EFFECT OF SITUATIONAL FACTORS ON IMPULSE BUYING TO SATISFACTION IN AN ONLINE SHOPPING FOR BRANDED CLOTHING

JIDAPA PHUMITANON

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on
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………………………..…...………......
Ms. Jidapa Phumitanon
Candidate

....
Asst. Prof. Chanin Yoopetch,
Ph.D.,
Advisor

....
Boonying Kongarchapatara,
Ph.D.
Chairperson

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

....
Teerapong Pinjisakikool,
Ph.D.
Committee member

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EFFECT OF SITUATIONAL FACTORS ON IMPULSE BUYING TO SATISFACTION IN AN ONLINE SHOPPING FOR BRANDED CLOTHING

JIDAPA PHUMITANON 6249014

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. CHANIN YOOPETCH, Ph.D., BOONYING KONGARCHAPATARA, Ph.D., TEERAPONG PINJISAKIKOOL, Ph.D.

ABSTRACT

Although many researchers have studied the impulse buying behavior, most of the work was done in an offline setting. This study hence is aimed to explore the factors affecting the impulse buying behavior of online shoppers as well as those factors that affect their satisfaction. Furthermore, the differences among various demographic groups on each variable, including, gender, age, income, shopping bill per a time, and frequently visited shopping website/platform will also be identified.

In order to obtain the results, this study uses the quantitative research method. The population sample is Thai people age above 20 years, who shop fast fashion branded clothing online at least once in the last three months. The finding shows that there are four variables affecting the satisfaction of online shoppers, in a descending order, convenience, perceived ease of use, website aesthetics, and perceived risks. In addition, three significant factors that stimulate impulse buying include convenience, perceived ease of use, and website aesthetics. Lastly, for gender, male has a higher mean than female in all of the variables except for the perceived risks. For age, income, and shopping bill group, the results are somewhat similar. There are few significant differences in variables including perceived risks, satisfaction, convenience, as well as impulse buying. For the frequently visited shopping website/platform, there are no significant differences in any of the variables.

KEY WORDS: Impulse Buying/ Satisfaction/ Online Shopping/ Branded Clothing/ Convenience

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CHAPTER I
INTRODUCTION

1.1 Thailand Electronic Commerce

Thailand's advance in technology and surging rate of internet availability have made the country the second largest Business to Consumer Electronic Commerce (B2C E-Commerce) market in the Southeast Asia region, closely following Indonesia. From the past decade, Thai E-Commerce has continuously expanded for around 8-10% per year. However, for these past few years, the growth rate sped up to a double digit. According to the Electronic Transactions Development Agency (ETDA), starting from 2017, Thai E-commerce market has a value of 2.8 billion baht, rose 14% to 3.2 billion baht in 2018, and jumped 20% to 3.8 billion baht in 2019.

According to statistics from Priceza for the entire year 2019, Thai consumers bought products online mostly through social media channels like facebook, line, instagram, which reached up to 40% of the total volume. E-marketplace like Shopee, Lazada, and JD came in second place, up to 35% of the market value. The rest was E-Tailers, like Big-C, Central, Tesco, HomePro, and King Power. Almost all of the transactions (99%) is done via mobile. So, it is interesting to note that mobile shopping is widely popular among Thai consumers.

Referring to Statista, one of the world's largest online statistics databases, the forecast trends of mobile and social shopping in Thailand combine to an annual growth rate of online retail sales above 20% through 2025. Considering the merchant segments for online shops, apparel amounted to 908 million Thai Baht, ranked second following electronics segments. Looking ahead, there is still room for growth for the apparel industry in Thai E-Commerce market.

Additionally, considering the Business to Customer segment (B2C) in online shopping, apparel comes in second place after food and beverage, ranging as high as 97.88%, while lower than 3% is for the Business to Business segment (B2B). Therefore,

the researcher aims to focus on the apparel segment which is widely popular among online merchants and end users.
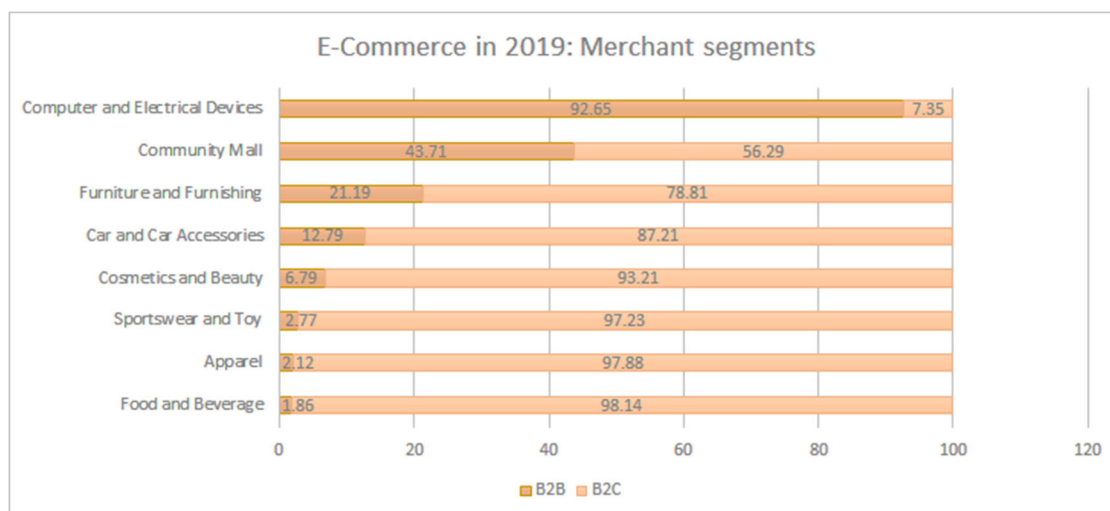
Figure 1.1 Merchant segments for Thai online shops

1.2 Branded Clothing

Clothing refers to the outer layer of wearing apparel excluding protective garments such as coats, capes, and rainwear (Williams, 1975). The researcher chooses clothing as a context because products related to self-image or self-expression, such as clothing and jewelry were rated as more likely to be impulsively purchased by consumers than utility products like food and electronics. (Moser, 2020)

In Thailand, many online fashion brands are so popular among millennials, especially fast fashion clothing branded on Facebook and Instagram. Fast fashion clothing is most related to a strategy that creates an efficient supply chain in order to produce clothing merchandise rapidly while swiftly answering to consumer demand (Levy and Weitz, 2008).

Most of the brands only have online stores (online only brand); for example, Penelope, Urthe, Basics by Sita, Flat 2112, Loony Store, Blackdog BKK, Lamune, and Life Project BKK. Some brands, however, are so famous and successful, adding physical stores to their portfolios (offline-online integration), like Vatanika, Pomelo, Disaya, Kloset, April Pool Day, and Khun Poom. In addition, there are also global fast fashion

branded clothing like H&M, Cotton on and Zara. For this research, these three types of the fast fashion clothing branded will be included in the context.

1.3 Purpose of the Study

In the last decade, consumer behavior in shopping has adjusted to a rapid development in information technology. The accessibility of 24-hour a day and 7-day a week retailing has brought about an increase in online shopping. Furthermore, according to the Electronic Transactions Development Agency (ETDA), Thai people are one of the top nations who spend the longest time on the internet, reaching as high as an average of 10 hours per day. High internet usage inevitably boosts up the online shopping rate.

The researcher is also a person who spends a lot for clothing in online shopping without prior purchase intention, especially for the fast fashion branded one. Sometimes a clothing bill for online shopping in a month reaches as high as thousands. This inspires the researcher to know and learn more of the tools that are likely to stimulate impulse buying.

Although many researchers have studied the impulse buying behavior, most of the work was done in an offline setting, for brick and mortar stores. Little work has been done on how the impulse buying behavior is like in an online setting.

In this research, there are three main objectives. The first objective is to identify the factors affecting the satisfaction of online shoppers. The second objective is to identify the factors affecting the impulse buying behavior of online shoppers, and the third objective is to identify the differences among various demographic groups on each variable, including, gender, age, income, shopping bill per a time, and frequently visited shopping website/platform.

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LITERATURE REVIEW
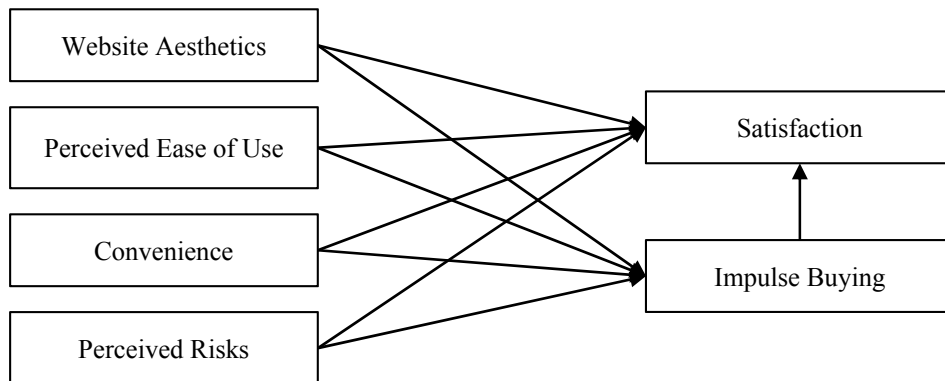
Figure 2.1 Framework

2.1 Impulse Buying
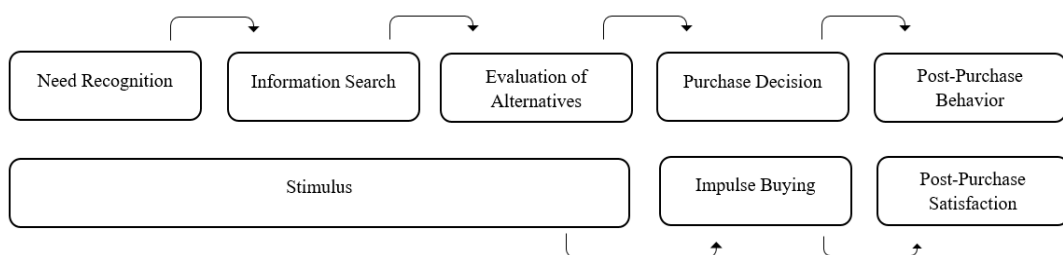
Figure 2.2 A model of impulse buying: Adopted from John Dewey's Theory of Buyer Decision Making

In 1910, five stages of the buyer decision process were first introduced by John Dewey as need recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior. Impulse buying, however, disregards these steps and shortens the decision making. It deranges consumers' thinking processes and makes them become less logical.

Impulse Buying has been identified and explored by various marketing researchers for many decades over the past century. Stern (1962), a researcher whose work has been widely referred to even for today, described four distinct types of impulse buying as pure, reminder, suggestion, and planned. (i) Pure impulse buying typically means a buying behavior that breaks from a normal buying pattern. (ii) Reminder impulse buying: occurs when a shopper sees a product and remembers that he/she runs out of it and hence needs to buy. (iii) Suggestion impulse buying: occurs when a shopper has an initial encounter with a product and envisages a usage for it, and last (iv) Planned impulse buying: refers to a buying that takes place when the shopper sees a deal such as price discount, coupon, sales promotion, buy one get one and the like.

In 1982, Weinberg and Gottwald described impulse buying as a reactive behavior, in which the consumer has some responses when exposed to the stimulus in the purchase situation. According to the Oxford online dictionary, a stimulus is "something that produces a reaction in a human, an animal or a plant or something that helps somebody to develop better or more quickly" (Oxford, 2020). Since this behavior is reactive and highly stimulating, the consumer is less determined to think logically and thus has a very low control over the purchase decision. In other words, the stimulating factors speed up the consumer purchase decision. The consumer does not act consciously, but rather reacts to the presence of the stimulus, such that cognitive thinking processes are reduced to a minimum (Weinberg and Gottwald 1982).

Similarly, Rook (1987) defined impulse buying as an unplanned purchase which occurs when a consumer is exposed to a stimulus. Likewise, Piron (1991) also justified that impulse buying is a purchase that is unplanned, and is the result of an exposure to a stimulus, decided on-the-spot. From these definitions, it can be derived that the consumer decides to purchase a product on the spur of the moment, not in response to a previously recognized need or an intention that was formed prior to the shopping situation.

Impulse buying is an action that has received considerable attention from marketing researchers and has been studied extensively in an offline setting (traditional commerce). However, only a few studies have been done in an online context (electronic commerce). For the past decades, the advancement in technology has shaped a new consumer behavior. The 24 hours per day, 7 days per week (24/7) accessibility of

online shopping has boosted the customer's purchasing experience and subsequently, an increase in impulse buying.

In 2005, Parboteeah found that two conditions enhance online impulse purchase behavior. First, the website should be secure and easy to navigate, to minimize any negative cognitive reactions. Second, the innovative and creative interface design should be used to maximize the emotional reactions. In addition, Wells, Parboteeah, and Valacich (2011) found that a website's quality and personal traits of a consumer significantly influenced online impulse buying behavior. Later in 2017, Chen et. al. also explored positive and negative influences that impact shopping emotions in an online setting.

Notably, it is clearly seen that a lot more study is needed to get to the same understanding level of impulse buying in an offline setting. Moreover, little study has been done for the post-purchase behavior of impulse buying. In this study, the researcher explores the degree of impact each stimulus (website aesthetics, perceived ease of use, convenience, and perceived risks) has on the satisfaction felt after the impulse buying behavior, in order to shed more light in an online setting. The terminology of impulse buyer used in this study is based on Stern's research (1962) as aforementioned. Impulse buying behavior in this study includes all four distinct types, which are pure, reminder, suggestion, and planned.

2.2 Perceived Ease of Use (Ease of Navigation)

Perceived ease of use has been studied in various Information Technology and Marketing researches. It is usually associated with the adoption of new technology and generally defined as the degree to which a person believes that using a particular system would be free of effort (Davis 1989). Similar to Davis, Bonn identified perceived ease of use as the convenience of learning information technology with respect to the degree of required physical and mental effort (Bonn et. al., 2016).

In 2010, Yang defined perceived ease of use as a relation to ease of access to and navigation of websites. The design and development of a virtual layout play a critical role in ensuring consumers' ease of navigation through online websites. The virtual layout of an online store acts as a guide to the consumer and shows the store

merchandise. Consequently, the virtual layout can either ease or hinder the navigation (Manganari et al. 2011). 'Virtual layout' is defined as the relative locations of information or products on a website, and how a consumer's attention is directed. (Sheng-Wei Lina and Louis Yi-Shih Lo. 2016)

In addition, ease of navigation in online stores is a major component of website usability (Nielsen 2000). Whether a consumer approaches an online store and creates a purchase decision depends on the website usability (Bauer, Grether, and Leach, 2002).

In this study, perceived ease of use in the online shopping context includes the titles, categories, search features used in the website and the functionality of various features provided in the online stores. The researcher intends to explore the effect and degree of impact the perceived ease of use has on the impulse buying behavior.

Hypothesis 1: The easier usage the customers perceived, the more likely the impulse buying behavior will occur.

Hypothesis 2: The easier usage the customers perceived, the higher the satisfaction.

2.3 Website Aesthetics

Nowadays, as competitions in the online channels among various online stores become so harsh and intense, websites should ensure that the design is appealing to consumers. Consumers look to cues such as background patterns, color, fonts and typefaces which make the verbal content easy to read and understand, and also develop a mood or image for the website (Eroglu, Macheit, and Davis, 2001).

Online websites are a valuable medium for interacting with potential customers (Song and Zahedi, 2005). A consumer's perception of a website has influences on their emotions and attitudes. These emotions and attitudes, then, impact the consumer's thinking towards the content of the website, the advertised products, company, credibility and site usability (Chen 2009). As the more pleasantness and reliability of the website, the more likelihood of purchasing from the site will occur.

Similarly, Tarasewich et al. (2001) found that pictures, layout, style, simplicity, and color affect perceived website usability, in which it is led to purchase intention.

Furthermore, many researchers have found that website aesthetics affects organizational image, purchase intent, perception of product quality, and the time spent in a web store (Song and Zahedi, 2005; Oh et al., 2008; Manafi et al., 2011; Behjati & Othaman, 2012).

Recently, Lin and Lo (2016) and Moser (2020) have just studied the design features on websites that can encourage impulse buying. According to Lin and Lo (2016), when consumers are exposed to the website, they are likely to be influenced jointly by the virtual layout and the hedonic contents of websites, which in turn increase the arousal of impulse buying.

Therefore, for the terminology of 'website aesthetics' in this study, the researcher explicitly refers to the total impressions of the internet users (consumers) toward shopping websites, in terms of layout, color, font and style, to see the impact each part has on the impulse buying behavior.

Hypothesis 3: The more impressed the customers are towards the website design, the more likely the impulse buying behavior will occur.

Hypothesis 4: The more impressed the customers are towards the website design, the higher the satisfaction.

2.4 Convenience

Shopping convenience has become more and more important as a main motivation underlying customers' tendency to adopt online shopping (Beauchamp and Ponder, 2010; Colwell et al., 2008). When consumers perceive their tasks to be effortless, they tend to show a stronger impulse-buying behavior (Parboteeah et al., 2009; Verhagen and Dolen, 2011; Wells, Parboteeah, and Valacich, 2011).

Seiders et al. (2000) suggested four dimensions of convenience as (i) access: the ease of access from a consumer to a retailer, (ii) search: consumers can spot and choose products they intend to buy easily, (iii) possession: the speed and ease in which consumers can acquire the desired product, and (iv) transaction: consumers can flexibly use various payment methods to complete payments. Later on, Seiders et al. (2007) mentioned that various convenience conceptualizations have been underlined by two primary facets, which are consumers' time and effort costs.

Likewise, Palacios (2016) defined online shopping convenience as the major characteristics of the online shopping operations that enable consumers to conduct seamless online shopping transactions without wasting time and/or efforts.

According to Oxford online dictionary, convenience refers to "something that is useful and can make things easier or quicker to do, or more comfortable" (Oxford, 2020). In this study, the term 'convenience' is based on Seiders's definition, and particularly includes (1) transaction convenience: consumers' perceived expenditure of time and effort to complete financial transactions online, (2) service convenience: the degree of time and effort used to contact online stores to solve consumers' problems and concerns relating to the online purchase, and (3) time convenience: consumers' perceived expenditure of time to purchase products online. This study, therefore, explores the effect and degree of impact the convenience has on the impulse buying behavior.

Hypothesis 5: The more convenient customers perceive for online shopping, the more likely the impulse buying behavior will occur.

Hypothesis 6: The more convenient customers perceive for online shopping, the higher the satisfaction.

2.5 Perceived Risks

Various literature, especially in the field of consumer behavior, have applied the concept of perceived risks. Perceived risk is conceptualized as arising from unanticipated and uncertain consequences of an unpleasant nature resulting from the product purchase (Bauer, 1960), and it is also generally conceptualized in terms of loss (Dowling, 1986). The perceived risk concept was first developed by Bauer to study human behavior in the purchase decision making process.

Moreover, perceived risk is typically defined as the subjective appraisal of uncertainty concerning the financial, physical, and social consequences of a consumption experience (Liebermann and Stashevsky, 2002). However, in the online shopping context, the biggest difference to traditional shopping was the ability to physically touch and examine the products (Bezes, 2016). Consequently, online shopping carries additional risks compared to traditional shopping. These risks are privacy risk, delivery risk, and the like.

More importantly, in an online shopping context for fashion, an additional risk in terms of fitability (whether the product is too big or too small) and sensual touch (feeling of a textile) highly impact consumer purchase decisions, as fashion products require more personal and physical experiences from the consumer (Simonian et. al. 2012)

Similarly, the researcher defines 'perceived risk' as any loss or concern regarding the overall experience of online shopping, including (1) Perceived delivery risk: the concern on availability and condition of logistics, (2) Perceived product risk: the concern of product quality, negative judgment from reviews and comments shown in the website, as well as value for money, and (3) Perceived financial risk: the financial concern associated with the online payment. As all these are the unpleasant and uncertain factors happening when purchasing products online, and may obstruct the impulse buying behavior.

Hypothesis 7: The higher the risks customers perceive, the less likely the impulse buying behavior will occur.

Hypothesis 8: The higher the risks customers perceive, the lower the satisfaction.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Population Sample

This research will include any Thai residents age above 20 years, who shop fast fashion branded clothing online at least once in the last three months. The researcher used a three-month time period to make sure that the respondents have the fresh experience with online shopping for fast fashion branded clothing, and thus be able to provide the useful information.

3.2 Data Collection and Sample Size

The Cochran formula allows the researcher to calculate an ideal sample size given a desired level of precision, desired confidence level, and the estimated proportion of the attribute present in the population (Cochran, 1977). According to Cochran's Sample Size Formula $(n_0 = \frac{z^2 pq}{e^2})$, with 95% confidence level, it gives a Z value of 1.96 per the normal tables, therefore deriving a sample size of 385 respondents, $((1.96)^2 (0.5) (0.5)) / (0.05)^2 = 385$. To cope with some errors, the minimum sample size of 400 then is used in this study.

After compiling numerous studies and past researches, the researcher has come up with six potential factors; impulse buying, website aesthetics, ease of use, convenience, perceived risks and satisfaction. In this research, each factor is an independent variable (IV) while shoppers' satisfaction is a dependent variable (DV).

This quantitative research will analyze the relationship between each factor (IV) and the satisfaction felt after impulse buying (DV). The methodology will be accomplished through a web link which is completed by fast fashion branded clothing online shoppers. The online survey allows the researcher to reach a wider and faster target audience. The questionnaire included closed-ended questions, which are based on the scale rating for better concise data analysis.

The questionnaire is conducted online and self-administered as the respondents can complete them at their convenient time. All respondents who enter the web link will receive the same set of questions and will be informed of the purpose of the questionnaire, stated at the first page before they can begin. Due to the limited timeframe, a convenience sampling method is used for this study.

The questionnaire consists of three parts with its own sub questions. The first part is the screening question, to check whether the respondent has ever bought a fast fashion branded clothing within the past three months with various sample fast fashion brands given for clarification. If the respondent has not bought a fast fashion branded clothing within the past three months, the respondent may not be able to recall for his/her shopping or feeling at that time. Therefore, he or she will not be able to carry on to the next question and hence will automatically produce an invalid result.

The second part asks about the impulse buying, satisfaction, website aesthetics, perceived ease of use, followed by convenience and perceived risks. Respondents have to rate their opinions regarding the branded clothing purchased online using a Likert scale. The scale starts from 1 to 5 (1 means strongly disagree, 2 means disagree, 3 means neutral, 4 means agree, 5 means strongly agree).

The last part focuses on the demographic features of the respondents. The basic information like gender and frequently visited shopping website are asked using nominal scale, while the sensitive information like income, age, and branded clothing bill per a time are asked using interval scale.

3.3 Data Analysis

To fulfil the objectives of this study, the researcher examines factors using quantitative methods. Demographics questions were also added within the questionnaire to support the overall findings. Data analysis utilized by Statistical Package Social Science (SPSS), through independent samples t-test, Analysis of Variance (ANOVA), reliability analysis, and regression analysis.

The data collected were mainly primary data which was analyzed based on the questionnaire. The research method of quantitative study provides the ground for both statistical generalization and analytical generalization of findings.

Additionally, to support the obtained data from the primary source (i.e. questionnaire), secondary data were also collected from previous research studies and official reports, such as the growth rate of the electronic commerce and apparel industry.

CHAPTER IV

RESEARCH FINDINGS

4.1 Reliability Analysis

Table 4.1 Reliability Statistic – Impulse Buying

Cronbach's Alpha		N of Items		
.768		6		
Item-Total Statistics				
Impulse Buying	**Scale Mean if Item Deleted**	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
"Buy now, think about it later" describes me	17.7438	12.077	.707	.674
My online purchase is usually done without any previous intention or plan	17.3818	12.587	.720	.672
When I see a product in the website, I imagine the need/usage for it, then I decide to buy at that moment	16.8793	16.684	.385	.763
When I see a product in the website, I remember that I run out of it so I decide to buy on the spot	17.5123	14.813	.504	.736
My online purchase is done only when there is a special promotion (e.g. buy one get one, price discount, coupon, and the like)	16.8793	16.082	.392	.762
I carefully plan most of my online purchases	17.8522	16.181	.366	.768

In the Reliability Statistics for the Impulse Buying, the Cronbach's Alpha of the total 6 items is (.768), which is considered as an adequate scale for the correlation of an item under the variable of Impulse Buying.

Table 4.2 Reliability Statistic – Satisfaction

Cronbach's Alpha		N of Items	
.773		6	
Item-Total Statistics			
Satisfaction	**Scale Mean if Item Deleted**	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
I am satisfied with the website design	20.0099	7.501	.497	.745
I feel that making a payment online is fast and easy	19.4212	7.953	.456	.755
I am satisfied with the service offered by the website/platform when I have a problem	19.9631	6.574	.600	.718
I am satisfied with the ease of use of the shopping website/platform	19.6108	7.186	.588	.722
I am satisfied with the delivery system	19.6034	7.381	.566	.729
I am satisfied with the product quality even if I can't virtually see and touch when I order online	20.2217	7.570	.420	.766

In the Reliability Statistics for the Satisfaction, the Cronbach's Alpha of the total 6 items is (.773), which is considered as an adequate scale for the correlation of an item under the variable of Satisfaction.

Table 4.3 Reliability Statistic – Perceived Ease of Use

Cronbach's Alpha		N of Items	
.913		6	
Item-Total Statistics			
Perceived Ease of Use	**Scale Mean if Item Deleted**	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
It is easy to follow the menu structure	19.9310	13.654	.744	.900
It is pleasant to follow the overall flow of the website	20.0394	13.045	.760	.897
The website adequately meets my information needed	20.0837	12.319	.780	.894
I find that my interaction with the website is clear and understandable	20.0271	12.525	.772	.895
It is easy for me to become skillful at navigating various pages of the website	19.9286	12.852	.755	.897
It is easy to search for the product I am looking for	19.8916	13.312	.736	.900

In the Reliability Statistics for the Perceived Ease of Use, the Cronbach's Alpha of the total 6 items is (.913), which is considered as a good scale for the correlation of an item under the variable of Perceived Ease of Use.

Table 4.4 Reliability Statistic – Website Aesthetics

Cronbach's Alpha		N of Items	
.612		6	
Item-Total Statistics			
Website Aesthetics	**Scale Mean if Item Deleted**	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
The shopping website I use displays virtually pleasing design	17.5591	5.704	.431	.538
The shopping website is virtually appealing	17.4704	5.405	.531	.500
Using this shopping website can improve my shopping performance	17.5567	5.413	.448	.526
The images and typefaces used in the shopping website are pleasing to the eye	17.5049	5.307	.550	.491
The color of the shopping website has no impact on my shopping emotion	17.8621	5.892	.218	.625
The shopping website is too messy and cluttered	18.3768	6.438	.059	.699

In the Reliability Statistics for the Website Aesthetics, the Cronbach's Alpha of the total 6 items is (.612), which is higher than a lenient cut-off of (.60). However, if the last item is deleted, the Cronbach's Alpha will become (.699), which is considered as an adequate scale for the correlation of an item. Therefore, the researcher will delete the last item, "The shopping website is too messy and cluttered" from this study.

Table 4.5 Reliability Statistic – Convenience

Cronbach's Alpha			N of Items	
.823			6	
Item-Total Statistics				
Convenience	**Scale Mean if Item Deleted**	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
I enjoy taking time exploring the shopping website	20.1158	11.530	.434	.824
I enjoy to spend least time to complete the transaction online	20.0887	10.683	.593	.794
When I have a problem, I can reach customer services of the website without much time needed	20.3818	9.155	.674	.776
When I have a problem, I can reach customer services of the website without much effort needed	20.4433	8.761	.730	.761
It is fast to purchase product online	19.7586	11.216	.567	.801
I don't need to learn much about how to purchase product online	19.8522	11.030	.569	.800

In the Reliability Statistics for the Convenience, the Cronbach's Alpha of the total 6 items is (.823), which is considered as a good scale for the correlation of an item under the variable of Convenience.

Table 4.6 Reliability Statistic – Perceived Risks

Cronbach's Alpha		N of Items		
.828		6		
Item-Total Statistics				
Perceived Risks	**Scale Mean if Item Deleted**	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
I am concerned whether I receive the order	19.5542	11.364	.557	.810
I am concerned the order is late/slow delivered	19.0296	11.071	.666	.785
I am concerned of the product quality when I shop online	18.7833	11.800	.625	.795
I take comment/review of the product into consideration	18.5197	12.798	.466	.824
I am concerned that the information I provide during the transactions will reach inappropriate parties	19.1133	11.390	.612	.797
I am concerned in the security of my transaction with the website	19.1133	11.153	.662	.786

In the Reliability Statistics for the Perceived Risks, the Cronbach's Alpha of the total 6 items is (.828), which is considered as a good scale for the correlation of an item under the variable of Perceived Risks.

4.2 Demographic Characteristics (2)

The data from the questionnaires were analyzed by descriptive statistics, to find the frequency and percentage of the general demographic characteristics of respondents. The data from the questionnaire survey were based on gender, age, monthly income, branded clothing bill per time and frequently visited shopping website as shown in tables 4.7

Table 4.7 Demographic Characteristics

Classification	Variable	Number	Percentage
Gender	Male	120	29.6
	Female	286	70.4
Age	20-25 years	82	20.2
	26-30 years	159	39.2
	31-35 years	82	20.2
	36-40 years	49	12.1
	41-45 years	21	5.2
	above 45 years	13	3.2
Income (Thai Baht)	Less than 15,000	16	3.9
	15,001-30,000	100	24.6
	30,001-45,000	96	23.6
	45,001-60,000	95	23.4
	60,001-75,000	45	11.1
	above 75,001	54	13.3
Branded clothing bill per time (Thai Baht)	Below 200 THB	3	0.7
	201-400 THB	52	12.8
	401-600 THB	102	25.1
	601-800 THB	66	16.3
	801-1000 THB	68	16.7
	Above 1000 THB	115	28.3
Frequently visited shopping website	Shopee	141	34.7
	Lazada	79	19.5
	JD Central	12	3.0
	Instagram	51	12.6
	Pomelo	33	8.1
	Facebook	38	9.4
	Brand own website	42	10.3
	Others	10	2.5

Out of the total 406 samples, there are 29.6% male respondents or 120 people and 70.4% female respondents or 286 people, in which the common age for shopping branded clothing online is between 26-30 years, accounting for 39.2% of the overall respondents. The second highest groups are 20-25 years and 31-35 years, both accounted for 20.2% or 82 people each. Followed by 36-40 years and 41-45 years at 12.1% and

5.2% respectively. The least that shop branded clothing online is those that age above 45 years, which accounted for only 3.2% of the total respondents.

Most of the respondents have an income of 15,001-30,000 Baht, with a total of 100 people, or 24.6%. The second highest group has income of 30,001-45,000 Baht, with a total of 96 people or 23.6%. Followed closely by those who have income of 45,001-60,000 Baht, with a total of 95 people or 23.4%. The fourth highest group has income of above 75,001 Baht, with a total of 54 people, or 13.3%. The next highest group has income of 60,001-75,000 Baht, with a total of 45 people, or 11.1%. The least amount of respondents group has income of less than 15,000 people, with a total of 16 people, or 3.9%.

Most of the respondents spend more than 1000 THB per a bill for branded clothing online, accounting for 28.3% of the total samples. The second highest group is those who spend between 401-600 THB, accounting for 25.1%. The third highest group is those who spend between 801-1000 THB, accounting for 16.7% or 68 people. Followed closely by the group who spend between 601-800 THB, accounting for 16.3% or 66 people. The next highest group is those who spend between 201-400 THB, accounting for 12.8%. The least amount of respondents group spends below 200 THB, accounting for 0.7%, or 3 people.

The researcher collects the information of what website or platform is the most popular among those who purchase branded clothing online. It turns out that the most popular shopping website or platform is Shopee, with 34.7% of the respondents choosing to be their top choice. The second most popular is Lazada, with 19.5% or 79 people use this website for branded clothing online shopping. The third most popular is Instagram, with 51 people or 12.6% of the respondents use this platform for branded clothing online shopping. The next most popular are brand own websites and Facebook, accounting for 10.3% and 9.4% respectively. Followed by Pomelo, with 8.1% of the total respondents choosing this website as their choices. The least popular website is JD Central, with only 3% of the total respondents choose as their choices.

4.3 Descriptive statistics

There were 6 variables in the study, with 4 independent variables and 2 dependent variables. The independent variables included website aesthetics, convenience, perceived ease of use, and perceived risks. The dependent variables are satisfaction and impulse buying. Each variable has 6 questions. However, due to the required adequate scale of reliability as aforementioned, website aesthetics variable is cut down to 5 questions.

Table 4.8 Descriptive Statistic – Impulse Buying

Impulse buying	Mean	Std. Deviation
"Buy now, think about it later" describes me	3.11	1.317
My online purchase is usually done without any previous intention or plan	3.47	1.216
When I see a product in the website, I imagine the need/usage for it, then I decide to buy at that moment	3.97	0.891
When I see a product in the website, I remember that I run out of it so I decide to buy on the spot	3.34	1.099
My online purchase is done only when there is a special promotion (e.g. buy one get one, price discount, coupon, and the like)	3.97	1.011
I carefully plan most of my online purchases	3.00	1.032

In the Descriptive Statistics for the Impulse Buying, the highest mean is (3.97), which are two statements between "When I see a product in the website, I imagine the need/usage for it, then I decide to buy at that moment" and "My online purchase is done only when there is a special promotion (e.g. buy one get one, price discount, coupon, and the like)". The second highest is "My online purchase is usually done without any previous intention or plan" with the mean of (3.47). The third highest is "When I see a product on the website, I remember that I run out of it so I decide to buy on the spot" with the mean of (3.34).

These data show that people who ordered online branded clothing agree the most with four of the statements above, the higher the mean, the more they agree

with the statements. Currently, people think that when they see the product on the website, it reminds them of the usage, hence they decide to buy. Special promotion is also the main triggering factor for them. Usually, there is no purchase intention or plan for them to buy prior to seeing the product.

Table 4.9 Descriptive Statistic – Satisfaction

Satisfaction	Mean	Std. Deviation
I am satisfied with the website design	3.76	0.758
I feel that making a payment online is fast and easy	4.34	0.674
I am satisfied with the service offered by the website/platform when I have a problem	3.80	0.898
I am satisfied with the ease of use of the shopping website/platform	4.16	0.756
I am satisfied with the delivery system	4.16	0.726
I am satisfied with the product quality even if I can't virtually see and touch when I order online	3.54	0.821

In the Descriptive Statistics for Satisfaction, the highest mean is (4.34), which is "I feel that making a payment online is fast and easy". The second highest are "I am satisfied with the ease of use of the shopping website/platform" and "I am satisfied with the delivery system" with the mean of (4.16) equally.

These data show that people who ordered online branded clothing are satisfied with three of the statements above the most. They think that to buy the product online is fast and the usage of the shopping website and platform are easy. The delivery system is also delightful.

Table 4.10 Descriptive Statistic – Perceived Ease of Use

Perceived Ease of Use	Mean	Std. Deviation
It is easy to follow the menu structure	4.05	0.749
It is pleasant to follow the overall flow of the website	3.94	0.835
The website adequately meets my information needed	3.90	0.937
I find that my interaction with the website is clear and understandable	3.95	0.911
It is easy for me to become skillful at navigating various pages of the website	4.05	0.872
It is easy to search for the product I am looking for	4.09	0.812

In the Descriptive Statistics for Perceived Ease of Use, the highest mean is (4.09), which is "It is easy to search for the product I am looking for". The second highest are "It is easy to follow the menu structure" and "It is easy for me to become skillful at navigating various pages of the website" with the mean of (4.05) equally.

These data show that people perceived the online website and platform for purchasing of branded clothing are easy to use and navigate. Searching for the product they would like to buy is convenient and effortless. The menu structure is simple.

Table 4.11 Descriptive Statistic – Website Aesthetics

Website Aesthetics	Mean	Std. Deviation
The shopping website I use displays virtually pleasing design	3.71	0.692
The shopping website is virtually appealing	3.80	0.696
Using this shopping website can improve my shopping performance	3.71	0.769
The images and typefaces used in the shopping website are pleasing to the eye	3.76	0.709
The color of the shopping website has no impact on my shopping emotion	3.40	0.883

In the Descriptive Statistics for Website Aesthetics, the highest mean is (3.80), which is "The shopping website is virtually appealing". The second highest is "The images and typefaces used in the shopping website are pleasing to the eye" with the mean of (3.76). The third highest are two statements between "Using this shopping website can improve my shopping performance" and "The shopping website I use displays virtually pleasing design" with the mean of (3.71) equally.

These data show that people perceived the online website and platform for purchasing of branded clothing are virtually appealing with pleasing design. The images and typefaces used in the shopping website and platform are pleasant.

Table 4.12 Descriptive Statistic – Convenience

Convenience	Mean	Std. Deviation
I enjoy taking time exploring the shopping website	4.01	0.784
I enjoy to spend least time to complete the transaction online	4.04	0.806
When I have a problem, I can reach customer services of the website without much time needed	3.75	1.036
When I have a problem, I can reach customer services of the website without much effort needed	3.68	1.058
It is fast to purchase product online	4.37	0.718
I don't need to learn much about how to purchase product online	4.28	0.755

In the Descriptive Statistics for Convenience, the highest mean is (4.37), which is "It is fast to purchase products online". The second highest is "I don't need to learn much about how to purchase products online" with the mean of (4.28). The third highest is "I enjoy to spend least time to complete the transaction online" and followed closely by "I enjoy taking time exploring the shopping website" with the mean of (4.04) and (4.01) respectively.

These data show that people who ordered online branded clothing agree the most with four of the statements above, the higher the mean, the more they agree with the statements. These data show that people perceive that online shopping for

branded clothing is convenient as it is fast to purchase the product online, so that they can spend the least time to complete the transaction. They also don't need to learn much in order to purchase the product online. In addition, it is fun for them to explore the shopping website and platform.

Table 4.13 Descriptive Statistic – Perceived Risks

Perceived Risks	Mean	Std. Deviation
I am concerned whether I receive the order	3.27	1.003
I am concerned the order is late/slow delivered	3.79	0.944
I am concerned of the product quality when I shop online	4.04	0.845
I take comment/review of the product into consideration	4.30	0.807
I am concerned that the information I provide during the transactions will reach inappropriate parties	3.71	0.937
I am concerned in the security of my transaction with the website	3.71	0.932

In the Descriptive Statistics for Perceived Risks, the higher the mean, the more they perceived the risks and agreed with the statements. The highest is "I take comment/review of the product into consideration" with the mean of (4.30). The second highest is "I am concerned of the product quality when I shop online" with the mean of (4.04). The third highest is "I am concerned the order is late/slow delivered" with the mean of (3.79).

The data shows that people who purchased the branded clothing online are concerned of the product quality and usually take comments or reviews of the product into consideration. In addition, they are also concerned about the delivery whether it will be late or slow.

4.4 T-Test

Table 4.14 T-Test – Impulse Buying

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
My online purchase is usually done without any previous intention or plan	Equal variances assumed	0.858	0.355	2.142	0.033
	Equal variances not assumed			2.067	0.040
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
My online purchase is usually done without any previous intention or plan	Male	120	3.67	1.29	0.12
	Female	286	3.38	1.18	0.07

Conducting the T-test, with the gender male and female, the researcher found the difference with impulse buying. It is the statement "My online purchase is usually done without any previous intention or plan". T value is (2.142), and Sig. (2-tailed) is (0.033). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that male has a higher mean with (3.67) than the female which has (3.38). This shows that males are more likely to make an online purchase without any previous intention or plan.

Table 4.15 T-Test – Impulse Buying 2

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
My online purchase is done only when there is a special promotion (e.g. buy one get one, price discount, coupon, and the like)	Equal variances assumed	0.266	0.606	2.883	0.004
	Equal variances not assumed			2.932	0.004
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
My online purchase is done only when there is a special promotion (e.g. buy one get one, price discount, coupon, and the like)	Male	120	4.19	0.97	0.09
	Female	286	3.88	1.01	0.06

Conducting the T-test, with the gender male and female, the researcher found the difference with impulse buying. It is the statement "My online purchase is done only when there is a special promotion (e.g. buy one get one, price discount, coupon, and the like)". T value is (2.883), and Sig. (2-tailed) is (0.004). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that male has a higher mean with (4.19) than the female which has (3.88). This shows that males are more likely to make an online purchase when there is a special promotion.

Table 4.16 T-Test – Satisfaction

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
I am satisfied with the service offered by the website/platform when I have a problem	Equal variances assumed	2.805	0.095	2.767	0.006
	Equal variances not assumed			2.813	0.005
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
I am satisfied with the service offered by the website/platform when I have a problem	Male	120	3.99	0.86	0.08
	Female	286	3.72	0.90	0.05

Conducting the T-test, with the gender male and female, the researcher found the difference with satisfaction. It is the statement "I am satisfied with the service offered by the website/platform when I have a problem". T value is (2.767), and Sig. (2-tailed) is (0.006). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that male has a higher mean with (3.99) than the female which has (3.72). This shows that males are more likely to be satisfied with the service offered by the website/platform when there is a problem.

Table 4.17 T-Test – Perceived Ease of Use

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
It is easy to follow the menu structure	Equal variances assumed	4.789	0.029	2.055	0.041
	Equal variances not assumed			1.999	0.047
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
It is easy to follow the menu structure	Male	120	4.17	0.78	0.07
	Female	286	4.00	0.73	0.04

Conducting the T-test, with the gender male and female, the researcher found the difference with the perceived ease of use. It is the statement "It is easy to follow the menu structure". T value is (1.999), and Sig. (2-tailed) is (0.047). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that male has a higher mean with (4.17) than the female which has (4.00). This shows that males are more likely to perceive that it is easy to follow the menu structure.

Table 4.18 T-Test – Perceived Ease of Use 2

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
It is pleasant to follow the overall flow of the website	Equal variances assumed	3.010	0.084	2.903	0.004
	Equal variances not assumed			2.754	0.006
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
It is easy to follow the menu structure	Male	120	4.13	0.90	0.08
	Female	286	3.86	0.79	0.05

Conducting the T-test, with the gender male and female, the researcher found the difference with the perceived ease of use. It is the statement "It is pleasant to follow the overall flow of the website". T value is (2.754), and Sig. (2-tailed) is (0.006). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that male has a higher mean with (4.13) than the female which has (3.86). This shows that males are more likely to perceive that it is pleasant to follow the overall flow of the website.

Table 4.19 T-Test – Perceived Ease of Use 3

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
The website adequately meets my information needed	Equal variances assumed	0.664	0.415	3.218	0.001
	Equal variances not assumed			3.209	0.002
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
The website adequately meets my information needed	Male	120	4.13	0.93	0.08
	Female	286	3.80	0.92	0.05

Conducting the T-test, with the gender male and female, the researcher found the difference with the perceived ease of use. It is the statement "The website adequately meets my information needed". T value is (3.218), and Sig. (2-tailed) is (0.001). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that male has a higher mean with (4.13) than the female which has (3.80). This shows that males are more likely to perceive that the website adequately meets their information needed.

Table 4.20 T-Test – Perceived Ease of Use 4

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
It is easy for me to become skillful at navigating various pages of the website	Equal variances assumed	2.314	0.129	2.230	0.026
	Equal variances not assumed			2.177	0.031
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
It is easy for me to become skillful at navigating various pages of the website	Male	120	4.20	0.90	0.08
	Female	286	3.99	0.85	0.05

Conducting the T-test, with the gender male and female, the researcher found the difference with the perceived ease of use. It is the statement "It is easy for me to become skillful at navigating various pages of the website". T value is (2.230), and Sig. (2-tailed) is (0.026). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that male has a higher mean with (4.20) than the female which has (3.99). This shows that males are more likely to perceive that it is easy for them to become skillful at navigating various pages of the website.

Table 4.21 T-Test – Perceived Ease of Use 5

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
It is easy to search for the product I am looking for	Equal variances assumed	10.676	0.001	2.339	0.020
	Equal variances not assumed			2.211	0.028
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
It is easy to search for the product I am looking for	Male	120	4.23	0.89	0.08
	Female	286	4.03	0.77	0.05

Conducting the T-test, with the gender male and female, the researcher found the difference with the perceived ease of use. It is the statement "It is easy to search for the product I am looking for". T value is (2.339), and Sig. (2-tailed) is (0.020). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that male has a higher mean with (4.23) than the female which has (4.03). This shows that males are more likely to perceive that it is easy for them to search for the product they are looking for.

Table 4.22 T-Test – Website Aesthetics

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
Using this shopping website can improve my shopping performance	Equal variances assumed	15.466	0.000	2.400	0.017
	Equal variances not assumed			2.608	0.010
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Using this shopping website can improve my shopping performance	Male	120	3.85	0.66	0.06
	Female	286	3.65	0.81	0.05

Conducting the T-test, with the gender male and female, the researcher found the difference with the website aesthetics. It is the statement "Using this shopping website can improve my shopping performance". T value is (2.400), and Sig. (2-tailed) is (0.017). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that male has a higher mean with (3.85) than the female which has (3.65). This shows that males are more likely to feel that the use of shopping website can improve their shopping performances.

Table 4.23 T-Test – Convenience

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
I enjoy to spend least time to complete the transaction online	Equal variances assumed	0.539	0.463	2.068	0.039
	Equal variances not assumed			2.117	0.035
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
I enjoy to spend least time to complete the transaction online	Male	120	4.17	0.77	0.07
	Female	286	3.99	0.82	0.05

Conducting the T-test, with the gender male and female, the researcher found the difference with convenience. It is the statement "I enjoy to spend least time to complete the transaction online". T value is (2.068), and Sig. (2-tailed) is (0.039). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that male has a higher mean with (4.17) than the female which has (3.99). This shows that males are more likely to enjoy to spend least time to complete the transaction online.

Table 4.24 T-Test – Convenience 2

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
When I have a problem, I can reach customer services of the website without much time needed	Equal variances assumed	4.974	0.026	2.907	0.004
	Equal variances not assumed			2.981	0.003
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
When I have a problem, I can reach customer services of the website without much time needed	Male	120	3.98	0.98	0.09
	Female	286	3.65	1.04	0.06

Conducting the T-test, with the gender male and female, the researcher found the difference with convenience. It is the statement "When I have a problem, I can reach customer services of the website without much time needed". T value is (2.981), and Sig. (2-tailed) is (0.003). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that male has a higher mean with (3.98) than the female which has (3.65). This shows that males are likely to feel more convenient when there is a problem. They can reach customer services of the website without much time needed.

Table 4.25 T-Test – Convenience 3

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
When I have a problem, I can reach customer services of the website without much effort needed	Equal variances assumed	3.601	0.058	3.418	0.001
	Equal variances not assumed			3.490	0.001
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
When I have a problem, I can reach customer services of the website without much effort needed	Male	120	120	3.96	1.01
	Female	286	286	3.57	1.06

Conducting the T-test, with the gender male and female, the researcher found the difference with convenience. It is the statement "When I have a problem, I can reach customer services of the website without much effort needed". T value is (3.418), and Sig. (2-tailed) is (0.001). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that male has a higher mean with (3.96) than the female which has (3.57). This shows that males are likely to feel more convenient when there is a problem. They can reach customer services of the website without much effort needed.

Table 4.26 T-Test – Convenience 4

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
I don't need to learn much about how to purchase product online	Equal variances assumed	0.347	0.556	2.595	0.010
	Equal variances not assumed			2.764	0.006
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
I don't need to learn much about how to purchase product online	Male	120	4.42	0.67	0.06
	Female	286	4.21	0.78	0.05

Conducting the T-test, with the gender male and female, the researcher found the difference with convenience. It is the statement "I don't need to learn much about how to purchase product online". T value is (2.595), and Sig. (2-tailed) is (0.010). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that male has a higher mean with (4.42) than the female which has (4.21). This shows that males are likely to feel that they don't need to learn much about how to purchase product online.

Table 4.27 T-Test – Perceived Risks

		Levene's Test for Equality of Variances		T-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
I am concerned in the security of my transaction with the website	Equal variances assumed	0.006	0.941	-2.006	0.046
	Equal variances not assumed			-2.024	0.044
Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
I am concerned in the security of my transaction with the website	Male	120	3.57	0.91	0.08
	Female	286	3.77	0.93	0.06

Conducting the T-test, with the gender male and female, the researcher found the difference with the perceived risks. It is the statement "I am concerned in the security of my transaction with the website". T value is (-2.006), and Sig. (2-tailed) is (0.046). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that female has a higher mean with (3.77) than male which has (3.57). This shows that females are more likely to concern of the security of their transaction with the website.

4.5 One-Way Anova

4.5.1 Age Group

Table 4.28 Anova – Age & Impulse Buying

		Sum of Squares	df	Mean Square	F	Sig.
"Buy now, think about it later" describes me	Between Groups	29.544	5	5.909	3.512	.004
	Within Groups	672.902	400	1.682		
	Total	702.446	405			

Post Hoc Tests							
Multiple Comparisons							
Bonferroni							

Dependent Variable	(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
"Buy now, think about it later" describes me	26-30 years	20-25 years	-.52938*	.17634	.043	-1.0501	-.0087
		36-40 years	-.69413*	.21192	.017	-1.3199	-.0683

This One-way Anova analyses the age group of people who purchase branded clothing online, which consist of "20-25", "26-30", "31-35", "36-40", "41-45" and "above 45 years". The statement "Buy now, think about it later describes me" has Sig (0.004). This means that there is a significant difference between age groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between age groups which are people with the age

20-25 give more attention to the statement than the people with the age 26-30, with the mean difference of (0.529). Besides, people with the age 36-40 also give more attention to the statement than the people with the age 26-30, with the mean difference of (0.694).

Table 4.29 Anova – Age & Impulse Buying 2

		Sum of Squares	df	Mean Square	F	Sig.
My online purchase is done only when there is a special promotion (e.g. buy one get one, price discount, coupon, and the like)	Between Groups	12.697	5	2.539	2.533	.028
	Within Groups	400.948	400	1.002		
	Total	413.645	405			

Post Hoc Tests							
Multiple Comparisons							
Bonferroni							

Dependent Variable	**(I) age**	**(J) age**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
						Lower Bound	**Upper Bound**
My online purchase is done only when there is a special promotion (e.g. buy one get one, price discount, coupon, and the like)	26-30 years	31-35 years	-.42783*	.13612	.027	-.8298	-.0259

This One-way Anova analyses the age group of people who purchase branded clothing online, which consist of "20-25", "26-30", "31-35", "36-40", "41-45" and "above 45 years". The statement "My online purchase is done only when there is a special promotion (e.g. buy one get one, price discount, coupon, and the like)" has Sig (0.028). This means that there is a significant difference between age groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between age groups which is people with the age 26-30 give less attention to the statement than the people with the age 31-35, with the mean difference of (-0.428).

Table 4.30 Anova – Age & Satisfaction

		Sum of Squares	df	Mean Square	F	Sig.
I feel that making a payment online is fast and easy	Between Groups	6.488	5	1.298	2.928	.013
	Within Groups	177.236	400	.443		
	Total	183.724	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I feel that making a payment online is fast and easy	20-25 years	41-45 years	.54762*	.16280	.013	.0669	1.0284

This One-way Anova analyses the age group of people who purchase branded clothing online, which consist of "20-25", "26-30", "31-35", "36-40", "41-45" and "above 45 years". The statement "I feel that making a payment online is fast and easy" has Sig (0.013). This means that there is a significant difference between age groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between age groups which is people with the age 20-25 give more attention to the statement than the people with the age 41-45, with the mean difference of (0.548).

Table 4.31 Anova – Age & Satisfaction 2

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I am satisfied with the delivery system	Between Groups	7.916	5	1.583	3.084	.010
	Within Groups	205.355	400	.513		
	Total	213.271	405			

Table 4.31 Anova – Age & Satisfaction 2 (cont.)

Post Hoc Tests Multiple Comparisons Bonferroni							
Dependent Variable	**(I) age**	**(J) age**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
						Lower Bound	**Upper Bound**
I am satisfied with the delivery system	31-35 years	Above 45 years	.63696*	.21390	.046	.0053	1.2686

This One-way Anova analyses the age group of people who purchase branded clothing online, which consist of "20-25", "26-30", "31-35", "36-40", "41-45" and "above 45 years". The statement "I am satisfied with the delivery system" has Sig (0.010). This means that there is a significant difference between age groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between age groups which is people with the age 31-35 give more attention to the statement than the people with the age above 45 years, with the mean difference of (0.637).

Table 4.32 Anova – Age & Perceived Ease of Use

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
It is easy to follow the menu structure	Between Groups	10.954	5	2.191	4.056	.001
	Within Groups	216.061	400	.540		
	Total	227.015	405			

Post Hoc Tests Multiple Comparisons Bonferroni							
Dependent Variable	**(I) age**	**(J) age**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
						Lower Bound	**Upper Bound**
It is easy to follow the menu structure	41-45 years	20-25 years	-.64576*	.17975	.006	-1.1765	-.1150
		26-30 years	-.53010*	.17064	.030	-1.0340	-.0262
		31-35 years	-.73113*	.17975	.001	-1.2619	-.2003
		36-40 years	-.64626*	.19169	.012	-1.2123	-.0802

This One-way Anova analyses the age group of people who purchase branded clothing online, which consist of "20-25", "26-30", "31-35", "36-40", "41-45" and "above 45 years". The statement "It is easy to follow the menu structure" has Sig (0.001). This means that there is a significant difference between age groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are four differences between people with the age 41-45 and four other groups. People with the age 41-45 give less attention to the statement than people with the age 20-25, with the mean difference of (-0.646), also give less attention to the statement than people with the age 26-30, with the mean difference of (-0.530), also give less attention to the statement than people with the age 31-35, with the mean difference of (-0.731), as well as give less attention to the statement than people with the age 36-40, with the mean difference of (-0.646).

Table 4.33 Anova – Age & Perceived Ease of Use 2

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I find that my interaction with the website is clear and understandable	Between Groups	17.197	5	3.439	4.314	.001
	Within Groups	318.914	400	.797		
	Total	336.111	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I find that my interaction with the website is clear and understandable	41-45 years	20-25 years	-.72997*	.21838	.014	-1.3748	-.0851
		31-35 years	-.71777*	.21838	.017	-1.3626	-.0729

This One-way Anova analyses the age group of people who purchase branded clothing online, which consist of "20-25", "26-30", "31-35", "36-40", "41-45" and "above 45 years". The statement "I find that my interaction with the website is clear and

understandable" has Sig (0.001). This means that there is a significant difference between age groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between age groups which are people with the age 41-45 give less attention to the statement than the people with the age 20-25, with the mean difference of (-0.730). Besides, people with the age 41-45 also give less attention to the statement than the people with the age 31-35, with the mean difference of (-0.718).

Table 4.34 Anova – Age & Perceived Ease of Use 3

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
It is easy for me to become skillful at navigating various pages of the website	Between Groups	16.897	5	3.379	4.645	.000
	Within Groups	291.017	400	.728		
	Total	307.914	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	**(I) age**	**(J) age**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
						Lower Bound	**Upper Bound**
It is easy for me to become skillful at navigating various pages of the website	Above 45 years	20-25 years	-.97280*	.25463	.002	-1.7247	-.2209
		31-35 years	-.89962*	.25463	.007	-1.6515	-.1477

This One-way Anova analyses the age group of people who purchase branded clothing online, which consist of "20-25", "26-30", "31-35", "36-40", "41-45" and "above 45 years". The statement "It is easy for me to become skillful at navigating various pages of the website" has Sig (0.000). This means that there is a significant difference between age groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between age groups which are people with the age above 45 years give less attention to the statement than the people with the age 20-25, with the mean difference of (-0.973). Besides, people with the age

above 45 years also give less attention to the statement than the people with the age 31-35, with the mean difference of (-0.900).

Table 4.35 Anova – Age & Perceived Ease of Use 4

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
It is easy to search for the product I am looking for	Between Groups	14.117	5	2.823	4.469	.001
	Within Groups	252.691	400	.632		
	Total	266.808	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
It is easy to search for the product I am looking for	20-25 years	26-30 years	.33042*	.10806	.036	.0113	.6495
		41-45 years	.57840*	.19439	.047	.0044	1.1524

This One-way Anova analyses the age group of people who purchase branded clothing online, which consist of "20-25", "26-30", "31-35", "36-40", "41-45" and "above 45 years". The statement "It is easy to search for the product I am looking for" has Sig (0.001). This means that there is a significant difference between age groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between age groups which are people with the age 20-25 give more attention to the statement than the people with the age 26-30, with the mean difference of (0.330). Besides, people with the age 20-25 also give more attention to the statement than the people with the age 41-45, with the mean difference of (0.578).

Table 4.36 Anova – Age & Convenience

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I enjoy to spend least time to complete the transaction online	Between Groups	11.200	5	2.240	3.553	.004
	Within Groups	252.170	400	.630		
	Total	263.369	405			

Post Hoc Tests							
Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I enjoy to spend least time to complete the transaction online	20-25 years	26-30 years	.34223*	.10795	.025	.0235	.6610
		41-45 years	.69803*	.19419	.005	.1246	1.2714

This One-way Anova analyses the age group of people who purchase branded clothing online, which consist of "20-25", "26-30", "31-35", "36-40", "41-45" and "above 45 years". The statement "I enjoy to spend least time to complete the transaction online" has Sig (0.004). This means that there is a significant difference between age groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between age groups which are people with the age 20-25 give more attention to the statement than the people with the age 26-30, with the mean difference of (0.342). Besides, people with the age 20-25 also give more attention to the statement than the people with the age 41-45, with the mean difference of (0.698).

Table 4.37 Anova – Age & Convenience 2

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
When I have a problem, I can reach customer services of the website without much time needed	Between Groups	14.059	5	2.812	2.673	.022
	Within Groups	420.810	400	1.052		
	Total	434.869	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
When I have a problem, I can reach customer services of the website without much time needed	20-25 years	26-30 years	.47093*	.13945	.012	.0591	.8827

This One-way Anova analyses the age group of people who purchase branded clothing online, which consist of "20-25", "26-30", "31-35", "36-40", "41-45" and "above 45 years". The statement "When I have a problem, I can reach customer services of the website without much time needed" has Sig (0.022). This means that there is a significant difference between age groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between age groups which is people with the age 20-25 give more attention to the statement than the people with the age 26-30, with the mean difference of (0.471).

Table 4.38 Anova – Age & Convenience 3

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
It is fast to purchase product online	Between Groups	11.712	5	2.342	4.759	.000
	Within Groups	196.869	400	.492		
	Total	208.581	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
It is fast to purchase product online	41-45 years	20-25 years	-.77584*	.17158	.000	-1.2825	-.2692
		26-30 years	-.53010*	.16289	.018	-1.0111	-.0491
		31-35 years	-.58072*	.17158	.012	-1.0874	-.0741

This One-way Anova analyses the age group of people who purchase branded clothing online, which consist of "20-25", "26-30", "31-35", "36-40", "41-45" and "above 45 years". The statement "It is fast to purchase product online" has Sig (0.000). This means that there is a significant difference between age groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are four differences between people with the age 41-45 and four other groups. People with the age 41-45 give less attention to the statement than people with the age 20-25, with the mean difference of (-0.776), also give less attention to the statement than people with the age 26-30, with the mean difference of (-0.530), also give less attention to the statement than people with the age 31-35, with the mean difference of (-0.581), as well as give less attention to the statement than people with the age 36-40, with the mean difference of (-0.578).

Table 4.39 Anova – Age & Perceived Risks

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
I am concerned the order is late/slow delivered	Between Groups	11.200	5	2.240	3.553	.004
	Within Groups	252.170	400	.630		
	Total	263.369	405			

Post Hoc Tests							
Multiple Comparisons							
Bonferroni							
Dependent Variable	**(I) age**	**(J) age**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
						Lower Bound	**Upper Bound**
I am concerned the order is late/slow delivered	20-25 years	26-30 years	.39791*	.12617	.026	.0253	.7705
		41-45 years	.71777*	.22697	.025	.0475	1.3880

This One-way Anova analyses the age group of people who purchase branded clothing online, which consist of "20-25", "26-30", "31-35", "36-40", "41-45" and "above 45 years". The statement "I am concerned the order is late/slow delivered" has Sig (0.003). This means that there is a significant difference between age groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between age groups which are people with the age 20-25 give more attention to the statement than the people with the age 26-30, with the mean difference of (0.398). Besides, people with the age 20-25 also give more attention to the statement than the people with the age 41-45, with the mean difference of (0.718).

4.5.2 Income Group

Table 4.40 Anova – Income & Impulse Buying

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
"Buy now, think about it later" describes me	Between Groups	19.909	5	3.982	2.333	.042
	Within Groups	682.537	400	1.706		
	Total	702.446	405			

Post Hoc Tests **Multiple Comparisons** Bonferroni							
Dependent Variable	**(I) income**	**(J) income**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
						Lower Bound	**Upper Bound**
"Buy now, think about it later" describes me	60,001-75,000	above 75,001	.78148*	.26366	.048	.0029	1.5601

This One-way Anova analyses the income group of people who purchase branded clothing online, which consist of "less than 15,000", "15,001-30,000", "30,001-45,000", "45,001-60,000", "60,001-75,000", and "above 75,001". The statement "Buy now, think about it later describes me" has Sig (0.042). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between income groups which is people with the income of 60,001-75,000 give more attention to the statement than the people with the income above 75,001, with the mean difference of (0.781).

Table 4.41 Anova – Income & Impulse Buying 2

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I carefully plan most of my online purchases	Between Groups	13.049	5	2.610	2.498	.030
	Within Groups	417.948	400	1.045		
	Total	430.998	405			
Post Hoc Tests **Multiple Comparisons** Bonferroni						
Dependent Variable	**(I) income**	**(J) income**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**
						Lower Bound / **Upper Bound**
I carefully plan most of my online purchases	60,001-75,000	above 75,001	.61852*	.20632	.043	.0093 / 1.2278

This One-way Anova analyses the income group of people who purchase branded clothing online, which consist of "less than 15,000", "15,001-30,000", "30,001-45,000", "45,001-60,000", "60,001-75,000", and "above 75,001". The statement "I carefully plan most of my online purchases" has Sig (0.030). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between income groups which is people with the income of 60,001-75,000 give more attention to the statement than the people with the income above 75,001, with the mean difference of (0.619).

Table 4.42 Anova – Income & Satisfaction

<table>
<tr><td colspan="8" align="center">ANOVA</td></tr>
<tr>
<td></td>
<td></td>
<td>Sum of Squares</td>
<td>df</td>
<td>Mean Square</td>
<td>F</td>
<td>Sig.</td>
</tr>
<tr>
<td rowspan="3">I feel that making a payment online is fast and easy</td>
<td>Between Groups</td>
<td>7.040</td>
<td>5</td>
<td>1.408</td>
<td>3.188</td>
<td>.008</td>
</tr>
<tr>
<td>Within Groups</td>
<td>176.684</td>
<td>400</td>
<td>.442</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>183.724</td>
<td>405</td>
<td></td>
<td></td>
<td></td>
</tr>
</table>

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) income	(J) income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
I feel that making a payment online is fast and easy	Less than 15,000	15,001-30,000	-.70000*	.17895	.002	-1.2284	-.1716
		30,001-45,000	-.56250*	.17947	.028	-1.0925	-.0325
		45,001-60,000	-.60789*	.17960	.012	-1.1382	-.0775
		above 75,001	-.63889*	.18917	.012	-1.1975	-.0803

This One-way Anova analyses the income group of people who purchase branded clothing online, which consist of "less than 15,000", "15,001-30,000", "30,001-45,000", "45,001-60,000", "60,001-75,000", and "above 75,001". The statement "I feel that making a payment online is fast and easy" has Sig (0.008). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are four differences between income groups which is between people with income of less than 15,000 with four other income groups. People with income of less than 15,000 give less attention to the statement than people with the income of 15,001-30,000, with the mean difference of (-0.700), also give less attention to the statement than people with the income of 30,001-45,000, with the mean difference of (-0.563), also give less attention to the statement than people with the income of 45,001-60,000, with the mean difference of (-0.608), as well as give less attention to the statement than people with the income above 75,001, with the mean difference of (-0.639).

Table 4.43 Anova – Income & Perceived Ease of Use

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
It is easy to follow the menu structure	Between Groups	7.733	5	1.547	2.821	.016
	Within Groups	219.282	400	.548		
	Total	227.015	405			

Post Hoc Tests							
Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) income	(J) income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
It is easy to follow the menu structure	Less than 15,000	15,001-30,000	-.59750*	.19936	.043	-1.1862	-.0088

This One-way Anova analyses the income group of people who purchase branded clothing online, which consist of "less than 15,000", "15,001-30,000", "30,001-45,000", "45,001-60,000", "60,001-75,000", and "above 75,001". The statement "It is easy to follow the menu structure" has Sig (0.016). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between income groups which is people with income less than 15,000 give less attention to the statement than the people with the income of 15,001-30,000, with the mean difference of (-0.598).

Table 4.44 Anova – Income & Perceived Ease of Use 2

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I find that my interaction with the website is clear and understandable	Between Groups	11.894	5	2.379	2.935	.013
	Within Groups	324.217	400	.811		
	Total	336.111	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) income	(J) income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I find that my interaction with the website is clear and understandable	Above 75,001	15,001-30,000	-.49444*	.15204	.019	-.9434	-.0455
		30,001-45,000	-.47569*	.15314	.030	-.9279	-.0235

This One-way Anova analyses the income group of people who purchase branded clothing online, which consist of "less than 15,000", "15,001-30,000", "30,001-45,000", "45,001-60,000", "60,001-75,000", and "above 75,001". The statement "I find that my interaction with the website is clear and understandable" has Sig (0.013). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between income groups which are people with the income above 75,001 give less attention to the statement than the people with the income of 15,001-30,000, with the mean difference of (-0.494). In addition, people with the income above 75,001 also give less attention to the statement than the people with the income of 30,001-45,000, with the mean difference of (-0.476).

Table 4.45 Anova – Income & Perceived Ease of Use 3

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
It is easy for me to become skillful at navigating various pages of the website	Between Groups	10.450	5	2.090	2.810	.017
	Within Groups	297.464	400	.744		
	Total	307.914	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) income	(J) income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
It is easy for me to become skillful at navigating various pages of the website	15,001-30,000	above 75,001	.47481[*]	.14563	.018	.0448	.9049

This One-way Anova analyses the income group of people who purchase branded clothing online, which consist of "less than 15,000", "15,001-30,000", "30,001-45,000", "45,001-60,000", "60,001-75,000", and "above 75,001". The statement "It is easy for me to become skillful at navigating various pages of the website" has Sig (0.017). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between income groups which is people with the income of 15,001-30,000 give more attention to the statement than the people with the income above 75,001, with the mean difference of (0.475).

Table 4.46 Anova – Income & Convenience

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
I enjoy to spend least time to complete the transaction online	Between Groups	9.854	5	1.971	3.110	.009
	Within Groups	253.515	400	.634		
	Total	263.369	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	**(I) income**	**(J) income**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
						Lower Bound	**Upper Bound**
I enjoy to spend least time to complete the transaction online	15,001-30,000	above 75,001	.50074*	.13444	.003	.1037	.8977

This One-way Anova analyses the income group of people who purchase branded clothing online, which consist of "less than 15,000", "15,001-30,000", "30,001-45,000", "45,001-60,000", "60,001-75,000", and "above 75,001". The statement "I enjoy to spend least time to complete the transaction online" has Sig (0.009). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between income groups which is people with the income of 15,001-30,000 give more attention to the statement than the people with the income above 75,001, with the mean difference of (0.501).

Table 4.47 Anova – Income & Convenience 2

<table>
<tr><th colspan="7">ANOVA</th></tr>
<tr><th></th><th></th><th>Sum of Squares</th><th>df</th><th>Mean Square</th><th>F</th><th>Sig.</th></tr>
<tr><td rowspan="3">When I have a problem, I can reach customer services of the website without much effort needed</td><td>Between Groups</td><td>13.010</td><td>5</td><td>2.602</td><td>2.362</td><td>.039</td></tr>
<tr><td>Within Groups</td><td>440.635</td><td>400</td><td>1.102</td><td></td><td></td></tr>
<tr><td>Total</td><td>453.645</td><td>405</td><td></td><td></td><td></td></tr>
<tr><td colspan="7">Post Hoc Tests
<div align="center">Multiple Comparisons</div>
Bonferroni</td></tr>
<tr><th rowspan="2">Dependent Variable</th><th rowspan="2">(I) income</th><th rowspan="2">(J) income</th><th rowspan="2">Mean Difference (I-J)</th><th rowspan="2">Std. Error</th><th rowspan="2">Sig.</th><th colspan="2" style="white-space:nowrap">95% Confidence Interval</th></tr>
<tr><th>Lower Bound</th><th>Upper Bound</th></tr>
<tr><td>When I have a problem, I can reach customer services of the website without much effort needed</td><td>30,001-45,000</td><td>above 75,001</td><td>.55093*</td><td>.17853</td><td>.033</td><td>.0237</td><td>1.0781</td></tr>
</table>

This One-way Anova analyses the income group of people who purchase branded clothing online, which consist of "less than 15,000", "15,001-30,000", "30,001-45,000", "45,001-60,000", "60,001-75,000", and "above 75,001". The statement "When I have a problem, I can reach customer services of the website without much effort needed" has Sig (0.039). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between income groups which is people with the income of 30,001-45,000 give more attention to the statement than the people with the income above 75,001, with the mean difference of (0.551).

4.5.3 How much do they pay per an online transaction for branded clothing shopping bill

Table 4.48 Anova – Shopping Bill & Impulse Buying

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
"Buy now, think about it later" describes me	Between Groups	39.246	5	7.849	4.734	.000
	Within Groups	663.200	400	1.658		
	Total	702.446	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) bill	(J) bill	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
"Buy now, think about it later" describes me	801-1000 THB	201-400 THB	-.82240*	.23721	.009	-1.5229	-.1219
		401-600 THB	-.69608*	.20159	.009	-1.2914	-.1008
	Above 1000 THB	201-400 THB	-.72291*	.21518	.013	-1.3583	-.0875
		401-600 THB	-.59659*	.17514	.011	-1.1138	-.0794

This One-way Anova analyses the group of people who purchase branded clothing online divided according to their shopping bill per time, which consist of "below 200 THB", "201-400 THB", "401-600 THB", "601-800 THB", "801-1,000 THB", and "above 1,000 THB". The statement "Buy now, think about it later describes me" has Sig (0.000). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are four differences between groups. First, people who shop 801-1,000 THB per a shopping bill give less attention to the statement than people who shop 201-400 THB per a shopping bill, with the mean difference of (-0.822). Second, people who shop 801-1,000 THB per a shopping bill also give less attention to the statement than people who shop 401-600 THB per a shopping bill, with the mean difference of (-0.696). Third, people who shop above 1,000 THB per a shopping bill give less attention to the

statement than people who shop 201-400 THB per a shopping bill, with the mean difference of (-0.723). Last, people who shop above 1,000 THB per a shopping bill also give less attention to the statement than people who shop 401-600 THB per a shopping bill, with the mean difference of (-0.597).

Table 4.49 Anova – Shopping Bill & Impulse Buying 2

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
My online purchase is usually done without any previous intention or plan	Between Groups	21.245	5	4.249	2.941	.013
	Within Groups	577.839	400	1.445		
	Total	599.084	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	**(I) bill**	**(J) bill**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
						Lower Bound	**Upper Bound**
My online purchase is usually done without any previous intention or plan	401-600 THB	801-1000 THB	.56863*	.18817	.040	.0130	1.1243

This One-way Anova analyses the group of people who purchase branded clothing online divided according to their shopping bill per time, which consist of "below 200 THB", "201-400 THB", "401-600 THB", "601-800 THB", "801-1,000 THB", and "above 1,000 THB". The statement "My online purchase is usually done without any previous intention or plan" has Sig (0.013). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which is people who shop 401-600 THB per a shopping bill give more attention to the statement than the people who shop 801-1,000 THB per a shopping bill, with the mean difference of (0.569).

Table 4.50 Anova – Shopping Bill & Satisfaction

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I am satisfied with the service offered by the website/ platform when I have a problem	Between Groups	14.173	5	2.835	3.633	.003
	Within Groups	312.063	400	.780		
	Total	326.236	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) bill	(J) bill	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I am satisfied with the service offered by the website/platform when I have a problem	401-600 THB	Above 1000 THB	.47937*	.12014	.001	.1246	.8341

This One-way Anova analyses the group of people who purchase branded clothing online divided according to their shopping bill per time, which consist of "below 200 THB", "201-400 THB", "401-600 THB", "601-800 THB", "801-1,000 THB", and "above 1,000 THB". The statement "I am satisfied with the service offered by the website/platform when I have a problem" has Sig (0.003). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which is people who shop 401-600 THB per a shopping bill give more attention to the statement than the people who shop above 1,000 THB per a shopping bill, with the mean difference of (0.479).

Table 4.51 Anova – Shopping Bill & Perceived Ease of Use

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
It is easy to follow the menu structure	Between Groups	11.471	5	2.294	4.258	.001
	Within Groups	215.544	400	.539		
	Total	227.015	405			

Post Hoc Tests							
Multiple Comparisons							
Bonferroni							
Dependent Variable	**(I) bill**	**(J) bill**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	95% Confidence Interval	
						Lower Bound	**Upper Bound**
It is easy to follow the menu structure	Above 1000 THB	201-400 THB	-.38227*	.12267	.029	-.7445	-.0200
		401-600 THB	-.30912*	.09984	.031	-.6040	-.0143

This One-way Anova analyses the group of people who purchase branded clothing online divided according to their shopping bill per time, which consist of "below 200 THB", "201-400 THB", "401-600 THB", "601-800 THB", "801-1,000 THB", and "above 1,000 THB". The statement "It is easy to follow the menu structure" has Sig (0.001). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between groups which are people who shop above 1,000 THB per a shopping bill give less attention to the statement than the people who shop 201-400 THB per a shopping bill, with the mean difference of (-0.382). In addition, people who shop above 1,000 THB per a shopping bill also give less attention to the statement than the people who shop 401-600 THB per a shopping bill, with the mean difference of (-0.309).

Table 4.52 Anova – Shopping Bill & Perceived Ease of Use 2

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
It is pleasant to follow the overall flow of the website	Between Groups	9.871	5	1.974	2.896	.014
	Within Groups	272.711	400	.682		
	Total	282.581	405			

Post Hoc Tests							
Multiple Comparisons							
Bonferroni							
Dependent Variable	**(I) bill**	**(J) bill**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
						Lower Bound	**Upper Bound**
It is pleasant to follow the overall flow of the website	401-600 THB	Above 1000 THB	.33930*	.11231	.040	.0077	.6709

This One-way Anova analyses the group of people who purchase branded clothing online divided according to their shopping bill per time, which consist of "below 200 THB", "201-400 THB", "401-600 THB", "601-800 THB", "801-1,000 THB", and "above 1,000 THB". The statement "It is pleasant to follow the overall flow of the website" has Sig (0.014). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which is people who shop 401-600 THB per a shopping bill give more attention to the statement than the people who shop above 1,000 THB per a shopping bill, with the mean difference of (0.339).

Table 4.53 Anova – Shopping Bill & Perceived Ease of Use 3

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I find that my interaction with the website is clear and understandable	Between Groups	12.567	5	2.513	3.107	.009
	Within Groups	323.544	400	.809		
	Total	336.111	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) bill	(J) bill	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I find that my interaction with the website is clear and understandable	401-600 THB	Above 1000 THB	.42421*	.12233	.009	.0630	.7854

This One-way Anova analyses the group of people who purchase branded clothing online divided according to their shopping bill per time, which consist of "below 200 THB", "201-400 THB", "401-600 THB", "601-800 THB", "801-1,000 THB", and "above 1,000 THB". The statement "I find that my interaction with the website is clear and understandable" has Sig (0.009). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which is people who shop 401-600 THB per a shopping bill give more attention to the statement than the people who shop above 1,000 THB per a shopping bill, with the mean difference of (0.424).

Table 4.54 Anova – Shopping Bill & Perceived Ease of Use 4

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
It is easy for me to become skillful at navigating various pages of the website	Between Groups	12.414	5	2.483	3.361	.006
	Within Groups	295.500	400	.739		
	Total	307.914	405			

Post Hoc Tests							
Multiple Comparisons							
Bonferroni							
Dependent Variable	**(I) bill**	**(J) bill**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
						Lower Bound	**Upper Bound**
It is easy for me to become skillful at navigating various pages of the website	201-400 THB	Above 1000 THB	.54114*	.14363	.003	.1170	.9653

This One-way Anova analyses the group of people who purchase branded clothing online divided according to their shopping bill per time, which consist of "below 200 THB", "201-400 THB", "401-600 THB", "601-800 THB", "801-1,000 THB", and "above 1,000 THB". The statement "It is easy for me to become skillful at navigating various pages of the website" has Sig (0.006). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which is people who shop 201-400 THB per a shopping bill give more attention to the statement than the people who shop above 1,000 THB per a shopping bill, with the mean difference of (0.541).

Table 4.55 Anova – Shopping Bill & Perceived Ease of Use 5

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
It is easy to search for the product I am looking for	Between Groups	12.897	5	2.579	4.064	.001
	Within Groups	253.911	400	.635		
	Total	266.808	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) bill	(J) bill	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
It is easy to search for the product I am looking for	Above 1000 THB	201-400 THB	-.47659*	.13314	.006	-.8698	-.0834
		401-600 THB	-.38534*	.10837	.006	-.7053	-.0653

This One-way Anova analyses the group of people who purchase branded clothing online divided according to their shopping bill per time, which consist of "below 200 THB", "201-400 THB", "401-600 THB", "601-800 THB", "801-1,000 THB", and "above 1,000 THB". The statement "It is easy to search for the product I am looking for" has Sig (0.001). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between groups which are people who shop above 1,000 THB per a shopping bill give less attention to the statement than the people who shop 201-400 THB per a shopping bill, with the mean difference of (-0.477). In addition, people who shop above 1,000 THB per a shopping bill also give less attention to the statement than the people who shop 401-600 THB per a shopping bill, with the mean difference of (-0.385).

Table 4.56 Anova – Shopping Bill & Convenience

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I enjoy to spend least time to complete the transaction online	Between Groups	9.584	5	1.917	3.021	.011
	Within Groups	253.785	400	.634		
	Total	263.369	405			

Post Hoc Tests							
Multiple Comparisons							
Bonferroni							
Dependent Variable	**(I) bill**	**(J) bill**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
						Lower Bound	**Upper Bound**
I enjoy to spend least time to complete the transaction online	201-400 THB	Above 1000 THB	.44866[*]	.13311	.012	.0556	.8417

This One-way Anova analyses the group of people who purchase branded clothing online divided according to their shopping bill per time, which consist of "below 200 THB", "201-400 THB", "401-600 THB", "601-800 THB", "801-1,000 THB", and "above 1,000 THB". The statement "I enjoy to spend least time to complete the transaction online" has Sig (0.011). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which is people who shop 201-400 THB per a shopping bill give more attention to the statement than the people who shop above 1,000 THB per a shopping bill, with the mean difference of (0.449).

Table 4.57 Anova – Shopping Bill & Convenience 2

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
When I have a problem, I can reach customer services of the website without much time needed	Between Groups	21.969	5	4.394	4.257	.001
	Within Groups	412.901	400	1.032		
	Total	434.869	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) bill	(J) bill	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
When I have a problem, I can reach customer services of the website without much time needed	801-1000 THB	201-400 THB	-.64027*	.18717	.010	-1.1930	-.0876
		401-600 THB	-.50490*	.15906	.024	-.9746	-.0352
	Above 1000 THB	201-400 THB	-.53963*	.16979	.024	-1.0410	-.0383

This One-way Anova analyses the group of people who purchase branded clothing online divided according to their shopping bill per time, which consist of "below 200 THB", "201-400 THB", "401-600 THB", "601-800 THB", "801-1,000 THB", and "above 1,000 THB". The statement "When I have a problem, I can reach customer services of the website without much time needed" has Sig (0.001). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are three differences between groups. First, people who shop 801-1,000 THB per a shopping bill give less attention to the statement than the people who shop 201-400 THB per a shopping bill, with the mean difference of (-0.640). Second, people who shop 801-1,000 THB per a shopping bill also give less attention to the statement than the people who shop 401-600 THB per a shopping bill, with the mean difference of (-0.505). Third, people who shop above 1,000 THB per a shopping bill give less attention to the statement than the people who shop 201-400 THB per a shopping bill, with the mean difference of (-0.540).

Table 4.58 Anova – Shopping Bill & Convenience 3

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
When I have a problem, I can reach customer services of the website without much effort needed	Between Groups	22.499	5	4.500	4.175	.001
	Within Groups	431.146	400	1.078		
	Total	453.645	405			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) bill	(J) bill	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
When I have a problem, I can reach customer services of the website without much effort needed	201-400 THB	801-1000 THB	.65950*	.19126	.009	.0947	1.2243
		Above 1000 THB	.65452*	.17350	.003	.1422	1.1668

This One-way Anova analyses the group of people who purchase branded clothing online divided according to their shopping bill per time, which consist of "below 200 THB", "201-400 THB", "401-600 THB", "601-800 THB", "801-1,000 THB", and "above 1,000 THB". The statement "When I have a problem, I can reach customer services of the website without much effort needed" has Sig (0.001). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between groups which are people who shop 201-400 THB per a shopping bill give more attention to the statement than the people who shop 801-1,000 THB per a shopping bill, with the mean difference of (0.660). In addition, people who shop 201-400 THB per a shopping bill also give more attention to the statement than the people who shop above 1,000 THB per a shopping bill, with the mean difference of (0.655)

Table 4.59 Anova – Shopping Bill & Convenience 4

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
It is fast to purchase product online	Between Groups	7.205	5	1.441	2.862	.015
	Within Groups	201.377	400	.503		
	Total	208.581	405			

Post Hoc Tests **Multiple Comparisons** Bonferroni							
Dependent Variable	**(I) bill**	**(J) bill**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
						Lower Bound	**Upper Bound**
It is fast to purchase product online	201-400 THB	Above 1000 THB	.38244*	.11857	.020	.0323	.7326

This One-way Anova analyses the group of people who purchase branded clothing online divided according to their shopping bill per time, which consist of "below 200 THB", "201-400 THB", "401-600 THB", "601-800 THB", "801-1,000 THB", and "above 1,000 THB". The statement "It is fast to purchase product online" has Sig (0.015). This means that there is a significant difference between income groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which is people who shop 201-400 THB per a shopping bill give more attention to the statement than the people who shop above 1,000 THB per a shopping bill, with the mean difference of (0.382).

4.5.4 Frequently visited shopping website or platform

The One-way Anova is run to analyse the group of people who purchase branded clothing online divided according to their frequently visited shopping website or platform, which consist of "Shopee", "Lazada", "JD Central/Central Online", "Kaidee", "Instagram", "Pomelo", "Facebook", "Brand own website", and "Others". However, the researcher found no differences between each group with any of the statement of this study.

4.6 Regression

Table 4.60 Regression Model - Satisfaction

R	R Square	Adjusted R Square	Std. Error of the Estimate
.68	.46	.45	.39

ANOVA (Satisfaction)					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	52.40	4	13.10	85.18	.000
Residual	61.67	401	.15		
Total	114.08	405			

Coefficients (Satisfaction)					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.01	.19	.00	5.32	.000
Perceived Ease of Use	.22	.04	.29	5.52	.000
Website Aesthetics	.22	.04	.21	5.16	.000
Convenience	.25	.04	.30	5.88	.000
Perceived Risks	.07	.03	.09	2.39	.017

From the above data, F value is 85.18 and Sig value is 0.000. This indicates that the regression model is usable. R Square is 46%, which means, all independent variables can explain the dependent variable (Satisfaction) for 46%.

All four independent variables have significant influence on the Satisfaction, those four are Perceived Ease of Use, Website Aesthetics, Convenience, and Perceived Risks. These four independent variables all have less than 0.05 Sig. Then, the Standardized Coefficients beta is considered to know which one has the highest influence. From this table, the independent variables that have the highest influence are the Convenience (0.30), followed by Perceived Ease of Use (0.29), Website Aesthetics (0.21), and then Perceived Risks (0.09).

Table 4.61 Regression Model – Impulse Buying

R	R Square	Adjusted R Square	Std. Error of the Estimate
.54	.30	.29	.63

ANOVA (Satisfaction)					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	67.54	4	16.89	42.16	.000
Residual	160.62	401	.40		
Total	228.16	405			

Coefficients (Satisfaction)					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.21	.30	.00	3.96	.000
Perceived Ease of Use	.24	.06	.23	3.85	.000
Website Aesthetics	-.15	.07	-.10	-2.22	.027
Convenience	.47	.07	.39	6.67	.000
Perceived Risks	.00	.05	.00	-.10	.923

From the above data, F value is 42.16 and Sig value is 0.000. This indicates that the regression model is usable. R Square is 30%, which means, all independent variables can explain the dependent variable (Impulse Buying) for 30%.

There is one independent variable, Perceived Risks, which has more than 0.05 Sig., This means that it has no significant influence over the Impulse Buying, and people have no concern over Perceived Risks. On the other hand, the other three independent variables have significant influence on the Impulse Buying, those three are Perceived Ease of Use, Website Aesthetics, and Convenience. These three independent variables all have less than 0.05 Sig. Then, the Standardized Coefficients beta is considered to know which one has the highest influence. From this table, the independent variables that have the highest influence are the Convenience (0.39), followed by Perceived Ease of Use (0.23) and Website Aesthetics (-0.10).

Table 4.62 Regression Model – Satisfaction 2

R	R Square	Adjusted R Square	Std. Error of the Estimate
.68	.46	.46	.39

ANOVA (Satisfaction)					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	52.69	5	10.54	68.67	.000
Residual	61.39	400	.15		
Total	114.08	405			

Coefficients (Satisfaction)					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.95	.19	.00	4.96	.000
Perceived Ease of Use	.21	.04	.28	5.17	.000
Website Aesthetics	.22	.04	.21	5.28	.000
Convenience	.23	.05	.28	5.15	.000
Perceived Risks	.07	.03	.09	2.40	.017
Impulse Buying	.04	.03	.06	1.37	.171

From the above data, F value is 68.67 and Sig value is 0.000. This indicates that the regression model is usable. R Square is 46%, which means, all independent variables can explain the dependent variable (Satisfaction) for 46%.

There is one independent variable, Impulse Buying, which has more than 0.05 Sig., This means that it has no significant influence over the Satisfaction, and people have no concern over Impulse Buying. On the other hand, the other four independent variables have significant influence on the Satisfaction, those four are Perceived Ease of Use, Website Aesthetics, Convenience, and Perceived Risks. These four independent variables all have less than 0.05 Sig. Then, the Standardized Coefficients beta is considered to know which one has the highest influence. From this table, the independent variables that have the highest influence are equally the Convenience (0.28) and the Perceived Ease of Use (0.28), followed by the Website Aesthetics (0.21), and then Perceived Risks (0.09).

CHAPTER V
DISCUSSION

5.1 Gender

The study uses T-test to analyze the difference of gender on each variable. The study shows that there is significant influence in all of the variables, namely, impulse buying, satisfaction, perceived ease of use, website aesthetics, convenience, and perceived risks.

According to the group statistics, male has a higher mean than female in all of the variables except for the perceived risks. This means that males are more likely to make an online purchase without any previous intention or plan, or make an online purchase when there is a special promotion. This is consistent with the finding of Underhill (1999) as his study shows that women are generally more patient and inquisitive than men about purchase decisions. Generally, men are less inclined to rationalize their purchases, and would like to spend least time to complete the transaction while women tend to be more rational. In other words, males see shopping as a task and want to get it done with a minimum of time and effort (Campbell, 1997; Meyers-Levy and Sternthal, 1991; Polegato and Zaichkowsky, 1994).

Furthermore, when there is a problem, males are more satisfied with the service offered. The finding is supported by Stevens and Hamann (2012) as their study revealed that positive emotions can influence shopping satisfaction, especially in male consumers. In general, males perceived the use of online shopping websites/platforms to be easy compared to females. This result is also supported by the work of Igbaria and Chakrabarti (1990) as their study revealed that females potentially have higher levels of computer anxiety.

However, the only factor that female has a higher mean than male is the perceived risks. Women are more concerned in the security of their transactions compared to men, which is supported by the study from Ho and Awan (2019). They found that female consumers pay more attention to perceived risks than male consumers, as

female consumers express low confidence about using online payment methods. This finding is also supported by the study of Sigal and Ram (2012) as their result showed that women tend to be more risk averse than men.

5.2 Age

This study uses Anova analysis to test the difference among age groups on each variable. In general, younger people tend to make more impulse purchases compared to the older ones. This is supported by the work of Bellenger et al. (1978) as they claimed that age has been found to be an important determinant in predicting impulse buying, in which younger people face fewer risks when spending money, hence likely to make more impulse purchases. In addition, many researches on trait impulsiveness reveals that younger individuals have higher tendency for impulsivity compared to older people (Eysenck et al., 1985; Helmers et al., 1995; Rawlings et al., 1995). In other words, younger people tend toward impulse buying due to less self-control over emotions than older individuals (Bellenger, Robertson, & Hirschman, 1978; Kacen & Lee, 2002).

The younger generation also perceived that the use of online shopping website/platform is easier comparing to the older generation, hence being more satisfied. The finding also supports previous studies regarding the technology adoption (Poushter, 2017). The younger generation developed more digital skills than the older generation as they are born, educated, and socialized in a digitalized world. Another plausible explanation is that the older people have less precise memory traces than younger people (Steitz, 2004), hence perceive the use of online shopping website/platform to be harder.

5.3 Income Group

This study uses Anova analysis to test the difference among income groups on each variable. In general, lower income people tend to make more impulse purchases compared to the higher income people. The plausible explanation is that the relatively low income people tend to enjoy immediate indulgence, such as daily savings as opposed to delay-of-gratification (Wood, 1998). Another reason is due to the increasing incomes

are making consumers more concerned about the quality and safety of the products they purchase (Evangelista, Low & Nguyen, 2019), hence higher income people tend to think a lot more comparing to the lower income people when purchasing.

Furthermore, the study from Kwon in 1996 shows that income was found to have negative relationship with the perceived ease of use. This also confirms the result of this study which finds that lower income people tend to perceived the ease of use for the online shopping more than high income people. Likewise, Koksal (2016) found that consumers with higher incomes were less likely to adopt new technology.

Another interesting finding is higher income people tend to perceive that the online shopping is more convenience compared to lower income people. This is supported by the study from (Benoit et al., 2017), where it shows that those who value convenience the most are the group of high income people. Similarly, Evangelista, Low & Nguyen also claimed that due to a limited time and a better work-life balance, high income people emphasize more on the convenient facilities for their shopping (Evangelista, Low & Nguyen, 2019).

5.4 Factors Affecting the Satisfaction

Regression analysis is utilized to infer causal relationships between the independent and dependent variables. The study found that four independent variables have significant influence on the Satisfaction, in a descending order as, Convenience, Perceived Ease of Use, Website Aesthetics, and Perceived Risks. However, the Impulse Buying has no significant influence on the Satisfaction (Sig = 0.171). The plausible explanation is that the evoked emotion by hedonic shopping influence satisfaction experiences (Chang, 2002), while impulse buying has no significant effect. Another reason may due to the difference meaning of satisfaction. Hausman (2000) claimed that consumers shop to satisfy a variety of hedonic needs, including the needs for fun, novelty, and surprise. On the other hand, this study mainly focuses on the physiological (perceived ease of use, website aesthetics, convenience) and safety needs (perceived risks). Another plausible explanation is that impulse buying does not have any particular requirement to be satisfied in the first place as it is incidental and unplanned (Hausman, 2000).

The interesting finding is that Perceived Risks has positive influence on Satisfaction, (β = 0.09, Sig= 0.017). Although the study of many researchers have mentioned that consumers considered online shopping riskier than shopping at traditional brick-and mortar stores, and hence negatively affect their overall satisfaction. However, Easley (2016) found that the information or review of the products received from reference groups was effective at eliminating perceived risk. In addition, Steffes and Burgee (2009) also proved that word of mouth was more important than direct personal experience, hence customer reviews could influence greatly to the perception of customers. Herr (1991) also found that the spread information about shopping experiences by word-of-mouth, or customer review, could prove to be influential in encouraging or changing other consumer's opinion of the products and their perceived risks (Herr, 1991). This could be a reason why Perceived Risks has positive effect to the Satisfaction in this study as customer reviews could alter consumers' opinion and influence their respective perceived risks. Customer ratings and product reviews mitigated risks associated with online shopping and helped consumers make informed decisions about online purchases, hence leading to their satisfaction. Although perceived risk was found to be significant, its impact on satisfaction was weak (β = 0.09).

The finding that Convenience has the highest influence to Satisfaction also supports the previous studies. Shopping convenience has become more and more important as a main motivation underlying customers' tendency to be satisfied and hence decide to adopt online shopping (Beauchamp and Ponder, 2010; Colwell et al., 2008). This is also consistent with the work of Andaleeb and Basu in 1994, which they claimed that service convenience drives customer satisfaction.

The result that Perceived Ease of Use was found to have a significant effect on Satisfaction is also consistent with the previous studies. Many researchers found that perceived ease of use affect a consumer's attitude toward online shopping as well as the degree of satisfaction with an online experience (Lee, Shi, Cheung, Lim, & Sia, 2011; Rose, Hair, & Clark, 2011).

The aesthetic quality of a website is consistently associated with the satisfaction (Lurie & Mason, 2007; Wang, Minor, & Wei, 2011). This study, therefore, also is consistent with many previous researches as it is also found that the Website Aesthetics has significant influence on the Satisfaction. The plausible explanation is that website aesthetics can

compensate for the poor website usability while completing search tasks to find the information, hence make customers become more satisfied (Moshagen et al., 2009). Moshagen and Thielsch (2010) also emphasized the importance of website aesthetics by its positive impact on customer satisfaction.

5.5 Factors Affecting the Impulse Buying

Regression analysis is utilized to infer causal relationships between the independent and dependent variables. The study found that three independent variables have significant influence on the Impulse Buying, in a descending order as, Convenience, Perceived Ease of Use, and Website Aesthetics. However, Perceived Risks has no significant influence on the Impulse Buying (Sig > 0.5). The plausible explanation is that the impulse buyer does not act consciously, but rather reacts to the presence of the stimulus, such that cognitive thinking processes are reduced to a minimum (Weinberg and Gottwald 1982). In addition, Wu et al. (2015) also claimed that online buyers are less risk averse and be easier to buy impulsively (Madhavaram and Laverie, 2004) as they don't care much about the risks.

The result shows that both Convenience and Perceived Ease of Use have positive influence on Impulse Buying. This is consistent with the study of Parboteeah in 2005. He found that the website should be secure and easy to navigate, in order to minimize any negative cognitive reactions and hence could influence online impulse buying behavior. Turkyilmaz et al. (2015) also revealed that the ease of use and usefulness of the website, have positive effects on consumers' online impulse purchase. Furthermore, many researchers also found that when consumers perceive their tasks to be effortless, they tend to show a stronger impulse-buying behavior (Parboteeah et al., 2009; Verhagen & Dolen, 2011; Wells, Parboteeah, & Valacich, 2011).

However, the study found that Website Aesthetics has negative influence on Impulse Buying. This means that the more customers perceive of the website aesthetics, the less likely they will make an impulse buying. Although website aesthetics was found to be significant, its impact on impulse buying was weak (β= 0.10).

Lee (2008) studied impulse buying in an offline context. He found that store aesthetics did not have an impact on the perceived impulsiveness of customers'

purchases. He explained that it is because consumers may respond primarily to realistic and tangible stimuli in the store rather than just an aesthetically pleasing environment that provides a sophisticated store design. Moreover, Bono (2012) studied the influence of website aesthetics on impulse purchase behavior within online retailing environments. Similarly, he elaborated that website color was not found to contribute to impulse purchase behavior.

According to the study of aesthetics for website by Seo, Lee, and Chung in 2015, perceived aesthetics was negatively correlated with emotional engagement. In their study, the meaning of emotional engagement is limited to felt involvement with the use of the website. As per Piron (1991) mentioned that impulse buying is a purchase that is unplanned, and is the result of an exposure to a stimulus, decided on-the-spot. So, when there is a high perception of website aesthetics, the emotional engagement could be low, thus could negatively affect the impulse buying as there is less stimulus on the spur of a moment and buyers will be less likely to make the impulse purchase.

CHAPTER VI
CONCLUSION

6.1 Conclusion

In this research, there are three main objectives, in which all have been clarified. The first objective is to identify the factors affecting the satisfaction of online shopping for fast fashion branded clothing. The results show that there are four significant variables, in a descending order, Convenience, Perceived Ease of Use, Website Aesthetics, and Perceived Risks. If these four aspects are applied and enhanced, shopping platforms/ websites could gain competitive advantages.

The second objective is to identify the factors affecting the impulse buying behavior. The findings show the three significant factors that stimulate impulse buying, which are Convenience, Perceived Ease of Use, and Website Aesthetics. Fast fashion branded clothing online shops as well as the online shopping website/platform can adapt strategies and utilize these key factors, in order to increase sales from impulse buying behavior of shoppers.

Last but not least, the third objective is to identify the differences among various demographic groups on each variable, including, gender, age, income, shopping bill per a time, and frequently visited shopping website/platform. For gender, male has a higher mean than female in all of the variables except for the perceived risks. For age, income, and shopping bill group, the results are somewhat similar. There are few significant differences in variables including perceived risks, satisfaction, convenience, as well as impulse buying. For the frequently visited shopping website/platform, there are no significant differences in any of the variables.

6.2 Recommendation for Branded Clothing Online Shop Owners

For branded clothing online shop owners or those who are deciding to open a branded clothing online shop, convenience is the most critical factor the shop needs in order to satisfy online shoppers. It should be fast to purchase a product and complete the transaction online without much effort needed. This could help trigger the impulse buying behavior of online shoppers. Unnecessary information should not be collected from online shoppers, for example, email address, age, gender, and so on.

Moreover, as younger people perceive the use of online shopping website/ platform is easier comparing to the older generation, online shop owners can focus more on the product for younger age, to suit with the mainstream of online shoppers. Besides, younger people tend toward impulse buying due to less self-control over emotions than older individuals. Therefore, it is recommended to sell the products online targeting for young people considering the usage of online shopping and the tendency for impulse buying.

Furthermore, the study shows that lower income people tend to make more impulse purchases compared to the higher income people. Hence, products sold online focusing on the impulse purchase should be neither high involvement product nor positioned as premium, to suit with the purchasing power of impulse online shoppers.

Since women are generally more patient and inquisitive than men about purchase decisions, online shops, especially for those who sell female branded clothing, need to emphasize the willingness to help as well as to offer the services. All information relating to the products should be provided in full details, for example, the size of apparel, the type of fabrics, the actual color code, the delivery time, the after sales service and so on.

Last but not least, risks should be reduced to the minimum in order to alleviate customers' concerns as well as to enhance their satisfaction. Online shop owners should specify a date for delivery and prior inform their customers, for instance, every Wednesday. Customers then could know roughly when will their order arrive, and hence reduce their concerns of the late delivery. Moreover, as customer review is one of the top concerns that most of the online shoppers take into consideration, online shop owners should emphasize more on the response to customer reviews and explain the situation in case they receive a bad review. When online shop gets a one-star review, online

shop owner has to take the time to respond thoughtfully and provide logical explanation. Online shops that can accumulate positive reviews have a good chance of them helping a customer make a purchase decision.

6.3 Recommendation for Online Shopping Platforms or Websites

Online shopping websites or platforms should ensure that the online shopping experience of customers will be pleasant and impressive, in order to maintain the current customers as well as draw the new potential customers. Convenience is the key to satisfy online shoppers. It should be fast to purchase a product and complete the transaction online without much effort needed. As an online platform/website, 24/7 services should be provided to enhance convenience in case customers have any question needed for clarification or would like to ask for help. Artificial Intelligence Chatbot is recommended to be integrated with the online shopping system in order to automate customer services. Using Chatbot can provide faster and cheaper assistance to online shoppers as well as provide the 24/7 support, making customers feel more convenient.

In addition, if the online shopping process is easy, more customers will be likely to purchase the products on impulse. The shopping website/platform then should improve their systems to be quick and simple, to shorten the time, lower the effort, and maximize the efficiency for online shopping. For example, customers can input the delivery address for only one time and the system should be able to recognize the identity as well as the preferred delivery address for customers. So, customers do not need to re-type the delivery address anytime they would like to buy a product online.

Moreover, as website aesthetics can compensate for the poor website usability and is one of the factors that affect satisfaction of customers, the design, image, and typeface should be properly adjusted. Males in general perceive the website aesthetics higher than females. However, there is no significant differences between age and income. Therefore, the shopping website, especially those who target female customers, need to focus more on the aesthetics quality of the website to better satisfy female customers.

Furthermore, payment security is one of the concerns that many online shoppers take into their consideration. Online shopping website/platform should emphasize on the security of the website and transaction as well as boost confidence of shoppers for their shopping experience. As a user-created password can be weak and/or reused across multiple transactions, a one-time password (OTP), which is an automatically generated numeric or alphanumeric string of characters that authenticates the user for a single transaction (Wikipedia, 2020), hence is recommended to be used in order to add another layer of security.

6.4 Limitation and Option for Future Research

The researcher has few limitations of this study. The first one is that the questionnaire is conducted in Thai language, which is made specially for Thai online shoppers living in Thailand. This makes the foreigners or expatriates who use online shopping platforms/websites for purchasing branded clothing online unable to participate in the study.

In addition, the context of this study is limited only to situational factors (Extrinsic motivation). There are intrinsic triggers that could also stimulate impulse buying behavior as customers could be affected by both intrinsic and extrinsic motivations. (Lee, 2018).

Another limitation is the sample size. Due to the limited timeframe, only 406 samples are collected to represent the population of Thailand. A larger sample size can ensure a representative distribution of the population and lead to more generalized results.

Meanwhile a cross-sectional survey method was used in this research, hence it is not possible to analyze the changes and can be difficult to compare the trends over time. Since technology is fast moving and there is always improvement in online shopping, it is critical to update the study and research findings.

In addition, future change might be found in the interface where showing the picture of the clothing is no longer enough to satisfy customers. There might be a need for new researches to conduct and apply with the use of new technologies, such as the Augmented Reality (AR) or Virtual Reality (VR) to better visualize the online

products. For future research, the potential topic is about researching the interface of the online shopping platforms/websites on how it can be upgraded with the new technology to better satisfy customers' needs. At present, there is intense competition in online shopping platforms not just in Thailand, but all over the world. With the advance in technology, the first mover will be the one with the advantage to win in the business competition.

Furthermore, future research could examine other product types or other cultures, to further help investigate the impulse buying in another context, in order to generate new insights for online impulse buying as well as to generalize the findings of this study.

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APPENDICES

Appendix A: Questionnaire

การสำรวจนี้เป็นส่วนหนึ่งของโครงการวิจัยที่จัดทำโดยนักศึกษาการบริหารจัดการของมหาวิทยาลัยมหิดล
วัตถุประสงค์เพื่อรวบรวมความคิดเห็นจากผู้ซื้อออนไลน์ที่ซื้อเสื้อผ้า Fast Fashion คำตอบทั้งหมดที่ให้ไว้ในแบบ
สำรวจนี้จะถูกเก็บเป็นความลับและจะไม่มีการเปิดเผยข้อมูลที่ระบุตัวตนต่อสาธารณะ แบบสอบถามนี้จะใช้เวลา
ประมาณ 8 นาที ขอบคุณที่สละเวลาช่วยแสดงความคิดเห็นนะคะ

คุณเคยซื้อเสื้อผ้า Fast Fashion ทางออนไลน์ในช่วงสามเดือนที่ผ่านมาหรือไม่?
ตัวอย่างแบรนด์ของเสื้อผ้า Fast Fashion: Vatanika, Pomelo, Disaya, Kloset, Khun Poom, H&M, Zara, Penelope,
Urthe, Basics by Sita, Flat 2112, Loony Store, April Pool Day, Blackdog BKK, Lamune, and Life Project BKK

☐ เคย ☐ ไม่เคย

(ถ้าตอบเคย ผู้ตอบแบบสอบถามจะเห็นคำถามข้อต่อไป ถ้าตอบ ไม่เคย แบบสอบถามจะสิ้นสุด)

กรุณาตอบคำถามต่อไปนี้ โดยนึกถึงแบรนด์เสื้อผ้า fast fashion ที่คุณซื้อบ่อยที่สุด
กรุณาให้คะแนนความเห็นของคุณจาก 1-5 กับข้อความดังต่อไปนี้ โดย 1 หมายถึงไม่เห็นด้วยอย่างยิ่ง
และ 5 หมายถึงเห็นด้วยอย่างยิ่ง

1 - ไม่เห็นด้วยอย่างยิ่ง   2 - ไม่เห็นด้วย   3 - เฉยๆ   4 – เห็นด้วย   5 - เห็นด้วยอย่างยิ่ง

คำถาม	5	4	3	2	1
พฤติกรรมการซื้อสินค้าที่ไม่ได้อยู่ในการวางแผนล่วงหน้า					
"ซื้อก่อน คิดทีหลัง" อธิบายถึงตัวตนของฉัน					
การสั่งซื้อออนไลน์ของฉันมักจะทำโดยไม่ได้ตั้งใจหรือไม่ได้วางแผนมาก่อน					
เมื่อฉันเห็นผลิตภัณฑ์ในเว็บไซต์ฉันจินตนาการถึงความต้องการหรือการใช้งานของผลิตภัณฑ์นั้นๆ จากนั้นฉันจึงตัดสินใจซื้อ ณ ขณะนั้น					
เมื่อฉันเห็นผลิตภัณฑ์ในเว็บไซต์ทำให้ฉันจำได้ว่าฉันไม่มี ฉันก็เลยตัดสินใจซื้อทันที					
ฉันจะซื้อผลิตภัณฑ์ออนไลน์ก็ต่อเมื่อมีโปรโมชันพิเศษ (เช่น ซื้อหนึ่งแถมหนึ่ง ส่วนลด คูปอง และ โปรโมชันอื่น ๆ ที่คล้ายคลึงกัน)					
ฉันวางแผนการซื้อผลิตภัณฑ์ออนไลน์ส่วนใหญ่อย่างรอบคอบ					

คำถาม	5	4	3	2	1
ความพึงพอใจ					
ฉันพอใจกับการออกแบบเว็บไซต์					
ฉันรู้สึกว่าการชำระเงินออนไลน์นั้นง่ายและรวดเร็ว					
ฉันพอใจกับการแก้ปัญหาของเว็บไซต์หรือแพลตฟอร์มเมื่อฉันพบปัญหา					
ฉันพอใจกับความสะดวกในการใช้งานเว็บไซต์หรือแพลตฟอร์มการช็อปปิ้ง					
ฉันพอใจกับระบบการจัดส่ง					
ฉันพอใจกับคุณภาพของผลิตภัณฑ์แม้ว่าฉันจะไม่สามารถมองเห็นและสัมผัสได้เมื่อสั่งซื้อออนไลน์					
การรับรู้ถึงความง่ายในการใช้งาน					
ฉันคิดว่าเป็นเรื่องง่ายต่อการกดตามโครงสร้างเมนูเว็บไซต์					
ฉันคิดว่าเป็นเรื่องน่าพึงพอใจที่จะกดตามโครงสร้างทั้งหมดของเว็บไซต์					
เว็บไซต์ให้ข้อมูลตรงตามที่ฉันต้องการอย่างเพียงพอ					
ฉันพบว่าการโต้ตอบระหว่างเว็บไซต์กับฉันชัดเจนและเข้าใจง่าย					
มันเป็นเรื่องง่ายสำหรับฉันที่จะสามารถสำรวจแต่ละหน้าต่างของเว็บไซต์					
มันเป็นเรื่องง่ายสำหรับฉันต่อการค้นหาผลิตภัณฑ์ที่ฉันกำลังมองหา					
ความสวยงามของเว็บไซต์					
เว็บไซต์ช็อปปิ้งที่ฉันใช้มีการออกแบบที่น่าพึงพอใจ					
เว็บไซต์ช็อปปิ้งน่าดึงดูด					
การใช้เว็บไซต์ช็อปปิ้งนี้สามารถปรับปรุงประสิทธิภาพการช็อปปิ้งของฉันได้					
รูปภาพและรูปแบบตัวอักษรที่ใช้ในเว็บไซต์ช็อปปิ้งเป็นที่น่าพึงพอใจ					
สีของเว็บไซต์ช็อปปิ้งไม่มีผลกระทบต่ออารมณ์การช็อปปิ้งของฉัน					
เว็บไซต์ช็อปปิ้งยุ่งและรกเกินไป					

คำถาม	5	4	3	2	1
ความสะดวกสบาย					
ฉันสนุกกับการใช้เวลาสำรวจเว็บไซต์ช็อปปิ้ง					
ฉันสนุกกับการใช้เวลาน้อยที่สุดในการทำธุรกรรมออนไลน์					
เมื่อฉันมีปัญหาฉันสามารถเข้าถึงการบริการลูกค้าของเว็บไซต์โดยไม่ต้องใช้เวลามาก					
เมื่อฉันมีปัญหาฉันสามารถเข้าถึงการบริการลูกค้าของเว็บไซต์ได้โดยไม่ต้องใช้ความพยายามมาก					
การซื้อสินค้าออนไลน์มีความรวดเร็ว					
ฉันไม่จำเป็นต้องเรียนรู้มากมายเกี่ยวกับวิธีซื้อผลิตภัณฑ์ออนไลน์					
ความเสี่ยงที่รับรู้					
ฉันกังวลว่าฉันจะได้รับสินค้าหรือไม่					
ฉันกังวลว่าสินค้าจะถูกจัดส่งล่าช้า					
ฉันกังวลเกี่ยวกับคุณภาพของผลิตภัณฑ์เมื่อฉันซื้อของทางออนไลน์					
ฉันนำความคิดเห็นของผู้อื่นเกี่ยวกับผลิตภัณฑ์มาพิจารณา					
ฉันกังวลว่าข้อมูลที่ฉันให้ในระหว่างการทำธุรกรรมจะไปถึงบุคคลที่ไม่เหมาะสม					
ฉันกังวลในความปลอดภัยของการทำธุรกรรมของฉันกับเว็บไซต์					

คำถามทั่วไป

1. เพศ
   ☐ ชาย   ☐ หญิง
2. อายุ
   ☐ 20-25 ปี   ☐ 26-30 ปี   ☐ 31-35 ปี
   ☐ 36-40 ปี   ☐ 41-45 ปี   ☐ มากกว่า 45 ปี
3. รายได้ต่อเดือน (บาท)
   ☐ น้อยกว่า 15,000   ☐ 15,001-30,000   ☐ 30,001-45,000
   ☐ 45,001-60,000   ☐ 60,001-75,000   ☐ มากกว่า 75,001

4. มูลค่าใบเสร็จการซื้อเสื้อผ้าแบรนด์ต่อครั้ง (บาท)

□ น้อยกว่า 200   □ 201-400   □ 401-600

□ 601-800   □ 801-1,000   □ มากกว่า 1,000

5. เว็บไซต์ช็อปปิ้งที่เยี่ยมชมบ่อย

□ Shopee   □ Lazada   □ JD Central / Central Online

□ Kaidee   □ Instagram   □ Pomelo

□ Facebook   □ Others

□ Brand own website (for example; H&M, Zara, Cotton on)

Appendix B: Certificates of Exemption (COE)

สำนักงานคณะกรรมการจริยธรรมการวิจัยในคนชุดกลาง
อาคารสำนักงานอธิการบดี มหาวิทยาลัยมหิดล
โทร. ๐-๒๘๔๙-๖๒๒๔-๕ โทรสาร ๐๒-๘๔๙๖๒๒๔

ที่ อว   ๗๘.๐๖๓๐/๐๐๗๒๑

วันที่   ๑๐ กันยายน ๒๕๖๓

เรื่อง   แจ้งผลการพิจารณาโครงการวิจัย

เรียน   นางสาวจิดาภา ภูมิฐานนท์

ตามที่ท่านได้ส่งโครงการวิจัยเรื่อง "ผลกระทบของปัจจัยด้านสถานการณ์ต่อการซื้อสินค้าที่ไม่ได้อยู่ในการวางแผนล่วงหน้า ที่มีผลต่อความพึงพอใจในการซื้อเสื้อผ้าที่มีตราสินค้าออนไลน์ (Effect of Situational Factors on Impulse Buying to Satisfaction in an Online Shopping for Branded Clothing)" รหัสโครงการ MU-CIRB 2020/225.2808 มาเพื่อขอรับการพิจารณาจากคณะกรรมการจริยธรรมการวิจัยในคนชุดกลาง มหาวิทยาลัยมหิดล นั้น

ประธานคณะกรรมการจริยธรรมการวิจัยในคนชุดกลางฯ พิจารณาแล้วมีความเห็นว่าโครงการนี้เป็นการวิจัยที่มีความเสี่ยงต่อผู้เข้าร่วมวิจัยน้อยมาก และได้ให้การพิจารณาแบบ Exemption Review ประเภทการวิจัยเชิงสำรวจ

จึงได้ออกเอกสารรับรองว่าเป็นโครงการประเภท Certificate of Exemption ซึ่งท่านสามารถดำเนินการวิจัยได้ตั้งแต่วันที่ระบุในเอกสารรับรอง โดยใช้เอกสารชี้แจงผู้เข้าร่วมวิจัย หนังสือแสดงเจตนายินยอมเข้าร่วมวิจัย และเอกสารอื่น ๆ ที่เกี่ยวข้อง ซึ่งได้ประทับตรารับรองโดยคณะกรรมการจริยธรรมการวิจัยในคน โดยไม่ต้องส่งรายงานความก้าวหน้าของโครงการวิจัยมายังคณะกรรมการฯ อีก แต่หากมีการปรับเปลี่ยนโครงร่างวิจัยที่จะทำให้มีความเสี่ยงต่อผู้เข้าร่วมวิจัยเพิ่มขึ้นจากที่ได้รับการรับรอง ขอให้ท่านดำเนินการแจ้งคณะกรรมการจริยธรรมการวิจัยในคนเพื่อการพิจารณาอีกครั้งหนึ่ง

จึงเรียนมาเพื่อโปรดทราบ

(ศาสตราจารย์เกียรติคุณ ดร.วริยา ชินวรรโณ)
ประธานคณะกรรมการจริยธรรมการวิจัยในคนชุดกลาง
มหาวิทยาลัยมหิดล ชุดที่ ๒

สำเนาเรียน: ผู้ช่วยศาสตราจารย์ ดร. ชนินทร์ อยู่เพชร

COE No. MU-CIRB 2020/119.1009

Mahidol University Central Institutional Review Board

Certificate of Exemption

Title of Project: Effect of Situational Factors on Impulse Buying to Satisfaction in an Online Shopping for Branded Clothing

Protocol Number: MU-CIRB 2020/225.2808

Principal Investigator: Miss Jidapa Phumitanon

Co- Investigators: -

Affiliation: College of Management, Mahidol University

The criteria of Exemption: Research involving the use of survey procedures and:

- Recorded information CANNOT readily identify the subject (directly or indirectly/linked) OR
- Any disclosure of responses outside of the research would NOT place subject at risk (criminal, civil liability, financial, employability, educational advancement, reputation)

MU-CIRB is in full compliance with International Guidelines for Human Research Protection such as Declaration of Helsinki, The Belmont Report, CIOMS Guidelines and the International Conference on Harmonization in Good Clinical Practice (ICH-GCP)

Date of Determination: 10 September 2020

Signature of Chairperson: ....

(Emeritus Professor Dr. Wariya Chinwanno)

MU-CIRB Chair

MU-CIRB Address: Office of the President, Mahidol University, 4th Floor, Room Number 411

999 Phuttamonthon 4 Road, Salaya, Nakhonpathom 73170, Thailand

Tel: 66 (0) 2849 6224, 6225 Fax: 66 (0) 2849 6224

E-mail: mucirb@gmail.com Website: http://www.sp.mahidol.ac.th

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MU-CIRB	คณะกรรมการจริยธรรมการวิจัยในคนส่วนกลาง มหาวิทยาลัยมหิดล	แก้ไขวันที่ 10/07/2020
เอกสารชี้แจงผู้เข้าร่วมวิจัย โดยการตอบแบบสอบถาม (Self-Administered Questionnaire Participant Information Sheet)		หน้าที่ 1 ของ 1 หน้า

<table>
<tr><td colspan="3" align="center">เอกสารชี้แจงผู้เข้าร่วมวิจัย โดยการตอบแบบสอบถาม
(Self-Administered Questionnaire Participant Information Sheet)</td></tr>
<tr><td align="center">☑ ต้นฉบับ</td><td align="center">☐ การปรับเปลี่ยนครั้งที่...................................</td><td align="center">วันที่20/08/2563</td></tr>
</table>

เรียน ผู้ตอบแบบสอบถามทุกท่าน

ด้วยดิฉัน นางสาวจิดาภา ภูมิฐานนท์ นักศึกษาปริญญาโทหลักสูตรการจัดการมหาบัณฑิต (หลักสูตรนานาชาติ) วิทยาลัย การจัดการ มหาวิทยาลัยมหิดล มีความประสงค์ทำวิทยานิพนธ์เรื่อง "ผลกระทบของปัจจัยด้านสถานการณ์ต่อการซื้อสินค้าที่ไม่ได้ อยู่ในการวางแผนล่วงหน้า ที่มีผลต่อความพึงพอใจในการซื้อเสื้อผ้าที่มีตราสินค้าออนไลน์" ซึ่งการศึกษานี้สามารถเป็นประโยชน์ สำหรับผู้ซื้อออนไลน์ที่ต้องการควบคุมพฤติกรรมการซื้อสินค้าที่ไม่ได้อยู่ในการวางแผนล่วงหน้าเพื่อให้พวกเขาทราบถึงกลยุทธ์ ทางการตลาดของผู้ค้าปลีกที่มีแนวโน้มที่จะกระตุ้นพฤติกรรมการซื้อของพวกเขา ในขณะเดียวกัน เจ้าของร้านเสื้อผ้าแบรนด์ยัง สามารถปรับใช้กลยุทธ์เพื่อเพิ่มยอดขายจากพฤติกรรมการซื้อสินค้าที่ไม่ได้อยู่ในการวางแผนล่วงหน้าของผู้บริโภค

ท่านได้รับเชิญให้เข้าร่วมการวิจัยนี้เพราะ ท่านเป็นบุคคลสัญชาติไทย อายุมากกว่า 20 ปี และเป็นผู้ซื้อเสื้อผ้าที่มีตราสินค้า ผ่านทางออนไลน์ในระยะเวลาสามเดือนที่ผ่านมา ในการนี้ผู้วิจัยมีความจำเป็นต้องเก็บรวบรวมข้อมูลโดยใช้แบบสอบถามเรื่อง "ผลกระทบของปัจจัยด้านสถานการณ์ต่อการซื้อสินค้าที่ไม่ได้อยู่ในการวางแผนล่วงหน้า ที่มีผลต่อความพึงพอใจในการซื้อเสื้อผ้า ที่มีตราสินค้าออนไลน์" ซึ่งประกอบด้วยคำถาม 3 ส่วน จำนวน 42 ข้อ แบ่งออกเป็นคำถามคัดกรอง คำถามการให้คะแนนความพึง พอใจ และคำถามทั่วไป ใช้เวลาในการตอบทั้งหมดประมาณ 8 นาที โดยเป็นการตอบแบบสอบถามผ่านทางออนไลน์ ผู้วิจัยจะเก็บ ข้อมูลการวิจัยเป็นความลับ และจะทำลายข้อมูลทั้งหมดภายในสามเดือนหลังจากการวิจัยเสร็จสิ้น

เนื่องจากแบบสอบถามประกอบด้วยคำถามหลายส่วน จึงขอความกรุณาให้ท่านพิจารณาตอบตามความรู้สึกของท่านให้ มากที่สุด โดยข้อมูลและคำตอบทั้งหมดจะถูกปกปิดเป็นความลับ และจะนำมาใช้ในการวิเคราะห์ผลการศึกษาครั้งนี้โดยออกมา เป็นภาพรวมของการวิจัยเท่านั้น จึงไม่มีผลกระทบใดๆต่อผู้ตอบหรือหน่วยงานของผู้ตอบ เนื่องจากไม่สามารถนำมาสืบค้นเจาะจง หาผู้ตอบได้ ท่านมีสิทธิ์ที่จะไม่ตอบคำถามข้อใดข้อหนึ่ง หากท่านไม่สบายใจหรืออึดอัดที่จะตอบคำถามนั้น หรือไม่ตอบ แบบสอบถามทั้งหมดเลยก็ได้ โดยไม่มีผลกระทบต่อการปฏิบัติงานใดๆของท่าน ท่านมีสิทธิ์ที่จะไม่เข้าร่วมการวิจัยก็ได้โดยไม่ ต้องแจ้งเหตุผล

หากผู้เข้าร่วมวิจัยมีข้อสงสัยเกี่ยวกับการวิจัยหรือแบบสอบถาม สามารถติดต่อสอบถามได้ที่ 38 ซอยเทเวศร์ 1 ถนนกรุง เกษม เขตพระนคร กรุงเทพ 10200 ในวันและเวลาราชการ หรือ โทรศัพท์ที่ติดต่อได้ที่ 080-3654926

โครงการวิจัยนี้ได้รับการพิจารณารับรองจาก คณะกรรมการจริยธรรมการวิจัยในคนของมหาวิทยาลัยมหิดล สำนักงานอยู่ ที่ สำนักงานอธิการบดีมหาวิทยาลัยมหิดล ถนนพุทธมณฑล สาย 4 ตำบลศาลายา อำเภอพุทธมณฑล จังหวัดนครปฐม 73170 หมายเลขโทรศัพท์ 02-849-6224, 6225 โทรสาร 02-849-6224 หากท่านได้รับการปฏิบัติไม่ตรงตามที่ระบุไว้ ท่านสามารถติดต่อ ประธานกรรมการฯหรือผู้แทน ได้ตามสถานที่และหมายเลขโทรศัพท์ข้างต้น

ขอขอบพระคุณที่กรุณาสละเวลาในการตอบแบบสอบถาม

รับรองโดยคณะกรรมการจริยธรรมการวิจัยในคนชุดกลาง
มหาวิทยาลัยมหิดล (MU-CIRB)
รหัสโครงการ MU-CIRB 2020/225.2108
วันที่ 1 0 ก.ย. 2563

ขอแสดงความนับถือ

จิดาภา ภูมิฐานนท์

Self-Administered Questionnaire Participant Information Sheet version 20/08/2563

CITI PROGRAM

Completion Date 29-Jun-2020
Expiration Date 28-Jun-2024
Record ID 36941208

This is to certify that:

Jidapa Phumitanon

Has completed the following CITI Program course:

Not valid for renewal of certification through CME. Do not use for TransCelerate mutual recognition (see Completion Report).

Human Subjects Research	(Curriculum Group)
Student Social, Behavioral & Humanity Research	(Course Learner Group)
1 - Basic Stage	(Stage)

Under requirements set by:

Mahidol University

CITI
Collaborative Institutional Training Initiative

Verify at www.citiprogram.org/verify/?wdc90771e-9d63-4101-9ec8-083d4822dfbf-36941208