

**ESSENTIAL FACTORS INFLUENCING CONSUMER
PURCHASE BEHAVIOR FOR WOMEN ACCESSORIES IN
ONLINE STORE: CASE STUDY OF ORACHAT ACCESSORIES**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
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Thematic paper
entitled
**ESSENTIAL FACTORS INFLUENCING CONSUMER
PURCHASE BEHAVIOR FOR WOMEN ACCESSORIES IN
ONLINE STORE: CASE STUDY OF ORACHAT ACCESSORIES**

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Canate Prakobkaew

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BEHAVIOR FOR WOMEN ACCESSORIES IN ONLINE STORE: CASE
STUDY OF ORACHAT ACCESSORIES**

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ABSTRACT

This thematic paper aims to find factors influencing consumer purchase behavior for women accessories in online store. The scope of this thematic paper is limited to potential customers for online stores selling women accessories in Thailand. The data were collected by online questionnaire. The sample size is 192 respondents purchasing any products online in the past three months including 101 Orachat Accessories customers and 91 non-customers. The research finding showed that 5 factors including online innovator, interpersonal influence, convenience, sale proneness, and gender influenced purchase intention for Orachat Accessories while 4 factors including perceived risk, online review, age, and income did not influence purchase intention. For Orachat Accessories customer, online innovator and age are factors influencing consumer purchase behavior for Orachat Accessories. The future research should focus on collecting data from different age and observing other factors.

KEY WORDS: Women Accessories / Online shopping / Purchase intention

60 pages

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CHAPTER 1

INTRODUCTION

This thematic paper aims to study essential factors influencing customer purchasing behavior and satisfaction for women accessories in online stores. Nowadays, online channel becomes crucial opportunity for several companies in various industries because of massive increase in the online population. According to internetlivestats.com (2016), the number of internet users around the world increases from 17 percent of world population in 2006 to 46 percent of world population in 2016. In only 10 years, worldwide online population has grown dramatic growth. The website also showed that the growth rate of internet users in Thailand is similar to the global trend. Internetlivestats.com (2016) revealed that internet users in Thailand increased from 17 percent of population in 2006 to 42 percent of the population in 2016. Moreover, online population has a tendency to increase every year. Thus, the huge number of online population provides a potential market and marketing channel for both small local companies and big international companies.

As the online population in Thailand dramatically increased, e-commerce market size in Thailand also increased every year. Statista.com (2017) showed that revenue in Thailand's e-commerce market amounted to 2,418 million dollar in 2016; the revenue for fashion industry amounted to 384 million dollar. Revenue in Thailand's e-commerce market for all categories is expected to consecutively increase for next five years (Statista.com, 2017). For fashion industry in next 5 years, Statista.com (2017) estimated that revenue in e-commerce market will amount to 1,308 million dollar. The expected revenue growth in the e-commerce market ensures that online channel is worth for investment because of consecutive revenue growth. Thus, several companies in different industries started building their own digital presence to reach their potential online customers. As a result, the online channel will also be full of countless competitors.

Every online store encounters intense competition due to numerous shops offering similar products and services at the moment. Orachat Accessories is one of the several online stores in this cut-throat competition. The company sells women fashion accessories including rings, earrings, necklaces, and bracelets through online stores, without having an offline store. Similar to other online stores, Orachat Accessories has utilized social media platforms to operate their business including Facebook, Instagram, and Line; the company has not created an official website. Many women accessories online stores apply the same strategies on the same channel. Because of low entry barriers in the online channel, several new competitors can easily enter the online market. This thematic paper aims to gain more insight in customer behavior. By finding essential factors influencing customer purchasing behavior and satisfaction for women accessories in online stores, Orachat Accessories can invest in the effective strategies for its growth.

1.1 Research Question

The main purpose of this thematic paper is to analyze customer purchasing behavior in online channels. This study will explore customers' decision making for purchasing women accessories to answer the following questions;

- What are essential factors influencing customer purchasing behavior and satisfaction for women accessories in online stores?
- How can Orachat Accessories develop marketing strategies for their own store to gain more customers?
- Does having an official website affect purchasing behavior?

1.2 Research Objective

There are three key objectives in this thematic paper. First objective of this thematic paper is to observe factors influencing customer purchasing behavior and satisfaction for women accessories in online stores. The second objective is to find the

effective marketing strategies for Orachat Accessories' online store. Third objective is to answer whether building an official store website affects purchasing behavior or not?

1.3 Research Scope

The scope of this thematic paper is limited to potential customers for online stores selling women accessories in Thailand. In terms of methodology, the research aims to survey approximately 100 online customers in Thailand. The paper will focus on both men and women who recently purchased women accessories from online stores in the past three months. The method of data collection will be online questionnaire distributing through Line Application and Facebook. The questionnaire will collect demographic, psychographic, and behavior of existing Orachat Accessories' customers and non-customers.

1.4 Expected Benefits

There are three key expected benefits from this thematic paper. Firstly, the customer insights for women accessories in online store could be applied in the online marketing strategies for Orachat Accessories. The second expected benefit is to obtain the effective online marketing strategies in Thailand especially for women accessories. The third expected benefit is to obtain the answer whether building official website could be an effective strategy for Orachat Accessories.

CHAPTER 2

LITERATURE REVIEW

The second chapter aims to study the previous research selected from a variety of sources in order to review their investigations into essential factors influencing customer purchasing behavior and satisfaction for women accessories in online stores. The chapter starts with the definition of purchase funnel from traditional to modern, then the characteristics of internet apparel purchaser and online purchase intention will be discussed.

2.1 Purchase Funnel

The purchase funnel enhances understanding of customer behavior, or the customer journey. Several researchers have studied and analyzed customer behaviors to design the purchase funnel. Gibson (2015) defined the purchase funnel as “a model which describes the theoretical customer journey from the moment of first contact with your brand to the ultimate goal of a purchase”. Additionally, Court (2009) explained about purchase funnel in his article that “touch points have been understood through the metaphor of a funnel”. Many purchase funnels created by different researchers have been used in many studies; traditional purchase funnel has been used for many decades in marketing but digital age influences customer behavior (Court, 2009). As the result, modern purchase funnel has been introduced due to this change.

2.1.1 Traditional Purchase Funnel

According to Court (2009) from McKinsey, the traditional purchase funnel consisted of five stages including awareness, familiarity, consideration, purchase, and loyalty. Court (2009) explained that the customer purchasing decision starts with awareness of numerous brands in their mind, then customers reduce the brands they

are not familiar with. After choosing from the consideration set, customers buy only one brand at the end (Court, 2009). The below diagram illustrates each stage of the traditional purchase funnel.



Figure 2.1 Traditional Purchase Funnel

Source: Court, D. (2009).

However, the traditional purchase funnel cannot capture all stages of the customer journey in the modern digital age. Court (2009) stated that “because of the shift away from one-way communication—from marketers to consumers—toward a two-way conversation, marketers need a more systematic way to satisfy customer demands and manage word-of-mouth.” As the result, McKinsey conducted the research to understand the change of customer journey in digital age.

2.1.2 McKinsey’s Modern Purchase Funnel

From qualitative and quantitative research in various industries such as automobile, skin care, insurance, consumer electronics, and mobile-telecom industries, the result showed that customer journey is a circular journey (Court, 2009). There are four primary phases in McKinsey’s modern purchase funnel: initial consideration set; active evaluation, moment of purchase, and post purchase experience. The customer journey starts at the initial consideration set, then the customer steps to active evaluation. As a result, customer will end up at the moment of purchase and eventually build post-purchase experience. In case of good experience about brands, customers move to the loyalty loop and purchase the product again. The below diagram shows McKinsey’s modern purchase funnel.

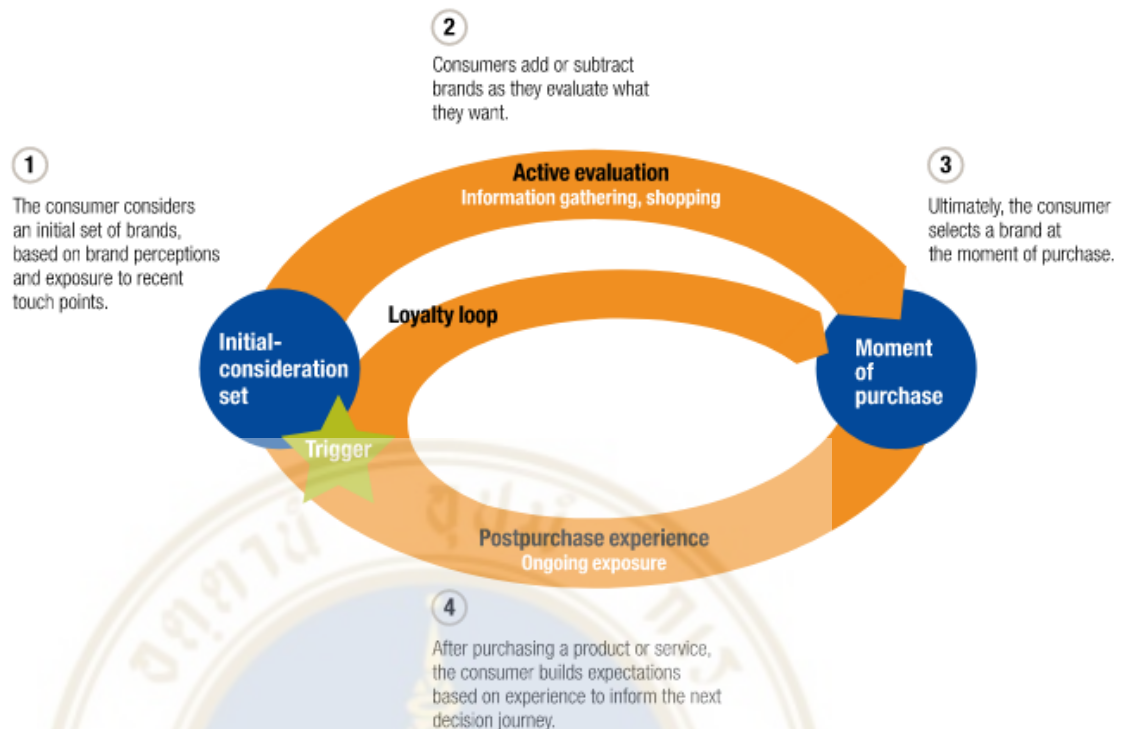


Figure 2.2 McKinsey's Modern Purchase Funnel

Source: Court, D. (2009).

- Initial consideration set: in this stage, customers think of various brands from past experience and exposure. Customers consider the product or service that were satisfactory in past purchases. Moreover, advertisements in various media can influence customer's initial consideration set.
- Active evaluation: customers in this stage gather information through available sources including websites, online reviews, and word of mouth. After gathering information, customers add or reduce brands from the initial consideration set
- Moment of purchase: customers purchase the selected product at this moment after active evaluation.
- Post purchase experience: customers build expectation after purchasing the product or service. This expectation affects the next customer decision journey.

McKinsey's modern purchase funnel is different from the traditional purchase funnel. For the traditional purchase funnel, consideration set of brands are reduced in each stage until the final stage. On the other hand, McKinsey's modern purchase funnel shows that brands can be added in the active evaluation stage as Court (2009) explained, "brands may interrupt the decision-making process by entering into consideration and even force the exit of rivals". He emphasized that brands from the initial consideration set cannot take the status for granted. During the active evaluation phase, customer-driven marketing including word of mouth, online research, and offline review has more influence than company-driven marketing including traditional advertising, direct marketing, sponsorship, and salesperson contact (Court, 2009). The following graph illustrates touch points by stage of customer journey.

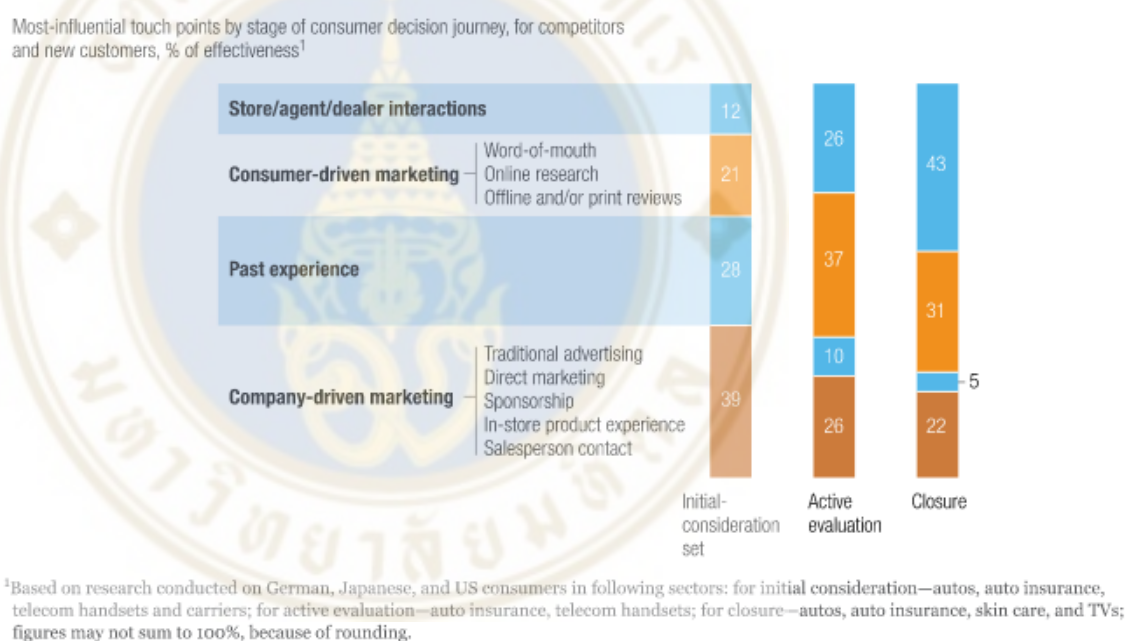


Figure 2.3 Most-Influential Touch Points by Stage of Decision Journey

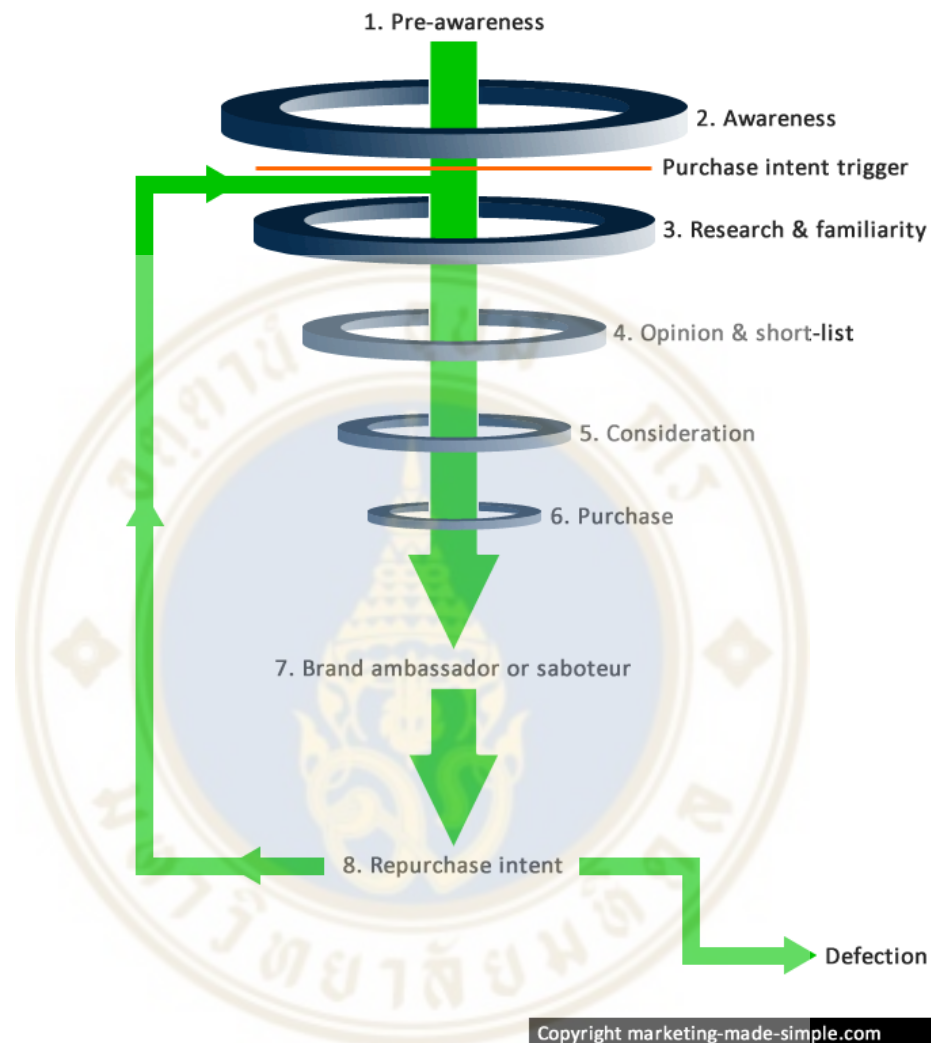
Source: Court, D. (2009)

2.1.3 Gibson's Modern Purchase Funnel

Gibson's modern purchase funnel also describes the customer decision journey in the digital age. This modern purchase funnel consists of eight primary phases; pre-awareness, awareness, research and familiarity, opinion and short-list, consideration, purchase, brand ambassador or saboteur, and repurchase intent. In

addition, there are two more elements in this purchase funnel; purchase intent trigger and defection. The below diagram shows Gibson's modern purchase funnel.

Figure 2.4 Gibson's Modern Purchase Funnel



Source: Gibson, J. (2015).

Gibson (2015) described each phase of his modern purchase funnel as follows:

- Pre-awareness: the consumers have had no awareness of a brand at this phase.
- Awareness: the customers have awareness about a brand but have no purchase intention. Awareness can come from company-driven marketing and consumer-driven marketing.

- **Research & familiarity:** the customers show their needs of product or service in this phase. Customers start gathering information through various media. The length of process in this phase depends on product category. High-involvement products take longer for gathering information than low-involvement products.
- **Opinion & short list:** the customers narrow the consideration set after the gathering information in this phase. The customers choose brands they likely to purchase.
- **Consideration:** the customers consider the product in the short list by testing the product or asking opinions of previous users.
- **Decision & purchase:** the customers purchase the product from final consideration set in this phase through offline store or online store.
- **Brand Ambassador or Saboteur:** The customers will give feedback after the purchase in their network which can be through online reviews and face-to-face communication.
- **Repurchase intention:** The customers are likely to repurchase the product in the case of good experience. On the contrast, when the customer is dissatisfied, the product is rejected.

Another important element in Gibson's modern purchase funnel is the purchase intent trigger. In this phase, the customer's needs are triggered by internal factors and/or external factors.

2.2 Internet Apparel Purchaser

Lee & Johnson (2002) explored differences between internet apparel purchasers, browsers and non-purchasers; they found that internet apparel purchasers were different from the internet apparel browsers and non-purchasers, but browsers were not different from non-purchasers. Compared to non-purchasers, internet apparel purchaser perceived internet shopping as having relative advantage, being safe, and being easy way of shopping (Lee & Johnson, 2002). Lee & Johnson (2002) revealed

that high level of perceived risk of internet shopping is the main barrier for internet apparel browsers and non-purchasers.

2.3 Online purchasing intention

Many studies about online purchasing intention discovered several factors influencing online purchase intention. Kaltiwanih (2016) interviewed online shoppers about factors that influence their buying behavior on Instagram. Kaltiwanih's study (2016) concluded that there were three key factors motivating online shopper on Instagram; uniqueness of the product, convenience of buying from Instagram, and trust. Moreover, Sa-Nguanpuak (2016) revealed about trust for online stores in Thailand that customer did not perceive the trustworthiness and reliability from Zalora; Thai customers consider shopping in Facebook and Instagram more trustworthy because of direct communication with the seller. Admad (2011) also concluded that convenience factor has impact on online purchase intention but when the price is high the customers prefer to shop at an offline store. Moreover, uniqueness of the product was the top element for non-designer accessories (Admad, 2011).

Similar to Kaltiwanih's study, Young Kim & Kim (2004) reveal that the transaction/cost factor and the incentive programs factor were important for determining the intention to purchase clothing, jewelry, or accessories via the internet. The transaction/cost factor included credit card security, fast delivery time, cheaper prices than retail stores, no or low shipping and handling charge, money-back guarantees, privacy assurance, access to a major credit card, and information on reliability of the seller (Young Kim & Kim, 2004). Incentive programs factor were giveaways, frequent visitor points, free-trial, entertainment, online club membership benefits, and coupon redeemable online (Young Kim & Kim, 2004). On the other hand, Young Kim & Kim (2004) stated that site design did not have a significant impact on online purchasing intentions for clothing products because customer reduced risk from online transactions by trying on the product in the store. Moreover, four demographic variables including gender, income, education and number of children has impact on online purchasing intentions (Young Kim & Kim, 2004). The following diagram showed the relationship between each variables.

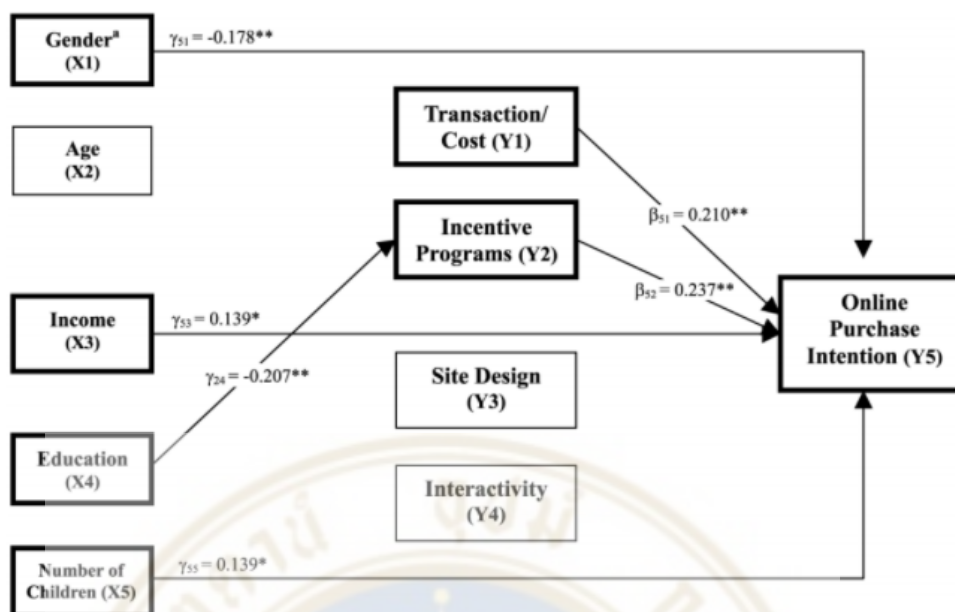


Figure 2.5 Factors Affecting Intention to Purchase Clothing, Jewelry, or Accessories

Source: Young Kim, E., & Kim, Y. K. (2004).

Another support from Goldsmith & Flynn's study (2004) on psychological and behavioral drivers of online clothing purchase indicated that gender, and income are associated with online purchase intention. Goldsmith & Flynn added that women tend to buy more clothes. To the contrary, Goldsmith & Flynn (2004) explained, "demographics do a poor job of explaining online buying compared to psychological variables". Goldsmith & Flynn (2004) modified the six-item Domain Specific Innovativeness Scale (Goldsmith and Hofacker, 1991) to measure innovativeness for shopping online and innovativeness for clothing. The result in their research showed that two essential psychological factors influencing purchase intention online were internet innovator and an experienced catalogue while innovativeness for clothing and involvement with fashionable clothing have no relationship with online purchase intention (Goldsmith & Flynn, 2004). Phau & Lo (2004) also found that there is no difference between fashion innovators and non-innovators in online purchase intention; the result included gender, age, occupation, educational level, marital status and income. So, difference between fashion innovators and non-innovators does not influence purchase intention.

2.4 Hypothesis

From the literature review, previous studies on online purchase intention for clothing provided several potential factors influencing online purchase intention. Summarized from previous studies on online purchase intention for clothing, the potential factors influencing online purchase intention include gender, income, Innovativeness for online shopping, uniqueness of the product, convenience, perceived risk, word of mouth, and incentive programs. Internet innovator is a person who has high usage of the internet and shopping online. An idea by Goldsmith (2001) is that heavy usage is related with a greater involvement in the product category, and this will lead to consumers being more innovative within the domain.

The hypothesis is based on these results from the literature review. The below diagram shows the relationship between online purchase intention for women accessories, and potential explanatory variables.

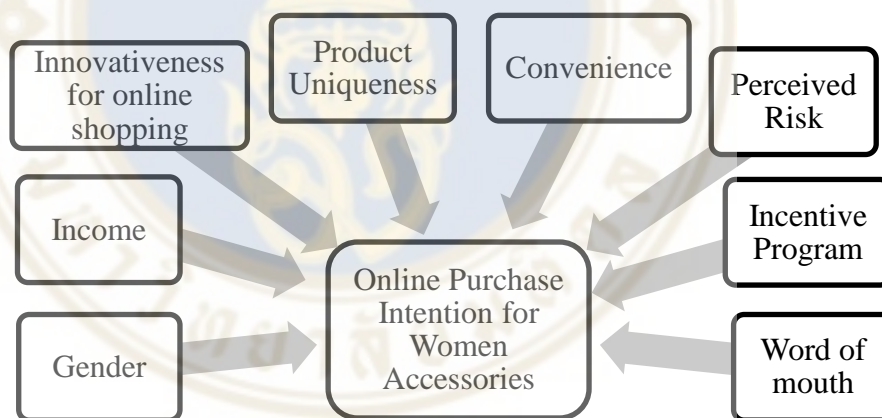
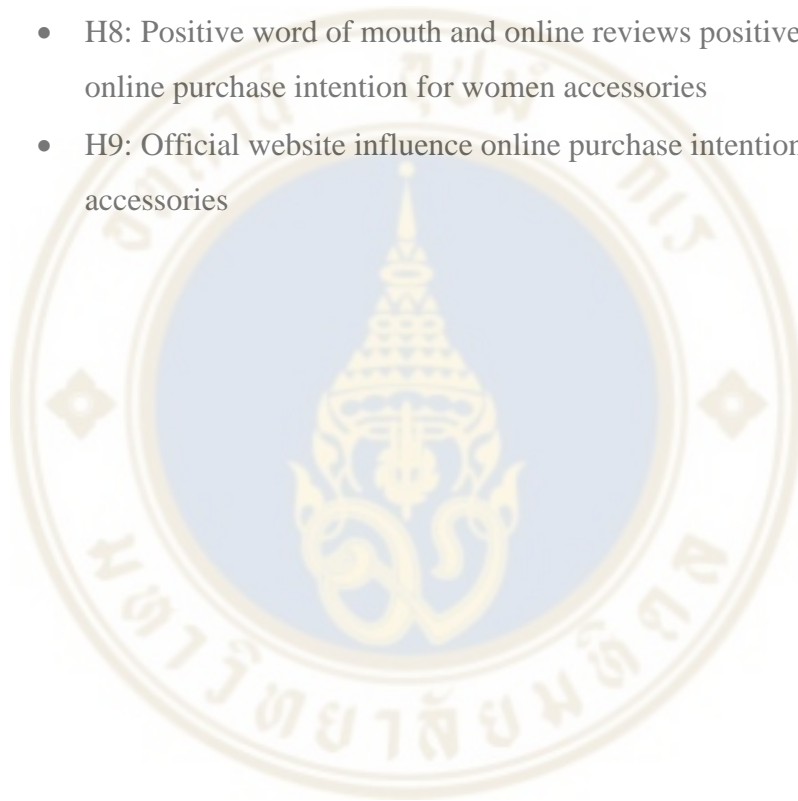


Figure 2.6 Initial framework

The following list is the hypothesis for this thematic paper:

- H1: Gender affects online purchase intention for women accessories, with women expected to have higher purchase intention than men
- H2: Income positively affects online purchase intention for women accessories
- H3: High level of innovativeness for online shopping are more likely to purchase women accessories online

- H4: Product uniqueness increases online purchase intention for women accessories
- H5: Convenience positively influences online purchase intention for women accessories
- H6: Customers having high level of perceived risk are less likely to purchase women accessories online
- H7: Incentive programs positively influence online purchase intention for women accessories
- H8: Positive word of mouth and online reviews positively influence online purchase intention for women accessories
- H9: Official website influence online purchase intention for women accessories



CHAPTER III

METHODOLOGY

This study aims to study essential factors influencing customer purchasing behavior and satisfaction for women accessories in online stores. The literatures review has provided some essential factors influencing customer purchasing behavior. The research will be designed for further exploration of online purchase intention especially for women accessories. To answer the research questions, the research design will be based on the research objectives and hypotheses.

3.1 Research Design

From the literature review, previous studies interviewing Thai consumers on online purchase intention provided rich understanding of online consumer behavior in Thailand. To continue those studies about online consumer behavior, this study will use a quantitative research approach by distributing the online questionnaires. According to Hart (1987), the advantages of quantitative data are “the numerical form which makes comparison easier to do, and data are standardized, visible and amenable to the test of classical survey statistics.” With this method, this study will collect large numbers of respondents and will provide relevant statistics describing the overall population. Because quantitative research allows statistical testing of hypotheses, the result can be more representative for the overall population. Moreover, online questionnaires can scope the respondents’ answers.

3.2 Data Collection Methodology

3.2.1 Population

The population is simply all the members of the group that the study are interested in (Burgess, 2001). Almost half of Thai population is online. Internetlivestats.com (2016) revealed that internet users in Thailand are 42 percent of the population in 2016. Online population has tendency to increase every year, as well as online consumers. Because the study aims to explore purchase intention for online stores, the target population for the online questionnaire is online active users of Facebook, Instagram, and Line application in Thailand. Online active users using at least one social network every day will be selected. These active social media users are more likely to purchase products online than non-active users. The social media users purchasing any products online in the past three months are also the targeted respondents of this study.

3.2.2 Sampling Method

According to Burgess (2001), a sample is “a sub-set of the population that is usually chosen because to access all members of the population is prohibitive in time, money and other resources”. This paper will apply non-probability sampling method due to limits of time and budget. The convenience sampling method will be used for saving time and budget. The intended sample size is about 100 respondents purchasing any products online in the past three months including 50 Orachat Accessories online customers who recently purchased from the store in the past three months and 50 non-customers. Two groups of respondents allow exploration of the difference between customers and non-customers; demographic difference, behavior difference, and psychographic difference will be observed. The online questionnaire will be distributed through Line Application and Facebook messenger. An online questionnaire allows respondents to answer all questions anonymously, so the result will have less bias than an offline questionnaire.

3.2.3 Questionnaire Design

The online questionnaire consists of five parts including introduction, screening questions, general questions, specific questions, and demographic questions. The survey will be conducted online with the following screening criteria.

- Introduction describes brief details about researcher information, research objectives, and the questionnaire.
- The screening question collects information to ensure that the targeted respondents use at least one social network every day.
- The general question will collect general purchase behaviors for women accessories in online stores.
- The specific question will use the constructs to measure online purchase intention for women accessories in online stores.
- Demographic questions will be used to collect demographic information including gender, age, and income.

Two types of questions will be used in this questionnaire; there are closed-end questions, and questions with Likert response scales or attitude response scales. Questions are closed-end because data will be easily controlled and analyzed. Moreover, Likert scale or Attitude scale also will be used in specific questions to measure intensity or attitudes. The Likert scale contains four choices per one question including strongly disagree, disagree, agree, and strongly agree. Both types of question can avoid fatigue of respondent, because of taking less time, so the result will be more accurate and trust-worthy.

The specific questions will based on several scales as follows;

- Domain Specific Innovativeness Scale (Goldsmith,1991)
- Uniqueness: Desire for Unique Consumer Product: DUCP (Lynn & Harris, 1997)
- Interpersonal Influence: Consumer Susceptibility to Interpersonal Influence (Bearden & Netemeyer & Teel, 1989)
- Sale Proneness (Lichtenstein & Ridgway & Netemeyer, 1993)

3.3 Data Analysis

The collected data will be analyzed by Statistical Package for Social Sciences (SPSS) program. The preliminary steps before data analysis include inspecting the data, cleaning the data, and preparing the data. These steps ensure that analysis process will be correct and without error.

To answer the research question what essential factors influence consumer behavior and satisfaction for women accessories in online stores, the analysis methods used in this study include cross tabulation, factor analysis, one way ANOVA, and regression analysis. The analysis will provide basic descriptive statistics; such as for numerical scales the average and standard deviation; for grouping data frequencies, tables and graphs. The expected result is to reveal potential factors influencing online purchase intention for women accessories.

3.3.1 Cross tabulation

Using cross tabulation analysis can provide descriptive stats by grouping variables. It is used to analyze how nominal variables vary between groups. Frequency tables by groups will be generated from cross tabulation analysis. This analysis can provide a better understanding of customers purchasing women accessories in online store.

3.3.2 Factor Analysis

According to statisticssolutions.com (2017), Factor Analysis reduces the information in a model by reducing the dimensions of the observations. This paper applies factor analysis to find the relationship between underlying factors (or constructs) and each questionnaire scale item.

3.3.3 One-way ANOVA

Using One-way ANOVA, or one-way analysis of variance, analyzes how the mean of a scale variables differs between groups. Means table by groups will be generated from One-way ANOVA. This analysis can provide potential segmentation for women accessories.

3.3.4 Regression Analysis

This study applies regression analysis to describe relationship between the dependent variable and independent variables from the conceptual framework. It can show which of the potential factors impact online purchase intention (only those with a statistically significant coefficient). Moreover, regression analysis provides the impact level on online purchase intention of each independent variable.



CHAPTER IV

RESEARCH FINDING

The fourth chapter provides the results of the analysis and findings of essential factors influencing customer purchasing behavior and satisfaction for women accessories in online stores. In this research, 192 respondents including Orachat Accessories customers and non-customers were collected using an online questionnaire. This chapter consists of the following parts: respondent profile, general online behaviors, factor analysis, regression analysis, one-way ANOVA, and cross tabulation.

4.1 Respondent Profile

Respondent profile includes gender, income, and age. Total number of respondents is 192. The percentage of respondents by gender is shown in the below chart. As the survey sample consisted 192 respondents, there were 22 male respondents which were 11.34 percent of total respondents. There were 172 female respondents which were 88.66 percent of 192 respondents.

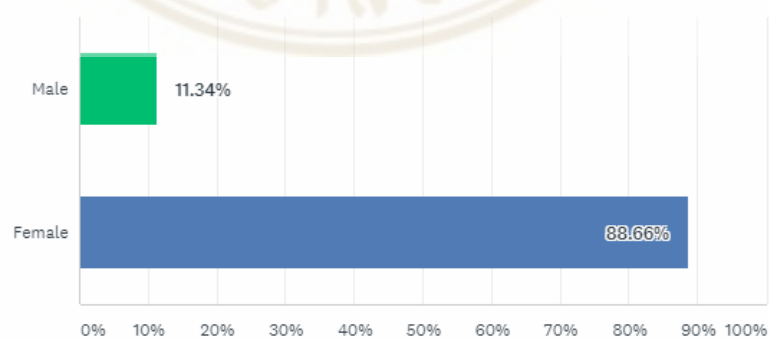


Figure 4.1 Respondents categorized by gender

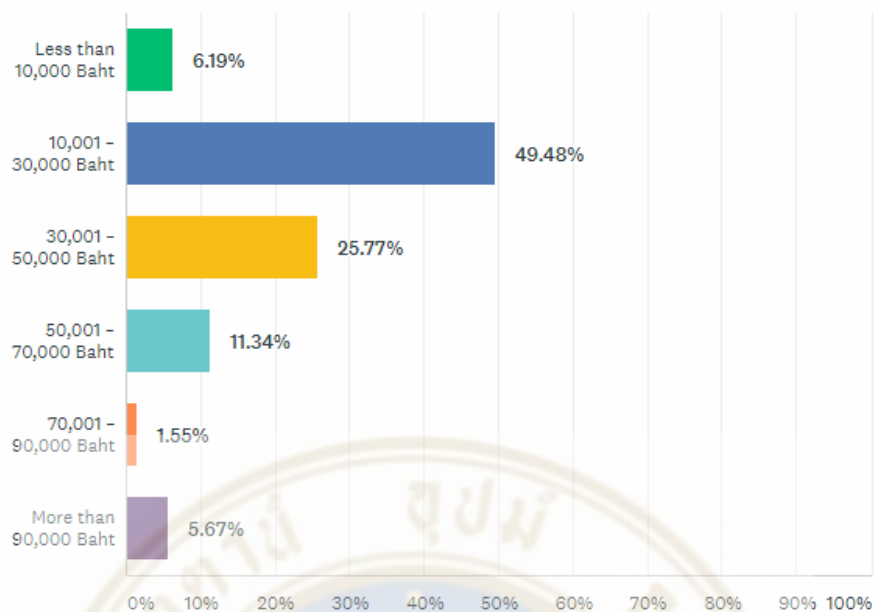


Figure 4.2 Respondents categorized by income

The above chart showed the percentage of respondents categorized by their income. There were 192 respondents from data collection. The respondents who earned less than 10,000 baht were 6.19 percent of total respondents; there were 12 persons. The majority of respondents earned 10,001 baht to 30,000 baht per month; there were 96 respondents or 49.48 percent of all respondents in this category. The number of respondents who earned 30,001 baht to 50,000 baht per month were 25.77 percent or 50 persons. And, there were 22 respondents who earned 50,001 baht to 70,000 baht per month; it was 11.34 percent of all respondents. Only 3 respondents earned 70,001 baht to 90,000 baht per month; the percentage was 1.55. There were 11 respondents or 5.67 percent of total respondents who earned more than 90,000 baht per month.

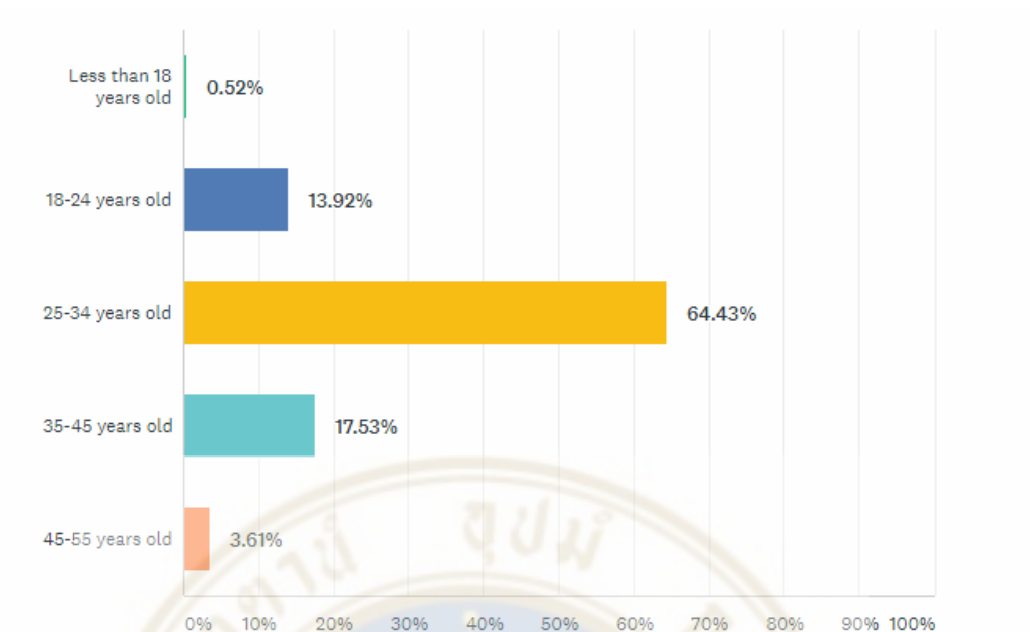


Figure 4.3 Respondents categorized by age

The above chart showed the percentage of respondents categorized by their age. There was only 1 respondent or 0.52 percent of all respondents who was less than 18 years old. For respondents who were 18 years old to 24 years old, there were 27 persons or 13.92 percent. The main age group for this study was 25 years old to 34 years old consisted of 125 respondents or 64.43 percent of all respondents. There were 17.53 percent of respondents who were 35 years old to 45 years old; it was 34 respondents from 192 respondents. Respondents who were 45 years old to 55 years old were 3.61 percent or 7 persons.

4.2 Orachat Accessories' Customer Profile

Orachat Accessories' customer profile includes gender, income, and age. Total number of Orachat Accessories' customer is 102 from 192 respondents. There was 1 male Orachat Accessories' customer which were 1 percent of total Orachat Accessories' customer while there were 101 female Orachat Accessories' customer which were 99 percent of 102 Orachat Accessories' customer. The below table showed customer profile categorized by gender.

Table 4.1 Customers Categorized by Gender

12 Gender^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	1	1.0	1.0	1.0
	Female	101	99.0	99.0	100.0
	Total	102	100.0	100.0	

a. 8. Have you have bought women accessories from Orachat Accessories online store before? = Yes

The below table showed the percentage of Orachat Accessories' customer categorized by their age. There was 11 respondent or 10.8 percent of all customer who were 18 years old to 24 years old. The main age group of customer was 25 years old to 34 years old consisted of 69 respondents or 67.6 percent of all customers. There were 16.7 percent of all customers who were 35 years old to 45 years old; it was 17 respondents from 102 customers. Respondents who were 45 years old to 55 years old were 4.9 percent or 5 persons.

Table 4.2 Customers Categorized by Age

13 Age^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years old	11	10.8	10.8	10.8
	25-34 years old	69	67.6	67.6	78.4
	35-45 years old	17	16.7	16.7	95.1
	45-55 years old	5	4.9	4.9	100.0
	Total	102	100.0	100.0	

a. 8. Have you have bought women accessories from Orachat Accessories online store before? = Yes

Table 4.3 Customers Categorized by Income

		14 Income ^a			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000 Baht	7	6.9	6.9	6.9
	10,001 – 30,000 Baht	53	52.0	52.0	58.8
	30,001 – 50,000 Baht	22	21.6	21.6	80.4
	50,001 – 70,000 Baht	15	14.7	14.7	95.1
	70,001 – 90,000 Baht	1	1.0	1.0	96.1
	More than 90,000 Baht	4	3.9	3.9	100.0
	Total	102	100.0	100.0	

a. 8. Have you have bought women accessories from Orachat Accessories online store before? =

Yes

The above chart showed the percentage of Orachat Accessories' customer categorized by their income. There were 102 customers from data collection. The respondents who earned less than 10,000 baht were 6.9 percent of total customer s; there were 7 persons. The majority of respondents earned 10,001 baht to 30,000 baht per month; there were 53 respondents or 52 percent of all customers. The number of customers who earned 30,001 baht to 50,000 baht per month was 21.6 percent or 22 persons. And, there were 15 customers who earned 50,001 baht to 70,000 baht per month; it was 14.7 percent of all customers. Only 1 customer earned 70,001 baht to 90,000 baht per month. There were 4 respondents or 3.9 percent of total customers who earned more than 90,000 baht per month.

4.3 General Online Behaviors

The survey questions about general online behavior consisted of spending time on the internet per week, activity on the internet, and preferred online shopping channels. The below chart showed spending time on the internet per week for all respondents. 19 respondents or 9.79 percent spent their time on the internet 1 hour to 7 hours per week. 32 respondent or 16.49 percent spent their time on the internet 8 hours

to 14 hours per week. And, 34 respondent or 17.53 percent spent their time on the internet 15 hours to 21 hours per week. 24 respondent or 12.37 percent spent their time on the internet 22 hours to 28 hours per week. 17 respondent or 8.76 percent spent their time on the internet 29 hours to 35 hours per week. For the majority of respondents, there were 35.05 percent who spent their time on the internet more than 35 hours per week.

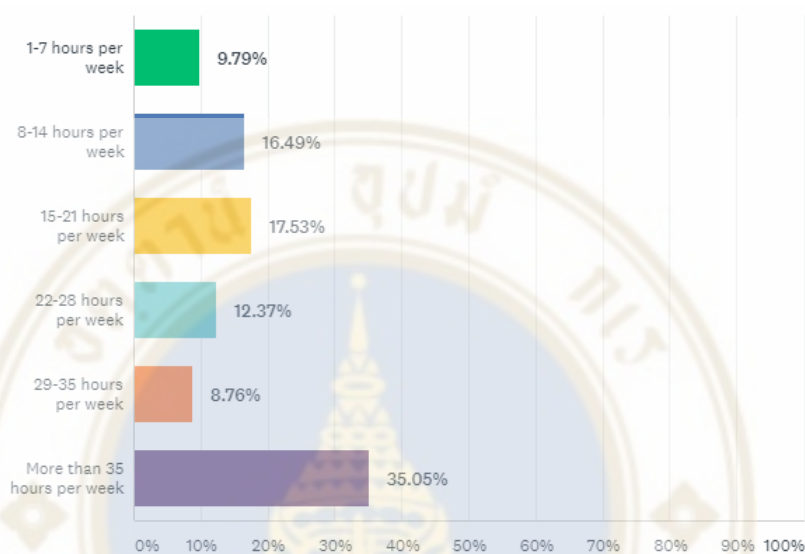


Figure 4.4 Spending Time on the Internet per Week

Table 4.4 Activity on the Internet

	Daily	2-3 times a week	Once a week	2-3 times a month	Once a month
Online Shopping	57	32	25	44	36
Entertainment	129	41	12	2	10
Communication using social network	187	5	2	0	0
Update news feed on social network	169	15	4	3	3
Education and searching for information	138	40	12	0	4

The above table showed how often the respondent did each activity on the internet including online shopping, entertainment, communication, update news feed on social network, and education. For online shopping, 57 respondents or 29.38 percent of 192 respondents shop online every day. As the majority of the group, 66.49 percent of all respondents used the internet every day for entertainment including playing games, and watching online television. Most of respondent used social network for communication every day. It was 96.39 percent of all respondents but only 87.11 percent of all respondents or 169 respondents checked their news feed on social network every day. There were 71.13 percent of all respondents or 138 respondents who use the internet for education and searching for information including online book, magazine, and newspaper. The table showed that respondents who shop everyday has the lowest percentage compared to the other activities.

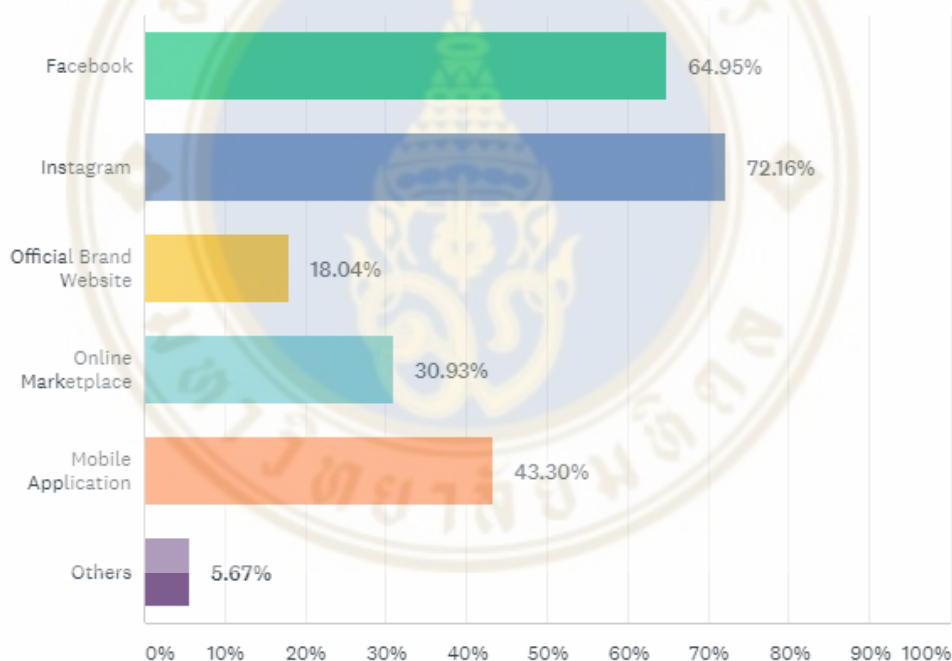


Figure 4.5 Online Shopping Channels

The above chart provided the percentage of all respondents using online channels for shopping. Most of the respondents or 72.16 percent bought products on Instagram. The following online shopping channel was Facebook; 64.95 percent of all respondents shop online using this the channel. There were 84 respondents or 43.30 percent of 192 respondents who bought products with mobile applications. The fourth online shopping channel was online marketplaces, which was 30.93 percent. The least

used channel is official brand website such as Zara.com, selected by 18.04 percent of all respondents. Other channels that respondents use to shop online were Line application which was 5.67 percent of 192 respondents.

Table 4.5 Specific Question Descriptive Statistic

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
5.1 I enjoy having things that others do not	192	1	4	2.67	0.746
5.2 I enjoy shopping at stores that carry merchandise that is different and unusual	192	1	4	3.03	0.578
5.3 I tend to be fashion leader rather than fashion follower.	192	1	4	2.38	0.735
5.4 I like to try new products and service before others do.	192	1	4	2.39	0.685
5.5 I frequently gather information from friends and family about the product before I buy.	192	1	4	2.58	0.712
5.6 To make sure I buy the right product or brand, I often observe what others are buying and using	192	1	4	3.31	0.593
5.7 It is important that others like the products and brands I buy	192	1	4	2.31	0.69
5.8 I like to know what brands and products make good impressions on others.	192	1	4	2.69	0.712
5.9 I often consult other people to help choose the best alternative available from a product class	192	1	4	2.54	0.771
5.10 If I heard that a new product that I was interested in was available over the Internet, I would buy it online.	192	1	4	2.92	0.587
5.11 Compared to my friends, I have visited a lot of online shopping websites.	192	1	4	2.5	0.759
5.12 In general, I am among the first in my circle of friends to buy the product online that I was interested in when it appeared.	192	1	4	2.55	0.757
5.13 I like to search for new products online.	192	1	4	3.02	0.667
5.14 In general, I am the first in my circle of friends to know new products that I am interested in.	192	1	4	2.45	0.722
5.15 If the product is on sale, that can be the reason for me to buy it.	192	1	4	2.91	0.612
5.16 When I buy a brand that's on sale, I feel that I am getting a good deal.	192	1	4	3.08	0.56
5.17 I am more likely to buy brands that are on sale.	192	1	4	2.78	0.628
5.18 I have favorite brands, but most of the time I buy a brand that's on sale.	192	1	4	2.77	0.622
5.19 I prefer shopping online to save my time.	192	2	4	3.26	0.592
5.20 I prefer shopping in Facebook or Instagram because the service process is faster than the big-size online market place.	192	1	4	2.74	0.754
5.21 I feel more comfortable to spend time to look at products in online stores without pressure from sales persons	192	1	4	2.97	0.796
5.22 I prefer to buy the product from online stores although the price is higher than an offline store by about 100 baht.	192	1	4	2.26	0.767
5.23 I prefer searching the product that I want online rather than walking to several offline stores.	192	1	4	2.85	0.694
5.24 I prefer online stores providing an online sale person for support and questions.	192	1	4	3.07	0.614
5.25 I feel safe to shop when there is high number of likes, comments, and followers.	192	1	4	2.95	0.608

5.26 I trust online sales persons more than automatic websites.	192	1	4	2.97	0.755
5.27 I do not feel safe to give my credit card information to websites online.	192	1	4	2.93	0.815
5.28 I google the reputation of the online store before I buy the product.	192	1	4	2.78	0.727
5.29 I check product information in the official website before I buy.	192	1	4	3.34	0.556
5.30 I prefer shopping in an official online website because it provide a variety of products and useful information about the products	192	1	4	2.93	0.671
5.31 Online brand that has official website is more trust-worthy.	192	1	4	2.74	0.696
Valid N (listwise)	192				

The above table showed descriptive statistic for each questions. Most of respondents agreed with these question 1, 2 , 5, 6, 8, 9, 13, 15, 16, 17, 18, 19, 20, 21, 23, 24, 25, 26, 27, 28, 29, 30, and 31 because their means were above 2.50 while the other question were not.

4.4 Factor Analysis

Summarized from previous studies on online purchase intention for clothing, the potential factors influencing online purchase intention include gender, income, Innovativeness for online shopping, uniqueness of the product, convenience, perceived risk, word of mouth, and incentive programs. Factor analysis can reduce and summarize the relationship between underlying factors (or constructs) and each questionnaire scale item.

4.4.1 Total Variance Explained

Table 4.6 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.360	19.762	19.762	3.360	19.762	19.762
2	2.393	14.077	33.838	2.393	14.077	33.838
3	1.423	8.372	42.211	1.423	8.372	42.211
4	1.276	7.505	49.716	1.276	7.505	49.716
5	1.189	6.996	56.711	1.189	6.996	56.711
6	1.069	6.287	62.999	1.069	6.287	62.999
7	.958	5.637	68.636			
8	.844	4.963	73.599			
9	.742	4.363	77.962			
10	.687	4.042	82.004			
11	.611	3.592	85.596			
12	.539	3.172	88.768			
13	.499	2.936	91.704			
14	.466	2.742	94.446			
15	.378	2.223	96.670			
16	.328	1.929	98.599			
17	.238	1.401	100.000			

Extraction Method: Principal Component Analysis.

The above table showed total variance explained. After variable reduction, there were 17 factors in the table but there were only 6 factors that had eigenvalue higher than 1. The factors are arranged in the descending order based on the most explained variance. Thus, the other factors was unimportant. The table also showed that the cumulative percent of eigenvalue for 6 factors was higher than 60 percent

4.4.2 Scree Plot

The below scree plot showed the eigenvalue against the factor number. There were 17 factors in this graph but there were only 6 factors that had eigenvalue higher than 1. Shown in the below graph, the remaining factors that eigenvalue below than 1 were not important, meaning the each successive factor is accounting for smaller and smaller amounts of the total variance.

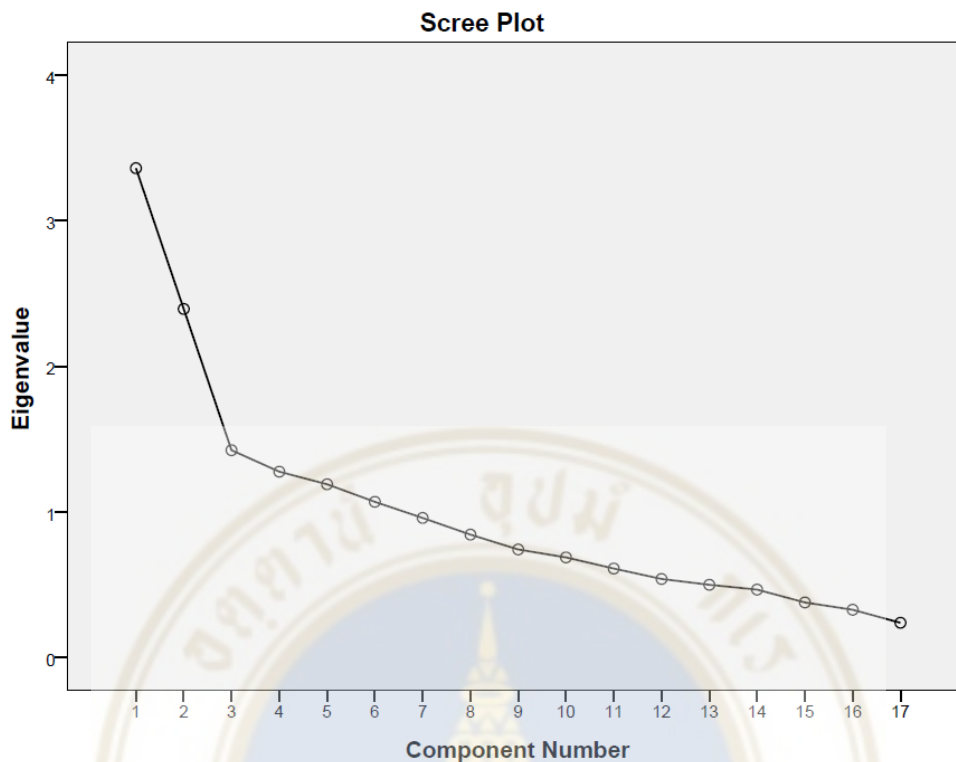


Figure 4.6 Scree Plot

4.4.3 Rotated Component Matrix

The below table showed the final result from data reduction of factor analysis. The factor loading is not shown when the value was below than 0.4. Moreover, Cross loading factors and mismatch meaning factors were removed from rotated component matrix. There were 6 factors that consisted of several variables collected from the online questionnaire. The first factor was online innovator who was the first among their group to buy the product online. The second factor was perceived risk. The respondents who have high perceived risk were likely to search the information online before making decisions. The third factor was interpersonal influence and the fourth was online review. For the fifth factor called convenience, it consisted two variables, as the sixth factor called sale proneness

Table 4.7 Rotated Component Matrix

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
5.4 I like to try new products and service before others do.	.850					
5.14 In general, I am the first in my circle of friends to know new products that I am interested in.	.846					
5.12 In general, I am among the first in my circle of friends to buy the product online that I was interested in when it appeared.	.794					
5.11 Compared to my friends, I have visited a lot of online shopping websites.	.639					
5.3 I tend to be fashion leader rather than fashion follower.	.621					
5.29 I check product information in the official website before I buy.		.742				
5.6 To make sure I buy the right product or brand, I often observe what others are buying and using		.654				

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
5.28 I google the reputation of the online store before I buy the product.		.640				
5.5 I frequently gather information from friends and family about the product before I buy.			.878			
5.9 I often consult other people to help choose the best alternative available from a product class			.838			
5.25 I feel safe to shop when there is high number of likes, comments, and followers.				.701		
5.8 I like to know what brands and products make good impressions on others.				.695		
5.31 Online brand that has official website is more trust-worthy.						
5.21 I feel more comfortable to spend time to look at products in online stores without pressure from sales persons					.766	
5.19 I prefer shopping online to save my time.					.748	
5.16 When I buy a brand that's on sale, I feel that I am getting a good deal.						.798
5.17 I am more likely to buy brands that are on sale.						.715

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

4.4.4 Descriptive Statistics

The table below shows the average, standard deviation, min and max for the scales for online innovator, perceived risk, interpersonal influence, online reviews, convenience, sale proneness, and purchase intention for Orachat Accessories. The means are now interpreted, to see which factors people tend to rate higher.

Table 4.8 Factors Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Innovator	192	1	4	2.46	.561
PerceivedRisk	192	2	4	3.14	.452
Interpersonal	192	1	4	2.56	.661
OnlineReview	192	1	4	2.82	.519
Convenience	192	2	4	3.12	.559
SaleProneness	192	2	4	2.93	.474
Purchase Intention	192	1	4	2.99	.779
Valid N (listwise)	192				

- Online Innovator: The mean of online innovator was 2.46 which can be interpreted that there were respondents who agreed and disagreed almost equally for this factor. Respondents can be categorized into online innovator and non-online innovator almost equally.
- Perceived Risk: The mean of perceived risk was 3.14 which can be interpreted that most of respondents agreed for this factor. The min of this factor was 2. It can be interpreted that no respondents strongly disagree with this factors. Thus, most of respondents have high level of perceived risk; they checked information about online store before they purchased the product.
- Interpersonal Influence: The mean of interpersonal influence was 2.56 which can be interpreted that there were respondents who agreed and disagreed almost equally for this factor. Thus, interpersonal influence affects only half of respondents.

- Online Review: The mean of online review was 2.82 which can be interpreted that most of respondents agreed for this factor. Online review and number of followers and engagement affect most of respondents.
- Convenience: The mean of convenience was 3.12 which can be interpreted that most of respondents agreed for this factor. The min of this factor was 2. It can be interpreted that no respondents strongly disagree. Most of respondents chose online store because of time saving and no pressure from sale persons.
- Sale Proneness: The mean of sale proneness was 2.93 which can be interpreted that most of respondents agreed for this factor. The min of this factor was 2. It can be interpreted that no respondents strongly disagree with this factors. Most of respondents like to buy product that on sales.
- Purchase Intention for Orachat Accessories: The mean of purchase intention was 2.99 which can be interpreted that most of respondents agreed for this factor. Most of respondents were likely to purchase women accessories from Orachat store.

4.4.5 Correlation

The below table showed the correlation between the factors. There was no strong relationship between variables because correlation value of each pair of variables is lower than 0.4. Although, some variables were statistical significant because the p-values are lower than 0.050, but correlation value was not strong enough. Thus, all factors has no relationship with each other; increase in one factor did not affect the others.

Table 4.9 Correlation between Factors

		Correlations						
		Innovator	PerceivedRisk	Interpersonal	OnlineReview	Convenience	Sale Proneness	10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months
Innovator	Pearson Correlation	1	.101	-.130	.204**	.231**	.112	.272**
	Sig. (2-tailed)		.165	.072	.004	.001	.123	.000
	N	192	192	192	192	192	192	192
PerceivedRisk	Pearson Correlation	.101	1	.172*	.102	.216**	.249**	.034
	Sig. (2-tailed)	.165		.017	.160	.003	.001	.639
	N	192	192	192	192	192	192	192
Interpersonal	Pearson Correlation	-.130	.172*	1	.031	.147*	.097	-.273**
	Sig. (2-tailed)	.072	.017		.669	.041	.179	.000
	N	192	192	192	192	192	192	192
OnlineReview	Pearson Correlation	.204**	.102	.031	1	.072	.096	.157*
	Sig. (2-tailed)	.004	.160	.669		.321	.185	.029
	N	192	192	192	192	192	192	192
Convenience	Pearson Correlation	.231**	.216**	.147*	.072	1	.225**	.147*
	Sig. (2-tailed)	.001	.003	.041	.321		.002	.042
	N	192	192	192	192	192	192	192
SaleProneness	Pearson Correlation	.112	.249**	.097	.096	.225**	1	-.115
	Sig. (2-tailed)	.123	.001	.179	.185	.002		.111
	N	192	192	192	192	192	192	192
10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months	Pearson Correlation	.272**	.034	-.273**	.157*	.147*	-.115	1
	Sig. (2-tailed)	.000	.639	.000	.029	.042	.111	
	N	192	192	192	192	192	192	192

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

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

4.5 Cross Tabulation

Cross tabulation can provide a better understanding of customers purchasing women accessories in online store. Gender, age, and income were used as variable to investigate whether differences among each variable affect purchase intention for Orachat Accessories. The paragraph showed cross tabulation between gender and purchase intention.

Table 4.10 Cross Tabulation between Gender and Purchase Intention

Crosstab

			12 Gender		Total
			Male	Female	
10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months	Very Unlikely	Count	6	4	10
		% within 10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months	60.0%	40.0%	100.0%
		% within 12 Gender	27.3%	2.4%	5.2%
		% of Total	3.1%	2.1%	5.2%
	Unlikely	Count	8	21	29
		% within 10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months	27.6%	72.4%	100.0%
		% within 12 Gender	36.4%	12.4%	15.1%

Crosstab

			12 Gender		Total
			Male	Female	
10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months	Unlikely	% of Total	4.2%	10.9%	15.1%
		Count	8	98	106
		% within 10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months	7.5%	92.5%	100.0%
		% within 12 Gender	36.4%	57.6%	55.2%
		% of Total	4.2%	51.0%	55.2%
	Very Likely	Count	0	47	47
		% within 10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months	.0%	100.0%	100.0%
		% within 12 Gender	.0%	27.6%	24.5%
		% of Total	.0%	24.5%	24.5%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.341 ^a	3	.000
Likelihood Ratio	32.354	3	.000
Linear-by-Linear Association	33.047	1	.000
N of Valid Cases	192		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.15.

From the result of cross tabulation, chi-square test showed statistical confidence that male and female are different in terms of purchase intention for Orachat Accessories because value of Pearson chi-square was smaller than 0.05. [Note: please explain that the results show that women are much more likely than men to buy accessories at the Orachat Online store.]

For age and income, the p-values of the Pearson chi-square test were higher than 0.050; so, both variables were not statistical significant. Purchase intention for Orachat accessories did not vary by age and income.

4.6 One-way ANOVA

The result of one-way ANOVA also showed that only gender difference affect purchase intention because the p-value is statistically significant below 0.050.

Table 4.11 One-way ANOVA between Purchase Intention and Demographic

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
12 Gender	Between Groups	3.890	3	1.297	15.637	.000
	Within Groups	15.589	188	.083		
	Total	19.479	191			
13 Age	Between Groups	1.265	3	.422	.894	.445
	Within Groups	88.651	188	.472		
	Total	89.917	191			
14 Income	Between Groups	8.342	3	2.781	2.114	.100
	Within Groups	247.324	188	1.316		
	Total	255.667	191			

4.7 Regression Analysis

4.7.1 Regression Analysis: all respondents

The factor analysis provided 6 factors including online innovator, perceived risk, interpersonal influence, online review, convenience, and sale proneness. Regression analysis provided the relationship between 6 factors as independent variables and purchase intention as the dependent variable. The result of regression

analysis is shown in below tables. At the model summary, R square was 0.190. Only 19 percent of the variance in purchase intention for Orachat Accessories can be explain in term of online innovator, perceived risk, interpersonal influence, online review, convenience, and sale proneness. From ANOVA table, the significance of R square value is 0.000 which was below than 0.050, showing that the regression model overall is significant. Thus, the result can be used to identify the factors that influence purchase intention for Orachat Accessories.

Table 4.12 Regression Analysis: all respondents

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.436 ^a	.190	.164	.713	

a. Predictors: (Constant), SaleProneness, OnlineReview, Interpersonal, Convenience, PerceivedRisk, Innovator

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.017	6	3.669	7.225	.000 ^a
	Residual	93.962	185	.508		
	Total	115.979	191			

a. Predictors: (Constant), SaleProneness, OnlineReview, Interpersonal, Convenience, PerceivedRisk, Innovator

b. Dependent Variable: 10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.449	.541		4.525	.000
	Innovator	.260	.098	.187	2.648	.009
	PerceivedRisk	.098	.121	.057	.809	.419
	Interpersonal	-.317	.081	-.269	-3.909	.000
	OnlineReview	.190	.102	.126	1.860	.064
	Convenience	.225	.099	.161	2.263	.025
	SaleProneness	-.283	.115	-.173	-2.474	.014

a. Dependent Variable: 10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months

The above table shows the estimated coefficients from regression analysis. If the significance of coefficient was below 0.050, the factors can be used to identify the factors that influence purchase intention for Orachat Accessories. From coefficient

table, only 4 factors including online innovator, interpersonal influence, convenience, and sale proneness influenced dependent variable or purchase intention for Orachat Accessories. According to the result, regression equation can be written as follows.

$$\text{Purchase intention} = 2.449 + (0.260 \times \text{Innovator}) - (0.317 \times \text{Interpersonal}) + (0.225 \times \text{convenience}) - (0.283 \times \text{Sale proneness})$$

The above equation shows that when customers have high scores for online innovator and convenience, customers are more likely to purchase the products from Orachat Accessories. On the other hand, customers with high interpersonal influence and sale proneness are less likely to purchase the product from Orachat Accessories. The variable with the highest impact for purchase intention was interpersonal influence, based on its standardized beta.

In addition, the below table showed regression analysis with age, income, male, and female. At the model summary, R square was 0.175. Only 17.5 percent of the variance in purchase intention for Orachat Accessories can be explain in term of age, income, male, and female. From ANOVA table, the significance of R square value is 0.000 which is below 0.050, and the regression model is therefore significant. Thus, the result can be used to identify the factors that influence purchase intention for Orachat Accessories. . From coefficient table, only female influenced dependent variable or purchase intention for Orachat Accessories.

Table 4.13 Regression Analysis by Demographic: all respondents

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.418 ^a	.175	.162	.713

a. Predictors: (Constant), Female, Income Scale, Age scale

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.301	3	6.767	13.297	.000 ^a
	Residual	95.678	188	.509		
	Total	115.979	191			

a. Predictors: (Constant), Female, Income Scale, Age scale

b. Dependent Variable: 10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.974	.280		7.061	.000
	Age scale	.005	.008	.043	.624	.534
	Income Scale	-9.131E-7	.000	-.030	-.439	.661
	Female	1.002	.163	.411	6.160	.000

a. Dependent Variable: 10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months

4.7.2 Regression Analysis: Orachat Accessories' customer

The below table showed regression analysis for customers. At the 7th model summary, R square was 0.201. Only 20 percent of the variance in purchase intention for Orachat Accessories can be explain in term of online innovator, perceived risk, and age. From ANOVA table, the significance of the model is 0.000 which was below than 0.050. The result of regression analysis showed that it is significant. Thus, the result can be used to identify the factors that influence purchase intention for Orachat Accessories.

Table 4.14 Regression Analysis: Orachat Accessories' customer**Model Summary^h**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
7	.449 ^g	.201	.177	.438

g. Predictors: (Constant), Innovator, PerceivedRisk, Age scale

h. 8. Have you have bought women accessories from Orachat Accessories online store before? = Yes

ANOVA^{h,i}

Model		Sum of Squares	df	Mean Square	F	Sig.
7	Regression	4.747	3	1.582	8.234	.000 ^g
	Residual	18.832	98	.192		
	Total	23.578	101			

g. Predictors: (Constant), Innovator, PerceivedRisk, Age scale

h. 8. Have you have bought women accessories from Orachat Accessories online store before? = Yes

i. Dependent Variable: 10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months

Coefficients^{a,b}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.285	.718		1.791	.077
	Innovator	.250	.097	.275	2.571	.012
	PerceivedRisk	.190	.113	.170	1.678	.097
	Interpersonal	-.115	.076	-.157	-1.502	.136
	OnlineReview	.115	.101	.112	1.148	.254
	Convenience	.115	.094	.132	1.228	.223
	SaleProneness	-.124	.104	-.115	-1.185	.239
	Age scale	.015	.008	.199	1.903	.060
	Income Scale	2.637E-7	.000	.013	.137	.891
	Female	.318	.449	.065	.707	.481
2	(Constant)	1.284	.714		1.799	.075
	Innovator	.250	.097	.275	2.589	.011
	PerceivedRisk	.190	.113	.170	1.690	.094
	Interpersonal	-.116	.076	-.158	-1.523	.131
	OnlineReview	.115	.100	.112	1.152	.252
	Convenience	.116	.093	.133	1.250	.214
	SaleProneness	-.122	.103	-.114	-1.184	.239
	Age scale	.015	.008	.202	1.980	.051
	Female	.312	.445	.064	.702	.484
3	(Constant)	1.614	.535		3.016	.003
	Innovator	.254	.096	.280	2.647	.010
	PerceivedRisk	.187	.112	.167	1.670	.098
	Interpersonal	-.118	.076	-.162	-1.560	.122
	OnlineReview	.121	.100	.117	1.212	.229
	Convenience	.116	.093	.133	1.250	.214
	SaleProneness	-.126	.102	-.118	-1.231	.221
	Age scale	.014	.007	.194	1.918	.058
4	(Constant)	1.757	.523		3.357	.001
	Innovator	.263	.096	.290	2.743	.007
	PerceivedRisk	.201	.112	.179	1.789	.077
	Interpersonal	-.107	.075	-.146	-1.419	.159
	Convenience	.127	.093	.146	1.377	.172
	SaleProneness	-.100	.100	-.093	-.998	.321

	Age scale	.014	.008	.193	1.901	.060
5	(Constant)	1.572	.489		3.212	.002
	Innovator	.255	.096	.280	2.664	.009
	PerceivedRisk	.178	.110	.159	1.622	.108
	Interpersonal	-.109	.075	-.150	-1.453	.149
	Convenience	.124	.092	.142	1.342	.183
	Age scale	.015	.008	.197	1.943	.055
6	(Constant)	1.657	.487		3.402	.001
	Innovator	.311	.086	.343	3.609	.000
	PerceivedRisk	.212	.107	.189	1.982	.050
	Interpersonal	-.095	.075	-.131	-1.275	.206
	Age scale	.015	.008	.205	2.022	.046
7	(Constant)	1.376	.436		3.158	.002
	Innovator	.332	.085	.365	3.902	.000
	PerceivedRisk	.171	.102	.153	1.670	.098
	Age scale	.019	.007	.259	2.801	.006

a. 8. Have you have bought women accessories from Orachat Accessories online store before? =
Yes

b. Dependent Variable: 10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months

The above table showed coefficients from backward regression analysis for 102 customers. In the 7th model only 3 factors were in the result while the other factors were removed. From coefficient table in 7th model, only 2 factors including online innovator, and age influenced dependent variable or purchase intention for Orachat Accessories because the significance of coefficient was below 0.050. According to the result, regression equation can be written as follows.

$$\text{Purchase intention} = 1.376 + (0.332 \times \text{Innovator}) + (0.019 \times \text{Age})$$

4.7.3 Regression Analysis: non-customer

The below table showed regression analysis for non-customers. At the 8th model summary, R square was 0.156. Only 15.6 percent of the variance in purchase intention for Orachat Accessories can be explain in term of online innovator, and female. From ANOVA table, the significance of R square value is 0.001 which was

below than 0.050. The result of regression analysis showed that it is significant. Thus, the result can be used to identify the factors that influence purchase intention for Orachat Accessories.

Table 4.15 Regression Analysis: non-customer

Model Summary^j

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
8	.396 ^h	.156	.137	.776

h. Predictors: (Constant), Female, Innovator

i. 8. Have you have bought women accessories from Orachat Accessories online store before? = No

ANOVA^{i,j}

Model		Sum of Squares	df	Mean Square	F	Sig.
8	Regression	9.716	2	4.858	8.068	.001 ^h
	Residual	52.384	87	.602		
	Total	62.100	89			

h. Predictors: (Constant), Female, Innovator

i. 8. Have you have bought women accessories from Orachat Accessories online store before? = No

j. Dependent Variable: 10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months

Coefficients^{a,b}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.340	1.136		2.060	.043
	Innovator	.229	.151	.159	1.513	.134
	PerceivedRisk	-.017	.182	-.010	-.096	.924
	Interpersonal	-.225	.139	-.171	-1.617	.110
	OnlineReview	.184	.150	.126	1.233	.221
	Convenience	.095	.165	.065	.576	.566

	SaleProneness	-.178	.190	-.103	-.936	.352
	Age scale	-.010	.014	-.082	-.733	.465
	Income Scale	-2.520E-6	.000	-.085	-.766	.446
	Female	.637	.201	.324	3.169	.002
2	(Constant)	2.313	1.093		2.115	.037
	Innovator	.228	.150	.159	1.520	.132
	Interpersonal	-.227	.138	-.172	-1.649	.103
	OnlineReview	.184	.149	.126	1.239	.219
	Convenience	.094	.164	.064	.574	.568
	SaleProneness	-.182	.183	-.106	-.997	.322
	Age scale	-.011	.014	-.083	-.749	.456
	Income Scale	-2.554E-6	.000	-.086	-.786	.434
	Female	.638	.200	.325	3.193	.002
3	(Constant)	2.564	.998		2.569	.012
	Innovator	.230	.149	.160	1.539	.128
	Interpersonal	-.215	.135	-.163	-1.588	.116
	OnlineReview	.179	.148	.123	1.214	.228
	SaleProneness	-.157	.176	-.091	-.887	.378
	Age scale	-.013	.014	-.099	-.925	.358
	Income Scale	-2.771E-6	.000	-.094	-.862	.391
	Female	.649	.198	.330	3.277	.002
4	(Constant)	2.492	.993		2.509	.014
	Innovator	.210	.147	.147	1.427	.157
	Interpersonal	-.196	.133	-.149	-1.466	.146
	OnlineReview	.180	.148	.124	1.222	.225
	SaleProneness	-.135	.174	-.078	-.773	.442
	Age scale	-.016	.013	-.130	-1.281	.204
	Female	.661	.197	.337	3.355	.001
5	(Constant)	2.040	.801		2.548	.013
	Innovator	.193	.145	.135	1.328	.188
	Interpersonal	-.197	.133	-.150	-1.483	.142
	OnlineReview	.191	.147	.131	1.305	.195
	Age scale	-.014	.012	-.112	-1.141	.257
	Female	.651	.196	.331	3.317	.001
6	(Constant)	1.567	.686		2.284	.025
	Innovator	.198	.146	.138	1.359	.178
	Interpersonal	-.184	.133	-.140	-1.389	.169
	OnlineReview	.195	.147	.133	1.326	.189

	Female	.627	.195	.319	3.207	.002
7	(Constant)	2.042	.587		3.477	.001
	Innovator	.240	.143	.167	1.681	.096
	Interpersonal	-.198	.133	-.151	-1.490	.140
	Female	.641	.196	.326	3.273	.002
8	(Constant)	1.374	.382		3.600	.001
	Innovator	.278	.141	.194	1.970	.052
	Female	.697	.194	.355	3.599	.001

- a. 8. Have you have bought women accessories from Orachat Accessories online store before? = No
b. Dependent Variable: 10 I will buy women accessories at the online store of Orachat Accessories during the next 12 months

The above table showed coefficients from backward regression analysis for non-customers. In the 8th model only 2 factors were in the result while the other factors were removed. From coefficient table in 8th model, only 1 factors including female influenced the dependent variable or purchase intention for Orachat Accessories because the significance of coefficient was below 0.050. According to the result, regression equation can be written as follows.

$$\text{Purchase intention} = 1.374 + (0.697 \times \text{Age})$$

CHAPTER V

CONCLUSIONS

5.1 Discussions

There are three key objectives in this thematic paper. First objective of this thematic paper is to identify factors influencing consumer purchasing behavior and satisfaction for women accessories in online stores. The second objective is to find the effective marketing strategies for Orachat Accessories' online store. Third objective is to answer whether building an official store website affects purchasing behavior or not?

From data collection by online questionnaire, there were 192 respondents who bought the products online in the past three months. Most of respondents were female which 88.66 percent of all respondents. Almost half of respondents earned 10,000 baht to 30,000 baht per month. Respondents who were 25 years old to 34 years old are the majority of all respondents. Most of respondents spent more than 35 hours per week on the internet; they use the internet for entertainment, communication, update news feed, and education every day. Instagram and Facebook was main online shopping channel for most of respondents. The customer profile was almost similar to all respondent profile. There were 102 customers from data collection. 99 percent of customers were female. Half of them were 25 years old to 34 years old and earned 10,000 baht to 30,000 baht per month.

The factor analysis provided 6 factors including online innovator, perceived risk, interpersonal influence, online review, convenience, and sale proneness. These factors had factor loading higher than 0.4 and did not have cross loading or mismatch meaning. The result from factors analysis was similar to this conceptual framework; only product uniqueness was removed from factor analysis. According to means, most of respondents agree with perceived risk, online review, convenience, and sale proneness. Online innovator and interpersonal influence had means in the middle; there were respondents who agree and respondents who disagree almost equally.

Moreover, correlation analysis showed that there was no relationship among these factors.

The regression analysis estimated the relationship between potential factors and purchase intention. The model was statistical significant because the p-value was 0.000 which was lower than 0.050. Only 19 percent of the variance in purchase intention for Orachat Accessories can be explained in term of these factors. The regression equation was $\text{Purchase intention} = 2.449 + (0.260 \times \text{Innovator}) - (0.317 \times \text{Interpersonal}) + (0.225 \times \text{convenience}) - (0.283 \times \text{Sale proneness})$. Perceived risk and online review were not statistically significant. This result answers the hypotheses in this study as follows.

- From H3: People with high level of innovativeness for online shopping are more likely to purchase women accessories online, this hypothesis is supported because respondents who has high score for online innovator are more likely to purchase accessories from Orachat Accessories in the regression model.
- From H5: Convenience positively influences online purchase intention for women accessories, this hypothesis is supported because respondents who has high score for convenience are more likely to purchase accessories from Orachat Accessories according to regression equation.
- For H6: Customers having high level of perceived risk are less likely to purchase women accessories online, this hypothesis is not supported because this factor is not statistical significant. So, perceived risk does not affect purchase intention for Orachat Accessories
- For H7: Incentive programs positively influence online purchase intention for women accessories, this hypothesis is not supported because respondents who has high score for sale proneness are less likely to purchase accessories from Orachat Accessories.
- For H8: Positive word of mouth and online reviews positively influence online purchase intention for women accessories, this hypothesis is not supported because this factor is not statistically significant. So, online review does not affect purchase intention for Orachat Accessories

Moreover, factors influencing purchase intention of Orachat Accessories customers are online innovator and age. The customers who have high level of online innovator are likely to purchase the product from Orachat Accessories. The older customers are also likely to purchase the product than younger customers. On the other hand, the factor influencing purchase intention of non-customer is only female. Female customers are more likely to purchase the product from Orachat Accessories than men.

The cross tabulation showed that only gender is statistical significant while income and age are not. Moreover, one-way ANOVA also showed that difference in gender affects online purchase intention for women accessories. The result from cross tabulation can answer two hypotheses.

- For H1: Gender affects online purchase intention for women accessories, with women expected to have higher purchase intention than men, the hypothesis is supported because female respondents are likely to purchase accessories from Orachat Accessories than male respondents. Because Orachat Accessories only offered the female products, male customers are less likely to purchase products.
- For H2: Income positively affects online purchase intention for women accessories, this hypothesis is not supported because this variable is not statistical significant. So, difference in income do not affect purchase intention for Orachat Accessories

To answer third research question whether having an official website affect purchasing behavior, the general online purchase behaviors showed that most of respondent agree with this question as follows.

- Most respondents agreed that they google the reputation of the online store before they buy the product. The mean was 2.78.
- Most respondents agreed that they checked product information in the official website before they buy. The mean was 3.34.
- Most respondents agreed that they prefer shopping in an official online website because it provided a variety of products and useful information. The mean was 2.93.

- Most respondents agreed that online brand that has official website was more trust-worthy. The mean was 2.74.

5.2 Contribution to the Literature

According to the literature review, the research finding supports the conceptual framework for purchase intention for Orachat Accessories. There are four essential factors influencing consumer behavior which are online innovator, interpersonal influence, convenience, and sale proneness. According to the results, all factors can have an important influence on the consumers' intention to purchase Orachat Accessories.

5.3 Recommendations

According to research findings, factors influencing purchase behavior of all respondents for women accessories in online store are online innovator, interpersonal influence, convenience, sale proneness, and gender. The suggestion for Orachat Accessories is that these factors should be considered for developing online marketing strategies.

Online innovators are customers who tend to be trend leaders than followers, they prefer to try new products before others do. They spend much of their time shopping online. So, Orachat Accessories should target this group to improve the sale because they are likely to purchase more than non-online innovator. Moreover, the customers who have high level of interpersonal influence are less likely to purchase from Orachat Accessories. The brand should provide some marketing activities that generate more shares about their store to gain brand awareness. More shares can ensure customers who have high level of interpersonal influence. On the other hand, Orachat can focus customers who have low level of interpersonal influence.

The customers who have high level of sale proneness are less likely to purchase from Orachat Accessories because the store did not offer the sale promotion. The store should occasionally provide sale promotion to attract this group.

Additionally, Orachat accessories should provide more convenience for customer to save their time. One-day delivery can attract more customers who want convenience. Online channel should focus on Facebook, Instagram, and mobile shopping application because most of customers prefer to purchase the product through these online channels.

According to research finding, factors influencing purchase behavior of Orachat Accessories' customer are online innovator and age. Orachat Accessories should focus on older customers because they are likely to buy more than younger.

Orachat Accessories should develop their own website because most of respondents think that brand having official website is more trust-worthy; customer tend to search the store reputation in Google before they make purchase decision. By offer more online shopping, Orachat Accessories can generate more sales from its website.

5.4 Limitations

Since this research focused only on women accessories of Orachat Accessories, the results might not be strong enough to represent the perceptions of all consumers regarding the factors that affect their willingness to purchase the women accessories for other online stores. Moreover, with limited budget and time, this paper applied a convenience sampling method. The respondents might not be representative enough because the respondents are in specific age and income groups. On the other hand, representativeness of Orachat Accessories' customer is quite precise because data were collected from customers who recently purchased the products.

5.5 Future Research

Future research should study factors influencing customer behavior for women accessories in other online stores to explore whether the different stores have the same outcomes or not. And, the future research should explore more factors influencing customer behavior for women accessories because there might still be some unexplored factors. So, the future research should focus on qualitative research

such as in-depth interview or group interviews. This method can gain deeper understanding about customer behavior for women accessories in online stores.

More, the future research should collect the data from different age and income groups to learn more about their purchase behavior for women accessories because the limitation of research is that data collection only has specific age group and income.



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APPENDIX A QUESTIONNAIRE

INTRODUCTION

I am a graduate student in Marketing Management at the College of Management, Mahidol University. This questionnaire is a part of my thematic paper research study. The questionnaire consists of 14 questions It should take about ten minutes of your time to complete this questionnaire. Your answers to this questionnaire will be treated confidentially, and you will not be asked for your name (it is anonymous). Should you have any inquiry regarding this questionnaire or any concerns, please contact canatedew@gmail.com.

SCREENING QUESTIONS

1. Have you purchased any products online in the last 3 months?

Yes

No [End of the questionnaire]

GENERAL QUESTIONS

2. On average, how many hours per week do you use the internet? (Select one)

1-7 hours

15-21 hours

29-35 hours

8-14 hours

22-28 hours

more than 35

hours

3. Please indicate how often you do the following on the internet (Select all that apply)

	Daily	2-3 times a week	Once a week	2-3 times a month	Once a month
Online Shopping					
Entertainment (Game, Online TV, etc.)					
Communicate with others using social media (Line, Facebook, etc.)					
Update newsfeed others using social media (Facebook, Instagram, etc.)					
Education and searching for information (Online Book, Magazine, Newspaper, etc.)					

4. Which online platform you mostly use to buy products? (Select all that apply)

Facebook

Instagram

Official Brand Website, e.g. Zara.com, Topshop.com

- Online Marketplace, e.g. Lazada.com, Ebay.com, Shopee.com
 Mobile Application, e.g. Lazada, Ebay, Shopee
 Other, please specify:

SPECIFIC QUESTIONS

5. Please indicate to what extent you agree or disagree with each of the following statements

	Strongly Disagree	Disagree	Agree	Strongly Agree
Uniqueness: Desire for Unique Consumer Product: DUCP				
I enjoy having things that others do not				
I enjoy shopping at stores that carry merchandise that is different and unusual				
I tend to be fashion leader rather than fashion follower.				
I like to try new products and service before others do.				
Interpersonal Influence: Consumer Susceptibility to Interpersonal Influence				
I frequently gather information from friends and family about the product before I buy.				
To make sure I buy the right product or brand, I often observe what others are buying and using				
It is important that others like the products and brands I buy				
I like to know what brands and products make good impressions on others.				
I often consult other people to help choose the best alternative available from a product class				
Domain Specific Innovativeness (Innovativeness for Online Shopping)				
If I heard that a new product that I was interested in was available over the Internet, I would buy it online.				
Compared to my friends, I have visited a lot of online shopping websites.				
In general, I am among the first in my circle of friends to buy the product online that I was interested in when it appeared.				
I like to search for new products online.				
In general, I am the first in my circle of friends to know new products that I am interested in.				
Sale Proneness				
If the product is on sale, that can be the reason for me to buy it.				

When I buy a brand that's on sale, I feel that I am getting a good deal.				
I am more likely to buy brands that are on sale.				
I have favorite brands, but most of the time I buy a brand that's on sale.				
Convenience				
I prefer shopping online to save my time.				
I prefer shopping in Facebook or Instagram because the service process is faster than the big-size online market place.				
I feel more comfortable to spend time to look at products in online stores without pressure from sales persons				
I prefer to buy the product from online stores although the price is higher than an offline store by about 100 baht.				
I prefer searching the product that I want online rather than walking to several offline stores.				
Perceived Risk				
I prefer online stores providing an online sale person for support and questions.				
I feel safe to shop when there is high number of likes, comments, and followers.				
I trust online sales persons more than automatic websites.				
I do not feel safe to give my credit card information to websites online.				
Website				
I google the reputation of the online store before I buy the product.				
I check product information in the official website before I buy.				
I prefer shopping in an official online website because it provide a variety of products and useful information about the products				
Online brand that has official website is more trustworthy.				

6. Please indicate how likely it is you will buy women accessories during the next 12 months:

	Definitely not	Unlikely	Likely	Very likely
I will buy women accessories in online store or on a website during the next 12 months				

7. Have you have heard of, or ever visited, the online store of Orachat Accessories for women accessories?

- Yes
 No

8. Have you have bought women accessories from Orachat Accessories online store before?

- Yes
 No [Skip to Question 10]

9. Please indicate to what extent you agree or disagree with each of the following statement

	Strongly Disagree	Disagree	Agree	Strongly Agree
I am satisfied with Orachat Accessories' service				
I am satisfied with Orachat Accessories' product				

10. Please indicate how likely it is you will buy women accessories at Orachat Accessories online store during the next 12 months:

Orachat Accessories is women accessory online store. Elegant and trendy product including rings, bracelet, earring, and necklace are offered with reasonable price and free delivery for every items. The average price of product is about 300-600 baht.





	Definitely not	Unlikely	Likely	Very likely
I will buy women accessories at the online store of Orachat Accessories during the next 12 months				

11. Please indicate to what extent you agree or disagree with each of the following statement

	Strongly Disagree	Disagree	Agree	Strongly Agree
Orachat Accessories is my preferred online store for buying women accessories				

DEMOGRAPHIC QUESTIONS

12. What is your gender?

Male

Female

13. How old are you?

Less than 18 years old

18-24 years old

25-34 years old

35-45 years old

45-55 years old

More than 55 years old

14. Could you please indicate your approximate monthly personal income?

Less than 10,000 Baht

10,001 – 30,000 Baht

30,001 – 50,000 Baht

- 50,001 – 70,000 Baht
- 70,001 – 90,000 Baht
- More than 90,000 Baht

Thank you for your participation. All your information will be kept confidential.

