

**THAI CONSUMER'S MOTIVES OF PURCHASING
ELECTRONICS PRODUCTS (MOBILE DEVICE)
ON ONLINE PLATFORMS**



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Thematic paper
entitled
**THAI CONSUMER'S MOTIVES OF PURCHASING
ELECTRONICS PRODUCTS (MOBILE DEVICE)
ON ONLINE PLATFORMS**

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ABSTRACT

The purpose of this thematic paper is to explore the perception of Thai consumer's motives on buying electronics on online platforms. There are variety of reasons for people to decide when buying products.

The research results show that keys of the motive are Price and Service quality these are key factors that motivate people to buy from Online.

KEY WORDS: Service Quality/ Price/ Risk/ Ease-of-use

29 pages

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CHAPTER I

INTRODUCTION

The explosive growth of the internet users in Thailand has facilitated e-commerce and online shopping in recent years. According to the research, (J.P. Morgan Global Payment Trends, 2020) the online shopping sector in Thailand is valued at \$26.2 billion, although the margin of e-commerce in the country still proves significantly low compared to physical retail. However, as an emerging e-commerce market, Thailand has the percentage of growth of online shopping sector at an astounding rate which increases roughly 49% in 2016 and approximately 27% in 2017. It indicates that the growth of e-commerce market in the country has high potential.

Interestingly, ETDA's surveys indicate that 47.5 million people in Thailand used the internet, accounted for 70% of the country's population, with generations Y and Z showing the strongest online engagement. Although, in the recent year the most actively participate groups on shopping platform are Millennials or generation Y (born 1981-1996), generation Z (born 1997-2012) consumers. They have become the most attractive target group of E-commerce platform due to their growing numbers and dominance in the markets (Tunsakul, 2018). Additionally, people who were born in 1997 or later (Generation Z) was born in the digital era, most of them are innovative, highly educated and technologically savvy which tend to perceive lower risk and adapted to using e-commerce platform comparing with people from another generation (Bassiouni & Hackley, 2014; Priporas et al., 2017).

Another major aspect is social media. It can be considered as one of the factors that influences Thai customer's motive on online purchasing platform. Thailand comes in ninth place out of countries with the highest amount of active Facebook users. Bangkok is Facebook's most active global city ("Thailand: number of Facebook users 2017-2025 | Statista", 2020), while google nearly monopolizes the country's search engine. This generally discover products and deals through online ads which are on social media and google search. It is highly effective and useful in influencing Thai customers across all

generations towards online shopping platform. According to JD central shopping platform database, 80% of electronic products (Mobile devices) transaction is B2C. The research also supported that social media is an effective marketing element to engage target audiences ("B2C Social Media Use That May Surprise You - Heidi Cohen", 2020).

There are many regional and local e-commerce platform providing wide range of products. The leading platforms in Thai market are Lazada, Shopee, JIB, Power Buy, JD central, etc. According to e-commerce Marketplace survey Thailand, 2020; electronic products (Mobile Electronics) ranked number one in term of percentage of sales on shopping platform following by fashion, beauty and lifestyle and hobby, accounted for 24.75%, 14.63%, 11.91% and 11.5% respectively. This study aimed to find out the reason behind top rank sale margin among other categories and customer's motive on online e-commerce purchasing of electronic goods.

The high competitive e-commerce industry drives online shopping platform function's development in order to generate potential customer perception e.g. ease of use, accessibility of the platform via smartphones (mobile apps), as a majority of shoppers who tend to use mobile phone for online shopping. Additionally, the payment options such as cash on delivery, Bank transfer, credit card, debit card, mobile wallets, instalment payment, free and fast delivery services aimed to maximize customer's shopping experience and the overall level of convenience. Apart from ease of use, platform reliability and loyalty programs; point collections in credit card also become one of the underlying factors that impact on the motives of Thais.

Due to the competition in promotion and discount on online shopping platform, the cheapest price attracts more regular buyers and potential buyers towards those online shopping platforms especially in electronic product categories. The product sold in online shopping platform has relatively low price compared to that of retail store. Price sensitivity affects customer who purchase the product from online shopping platform rather than physical shops. Lastly, this study aimed to investigate the underlying factors that affect customer's motive towards electronic products purchasing from JD-central shopping platform. Moreover, it aimed to understand the current attitude of Thai consumer towards online shopping, also identify the key factors that interfere them on electronic products (mobile phone) online purchasing.

CHAPTER II

LITERATURE REVIEWS

The foundation of this study is to define the key variables affecting customers' motives of purchasing electronics products (mobile device) on online platform. It might be the basic understanding on how each variable significantly influences actual purchase behaviors in the various ways. Xu et al. (2019) classified the variables that significantly influences customers' motives into four main variables consisting of Perceived service quality (e-service quality (1), Perceived Risk (2) as there are difference in attitude toward online shopping platform, Price consciousness (Price sensitivity) (3), and lastly, Perceived ease of use (4) based on the functionality of each shopping platform.

2.1 Perceived service quality (e-service quality)

The concept of e-service quality is derived from the service quality construct. There are no acceptable frameworks, exact definitions and measurement of e-service quality (Seth et al., 2005). Also, the expectations of consumers towards e-service quality are not as well formed as those of traditional service quality (Zeithaml et al., 2002). Service quality can be identified as the overall evaluation of a specific service firm. It helps measuring the firm's performance by comparing to the customer's general expectations of how firms in that industry should perform (Parasuraman et al., 1988).

Asubonteng et al. (1996) states the term of e-service quality as the difference between expectation of online consumers on service performance before the service encounter and the level of satisfaction after the service received, which affect consumer's overall impression of the superiority or inferiority of those brands and its services. There is difference perception vary from person to person regarded to e-service quality, but their essence is similar (Khalil, 2011), Ojo (2010). It was defined that the definition of service quality only differ in their wording but the context is generally related to the

determination of what consumers perceived, whether perceived service that the companies deliver lead to the meeting, exceeding or failure to fulfill the customer expectations.

Most researchers and practitioners believe that e-service quality and web service quality have a similar term. There are plenty of judgments regarding e-service quality. For example, Zeithaml et al. (2002) described e-service quality as the excellent in function of e-commerce website; shopping, purchasing and delivery of goods and services, while Santos (2003) clarified e-service quality as the overall customers perception and evaluation toward the excellence and quality of e-service delivery in the e-marketplace (Santos, 2003). Additionally, Collier and Bienstock (2006) also defined e-service quality as customers' assessment of services ability to meet their expectations and responses to service failures of a service provider. This study aims to understand the perceived e-service quality of consumer that influences Thai consumer's motive of purchasing Electronics products (mobile device) on online platform. Thus, the following hypothesis is proposed:

H1: Perceived e-service quality had a significant impact on Thai Consumer's motives of purchasing Electronics products (mobile device) on online platform.

2.2 Perceived risk and trust

Cunningham (1967) described risk as the possibility of lost if the consequences of an act were not favorable, and the customer's subjective feeling of possibility that the outcome will be unfavorable. The recent study classified the relationship between types of risk perceived by shopping platform's customers and their purchasing behavior. The type of risk on online shopping can be divided into 4 main variables: financial, time & convenience loss, psychological and product performance (Forsythe and Shi, 2003). According to Bhatnagar and Ghose (2004), there are differing impact on customer perceived risk toward online shopping behavior based on their level of risk tolerance, familiarity and experience with online shopping. Additionally, there are other dimensions of risk such as source privacy (Elliot, 1995) and source credibility (McCorkle, 1990). They are also likely to be related to e-commerce.

There are many risks that hold customers from making purchase on online platform which consists of financial risk, performance risk, time loss risk and psychological

risk. Firstly, perceived financial risk can be described as the financial loss that might occurred during the online shopping including potential expenses of returning the product, any hidden costs for using online services, risk of refunding. Secondly, perceived performance risk; the concern over the functionality of the platform and uncertainty of vendors on platform, including risk of customers not receiving the products and services promised (Mitchell, 1999). Thirdly, perceived time loss; the time required to wait for the arrival of product also involved, also related to effort and time loss during the returning or exchanging the products. Additionally, perceived psychological risk is the concern about the psychological discomfort that occurred because of online shopping including the concern over the loss of privacy and sensitive information. Thus, based on the discussion above, the following hypothesis is proposed.

H2: Perceived risk had a significant impact on Thai Consumer's motives of purchasing Electronics products (mobile device) on online platform.

2.3 Price consciousness

Lichtenstein et al. (1993) identified price consciousness as “the degree to which the consumer focuses exclusively on paying a low price”. Consumers who have high price sensitivity (price consciousness) are concerned to find and compare for the lowest possibility of price for the products in the marketplace, also they derive emotional value and entertainment from purchasing the products at the lower prices (Alford and Biswas, 2002).

Sinha and Batra stated (1999) that level of price consciousness can be classified by the difference in an attitude that varies across any individuals. Some consumers are more sensitive in price while they pay compared to others. As a result of this, the customer segments can be divided based on their level of price consciousness. Customers with low price consciousness are considerably only little on price aspect when purchase (Lichtenstein et al., 1988), which there is low engagement in price search (Lichtenstein et al., 1993). For customers who lack of price consciousness, they tend to be perceived on other aspects such as value, services, ease of use, etc. They will not be motivated about price extensively (Kukar-Kinney et al., 2007).

In contrast, customers with high price consciousness are likely to pay more attention to price (Lichtenstein et al., 1988), and involve deeply in any price related information. This type of customers spend more time thinking about price and they tend to use longer selection process when making a purchasing decision (Kukar-Kinney et al., 2007). According to Rox (2007), online shopping platform tends to offer a better deal comparing to physical stores, which customers can purchase the same product with a lower price on online store. Thus, based on the discussion above, hypothesis can be proposed:

H3: Price consciousness had a significant impact on Thai Consumer's motives of purchasing Electronics products (mobile device) on online platform.

2.4 Perceived ease of use

This study classified perceived ease of use into four main categories: convenience, information, product & services and cost and time efficiency. According to research of Wang et al (2005), convenient of the internet was considered as one of the most important factors affecting customers' decision to purchase via online platform, especially convenient of time arrangement. While physical stores have the exact opening hours, online platforms represent more flexibility as they are open 24 hours a day (Hofacker, 2001; Wang et al., 2005). Moreover, on working days, There are not only customers could avoid crowded and wasting of their time waiting for long queue if they select to buy products or services through online platform, but also the online services provided on online shopping platform (The Tech Faq, 2008). Therefore, the online platform services provide the availability for customers to ask questions, get necessary support or assistance whenever they needed (Hermes, 2000). One of the underlying factors regarding to perceived ease of use is that some purchasing customers on online channel just would like to escape from face-to-face interaction with salesperson, due to their bad impression when dealing with salespeople in physical store. The customers are not willing to be controlled and manipulated in the physical market (Goldsmith and Flynn, 2005; Parks, 2008).

There are plenty of information and data available on internet (Wang et al., 2005). As there is lower chance of touching and feeling on the real products on online

shopping platform, online sellers generally tend to provide more product information for customer when making a purchase (Lim and Dubinsky, 2004). Additionally, the products' review by other customers also one of the aspects that prove beneficial to customers who purchased on online platform (Keeney's, 1999). It is obvious that nowadays, e-commerce has made a transaction easier than before. Also, online shopping platform has more variety of products and services for customer to choose comparing to physical stores (Lim and Dubinsky, 2004). Moreover, the majority of online shopping platforms offer customers variety payment plans, methods (Amin, 2009) and option of customers which customers can easily adjust their payment date and amount in their own preference and convenience (Anonymous, 2009).

For cost and time efficiency, as mentioned earlier that customer can buy on online anytime and from everywhere. Also, the fast delivery services make their easier life. They do not need to be stuck in the traffic, wait in checkout lines, or find the parking lot (Childers et al., 2001) which reduces customer psychological costs. Thus, based on the discussion above, hypothesis can be proposed:

H4: Perceived ease of use had a significant impact on Thai Consumer's motives of purchasing Electronics products (mobile device) on online platform.

2.5 Attitude towards online shopping

Attitude refers to latent or internal characteristics including bias to respond unfavorably or favorably to a specific object (Ajzen, 2012). The user preferences of using certain devices and technologies also can be identified as attitude (Park and Kim, 2013). Ajzen (2012) stated that attitude towards a behavior is based on the way of thinking or feeling on people including any decisions that can be reflected in that person's behavior. Moreover, Davis' (1989) believed that customer's attitude can be significantly influenced by perceived ease of use and perceived usefulness. The research from Chang et al. (2012) indicated that the level of risk tolerance (perceived risk) also has significantly impact on attitude of individual toward brand. As a result, we hypothesize that:

H5: Attitude towards online shopping had a significant impact on Thai Consumer's motives of purchasing Electronics products (mobile device) on online platform.

2.6 Customer's motives and actual purchase behavior

Customer's actual purchase behavior is motivated by psychological factors; motives, perception, learning and beliefs. In this study, we mainly focus on customer motivation which is the forces that encourage individual behavior to fulfill their internal need states (Westbrook and Black, 1985, p. 89). Researchers identified the customer's motive that led to actual purchase behavior into three motives; convenience, willingness to take risk and shopping enjoyment (Eastlick and Feinberg, 1999; Childers et al., 2001).



CHAPTER III

RESEARCH METHODOLOGY

The conceptual model and hypothesis framework in Figure 3.1 represented the hypothesis and the relationships between variables.

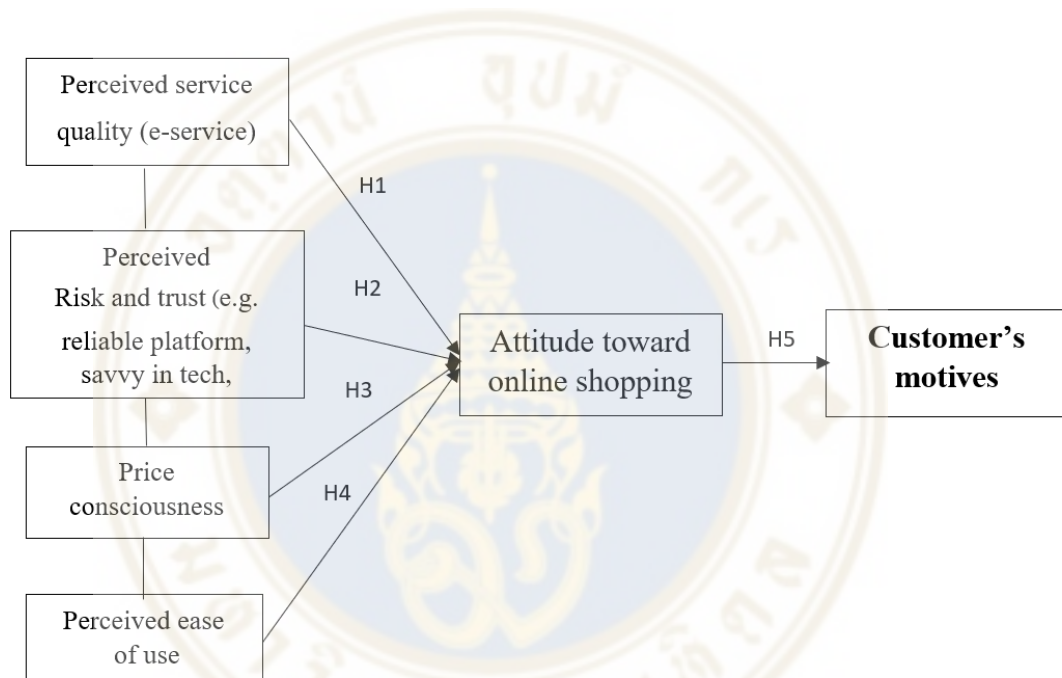


Figure 3.1 Conceptual model and hypothesis framework

This research aims to conduct both primary and secondary data. Qualitative research by in-depth interview with online platform users (customers) was examined. In order to understand about the decision made and factors affect their purchasing motivation of mobile device on online platform, They were employed as a primary research. Additionally, quantitative research via questionnaire also was conducted in order to gain the sample size. The huge enough sample size, the more reliable results getting through SPSS.

3.1 Sample

After discussion on the variables in the previous chapter, this research aims to collect the information using quantitative research by creating online questionnaire via google forms, including with a hyperlink for respondents to be able to complete the questionnaire online. This research concluded with up to 100 potential respondents who can view as an online platform user, or people who associated E-commerce industry, online retailing including their gender, age, range of salary and education background.

SPSS was used as a statistical analysis tool for measuring the results conducted for answering the research questions. The methods are consisting of descriptive analysis and compare mean.

The qualitative research via in-depth interviews was also applied in this research, including with roughly 10 potential respondents in order to gain better understanding of Thai customer's motives of purchasing electronics products on online platforms.

3.2 Questionnaire design

This layout of the online questionnaire consists of four parts as followings.
(The questionnaire was taken place 1st November 2020)

Main questionnaire questions

1. Gender
2. Age range
3. Income Range
4. Previous Qualification
5. Have you ever buy electronics product online?
6. How are you concern on buying electronics online?
7. Do you choose to buy products based on services.
8. Do you concern on paying in advance using (debit/credit card)
9. Do you concern on fake products when buying online?
10. Do you concern on product damage when buying online?
11. Do you concern on slow delivery when buying online?

12. Is price the priority when it comes to online purchasing?
13. How much do you normally pay for this product category?
14. There are varieties of promotion comparing to traditional store.
15. Do you buy the product on aggressive promotion straight away even though you do not need it?
16. Is it more convenient to buy online than going offline?
17. Do you agree that buying online save you time?
18. Buying online give you more time and choices.
19. Do you have more information when buying online?
20. Buying online is more complex than traditional shopping.
21. Lack of trust worthiness of Vender
22. Not being able to touch and see the product.
23. Difficulty on returning product and after-sales service.
24. A long time is required for product to be delivered.

3.2.1 Part 1: Screening Question

The screening question is placed at first section of online survey in order to determine whether respondents meet certain requirement to take part in the study. In this case, this research aims to collect information from internet users and people who used to purchase the product on online platform. In the pre-screening section, the screening question consists of three multiple choice questions.

3.2.2 Part 2: General Question

The second section of this survey contains multiple set of questions based on the constructs using a nominal scale. The questions guide the respondents to have a better understanding of the context of the survey before attending to the next sections.

3.2.3 Part 3: Main Question

The survey construction focuses on four main variables and one mediator variable; 1. Perceived product and service quality, 2. Perceived risk, 3. Price consciousness, 4. Perceived ease of use and Attitude towards online shopping in total of 25 questions - 5 questions for each variable. This research aims to apply a five-point Likert scale with 5

representing "Strongly agree" and 1 representing "Strongly disagree" in measuring the items of the constructs. It allows the study to measure the values of some factors that have an impact over other factors.

3.2.4 Part 4: Demographic information

In the last section of the survey, the demographic question was created using nominal scales. The question is related to gender, age, education background, monthly income. The demographic information in this section was used to analyze by SPSS.

3.2.5 Part 5: Limitation of survey

The main limitation of this survey is that it was conducted through an online platform which has a majority of the respondent age of 18 to 30. The result of this survey might not contain the opinion of people across all generations. Furthermore, the similarity gap in the age of the respondents may represent only the middle-income group respondents, which the result might not represent the big picture in the Thailand e-commerce market. Future research may encourage expanding the comparison among all generations and gathering the information from more respondents, to gain all aspects of feedback, which help generate better empirical knowledge.

CHAPTER IV

RESEARCH FINDING AND RESULTS

4.1 Demographic information

This study targeted 100 samples, but due to timing problems and not reaching all target groups, only 72 samples were collected. With details as follows:

The 59.7% of respondents are female and another 40.3% are males. Most proportion of the sampling test is people age range 26-35. The data are shown that the income rate for the sampling people which is equally distributed apart from 15,000-20,000k had the least proportion.

Furthermore, the information shows that most of the sampling test comes from the undergraduate and postgraduate people. 80% of the people participated in this survey have purchased online before. It is useful for the research.

Table 4.1 Gender

Gender	Frequency	Percent
Female	43	59.7
Male	29	40.3
Total	72	100.0

Table 4.2 Age-range

Age-range	Frequency	Percent
18-25	17	23.6
26-35	38	52.8
36-45	15	20.8
50+	1	1.4
Total	71	98.6
Missing (System)	1	1.4
Total	72	100.0

Ps: Missing system shows that the respondent did not identify their age.

Table 4.3 Income

Income	Frequency	Percent
15k-20k	10	13.9
20k-30k	17	23.6
30k-45k	21	29.2
50k+	24	33.3
Total	72	100.0

Table 4.4 Previous Qualifications

Previous Qualifications	Frequency	Percent
High School	3	4.2
Undergraduate	28	38.9
Postgraduate	39	54.2
Total	70	98.6
Missing (System)	2	2.8
Total	72	100.0

Ps: Missing system shows that the respondents did not identify their income.

Table 4.5 Have you ever bought electronics product online?

Have you ever bought electronics product online?	Frequency	Percent
Yes	59	81.9
No	13	18.1
Total	72	100.0

4.2 Gender by Price

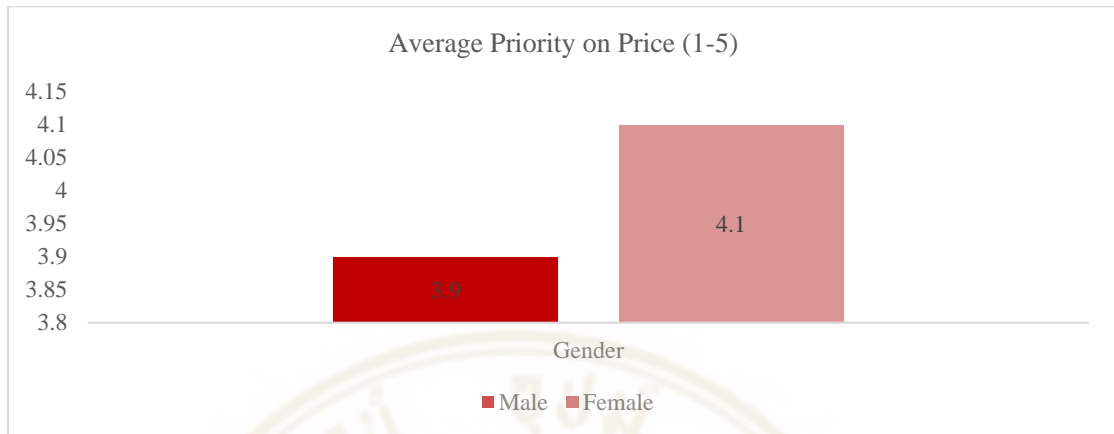


Figure 4.1 Gender by Price

The hypothesis above shows 'Is price the priority when it comes to online purchasing. According to the graph above, it shows that Gender has the significant impact on price. The average score of female is 4.1. Buying electronics online can be concluded that the male has less concern on the price comparing to women with the score of 3.9.

4.3 Service Quality

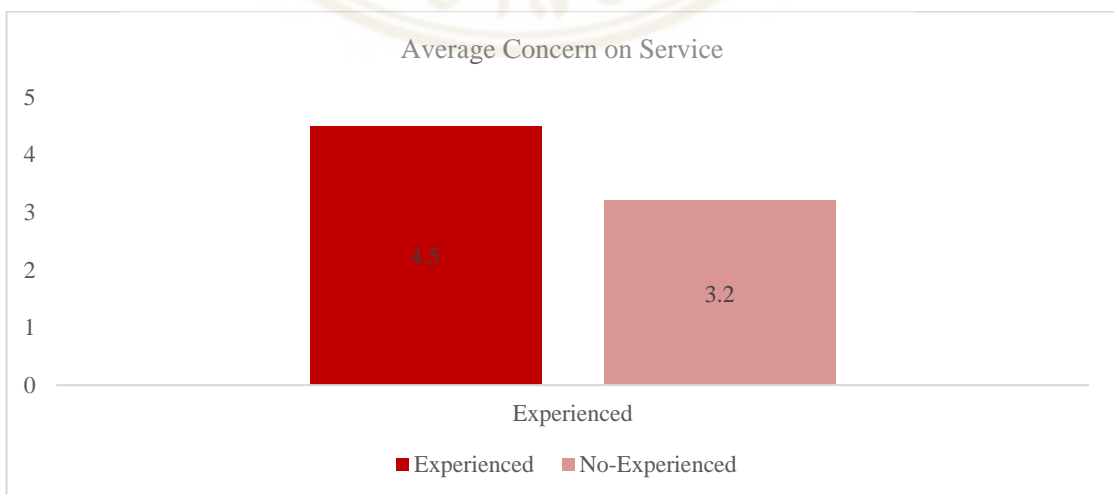


Figure 4.2 Service Quality

The hypothesis above shows ‘Have you ever buy electronic product online?’. According to this graph, it shows that experienced people has more concern on the service provided by the online shopping platform. It can be concluded that people who have experienced are looking towards a better service. That is why they make repurchasing at the platform.

4.4 Ease of Use

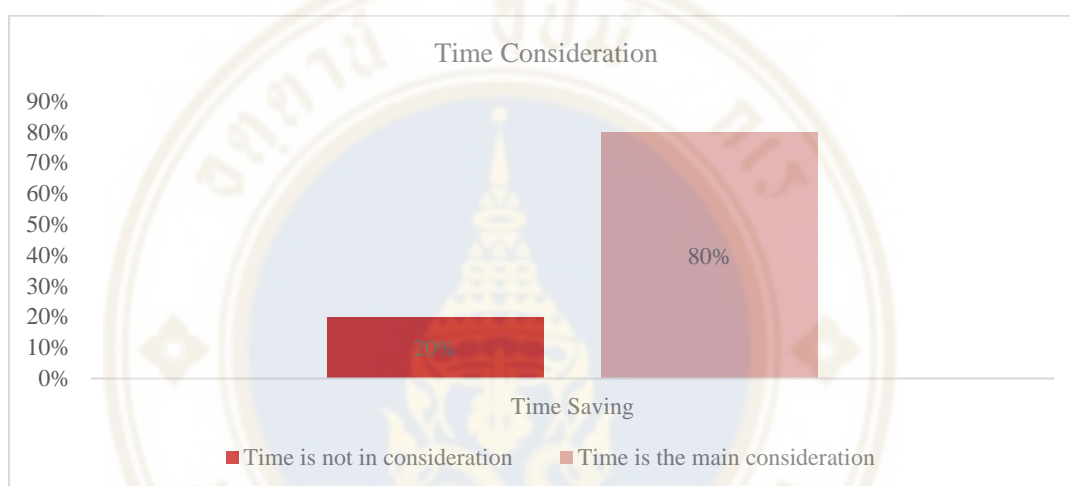


Figure 4.3 Ease of Use

The hypothesis above shows, ‘Do you agree that buying online can save you time?’ and ‘Buying online gives you more time and choices. The graph shows that time is the main consideration for 80% of those respondents. The online shop opens 24 hours and customer can submit order any-time they wish.

4.5 Risk (fake product)



Figure 4.4 Risk (fake product)

The hypothesis above shows, “Do you concern on fake products when buying online?” The result shows that the female has more concern in the fake product with the average value of 4.6; male on the other hand has less concern on the fake products when it comes to online shopping with 3.2 average score.

The data are collected and analyzed via interview questions answered by people who have the potential of buying products online. The data are collected and analyzed to figure out the findings and results in this chapter.

4.6 In-Depth Interview Results

In this section the in-depth interview provide results as there are 10 interviewees participated in this interview.

Interview Question

1. How often do you buy products online?
2. What types of product do you buy online?
3. What online platforms do you use?
4. What are the biggest concerns on buying online?
5. Are you comfortable on buying products online?

6. Are you confident that your personal information is confidential when buying online?
7. Are you confident that your credit card information is confidential when buying online?
8. Which payment methods do you use most when buying online?
9. How much do you usually spend on average for shopping online?
10. Do you purchase electronics online?

4.6.1 Findings from each of the interviewees.

- Candidate A: a new graduate person who works in a banking industry and does not really go out the shopping or supermarket. During the interview, the standard questions have been asked, also other related questions regarding the online shopping. He stated that after there is a new application launched in Thailand Market, he moved to buying online rather than going out to shop because he is more willing to try new things and features that have been launched in the market. He said that online platforms provided many deals during different campaign, which makes a lot of products cheaper than normal. He also said that the intention of buying online is more during the pandemic that happened recently (COVID-19). For the payment part mentioned during the interview, he said that it is very secure nowadays because there are payments gateways that can track the behavior. Also, the banking system is successful making all the payment highly secured.

- Candidate B: A freshly graduated person who run her own business with her parents. She is the owner of LED factories and does some online shopping frequently because she is too busy to go out to the shopping mall. There are 3 online platforms and she has used all of them before to check which platforms are most trustworthy. At first, she was concerned about the payment method because the online shopping is new in Thailand. There was not many trusts to these platforms. However, she mentioned that this online platform has many payment functions and one of the functions was Cash on Delivery. The reason why she chose the Cash on Delivery option because she does not want to pay first and she was not sure whether she would get the product delivered to her house if she paid in advance. After a few times shopping online, she is happy to use her credit-card to buy online. She said that the platforms have different intention and

purpose e.g., Shopee is more towards Fashion, Lazada is more FMCG and at JD Central are more electronics products. She recently purchases electronics (Mobile) online as there was a huge discount comparing to buying offline.

- Candidate C: A middle-aged person who has been working at the supermarket for quite long-time. She barely uses the mobile phone apart from calling and receiving calls. However, she said that her son does recently talk about buying products online because for working period. No one is at home to go out for shopping. Her son explained that the reason of buying online is buying convenience. It can be delivered to your doorstep and you can also choose for it to be delivered on a specific date. After a few times of getting products delivered to home, she was taught at home to buy products online. She downloaded the application and use once or twice per week to buy online. She said that the application is not that complicated as she thought, and there are varieties of promotion every month. In-terms of payment part she uses a debit card as her payment type because she only put a specific amount of money in there to prevent others from hacking. She said that there is no problem at all by paying online and she is happy to keep on purchasing online.

- Candidate D: A manager who works in an e-commerce industry given the interview with many interesting facts as he has full of experiences. As a retail manager, he knows inside out of the prices and demand of each product in the market. He noticed himself that the Price is one of the key things to give intention on buying the product. He said that when it comes to purchasing online at a certain period product will be cheap comparing to offline shops. For himself, the intention to buy products online has more often because he knows when the price goes down and believes in the quality of the products. He also mentioned that application of online shopping does give you coupons which can be used when submitting orders.

- Candidate E: A newly graduate student who work as an internship in banking and finance industry. He said that he buys online products sometimes, but being a newly graduated person, he does not have the credit card to pay for the orders. He uses cash on delivery in-terms of the purchasing because he does not have the other choice to offline, but the deli to make payment. He said that buying online you may not get it straight away comparing very lead time is very efficient for only 1 day in Bangkok area, which is still reasonable and convenient to buy.

- Candidate F: A teacher who spends a lot of money buying products online e.g., grocery, electronics, and furniture. Being a teacher is sometimes not so much time, as she does not have her weekend because she does extra teaching over the weekend. Before she buys stuff via nearby corner shops, she is single and living alone. She said that the first application that she uses to buy products online is Lazada. The reason behind is because she does not have time. She always orders and gets it at the school. The delivery is extremely fast, no need to go and que up at the store.

- Candidate G: An entrepreneur who produces towels and houseware, he often uses an online shopping because he buys and sells online at the same time. He has his own shops on each platform and generating sales monthly as it gives more opportunities for others to recognize his brand. He said that online platforms generated a lot of sales compared to his offline shops, many traffic and page view at the website which makes him more motivated to sell online. Apart from selling he also buys raw materials and other things from the platform which gets delivered to his factory directly.

- Candidate H: A person who works in the stock trade industry, he saw the online shopping business 10 years ago when internet was started growing fast. He as a stock trade see the business that has high potential on changing consumer behavior. Back then he also wanted to do this kind of business, but with lack of investment he decided not to run it but join trading instead. 7 Years later when the first online shopping application first launched, he bought the stock although it is not in Thailand. The company has subsidized huge amount of money in Thailand's Market to change customer's behavior, by cutting prices and provide many promotions throughout the years. It is not highly effective since people here still enjoy offline shopping. The key changes of the behavior started in 2020 when the COVID-19 outbreak making people's life buying online rapidly. He also bought many products online ever since then and this newly launched Xiaomi and Vivo.

- Candidate I: This candidate is the person who works in marketing department in an e-commerce company. He graduated in China with a master's degree of Marketing Management; 8 years ago, he joined a university in China and he started adapting buying online habit via Taobao, Alibaba. These 2 major online platform in China back in years he thought it was very convenient to have such services provided in the country. After graduating he came back and worked in an e-commerce company

the company are mainly focusing on the cutting prices because these companies would want to change consumer's behavior by providing deals and promotion to attract new users and competing with competitors. He is one of their customers because the more competitive the market is the cheaper price of the product will be. It is the consumer's favorable time when it comes to campaign period. I recently bought New Huawei p40 from JD central with the bundle of many freebies.

- Candidate J: A salesman of the boxes for packaging mid-range income earners. He mentioned that recently the boxes industry is growing extremely fast because of the online platform. The fast growing of these companies give them the opportunity to sell more packaging boxes starting from small to large packages. He as a sale man also buys products via these online platforms because the application is quite easy to use also payment is secure.

4.7 Findings grouping.

4.7.1 Price is more important for women

In terms of prices, it is one of the most frequent reasons that make people have motive on buying online. With the Interview and SPSS, It shows that prices have a significant impact to the motives of purchasing. As prices get cheaper in the competitive it makes customers more willing to buy online rather than going to offline shops.

4.7.2 Ease of use

The development of application also has the significant impact when it comes to purchasing online. The application is not too complex will make customers buy more online, especially for people with less experience in mobile and tablets.

4.7.3 Risks and trust are more important for women

Many people are concerned about the trustworthy of those online platforms and application. Since there are other options for paying at your doorstep, and once customer is more stable, they will tend to buy electronics online without hesitation.

4.7.4 E-service and Quality are more important for experienced buyers

According to the research, the online services also has an impact on buying electronics online because being something not tangible will have to make service a great mindset so that customers are more motivated to buy from online.

4.7.5 Experiences

By looking at the result from the research, experience does have an effect on customer's purchasing motive. People tend to come back to repurchase once they have a good experience and satisfaction on the application.



CHAPTER V

CONCLUSION

5.1 Main conclusion

It can be concluded that there are motives and drawbacks of buying electronics online in different demographic and resulting the different results. What we can clearly see that gender does not have the significant impact on purchasing products online. However, Price has the biggest impact on the buying motives because the finding shown that, although people do not need the product but still buy it. Another result that we could see is the assumption that I have made above stated that elder people are more concerns on risks of buying product online, but the outcome went the opposite, people at all age range has no concerns on risk of buying which means they do not specifically think of credit cards, security. Furthermore, the main motives and customer journey are the price perceived. One more perspective that can be clearly seen is the promotion. It comes to strong and aggressive promotion which can motivate people to buy electronics online. Lastly, the E-service is also important for the customers but only at the people with income range of 30,000k and above as they want to have better guaranteed services.

5.2 Recommendation and Suggestion

Considering as the owner of an e-commerce company, it is essential to keep more competitive prices with good deals. Also, the payment security makes customers feel more motivated to buy the electronics product online because electronics price is not cheap. Furthermore, delivery lead time is another key point to make customer willing to buy online because if it is too long, customer may change their mind and go to offline shops instead.

5.3 Limitation and Future Research

1. The time constraint is one of the limitations because getting more sample size does take a lot of time. Also, the interview as one candidate takes 20-30 minutes per round for the session.

2. Small sample size might lead to an inaccurate result and findings.

For future research, I would put more sample size and more interviewee for getting more accurate and in depth results. Finally, price is one of the major motives for customer to purchase online we should investigate further for this part to see the insight of buying motive.



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