in other store					
I receive great customer service from this site or social media page					

### Online shop commitment

How likely will you behaviour if you find online cloth shop that can satisfied you in term of functional and emotional? Please rate your opinion toward each statement.

Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
I will not change my cloth shopping online shop					
I will continuously purchase cloth at this online shop					
I will recommend this online cloth shop to other people					
I will visit this online cloth shop first once I would like to buy cloth					