

**KEY FACTORS INFLUENCING CUSTOMERS' DECISION TO
BUY CORRUGATED BOXES FOR E-COMMERCE MARKET**



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**KEY FACTORS INFLUENCING CUSTOMERS' DECISION TO
BUY CORRUGATED BOXES FOR E-COMMERCE MARKET**

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ABSTRACT

E-commerce has been booming in Thailand since 2014, and it seems to be unstoppable during COVID-19 pandemic. The transaction is growing faster and faster, and to deliver the products, the packaging especially the corrugated box is required. Expanding business to E-commerce market, corrugated box sellers may face the inventory costs from keeping dead stocks. The problem is occurred due to a lack of understanding in customers' buying decision. Thus, this research aims to identify the factors influencing customers buying decision for corrugated box in e-commerce market and to study deeply on how these affect the buying decision. The quantitative approach was applied to this paper, and the data were collected through electronic questionnaire, Google Form, with the screened respondents of 100 samples. Those respondents were the business owners who need corrugated box to pack their products. The result showed that the price of boxes is the most influential factors among other factors as it is also the cost of box customer's side and it is found that this factor is extremely sensitive. Physical attributes is referred to strength and the water and moisture resistance, which plays a vital roles during stacking products on pallets and delivering process. Services offers customers convenience in many aspects such as on-time and free delivery, making sample before production, free box design service, defects claim, and consulting services. The design of the boxes can be a part in customer's marketing tools and add value to the products to represent the brand. Moreover, the factor of sellers is included in this paper as the good relationship between the box buyer and the box seller can block other sellers to compete in the industry. The findings of this paper are applicable to the sellers who are looking for an opportunity to expand their business to online platform or e-commerce market. Therefore, if they understand these factors, they have high tendency to reduce the inventory cost for storing dead stocks as well as capture more customers.

KEY WORDS: Corrugated Boxes / Thai Packaging Industry

57 pages

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CHAPTER I

INTRODUCTION

1.1 Background

Due to the coronavirus pandemic, many countries were locked down, and this slowed down the Thailand's economy. Most of the firms were forced to stop their operation to reduce the risk of infection of the coronavirus among the employees. To stay safe and continue working, some companies allowed their employees to work from home in accordance with the social distancing campaign. This could support the shopping norm from offline to online. Therefore, the E-commerce would be a strong potential channel for both corporations and small-medium enterprises.

In Thailand, E-commerce has been growing significantly since 2014 according to the annual report of ETDA 2019, and as of 2018, the size of digital transaction incurred was about 2.76 trillion baht, at the growth rate of 7.91% year on year, and it was expected to grow rapidly to 3 trillion baht by the end of 2019.

Although there is a huge opportunity to grow for e-commerce, the operation cost would still play a critical role in every business, especially logistic process. Not only does the fridge cost incur, but the cost of packaging such as corrugated boxes is also another variable cost that the shop owners should consider carefully. However, some business owners still pay for the corrugated boxes for marketing purposes even though it costs higher. Therefore, this paper will focus on the key factors that influence the corrugated box buyers' decision from different types of buyers based on their characteristics and values.



Figure 1.1 A Corrugated Box

In the industry update review of Government Savings Bank (GSB) research, it was stated there were more than 1800 companies in the corrugated paper, paperboard, and containers industry in Thailand. According to the Euromonitor research, the overall Thai market value has been slightly increasing year by year after the big boom in 2017, which grew almost 9.5%. The impact of the downturn of global economy slow down the growth of this industry, as the less transaction, the less demand for corrugated boxes. However, the booming of e-commerce can raise the demand of these containers especially during the Covid-19 pandemic.

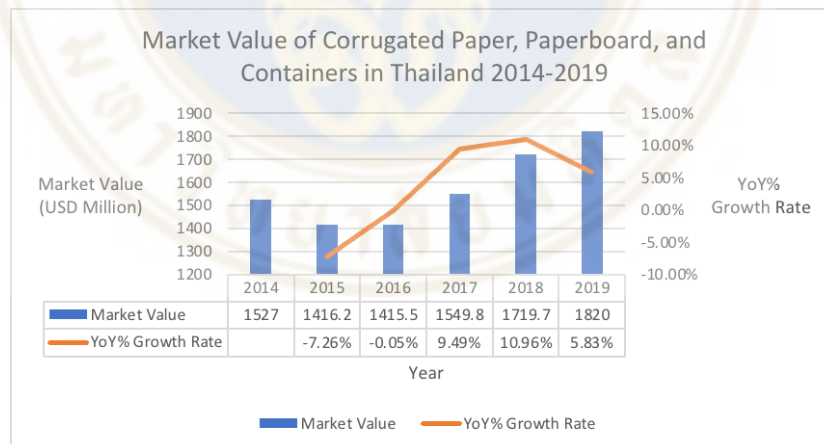


Figure 1.2 Market Value of Corrugated Paper, Paperboard, and Containers in Thailand 2014-2019

Source: Euromonitor (Market and Sales- Corrugated Paper, Paperboard, and Containers in Thailand)

1.2 Problem Statement

Since the E-commerce has been booming, the demand for corrugated boxes used in a delivering process has been continuously increasing. As a result, there are countless corrugated-box sellers jumping into the online market through Facebook and other social platforms. As the more competitiveness, the more intensive price war, some online shops differentiate their products by using the lower grades of raw materials to lower the cost down to compete, designing a new shape for corrugated boxes for the users to have a unique packaging for their products, or focusing on the quality of the boxes such as printing quality or the attributes such as water proof and high strength. The more differentiated market segments they capture, the more products they need to keep in the inventory with the limited space. As a result, the sellers need to store the products with variety in specification. This issue may cause the problems to those sellers, which are higher inventory costs to keep unpreferable goods and the opportunity cost for not selling the more favorable products. Thus, the problems can be solved if the criteria or factors in box buying process are clearly demonstrated.

1.3 Research Questions

1. “What are the key factors influencing customers’ decision to buy corrugated boxes
2. “How do those factors affect the customer’s buying decision?”

1.4 Research Objectives

1. To identify the factors influencing customer’s decision to buy corrugated boxes
2. To study how those factors affect the customer’s buying decision

1.5 Research Scope

1. This research will focus on the corrugated boxes sold and bought in the e-commerce platforms only.
2. The types of customers will be grouped into approximately 3 categories based on the purposes of value, which are price-oriented customers, quality-oriented customers, and brand-oriented customers
3. The criteria of buying boxes are price, physical attributes, design, and services.
4. The survey will be conducted to gather generalized information and some in-depth information.
5. All research participants will be the corrugated box users for their businesses or organizations.

1.6 Expected Benefit

This paper will identify the variables that affect the buying process for corrugated boxes, which are mainly sold in the online channel. The knowledge gained from this paper will be beneficial for online merchants to understand the different characteristics of customers to decide what are the right products to produce for the right customers. Moreover, they can reduce the inventory costs from misestimation of the production or storage of corrugated boxes.

CHAPTER II

LITERATURE REVIEW

2.1 Corrugated Boxes

Corrugated boxes are commonly used in outbound logistics activities to protect the products inside to remain in a good condition. Nowadays, this packaging has become one of the most popular packaging used in delivering products for both Business-to-Business and Business-to-Customer transactions. Corrugated boxes are made from corrugated cardboards, which is comprised of layers of kraft paper. The kraft paper used to produce corrugated cardboards are divided into two categories, the kraft liner and the corrugated medium. Kraft liner is the sheet of paper on the top of corrugated cardboards and boxes, and the corrugated medium is the kraft paper that is glued to join with the kraft liner board in the zigzag form.

2.2 Online Shopping/E-commerce

Currently, online shopping is the alternative way of shopping. Instead of going out to the physical stores, the users or customers can enter the store at anytime and anywhere. They do not need to carry the basket around the place, and no travelling cost charges to the customers. For sellers, they do not have to pay rent or invest a huge amount of money for the area of the stores.

However, there are some limitation or drawbacks of the online shopping. When buyers want to purchase the selected items, they do not have a chance to try or see the physical condition of the goods. This problem is also for the sellers as the items itself cannot represent the brand or affect the buyers as the same way as the offline shopping. Moreover, after the customers pay for the goods, they do not receive those items right away.

2.3 Sellers

In this market, sellers can be classified into two main groups, which are the producers and merchants. Producers are the party that produce the corrugated boxes from corrugated cardboards. This party also use a printer to screen the artwork on the cardboards, put them into the slotting machine or die-cutting machine for shaping the boxes, and lastly, they glue or stitch the side flap. Some of producers also sell boxes online through their social media and websites.

For the merchants, they buy corrugated boxes from producers and make profits from the gap between selling price and cost of goods sold. They could customize the corrugated boxes and orders those from the producers to differentiate themselves from other merchants.

Therefore, the major differences between these players are that producers both produce and distribute the products while merchants only distribute the boxes. In the market, the producers normally have lower cost of goods sold than the merchants do.

2.4 Buyers

Buyers are the customers or businesses that need the corrugated box for packing their products through the online channel. The value of the boxes is based on their purposes. In this paper, the buyers will be divided into three categories.

2.4.1 Price-Oriented

Mehdi Seifbarghy and his colleagues (2015) mentioned that price-oriented customers tend to be more price sensitive and prefer buying products with a low price although the quality is low.

2.4.2 Quality-Oriented

According to the previous reference, on the other hand, customers who are willing to pay for a product with high quality even though the price is relatively high is called quality-oriented customers.

2.4.3 Brand-Oriented

Brand orientation is to focus on the brand value as the brand is one of the intangible assets that can be a competitive advantage for the company (Urde M.,2019). Hence, the brand-oriented customers prioritize the brand status to compete with their rivals, and the brand can be also used as a strategic tool. The packaging would help them to achieve by being consistent or represent the brand and its products.

2.5 Customer Buying Criteria

Almquist, Cleghorn, and Sherer suggested that it is compulsory for B2B suppliers to understand the customer buying criteria to enhance the sale performance (2018). For the corrugated box industry, the main elements that customers value are price, physical attributes, design, and service.

2.5.1 Price

Meera Singh said that price is the amount that customers must trade for the goods and services (2012). However, the higher price, the lower quantity demanded as the price is the number-one purchasing factor for online-shopping (Kung, Monroe, & Cox, 2002). The price refers to the cost of business customers; therefore, they would carefully select the goods with the price that they are willing to pay.

2.5.2 Physical Attributes

Physical Attributes are mainly referred to two specific aspects, which are water resistance and box compression strength. As the corrugated containers are widely used in transportation, it is critical issue to ensure that the boxes' strength is enough to handle with the stack loading weight; in other words, the distributing company need to estimate required box compression strength for shipping goods, and order or buy the

boxes that match the level of compression strength to prevent the products inside the containers (Urbanik & Frank, 2006). Another specific attribute for corrugated boxes is water resistance because moisture content can deteriorate the condition of food and fresh products as well as the compression strength of the boxes, so the packaging nowadays is developed to alleviate the risk of surrounding condition during storage and delivering (Raheem D., 2012).

2.5.3 Design

Design can be classified into two aspects, the quality of printing and the shape of the boxes. The clear visualization on the packaging can draw the attention from customers, which can be beneficial for the brand owners as the customers are interested (Ahmed R. R., 2014). Also, the quality of printing refers to the registration of the images from printed colors and the consistency of ink pigment, which result in a clear illustration. Additionally, the shape of packaging can justify the customers' perception toward the brand either it is an ordinary product or a superior product; thus, this influences the customers' buying decision (Chen H., 2019).

2.5.4 Services

Services include the timeliness of delivery, free delivery, the sample of products, free packaging design, equipment allowance, and defect claim. Delivery time can affect the customer satisfaction and experience (Vu, Grant, & Menachof, 2020). Moreover, if the delivery is free of charge, the customer satisfaction would be increased. For the sample, this is to reduce the risk of mismatch products as the buyers can try putting their products to test if there is space remaining inside the containers or the containers are strong enough in logistic process. Equipment such as printing plates and die-cutting plates is quite costly comparing to the price of a box, so if there is an allowance for the cost of equipment, the customers will get lower cost for the logistic process. The defect claim is to ensure if there is defect from producing, selling, or delivering process, there will be the compensation for the unqualified products. These are the services that affect the customers' decision.

2.5.5 Sellers

This factor is related to the relationship between buyers and sellers and the feedback from customers. Beatty and his colleagues said that friends are one of the loyal customers (1996). Therefore, this study may imply that the good relationship between sellers and buyers plays an important role to obtain loyal customers. Also, the feedback from customers can affect in both positive and negative ways. If the customers are satisfied with the products or services, there is a chance that they will be loyal and spread some positive feedback to others such as reviews or word of mouth.



CHAPTER III

METHODOLOGY

3.1 Research Method

The research was conducted by using a quantitative method to generalize the characteristics of price-oriented customers, quality-oriented customers, and brand-oriented customers for further identifying the significance of each variable, which are price, physical attributes, design, and services, can be effectively done by this methodology. However, for in-depth information, it can be collected by open-end questions. The questionnaire was prepared for the participants who are the business owners from several markets to see the similarity and differences among different types of customers and, importantly, the key factors that influencing the customers' buying decision making for corrugated boxes through e-commerce platforms.

3.2 Population, Sample size, Sampling Method

The population of this research is the business owners in Thailand that buys corrugated containers. However, it is impossible to conduct the research and invite all populations to be participants for the research; therefore, the sampling method was conducted for collecting data from samples.

The sampling criteria was the business owners who deliver their products by using the corrugated boxes. The sample size of this research was around 100 participants.

3.3 Data collection

The data will be collected through an online questionnaire, Google Form, as the question can be spread to participants effectively and time-efficiently. The questions

will be classified into 3 main sections, the respondent's demographics, current box consuming information, and factors influencing customers' decision.

3.4 Instrument Development

There are three sections of the questionnaire as following:

3.4.1 Respondent's demographics

This section will collect gender and the age of the respondents. At the last part of this section, the question asks if the respondent is using the corrugated boxes in their business or not to screen out the irrelevant information.

3.4.2 Current box consuming information

This part will collect the information about the respondent's box usage. The question asks about the type of products packed in the corrugated boxes, how many boxes are used per month, which channel the respondent chooses to buy the boxes, and whether the respondent uses customized boxes for his or her products or not.

3.4.3 Factors influencing customers' decision

In this part, the questions are conducted to identify what and how factors influence the customers' buying decision for the corrugated boxes. Mainly, the questions are 5-point Likert scale in which the score of 5 means that this factor is the most influential or strongly agreed on how it influences the customers buying decision, whereas the score of 1 means that the factors is not influential or strongly disagreed on how it influences the customers buying decision for corrugated boxes.

CHAPTER IV

FINDINGS

Once 124 questionnaires were collected, 24 of them were screened out due to not matching with the scope of this paper that the sample must be a business owner. Therefore, 100 responses were used in analyzing data.

4.1 Respondent's Demographics

Among 100 respondents, 54% of respondents are females and 46% of them are males. The age of respondents was divided into 6 groups, 18-24, 25-35, 36-45, 46-55, and more than 55 years old. Most of them are 25-35 years old and the least frequent age range is 46-55 years old.

Table 4.1 The Respondent's Demographic by Gender and Age

		Age					Total
		18-24	25-35	36-45	46-55	More than 55	
Gender	Male	5	32	6	0	3	46
	Female	8	39	3	2	2	54
	Total	13	71	9	2	5	100

4.2 Current Box Consuming Information

4.2.1 Product Types and Quantity Used Per Month

The top three types of products packed in corrugated boxes in this questionnaire were food and beverage products, home and office products, and personal and pharmaceutical products, accounted for 28%, 24%, and 14% respectively. Additionally, grouping by quantity used per month, the number showed that 28% of samples used less 1-50 boxes for delivering their products within a month, while 9% of samples used more than 2000 boxes within one month. To consider the volume that is the minimum order quantity for customizing corrugated boxes is up to 500 boxes, so the result of this questionnaire showed that there are 72% of low volume buyers, 19% of acceptable volume of 501-1000 boxes per month, and only 9% for the high-volume buyers.

Table 4.2 The Box Consuming Rate by Product Type and Quantity Used Per Month

		Quantity of boxes used per month							Total
		1-50	51-100	101-200	201-500	501-1000	1001-2000	More than 2000	
Type of products	Agricultural products	2	1	0	0	0	0	0	3
	Automotive	2	2	1	1	1	0	1	8
	Construction Materials	0	0	0	0	0	1	0	1
	Electronic components	1	0	0	0	0	1	0	2

Table 4.2 The Box Consuming Rate by Product Type and Quantity Used Per Month (cont.)

		Quantity of boxes used per month							
		1-50	51-100	101-200	201-500	501-1000	1001-2000	More than 2000	Total
Type of products	Fashion	3	4	2	0	0	1	0	10
	Food & Beverage	6	6	4	4	2	4	2	28
	Home & Office	8	5	3	1	3	2	2	24
	Industrial Material	0	1	0	2	0	1	1	5
	Media and Publishing	1	0	0	0	1	0	0	2
	Personal & Pharmaceuticals	4	2	2	2	0	2	2	14
	Petrochemicals and chemicals	0	0	1	0	0	0	1	2
	Printing	1	0	0	0	0	0	0	1
	Total	28	21	13	10	7	12	9	100
	Criteria	Low volume			Acceptable Volume		High Volume	Total	
	Percentage	72%			19%		9%	100%	

4.2.2 Product types and Customization

The customization of boxes means buyers can order the boxes according to the size, specification, and design that they want. 37% of all respondents consider using customized corrugated boxes in their business. Still, food and beverage products, home

and office products, and personal and pharmaceutical products are the types that buyers consider customized boxes.

Table 4.3 The Customized Boxes for Each Type of Products

		Buying Customize Boxes		
		Yes	No	Total
Type of products	Agricultural products	1	2	3
	Automotive	2	6	8
	Construction Materials	1	0	1
	Electronic components	1	1	2
	Fashion	2	8	10
	Food & Beverage	12	16	28
	Home & Office	8	16	24
	Industrial Material	3	2	5
	Media and Publishing	1	1	2
	Personal & Pharmaceuticals	4	10	14
	Petrochemicals and chemicals	2	0	2
	Printing	0	1	1
Total	37	63	100	

4.2.3 Buying Channel

It is shown that 47% of respondents bought boxes from retailers, whereas 38% of the sample bought them from the factory. Other buying channels were online platforms that box sellers posted online or on their website including shopping online platforms such as Lazada and Shopee. About 5% of respondents, they choose to buy boxes from other channels such as recycled box sellers.

Table 4.4 The Box Buying Channel

Factory					Retailer						
		Frequency	Percent	Valid Percent	Cumulative Percent			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	38	38.0	38.0	38.0	Valid	Yes	47	47.0	47.0	47.0
	No	62	62.0	62.0	100.0		No	53	53.0	53.0	100.0
	Total	100	100.0	100.0			Total	100	100.0	100.0	

Online					Delivery Service						
		Frequency	Percent	Valid Percent	Cumulative Percent			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	29	29.0	29.0	29.0	Valid	Yes	21	21.0	21.0	21.0
	No	71	71.0	71.0	100.0		No	79	79.0	79.0	100.0
	Total	100	100.0	100.0			Total	100	100.0	100.0	

Others					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	5.0	5.0	5.0
	No	95	95.0	95.0	100.0
	Total	100	100.0	100.0	

4.3 Factors influencing customer's buying decision

4.3.1 Price

None of respondents said that price has no impact on their buying decision, while 58% of respondents said that price is the most influential factor for buying decisions. To group the scale for a clearer picture of the influence of this factor, 88% of respondents claimed that the price has high influence towards buying decisions for boxes, while 12% of them see the price as a low influential factor.

Table 4.5 The Degree of Influence of Price towards Buying Decision

Price				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Not Influential	0	0%	0%	No Influence at all
Slightly Influential	4	4%	12%	Low Influence
Somewhat Influential	8	8%		
Highly Influential	30	30%	88%	High Influence
Most Influential	58	58%		
Total	100	100%	100%	

To further investigate how price plays this amount of influence on box buyer's decision, there are some certain aspects that should be considered.

4.3.1.1 Price as a Cost

Price of the box is one of the logistic costs for the users. However, when it is compared to the selling price of the products contained in the corrugated packaging, the result is almost shaped like a normal distribution where the percentage of three implications, 'disagree', 'neutral', and 'agree', are close to 33%. Thus, the respondents have a neutral perspective of the price of the boxes as a cost for their products.

Table 4.6 Box Price as a Cost

Box Price as a Cost				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	12	12%	34%	Disagree
Disagree	22	22%		
Neutral	34	34%	34%	Neutral
Agree	21	21%	32%	Agree
Strongly Agree	11	11%		
Total	100	100%	100%	

4.3.1.2 Price towards The Quantity Bought

78% of respondents agreed to be willing to buy more quantities of boxes to lower the price of boxes, which 57% of that was 'strongly agree'. And, 14% of respondents, has a neutral perspective of price towards the quality bought. However, 8%, 4% each for 'strongly disagree' and 'disagree', of respondents disagreed with that they are willing to buy a bigger lot for getting lower price of boxes.

Table 4.7 Price towards the Quantity Bought

Price towards the quantity bought				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	4	4%	8%	Disagree
Disagree	4	4%		
Neutral	14	14%	14%	Neutral
Agree	21	21%	78%	Agree
Strongly Agree	57	57%		
Total	100	100%	100%	

4.3.1.3 Price towards Quality

37% of respondents strongly agreed with the statement that the price of the box can reflect the quality of boxes, and 29% of them agreed with the statement. And, 18% of them left had a neutral thinking about the price towards quality. In contrast, 12% of respondents disagreed with this, and 4% of them strongly disagreed in total, 66% of respondents agreed, while 16% of all respondents disagreed

Table 4.8 Price towards Quality

Price towards Quality				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	4	4%	16%	Disagree
Disagree	12	12%		
Neutral	18	18%	18%	Neutral
Agree	29	29%	66%	Agree
Strongly Agree	37	37%		
Total	100	100%	100%	

4.3.1.4 Price sensitivity

None of the respondents disagreed that the box is the product that has high sensitivity in price. 88% of all answers of this aspect fell into 'agree'. Thus, if the sellers that sell cheaper have a high tendency to gain higher market shares.

Table 4.9 Price Sensitivity

Price sensitivity				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	0	0%	0%	Disagree
Disagree	0	0%		
Neutral	12	12%	12%	Neutral
Agree	17	17%	88%	Agree
Strongly Agree	71	71%		
Total	100	100%	100%	

4.3.2 Physical Attributes

Again, none of respondents thought that the physical attributes of a box have no influence on buying decisions. However, 72% of them said that it has a high influence on their buying decisions, and 28% of them said that there are few influences of physical attributes towards their buying decision.

Table 4.10 The Degree of Influence of Physical Attribute towards Buying Decision

Physical Attributes				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Not Influential	0	0%	0%	No Influence
Slightly Influential	7	7%	28%	Low Influence
Somewhat Influential	21	21%		
Very Influential	42	42%	72%	High Influence
Most Influential	30	30%		
Total	100	100%	100%	

4.3.2.1 Strength

86% of respondents agreed that the strength of boxes are considered when they are buying boxes, 57% of which were strongly agreed. There was found that 11% of respondents have a neutral perspective on the box strength. Only 3% of all responses resulted in 'disagree'.

Table 4.11 Strength

Strength				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	0	0%	3%	Disagree
Disagree	3	3%		
Neutral	11	11%	11%	Neutral
Agree	29	29%	86%	Agree
Strongly Agree	57	57%		
Total	100	100%	100%	

4.3.2.2 Water and Moisture Resistance

Almost half of respondents, 46%, agreed that they consider water and moisture resistant attributes while buying boxes. 26% of respondents have a neutral view for this. While 25% of them agreed, 21% of them strongly agreed. And, 15% of respondents disagreed, and 13% or respondents strongly disagreed with considering this attribute when they bought boxes.

Table 4.12 Water and Moisture Resistance

Water and Moisture Resistance				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	13	13%	28%	Disagree
Disagree	15	15%		
Neutral	26	26%	26%	Neutral
Agree	25	25%	46%	Agree
Strongly Agree	21	21%		
Total	100	100%	100%	

4.3.2.3 Willingness to buy the better box

When considering the boxes which are premium for the price and attributes to the cheaper and fair attributes, 58% of respondents agreed, 31% of respondents neither agreed nor disagreed with the question, 11% of them disagreed, and only 1% of responses was found as 'strongly disagree'.

Table 4.13 Willingness to buy the better box

Willingness to buy the better box				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	1	1%	11%	Disagree
Disagree	10	10%		
Neutral	31	31%	31%	Neutral
Agree	29	29%	58%	Agree
Strongly Agree	29	29%		
Total	100	100%	100%	

4.3.2.4 Value-added

72% of respondents agreed that the attributes of the box can add value to the products inside. On the other hand, 19% of them were neutral for this, whereas 9% of them disagreed.

Table 4.14 Physical Attribute and Value-added

Value-added				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	3	3%	9%	Disagree
Disagree	6	6%		
Neutral	19	19%	19%	Neutral
Agree	39	39%	72%	Agree
Strongly Agree	33	33%		
Total	100	100%	100%	

4.3.3 Design

38% of respondents said it was somewhat influential. Also, 33% of respondents said that it is very influential, and 21% of respondents claimed that design has the most influences on buying decisions, while 5% of them believed that it was slightly influential. In addition, 3% of all thought that design has no impact on buying decisions.

Table 4.15 The Degree of Influence of Design towards Buying Decision

Design				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Not Influential	3	3%	3%	No Influence
Slightly Influential	5	5%	43%	Low Influence
Somewhat Influential	38	38%		
Very Influential	33	33%	54%	High Influence
Most Influential	21	21%		
Total	100	100%	100%	

4.3.3.1 Design as a Marketing Tool

74% of respondents agreed that beautiful design of the box can be a part of their marketing tools. Nevertheless, while 18% of the samples neither agreed nor disagreed, 8% of all samples disagreed with that.

Table 4.16 Design as a Marketing Tool

Design as A Marketing Tool				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	2	2%	8%	Disagree
Disagree	6	6%		
Neutral	18	18%	18%	Neutral
Agree	31	31%	74%	Agree
Strongly Agree	43	43%		
Total	100	100%	100%	

4.3.3.2 Shapes

72% of samples were counted as 'agree', and 19% of them are reported as 'neutral'. However, there are only 9% disagreed that the appropriate shape of box can add value to the products inside.

Table 4.17 Shapes

Shapes				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	1	1%	9%	Disagree
Disagree	8	8%		
Neutral	19	19%	19%	Neutral
Agree	28	28%	72%	Agree
Strongly Agree	44	44%		
Total	100	100%	100%	

4.3.3.3 Uniqueness

79% of respondents did agree that the unique design can make their products differ from others'. 13% of respondents were neutral with this point of view. In contrast, 8% of respondents disagreed that the unique design of the box can differentiate their products from their competitors'.

Table 4.18 Uniqueness

Uniqueness				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	3	3%	8%	Disagree
Disagree	5	5%		
Neutral	13	13%	13%	Neutral
Agree	36	36%	79%	Agree
Strongly Agree	43	43%		
Total	100	100%	100%	

4.3.3.4 Willingness to invest in design

55% of respondents agreed that they are willing to pay for the equipment to customize the boxes for their precious products. 26% of them did not take any side, and 19% of them disagreed.

Table 4.19 Willingness to invest in design

Willingness to invest in design				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	7	7%	19%	Disagree
Disagree	12	12%		
Neutral	26	26%	26%	Neutral
Agree	36	36%	55%	Agree
Strongly Agree	19	19%		
Total	100	100%	100%	

4.3.4 Services

In terms of services, 71% of respondents said that services highly influence their buying decisions, and 28% of them said that there are some influences. There was only 1% of all respondents saying that service has no influence towards his decision making for buying boxes.

Table 4.20 The Degree of Influence of Services towards Buying Decision

Services				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Not Influential	1	1%	1%	No Influence
Slightly Influential	6	6%	28%	Low Influence
Somewhat Influential	22	22%		
Very Influential	43	43%	71%	High Influence
Most Influential	28	28%		
Total	100	100%	100%	

4.3.4.1 On-time Delivery

88% of respondents agreed that on-time delivery as a once of the service can make them confident about the planning and doing business. 9% of them were neutral, while 3% of all disagreed.

Table 4.21 On-time Delivery

On-time Delivery				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	0	0%	3%	Disagree
Disagree	3	3%		
Neutral	9	9%	9%	Neutral
Agree	18	18%	88%	Agree
Strongly Agree	70	70%		
Total	100	100%	100%	

4.3.4.2 Free Delivery

78% of respondents agreed with free delivery, which 55% and 23% of them strongly agreed and agreed, respectively. On the other hand, 11% of respondents were neutral for this aspect, and other 6% and 5% disagreed and strongly disagreed, 22% in total for disagreement.

Table 4.22 Free delivery

Free Delivery				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	5	5%	11%	Disagree
Disagree	6	6%		
Neutral	11	11%	11%	Neutral
Agree	23	23%	78%	Agree
Strongly Agree	55	55%		
Total	100	100%	100%	

4.3.4.3 Making Samples

90% of respondents agreed that the samples can make buyers confident that the box will work well and be according to what they are expecting before production. 6% of respondents said that it is neither necessary nor unnecessary for having samples for their products. 4% of them disagreed.

Table 4.23 Making Samples

Making Samples				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	0	0%	4%	Disagree
Disagree	4	4%		
Neutral	6	6%	6%	Neutral
Agree	13	13%	90%	Agree
Strongly Agree	77	77%		
Total	100	100%	100%	

4.3.4.4 Free Design

72% of respondents thought that a free design service can save the buyer's design expense and time spent to get the design. 17% said it was neutral, and 11% of samples disagreed.

Table 4.24 Free Design

Free Design				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	1	1%	11%	Disagree
Disagree	10	10%		
Neutral	17	17%	17%	Neutral
Agree	20	20%	72%	Agree
Strongly Agree	52	52%		
Total	100	100%	100%	

4.3.4.5 Defect claims

88% of respondents confirmed that they feel that it is satisfied for defect claims when the products were produced wrongly. 10% were neutral, and only 2 % of the sample disagreed.

Table 4.25 Defect claims

Defect claims				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	0	0%	2%	Disagree
Disagree	2	2%		
Neutral	10	10%	10%	Neutral
Agree	19	19%	88%	Agree
Strongly Agree	69	69%		
Total	100	100%	100%	

4.3.4.6 Consulting services

About 73% of respondents, they agreed that having consulting service is beneficial for their company. 21% of them were neutral, while 6% of them disagreed.

Table 4.26 Consulting Services

Consulting services				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	1	1%	6%	Disagree
Disagree	5	5%		
Neutral	21	21%	21%	Neutral
Agree	31	31%	73%	Agree
Strongly Agree	42	42%		
Total	100	100%	100%	

4.3.5 Sellers

58% of samples said that they thought that relationship, network, or connections take a very vital role in affecting buying decisions. 37% of them did not agree and disagree, while 5% of the samples claimed that there is no influence.

Table 4.27 The Degree of Influence of Seller towards Buying Decision

Sellers				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Not Influential	5	5%	5%	No Influence
Slightly Influential	6	6%	37%	Low Influence
Somewhat Influential	31	31%		
Very Influential	40	40%	58%	High Influence
Most Influential	18	18%		
Total	100	100%	100%	

4.3.5.1 Seller's Portfolio

75% of respondents agreed that the sellers that have experienced producing the box for well-known brands are credible for both quality of work and services. 19% of them thought it is neutral, and 6% of all samples disagreed.

Table 4.28 Seller's Portfolio

Seller's Portfolio				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	1	1%	6%	Disagree
Disagree	5	5%		
Neutral	19	19%	19%	Neutral
Agree	48	48%	75%	Agree
Strongly Agree	27	27%		
Total	100	100%	100%	

4.3.5.2 Credibility

84% of all respondents agreed that credibility can make them decide to buy boxes quicker. 14% of them were neutral, and only 2% of them disagreed.

Table 4.29 Credibility

Credibility				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	0	0%	2%	Disagree
Disagree	2	2%		
Neutral	14	14%	14%	Neutral
Agree	40	40%	84%	Agree
Strongly Agree	44	44%		
Total	100	100%	100%	

4.3.5.3 Good Relationship

73% of respondents claimed that having a good relationship between buyers and sellers can block other sellers from selling the products at the cheaper price. 16% of respondents said that it was neutral, and 11% of them disagreed.

Table 4.30 Good Relationship

Good Relationship				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	1	1%	11%	Disagree
Disagree	10	10%		
Neutral	16	16%	16%	Neutral
Agree	31	31%	73%	Agree
Strongly Agree	42	42%		
Total	100	100%	100%	

4.3.5.4 Reviews, Word of Mouth, and Evaluation

75% of respondents said that the seller evaluation, word of mouth, and reviews are in their consideration when they are buying boxes. 16% of them were neutral about this issue, but 9% disagreed with this.

Table 4.31 Reviews, Word of Mouth, and Evaluation

Reviews, Word of Mouth, and Evaluation				Implication
Decision	No. of respondents	Percentage of respondents	Sum of percentage (%)	
Strongly Disagree	0	0%	9%	Disagree
Disagree	9	9%		
Neutral	16	16%	16%	Neutral
Agree	38	38%	75%	Agree
Strongly Agree	37	37%		
Total	100	100%	100%	

4.3.6 Overall factors influencing box buying decision

The most influential factor affecting the customer's buying decision for the boxes was 'price'. Physical attributes came in second place, and the services was the third vital factor. Then, the design was the fourth significant variable, and the sellers came last.

If all criteria were sum up to break out the percentage for each contribution, the ranking of these factors was not changed. The price had highest contribution for box buying decision of 22.64%, physical attributes contributed 20.24%, services contributed 20.03%, the design contributed 18.65%, and the sellers contributed 18.44%.

Table 4.32 Overall Factors Influencing Box Buying Decision

Criteria	Average Score (out of 5)	Percentage	Rank
Price	4.42	22.64%	1st
Physical Attributes	3.95	20.24%	2nd
Design	3.64	18.65%	4th
Services	3.91	20.03%	3rd
Sellers	3.60	18.44%	5th
Total	19.52	100.00%	



CHAPTER V

CONCLUSION

5.1 Conclusion and Discussion

This research is aimed to identify the factors that influences customer's decision to buy corrugated boxes and how those factors affect the customer's buying decision. As box sellers have been facing the inventory costs for keeping a variety of products, made of different specifications, with the limitation of storage spaces, it is crucial that they must understand the customers' buying criteria to reduce those costs.

To answer the research questions, the most influential factors are the price of corrugated boxes, the physical attributes, services, designs, and sellers.

This paper showed the same result as the previous research that price is the first factor in customers' consideration (Kung, Monroe, & Cox, 2002). Also, it was found that business customers tended to buy corrugated boxes in bulk or a larger minimum order quantity (MOQ) for getting a lower price, which is similar to the previous research (M. Singh, 2012). Moreover, the level of the price can imply the quality of the boxes. Moreover, this factor is extremely sensitive. Almost 90% of respondent agreed that the price has a significant impact on their buying decision as if there is a new seller offer the lower price of boxes, the customers have high tendency to switch a seller to the cheapest one.

Secondly, the physical attributes of the boxes also play the vital roles in buying decision. The customers considered strength and the ability to resist the moisture and water when selecting boxes, so this supports the previous paper that the distributors should consider minimum required box compression strength to protect the products inside the containers as well as to prevent the stacking collapse (Urbanik & Frank, 2006). Also, customers have a positive view for these factors. Most of them were willing to pay a higher price to purchase higher quality of boxes for their products and agreed that physical attributes can add value to their products.

Third, the on-time delivery service could help customers plan and manage their business even more convenient. The free delivery reduced some parts of customer's cost of goods sold. Providing sample before production is the most favorite service for customers as they can ensure if the boxes can work well with their products. The free corrugated packaging design service could save both customer's money and time to work on their design works. Another important service was defect claims for rejected products. Additionally, the consulting service could help customer to understand, solve, be educated for the packaging.

The design of the boxes was the fourth influential factor for customers. It could be a part of marketing tools for customers as mentioned as it can draw end customers attention and be beneficial for brand owners (Ahmed R. R., 2014). Also, this paper supports the previous research that shape has an impact on customer's perception (Chen H., 2019). Most of respondent agreed that the package design could grant the uniqueness of the brands or products.

The last factor that affecting box buying decision was the seller itself. The sellers' previous works could describe the experience and trust to customers, which credibility of sellers could fasten the buying decision making process. Furthermore, the good relationship between box sellers and buyers could somehow prevent the competitors to sell the identical products. The sellers that obtained positive reviews, evaluation, and word of mouth tends to be trustworthy in the customer's point of view.

5.2 Recommendation

According to the findings of this research, the overall factors influencing customer's box buying decision was demonstrated to be a guidance for box sellers to reduce the number of dead stock and capture the matched market, or be chosen by customers.

1. The sellers should focus on their strategy especially for the target market. This would help the seller to easily manage their inventory by choosing the most suitable products to keep. For example, if the seller wants to capture a low-cost market, the high-attribute raw materials may not be required, so they come up with a fair quality of

products to compete in price. The less preferable products should be reduced or pulled out from selling lists.

2. Non-price factors are also required to fulfill the customers' satisfaction and compete among the competitors. As relationship can hold the status of the chosen sellers for the buyer and act as the barrier for other competitors, the sellers should provide services to facilitate, entrust, and satisfy box buyers.

5.3 Limitation

The major limitation of this paper is that this paper was designed for the broad range of products related to boxes. As different products require the different specification of boxes and have the unique characteristic, therefore, the buying decision of different products might be different. Also, this research was conducted by only the quantitative approach.

5.4 Future Research

The future research should develop the factors influencing customer's buying decision for corrugated boxes to be more specific and useful, the types of products should be considered and related to these factors such as the buying decision of the corrugated boxes for food products or vehicle parts. This can be developed to match the target customers. Moreover, to gain the insight of those relevant information, the qualitative approach should be applied to the future research.

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แบบสอบถามเรื่อง ปัจจัยที่มีผลต่อการเลือกซื้อกล่องลูกฟูก

เรียนทุกท่าน

ผม นาย สิทธิผล เตชะเวชนุกร นักศึกษาชั้นปริญญาโท สาขาผู้ประกอบการและนวัตกรรม วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล ขอรบกวนเวลาของท่าน ในการร่วมทำแบบสอบถามนี้ ซึ่งเป็นส่วนหนึ่งของงานวิจัยทางวิชาการ โดยมีวัตถุประสงค์ เพื่อศึกษาเกี่ยวกับปัจจัยที่มีอิทธิพลต่อการเลือกซื้อกล่องลูกฟูก / กล่องไปรษณีย์ หรือ กล่องกระดาษลัง ในการบรรจุสินค้าเพื่อการขนส่ง

จึงขอความร่วมมือทุกท่านในการตอบคำถามที่ตรงกับความคิดของท่านมากที่สุด โดยแบบสอบถามนี้จะใช้เวลาประมาณ 5 - 7 นาที และ ข้อมูลที่ท่านตอบในแบบสอบถามจะถูกเก็บเป็นความลับ และจะไม่มีการระบุตัวตนใดๆทั้งสิ้น

ทั้งนี้ ผมขอขอบคุณอย่างยิ่งหากท่านยอมรับที่จะมีส่วนในการทำวิจัยครั้งนี้

ขอแสดงความนับถือ

นาย สิทธิผล เตชะเวชนุกร

แบบสอบถามเรื่อง ปัจจัยที่มีผลต่อการเลือกซื้อกล่องลูกฟูก

1.คำถามทั่วไปเกี่ยวกับผู้ทำแบบสอบถาม

เพศ

- ชาย
- หญิง
- ไม่ประสงค์ที่จะตอบ
- อื่นๆ ____

อายุ

- ต่ำกว่า 18 ปี
- 18-24 ปี
- 25-35 ปี
- 36-45 ปี
- 46-55 ปี
- มากกว่า 55 ปี

ในธุรกิจของคุณมีการใช้กล่องบรรจุภัณฑ์กระดาษลูกฟูก (กล่องลูกฟูก / กล่องลัง) หรือไม่ *

- ใช่
- ไม่

2. คำถามเกี่ยวกับการใช้กล่องลูกฟูก

ประเภทสินค้าที่บรรจุลงกล่อง ____

ปริมาณการใช้กล่องต่อเดือน

- 1-50 ใบ
- 51-100 ใบ
- 101-200 ใบ
- 201-500 ใบ
- 501-1000 ใบ
- 1001-2000 ใบ
- มากกว่า 2000 ใบ

ในปัจจุบันคุณติดต่อสั่งซื้อกล่องจากช่องทางใด (เลือกได้มากกว่า 1 ข้อ)

- โรงงานผลิตกล่องกระดาษลูกฟูก
- ร้านขายปลีก
- ช่องทางออนไลน์
- จุดบริการขนส่งสินค้า
- อื่นๆ ____

กล่องที่คุณใช้เป็นกล่องสำหรับสินค้าของคุณ โดยเฉพาะ(customized) หรือไม่

- ใช่
- ไม่

3. คำถามเกี่ยวกับมุมมองในการตัดสินใจซื้อกล่องกระดาษลูกฟูก

คำถามในส่วนต่อไปจะเป็น จะเกี่ยวกับมุมมองที่มีผลต่อการตัดสินใจซื้อกล่องลูกฟูก ซึ่งจะแบ่งเป็น 5 ส่วน

1. มุมมองด้านราคา
2. มุมมองด้านคุณสมบัติของกล่องลูกฟูก
3. มุมมองด้านการออกแบบ
4. มุมมองด้านการบริการ
5. มุมมองด้านผู้ขาย

ด้านราคา

เลือก 1-5 (5 = เห็นด้วยอย่างยิ่ง / 1 = ไม่เห็นด้วยอย่างยิ่ง)

1. ราคาของกล่องเป็นต้นทุนที่สูงเมื่อเทียบกับราคาสินค้าของคุณ
2. คุณตัดสินใจซื้อกล่องแต่ละครั้งในจำนวนมาก เพื่อที่จะได้ราคากล่องที่ต่ำลง
3. ราคาของกล่องสามารถสะท้อนถึงคุณภาพของกล่อง
4. หากมีผู้ขายรายใหม่ที่เสนอราคาถูกกว่าผู้ขายที่คุณใช้อยู่ คุณอยากจะซื้อจากผู้ขายรายใหม่มากกว่า

ด้านคุณสมบัติ

ความแข็งแรงของกล่องสามารถเพิ่มความสามารถของกล่องในการเรียงซ้อน ป้องกันการฉีกขาด หรือ ทะลุจากสิ่งของมีคม ซึ่งหากสินค้าที่บรรจุมีน้ำหนักมากกว่าที่กล่องลูกฟูกจะรับน้ำหนักได้ เมื่อเรียงซ้อนสินค้า กล่องอาจจะมีการบุบ ยุบ บวม และ สามารถถล่มลงมาได้ซึ่งจะทำให้สินค้าภายในเกิดความเสียหายได้ และ คุณสมบัติการกันความชื้น หรือดูดซึมน้ำ ซึ่งมีผลต่อความแข็งแรงของกล่อง โดยเฉพาะเมื่อมีการเรียงซ้อน อาจจะทำให้รูปทรงของกล่องบวม บูด หรือยุบ ที่เลวร้ายที่สุด อาจจะทำให้กล่องที่เรียงซ้อนอยู่ถล่มลงมาและส่งผลกระทบต่อสินค้าภายในได้

เลือก 1-5 (5 = เห็นด้วยอย่างยิ่ง / 1 = ไม่เห็นด้วยอย่างยิ่ง)

1. ในการเลือกซื้อกล่อง คุณคำนึงถึงความแข็งแรงของกล่อง
2. ในการเลือกซื้อกล่อง คุณคำนึงถึงคุณสมบัติกันความชื้น
3. คุณยินดีที่จะเลือกซื้อกล่องที่มีคุณสมบัติที่ดีกว่า ในราคาที่สูงกว่า กล่องที่มีคุณสมบัติดีน้อยกว่าแต่ราคาถูกกว่า
4. คุณสมบัตินี้ที่ดีกว่าของกล่องลูกฟูกสามารถช่วยให้สินค้าภายในมีคุณค่ามากยิ่งขึ้น

ด้านการออกแบบ

เลือก 1-5 (5 = เห็นด้วยอย่างยิ่ง / 1 = ไม่เห็นด้วยอย่างยิ่ง)

1. คุณคิดว่ากล่องบรรจุภัณฑ์กล่องลูกฟูกที่ออกแบบอย่างสวยงาม มีส่วนช่วยทางด้านการตลาดของธุรกิจคุณ
2. คุณคิดว่ารูปแบบ / รูปทรงของกล่องที่เหมาะสม สามารถสร้างคุณค่าให้กับสินค้าของคุณ
3. คุณคิดว่าการออกแบบบรรจุภัณฑ์กล่องลูกฟูกสามารถสร้างความแตกต่างให้กับสินค้าของคุณจากคู่แข่ง
4. คุณยินดีที่จะจ่ายค่าอุปกรณ์ เช่น ค่าเพลทไดคัท และ แม่แบบพิมพ์กล่องลูกฟูก แม้ว่าค่าใช้จ่ายในส่วนนี้จะแพงกว่าราคากล่องของคุณ (จ่ายครั้งแรกครั้งเดียว)

ด้านการบริการ

เลือก 1-5 (5 = เห็นด้วยอย่างยิ่ง / 1 = ไม่เห็นด้วยอย่างยิ่ง)

1. การจัดส่งสินค้าที่ตรงต่อเวลาจากผู้ขายช่วยให้คุณมีความมั่นใจในการวางแผน และ ดำเนินธุรกิจของคุณ
2. บริการจัดส่งฟรีสามารถช่วยลดต้นทุนขายของคุณเป็นอย่างมาก
3. การที่มีกล่องตัวอย่างให้ดูก่อนสั่งผลิตจริง ช่วยให้คุณมั่นใจว่ากล่องที่คุณจะสั่งผลิตสามารถใช้งานได้และตรงตามความต้องการก่อนการสั่งผลิตจริง
4. การออกแบบบรรจุภัณฑ์โดยไม่มีค่าใช้จ่าย ช่วยให้คุณลดค่าใช้จ่ายและลดระยะเวลาในการทำงานในส่วนของการออกแบบ
5. คุณพึงพอใจที่สามารถเรียกร้องคืนเงิน/สั่งแก้ไข สำหรับกล่องที่ไม่ตรงกับที่ตกลงกันได้
6. ค่าปรึกษาเกี่ยวกับกล่องลูกฟูกสำหรับสินค้าของคุณ เป็นประโยชน์ต่อธุรกิจของคุณ/สินค้าของคุณ

ด้านผู้ขาย

เลือก 1-5 (5 = เห็นด้วยอย่างยิ่ง / 1 = ไม่เห็นด้วยอย่างยิ่ง)

1. คุณคิดว่าผู้ขายกล่องลูกฟูกที่ทำผลงานที่มีชื่อเสียง (บริษัทใหญ่ๆ) มีความน่าเชื่อถือ ทั้งด้านคุณภาพและการให้บริการ
2. คุณคิดว่า ความน่าเชื่อถือและความไว้วางใจสามารถช่วยตัดสินใจซื้อกล่องกระดาษลูกฟูกได้ไวขึ้น
3. คุณคิดว่าความสัมพันธ์ที่ดีระหว่างผู้ซื้อและผู้ขายกล่อง มีผลทำให้ผู้ซื้อกล่องลูกฟูกไม่เปลี่ยนใจไปซื้อกล่องจากผู้ขายรายใหม่ แม้ว่าราคาใหม่ที่เสนอมานั้นจะถูกกว่า

4. คุณคิดว่าการประเมินผู้ขาย เช่นการ รีวิว หรือ คำบอกเล่าปากต่อปากจากบุคคลอื่น เกี่ยวกับผู้ขาย
กล่องลูกฟูก ส่งผลต่อการเลือกซื้อกล่องลูกฟูกของคุณ

ปัจจัยที่มีอิทธิพลต่อการเลือกซื้อกล่องกระดาษลูกฟูก

ปัจจัยดังต่อไปนี้ส่งผลต่อการตัดสินใจเลือกซื้อกล่องลูกฟูกของคุณมากเพียงใด (5 = มีอิทธิพลอย่างมาก , 4 = มีอิทธิพลสูง, 3= มีอิทธิพลปานกลาง , 2 = มีอิทธิพลน้อย, 1 = ไม่มีอิทธิพล

1. ราคา
2. คุณสมบัตื
3. การออกแบบ
4. การบริการ
5. ผู้ขาย

