

**THE ADOPTION OF FASHION AND APPAREL ONLINE  
SHOPPING AMONG THAIS**





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OF THE REQUIREMENT FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
(MARKETING AND MANAGEMENT)  
COLLEGE OF MANAGEMENT  
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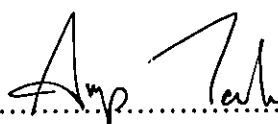
Thesis  
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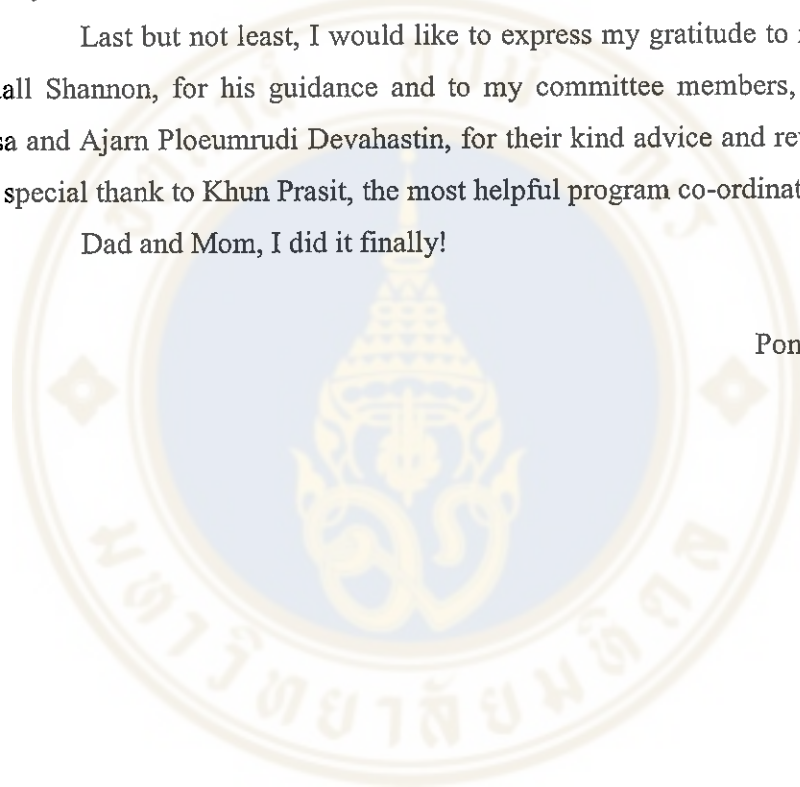
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Dad and Mom, I did it finally!

Pongboon Denpisal



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ABSTRACT

The rapid increase of Internet shopping has drawn a lot of attention to the online shopping behaviour. Despite a rapid increase penetration of Internet usage and being ranked the 6th most shopaholic country in the world (Thai – The Shopaholic, 2013), there is still only 11.5% - much lower many leading Asian countries – of the total Thai population that are online buyers (43% of online users) (Mastercard Worldwide, 2008).

This research aims to examine the adoption of online shopping of consumers in Thailand, where the culture is unique, under the concept of the value-behavior (Kahle, 1980). Fashion and apparel shopping was set as a framework due to its popularity on both consumer's and retailer's perspective. Personal values were measured by four dimensions of the Schwartz value (Schwartz, 1992, Schwartz & Bilsky, 1994). Innovativeness, impulsiveness and subjective norm were proposed as characteristic mediators. All hypotheses proposed that the personal values and characteristics shaped by Thai culture would have a significant influence.

The study's results suggested the valid role of innovativeness driven by self-enhancement. Social influence showed a strong support to online shopping adoption. Self-transcendence was seen to not only influence online shopping indirectly through subjective norm, but it played the direct effect role. Apart from reconfirming the valid relationship of value-behavior relationship, this study showed that online shopping adoption can be influenced by innovativeness, cross-culture characteristics, subjective norms, and local culturally-based characteristics.

**KEY WORDS:** Online shopping / Personal values / Personal characteristics / Domain Specific Innovativeness (DSI) / Subjective norm

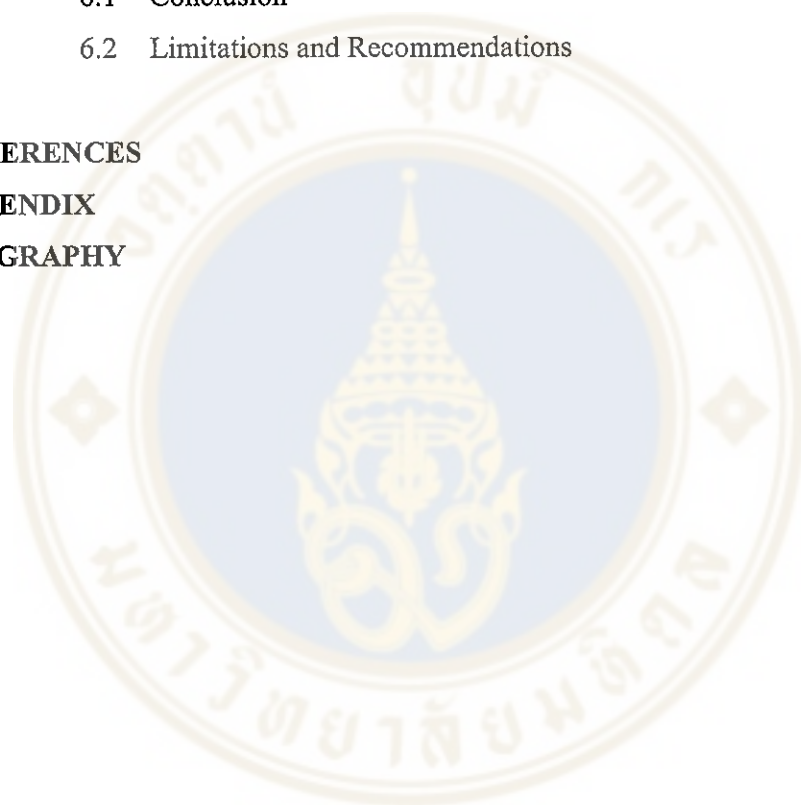
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## CHAPTER I

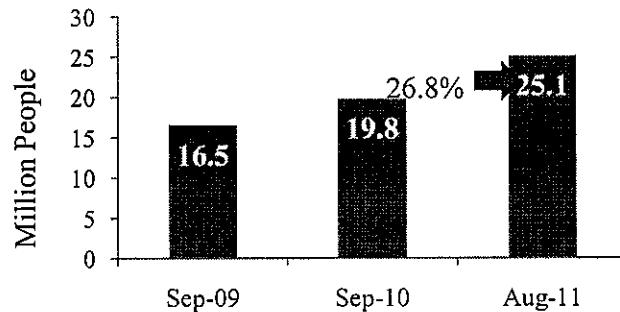
### Introduction

#### 1.1 Justification of the Study

Internet shopping is still considered a very new channel of commerce in Thailand today. Despite a rapid increase penetration of Internet usage as Thai Internet penetration has climbed 2-fold within 3 years and reached 26.8% in 2011(25 million Internet users), there is still only 11.5% of the total Thai population that are online buyers (43% of online users) (Mastercard Worldwide, 2008). Most of the time consumption on the Internet is still used primarily for information consumption and games (60% of Internet usage) (Tanthawichian, 2012). Despite being ranked the 6th most shopaholic country in the world (Thai – The Shopaholic, 2013), only 5.6% of online time is engaged with the online shopping portal (Tanthawichian, 2012). Not surprisingly, the B2C transactional value of the Internet only accounts for 13.9% (85 THB Billion) of total e-commerce value (National Statistical Office of Thailand, 2011).

In contrast, the online shopping in the U.S. and in Western and certain Asia/Pacific countries is far more active. In the U.S., 71% of Internet users have experienced shopping online (Pew Research Center, 2011). In certain countries in northern Europe, including the UK and Germany, up to 80% of Internet users are e-shoppers. In the UK, online spending reached 68 GBP Billion and was expected to increase 17% by the end of 2012 (Ecommerce Europe and Innopay, 2012). About half of Internet users in Japan and Korea are defined as regular online shoppers (Mastercard Worldwide, 2008).

Figure 1.1 Thai Internet Users and Current Internet Penetration (2009-2011)



Source: Tanthawichian, 2012. Thailand Internet Snapshot 2011 by Truehits.net Statistics

In last two decades, researchers have attempted to understand consumers' online consumption. Being a new retail channel, they have attempted to explain why consumers adopt online shopping via various theoretical frameworks. For example, the Theory of Reason Action (TRA) (Ajzen and Fishbein, 1980), the Theory of Planned Behavior (TPB) (Ajzen, 1991), the Technology Acceptance Model (TAM) (Davis et al., 1989) and the Innovation Diffusion Theory (IDT) (Rogers, 1983) have been used as frameworks by various researchers (e.g. Pavlou and Chai, 2002; Wang et al., 2007; Su and Huang, 2011; Kamarulzaman, 2011). The aforementioned frameworks, more or less, root their building blocks in a cognitive decision process, assuming that the actual behavior undergoes conscious mental process before taking action. In fact, Olshavsky and Granbois (1979) have identified several non-cognitive approaches to decision making, such as culture, group conformity or interlock action. They concluded that "For many purchases a decision process never occurs, not even on the first purchase" (Olshavsky and Granbois, 1979, pp. 98). As such, consumers could also adopt Internet shopping as a result of non-cognitive motivation.

Values can be considered as central beliefs that command attitudes, intentions, conduct, and decision making (Burgess, 1992). Additionally, various researches have confirmed that personal values are culturally determined (Hofstede, 1980, 2001; Kim, 2002; Schwartz, 1992; Triandis, 1993; Kacen and Lee, 2002; Keating and Abramson, 2009). As such, culturally-crafted personal values could play a vital role in controlling the Internet behavioral actions, either cognitively or non-cognitively. However, in culturally unique countries like Thailand, the underlying personal values have been rarely explored. Therefore, understanding personal values and culturally-shaped personal characteristics as drivers of online shoppers may open an opportunity for a more in depth understanding of online shoppers and provide insightful information for future researchers and marketers.

## **1.2 Research Objectives**

Antecedents of online shopping adoption may differ from one country to another due to cultural effects. This research aims to explore personal values as an antecedent of online shopping adoption using personal characteristics as mediators among Thais. In this paper, the primary research objectives are:

- To explore whether personal characteristics, shaped by Thai culture, influence online shopping adoption under the value-behavior relationship, where personal characteristics are regarded as mediators
- To explore whether personal values, shaped by Thai culture, motivate Thai consumers to adopt online shopping indirectly via personal characteristics under the value-behavior relationship.

### **1.3 Scope of the Study**

This research was conducted to explore motivation in terms of personal values and personal characteristics shaped by Thai culture regarding the adoption of online shopping. Since there is a still low number of Thais that shop online, this study will primarily focus on Thai online shopping pioneers that previously purchased product(s) online within the last 6 months. Since the online purchase penetration rate is only 11.5% among the Thai population—best estimate from Tanthawichian (2012) and Mastercard Worldwide (2008)—these group should regarded as innovators and early adaptors of online Internet shopping by Rogers (1983).

The fashion and apparel category was chosen for the study as a recent survey by Nielsen (2012) has shown that it was the category where consumers had the strongest intention to shop (37%). Additionally, data from the ministry of information and communication technology show that fashion and apparel is the category which covers 33.8%—the largest portion—of online retailers (National Statistical Office of Thailand, 2012).

### **1.4 Contribution of the Study**

The main contribution of this research is the academic exploration of the causality of values and personal characteristics regarding the adoption of online shopping among Thai consumers. Understanding the in-depth motivation of Thais in such innovative behavior could provide light on how to drive Thai online market growth, which can widely benefit both the business and consumer sectors.

## 1.5 Definition Terms

“Fashion and apparel” refers to the category of interest specifically for this study. The category was chosen because it has been reported as the category where consumers are willing to shop online according to a recent survey by Nielson (2012). It is also the category which is most popular from the retailers’ perspective (National Statistical Office of Thailand, 2012).

“Internet shoppers” or “online shoppers” refers to consumers that have had an online shopping experience within the last 6 months. From chapter 3 onwards, Internet shoppers will only include online fashion and apparel shoppers.

“Internet shopping adoption” or “online shopping adoption” in the general context can cover both browsing for information or purchasing products or services. In this study, it was only limited to those that have purchased products or services. Again, this will only refer to fashion and apparel online shoppers from chapter 3 onwards.

“Personal characteristics” refers to the personal traits of consumers. In the later sections, three personal characteristics, namely Innovativeness, Impulsiveness and Subjective Norm, are selected for the structural equation modeling in this study.

“Values” or “personal values” or “consumer values” refers to the motivation of consumers. Values are regarded as the central beliefs that command attitudes, intentions, conduct and decision making (Burgess, 1992). In this study, a short version of the Schwartz Value Survey (SVS) developed by Kim (2002) was adopted for value measurement.

## CHAPTER II

### Literature Review

This research aims to understand the antecedents of online shopping adoption. This study proposes that personal values influence the adoption of online shopping through personal characteristics shaped by culture.

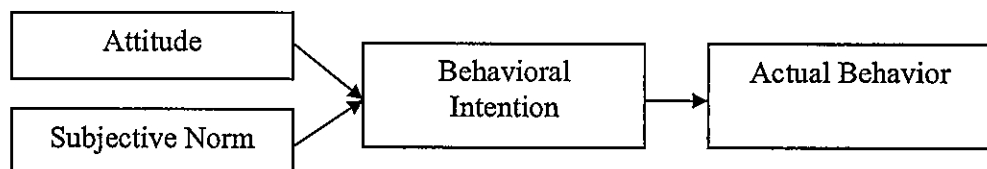
To provide a theoretical background of this research, this section is dedicated to a brief review of existing reference frameworks and selected determinants of online shopping.

#### 2.1 Existing Reference Frameworks

The first part is a review of the various theories that researchers have applied to explain Internet shopping behavior, both explicitly and implicitly. Various extensive theoretical frameworks have been reviewed by Cao and Mokhtarian (2007) and will be laid as a “backbone” here, with the addition of counter views from various researchers. The focus will be given to the value-behavior theoretical framework, with innovativeness as a middle level variable since it will be used as a basis for developing the model of this study.

##### 2.1.1 The Theory of Reasoned Action (TRA)

Figure 2.1.1 Theory of Reasoned Action



Source: Ajzen and Fishbein (1980). Taken from Cao and Mokhtarian (2007)

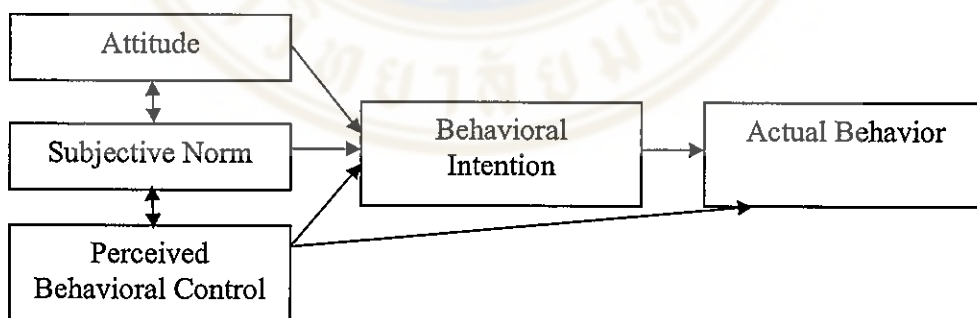


The TRA predicts actual behavior as a result of behavioral intention under conscious human behavior. Behavioral intention measures the willingness to try and the dedication of a person to perform actual behavior (Ajzen, 1991). Behavioral intention is influenced by attitude and subjective norm (Cao and Mokhtarian, 2007). Attitude refers to attitude towards behavior, rather than towards products and services, which is the individual's evaluation of such behavior after weighing the benefits and costs according to one's belief. Subjective norm is determined by the extent of compliance with one's referenced normative beliefs (Cao and Mokhtarian, 2007).

Sheppard et al. (1988) argued that there are limits to the use of TRA in predicting intention (from attitudes and subjective norms) and predicting performance behavior. They stated that actual behavior may also intervene via the volitional controllability of the goal, the choice among alternatives and intentions versus estimates. Though they found that the TRA has strong capability to predict actual behavior, they stated that "that is not to say, however, that further modifications and refinements are unnecessary, especially when the model is extended to goal and choice domains" (p.338). Therefore, actual behavior may not necessary be a result of a conscious process of thought.

### 2.1.2 The Theory of Planned Behavior (TPB)

Figure 2.1.2 Theory of Planned Behavior

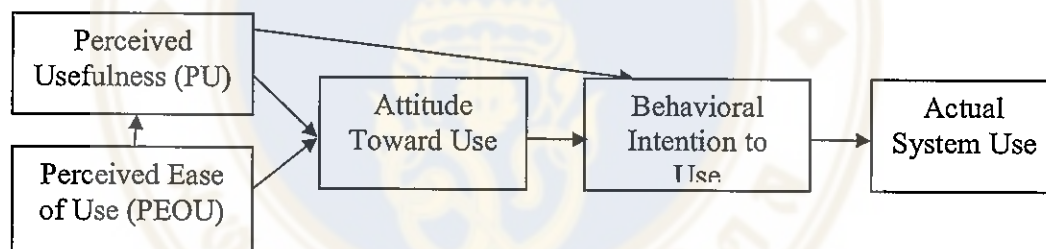


Source: Ajzen (1991). Taken from Cao and Mokhtarian (2007)

The assumption of the TRA that human behavior is systematic and has control over behavior has been highly criticized, as observed by Sheppard et al. (1998) as discussed earlier. As a result, Cao and Mokhtarian (2007) concluded that the TPB, an extension of the TRA, includes personal behavioral control as an additional factor determining behavioral intention, where personal behavioral control is defined as an individual's perception of how difficult it is for her to perform a behavior (Ajzen, 1991). However, Sniehotta (2009) found that TPB has poor predictability regarding health-related behaviors. In his study, a behavioral-belief-intervention (BBI) and a normative-belief-intervention were found to intervene in post-intervene cognition, whereas a control-belief-intervention intervened with behavioral change not mediated by cognitions. Therefore, the TPB still suffers from a lack of predictability when it falls under the non-cognitive behavioral process, similar to the TRA.

### 2.1.3 The Technology Acceptance Model (TAM)

Figure 2.1.3 Technology Acceptance Model



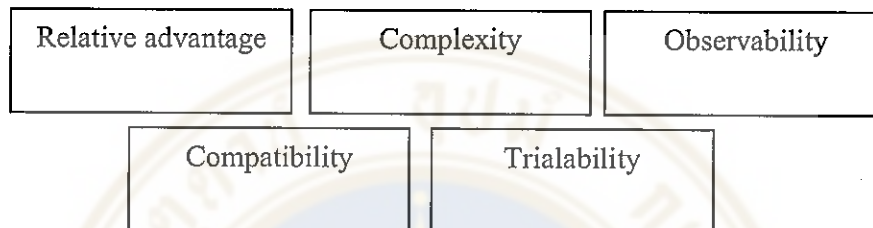
Source: Davis et al. (1989). Taken from Cao and Mokhtarian (2007)

The TAM has been extensively used in explaining and predicting computer acceptance. Extended from the TRA, attitude is driven by perceived usefulness (PU) and perceived ease of use (PEOU) and the role of subjective norm is excluded. In 2000, Venkatesh and Davis incorporated social influence factors back into the model to add the aspect of normative beliefs in the original model. Similar to the TRA and TPB, the TAM has also been questioned on its intention-actual usage and the ability to capture external factors. Chutter (2009) has reviewed much skepticism among researchers regarding the application and theoretical accuracy of the model. For example, Bogazzi (2007) argued that actual behavior may not necessarily be a

result of intention as uncertainties and other factors may intervene in the actual behavior during the intention-behavior time gap. Moreover, Burton-Jones and Hubona (2006) also found that the PU and PEOU cannot capture other external environmental factors regarding the system used.

#### 2.1.4 The Innovation Diffusion Theory (IDT)

Figure 2.1.4 Innovation Diffusion Theory

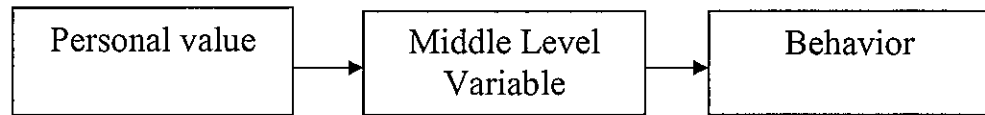


Source: Adapted from Rogers (2003)

Referring to the review of Rogers' diffusion of innovation theory by Sahin (2006), Rogers (2003) describes the process of adopting new innovation in a diffusion framework using 5 stages (knowledge, persuasion, decision, implementation and confirmation), where the rate of adoption is mainly dependent on 5 variables. The first four which positively influence the rate of adoption are relative advantage, compatibility, trialability and observability, while complexity, the last variable, was found to be negatively associated with the rate of adoption. Though the 5 variables could somewhat capture external factors, their ability to explain the rate of adoption of innovation can widely vary, from 49% to 87% (Rogers, 2003). Selimi et al. (2012) concluded that this is probably because the process of adopting new innovation, as discussed by Rogers (1995), did not take individual resistance into account and assumes "that resistance is the mirror image of adoption" (Selimi et al., 2012, pp. 20). In fact, personal characteristics (such as motivational and time pressure) or social influence (such as the need for interaction), through individual resistance, could also play a vital role in obstructing innovation adoption (Selimi et al., 2012).

### 2.1.5 Value-Behavior Model

Figure 2.1.5 Value-Behavior Model



Source: Adapted from Kahle (1980) Hartman et al. (2006)

Personal values are believed to be central to consumer decision making (Feather, 1995; Hansen, 2008). Kahle (1980) theorized a middle-level variable such that it intervenes between the managers of action (values) and actual behaviors. In other words, the effect of personal values on behavior may not be direct. While attitude has often been acknowledged as a middle variable (Homer and Kahle, 1988; Lotz, Shim, and Gehrt, 2003; Shim and Eastlick, 1998; Shim and Maggs, 2005), attitude-behavior is commonly questioned, as various external factors could also intervene in actual behaviors. Additionally, several researchers have tested and found that the four personal value dimensions do not directly influence online purchasing intention. For example, in a recent study of consumer values regarding mall shopping behavior (Cai and Shannon, 2012), the linkage between personal values and attitude was also not fully supported.

Recently, Hartman et al. (2006) and Hartman and Samra (2008) also successfully introduced and confirmed innovativeness as mid-range in the value-innovativeness-behavior hierarchy. This opens another aspect of the personal value-behavior model that could incorporate personal characteristics into the framework.

## 2.2 Selected Determinants of Internet Shopping

### 2.2.1 Values

#### 2.2.1.1 Schwartz Value Theory

Table 2.2.1.1.1 Definition of the Motivational Types of Values and Examples of Values that Express Each Type

- 
- Power: social status and prestige, control or dominance over people and resources (social power, wealth, authority, preserving public image)
  - Achievement: personal success through demonstrating competence according to social standards (successful, capable, ambitious)
  - Hedonism: pleasure or sensuous gratification for oneself (pleasure, enjoying life)
  - Stimulation: excitement, novelty, and challenge in life (daring, a varied life, an exciting life)
  - Self-direction: independent thought and action - choosing, creating, exploring (creativity, freedom, curious, independent, choosing own goals)
  - Universalism: understanding, appreciation, tolerance and protection for the welfare of all people and for nature (social) justice, broadminded, world at peace. Wisdom, a world of beauty, unity with nature, protecting the environment, equality)
  - Benevolence: preservation and enhancement of the welfare of people with whom one is in frequent personal contact (helpful, forgiving, honest, loyal)
  - Tradition: restraint of actions. Inclinations and impulses like to upset or harm others and violate social expectations or norms (obedient, self-discipline, politeness. Honoring parents and elders)
  - Security: safety, harmony, and stability of society, of relationships and of self (family security, national security, social order, clean, reciprocation of favours, sense of belonging)
- 

(Taken from Schwartz and Bilsky, 1994, Values and Personality, pp.167)

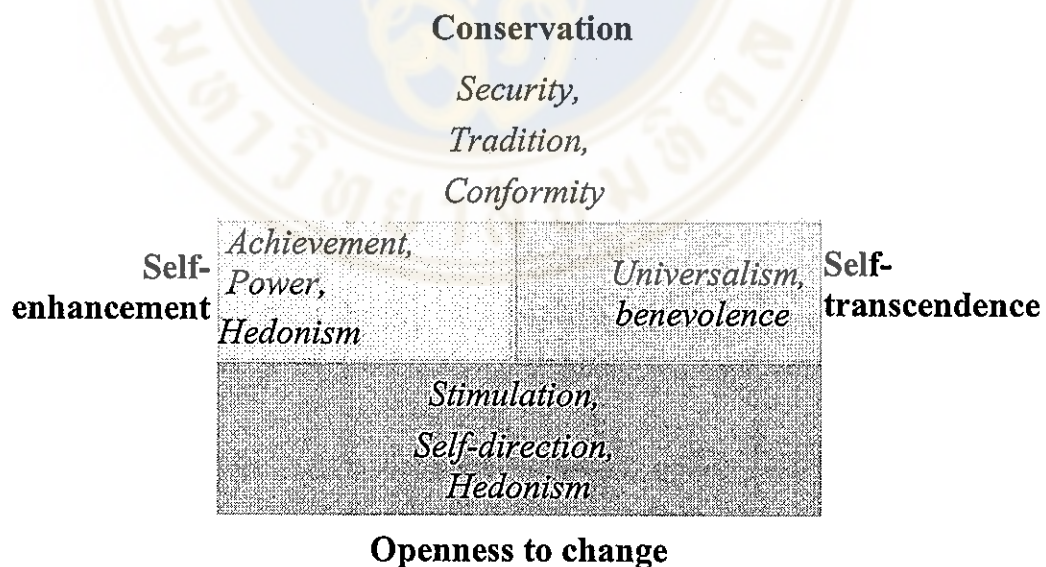
Personal values can be considered as the central beliefs that command attitudes, intentions, conduct and decision making (Burgess, 1992; Homer and Kahle, 1988). Though there are many theories of personal values, the most extensive tested value is the Schwartz Value Survey (SVS), which has been tested in more than 70 countries around the world. Schwartz (1992, 1994) identified 10 “motivational value types” that acted as “guiding principles for one’s life.” These 10 motivational values form a quasi-circumplex and can also be grouped into 4 higher order types, which are: 1) openness to change, 2) self-enhancement, 3) conservation, and 4) self-transcendence.

Table 2.2.1.1.2 Definition of Higher-order Value Types

- Openness to change: Stimulation, self-direction and some hedonism
- Self-enhancement: Achievement, power and some hedonism
- Conservation: Security, tradition and conformity
- Self-transcendence: Universalism and benevolence

(Taken from Schwartz and Bilsky, 1994, Values and Personality, pp. 167)

Figure 2.2.1.1 Personal Value Dimension



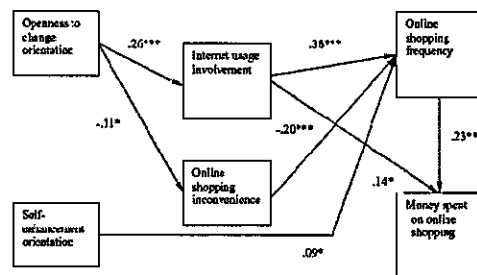
Schwartz (1992, 1994). Taken from Schwartz’s Value Inventory (n.d.)

Various researchers have confirmed that personal values are culturally determined (Hofstede, 1980, 2001; Kim, 2002; Schwartz, 1992; Triandis, 1993; Kacen and Lee, 2002; Keating and Abramson, 2009). As such, culturally-crafted personal values could play a vital role in controlling Internet behavioral actions, either cognitively or non-cognitively.

### 2.2.1.2 Linkage of Values to Internet Shopping

Very little effort has been made to bridge the linkage at a level of values to Internet shopping behavior. Additionally, there is no conclusive evidence regarding whether personal values impact online shopping behavior directly or indirectly. In some recent research, including that of Hartman et al. (2006) and Hartman and Samra (2008), openness to change was found to drive online shopping indirectly via certain types of innovativeness as mediators among US teenagers. Hansen (2008) concluded from his study of online grocery shopping among Swedish consumers that none of 4 personal values (openness to change, self-enhancement, self-transcendence, and conservation) had direct influence on online purchase intention. Only self-enhancement and conservation showed an influence on attitude towards online buying. Wu et al. (2011) found that two of the four values influence Internet shopping behavior among Chinese consumers. In their study, openness to change has an indirect effect (online usage involvement and online shopping inconvenience as mediators), while self-enhancement effects online shopping behavior directly.

Figure 2.2.1.2 The Structural Model Established by Wu et al. (2011)



Source: Taken from Wu et al. (2011, pp. 467). Note \* $P < 0.05$ , \*\* $P < 0.01$ , \*\*\* $P < 0.001$

### 2.2.2 Selected Thai Cultural Values

Ovasatit (2007) has identified 13 core values among Thais and has categorized them into three subgroups (National Thais, Ethnic Thais and Chinese Thais). For the purpose of this study, three values, namely Mai Pen Rai, the value of collectivism, and the value of Sanuk, were selected to be explained in more detail.

Table 2.2.2 Core Cultural Values in Thai Society

Thai national core cultural values
<ul style="list-style-type: none"> <li>- Confrontation avoidance value</li> <li>- Face saving value</li> <li>- Kreng jai value</li> <li>- Mai Pen Rai value</li> <li>- Collectivism value</li> </ul>
Ethnic Thai core cultural values
<ul style="list-style-type: none"> <li>- Autonomous value</li> <li>- Non-competitiveness value</li> <li>- Present oriented value</li> <li>- Sanuk value</li> </ul>
Chinese Thai core cultural value
<ul style="list-style-type: none"> <li>- Family oriented value</li> <li>- Future oriented value</li> <li>- Risk aversion value</li> <li>- Thrift value</li> </ul>

Source: Ovatsatit (2007). Reprinted from Cai (2011)

#### 2.2.2.1 The Value of Mai Pen Rai.

Philips (1974) defines Mai Pen Rai as a belief that “a person should discount a difficult situation by a rationalization that the situation doesn’t really matter or that nothing really matters.” It helps to calm down a situation or to have a lot of flexibility and forgiveness (Niratpattanasai, 2004) and also is an exit strategy for coping with unanticipated turns of events (Philips, 1974; Limoanonda, 1995). However, foreigners might instead perceive that Thais lack ambition (Niratpattanasai, 2004).



#### 2.2.2.2 The Value of Collectivism.

Collectivism has long been regarded as one of the important values of Thais (Hofstede, 1980; Hofstede, n.d.; Ovatsatit, 2007). Collectivism exists among cultures where individuals place importance on group values and tend to engage in action to comply with the reference group (Triandis, 1990; Ho and Chiu, 1994).

Schwartz (1992,1994), Triandis (1993), and Cai and Shannon (2012) suggest that members of a collectivistic society tends to place the highest value on self-transcendence and conservation values. Within the reference group, the affinity group especially influences individual beliefs, evaluation, and purchasing decisions (Cole et al., 2000). Though the Internet experience exhibits individualist characteristics, Blake et al. (2003) and Hansen (2008) suggest that social influence could also be an important factor supporting online shopping adoption. Additionally, with the increasing popularity of online social network research, peer and/or group reference has been found to influence online behavior significantly (Sie et al., 2009; Young 2011). As such, collectivist behavior may influence the adoption of online shopping via subjective norm by governing conformity to their reference groups.

In contrast to Asian countries, Western countries tend to share individualistic culture (Hofstede, 1980). Individualism is where concentration of “self” is important and one’s own judgment is cultivated without concern about social conformity (Triandis, 1990; Gouveia and Ros, 2000). Therefore any decision taken is independent of any reference group.

Generally, past research has shown that individualist culture consumers are more likely to adopt online shopping compared to collectivists (Shiu and Dawson, 2002; Stafford et al., 2004; Zhou et al., 2007). Additionally, Frost et al. (2010) found that online shoppers are more vertically individualistic and achievement oriented than those that have never shopped online before.

### **2.2.2.3 The Value of Sanuk.**

Though Sanuk is not defined as a Thai national core cultural value by Ovatsatit (2007), it is sensible to refer to Sanuk as one of the important values of Thais since it is believed to have its roots in Buddhism, which has been long established in Thailand. It is believed that Sanuk is supported by the Buddhist concept of moderation in all things (Slagter and Kerbo, 2000; Wongtes, 2000), which stresses the ability to balance between extremes and inactivity. Ovatsatit (2007) defines Sanuk as “a belief that a person should engage in good fun in an activity or behavior that is not too complicated and enjoy the passing moment.” Sanuk, though literally translated as fun in English, is regarded as a motivational component and drives a deeper benefit emotionally (Philips, 1974).

### **2.2.3 Selected Personal Characteristics**

#### **2.2.3.1 Innovativeness.**

Online shopping is considered an innovative channel as it has only been introduced within the last two decades. Innovativeness has been perceived as a vital element for new offering diffusion, such as with computer-hardware and software, including web services (Midgley and Dowling 1978).

Innovativeness, referred to as “The degree to which an individual is receptive to new ideas” (Chang et al., 2005), has been widely tested and found to be positively associated with the adoption of Internet shopping (e.g. Blake et al., 2003; Hui and Wan, 2004; Hartman et al., 2006). Behjati and Othaman (2012) have proposed a construct whereby innovativeness supports exploration attribute potential via the experiential intensity construct. Recently, Hartman et al. (2006) also successfully introduced certain types of innovativeness as mid-range in the personal value-innovativeness-behavior hierarchy in driving Internet shopping adoption driven via the openness to change and self-enhancement value dimensions. In fact, openness to change and self-enhancement personal values were previously found to be linked to all dimensions of innovativeness (Steenkamp et al., 1999).

More recent research has been attempted to explore the influence of innate/general innovativeness and Domain-Specific Innovativeness (DSI) in the

adoption of either new products or online shopping. Generally, the DSI has been found to play a stronger role (Citrin et al., 2000; Hui and Wan, 2004; Chao et al., 2012). Chao et al. (2012) suggested that research on products or specific categories produces clearer results since there is a stronger connection between DSI and new product adoption.

Innovativeness could be motivated by a sense of enhancement (Wu et al., 2011) or power (Hartman and Samra, 2008). This implies that being innovative helps one to enjoy the sense of accomplishment of something earlier undiscovered. By doing so, one will need to be confident and step out of the crowd. This is in line more with the individualist culture where there is little concern for group reference opinion. In fact, individualism has been found to positively affect innovation at least in some stages, as in Shane's study (1993) and Sun's study (2009) (as cited in Rujirawanich et al., 2011).

#### **2.2.3.2 Subjective Norm.**

Normative social influence guides a person to behave in conformance with the reference. By conforming with behavioral norms, persons avoid undesirable social consequence such as embarrassment and rejection (Olshavsky and Granbois, 1979; Aronson et al., 1997). Therefore, the linkage of collectivist culture and influence by the reference group should be reasonably assumed. In fact, Sun et al. (2004), in their study of the value and lifestyles of individualist and collectivist culture, found that collectivists tend to be more influenced by their reference group and to express strong concern for family.

Generally, Internet experience occurs at the level of oneself and, therefore, lacks interaction and human warmth, in contrast to conventional face-to-face interactions (Hassanein and Head, 2006). Therefore, interaction with the Internet is generally regarded as an individual experience (Hian et al., 2004) and is more easily adopted by individualist cultural motives. However, various researchers have found a significant relationship of subjective norms supporting Internet shopping intention or adoption (directly or indirectly) either by employing equation constructs or under the TRA, TPB, or TAM (e.g. Blake et al., 2003; Foucault and Scheufele, 2002; Yu and

Wu, 2007; Hansen, 2008; Laohapensang, 2009; Celik, 2011). Blake et al. (2003) have suggested that online shopping should be viewed as a group process, not simply as a function of user experience. Hansen (2008), based on his study of consumer values in online grocery shopping, also suggested that normative influence could be of high importance to online purchase because: 1) a consumer may keep their “eyes open” for their friends’ and acquaintances’ opinions for any incomplete information or skepticism caused by the Internet channel (such as quality of products or difficulty in handling returned products); 2) even using the online channel, the decision to purchase may be viewed as a household decision rather than an individual one. Interestingly, two recent studies conducted in Asia, where collectivist culture is more prevalent, found a much stronger influence of subjective norm compared to attitude (Yu and Wu, 2007 in Taiwan; Laohapensang, 2009 in Thailand).

#### **2.2.3.3 Impulsiveness.**

Impulsiveness often refers to impulsive buying in the context of shopping (Brashear et al., 2009). Wood defines impulse buying as “extraordinary, emotion-saturated buying that takes place largely without regard to the consequences” (Wood, 2005, pp. 269). It could take place due to urgent situational factors or the level of the shopper’s affective state (Olshavsky and Granbois, 1979).

Impulsiveness resembles hedonic value according to its descriptive definitions, such as arousal, pleasure and a highlighted state of affectation. In fact, emotional driven states may also occur if consumers consider buying or shopping itself as a hedonic activity for them (Hassanein and Head, 2007). However, a hedonic state may not necessarily be the only driver of behavioral decisions. For example, Bridges and Florsheim (2008) found that certain components of hedonic flow—telepresence and time distortion—support pathological Internet use which may lead to enjoyment but necessarily buying. Interestingly, Rook and Fisher (1995) found empirical evidence that consumers' normative evaluations moderate the relationship between the impulse buying trait and consumers' buying behaviors.

Regardless of counter perspectives, impulsiveness has been found as one of the obvious traits of online buyers among Americans (Donthu and Glacia, 1999).

Brashear et al. (2009) extended Donthu and Glacia's study to cover 5 other countries and also confirmed impulsiveness as an online buyer's characteristic (valid for Brazil, Bulgaria, China and England; not valid for New Zealand).

Sun et al. (2004) found that consumers from collectivist cultures tend to express themselves as impulsive or unplanned buyers more than those from individualist cultures. Together with Sanuk, which is held as one of important values of Thai culture, Thais may be motivated to shop online through impulsiveness more strongly than through innovativeness, which seems to be linked more to individualist culture consumers like Westerners.



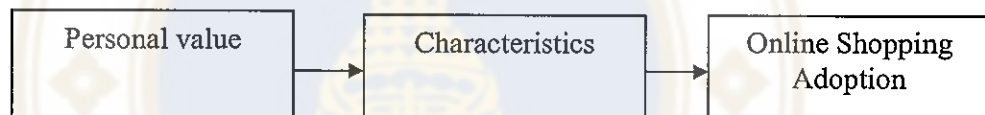
## CHAPTER III

### Conceptual Framework, Research Questions and Hypotheses

#### 3.1 Conceptual Framework

The framework aims to test the casual relationships between personal value, personal characteristics, and online shopping behavior under the personal value-mediate-behavior relationship model. The hypotheses in this study mainly assumed that the values held among Thais should play a role in online shopping adoption. Therefore, those personal values and personal characteristics which are influenced by Thai culture shall have a significant impact on online shopping adoption.

Figure 3.1 Conceptual Framework



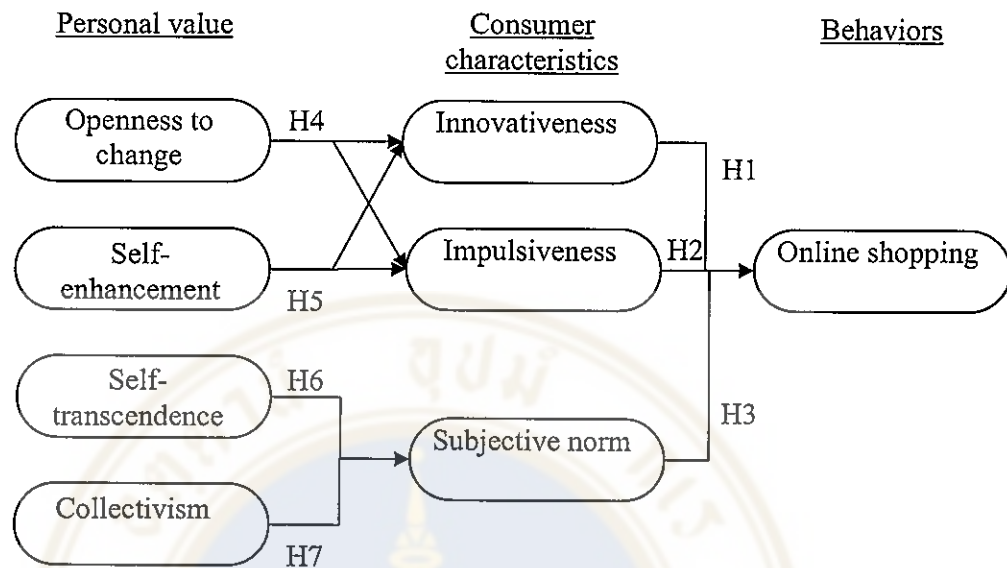
#### 3.2 Research Questions

For the purpose of this study, the research questions are:

- **Does the value-behavior relationship hold in the context of Thai consumers shopping online?**  
Specifically, do impulsiveness and subjective norm (rooted in the Sanuk and collectivist characteristics) influence Thais in their adoption of online shopping?
- **To what extent do values mediate online shopping among Thai consumers?**  
Specifically, when compared to innovativeness, which is supported by Western culture, do impulsiveness and subjective norm (rooted in the Sanook, Mai Pen Rai and collectivist characteristics) influence Thais in their adoption of online shopping in a larger magnitude?

### 3.3 Hypotheses

Figure 3.3 Hypotheses of the Study



In the Thai context, the casual relationships of online shopping adoption are hypothesized as follows:

H1: Innovativeness has a positive relation with Internet shopping.

H2: Impulsiveness has a positive relation with Internet shopping.

H3: Subjective norm has a positive relation with Internet shopping.

H4: Openness to change has positive relationships with both innovativeness and, Impulsiveness and openness to change has a less positive relation with innovativeness than Self-enhancement.

H5: Self-enhancement has positive relationships with both innovativeness and, impulsiveness and self-enhancement has a less positive relation with innovativeness than impulsiveness.

H6: Self-transcendence has a positive relation with subjective norm.

H7: Conservation has a positive relation with subjective norm.

### **Part A: Personal Characteristics and Internet Shopping Behavior**

The Internet could be viewed as a shopping channel for those that shop. Though both commonalities and differences in personal traits exist between online shoppers and non-shoppers, previous research shows that online shoppers have a higher level of innovativeness, impulsiveness, and convenience seeking (Brashear et al., 2009). Innovativeness has been widely tested and has been positively associated with the adoption of Internet shopping (e.g. Blake et al., 2003; Hui and Wan, 2004; Hartman et al., 2006; Behjati and Othaman, 2012). It also has been perceived as a vital element for new offering diffusion such as computer hardware and software, including web services (Midgley and Dowling, 1978). Therefore, it is hypothesized that:

**H1: Innovativeness has a positive relation with Internet shopping.**

Impulsiveness was also found to be one of the most common traits of online shopping from various past research (Donthu and Garcia, 1999; Brashear et al., 2009; Marker, 2011).

In addition to the tendency to view shopping as a leisure activity among East Asian Countries (Abrahams, 1997; Mogelonsky, 1998), the Thai value of Sanuk should further support impulsive buying characteristics since it encourages Thai consumers to enjoy themselves and to be full of fun while shopping. The collectivist culture among Thais may also support impulsiveness characteristics, as Sun et al. (2004) found that consumers in collectivist cultures commonly express themselves as impulsive even more strongly than Westerners. In fact, Cai and Shannon (2012) addressed the notion that Thai consumers have a high level of shopping enjoyment. This should suggest that a relation between shopping among Thais and impulsiveness should exist. Therefore, it should be reasonable to hypothesize that:

**H2: Impulsiveness has a positive relation with Internet shopping.**



Though online experience is generally considered an individualist activity (Hian et al., 2004; Hassanein and Head, 2006; Frost et al., 2010), various research has suggested that social influence has a strong influence on online shopping adoption or purchasing behavior (Blake et al., 2003; Foucault and Scheufele, 2002; Yu and Wu, 2007; Hansen, 2008; Laohapensang, 2009; Celik, 2011; Hossein and Hamed, 2012). Influencers also play a part of shopping motivation (Westbrook and Black, 1985), and thus, the same motivation probably could apply to the online channel. Since the Thai culture is regarded as collectivist, which is strongly influenced by reference groups (Sun et al., 2004), it is hypothesized that:

**H3: Subjective norm has a positive relation with Internet shopping.**

#### **Part B: Values and Characteristics**

Personal value is regarded as the highest order of beliefs which direct attitudes, intentions, conduct, and decision making (Burgess, 1992). As such, personal values undeniably influence personal characteristics or traits. It has been found that values are different across the globe; therefore, culture plays a part in shaping personal characteristics which, in turn, could influence online shopping behavior.

Openness to change has been commonly found to be a value driving online shopping adoption (Hartman et al., 2006; Hartman and Samra, 2008; Wu et al., 2011). This could probably be explained by the fact that since online shopping is considered an innovation, consumers possess an open mind in accepting a new way of doing things, especially at an early stage of innovation diffusion. However, openness to change also governs a sense of stimulation and some hedonism, and these definitions are also commonly used to explain impulsiveness. Therefore, openness to change, too, should influence impulse buying behavior.

Certain unique aspects of Thai culture, such as Mai Pen Rai and Sanuk, are very common and important in the Thai culture (Phillips, 1965; Ovasatit, 2007). These could serve as Internet shopping motivation among Thais. Additionally, since the core value of collectivism, a tendency to follow the group norms and consider the group's goals as an important duty, the role of innovativeness among Thais should play a lesser role compared to impulsiveness. Therefore, it is hypothesized that:

**H4: Openness to change has positive relationships with both innovativeness and impulsiveness, and openness to change has a less positive relation with innovativeness than self-enhancement.**

Though not widely concluded, Wu et al. (2011) found that self-enhancement directly influences online shopping. He found that self-enhancement consumers are more likely to become involved in e-commerce transactions (frequency of online shopping). Consumers that possess self-enhancement are guided by power. Hartman and Samra (2008) found power links to all dimensions of the innovativeness domain. They also found that certain types of innovativeness (vicarious-pensive and vicarious-culture) have a positive relationship with both hedonic and utilitarian web consumption. Innovativeness, therefore, acts as a mediate in driving online behavior. Moreover, Hartman et al. (2006) found that personal self serves as an antecedent of hedonic web-consumption, described as “experiential, recreational and discretionary”, via vicarious pensive innovativeness. This might indicate that the role of self-enhancement may also link to hedonist motivation. With Mai Pen Rai and Sanuk, Thais should adopt online shopping more from hedonism than innovativeness, which is more prevalent among Westerners. Additionally, the higher frequency shoppers among self-enhancement consumers found by Wu et al. (2011) probably imply that the decision to shop requires less innovativeness than an immediate interaction as a result of certain stimulation or an elevated emotional state. It could be hypothesized that:

**H5: Self-enhancement has positive relationships with both innovativeness and impulsiveness and, Self-enhancement has a less positive relation with innovativeness than impulsiveness.**

Schwartz (1992, 1994) and Triandis (1993) suggested that self-transcendence and conservation tend to be very important in collectivist cultures. Ovasatit (2007) further emphasized the role of collectivism as a core value of Thai nationals regardless of race. As such, collectivists may trigger the role of subjective norms, which could translate the behavioral action. Therefore, it is hypothesized that:

**H6: Self-transcendence has a positive relation with subjective norm.**

And

**H7: Conservation has a positive relation with subjective norm.**

To summarize, in terms of personal characteristics, H1 assumes that innovativeness, as in to other countries, drives online shopping in Thailand. However, the impact will be weaker than the culturally-based characteristics—impulsiveness and subjective norms. In term of values, all four values were hypothesized to influence the characteristics which act as mediators. Openness to change and self-enhancement were hypothesized to drive innovativeness weaker than impulsiveness, as impulsiveness was considered more of an expression of local culture. Self-transcendence and conservative were assumed to drive online shopping via subjective norms mainly under collectivist culture.

## **CHAPTER IV**

### **Methodology**

#### **4.1 Research Design**

This study was conducted using quantitative methodology and a simple two-step structural equation model analysis (path model) in order to test the casual relationships among variables. The model was constructed to described the causal relationships between respondents' personal values (openness to change, conservation, self-transcendence and self-enhancement), characteristics (innovativeness, subjective norm and impulsiveness) and online shopping behavior. The study employed a self-administrative convenience sampling where all questionnaires were distributed online. All questions were self-administered with a uni-dimension scale.

#### **4.2 Data Collection**

Online surveys are undoubtedly increasing their popularity due to their varied benefits. Though some researchers argue that the drawbacks of the online survey is sampling bias since Internet access may not be representative of certain populations (Hwang and Fesenmaier, 2004; Duffy et al., 2005), online surveys allow much less fieldwork costs and also ease access to a wide range of customers. Olsen (2009) has reviewed previous research and found that the cost of paper sampling is 20-600% higher than Internet surveys. Moreover, Hanna et al. (2005) suggested that individuals responding to surveys via the Internet are more self-aware and thoughtful; thus, they may be more likely to disclose deeper feelings. However, the major drawback of online sampling is that respondents are limited by Internet access (Hwang and Fesenmaier, 2004). Since this study aims to understand online shoppers that are familiar with online experience, the aforementioned advantages and the direct target respondents support online sampling as an appropriate tool for data collection.

### **4.3 Sample Size**

The sample size in this study was set at 200, which is typical when using small to medium structural equations (Hoe, 2008). This sample size passes the guideline by the general guidelines of 5 cases per parameter x 39 parameters = 195 samples (Bentler and Chou, 1987) and 15 cases per measured variables x7 measured variable =105 samples (Steven, 1996). Therefore, the sample of 200 was deemed appropriate for this study.

### **4.4 Instrument Development**

The quantitative questionnaire was mainly developed from past research. Most constructs were developed in English and translated into Thai. All items were checked for translation consistency and understanding during the pilot test. All 26 pilot test participants did the test, face-to-face, on paper and were asked to mark the unclear questions or asked to mark the spot. All measured scale variables used a 7-point Likert type scale to capture the respondents' level of agreement or disagreement.

### **4.5 Variable Measurement and Scale**

The following section presents the constructs for each variable.

#### **4.5.1 Exogenous Variables**

##### **4.5.1.1 Internet Shopping Experience.**

The Internet shopping experience for fashion and apparel was used to determine if the respondents were current Internet shoppers. Only respondents that had shopped for fashion and apparel in the last six months were included for the analysis.

**Satisfaction, recommendations and future intention** were measured by asking the respondents to evaluate the extent to which they agreed with the statement by choosing from 1 to 7 on the scale ranging from strongly disagree to strongly agree.

Additionally, frequency of Internet shopping and purchasing size were also collected to help clarify the respondents' profile. Frequency of Internet shopping was measured by asking the respondents to indicate in which range they shopped online, from less than once a month to more than 5 times per month. Purchasing size was measured by asking the respondents to indicate the range of monetary value that they spent online for each transaction—from less than 500 baht to more than 2,000 baht.

#### **4.5.1.2 Innovativeness.**

For this study, domain-specific innovativeness (DSI) scale is chosen due to the proven stronger relationship between DSI and online buying adoption or new product adoption (Chao et al., 2012, Hui and Wan, 2004).

Scholars define innate innovativeness in various way—from personal trait focused to consequence focused (Roehrinch, 2004). Midgley (1997), commonly referred to, defined innate innovativeness as a trait possessed by every human being and as “the degree to which an individual makes innovation decisions independently from the communicated experience of others” (referring to Roehrinch's study). However, innate innovativeness is different from what consumers show or act towards particular innovation – so called actualized innovativeness (Midgley, 1997). Additionally, the tendency to adopt new things may not be consistent across the subject of interest. For example, a study of Hui and Wan (2004) suggested that those that are innovative in the Internet domain may not necessarily be innovative in other subjects. Moreover, Hui and Wan (2004) has also confirmed the strong relationship of Internet domain-specific innovativeness and online adoption behavior. Chao et al. (2012) not only found that domain specific innovativeness (DSI) is a better predictor of really new products than innate innovativeness, but also found that domain specific innovativeness (DSI) is a mediator of innate innovativeness and new product adoption. Therefore, domain specific innovativeness (DSI) was considered to be appropriate for this study.

Table 4.5.1.2 Domain Specific Innovativeness (DSI) scale

Scale items
DSI1: Compared to my friends, I seek out relatively little information over the Internet.
DSI2: In general, I am among the last in my circle of friends to visit a new website when it appears on the Internet.
DSI3: In general, I am the first in my circle of friends to know of any new retail Websites.
DSI4: If I heard that a new retail site was available on the web, I would be interested enough to shop from it.
DSI5: I will visit a Websites even if I have not heard of it before.
DSI6: I know about new retail websites before most other people in my circle do.
Notes: <ul style="list-style-type: none"> <li>- Adjusted to current content based on Hui and Wan (2004), who modified the scale items based on Goldsmith and Hofacker (1991).</li> <li>- Item 1 and 2 are reversed scale.</li> </ul>

The domain specific innovativeness scale was measured by using Goldsmith and Hofacker's scale. Referring to Roehrich's study of consumer innovativeness, concept and measurement, the scale was originally developed to measure the "tendency to learn about and adopt innovations (new products) within a specific domain interest". Hui and Wan (2004) further modified the scale to match the content for the World Wide Web (WWW). To match the purpose of this study, the scales were based on Hui and Wan (2004) version, and further modified slightly to be up to date with the current Internet environment to provide more engagement with respondents. The original 5-point Likert scale of both innovativeness scales were modified to a 7-point Likert scale to make it consistent with the personal value scale.

#### 4.5.1.3 Subjective Norm.

Two items were used to measure subjective norm or social influence. Items were developed from Hansen (2008), which were derived from Thompson et al. (1994), to measure the level of agreement of reference group attitude towards online shopping.

Table 4.5.1.3 Subjective Norm Scale

Scale items
S1: Members of my family think that it is a good idea purchase to fashion and apparel products via the Internet.
S2: Most of my friends and acquaintances think that shopping for fashion and apparel products via the Internet is a good idea.
Notes:
- Developed based on Hansen (2008), which was derived from Thompson et al. (1994).

#### 4.5.1.4 Impulsiveness.

A scale developed by Dothu and Gilliland (1996) and tested in 5 other countries by Brashear et al. (2009), was employed (all scales in their study showed coefficients higher than 0.64).

Table 4.3.1.4 Impulsiveness Scale

Scale items
IMP1: I often make unplanned purchases.
IMP2: I like to purchase things on a whim.
IMP3: I think twice before committing myself.
IMP4: I always stick to my shopping list.
Notes:
- Hui and Wan (2004) modified based on Goldsmith and Hofacker (1991)
- Item 3 and 4 are reversed scale.

## 4.5.2 Endogenous Variable

### 4.5.2.1 Values.

Though there are various scales available to measure personal value, the Schwartz Value Survey (SVS) is considered the appropriate framework for universal values for



many reasons. For one, the SVS have been derived from motives both from the Western and Non-Western side and have been widely used and tested across 50 countries around the world (Cai and Shannon, 2012; Smith and Schwartz, 1997). It also exhibits both external and convergent validity (Smith and Schwartz, 1997).

The original SVS contains 57 items to measure value in 10 dimensions (Schwartz, 1992, 1996). However, the long range of the items was time-consuming for respondents and generated a long questionnaire (Lindeman and Verkasalo, 2005), and may have resulted in unwillingness to complete the questionnaire. Lindeman and Verkasalo (2005) have developed the 10-item Schwartz Value Survey, the so-called Short Schwartz Value Survey (SSVS)—1 item for 1 dimensional value. The SSVS provides a good alternative for the original 57-item SVS as it showed good internal consistency and temporal stability. It should also be noted that Lindeman and Verkasalo (2005) have also verified the SSVS by using online sampling, in contrast with face-to-face sampling or instructor assistance in as originally suggested by Schwartz.

To lessen the reliability of single-item measurement problem which may arise from lack of universally tested of the SSVS, the personal values in this study were measured by the shortened version of the SVS adopted by Kim, 2002. Kim selected the 22 values which appeared to be most frequent and most centrally located in each of 10 value domains for her study of “The impact of personal value structure on consumer pro-environmental attitudes, behaviors, and consumerism: a cross cultural study”. Containing at least 4 scale items per one dimension, Kim’s version provides a solution to the aforementioned reliability problem in the SSVS’s. Additionally, Cai and Shannon (2012) also used this scale and have shown that assessment of univariate and multivariate normality of all items were in an acceptable range for the Thai sample in their study of personal and mall shopping behavior. For each item in the questionnaire, the participants presented the name of each item together with a short description in parentheses; for example, equality (equal opportunity for all) and social power (control over others, dominance). Each item was placed on a 7-point Likert scale ranging from 1 to 7.

Table 4.5.2.1.1 Conservation Scale

Scale items
<p>CONS1: Self-discipline (self-restraint, resistance to temptation)</p> <p>CONS2: Family security (safety for loved ones)</p> <p>CONS3: Honoring of parents and elders (showing respect)</p> <p>CONS4: Respect for tradition (preservation of time-honored customs)</p>
Notes:
- Developed based on Schwartz (1996) and selected by Kim (2002)

Table 4.5.2.1.1 Self-transcendence Scale

Scale items
<p>SELFTRANS1 :Equality (equal opportunity for all)</p> <p>SELFTRANS2: Broad-minded (tolerant of different ideas and varied beliefs)</p> <p>SELFTRANS3: Protecting the environment (preserving nature)</p> <p>SELFTRANS4: Unity with nature (fitting into nature)</p> <p>SELFTRANS5: Loyal (faithful to my friends, group)</p> <p>SELFTRANS6: Honest (genuine, sincere)</p> <p>SELFTRANS7: Helpful (working for the welfare of others)</p>
Notes:
- Developed based on Schwartz (1996) and selected by Kim (2002)

Table 4.5.2.1.3 Openness to Change

Scale items
<p>OPEN1: An exciting life (stimulating experiences)</p> <p>OPEN2: A varied life (filled with challenge, novelty, and change)</p> <p>OPEN3: Curious (interested in everything, exploring)</p> <p>OPEN4: Enjoying life (enjoying food, sex, leisure, etc.)</p> <p>OPEN5: Freedom (freedom of action and thought)</p>
Notes:
- Developed based on Schwartz (1996) and selected by Kim (2002)

Table 4.5.2.1.4 Self-enhancement

Scale items
SELFEN1: Social power (control over others, dominance)
SELFEN2; Wealth (material possessions, money)
SELFEN3: Authority (the right to lead or command)
SELFEN4; Ambitious (hardworking, aspiring)
SELFEN5; Influential (having an impact on people and events)
SELFEN6; Successful (achieving goals)
Notes: - Developed based on Schwartz (1996) and selected by Kim (2002)



## **CHAPTER V**

### **Data Analysis and Results**

In this chapter, the analysis and results are presented. The chapter begins with the descriptive statistics of the respondents. Then the structural equations hypothesized are validated.

#### **5.1 Missing Data Check**

From the total of 563 respondents, 67 (11.9%) failed to fill out the questionnaire after page 1, and 82 respondents (14.6%) failed to do so after page 2. By the end of the questionnaire, there were 474 respondents (84.2%) that had completed the survey.

#### **5.2 Eliminating Outliers**

After conducting the descriptive statistics, 63 cases were eliminated, leaving 411 cases as a result of the standardized scores in excess of 3.29 ( $p < 0.001$ ) since they were potentially outliers (Tabachnick and Fidell, 2001). Of 411 cases, 201 respondents reported a fashion and apparel online shopping experience.

#### **5.3 Assessment of Univariate and Multivariable Normality**

Skewness and kurtosis were used to test the normality distribution of each item. Though there were no conclusive conclusions regarding the boundary values for these two indicators, Hoogland and Boonsma (1998) recommended that skewness and kurtosis should not exceed 0.75 and 1.50, respectively. Though Cutting (2008) suggest

that a kurtosis value of +/-1 is considered very good for most psychometric uses, +/-2 is also usually acceptable for kurtosis. “Family security” and “honest” scores show extreme skewness and kurtosis compared to the rest of items. As such, these two items were excluded from further analysis.

### 5.4 Scale Reliability Analysis

For each multi-item value, the following cleansing steps were partially adapted from Hansen’s (2008) purification steps for personal values in his study of consumer values influencing online grocery shopping.

1. Cronbach’s alpha was computed. The Cronbach’s should satisfy good reliability at a minimum of 0.70.
2. Inter-item correlations should have a significant correlation coefficient at the 0.01 level.
3. Item-to-total correlations were calculated. The coefficients above 0.40 were kept for further analysis as they were deemed to be good correlations (Wang et al., 2007).
4. Cronbach’s alpha for each item was computed for each of the constructs. If any deletion of an item caused improvement of the Cronbach alpha, that item was deleted.

After cleansing, only the Conservation and Impulsiveness Scale were found to be slightly below 0.70. Therefore, all were considered appropriate to measure the constructs.

Table 5.4.1 Personal Value Scale Reliability

Scale	Cronbach’s Alpha (Based on standardized items)	Note
Conservation	0.692	1 item is deleted
Self-transcendence	0.780	
Openness to change	0.757	
Self-enhancement	0.786	

Table 5.4.2 Personal Characteristics Scales

Scale	Cronbach's Alpha (Based on standardized items)	Note
Domain Specific Innovativeness Scale (DSI)	0.839	2 item is deleted
Impulsiveness	0.684	
Subjective Norm	-	Only 2 items in scale

Table 5.4.3 Internet Shopping Behavior

Scale	Cronbach's Alpha (Based on standardized items)	Note
Internet Shopping Behavior	0.763	

## 5.5 Descriptive Analysis

### 5.5.1 Internet Shopper Profile

Excluding outliers, 201 respondents reported on their fashion and apparel online shopping experience from a total of 411 respondents. This indicates that almost half of the online survey participants have shopped for fashion and apparel online (referred to as online shoppers or Internet shoppers from this point onwards).

Of these experienced online shoppers, 80.1% were female and the age concentration fell within the range of 25-34 years (72.6%). Almost all online buyers were educated consumers with 95.5% holding a bachelor degree or over. Though the range of income of the online shoppers was fragmented, half of them (49.8%) had a monthly personal income in the range of 15001-45000 baht.

Table 5.5.1 Internet Shopper Profile (n=201)

	Number of Respondents	(%)
<b>Sex</b>		
Male	38	18.9
Female	161	80.1
Others	2	1.0
	<b>201</b>	<b>100.0</b>
<b>Age (Years)</b>		
15-24	34	16.9
25-34	146	72.6
35-45	21	10.4
	<b>201</b>	<b>100.0</b>
<b>Education</b>		
< Bachelor degree	9	4.5
Bachelor degree	89	44.3
Master degree	101	50.2
Ph.D. and over	2	1.0
	<b>201</b>	<b>100.0</b>
<b>Personal Income (Baht/Month)</b>		
<15000	31	15.4
15001-30000	54	26.9
30001-45000	46	22.9
45001-60000	33	16.4
>60000	37	18.4
	<b>201</b>	<b>100.0</b>

### 5.5.2 Values

The ratings of 22 items from the shortened version of the SVS adapted by Kim (2002) show that the Thai values of being honest and family security, from the self-transcendence and conservation dimensions, were the two most important values. Note that Cai and Shannon (2012) also found that these two values were also the top two ranking, in the reverse order. Freedom, Ambitious and Helpful were ranked the third, fourth, and fifth most important values respectively. It should be noted that these

three personal values are from 3 different dimensions of the 4 dimensions. Influential, social power, and authority, all from self-enhancement, were ranked the three lasts.

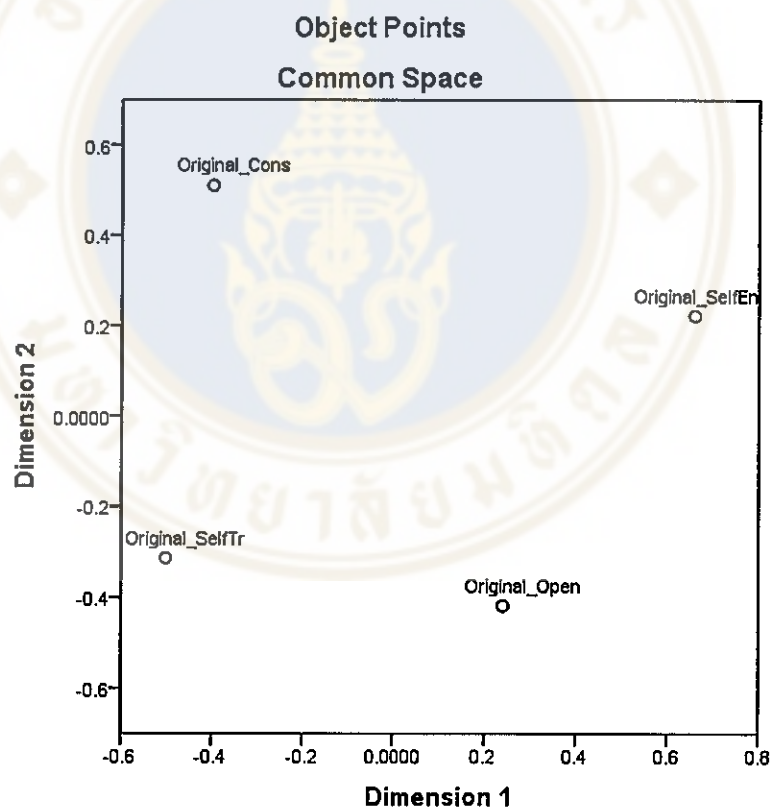
Table 5.5.2 Mean Score of Personal Value (n=414)

	Mean
Honest	6.59
Family Security	6.52
Freedom	6.23
Ambitious	6.22
Helpful	6.22
Broad-minded	6.21
Successful	6.18
Loyal	6.15
Honoring parents and elders	6.14
Self-discipline	6.03
Equality	6.00
Enjoying life	5.89
Protecting the environment	5.61
Curious	5.56
Wealth	5.52
Unity with nature	5.46
Respect for tradition	5.43
An Exciting Life	5.41
A varied life	5.27
Influential	4.88
Social Power	4.79
Authority	4.74



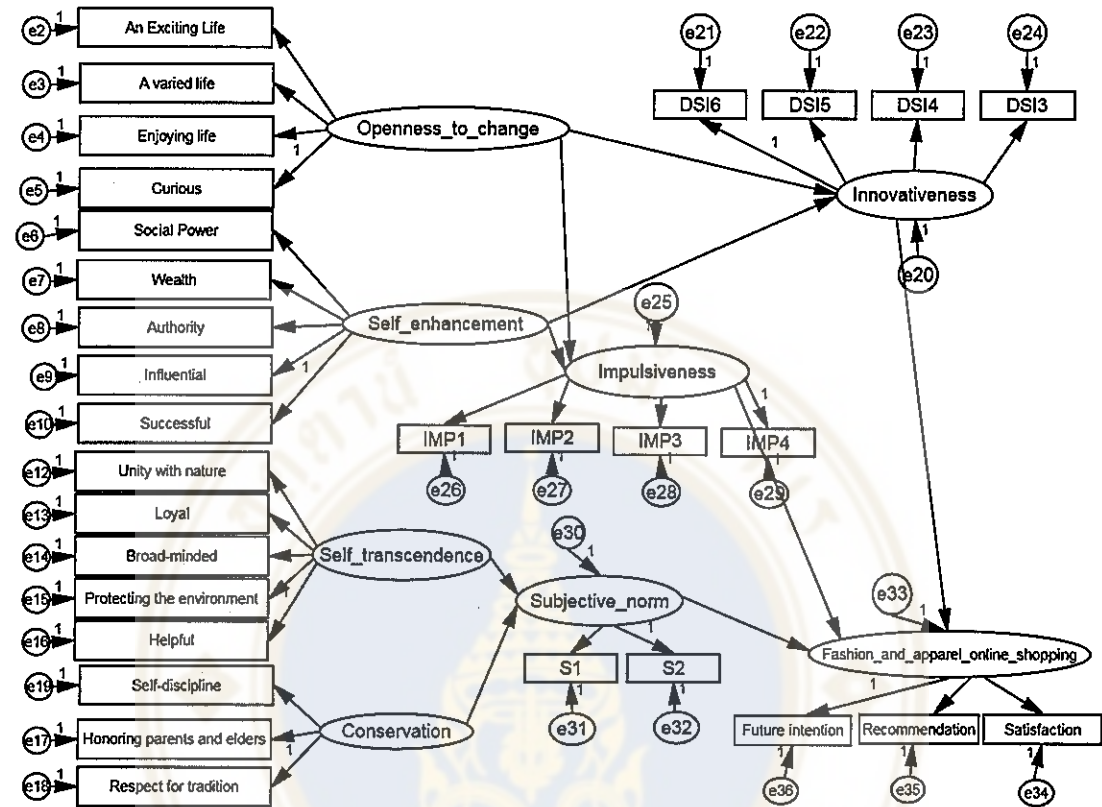
Additionally, the four dimensions of the SVS were plotted in 2 dimensions using multidimensional scaling (PROXSCAL). Each point was a mean of the multi-item values previously derived from the earlier section. It could be seen that conservation was directly opposite openness to change, and self-transcendence was directly opposite self-enhancement, as described by Schwartz (1992). However, both self-enhancement and self-transcendence leaned towards openness to change. This suggests that the dimensions of self-enhancement, openness to change and self-transcendence value were more closely associated when compared to those of Schwartz (1992).

Figure 5.5.2 Personal Value Plotted in 2 Dimensions



## 5.6 Modeling

Figure 5.6 Hypothesized Modeling



### 5.6.1 Assessment of Normality

All constructs were placed as hypothesized and kurtosis and skewness were reviewed. All items mostly fell within the range of -1 to 1, and therefore were deemed acceptable (Cutting, 2008).

### 5.6.2 Assessment of Convergence Validity

To assess convergence validity, construct loadings and average variance extracted (AVE) and composite reliability were determined. As shown in the table below, all items were loaded at more than 0.30 (absolute value) for all constructs statistically significantly ( $p < 0.001$ ). In terms of AVE and composite reliability, though the values above 0.5 and 0.7, respectively, were generally desirable (Hair et al., 2010), the AVE of 0.4 and over was also considered acceptable (Diamantopoulos and

Siguaw, 2000). Following these criteria, only the subjective norm composite reliability was off. However, due to its AVE and the construct loading passing the criteria, the subjective norm scale was considered to be a fair construct.

Table 5.6.2.1 AVE and Composite Reliability

	AVE	Composite Reliability
Openness to change	0.42	0.74
Self-enhancement	0.40	0.76
Self-transcendence	0.39	0.76
Conservation	0.43	0.67
DSI	0.52	0.81
Impulsiveness	0.39	0.69
Subjective Norm	0.30	0.46
Internet Shopping Behavior	0.51	0.75

Table 5.6.2.2 Factor Loading

	B	S.E.	Beta	C.R.*	R2
Openness to change					
P1.4	1.59	0.247	0.73	6.434	0.533
P1.9	1.692	0.262	0.767	6.461	0.589
P1.19	0.986	0.182	0.525	5.409	0.276
P1.20			0.55		0.302

Table 5.6.2.2 Factor Loading (continue)

	B	S.E.	Beta	C.R.*	R2
<u>Self-enhancement</u>					
Social power	1.584	0.292	0.57	5.43	0.325
Wealth	1.436	0.275	0.532	5.22	0.283
Authority	2.251	0.362	0.793	6.213	0.629
Influential	1.878	0.309	0.723	6.073	0.522
Successful	1		0.493		0.243
<u>Self-transcendence</u>					
Unity with nature	1.437	0.222	0.627	6.473	0.393
Loyal	0.998	0.16	0.593	6.241	0.352
Broad-minded	0.856	0.152	0.514	5.63	0.265
Protecting environment	1.646	0.234	0.745	7.031	0.555
Helpful	1		0.605		0.366
<u>Conservation</u>					
Self-discipline	0.342	0.091	0.328	3.741	0.108
Honoring parents and elders	0.827	0.196	0.786	4.222	0.617
Respect for tradition	1		0.76		0.578
<u>Domain Specific Innovativeness</u>					
DSI3	0.898	0.088	0.749	10.212	0.561
DSI4	0.691	0.077	0.65	8.922	0.422
DSI5	0.595	0.07	0.618	8.457	0.382
DSI6	1		0.85		0.722
<u>Impulsiveness</u>					
IMP1	2.129	0.463	0.788	4.601	0.621
IMP2	2.61	0.577	0.828	4.526	0.686
IMP3	0.785	0.236	0.334	3.331	0.137
IMP4	1		0.37		0.111

Table 5.6.2.2 Factor Loading (continue)

		b	S.E.	Beta	C.R.*.
<b>Subjective Norm</b>					
S1	1.695	0.476	0.592	3.563	0.35
S2	1		0.495		0.245
<b>Internet Shopping Behavior</b>					
Satisfaction	1.148	0.165	0.733	6.953	0.537
Recommendation	1.323	0.19	0.801	6.976	0.642
Future intention	1		0.58		0.337

\*All significant with  $p < 0.001$

### 5.6.3 Testing of Overall Model Fit

The items which passed the individual normality test and reliability test in the prior section were used to build the structural model as proposed. The test of model fit indicated an acceptable CMIN/DF of 2.605. Though the RMSEA was still above 0.08, MacCallum et al. (1996) consider RMSEA in the range of 0.05 to 0.10 to be an indication of fair fit. However, a good-fitting model will have a RMSEA of less than 0.08 (Hooper et al., 2008).

The GFI and AGFI are generally accepted at 0.90 and over (Hooper et al., 2008). However, Hooper et al. (2008) also recommended that the GFI and AGFI should not be used as standalone indices due to their high sensitivity of sample size. The test shows that the proposed model failed to meet the accepted criteria of the GFI and AGFI. However, due to the complexity of the proposed model, the model considers a fair fit model.

Table 5.6.3 Model Fit Summary

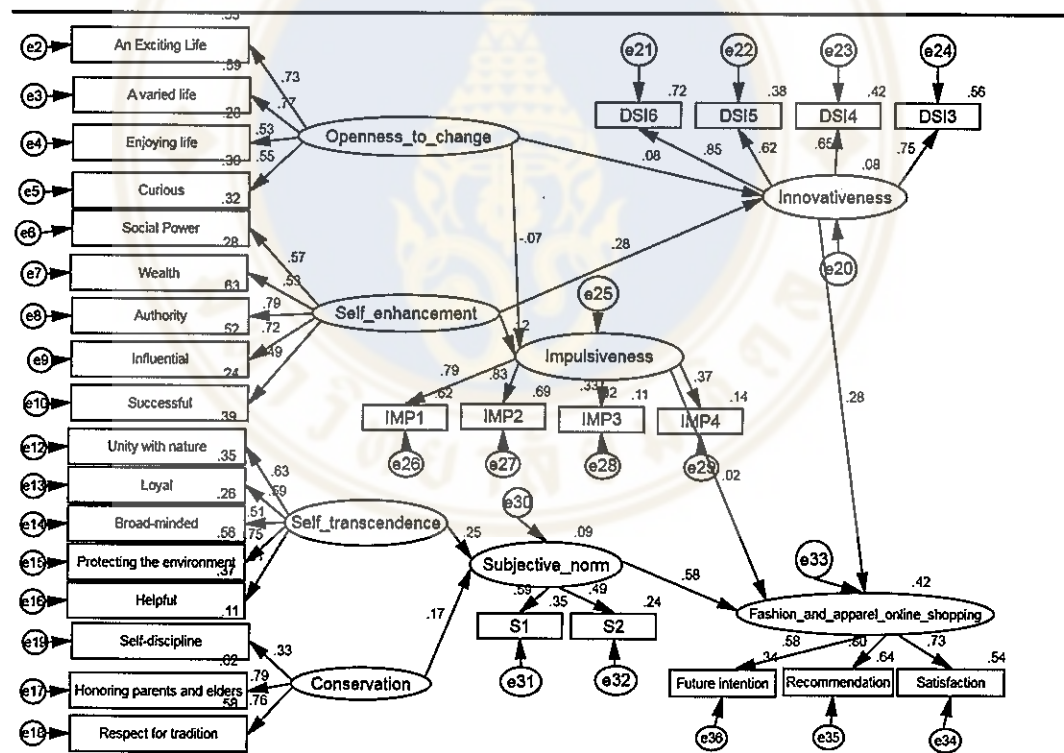
Model	CMIN/DF	SRMR	GFI	CFI	AFGI	RMSEA
Original	2.605	0.1619	0.728	0.678	0.681	0.090
Acceptable Range*	<3	<0.1	>0.9	>0.9	>0.8	0.05-0.10**

\*All refer to Hooper et al. (2008), except RMSEA, which refers to MacCallum (1996).

\*\* Hooper et al. (2008) and Hoe (2008) suggest RMSEA < 0.08 to indicate an acceptable good-fitting model.

### 5.6.4 Hypothesis Testing

Figure 5.6.4 Hypothesized Model with Factor Loading



The hypothesized model was used to test the 7 hypotheses proposed in Chapter 3. It was found that H1, H3 and H6 were supported, while H5 was partially supported. Both innovativeness and social norms, with a stronger role, influence the Internet shopping tendency ( $b=0.284, p<0.01$  and  $b=0.578, p<0.001$  respectively). The role of impulsiveness was not only weak but also not significant. Consumers with

innovativeness characteristics tended to place value on self-enhancement ( $b= 0.278$ ,  $p<0.01$ ), while consumers influenced by social norms tended to place value on self-transcendence ( $b=0.25$ ,  $p<0.05$ ).

Table 5.6.4.2 Result of Hypotheses Testing

H1: Innovativeness has a positive relation with Internet shopping.	Supported ( $p<0.01$ )
H2: Impulsiveness has a positive relation with Internet shopping.	Not Supported
H3: Subjective norm has a positive relation with Internet shopping.	Supported ( $p<0.001$ )
H4: Openness to change has positive relationships with both innovativeness and impulsiveness, and openness to change has a less positive relation with innovativeness than with Self-enhancement.	Not Supported
H5: Self-enhancement has positive relationships with both innovativeness and impulsiveness, and self-enhancement has a less positive relation with innovativeness than with Impulsiveness.	Partially Supported. Self-enhancement only has a positive relationship with innovativeness. ( $p<0.01$ )
H6: Self-transcendence has a positive relation with subjective norm.	Supported.
H7: Conservation has a positive relation with subjective norm	Not Supported ( $p<0.05$ )

Table 5.6.4.3 Factor Loading of Hypothesized Paths

		Std. Estimate	S.E.	C.R.	P
Innovativeness	<--- Openness to change		.219	.907	.364
Innovativeness	<--- Self-enhancement		.291	2.994	<u>.003</u>
Impulsiveness	<--- Self-enhancement		.110	1.314	.189
Impulsiveness	<--- Openness to change		.088	-.822	.411
Subjective norm	<--- Self-transcendence		.126	2.116	<u>.034</u>
Subjective norm	<--- Conservation		.071	1.472	.141
Fashion and apparel online shopping intention	<--- Innovativeness		.046	3.272	<u>.001</u>
Fashion and apparel online shopping intention	<--- Impulsiveness		.113	.219	.826
Fashion and apparel online shopping intention	<--- Subjective norm		.228	3.378	<u>***</u>

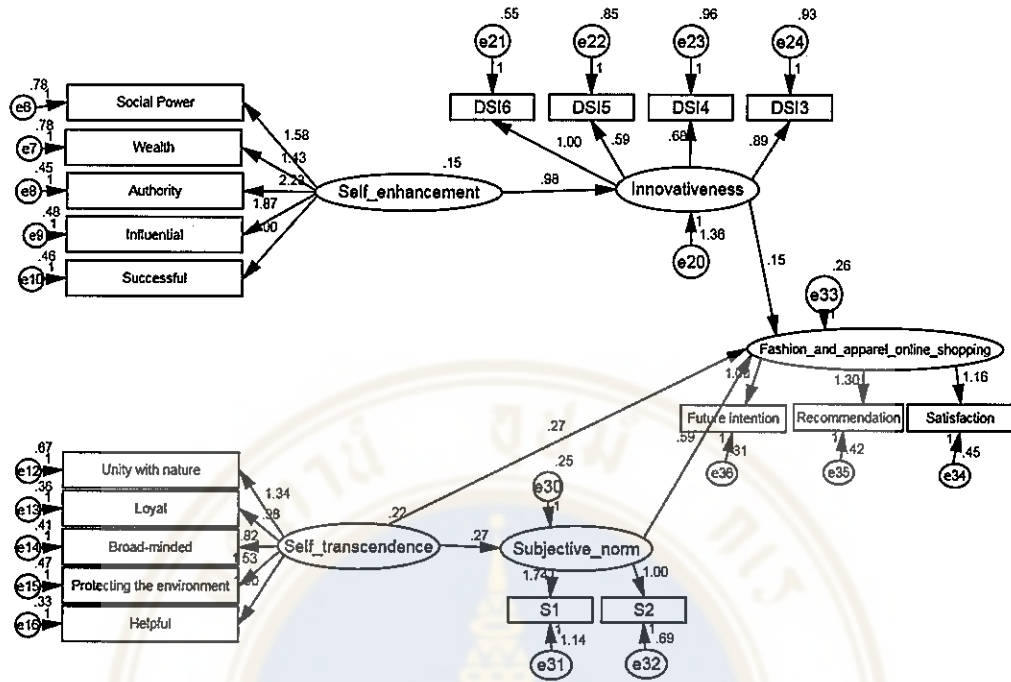
Furthermore, innovativeness and subjective norm were tested for their mediator's role. Without subjective norm, the path from self-transcendence to Internet Shopping adoption was also significant, while without innovativeness, the relation of self-enhancement to Internet shopping adoption became insignificant. This suggests that Innovativeness plays a mediator role, while self-transcendence plays a role both directly and indirectly.

### 5.6.5 Proposing Revised Model

With the paths analyzed in the earlier section, the revised model was proposed by excluding the non-significant paths (Figure 5.6.5.1).



Figure 5.6.5.1 Proposed Revised Model with Factor Loading



Assessment of model fit was reviewed again. It was found that the indicators (CMIN/DF, SRMR, GFI and AGFI) improved significantly. To further improve the model, the items with either a high modification index or low factor loading were considered to be excluded. Excluding one factor from self-enhancement, self-transcendence and innovativeness, all of the model fit indices indicated a good fit. Therefore, the final model was proposed as in Figure 5.6.5.2.

Figure 5.6.5.2 Final Revised Model with Factor Loading

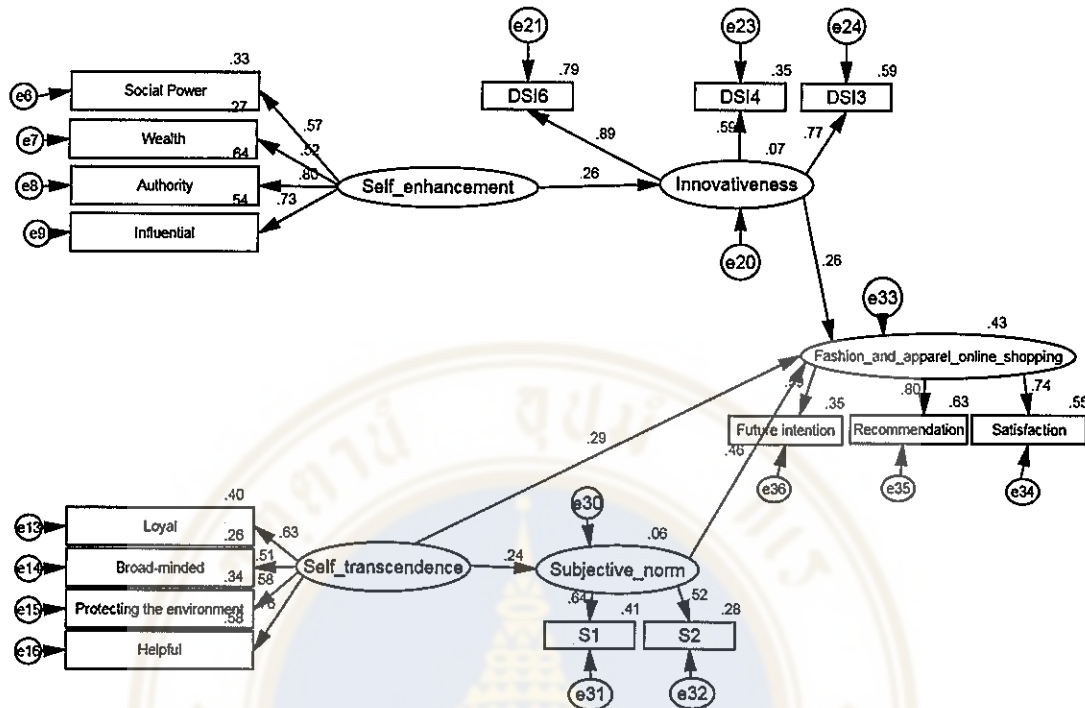


Table 5.6.5.1 Final Revised Model Fit Summary

	CMIN/DF	SRMR	GFI	CFI	AFGI	RMSEA
Original	2.605	0.1619	0.728	0.678	0.681	0.090
Proposed Revised	2.164	0.1128	0.857	0.844	0.816	0.076
Final Revised	1.790	0.1001	0.907	0.907	0.872	0.063
Acceptable Range*	<3	<0.1	>0.9	>0.9	>0.8	0.05-0.10**

\*All refer to Hooper et al. (2008), except RMSEA, which refers to MacCallum (1996).

\*\* Hooper et al. (2008) and Hoe (2008) suggest RMSEA < 0.08 to indicate an acceptable good-fitting model.

Considering the factor loading of the final model, all of the relationships were still significant at  $p < 0.01$ , except for the path from self-transcendence to subjective norm, which was slightly over a significant level of  $p < 0.05$ . Therefore, each path in the final revised model was considered to have a significant relationship.

Table 5.6.5.2 Factor Loading of Final Revised Model

		Estimate	S.E.	C.R.	P
Innovativeness	<--- Self-enhancement	.257	.150	2.961	.003
Subjective norm	<--- Self-transcendence	.238	.112	1.929	.054
Fashion and apparel online shopping intention	<--- Innovativeness	.257	.042	3.097	.002
Fashion and apparel online shopping intention	<--- Subjective norm	.464	.185	3.200	.001
Fashion and apparel online shopping intention	<--- Self-transcendence	.295	.116	2.939	.003

### 5.6.6 Assessment of Convergence Validity of Final Revised Model

The AVE and composite reliability were determined for the final revised model. The figures remained more or less the same (+/- within 5% of original figure) except for 1) the composite reliability of subjective norm, and 2) the AVE of self-enhancement, DSI, and subjective norm, which improved by approximately 10%. Therefore, the constructs in the final revised model were considered better constructs than those in the original model.

Table 5.6.6.1 AVE and Composite Reliability of Final Revised Model

Model	AVE		Composite reliability	
	Original	Final Revised	Original	Final Revised
Self-enhancement	0.40	<u>0.44</u>	0.76	0.75
Self-transcendence	0.39	0.39	0.76	0.72
DSI	0.52	<u>0.58</u>	0.81	0.80
Subjective norm	0.30	<u>0.34</u>	0.46	<u>0.51</u>
Internet shopping behavior	0.51	0.51	0.75	0.75

Table 5.6.2.2 Factor Loading of Final Revised Model

	B	S.E.	Beta	C.R*	R2
<b>Self-enhancement</b>					
Social power	0.831	0.121	0.57	6.892	0.325
Wealth	0.73	0.116	0.516	6.287	0.266
Authority	1.187	0.145	0.798	8.189	0.637
Influential	1		0.734		0.539
<b>Self-transcendence</b>					
Loyal	0.843	0.125	0.629	6.743	0.395
Broad minded	0.674	0.116	0.508	5.798	0.258
Protecting the environment	1.024	0.159	0.582	6.43	0.339
Helpful	1		0.759		0.576
<b>DSI</b>					
DSI3	0.874	0.096	0.765	9.101	0.586
DSI5	0.596	0.078	0.59	7.667	0.348
DSI6	1		0.891		0.794
<b>Subjective norm</b>					
S1	1.73	0.51	0.639	3.393	0.409
S2	1		0.525		0.275
<b>Internet shopping behavior</b>					
IMP1	1.145	0.16	0.741	7.156	0.549
IMP3	1.3	0.18	0.796	7.226	0.639
IMP4	1		0.59		0.348

\*All significant with  $p < 0.001$

## CHAPTER VI

### Conclusions, Limitations and Recommendations

#### 6.1 Conclusions

The current study examined the relationship of personal values and personal characteristics regarding Internet shopping adoption. The prime focus was on those that had already adopted online shopping currently, which could be considered early adopters. As widely tested and accepted across nations (e.g. Hui and Wan, 2004; Hartman et al., 2006; Harman and Samra, 2008), innovativeness also plays a role in influencing Internet shopping adoption of Thais. However, subjective norm, culturally crafted characteristic, showed a significant and even a stronger influence than innovativeness.

Internet shopping is considered a much more innovative channel compared to traditional ones. In this study, innovativeness was found to be an antecedent of Internet shopping adoption. This reconfirmed that innovativeness is one of the most important keys to trigger online adoption across culture, regardless of individualism or collectivism. However, the role of subjective norm was much stronger (the correlation was almost twice that of innovativeness in the revised final model), implying a highly important influence from the reference group among Thais.

In terms of motivation of online shopping adoption, self-enhancement and self-transcendence were found to have a significant relationship. Self-enhancement, unlike openness to change in other western countries, was found as a motivator driving online shopping adoption via innovativeness. This may be due to the fact that self-enhancement could more easily be linked to the reference group than openness to change. To illustrate, value items in self-enhancement such as social power authority and influence are values that are built upon the acceptance of society. In other words, the triggers of self-enhancement could come from a need to express oneself to society. Additionally, self-transcendence was not only found to be a motivator driving online shopping adoption via subjective norms; it was also found to be a direct influencer.

This implies that the motive to adopt Internet shopping among Thais may also simply be from the influence of reference groups. This should not be surprising as Thais tend to be more self-transcendent (Cai and Shannon, 2012), believing themselves as an integral part of society and rooted in a collectivist culture.

In this study, additionally, subjective norms were found to be the strongest influencer of the adoption of Internet shopping among Thais, and the relationships of “self-transcendence-subjective norm-Internet shopping adoption” and “self-transcendence-Internet shopping adoption” were also found. Referring to collectivist culture, this suggests that some Thais may simply be motivated to adopt online shopping as a result of the tendency to comply with the reference group in order to avoid being branded as out-of-date persons. These two findings confirm the underlying assumption of this study that the local culture role is undeniably important.

To summarize, this study showed that online shopping adoption can be influenced by innovativeness, cross-culture characteristics, subjective norms, and local culturally-based characteristics. The underlying values that motivate online shopping adoption were culturally formed. Self-transcendence was not only an influence on online shopping indirectly through subjective norms, but also impacted online shopping behavior directly. Together with the strongest impact of subjective norms on online shopping adoption, this implies that social influence plays an important role among Thais in terms of supporting online shopping. It is also worth noting that the self-transcendence relationship with subjective norm-Internet shopping adoption was first established in this study.

At this point, it also leads to important aspects in terms of managerial implications. Launching the new innovation into the market needs to place importance on local culture, which can play a vital role. The strategy which works well in one country may not necessarily work well in other countries. A well thought strategy, which takes local culture into account, will help ensuring a better chance of the success of a new innovation launch. While those strategies, which overlook the importance of local culture, may never take off. Particularly in Thailand, the aspect of social influence, under a collectivist culture, should never be neglected.

## 6.2 Limitations and Recommendations

Though fashion and apparel could represent the most prospering category of online shopping, as it was the top category where consumers showed the strongest intention to buy in the near future (Nielsen, 2012), the results of this study may not be generalized to all products online. Fashion and apparel might also be questioned regarding gender preference and, more importantly, consumers may behave differently with respect to categories of interest. Therefore it is worth exploring if the value-behavior relationship also exists with other type of products and if value-behavior can be generalize to all categories.

In terms of values measurement in this study, a reduced version of the personal values scale measurement was adopted following Kim (2002). Since this version was first developed to test consumers in the United States and Korea, an extensive scale development specifically for Thais would help improve the scale to better explain the Thai context.

Regarding the sample size, though it matched the general guideline's requirements of 200 cases, Lei and Wu (2007) suggested that a sample of 400 cases is preferable for a better result. Therefore, a larger sample is suggested to reconfirm the research results. Additionally, since this study was only focused on the innovators who have currently adopted Internet shopping, the results may not be generalized to all Thais.

Moreover, it could also be interesting to explore potential cultural differences. Conducting the cross cultural research should help to gain more in-depth understanding about similarities and differences of local culture on adopting Internet shopping.

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**APPENDIX**  
**QUESTIONNAIRE IN THAI**



## QUESTIONNAIRE IN THAI



แบบสอบถามเพื่อศึกษาคุณค่าการใช้ชีวิตโดยทั่วไปกับพฤติกรรมกรรมการซื้อสินค้าผ่านอินเทอร์เน็ต  
 ขอรบกวนเวลาของท่านประมาณ 10 นาที ในการตอบแบบสอบถามชุดนี้ เพื่อเป็นส่วนหนึ่งในการ  
 การศึกษาและวิจัย เกี่ยวกับพฤติกรรมและคุณค่าส่วนบุคคลของคนไทย กับ การซื้อสินค้าผ่าน  
 อินเทอร์เน็ต โดยการศึกษาเป็นส่วนหนึ่งของการทำวิทยานิพนธ์ระดับปริญญาโท ของภาควิชา  
 การตลาดและการจัดการของมหาวิทยาลัยมหิดล

**ส่วนที่ I : คำถามเบื้องต้น**

คุณใช้อินเทอร์เน็ตสำหรับการสื่อสารในชีวิตประจำวัน(ทั้งเรื่องงานและส่วนตัว) หรือไม่? (อาทิ  
 การใช้อีเมล เฟสบุ๊ก)

ใช่		ไม่ใช่	
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หาก ใช่ ขอความกรุณาตอบคำถามใน ส่วนที่ 2 ถึง ส่วนที่ 5

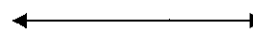
หาก ไม่ใช่ แบบสอบถามสิ้นสุดที่นี่ และ ขอขอบพระคุณที่สละเวลาในการตอบคำถาม

## ส่วนที่ 2 : การให้คุณค่าส่วนบุคคลในการใช้ชีวิต (Personal Value)

ขอทราบคุณค่าส่วนบุคคลในการใช้ชีวิตโดยทั่วไปของท่าน “

กรุณาระบุความสำคัญที่ท่านให้กับคุณค่าข้อ 2.1 ถึง 2.22 โดยทำเครื่องหมาย X บนหมายเลข 1-7 ซึ่งแสดงระดับความไม่สำคัญ/สำคัญ ตามความหมายดังนี้

ไม่สำคัญอย่างยิ่ง      สำคัญอย่างยิ่ง



1	2	3	4	5	6	7
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2.1	ความเสมอภาค (โอกาสที่เท่าเทียมกันสำหรับทุกคน)	1	2	3	4	5	6	7
2.2	พลังทางสังคม (ความสามารถควบคุมผู้อื่น หรือมีอำนาจเหนือผู้อื่น)	1	2	3	4	5	6	7
2.3	ความอิสระ (อิสระในการคิดและการกระทำต่างๆ)	1	2	3	4	5	6	7
2.4	ชีวิตที่ตื่นเต้น (เพิ่มหรือกระตุ้น ประสบการณ์และความรู้สึก)	1	2	3	4	5	6	7
2.5	ความมั่งคั่ง (ความเป็นเจ้าของสิ่งต่างๆและเงิน)	1	2	3	4	5	6	7
2.6	ความมีวินัยในตนเอง (อดทนอดกลั้นต่อสิ่งเร้าต่างๆ)	1	2	3	4	5	6	7
2.7	ความมั่นคงของครอบครัว (ความปลอดภัยของบุคคลอันเป็นที่รัก)	1	2	3	4	5	6	7
2.8	ความเป็นอันหนึ่งอันเดียวกับธรรมชาติ (ความเข้ากันได้กับธรรมชาติ)	1	2	3	4	5	6	7
2.9	ความหลากหลายของชีวิต (เต็มไปด้วยความท้าทาย ความแปลกใหม่และการเปลี่ยนแปลง)	1	2	3	4	5	6	7
2.10	ความมีอำนาจ (สิทธิในการเป็นผู้นำหรือสั่งการ)	1	2	3	4	5	6	7
2.11	ความภักดี (ความซื่อตรงต่อเพื่อนและกลุ่ม)	1	2	3	4	5	6	7
2.12	ความมุ่งมั่น (ความพากเพียรเพื่อไปถึงจุดหมายหรือความไฝ่ฝัน)	1	2	3	4	5	6	7
2.13	ใจกว้าง (ยอมรับฟังความคิดเห็นของผู้อื่นและความเชื่อที่หลากหลาย)	1	2	3	4	5	6	7

2.14	ปกป้องสิ่งแวดล้อม (ปกป้องธรรมชาติ)	1	2	3	4	5	6	7
2.15	ความมีอิทธิพล (สามารถมีอิทธิพลกับผู้อื่นและเหตุการณ์ต่างๆ)	1	2	3	4	5	6	7
2.16	การให้เกียรตินับถือผู้ใหญ่ (แสดงความเคารพนับถือ)	1	2	3	4	5	6	7
2.17	ความซื่อสัตย์สุจริต (ความจริง,ความตรงไปตรงมา)	1	2	3	4	5	6	7
2.18	ความช่วยเหลือเกื้อกูล (ช่วยเพื่อให้ผู้อื่นมีความสุข)	1	2	3	4	5	6	7
2.19	ความสนุกสนานในการใช้ชีวิต (สนุกกับอาหารการกิน, การพักผ่อน, เซ็กส์, อื่นๆ)	1	2	3	4	5	6	7
2.20	ความอยากรู้อยากเห็น (ความสนใจในทุกสิ่ง,การค้นหา)	1	2	3	4	5	6	7
2.21	การเคารพธรรมเนียมประเพณี (รักษานับธรรมเนียมประเพณีที่สืบทอดมายาวนาน)	1	2	3	4	5	6	7
2.22	ความสำเร็จ (การบรรลุเป้าหมาย)	1	2	3	4	5	6	7

**ส่วนที่ 3 : ลักษณะนิสัยส่วนบุคคล (Personal Characteristic)**

**ขอทราบลักษณะนิสัยส่วนบุคคลของท่าน**

สำหรับข้อ 3.1 - 3.4 กรุณาแสดงความคิดเห็นว่าท่านเห็นด้วยกับ **ไม่เห็นด้วยอย่างยิ่ง** **เห็น**  
 ข้อความเหล่านี้มากน้อยเพียงใด โดยทำเครื่องหมาย Xบนหมายเลข **ด้วยอย่างยิ่ง**  
 เลข 1-7 ซึ่งแสดงระดับความไม่เห็นด้วย/เห็นด้วย ตาม **←————→**  
 ความหมายดังนี้ 

1	2	3	4	5	6	7
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**ขอทราบลักษณะนิสัยทั่วไป (ไม่จำเป็นต้องเป็นนิสัยหรือพฤติกรรมในการใช้อินเทอร์เน็ต)**

3.1	บ่อยครั้งที่ฉันอาจตัดสินใจซื้อสินค้าที่ไม่ได้วางแผนไว้	1	2	3	4	5	6	7
3.2	ฉันชอบที่จะตัดสินใจซื้อของต่างๆโดยอาศัยความรู้สึกนึกคิดชั่วขณะในใจ	1	2	3	4	5	6	7
3.3	ฉันคิดทบทวนทุกครั้งก่อนตัดสินใจอะไรสักอย่าง	1	2	3	4	5	6	7
3.4	ฉันซื้อสินค้าตามรายการที่วางแผนเอาไว้	1	2	3	4	5	6	7



**ส่วนที่ 4 : ลักษณะนิสัยและพฤติกรรมที่เกี่ยวข้องกับการใช้อินเทอร์เน็ต**  
**ขอทราบลักษณะนิสัยส่วนบุคคลของท่านที่เกี่ยวข้องกับการใช้อินเทอร์เน็ต**

สำหรับข้อ 4.1 – 4.8 กรุณาแสดงความคิดเห็นว่าท่านเห็นด้วยกับ ไม่เห็นด้วยอย่างยิ่ง เห็น  
 ข้อความเหล่านี้มากน้อยเพียงใด โดยทำเครื่องหมาย X บนหมายเลข ด้วยอย่างยิ่ง  
 เลข 1-7 ซึ่งแสดงระดับความไม่เห็นด้วย/เห็นด้วย ตาม  $\longleftrightarrow$   
 ความหมายดังนี้

1	2	3	4	5	6	7
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**ขอทราบลักษณะนิสัยและพฤติกรรมที่เกี่ยวข้องกับการใช้อินเทอร์เน็ต**

4.1	ฉันเสิร์ชหรือค้นหาข้อมูลทางอินเทอร์เน็ตน้อยกว่าเพื่อนส่วนใหญ่ในกลุ่ม	1	2	3	4	5	6	7
4.2	ฉันเป็นคนท้ายๆในกลุ่มเพื่อนฝูง ที่จะเข้าไปเยี่ยมชมเว็บไซต์ใหม่ๆทางอินเทอร์เน็ต	1	2	3	4	5	6	7
4.3	ฉันมักจะเป็นคนแรกๆในกลุ่มเพื่อนที่รู้จักเว็บไซต์ซื้อขายออนไลน์ใหม่ๆ	1	2	3	4	5	6	7
4.4	คนในครอบครัวของฉันคิดว่าการซื้อสินค้าผ่านช่องทางอินเทอร์เน็ตเป็นสิ่งที่ดี	1	2	3	4	5	6	7
4.5	หากฉันได้ยินว่ามีเว็บไซต์ขายสินค้าออนไลน์ใหม่ๆ ฉันก็อยากเข้าไปดูสินค้าที่น่าสนใจจากเว็บไซต์นั้น	1	2	3	4	5	6	7
4.6	เพื่อนๆของฉันคิดว่าการซื้อสินค้าผ่านช่องทางอินเทอร์เน็ตเป็นสิ่งที่ดี	1	2	3	4	5	6	7
4.7	ฉันมักจะเข้าไปเยี่ยมชมเว็บไซต์ใหม่ๆ แม้จะยังไม่รู้จักมาก่อน	1	2	3	4	5	6	7
4.8	ฉันมักทราบเรื่องเว็บไซต์ซื้อขายออนไลน์เปิดใหม่ก่อนเพื่อนๆส่วนใหญ่	1	2	3	4	5	6	7

**ส่วนที่ 5 : พฤติกรรมทั่วไปในการซื้อสินค้าผ่านช่องทางอินเทอร์เน็ตในหมวดแฟชั่นและเครื่องประดับ**

คำจำกัดความ “การซื้อผ่านอินเทอร์เน็ต” หมายถึง การซื้อสินค้าผ่านช่องทางต่างๆผ่านอินเทอร์เน็ต เช่น เว็บไซต์ แอปพลิเคชันทางโทรศัพท์มือถือ/แท็บเล็ต เป็นต้น  
 กรุณาทำเครื่องหมาย Xบนหมายเลข ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

5.1 คุณเคยซื้อสินค้าในหมวดแฟชั่นและเครื่องประดับผ่านช่องทางอินเทอร์เน็ตหรือไม่ ในช่วงเวลา 6 เดือนที่ผ่านมา ?

เคย		ไม่เคย	
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หากเคย กรุณาตอบข้อ 5.2 - 5.6

หากไม่เคย กรุณาข้ามไปตอบในส่วนที่ 5

5.2 ปกติแล้วคุณซื้อ สินค้าแฟชั่นและเครื่องประดับ ผ่านช่องทางอินเทอร์เน็ต บ่อยแค่ไหน ?

<1 ครั้งต่อเดือน	1-2 ครั้งต่อเดือน	3-4 ครั้งต่อเดือน	4-5 ครั้งต่อเดือน	>5 ครั้งต่อเดือน

5.3 จำนวนเงินที่ใช้ในการซื้อ สินค้าแฟชั่นและเครื่องประดับ ผ่านช่องทางอินเทอร์เน็ตในแต่ละครั้ง

=< 500 บาทต่อครั้ง	501-1000 บาทต่อครั้ง	1001-1500 บาทต่อครั้ง	1501-2000 บาทต่อครั้ง	> 2000 บาทต่อครั้ง

สำหรับข้อ 5.4 – 5.6 โปรดแสดงระดับความเห็นด้วย กับข้อความ เหล่านี้ จากประสบการณ์การซื้อสินค้าแฟชั่นและเครื่องประดับ ผ่านอินเทอร์เน็ต	ไม่เห็นด้วยอย่างยิ่ง	เห็น ด้วยอย่างยิ่ง					
	←————→						
	1	2	3	4	5	6	7

5.4	คุณพึงพอใจกับประสบการณ์การซื้อสินค้าผ่านช่องทาง อินเทอร์เน็ตในแต่ละหมวดสินค้าเหล่านี้	1	2	3	4	5	6	7
5.5	คุณมีความตั้งใจที่จะแนะนำผู้อื่นให้ซื้อสินค้าหมวดเหล่านี้ผ่าน อินเทอร์เน็ต	1	2	3	4	5	6	7
5.6	คุณตั้งใจจะซื้อสินค้าในหมวดเหล่านี้ผ่านอินเทอร์เน็ตใน 6 เดือน ข้างหน้า	1	2	3	4	5	6	7

### ส่วนที่ 7 : คำถามทั่วไป

	ชาย	หญิง	ไม่สะดวกระบุ		
7.1	ขอทราบ เพศ ของท่าน				
	<15 ปี	15-24 ปี	25-34 ปี	35-45 ปี	>45 ปี
7.2	ขอทราบ ช่วงอายุ ของท่าน (ปี)				
	ไทย		อื่นๆ		
7.3	ขอทราบ สัญชาติ ของท่าน				
	น้อยกว่า ปริญญาตรี	ปริญญาตรี	ปริญญาโท	ปริญญา เอกหรือสูง กว่า	
7.4	ขอทราบ ระดับการศึกษาสูงสุด ของ ท่าน				
	<= 15,000	15,001- 30,000	30,001- 45,000	45,001- 60,000	> 60,000
7.5	ขอทราบ รายได้ต่อเดือน ของท่าน (บาท)				

ขอขอบพระคุณเป็นอย่างยิ่งที่กรุณาสละเวลา  
เพื่อตอบแบบสอบถามในครั้งนี้