

**OMNI-CHANNEL: THE SUSTAINABLE E-COMMERCE TREND  
IN THAILAND**



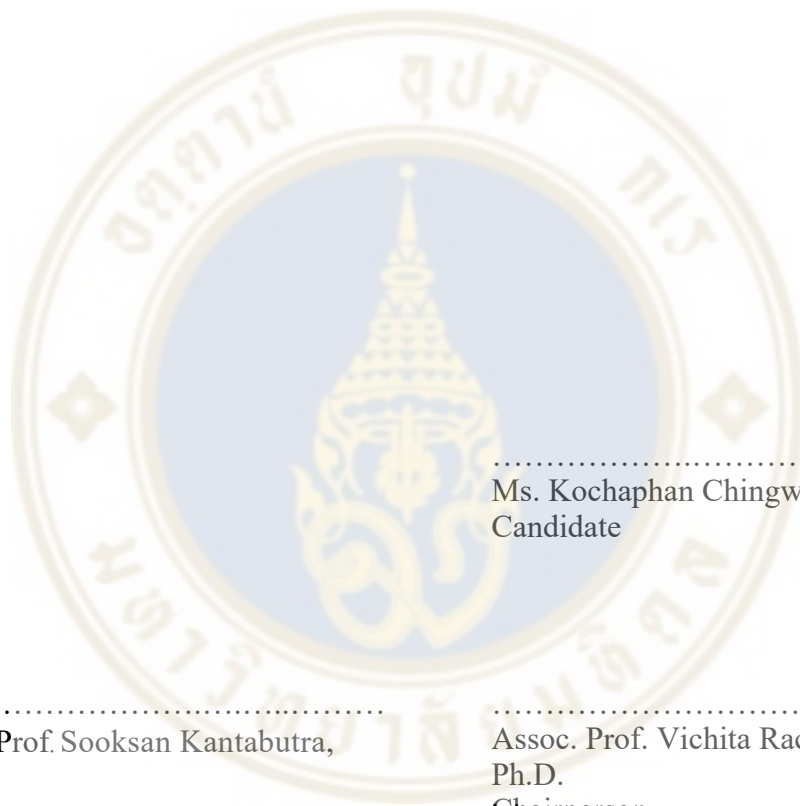
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**OMNI-CHANNEL: THE SUSTAINABLE E-COMMERCE TREND  
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## **OMNI-CHANNEL: THE SUSTAINABLE E-COMMERCE TREND IN THAILAND**

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### **ABSTRACT**

This study shows the big image of Thailand E-commerce sustainability by many factors from past until today. Thai people are familiar with online shopping by understanding the concept of online shopping, delivery service and payment. The government have supported local community to face with digital edge by Thailand 4.0 policy. There is not only online shopping, but also offline shopping which means retail store are such important part to make Thai consumers complete purchasing process. Omni-channel should be the success key for Thai shoppers in the long term orientation. As there are many reasons for high E-commerce and Retail success stories in Thailand, some are barriers or benefit factors. This has led to the sustainable trend for Thai consumers.

**KEYWORDS:** E-Commerce, Sustainability, Thailand, Online marketplace,

Omni-channel

74 pages

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# CHAPTER I

## INTRODUCTION

### 1.1 Problem Statement

Nowadays, Thai people have been living in digital society. They use mobile phones, tablets, computers for working, playing, and also communicating for selling, buying, or others. E-commerce integrates online and offline world together. If Thai people prefer to buy something from an online store, they can view products at a shopping mall and try to use it before buying on the online channel or they can go to E-marketplace or official website and make a decision to select products and then go to buy some products at an offline store. If Thai people see the advertisement on television, radio, poster, brochure or billboards, it is one of marketing tools for the online channel which is always shown contact information like name of brand, line id, facebook account name, Instagram account name, e-mail and others to attract new customers come to be their fans of online products. If Thai people adopt to use bank transfer through mobile payment application for purchasing a product at the store, they can scan barcode or QR code or mobile PromptPay number to add an amount of THB and click confirmation button to complete transaction. These examples could be called “Omni-channel”. Omni-channel can be one of the best business strategy reaching goals for sales, income, and profits, especially for customer satisfaction and customer loyalty.

Omni-channel can help to solve a problem and decrease misunderstanding for customer service. If Thai investors or sellers do business in many sectors, they can adapt this strategy to their business because online is embed in every business sectors. The physical store is set location for great sales chance whereas online store is set a platform for high sales and cost-saving. At last, a person who can conduct a flexible way for customer reach, are effective to sell a product, offer service, and build their space both of online and offline channel.

By and large, this could be a sustainable E-commerce trend in Thailand if we concern to engage more customers coming to purchase and repurchase our products onwards. Also, Thailand 4.0 policy is formed to enhance all businesses for the digital

edge from now on. There is a path for people who would like to stand still, jump in and join with Thai E-commerce. The objectives are the main priority for study and awareness as below.

## **1.2 Objectives of the Research Study**

The major objectives of this paper are including;

- 1) To study the current e-commerce situation in Thailand
- 2) To understand the e-commerce trend in Thailand for a long-term period
- 3) To predict the e-commerce trend in the future
- 4) To show that Omni-channel be the Sustainable E-commerce Trend in Thailand

This study would have to lead and activate people who are in E-commerce line or other sectors which related to retailing understand the meaning of Omni-channel, reboot some running systems and set Omni-channel into the business for retaining existing customers, encouraging new customers, and improving customer satisfaction. The final outcome has purposed for Thai sustainability and Benefits of Thai business.

## **CHAPTER II**

### **LITERATURE REVIEW**

As all we have known, E-commerce or Electronic commerce is one of the business sectors which could change the economic world for more than 60 years. Nowadays E-commerce is used for all types of business such as Retailing, Manufacturing, Banking, and others in Thailand. Thai people are already familiar with E-commerce over 10 years but they would like to go shopping at Physical store (Brick-and-Mortar store) or called offline store which is opposite of online store in E-commerce route.

E-commerce is consist of electronic transactions for purchasing goods and services, doing online payment, and using delivery logistics for completion. E-commerce is related to the business users who are called B2C (Business to Consumers), B2B Business to Business, C2C Consumers to Consumers, FinTech payment group, logistics agency, social commerce, and E-commerce enabler.

#### **2.1 Thailand Internet Users**

Thailand has the second ranking of greatest Southeast Asia economy and the highest number of internet users in the territory. The number of internet users is roughly 57 million in the country. They are well expert in digital technology, mobile, and E-commerce uses. The growth rate of internet users can imply that Thailand has a fancy surrounding growth for E-commerce business. Now Thai E-commerce market is rated at US\$3.5 billion and is aimed for sales revenue growth rate of 13.2 percent annually. At last, it will reach US\$5.8 billion in 2022. (ASEAN Briefing is produced by Dezan Shira & Associates, 2018)

**Table 2.1 Thailand's Internet Users (2018)**

Thailand's Internet Users (2018)	
Total population	69.11 million
Internet Users	57.00 million
Internet users as a percentage of the total population	82%
Total number of active mobile internet users	54.54 million

Source: Digital 2018 Global Overview Report

Graphic©Asia Briefing Ltd.

Thai shoppers have adapted their behaviors and turned their own lifestyle fit to a new era of E-commerce. They've learnt to buy products and services through the marketplace, retail store website, or especially social media. From the market reports, more than 50% of Thai online consumers spend money on products through social media or other online channels. The age range of users, mostly young people, consists of ; 76% of 15 to 19 years old, 52% of 20 to 29 years old, and 34% of 30 to 39 years old. To get a great number of customer reach in the overpopulated online market, E-commerce sellers register Facebook and Instagram accounts for posting product information. This makes possible for online users who need more details of product straightly from company or merchant by searching keywords of brand name or product name. Then, they can communicate and deal price for ordering. At present, Facebook and Instagram have above 10,000 online stores running in Thailand. Because of their command and supply, these platforms must be considered as crucial competitors to many companies looking to disturb E-commerce marketplaces in Thailand. (ASEAN Briefing is produced by Dezan Shira & Associates, 2018)

The powerful growth of mobile commerce will carry on in coming years, an exclusively millennial generation which has used their smartphones shopping behavior. Thai millennials are the leader in mobile commerce which is shown that 52% of online transactions is via mobile devices. In the sight of TMRS: Thailand Marketing Research Society, they presented that 71% of Thai smartphone users spend money via online gateway by the average of twice a month, while 90% desire to go online shopping again. The ability of Thailand's smartphone market raised from 30% in 2015 to 34% in

2017 and 37% is the estimated rate in 2018. (U.S. Embassies abroad, 2018) The mobile phone can be the best device for success key of sales process for the retail store.

## 2.2 Thai Retailers

Many Thai retailers have found new benefits and barriers from the digital edge. They also understand the crisis and remarkable points to push up their sales revenue and start more channels to get higher sales. Oxford Business Group (2018) showed that traditional retailers are being challenged by e-commerce, which offers significant potential following the improving warehouse and logistics capacities in the Eastern Economic Corridor. In addition, a large amount of retail floor space is set to be added to the market in the next few years, although some larger malls in the pipeline could struggle to achieve full occupancy.

If the traditional retailers embrace online marketing for the critical strategy, they will succeed in the long run future. Omni-channel could be one way to make huge challenge key for market share growth and profitability.

### Table 2.2 Distinguish between e-marketing & traditional marketing

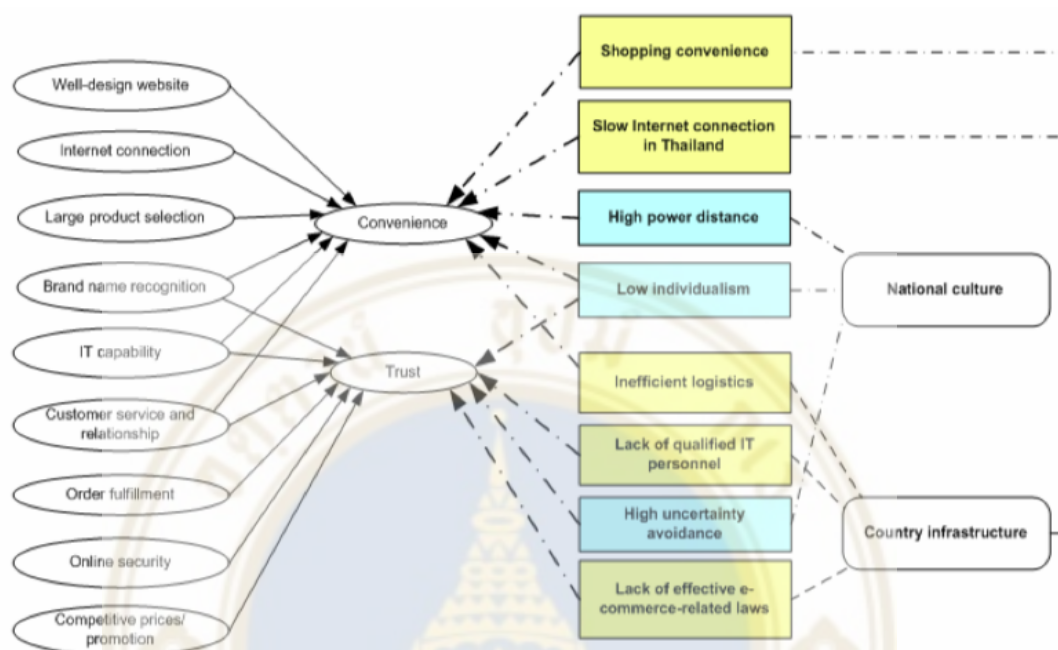
Source: A Literature Review of the Trend of Electronic Commerce in Bangladesh Perspective, 2017

E- Marketing	Traditional Marketing
Interactive advertisement. Example: website, social networking site, Google ads, banner ads, video marketing.	Contact from one side. Example: Print media (Newspaper), Broadcast Media (TV & radio ads), telemarketing.
E-marketing methods less expensive	Traditional marketing methods more expensive
Reach out maximum people	Limited audiences
Instant Comparable	Less opportunity
Save a lot of time	Need a lot of time
Less interaction	Interaction with people can make good relationship.

Convenience and Trust can be the critical success factors (CSFs) to push up customers shop online more than offline. Kittipong (2016) has shown in his research



that from figure 2 convenience and trust were the effective critical success factors for customers.



**Figure 2.1 Influence of Thai Culture and E-commerce-related Infrastructure on the CSFs for E-commerce in Thailand**

As for convenience, the large number of Thai consumers usually did the contrast of convenience between offline and online shopping. Thai shoppers were favorable because of a lot of traditional malls, supermarkets, hypermarkets, convenience stores, groceries, or a stand for sales at street side. A stand sold everything such as candy packs, newspapers, monthly journals, smartphones, or drinkings. The midnight retail stores were so varied. Thai customers could order and purchase by coming to anywhere at any time. Moreover, Thai consumers would prefer to call or send messages for online ordering with a directed salesperson. With one phone call, clients could deal prices or special promotions for getting great prices. Sale staffs also joyfully provided services such as proving the price and quantity of product and sending product documents to clients. With the convenience of basic services, all those shoppers tended to stand for switching their present habits of placing orders through a traditional system. A lot of shoppers, they had lack of online order experience, which could make it more tough to

persuade them clicking online orders. To influence customers coming shopping at the online platform, online sellers must be able to convey a shopping platform that provides a similar or preferable level of convenience.

### **2.3 Omni-channel**

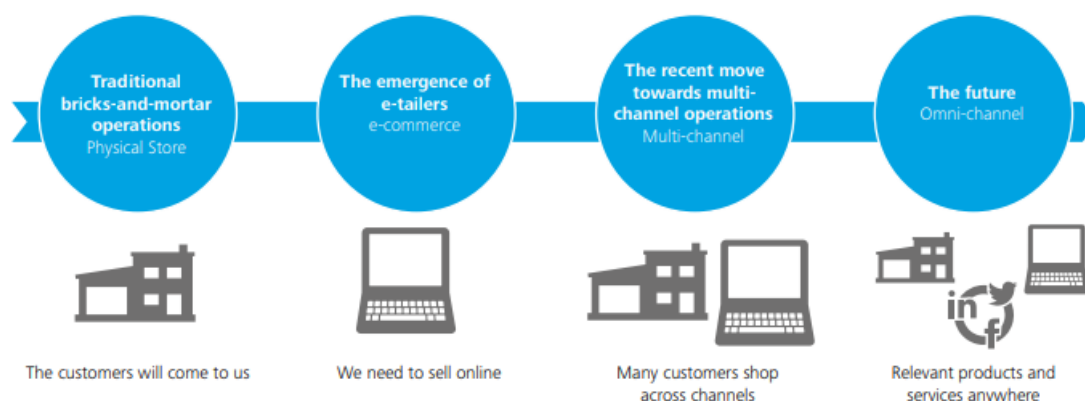
Omni-channel can be one way for strong retailing strategies in E-commerce because it can across channels and make more customer touchpoints. The countless advantages are online selling which exists of reasonable price, available reviews and variety of product selection whereas offline selling is consist of face to face communication, prompt satisfaction and sharing own product experience, and so on (Grewal et al., 2004; Agatz et al., 2008; Rigby, 2011). Thereby, online channel can use other ways from offline to do any materials and others, which caused by many writers arguing that the diversified types of collaboration were inspired by the uplifting integration of retailing (Agatz et al., 2008; Herhausen et al., 2015 ;). Therefore, an effectively executed Omni-channel strategy with entire combination is possible to grandly impact and boost awareness of consumer purchasing, thence consumer can purchase more and more and set affordable value of this strategy going on (Herhausen et al., 2015). At last, Omni-channel strategy can provide a seamless experience to consumers who shop through online and offline channel merging.

Omni-channel has many definitions by people who are in the E-commerce sector. 'Omni' derives from Latin vocabulary. 'Omnis' expresses the meaning of 'overall' 'every single lot', or 'worldwide'. To contrast with the word of 'multichannel' is from 'Multus', which means 'multiple' and 'numerous'. IDC's Global Retail Insights research unit was studied and informed the word of 'Omni-channel retailing' at the first time in 2009. (Ortis & Casoli, 2009). Then, Omni-channel retailing remained a jargon word, until Information and Communication Technology (ICT) had permitted this term to be functional using. All technologies, which are digital items, applications, in-store automatic machine, augmented reality(AR), and services, presented through the online and offline channel for combining retailing altogether and making a seamless unified experience for consumers, as same as allowing sellers with precious tools, frequently accessible to E-commerce surroundings. As Chen & Mersereau (2013) showed that the main challenge of the digital edge for shop store, could be the perfect tool when using Omni-channel.

Square (2017), studied of What Brands Need to Know and Modern Consumer Shopping Habits, clarified that each channel is the gate for communicating and purchasing, at the offline and online store, which jointing all those channels. The intention is to maintain a good relationship with customers on each channel, to support and increase sales target. For instance, HubSpot set the functional delivery and stable experience with all websites by the role of the customer is the vital key to push your brand up. Google specified that marketing strategies are powerful output regarding customers transforming from one to another one channel. BigCommerce set that online and offline selling stores and more adding online platforms on online multiple online such as B2B, facebook, Amazon, or eBay. We've also been providing the greatness of product listing for consumers who are using the time for all this. This is widely known for E-commerce circumstance, with more tactical Omni-channel term. Also, Ana Greco (2016) summarized his Omni-channel retailing meaning which is about reaching consumers through various touch points by creating stability, sending the same note passing all the touchpoints at the same time designing a seamless experience, and providing capital for consumers through their centrality, thus expanding consumer experience.

The excellent route to be creative Omni-channel is to plan for retailing evolution. It has taken more 20 years with a long trip. Moreover, the new retail was similar to Brick and Mortar store (Harris, 2012). Omni-channel is the last step in the circumstance and contains presenting extensive experience which combined both of offline and online worlds (Mosquera et al., 2017). If every channel is related to, customers can begin shopping time in one offline store and complete it in another online store. It can upgrade a seamless experience which enhances more benefits for customers (Alexander and Alvarado, 2017). After online consumers have more experiences through the online and offline store for interaction, they feel seamless and better journey to use E-commerce for shopping. The positive influence can embrace traditional retailing and E-commerce to the sustainability world.





**Figure 2.2 Retailing evolution**

Source: Omni-channel retail – A Deloitte Point of View, 2015

## 2.4 E-commerce in Thailand

E-commerce is flourishing and retailers have to face many tests and chances. The speedy growth of E-commerce industry has headed up to shift traditional retailers to the online store. Retailers and E-tailers are forced to shape themselves into the multi-channel market for demanding the 21st-century customers support. On the other side, E-tailers are assessing the outstanding points of increasing a physical place such as salerooms and street stores, which can rent in short or long term, to try to go new marketplaces and to rise up customer demands. Reaching goals on online have to set correct strategy fit to channels and customers target, both in present and forward. Retailers must prepare more essential time to design for accomplishment. It is crucial to do it right if they have combined channels, it is flexible to step on by upgrading the physical appearance and digital platform together. This is the E-retailer path. (Omni-channel retail by A Deloitte Point of View, 2015)

From Thailand Internet User Profile 2017 by Electronic Transactions Development Agency (Public Organization) - ETDA survey, Surangkana Wayuparb - Executive Director said that whenever shopping online or using e-commerce as the top ranking of internet usage means that Thais have taken the internet to use in the economy. It's not just for entertainment but also very pleased that the result of the year 2017's online shopping survey is ranked number 1 from top 5 of the Thais activity Internet use in Thailand 4.0. The survey revealed that digital transformation can change Thai

behavior from the other previous years. Online activities are much more offline. There are 1). Buying or booking tickets 2). Booking hotels 3). Listening to pieces of music 4). Going to movie theater 5). Express delivery 6). Live broadcasting 7). Taxi Delivery 8). Watching Televisions 9). Reading books 10). Food Delivery 11). A calling which is respectively used in real Thai behavior in 2017, especially top 5 of these activities is shown the increasingly higher usage percentage through online channel compared to offline.

In fact, the survey recorded that online consumers who are Generation Z, Y, X, and Baby Boomer answered the top 5 factors for purchasing and using online service because of 1). Easy/Saving time and distance for people who wants to order buying in 24/7(85.0%) 2). Fast and Convenient delivery (53.4%) 3). Favorable promotions such as Discount code, Buy one Get one Free (51.4%) 4). Enjoyable shopping and Price Comparisons which are the best price, product, or services and other reasons such as various interesting websites, clear images of products and a good description and so on (49.7%) and 5). Only Online selling and no other place to buy(28.9%).(Thailand Internet User Profile 2017, P.86) The factors can prove that Thai consumers are more open-minded to use the online channel to start their shopping even there are still some issues during the purchasing process. From Page 102, it indicated that 1). The received goods are inferior quality or not look like the advertisement. (52.0%) 2). Received goods are delayed. (43.8%) 3). Received goods do not match on the website. (29.5%) 4). goods are damaged. (21.3%) 5). No Received goods after payment. (11.9%) 6). The quantity of received goods is not correct.(9.1%) 7). No money refunded after goods returned (4.6%). Therefore, the report can reach out Thai online consumer needs and they have been ready to adopt E-commerce.

The physical store is still important for retailers and many most of the Thai retailers have the offline store and also online store too. Even if consumers accept to spend money for online because it is simple to order and do payment, they still take time to consider again and again to see more choices which are cheaper prices, more review products, and stores, and go to a brick-and-mortar store to touch and try products at first. There are a lot of online shopping channels in Thailand for consumers options such as store websites, large retailers, or E-marketplaces like Lazada, Shopee, JD, Alibaba, 11street, and others. Also, social media channel is a crucial factor for Thai online buyers like Facebook, Instagram, Line, YouTube and so on. These are all critical success

factors for Thai e-commerce trend. It will be remarkable to view how retailers or marketers containing the insight of Omni-channel tactics. Omni-channel can be a great way to convince Thai consumers shopping online and using online services.

If Omni-channel increase marketing effectiveness, E-commerce will reach more consumer demand. Customers can spend more time to visit physical stores, visit online stores, make a buying decision, do online payment, wait for delivery service and fulfill with happiness after service and use of products. Retailers should be aware of consumer needs. Omni-channel should be the sustainability for online customers.

## **2.5 E-commerce and Sustainability**

Sustainability is one of a human living process by utilizing the maximum of accessible physical, natural and social resources which are for the human living systems developing lasting forever. (the Academic Advisory Committee for the Office of Sustainability at the University of Alberta,2010) The Triple Bottom Line framework presents the 3 distinct domains which included environmental, economic, and social for the sustainability meaning. Furthermore, the organizations apply this technique for good results with the three domains. The consideration is under increasing profitabilities, environmental impacts, and social fairness matters. (*David Little, 2017; Marshall & Toffel, 2004*)

**Table 2.3 Sustainability Domains and Factors**

Source: Effect of E-Commerce on Organization Sustainability, 2017

S. No.	Sustainability Domain	Factors
I	Environmental Domain	
1		Reduction in energy consumption
2		Reduction in Natural Resource Consumption
3		Improved use of renewable energy
4		Reduction in Waste
5		Optimizing Material Usage
6		Improved and efficient usage of resources
7		Reducing Reverse logistics - product reacquisition and remarketing
8		Improving Reverse logistics - product reacquisition and remarketing
II	Economic Domain	
9		Technology improvement leading to energy efficiency
10		Long term financial competitiveness
11		Better Cost efficiency
12		Improved Market presence
III	Social Domain	
13		Engage all staff in carbon- neutral improvement activities
14		Draw supplier and partners attention to the environmental credentials
15		Better job security
16		Improved ethical behaviour
IV	General Domain	
17		Use of green metrics in assessing business processes
18		Supply chain to include design, dealing with by-products and end of life processes of recovery and disposal
19		Respect for international norms and behaviours
20		Reducing product reacquisition and remarketing

From the table, the correlation among sustainability and E-commerce factors in business organizations are indicated the medium to the high positive effect of E-commerce on the obvious majority with 20 sustainability factors suited to environmental, economic, social and general domains. We can see all the effect of E-commerce and sustainability which can prove that it makes a positive on the business after Sanjay Chaudhary did the research report in India.

U.S. Embassies abroad (2018) reported that the Thai government pointed out on the “Thailand 4.0” policy, which includes a budget sharing for the particular purpose of a broadband network construction for the real-estate community in Thailand. The bridge of a widespread broadband network can enhance the digital divide and up-to-date economic development via the online channel. More and more, the Thai government still has planned for adopting new digital application platforms and online activities such as E-marketplace, E-payments, and E-government for the next generation. Finally, the goal can begin with the SME business starters for selling local products and services on the online channel.

To advance yourself in E-commerce, it is vital to find long term strategy for customers. Omni-channel should be considered as an investment. If a business

organization plan for sustainability, Omni-channel could be precious strategy to spend opportunity cost for business which genuinely impacts brand identification and sales target in long run.





## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Design of the study**

Since the study is aimed at examining E-commerce trends in Thailand: Using Omni-channel for Sustainable E-commerce Trend from now on to the future in Thailand. The methodology adopted in the study is a qualitative method which conducted by individual interview, Semi-structured and In-depth interview, closed and open-ended questions and processing settings such as practical interview arrangement and interviewee reservation. Then, the respondents are selected potential interviewees with an informal method and the result findings are interpreted and analyzed to have many aspects and several directions for Thai E-commerce Market aligning to the study.

#### **3.2 Sampling Frame**

##### **3.2.1 Population**

The targeted population for this study was defined as the retailers and workers who involved in E-commerce activities and aware of the opportunities of Omni-channel in E-commerce which can be in Thailand or international countries. Next, the sampling is to be found by informal connection use with all respondents.

##### **3.2.2 Sampling Interviewees**

The approach is from the author connection which is permitted to fill in real name, position, and company or product name. The respondents who come to be the interviewees have included 15 persons by more interview information in appendices.

The majority of interviewees are 9 females and 7 males which have E-commerce experiences from 1 - 20 years. The age range is 25 - 55 years old, implying that generation millennial or y, x and baby boomers are open to using E-commerce in real life with their business, distribution and purchasing behavior. Most of them have

been working for their primary work at the company or some of them are doing for the additional time. They would agree to give their experiences by informing the name of study and questionnaires information before interviewing for confirmation.

### **3.3 Data collection method and procedure**

In this study, the data collection was cross-checked for identification of each respondent in numbering order by contacting and scheduling for the interview in 30 to 60 minutes. The interview was conducted from October to November 2018. The interview was contacted by the author randomly to available and pleasurable e-commerce users with their experiences from selling and using e-commerce platform in their business. From the interview, the author used the telephone interview with 10 interviewees and the personal interview with 5 interviewees to collect qualitative data by Thai and English language. The Semi-structured and In-depth interview techniques were carried out with E-commerce retailers and workers. The Semi-structured interview technique based on questioning, guiding, offering prompts and probing was used to save clear data collection. According to the three phases (Seidman, 1998) which can enhance a typical in-depth interview better, there are focused on life history, the details of experience, and reflection on the meaning phase. This approach can supply the respondents answer and good data analysis.

Probing would be suggested other questions that can be used to dredge up memories. (Taylor and Bogdan, 1984) for the interviewees' answer in deep details of their meaning or experiences. Guiding for the introduction of this study can be used to start effectively for their understandings of the questionnaire. Then, cueing is one of interview action which encourages all the interviewees to get to the next step of questions. Prompting is also made for the interviewees going to the right direction and completion of some questions which is hard to perceive the meaning of words.

### **3.4 Interview Questions**

In this study, a questionnaire was fully checked by the CMMU professors, E-commerce colleagues, and the author before collecting the data. The interview questions are in Appendix A.

After questioning the interview with all respondents, the result will be found in the findings section which is shown in the analysis result on each question and total questions from all the answers. (Appendix B)

### **3.5 Data analysis**

Findings from Semi-structured and In-depth interviews of e-commerce retailers and workers regarding Omni-channel for Sustainable E-commerce Trend in Thailand which completed with knowledge and experience from Thai E-commerce Trend in the past until the present and looking forward to the future for the sustainability in Thailand, it makes good analysis by doing transcripts and translating from Thai to English language after the interview and proving the technical term which is used during the interview.

Then, coding use, by manually processing, is the greatest analytic method for the reflective outcome. Coding is a simple structure on which reflection from written message happens. It is a memo writing that is one of the mechanisms going grounded theory, not coding. (Gordon-Finlayson, 2010)

At first, open coding with first cycle coding method, which selected effective method including emotional, value, and evaluation coding for finding interviewees' attitude, beliefs, and experiences by highlighting keywords for getting the analytic idea. Next, applying the second cycle coding method, which set with pattern and focused coding, is used the conceptual similarity among interviewees answer for labeling codes and combing all to get in one idea. At last, code weaving, which can link to other supports from literature review, is the significant part to clarify which texts are going through the clear direction to the group and sum up all the data aligning to questions and reviews above.

From coding to theorizing, the themes can tell the similar story by the different perspectives, Omni-channel and E-commerce trends from all the interviewees' sides can imply from their situations, which mean to past and present participation, controlled problems, foreseeing visions, and managing with strategies if they have to be. The ultimate goal for whole data analysis can generate final outcomes well.

The reliability and validity of the study are so important in the part of the analysis and the answers from all the respondents. Next, the results findings are



indicated a tendency of E-commerce trend which is related to the Omni-channel in Thailand.



## **CHAPTER IV**

### **DATA ANALYSIS**

#### **4.1 Answers from the interviewees**

The following answers are a summary brief of the respondents on each question. Firstly, there is a point of the study in term of E-commerce users in Thailand what they have really known towards the technical term of Omni-channel and how Thai retailers and shoppers apply this strategy for E-commerce retailing at the present and from now on.

**1. “What is Omni-channel for e-commerce?”**

“Omni-channel is the online and offline channel to sell and buy items at the real-time on the platform by going to shops or clicking order on websites which users can pick up any channels to buy from their needs and convenience by their own digital devices.”

**2. “What do you think about online and offline retail in Thailand?”**

“For Thailand, offline retail is the way to let customers come to buy a product for a long time at any places such as groceries, hypermarkets, supermarkets, or convenience store but online channel which shows powerful to sell and get ordering such as marketplaces like Lazada and Shopee. Now every business is using both of offline and online for customer reach. Because they can connect to any online platforms or any reviews for their any products or services, they can buy and order right now or try those items before purchasing.”

**3. “What do you think about Thai e-commerce trend at this moment?”**

“There is a high competitive market in Thailand now. Thai sellers and buyers use social media such as Instagram and Facebook for the first channel. The E-marketplace is the second channel that they prefer to be at lazada and Shopee. The third channel is the official website which Thai business is opening for all customers. Thai sellers can be individual or enterprise level that they actually get sales chance more in this year and the following year. Furthermore, there are new platforms which include all e-marketplace, official website, or mobile application to get a point for account

member. These can answer users with their purchasing power by online payment or other services. They are finding the way to get more customers and have a lot of profits so that offline channel is coming to online as same as the online channel is linking to offline."

**4. " Which e-commerce trends can be the strongest for Thai e-commerce?"**

"The top rankings of Thai e-commerce trend are selling specialty products from local business such as Thai healthy products and Thai foods, approaching marketing tools which are regarding online and offline advertising, using powerful Influencer, and words of mouth that combined with the selling channel. Also, the service response by information from the owner or automatic system is the best one to let customers have trust before and after buying. The trends can be the strongest for Thai e-commerce in long term."

**5. "Do you think Omni-channel can provide seamless customer satisfaction?"**

"Yes, I think Omni-channel can provide seamless customer satisfaction. It depends on platform and execution team. If we solve a problem with a correct solution in a system or sending manpower who has potential skills for them, we can make customer loyalty and increase customer satisfaction."

**6. "How is to implement the omni-channel strategy?"**

"First, we have to think that online is equal to offline. Online and offline can be connected to each other all the time. We should have to find channels matching to market target both of online and offline. Then, developing a platform is for stability and functionality aligned to a user. Lastly, marketing plan for the online and offline channel is a big impact to make customer target come in and order product and service. The important word is in real time because of customer reach, customer trust, and customer loyalty. For instance, update pricing and stock in real time can make more customers come to order in all platform using. These are the easiest way to implement the omni-channel strategy. For Brand examples, ACE is consumer electronics selling. They have key of utilized stock, good operation, complexity work, real-time platform, store operator control, infrastructure in ERP should be the best flexible stock utilization. By the way, they still have concerned one point which is the challenge in the Thai market.

So, they have to set market target accurately for reaching sales and customer target goal.”

**7. “What do you think about Thai customer behavior on online channels?”**

“Thai customer behavior on the online channel is clear out at this time because everything in Thailand business is linked to the online platform. When most of the customers are playing social media every day, this behavior pushes up them more than 50% of purchasing power to the online channel. They can select payment method with credit or debit card and bank transfer from online or offline. Anyway, a lot of Thai people is still happy to go shopping with friends or family at the offline store. One thing is the influencer technique that most Thai people or online customers always love it. The other is cheapest price and hot promotion which can let them make the faster buying decision. Everyone has personal reasons to buy via online or walk through the physical store. Sometimes it depends on the product category or location that they can or cannot be. They still have mobile to search keyword, read a review, or ask their friends at any time. They can choose to get the best way for them. Moreover, if they have a chance to buy products or services, they will be back again. It is friendly-use and cost-saving for transportation or other miscellaneous things.”

**8. “Do Thai customer prefer to visit physical stores more than online? Why?”**

“Yes, Thai customers prefer to visit shop more than the online store. They still need to go out and shopping with their friends, family, or colleagues. Because we are Thai, we have a social life and environment to go shopping in the store, especially at a convenience store or hypermarket. By the way, there are many characteristics of Thai who are in the capital city or countryside that they will have a difference too. On the other side, we need to try a product by seeing, touching, or testing. It makes us believe in the product or service quality. Even Though there are a cheaper price, quicker promotion reading, and more saving energy time at the online store, we still make a decision from physical review too.”

**9. “Could it be possible to use Omni-channel as the best way for Thai E-commerce?”**

“Yes, it could be possible. Using Omni-channel is aligning between online and offline store because most of the people have mobile phones for reaching out to the

platform. This can be the best Thai E-commerce trend which can stay in the long-run. For Brand examples, Pomelo is a pure online channel which should be a good case study. The main customer target is women who prefer to try and taste the level of their needs so that they open 4 offline stores now in Bangkok. These can show the idea of Omni-channel for you. The other example is about JIB company. They are working well on the online website but they are developing and adding more about the online claim which we should do the better than them in this or other issues we found from customers.”

**10. “What do you plan for Omni-channel roadmap in Thailand?”**

“If I have to plan for Omni-channel roadmap, absolutely it should have to be related with Fintech. Fintech can be one solution for payment. Online or offline consumers will be impressive for e-commerce service. For instance, increasing more shopping store with scanning barcode or QR code for payment. In the future, the store is without staffs and only automatic cashier center for cost-savings which we can see this trend coming to Thailand now. The other one is to build a simple and flexible platform which could be the perfect tool for Omni-channel. All Thai people will in love and spend time and money for their happiness.”

**11. “Could it be possible for one of the strongest e-commerce strategies in the future?”**

“Yes, it could be one of the strongest e-commerce strategies in the future. That will be very good for using the roadmap on the above because Thai has an E-commerce competitive market right now.”

**12. “What are the key factors of Omni-channel in Thailand?”**

“The key factor should be controlled operation part in great quality. It includes all topics which are about effective team and flexible system. First, fast response to shoppers like using the automatic system or 24 hours administration staffs is one of strong team term. Second, the flexible system which can coordinate with other platforms and update anything in real time is one of the main key to succeed in this business line.”

**13. “Do you agree to implement Omni-channel for sustainable Thai e-commerce?”**

“Yes, I would agree to implement Omni-channel for sustainable Thai e-commerce. That will also depend on business sectors and products we would like to



offer Thai shoppers. All in all, the Omni-channel can enhance the sustainable environment and ecology in the future excellently.”

**14. “Why retailer should select Omni-channel for a successful company?”**

“Because it is easy to customer reach and making convenience lifestyle in real life. Moreover, it helps to reduce cost in any expenses that each company has to pay every month. The other side of benefits is data collection such as customer preference, purchase and repurchase management which all companies can record and do exclusive marketing plan in the right direction for new campaigns. These are the successful way for both Thai retailers and shoppers.”

**15. “Have you ever had experiences with Omni-channel? Which is about?”**

“Yes, I have had many experiences with the style of Omni-channel. For instance of payment, the QR code is the big impact I found which all both of online and offline store created their QR code for letting customers come to read the information on a website or in a brochure. The other Omni-channel example of my customer, they use offline to online process from Fast Fashion line which is Love Bonito brand. They generate from offline shop to online platform by giving promotion to order via online for increasing sales during each quarter they do a marketing campaign. More, sometimes it is so hard to update the number of stock quantity in every platform so it should have to be more in real time to support the customer and then there are no issues of stock warehouse both of in front of and back end of the system.”

**16. “Do you have any recommendations for Thai e-commerce market?”**

“The recommendations are the following things I want to share. Firstly, a stable and flexible system should develop to be a good platform for inviting existing or new face shoppers come to the platform and purchase products and services. Secondly, the content information should be correct. It covers about language translation which is clearly Thai language, no copy of information without permission which related to digital policy management. Lastly, Thai users, such as sellers and buyers, should study more about E-commerce benefits for future sustainability. Enterprise business company should have training knowledge management or doing conference or building

knowledge center. Certainly both of online and offline walks together so that Omni-channel can be the trend that users should have to learn and apply more.”

## 4.2 Analysis of interview

All the interviewees who are working in the line of e-commerce or other sectors which are related to online can clearly understand the meaning of “Omni-channel” aligning in the same way which means the online and offline channel that customer can reach out with their own device to get a product by their needs. Most of them are thinking that customers should have to buy a product via online for payment but some of them understand that customers could buy a product at the store too. Only one to two persons do not know the word of Omni-channel even they work selling online products and continue online and offline tool for processing more than one year.

They all agree to think Omni-channel can provide seamless customer satisfaction. They often said that it depends on affordable price, flexible platform and good service. More, they think that they can implement Omni-channel for sustainable Thai e-commerce for their business by setting the target for online and offline to correctly send the right target market, using social media, making ease of use platform. Customers could pay at the store and send a product to any place you fill in or do online payment and receive a product at the store which could be possible in any way.

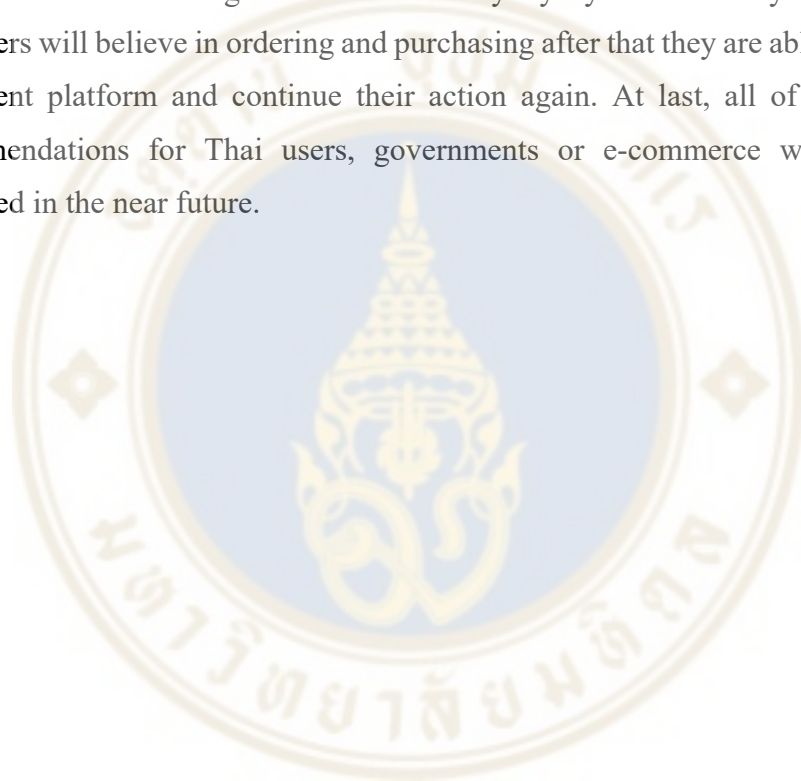
All of them think that Thai customer behavior on online channel have a lot of accounts in e-marketplace and social-media which is shown that Thais are enjoyable to go shopping with the all category of products or only products they are interested in the place they would prefer by themselves, their family or friends, and other influencers with the feeling of cheap price, good value, and convenience. For this reason, they think that if they bring Omni-channel to be the strategy in the business, customers can change my mind to come to them in term of more convenient, easier to buy from online or offline, fewer problems about logistics or transportations.

As same as most answers that Thai customer prefer to visit physical store more than online because of the environment which is all around convenient stores or groceries, culture which Thais are collectivism, climate which is hot that makes customer would love to walk in department store or supermarket, using 5 senses of body;

touching, smelling, seeing, hearing, and tasting which, all can let customer make a decision confidently.

For their experiences, most of them use the online channel to sell the products but some of them has not known how to do the sales and marketing tools through offline. From the other side, they mostly agree to use online payment via bank transfer or Mastercard but a majority of Thais would prefer COD (cash on delivery) for their orders.

Plan and Key factors for Omni-channel roadmap in Thailand are always focused on customer target and customer loyalty by functional system apply. Then customers will believe in ordering and purchasing after that they are able to attract using the recent platform and continue their action again. At last, all of them has many recommendations for Thai users, governments or e-commerce way that will be happened in the near future.





## **CHAPTER V**

### **CONCLUSION**

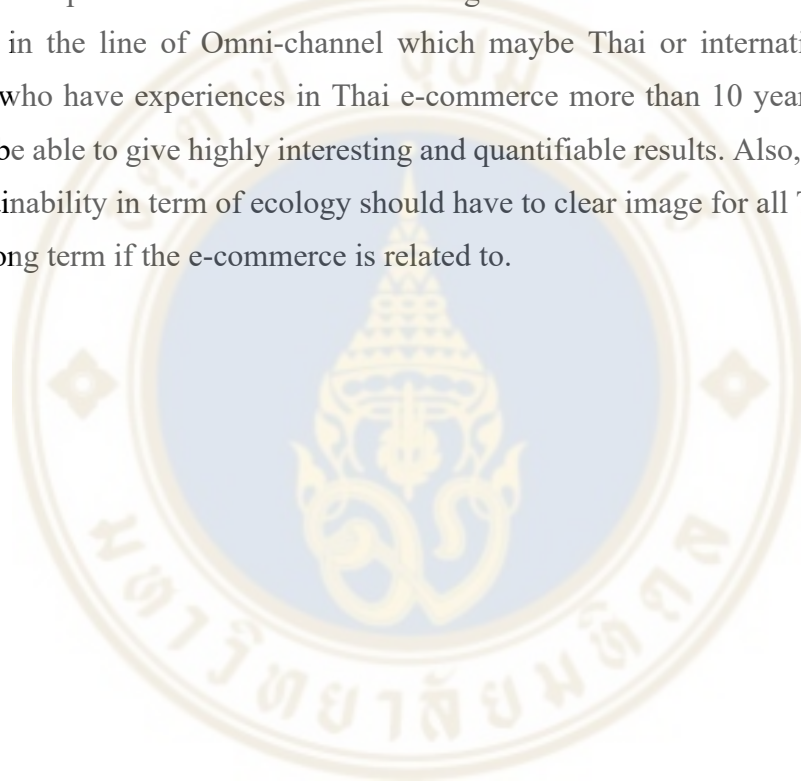
Based on the study and Thais interview result, it is shown that all the interviewees agree with the Omni-channel can be the sustainable Thai e-commerce trend. They can find a way to fit with their customers by using social media, marketplace, and official website. Most of Thai shoppers would prefer to go physical stores more than online stores even online stores have many channels which have an affordable price and no transportation cost. The first step for all Thai online users should be learned and get trustworthy from their real experience. If they use Omni-channel which links to offline and online, it implies that they will adopt from using offline channel to online channel. Next, they can start from online to offline while purchasing a product. Finally, they will be dare to order and do payment through the online channel in one way. Actually, Omni-channel can be related to every business sectors and also internal and external system management for convenience in daily life.

The solution of sustainability for Thai e-commerce trend is binding with Omni-channel strategy. For the first reason, each business should have to give the knowledge for their people; employees, clients, colleagues for being effective users in Thai e-commerce with the correct meaning of Omni-channel and how to do with this strategy. The sustainability of e-commerce is not only the economic but also emotional and social to make Thai e-commerce growth fastly. Second, they can adopt to know more about Omni-channel. They can work better if they will use it in the long-term because of Thai culture, Thai lifestyle, Thai marketplace, Thai social media, and others. These can make perfect seamless customer satisfaction which let all customers prefer to come in online channel with many benefits and still purchase in store with their natural habits.

The integration between online and offline channel with customer reach by their own digital devices such as smartphones, tablets, or laptops. Thai business who would like to intend in the world of e-commerce should set the flexible platform, a variety of products, friendly use payment system with Fintech style and on time arrival

for the logistics system. Then, Thai people will get the impact of Omni-channel in the sustainable e-commerce trend in the long-term orientation. This is certainly one of the reasons to let Thai e-commerce growing increasingly higher in Thai business market. As far in a shopping experience, Thai shoppers really have a chance to try and taste online shopping at the earliest convenience with the strategy of Omni-channel. The sustainable Thai e-commerce trend could be the best priority for customer engagement and loyalty.

Due to time and resource limitations, the study is not full completing with best respondents and results for findings. The author needs more people who are experts in the line of Omni-channel which maybe Thai or international sellers and buyers who have experiences in Thai e-commerce more than 10 years much more. It should be able to give highly interesting and quantifiable results. Also, the performance of sustainability in term of ecology should have to clear image for all Thai online users in the long term if the e-commerce is related to.



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## APPENDIX A: INTERVIEW QUESTIONS

### Research interview 16 questions

Instructions: Please answer the 16 questions according to your own experience regarding Omni-channel.

1. What is Omni-channel for e-commerce?
2. What do you think about online and offline retail in Thailand?
3. What do you think about Thai e-commerce trend at this moment?
4. Which e-commerce trends can be the strongest for Thai e-commerce?
5. Do you think Omni-channel can provide seamless customer satisfaction?
6. How is to implement the Omni-channel strategy?
7. What do you think about Thai customer behavior on online channels?
8. Do Thai customer prefer to visit physical stores more than online? Why?
9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?
10. What do you plan for Omni-channel roadmap in Thailand?
11. Could it be possible for one of the strongest e-commerce strategies in the future?
12. What are the key factors of Omni-channel in Thailand?
13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?
14. Why retailer should select Omni-channel for a successful company?
15. Have you ever had experiences with Omni-channel? Which is about?
16. Do you have any recommendations for Thai e-commerce market?



## **APPENDIX B: INTERVIEW RESULT**

**The full 16 interview questions are from all 15 interviewees' answer as follows.**

### **1st Interviewee**

**Interviewee:** Mr. Maruay Chokthaweekoon

**Position:** Online seller of Gannet and Pomptown Pomade products

#### **1. What is Omni-channel for e-commerce?**

Omni-channel is any easy channels to find and buy products you need. If you have any problems or need more informations, you can ask and get refunds instantly.

#### **2. What do you think about online and offline retail in Thailand?**

Groceries, hypermarkets, supermarkets in Thailand have limited time but convenience store is 24 hrs. which is easy to read, touch, and smell with your 5 senses. Anyway, online retailing has a lot of details which is so hard to use your 5 senses instantly.

#### **3. What do you think about Thai e-commerce trend at this moment?**

Sales revenue dramatically dropped and Online channels from international like China coming here too much. As same as the products are like each other in any channels so there is high competitive market in Thailand now.

#### **4. Which e-commerce trends can be the strongest for Thai e-commerce?**

Selling Thai healthy products can be Thai e-commerce trend in long term because Thai healthy products are so famous for tourists who love to buy souvenirs or for their own using.

#### **5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on the products which customer wants to buy. Then, they can ask and understand with the thing they need.

**6. How to implement the Omni-channel strategy?**

Online is equal to Offline. We should have to add products and promotions on online and offline by checking demand on each month in regular period.

**7. What do you think about Thai customer behavior on online channels?**

80% of Thai customers prefer to buy online channel. (Who play social media and online society) and 20% of Thai customers prefer to buy offline channel even using online.

**8. Do Thai customer prefer to visit physical stores more than online? Why?**

Yes, Thai customers still need to go out and shopping with their family and friends.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, Thai could use Omni-channel for aligning with offline store. It's still developing onwards.

**10. What do you plan for Omni-channel roadmap in Thailand?**

I will follow Europe style roadmap such as Doing shop with scanning barcode or QR code on each products without staffs or cashier center (AI) or launching Automatic Vending Machine car from China.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be. That will be very good for using the roadmap on the above.

**12. What are the key factors of Omni-channel in Thailand?**

Fast response by Thai online consumers are the key factor of successful Omni-channel.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. This is the best way to link all channels with e-commerce market.

**14. Why retailer should select Omni-channel for a successful company?**

It is easy to data reach such as customer preference, purchase and repurchase management.

**15. Have you ever had experiences with Omni-channel? Which is about?**

QR code for store information brochure is vital. This apply to decrease the cost structure for the retailers.

**16. Do you have any recommendations for Thai e-commerce market?**

Platform will be never ending. Thais should continue to develop and friendly-use platform for Thai consumer. The offline store should do not forget. Both of online and offline must walk together.

**2nd Interviewee**

**Interviewee:** Miss Kamonthast chaorujiroj

**Position:** Owner of Lamunn Products

**1. What is Omni-channel for e-commerce?**

Omni-channel is making marketing plan to send message in the same direction.

**2. What do you think about online and offline retail in Thailand?**

Online channel is so popular but it is only in some channels such Lazada, Shopee. For Offline retail channel is so wide boarding for consumers. So, there are many different benefits for Thai consumers.

**3. What do you think about Thai e-commerce trend at this moment?**

For Thai sellers, they always use Instagram, Facebook, or other social medias than e-marketplace and official website.

**4. Which e-commerce trends can be the strongest for Thai e-commerce?**

Selling Thai food are Thai e-commerce trend right now.

**5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on message. You send message to right customer and right channel so that it can provide customer satisfaction.

**6. How to implement the Omni-channel strategy?**

Sending directly and consistent message to each channel are the key for seeing brand identity.

**7. What do you think about Thai customer behavior on online channels?**

35% of Thai customers prefer to buy online channel and 65% of Thai customers prefer to go buying offline channel even using online.

**8. Do Thai customer prefer to visit physical stores more than online? Why?**

Yes, many physical stores are for walking and looking around. That's why Chinese people needs offline store like Thailand.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, this trend is coming. I think it will be one way to make e-commerce growing up next year more and more.

**10. What do you plan for Omni-channel roadmap in Thailand?**

I will create new model shop for doing like the Omni-channel way and doing marketing by using CRM and PR through all channels for saving cost.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be. It will be neutral way for making the strongest part in the future.

**12. What are the key factors of Omni-channel in Thailand?**

Sending message and co-ordinator with altogether are the key factors for success with Omni-channel.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. It depends on each business sectors and products you are willing to sell in Thai market for a long term income.

**14. Why retailer should select Omni-channel for a successful company?**

It can make customers trust in your brand and product.

**15. Have you ever had experiences with Omni-channel? Which is about?**

Selling on booth and using QR code linking to website are the easiest way for Thai retailers who try to do with online and offline way.

**16. Do you have any recommendations for Thai e-commerce market?**

Service process is the best system for sellers so buyers will come back to your service.

**3rd Interviewee**

**Interviewee:** Miss Opal Mahavana

**Position:** Owner of WHITEOAKFACTORY products

**1. What is Omni-channel for e-commerce?**

Omni-channel is all channels you can reach and buy your product needs. Social media, marketplace, official website or even shop store can be the channels I would love to use.

**2. What do you think about online and offline retail in Thailand?**

Offline is still limited area but online is better for rural or international area to reach a selling product.

**3. What do you think about Thai e-commerce trend at this moment?**

E-marketplace (shopee/lazada) is trend coming with standard system which is good for customer reach and normal sellers. Sometimes sellers can get more

advantages. For examples, Shopback (included all e-marketplace) offers many benefits to us such as free service charge and getting more discounts.

**4. Which e-commerce trends can be the strongest for Thai e-commerce?**

Youtubers and Influencers are Thai e-commerce trend now. They can be powerful for each brands and products for getting new customers or remaining old customers.

**5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, service system is important. Omni-channel is superb way to make good service for every customer on each channels.

**6. How to implement the Omni-channel strategy?**

Service with every channels is the best way for sellers, especially in multi-Thai brand store which is popular in this generation. So, the multi-Thai brand store are physical store to attract Thai shoppers come to buy at shop. They can go to see more reviews from online before or after buying.

**7. What do you think about Thai customer behavior on online channels?**

60% of Thai customers prefer to buy online channel and 40% of Thai customers prefer to buy offline channel even using online.

**8. Do Thai customer prefer to visit physical stores more than online? Why?**

No, Promotion from offline is less than online channel so that online should have to be the best for buying products with cheap price or special deals on each seasonal week.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, it could be possible.

**10. What do you plan for Omni-channel roadmap in Thailand?**

I will concern more about Logistics and build system like SF express china



because it is just only 1 day sending in Thailand and international. If I can plan to do like them, I will be the best online seller in Thailand for long term.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be. That will be very good for price of products on competitive market.

**12. What are the key factors of Omni-channel in Thailand?**

Service with fast response can be the key factor for Omni-channel.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree.

**14. Why retailer should select Omni-channel for a successful company?**

It is easy to get customer reach and makes convenient lifestyle. You can manage everything.

**15. Have you ever had experiences with Omni-channel? Which is about?**

Even Traveling still can do everything for online selling. Great. I had contacted with my customer via line account or facebook page or lazada account and clicked order confirmation for those customers. Setting basic promotion on hot season could make us get more customer in that time and as the same time we had planned to travel with my friends. This can be one of experience which linked to Omni-channel.

**16. Do you have any recommendations for Thai e-commerce market?**

Control management for no copying is the first recommendation for my request. The digital policy should be right. Also the competitive market is so important because it makes our retailer community more fun and creative.

#### **4th Interviewee**

**Interviewee:** Mr. Sutthikiat Sutthitham

**Position:** Business Development executive at Insider Growth Management Platform (GMP)

##### **1. What is Omni-channel for e-commerce?**

Omni-channel is O2O which means Online to Offline or Offline to Online. Consumer can buy from 2 channels which always connected together. If you separate from each department, it will be different meaning of working target too. For example, the operation part normally uses the same stock or same warehouse but there are less opportunities for keeping good inventory. For sales part, they are always focused selling on online more than offline if they are online team or they are focused only offline channel because they are offline team.

##### **2. What do you think about online and offline retail in Thailand?**

Offline should adapt yourself first. For example, in case of CP and Line Man should be called competitors or coordinators. Fresh products market like CP should upgrade the Infrastructure and logistics for their demand. Then, online channel would be better in Thai retailing.

##### **3. What do you think about Thai e-commerce trend at this moment?**

Thai business will take time to grow up with e-commerce in their company. I think the stillness or dead of Thai Merchants (supply) will decrease. For instance, buying online and picking up at store could be created by some brands like Skybox (WP Group, Thai company) which has 6 BTS stations for dropping off your parcel but they have many pain points such as reject and refund issues for 4 years.

##### **4. Which e-commerce trends can be the strongest for Thai e-commerce?**

Doing Ads at offline channel even it is e-commerce. For Brand examples, Kaidee by Khun Tiwa who created only online channel but also they use offline

ads such as TV ads in 15 seconds. These can make attractive to customer reach for downloading.

**5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on all systems you are running on in your platform and organization.

**6. How to implement the Omni-channel strategy?**

Engagement through online website can enhance number of customers from offline channel.

**7. What do you think about Thai customer behavior on online channels?**

80% is for offline channels for all type of stores and 5% is for official website from each brands and 15% is for e-marketplace. These are basic Thai customer behavior via online right now.

**8. Do Thai customer prefer to visit physical store more than online? Why?**

Yes, the environment and social life encourage Thai people go to physical store.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, it could be possible. For Brand examples, Pomelo is pure online channel which should be a good case study for Thai e-commerce.. The main customer target is women who need to try and taste before buying fashion products so that they open 4 offline stores in Bangkok now such as Siam square. Actually this brand, Pomelo, can show the idea of Omni-channel for you.

**10. What do you plan for Omni-channel roadmap in Thailand?**

Simple and flexible platform is the perfect tool for Omni-channel. So, Platform is the first one to implement for Omni-channel by doing adjustment with IT team. The simplest platform can bring customers come and click response more in our area.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be.

**12. What are the key factors of Omni-channel in Thailand?**

Operation is the big impact. Operation is the biggest part for owners to manage people and system in stable status.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. It can be the sustainable Thai e-commerce. I believe in it.

**14. Why retailer should select Omni-channel for a successful company?**

It helps us reduce cost in any expenses we have to pay every month such as showroom fee, transportation fee, or miscellaneous things for management in offline way.

**15. Have you ever had experiences with Omni-channel? Which is about?**

I did many projects to help customer open their e-commerce shop and suggested them to do ads via offline or traditional tools such as billboard, TV, or BTS. So, Omni-channel can prove many benefits for my customers in that time. Nice!

**16. Do you have any recommendations for Thai e-commerce market?**

Every company should have training knowledge management or doing conference or building knowledge center to improve their employee and outside people who are looking for the kind of knowledge for their fulfilment.

### **5th Interviewee**

**Interviewee:** Mr. Jen Meckhayai

**Position:** Events & Marketing Manager at Thai-Canadian Chamber of Commerce

#### **1. What is Omni-channel for e-commerce?**

Omni-channel is shown the customer experience from one platform which integrated all in one.

#### **2. What do you think about online and offline retail in Thailand?**

Online is effective tool for e-mail, social media, linked, or twitter for customer reach. It helps cost of opportunities in our business more than offline. So, as same as new Thai retailers will love online way more than offline way to contact customer easily and quickly.

#### **3. What do you think about Thai e-commerce trend at this moment?**

Paperless edge is coming now. If we pay or book something via online, we will not print out anymore. It's good for world-saving. I would like to say that Thai-e-commerce trend can be one of sustainable domain in term of ecology such as helping global warming. This trend can be with us in long time.

#### **4. Which e-commerce trends can be the strongest for Thai e-commerce?**

Online payment and using QR code is great for Thai e-commerce. If we are in digital edge, Fintech can be the strongest part of Thai e-commerce. Sellers and buyers can do money transfer gently.

#### **5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on good service. If we service our customer nicely, they would be impressive in our products and service altogether.

#### **6. How to implement the Omni-channel strategy?**

Innovation system should be simple and flexible for users. IT team should have to upgrade system step by step. Then, using the system in real situation to adapt and smooth with customer engagement.

**7. What do you think about Thai customer behavior on online channels?**

They prefer bank transfer more than online payment on order processing and finally they make a decision to buy online more than offline which is cheaper price and less transportation costs.

**8. Do Thai customer prefer to visit physical stores more than online? Why?**

Yes, Thai customers prefers to visit physical store more than online because of their culture and lifestyle. So, I'm the one who are going at shop for buying gadgets even though I use online for checking news update for new release items.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, it could be possible.

**10. What do you plan for Omni-channel roadmap in Thailand?**

Fintech lending can be one of great roadmap in Thai e-commerce. Like I said before, money transfer process is so important for Thai users so that the way we should concern and write a good path for the basic step is the Fintech.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be.

**12. What are the key factors of Omni-channel in Thailand?**

Effective team and system are the key factors to make e-commerce, Omni-channel, or other businesses linking to Omni-channel in success.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. It can be the sustainable Thai e-commerce.

**14. Why retailer should select Omni-channel for a successful company?**

It maximizes customer loyalty.



**15. Have you ever had experiences with Omni-channel? Which is about?**

I do marketing through online all the time. I have to sell event tickets for customer and let them come to place we've set every month. It's great to save cost for our company by using online advertising. These are my working activities which are really related to the word of Omni-channel.

**16. Do you have any recommendations for Thai e-commerce market?**

IP address or System should improve more and more for Thai users. It should be stable for ease of use. We should have to get a standard management for the issues of IP address or system.

**6th Interviewee**

**Interviewee:** Miss Poo

**Position:** Owner of Amabelle products

**1. What is Omni-channel for e-commerce?**

Omni-channel is a website to let customer see all products and office store which lead them to understand that we are real.

**2. What do you think about online and offline retail in Thailand?**

Online is the powerful platform for selling products and announcing brand name. Anyway, we also have main office to let customer believe in our products and business.

**3. What do you think about Thai e-commerce trend at this moment?**

Normally I'm selling online by focusing on Cambodia people target so that it's still different from Thai market right now. Cambodia people needs a lot of trust before buying our cosmetics. For Thais, they are ready to buy. They have many channels to review products and easy to pay for their needs. There are a lot of competitors here so I made a decision to sell in Cambodia which is best challenge for my first international business.

**4. Which e-commerce trends can be the strongest for Thai e-commerce?**

I think the word of mouth from consumers can be the strongest one that should be on any social media or web page to let customer come and search to know more about this word or that word. It has a lot of word of mouth that means good or maybe bad in current situation. Then, it makes customers have to select which side they will stand on.

**5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on first impression. They like our brand. They like our products. They like our service. They like our communication. Any likeness is effect to our brand image. It reaches to all customers who look for something covering them all.

**6. How to implement the Omni-channel strategy?**

Market target is the best thing to start with good online and offline.

**7. What do you think about Thai customer behavior on online channels?**

Thai people are easy to buy online products because of influencers and many productive or international brands selling in country. So, the massive Thai behavior are the light way to make a path for us, for sellers, for owners of products and businesses. These can be top benefits for online channel.

**8. Do Thai customer prefer to visit physical stores more than online? Why?**

Yes, Thai customers prefer to visit physical store more than online because of simplicity of Thai people. If something is easier than another one, they will make a faster decision to try it. So clear for shop store which customers are in the mall area or city area.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, it could be possible.

**10. What do you plan for Omni-channel roadmap in Thailand?**

Best internet connection should be a great door to open e-commerce and

Omni-channel in Thailand. I need good and stable internet connection which will not be interrupted. Internet users will be happy while using in any online gateway. So, let's start with internet connection. Government can help in this issue too.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be.

**12. What are the key factors of Omni-channel in Thailand?**

First start, first success. This is the key factor to rank up on the first one on online or offline and for surely if we use Omni-channel at the first group in Thailand. Everyone will remember and record us in first line too.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. It can be the sustainable Thai e-commerce.

**14. Why retailer should select Omni-channel for a successful company?**

Customer will believe in our branding and service.

**15. Have you ever had experiences with Omni-channel? Which is about?**

I use website to sell products but I still connect with my consumers through phone call or at the office. Is it called Omni-channel? It is. I always trust in phone call directly to customer is the best way to keep new or existing customer buy our products more and more in one time or next time.

**16. Do you have any recommendations for Thai e-commerce market?**

Thai online vendors should start to go out of our country and do not fear with international market. We face to new challenge every day. So, we are Thai vendors, please do not fear to move on and walk out of safe zone, only in Thailand. Go ahead to near country. We can get more advantages from our and their government too. Try it now!

### **7th Interviewee**

**Interviewee:** Mr. Suebsai Phuththam

**Position:** Ruby manager at USANA Health Sciences

#### **1. What is Omni-channel for e-commerce?**

Omni-channel is one of shopping way to help customer buy items convenient and easily.

#### **2. What do you think about online and offline retail in Thailand?**

Offline is the final way to let customer meet us but online is the easiest world of connection. Thailand is covered both of online and offline in retail line.

#### **3. What do you think about Thai e-commerce trend at this moment?**

Online trend in Thailand is still from social media and marketplace. For me, I often contact my customer via facebook and line to let them buy a product. If I can connect to new one, it will be easy for me to get a sales chance in hand. Connection is the best way for my sales target goal.

#### **4. Which e-commerce trends can be the strongest for Thai e-commerce?**

Connection and shared information are the strongest for Thai e-commerce. This need information before and after buying. For connection, it can make more trustworthy to let them select and come to repurchase at any time.

#### **5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on affordable price. Price is one of top reasons that people make a decision as same as This love the best price with good reasons for their buying too.

#### **6. How to implement the Omni-channel strategy?**

Sales rate should be the same if you would like to reach out of your online and offline customer. This is the first one to think about how to implement this strategy and let customer come to both of online and online. Specially, online can cut their transportation cost while they are going to buy somewhere which

is too far from their home. So, selling price and other fees should be reasonable for them.

**7. What do you think about Thai customer behavior on online channels?**

My customers come from social media 50% but for all my processes have to connect with online and do logistics by offline. So, for 50% is from the events or organizations through online and offline way. By the way, I think it is important to bring customers come to online and offline. Half-half is the good answer for Thai customer behavior.

**8. Do Thai customer prefer to visit physical stores more than online? Why?**

Yes, Thai customers prefers to visit physical store more than online because of familiarity with in-store shopping.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, it could be possible.

**10. What do you plan for Omni-channel roadmap in Thailand?**

AI platform is my plan for online customer engagement in the future. AI can make a good way for path of in front of and back end of store. The management would be better if they apply the AI in our organization.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be.

**12. What are the key factors of Omni-channel in Thailand?**

Automatic response when customers asking. This should be the key for online and offline way to answer each questions instantly. The customers are feeling good if it is the answer they are waiting for can find from any channels.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. It can be the sustainable Thai e-commerce.



**14. Why retailer should select Omni-channel for a successful company?**

Sales profit is increasing while expenses are decreasing. The first reason is about cost and income would be balance. So, retailers should have to select Omni-channel for running business with cost-saving and more benefits.

**15. Have you ever had experiences with Omni-channel? Which is about?**

I use both of online and offline for connecting with my customers but it's not like real Omni-channel way to line with all the contact process. I use online to contact my customers and often use offline to meet and close all new deals for the first time of purchasing. For the existing customer, they would love to contact me via social media such as line account for repurchasing the products.

**16. Do you have any recommendations for Thai e-commerce market?**

Thai users or sellers should study more about e-commerce benefits for future Sustainability. There are many advantages for sellers and buyers.

**8th Interviewee**

**Interviewee:** Mrs. Nichapat Ark

**Position:** Thailand Coverage at Openspace Ventures

**1. What is Omni-channel for e-commerce?**

Omni-channel is like platform which can let customer reach out at any time.

**2. What do you think about online and offline retail in Thailand?**

Offline to Online is the retail trend in Thailand. It includes all every sectors of business which should be thought out of online way. Everything should get connected via any devices such as mobile phone or PC for selling at online and offline store. For example, Go Jek is the business which starts with online channel and finish with offline channel.

**3. What do you think about Thai e-commerce trend at this moment?**

E-marketplace grows faster in Thailand and onwards.



**4. Which e-commerce trends can be the strongest for Thai e-commerce?**

Using the own App for the own brand. The strongest trend for Thai business must be application for all users that can show everything about products, user information, and others.

**5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on platform and execution team. The two things are the key to make seamless customer satisfaction.

**6. How to implement the Omni-channel strategy?**

Separating online and offline warehouse should have to adjust and remain only one warehouse for perfection platform. That means management team can apply only one warehouse for keeping all inventory from online and offline. Then, they sell products and update all SKUs in real time.

**7. What do you think about Thai customer behavior on online channels?**

I would say if we see from Thai image, 90% of Thais are still buying at shopping malls or hypermarkets and 10% is few Thai groups who would like to buy online because of convenience and lack of stock in that time.

**8. Do Thai customer prefer to visit physical stores more than online? Why?**

Yes, Thai would love to go shopping at physical store with family and friends. They can talk and discuss which one is better than the other one. They can check price immediately and buy for using right away.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, it could be possible. Please check your platform quality and execution team for the best support in this topic.

**10. What do you plan for Omni-channel roadmap in Thailand?**

UI platform and strategic operation team is my plan for roadmap. If we make platform which answers people needs, we can raise them come to our platform more. For operation team, we should have to train them about the platform

management for expert level. These are my basic plan to move our business up to the great company and add more customers for greater ranking in this sector.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be.

**12. What are the key factors of Omni-channel in Thailand?**

Identify expert team and business key.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. It can be the sustainable Thai e-commerce but also depends on Business sectors.

**14. Why retailer should select Omni-channel for a successful company?**

Customer has own experiences with all channels we'd prefer. So, it should succeed in because of customer buying behavior and selling channels we are opening.

**15. Have you ever had experiences with Omni-channel? Which is about?**

I'd prefer to show example of my customer like Offline to Online process from Fast Fashion (Love Bonito). They generate from offline shop to online platform by giving promotion to order via online for increasing sales during each quarter they do marketing campaign.

**16. Do you have any recommendations for Thai e-commerce market?**

Someone or some places should encourage Thai people to adapt knowledge from other countries and follow up with global trend at this moment. It can make Thai e-commerce market growing faster.

### **9th Interviewee**

**Interviewee:** Mr. Sonthaya Siripakdeewirod

**Position:** Marketing Online at IT CITY Public Company Limited

#### **1. What is Omni-channel for e-commerce?**

Omni-channel is one important channel which can be the greatest tool for business which has e-commerce and physical store.

#### **2. What do you think about online and offline retail in Thailand?**

For my company, online is good selling at Quarter 4 and offline is good selling at Quarter 2 and Quarter 3. We have online platform around 3 years and physical store around 30 years so that we are trying to bring online and growing together with our own basic ways in city and countryside.

#### **3. What do you think about Thai e-commerce trend at this moment?**

From my IT selling view, accessories of IT products is the best category for online selling. For other products, the marketplace is better than official website.

#### **4. Which e-commerce trends can be the strongest for Thai e-commerce?**

Marketplace and promo code is the strongest thing for Thai e-commerce. Marketplace is one place which includes all everything inside there so that Thai people loves to be there. The place where sells a lot of products so They can add more promotion code for their customers. They will get more customers to come in their website and buy their products with promotion period. This is very popular for Thai who loves the cheapest price in special deal period.

#### **5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on communication during ordering. If we have smooth communication with customer in each processing, it can make customer have a trust in our working and branding more. So, Omni-channel is the way to bond with all channels together and make all customer feeling nicely.

**6. How to implement the Omni-channel strategy?**

Pricing structure should be the first one to manage all channels with the same rate. This should be the real action for Omni-channel use. Pricing is standard topic for letting customer reach to our platform in any channels so managing pricing is the first one to discuss with our team if we are ready to implement Omni-channel.

**7. What do you think about Thai customer behavior on online channels?**

From our selling IT hardware products, 5% is from online and 95% is from offline because there are a lot of branches to go for claim directly. That is comfortable for after service. Yes, offline is still the strong part for our company. There is less Thai people come to our online for purchasing which is such different from offline way. We have been opening store for a long time and Thai needs to touch and test products before buying. For other categories, they may make a decision to buy easily that IT products.

**8. Do Thai customer prefer to visit physical store more than online? Why?**

Yes, Thai social media have effect to their behaviors for visiting physical store more than online.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, it could be possible. For Brand examples, JIB is working well on online website and doing more in online claim which we should do the better than them in this issue. As same to other issues we found from customers, we have scan help them by our customer service that we support them in every offline stores even they have bought our products from online site.

**10. What do you plan for Omni-channel roadmap in Thailand?**

Price tag with QR code on the product should be the easiest one to start with this Strategy. This is the one of roadmap to change all price tags in shop store if we bring Omni-channel using with our selling strategy. QR code is the best way to let them go to other channels we have and see more items we would love to serve

them. We will have a chance to let them buy their item needs and also something new or special from each channel.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be.

**12. What are the key factors of Omni-channel in Thailand?**

Automatic response when customers asking. The key thing to make customers have impressive in our service even though they are willing to use any channels for reaching us. This kind of response will help customer select our brand and products again.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. It can be the sustainable Thai e-commerce but also depends on business sectors to push up sales revenue by Omni-channel strategy.

**14. Why retailer should select Omni-channel for a successful company?**

It makes sales increasingly in both of online and offline in the same time.

**15. Have you ever had experiences with Omni-channel? Which is about?**

I'm working with online marketing part so that we have to check price and control stock inventory because we still bring products from offline product warehouse. It's hard to update real data on system for showing real update data in every channel.

**16. Do you have any recommendations for Thai e-commerce market?**

Price and Service is super frustrated for all users so that please be in real time and on time for better price and service. These can be top reasons to make Thai buyers have more trust in our e-commerce market.



### **10th Interviewee**

**Interviewee:** Miss Karen Liu

**Position:** Business Development executive at aCommerce Co. Ltd

#### **1. What is Omni-channel for e-commerce?**

Omni-channel is online and offline channel to sell and buy items at the real time. For marketing tools, they should have to concern both of online and offline ads for fitting to customer target they provide.

#### **2. What do you think about online and offline retail in Thailand?**

Online business is growing year by year, especially this year 2018. For instance, Central Department store is actually offline shop for a long time. Next, they have their own official website but they also have joint venture with JD who comes from China to be “Central JD” for getting more money profit. This case can prove that Thai retailing concentrated more to compete with other retailers who are newcomers or old merchants with creating more online channels to reach other customer targets.

#### **3. What do you think about Thai e-commerce trend at this moment?**

Thailand is still growing in part of E-commerce but they need us, our business who can support the system and expert that can help them success in their online investment.

#### **4. Which e-commerce trends can be the strongest for Thai e-commerce?**

The international experts can be the strongest one for Thai e-commerce. Thai market still need new technologies and creative online-marketing to show that we are not only traditional Thai thinking way but also joining with international team that can make Thai users turn back to believe in Thai e-commerce.

#### **5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on flexible platform for users.



## **6. How to implement the Omni-channel strategy?**

Personalization can be the best for each own platform with Omni-channel Strategy. It should be flexible platform for each retailers that they can design and adjust from their needs.

## **7. What do you think about Thai customer behavior on online channels?**

For the average of Thai user process on online, they mostly use wish list doing after reading review and checking items from offline. Then, they will buy products from online at last. Most of all, the reasons are cheaper price and more convenient for them so they finally select products from marketplace during shocking deal period or official website during seasonal promotion. They also think more about getting more points for redemption.

## **8. Do Thai customer prefer to visit physical stores more than online? Why?**

No, Thai customers understand to get more benefits and fast feedback from online more than offline shop. For new generation, they are good online users who often apply online channel in their daily life more than offline channel such as buying foods, express or transportation service by booking via application. These can confirm that Omni-channel is effective to Thai users in the digital edge.

## **9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, it could be possible.

## **10. What do you plan for Omni-channel roadmap in Thailand?**

I will bring Fintech and international agency to support Thai e-commerce sellers. Like as I said before, Fintech is the one way for payment gateway and international agency like us can help Thai sellers and buyers clearly understand the position they should have to adopt and combine their knowledge and action for real experience in every day. Then, Thailand will grow faster for Thai e-commerce and other sectors which linked to this path.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be.

**12. What are the key factors of Omni-channel in Thailand?**

A competitive market is the key factor to make Omni-channel spreading all around Thai e-commerce. It will build the basic algorithm to form Thai users adopt Omni-channel.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. It can be the sustainable Thai e-commerce but also depends on business sectors.

**14. Why retailer should select Omni-channel for a successful company?**

The factor is saving cost of opportunities for retailers. Next, it sets the successful way for all company after they are agree to use Omni-channel in their company. They should have to try with the first stage of online channel such as social media or marketplace which are well-known in Thailand at this moment. Then, they will plan more to keep the second stage for online payment.

**15. Have you ever had experiences with Omni-channel? Which is about?**

I was exported Thai products selling in Taiwan e-commerce. That was good to pick up products which is favorite one from online and offline in Thailand. It's so wonderful to do sales and marketing part for Thai and Taiwanese together.

**16. Do you have any recommendations for Thai e-commerce market?**

New Thai merchants need more support from investors and government which should be 100% of Thai region for real Thai e-commerce growth. This suggestion can make Thai people not only sellers but also buyers are coming to this sector and dare to pay more for the market. This cycle will build trustworthy and loyalty to Thai customers for long period.

### **11th Interviewee**

**Interviewee:** Miss Benjamard Sridaoduan

**Position:** Pre-order (cosmetics) Seller of 'KongManTongSue' Facebook page

#### **1. What is Omni-channel for e-commerce?**

Omni-channel is focused on online selling but also having same products at shop.

#### **2. What do you think about online and offline retail in Thailand?**

I always use social media such as facebook, instagram, or line for selling products. For logistics, it still be offline to go sending parcel at Thai post or Kerry express. So, everything should have online and offline channel for retailing.

#### **3. What do you think about Thai e-commerce trend at this moment?**

Marketing tools are very exclusive for each online sellers or marketplace companies at this time. Thai online users can see more products or new brands because of marketing tools such as advertising on social media, bts train, or tv.

#### **4. Which e-commerce trends can be the strongest for Thai e-commerce?**

Content information is good for Thai buyers before ordering. Content should be clear and fun Thai language. We can include English or other languages inside the content but it should be the important key to let their customer remember by short wording or hashtag.

#### **5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on cheap price. We think to provide the easiest way to make Customer select our channel to buy products and have trust so not only a product should be different from other channels but also pricing is the standard to let customer have good satisfaction.

**6. How to implement the Omni-channel strategy?**

Using social media links to online channel. This is the first phase for people who love e-commerce and Omni-channel. Social media in Thailand is one of channel to link all other channels going together.

**7. What do you think about Thai customer behavior on online channels?**

If they decide to buy from online, they will give 100% online buying for their needs. So, I think my customer target is only from online. They have potential to purchase and follow up my channel to check update.

**8. Do Thai customer prefer to visit physical stores more than online? Why?**

No, there is online price which mostly shows special deals and promotions for users. Anyway, from my side, online store is one door to go shopping and get something new.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, it could be possible.

**10. What do you plan for Omni-channel roadmap in Thailand?**

Cosmetics category should be the top ranking for selling products ranking in Thailand as same as it should have to sell through Omni-channel too.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be.

**12. What are the key factors of Omni-channel in Thailand?**

Testing before buying is the key factor for using Omni-channel in Thailand. Thai buyers can test their products which they need to buy. It also should let them test and check with us before and after buying. This should be called our standard customer service.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. It can be the sustainable Thai e-commerce.

**14. Why retailer should select Omni-channel for a successful company?**

It makes trustworthy for consumer. I have trust with online way so that Omni-channel will support our other channels that I have. This can help me approve that online and offline can go with the same way and then, it can make more revenues for me.

**15. Have you ever had experiences with Omni-channel? Which is about?**

For selling products, I often contact via phone call and Facebook but I don't have physical store. So, I'm not sure to say I have experiences about Omni-channel but if I have more channels from offline way, which is real physical store but it related to post office and others who contacts with me for product preparation process.

**16. Do you have any recommendations for Thai e-commerce market?**

Each platform should concern more about clear Thai language reading for more understanding of the content information for each Thai customer. It can enhance opportunity to let them make a decision and order products easier.

**12th Interviewee**

**Interviewee:** Miss Natcha Watanaarunkij

**Position:** Software Engineer at Agoda Company Pte. Ltd.

**1. What is Omni-channel for e-commerce?**

Omni-channel is the platform which is linked to online and offline system in real time.



**2. What do you think about online and offline retail in Thailand?**

Every brand has their own Application for linking online to offline nowadays. It shows that Thai retailing are concerned more channels to connect with customers who prefer to use in channel they need.

**3. What do you think about Thai e-commerce trend at this moment?**

There are many update of UI (User Interface) to match with their customer target. It's good to see Thai e-commerce are so competitive at this time. I like their new creative idea. I want to see their new functions which can prove that Thai suppliers or vendors are ready to go to global market if they have to use their own platform for selling products. Great to see their new ideas in part of IT system.

**4. Which e-commerce trends can be the strongest for Thai e-commerce?**

Good system is the strongest part to improve Thai e-commerce. If Thai retailers have a good system to control their business, it will make them enjoy to manage their operation and IT team as the same time.

**5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on useful function system. If the function for using in the platform is perfect to their users, it can unlock the lack of customer needs from system. This is one of reasons to provide seamless customer satisfaction.

**6. How to implement the Omni-channel strategy?**

Real time system is good for omni-channel strategy. So, my first phase of implementation is updating real time condition in system we have. If we can complete real time condition in every section of system, we will have more advantages to set the omni-channel strategy in our company.

**7. What do you think about Thai customer behavior on online channels?**

If I say in the view of Agoda, 90% of my customers prefer to use online booking and serving other services for them with happiness. Only 10% is negative image after using my booking website. So, this kind of e-commerce sector can express



that Thai customers who are in generation y or millennials should be the best target for us.

**8. Do Thai customer prefer to visit physical stores more than online? Why?**

Yes, Thai consumers prefer physical store more than online because a lot of convenient store or supermarket are around us. The environment are one of factors to let customer reach to our store. Anyway, Thai customers who love to use our online booking, they still come back to our channel again. For this group target, they are only few groups from all cities in Thailand. I actually see our data which is not all population so most of them still prefers to walk in the physical store.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, it could be possible.

**10. What do you plan for Omni-channel roadmap in Thailand?**

Using same app is for the center of Thai e-commerce to meet many Thai brands which are selling products in all categories. I always want to see only one application that Thai users come to pick up products, order their needs, or select interesting service. At final, they will do payment and find customer service support through our platforms for all guarantee.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be.

**12. What are the key factors of Omni-channel in Thailand?**

Functional system is the key important factor to make people who are inside and outside users can apply and play any functions in system professionally. Then, Omni-channel will be in direct way to improve better than before by rechecking the historical data to make the platform more appropriate.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. It can be the sustainable Thai e-commerce if we implement with the good system for users.

**14. Why retailer should select Omni-channel for a successful company?**

It saves cost for both of sellers and buyers. The success is not only revenue we get but also the system and knowledge in company can transfer to Thai users correctly. This can make retailers select Omni-channel implement in the company because they have long vision to stay alive in digital edge.

**15. Have you ever had experiences with Omni-channel? Which is about?**

I always using online for my working or buying something for traveling. It's good to do everything on online channel but I have to connect by calling some service center to recheck and track my ordering. So, I know that it would be better if we use other channels to complete all the online ordering. Omni-channel can build true feelings with other sensing from online platform.

**16. Do you have any recommendations for Thai e-commerce market?**

Updating platform and solving problems during online users facing are the solution key which can let each IT engineer concerns more. So, IT department is one of the success factor that CEO should have to take time with them for more stable in online area.

### **13th Interviewee**

**Interviewee:** Miss Patsarawan Lipikanjanakul

**Position:** Merchandise manager at Siam Makro Public Company Limited

#### **1. What is Omni-channel for e-commerce?**

Omni-channel is selling goods at online and offline store. They can read and check the products while standing in store or clicking order from online.

#### **2. What do you think about online and offline retail in Thailand?**

Sellers need to move your position from offline to online but there are still issues about the stock inventory. Online and offline retailing in Thailand are different target group. The retailers who are at offline channel for more than 10 - 100 years. Absolutely that they will focus on offline channel first but they are starting to do online for getting more customers and retaining existing customers too. So, we are willingness to add more budget in online even we have main target from offline. This is from my idea that I see and touch from my work.

#### **3. What do you think about Thai e-commerce trend at this moment?**

I have trust in customer who is our existing customer at physical store. They will have a chance to try going and ordering on our online platform too. Finally they are going in 2 ways they'd prefer. As if they say the first one they prefer to go, they definitely walk to our shop store. E-commerce is still the second choice for them if they decide to buy and use instantly. They still need first one to complete their needs.

#### **4. Which e-commerce trends can be the strongest for Thai e-commerce?**

Invoice and Bank Transfer document are e-commerce trend for saving history now. I think Thais who use mobile device which is the one part of our body are prefer to use mobile banking for answering their quick response. They can order and pay suddenly for getting their order within 2 days. My confirmed answer is mobile banking which included all service about money transferring and paying with barcode or QR code or PromptPay number. This is the strongest part for Thai e-commerce.

**5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on customer needs. If they need this product or service, we can give response in time that they set on their mind. That means we success 100% of customer satisfaction. Same to Omni-channel, it can provide seamless customer satisfaction because we have more channels to contact them which is not only one way to reach them. This enhances our opportunity to let them give more credits to us.

**6. How to implement the Omni-channel strategy?**

Location can expand new customer target group for all channels. I believe that first implementation for successful management is fulfilling all data of location. That means we can check more deep information on each location and find more new location to get new customers and be on processing with new data for connecting all locations together. This way can make easy step for Omni-channel strategy from my view.

**7. What do you think about Thai customer behavior on online channels?**

For my consumer goods, I would say 95% of consumer coming to our store and just only 5% of consumer ordering through online channel. Compared to our number of customers and sales revenue, it cleared out to show that Thai customer behavior are based on offline store even they have tried or not tried to click and order something from online channel. Anyway, I still see that Thai loves to play social media and have effects from society both of online and offline. This reason can create online channels more in near future.

**8. Do Thai customer prefer to visit physical stores more than online? Why?**

Yes, Thai consumers would love to buy at hypermarket or physical store because they would love to use 5 senses for product selection. More and more, TV or online advertising is the best thing to push up them come to our store after they see our special deal or every day price for you. This unique technique can force them go shopping with us.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, it could be possible.

**10. What do you plan for Omni-channel roadmap in Thailand?**

For my plan, customer data management should be useful for developing Omni-channel in Thailand. We have to use our customer data which is their basic information or their buying items with us to analyze the way to go the next step. This is the first plan to move on with Omni-channel. Then, meeting with our all department every week can help us plan more roadmaps on each channel.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be.

**12. What are the key factors of Omni-channel in Thailand?**

Flexible for use is the key factor for Thai people all around the country. They should have to understand our Omni-channel which shows the meaning, the concept, and rewards them. They should have to receive after using. Flexible is the big impact to users who need to apply all channels we have and find their most comfortable way for them.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. It can be the sustainable Thai e-commerce.

**14. Why retailer should select Omni-channel for a successful company?**

Money comes from consumers everyday if we have more one channel to sell our products. We will succeed in. This concept should be great for all retailers who bring Omni-channel implementing in their business. We have more chances for more revenues. By the way, we should have to think about our costs and cash flows for our first using and convincing board team to think more about Omni-channel.



**15. Have you ever had experiences with Omni-channel? Which is about?**

I prefer to buy products at offline so I don't have any Omni-channel activities before.

**16. Do you have any recommendations for Thai e-commerce market?**

Government should have to push up in term of coupon voucher. It will help people dare to buy online and offline together if they get free coupon voucher from the government support.

**14th Interviewee**

**Interviewee:** Miss Juntiporn Klamluea

**Position:** Online seller of AeroBook products

**1. What is Omni-channel for e-commerce?**

Omni-channel is for buyers who can select products on online and try products at offline before ordering.

**2. What do you think about online and offline retail in Thailand?**

Online is the best way to sell products which should be not only your channel but also marketplace such as Lazada and Shopee. This way is so popular for Thai retailers. On the other hand, offline is the basic way to sell all categories of products which can be sold out at every shop because Thai people would prefer basic way to buy something they need instantly. Anyway, price is the precious key to make a decision for Thai consumers.

**3. What do you think about Thai e-commerce trend at this moment?**

I still love to sell my products via e-marketplace and facebook which are the main platform. I or other small retailers would prefer these channels because of no cost of marketing part. We should have to concern how to introduce and set price of our products. Then, consumers will come more and more from finding words which related to our products.



**4. Which e-commerce trends can be the strongest for Thai e-commerce?**

Logistics should be the final part for getting heart of customer. So, the strongest part of Thai e-commerce should be the logistics service which are included valuable price and great processing service from each company.

**5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on price and customer service.

**6. How to implement the Omni-channel strategy?**

Online and offline can be the same price but it should be concerned by marketing campaigns and target group. We should set pricing aligning together through all channels and then, processing via online platform can save history that we can bring those data to develop and analyze for better service.

**7. What do you think about Thai customer behavior on online channels?**

I think at this year 70% is for offline buyers and 30% is for online buyers. Online buyers are coming up in higher rate than previous year and also next year they will be coming in online channels more.

**8. Do Thai customer prefer to visit physical stores more than online? Why?**

Yes, Thai customers easily go to physical store for buying anything, but sometimes it depends on products they would like to buy.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, it could be possible.

**10. What do you plan for Omni-channel roadmap in Thailand?**

Logistics which can send in 1 day for domestics and international area. This is the roadmap that I would like to do in Thailand and out of country. If my company has logistics service like that, Thai consumers would love and impress my products. Then, they will never go back to use other logistics companies.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be.

**12. What are the key factors of Omni-channel in Thailand?**

Device trendy is key factor to let Omni-channel spread away all around in Thailand. People has mobile or laptop on hands that they can go to buy anything at anywhere. I have to do my duties and input interesting products in our many channels I have. They are judges to use the device to come in any channels they like and click to order.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. It can be the sustainable Thai e-commerce.

**14. Why retailer should select Omni-channel for a successful company?**

Customers enjoy with their good emotions and they will think of us for next purchasing. Because Omni-channel can make everything going together, they will feel every processes smoothly. Retailers can pick up their channels which is linked to their customer target. They will get more customers and one day is the success day for them.

**15. Have you ever had experiences with Omni-channel? Which is about?**

I think it feels like how to work with selling online and covering orders through offline for logistics. So, this kind of way shows me that the Omni-channel can be great experience for me and other customers. I love it but for normal people who are not in this line does not know the word of Omni-channel, they mostly use this way to shop and order products. I'm not fan of this word but I had experiences in this way before.

**16. Do you have any recommendations for Thai e-commerce market?**

Security platform is the solution for sellers and buyers on online. If we can keep secret and important data, sellers will be proud to prove their professional performance and get more customer loyalty. Same to buyers, they will have

more trustworthy and prefer to come back at the platform which is secured. I would like to recommend all Thai retailers think to build the standard platform for all Thai customers.

### **15th Interviewee**

**Interviewee:** Mr. Johannes Erlach

**Position:** Head of Marketing and Account Management at Falcon Agency

#### **1. What is Omni-channel for e-commerce?**

Omni-channel is one of e-commerce strategy that every sellers and buyers in this edge should have to apply for their business.

#### **2. What do you think about online and offline retail in Thailand?**

Offline is one tool to complete with customer service but online is my first solution to reach my customer and push up them to buy our product and service. In Thailand, I think offline is well-known more than online. They still do not have credit on online channel much more. Retailing is still growing with mixing new concept of online and offline together. Good to see new step of Thai retailing.

#### **3. What do you think about Thai e-commerce trend at this moment?**

Right away Thai users will go to each online platform by their needs or loyalty but I would like to give more study of Thai behavior for developing online channel suiting to Thais. They are defending much more for new technologies or new channels but they do review through google for more information. Instagram and facebook is the basic channel to buy items for Thais. I agree with it.

#### **4. Which e-commerce trends can be the strongest for Thai e-commerce?**

The good agency who support system and consulting service will be the strongest. It should be Thai or English for standard language selection. If there any other languages support, that would be nice.

**5. Do you think Omni-channel can provide seamless customer satisfaction?**

Yes, it depends on ease of use platform and best service. These 2 reasons can provide seamless customer satisfaction. We can do survey about the level of customer satisfaction after use for improvement.

**6. How to implement the Omni-channel strategy?**

Building online and offline system is to support each other for greater sales Performance. Moreover, we should have to find more retailers, suppliers, vendors to join with our company and let them clear out with our system and service which can make them get better sales.

**7. What do you think about Thai customer behavior on online channels?**

I believe that Thai people are highly increasing 5-10% of online shopping rate in this year and offline store will not be gone from Local area. There are also opening stores for customer reach all around department store or little market at any districts in Bangkok. Finally, most of them who loves to order from online will go back to purchase that item from online which has special deal greater than offline.

**8. Do Thai customer prefer to visit physical stores more than online? Why?**

No, New Thai society is supported with digital edge so that they are easy to buy online and get more reviews to use online than physical store. I think Thai people is going on with online visit than offline visit easier.

**9. Could it be possible to use Omni-channel as the best way for Thai e-commerce?**

Yes, it could be possible.

**10. What do you plan for Omni-channel roadmap in Thailand?**

I think all in one of Fintech can be one of solution to let customer feel impressive for e-commerce service. We can use barcode, QR code, mobile banking, or other payment service to support customer and our business.

**11. Could it be possible for one of the strongest e-commerce strategies in the future?**

Yes, it could be.

**12. What are the key factors of Omni-channel in Thailand?**

Correct Channel is fit to right target. The key factor is finding the target and fitting the channel to the target we set. These factors are the lead to the success key for Omni-channel. So, training Thai retailers would be perfect to let them adopt more ideas to create Omni-channels in their business and organization.

**13. Do you agree to implement Omni-channel for sustainable Thai e-commerce?**

Agree. It can be the sustainable Thai e-commerce.

**14. Why retailer should select Omni-channel for a successful company?**

It sets the future direction in the digital edge for company.

**15. Have you ever had experiences with Omni-channel? Which is about?**

I contact my customer via online channel such as video conference always but I have to complete for the potential case by face to face every time. I think this my daily working process is the standard for one of Omni-channel way. Actually I would love to share this concept to my end user and let them understand and purchase our products and service continually.

**16. Do you have any recommendations for Thai e-commerce market?**

International vendors need more benefits or standard regulation for E-marketing process in Thailand. We need more support from Thai government.