

**FACTORS POSITIVELY AFFECTING BEAUTY PRODUCTS' PURCHASE  
INTENTION AT THE LEADING ONLINE SHOPPING MALL BRAND A  
OF CONSUMERS IN BANGKOK**



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OF CONSUMERS IN BANGKOK

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**ABSTRACT**

The researcher studied the positive influence of product perception, buying reliability, web-vendor marketing activity, customer service, utilitarian value, consumer trust, security, privacy towards purchase intention of beauty products' purchase intention at the leading online shopping mall brand A consumers in Bangkok. The 280 usable survey questionnaires were received from potential customers on beauty products of the leading online shopping mall Brand A, who were walking in front of 3 major shopping malls in Bangkok during online mega sale event of the web site, which was on November 21 and December 12, 2016. The data was analyzed using descriptive statistics and multiple regression analysis and found that utilitarian value ( $\beta = 0.364$ ) and web-vendor marketing activity ( $\beta = 0.325$ ) were positively affected purchase intention of beauty products' purchase intention at the leading online shopping mall brand A of consumers at .05 level of significance, explaining 54.4% of influence towards purchase intention of the consumers. However, product perception, buying reliability, customer service, consumer trust, security, and privacy were not found to be significantly affected purchase intention of the consumers.

*Keywords: Purchase Intention, Online Shopping Mall, Beauty Products, Bangkok*

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# **CHAPTER 1**

## **INTRODUCTION**

This chapter presents the background, objective and scope of the research including the problem statement, research questions, definition of terms, significance, and limitation of this research.

### **1.1 Background**

Electronic commerce (e-commerce) is the buying and selling goods or services through the use of the Internet, while electronic business (e-business) includes all activities of e-commerce related to internal and external business operations such as customer services or partner collaboration (Baltzan, 2015).

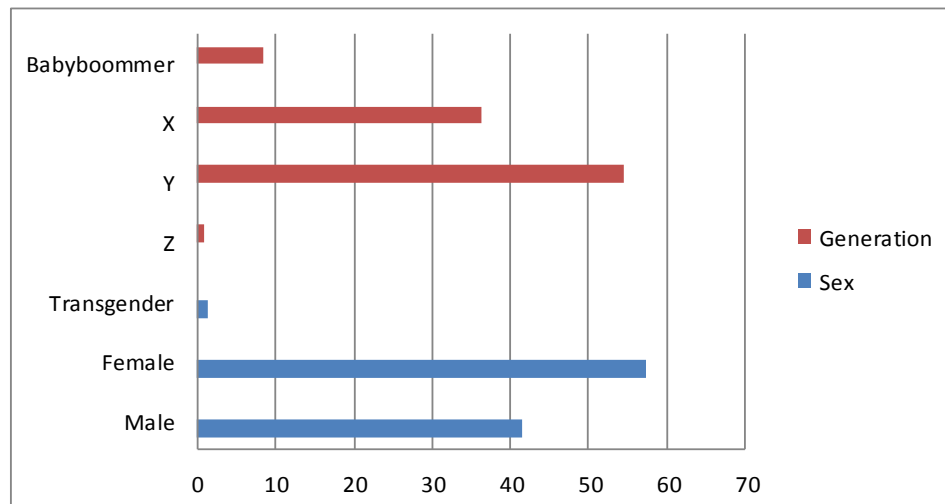
E-business model generally consists of 4 categories: business-to-business (B2B), business-to-consumer (B2C), consumer-to-business (C2B), and consumer-to-consumer (C2C) (Baltzan, 2015). Most private consumers around the world use the form of e-commerce in the form of B2C, also known as online shopping (Statista.com, 2017).

Online shopping means online purchase from click-and-mortar like Central Online Shopping (<http://www.central.co.th>) or pure-play (virtual) business like Lazada Online Shopping (<http://www.lazada.co.th>), 11street Online Shopping (<http://www.11street.co.th>), Itruemart Online Shopping (<http://www.wemall.com>), or Zalora (<http://www.zalora.co.th>) (Baltzan, 2015; Statista.com, 2017).

Online shopping or e-commerce in Thailand has grown rapidly over the last 2 – 3 years. More and more e-commerce players have entered into Thai e-commerce market due to the Thai government's strategic approach to Thailand 4.0 (Etda.or.th, 2017). The latest survey report on the value of e-commerce in Thailand by Electronic Transactions Development Agency (Public Organization) or ETDA was 2,245,147.02 million baht. It was accounted for 43.47 percent of the value of product and service sales of the country. The growth rate was 10.41 percent from the previous year (Etda.or.th, 2017). B2B e-commerce sales were made up 1,334,809.46 million baht (59.45 percent), followed by B2C 509,998.39 million baht (22.72 percent) and B2G (business-to-government) 400,339.17 million baht (17.83 percent) (Etda.or.th, 2017).

In addition, still had the latest report survey on the online shopping behavior in Thailand by Electronic Transactions Development Agency (Public Organization) or ETDA showed that 57.3 percent of online shoppers was mostly female, followed by male at 41.4 percent, and transgender at 1.3 percent. The majority was Gen Y who aged between 17-36 years old, and married. Most population was graduated in bachelor degree or above and earned income between 20,001-30,000 baht/ months. Popular products such as fashion, IT and beauty product (Etda.or.th, 2016).

Figure 1.1: The online consumer separated by sex and generation in 2016



Source: Etlda.or.th. (2016). *Thailand internet user profile 2016*. Retrieve from <https://www.etda.or.th/publishing-detail/thailand-internet-user-profile-2016-th.html>.

Table 1.1: The popular of products in 2015

Type of products	Percentage
Fashion	42.6%
IT	27.5%
Health and Beauty	24.4%
Travel	23.2%
Download	21.0%
Other	13.0%
Entertainment	12.0%
Investment	5.8%
Jewelry	5.5%
Kids	3.4%

Source: Etlda.or.th. (2015). *Thailand internet user profile 2015*. Retrieve from <https://www.etda.or.th/documents-for-download.html>.



Beauty products include skincare products such as treatment and serum, personal care products such as hair care, makeup products such as lipsticks, fragrances, beauty tools such as hair styling, and men's care like shaving (Lazada.co.th., 2017 a). In 2015, the beauty industry had reached \$56.2 billion in the United States. Skincare was expected to have revenue of almost \$11 billion by 2018. This growth was being driven in part by a generally increasing awareness of the importance of skin care, but also specifically due to an increase in the market for men (Franchisehelp.com, 2017). Numerous trends within the beauty industry driving growth and revenue include organic products, aging population products, babies and young children products, as well as men's products and services (Franchisehelp.com, 2017). Overall world beauty market should reach the market value of 2.65 billion US dollars in 2017, while the Thai beauty market should grow 3 percent per year and was estimated to reach 2 billion baht in 2017 ("Thai beauty market", 2015). For the world beauty market, personal care products were estimated to reach 6.3 billion US dollars in the next 5 years. Skin care products would grow to be the largest market in 2017, followed by hair care products ("Thai beauty market", 2015). For Thailand, skin care product market was 1.75 ten million in 2015 and was estimated to grow 3 percents per year. Face and body skin care products could be the most widely used and hair removal products were also bought by the consumers ("Thai beauty market", 2015).

Therefore, the important of e-commerce especially B2C category, Thai government's strategic approach to Thailand 4.0, along with the growing numbers of online shopping and beauty product buyers, the researcher were interested to

investigate different factors affecting beauty products' purchase intention at the leading online shopping mall brand A of consumers in Bangkok.

## 1.2 SWOT

Table 1.2: Lazada, Weloveshopping, and Tarad.com, SWOT Analysis

	<b>Lazada</b>	<b>Weloveshopping</b>	<b>Tarad.com</b>
Strength	1. Established by Rocket Internet and Alibaba is the investor now 2. High profit and revenue 3. Based on many countries such as Singapore, Malaysia, Indonesia, Vietnam, and Philippines 4. Number one in Thailand for consumers visiting the web site	1. Strong images because open for over 8 years 2. Large consumers visiting to the web site around 400,000 persons/ days 3. Leading convergences lifestyle web site 4. Accessing the web site by many channels such as desktop, laptop, smart phone both IOS and Android	1. Tarad.com is subsidiary from Rakuten company in Japan. 2. Having experiences in e-commerce businesses over 10 years 3. Strong images 4. Many options of payments

(Continued)

Table 1.2 (Continued): Lazada, Weloveshopping, and Tarad.com, SWOT Analysis

	<b>Lazada</b>	<b>Weloveshopping</b>	<b>Tarad.com</b>
	<p>5. Advanced technology for search engine and easy to search</p> <p>6. Many channels such as TV, Radio, and BTS</p> <p>7. Many options of payments</p>	<p>5. Advanced technology for searching engine and easy to find products</p> <p>6. Many options of payments</p> <p>7. The company is in Stock Exchange Thailand (True Corp.)</p>	
Weakness	<p>1. Many complaints both products and services</p> <p>2. Products were not the same with the pictures</p> <p>3. Lazada established in Thailand 5 years with good brand portfolios</p>	<p>1. Large organization and retail to sale on the web site, it may be hard to manage</p> <p>2. Products and services may not have good qualities.</p> <p>3. Overstatements of products and services on advertisement</p>	<p>1. Low brand awareness</p> <p>2. The web site may be hard to understand</p> <p>3. Bad to search on search engine</p> <p>4. Many complaints from customers because the retailer may send products not same as the pictures</p>

(Continued)

Table 1.2 (Continued): Lazada, Weloveshopping, and Tarad.com, SWOT Analysis

	<b>Lazada</b>	<b>Weloveshopping</b>	<b>Tarad.com</b>
	4. Promotions have not enough for customers		
Opportunity	1. Growing economy and Thailand 4.0 policy of the government 2. Increasing Internet users 3. Increasing e-commerce markets 4. Increasing demands for online purchases		
Threat	1. Possible taxed on online businesses 2. External & Internal risks 3. Legal regulations of online business may not be effective		

Source: Siam.edu. (2017). *Comparison of weloveshopping and tarad*. Retrieved from [http://research-system.siam.edu/images/independent/A\\_COMPARATIVE\\_STUDY\\_OF\\_TWO\\_THAILANDS\\_E-COMMERCE\\_COMPANIES/05\\_ch4.pdf](http://research-system.siam.edu/images/independent/A_COMPARATIVE_STUDY_OF_TWO_THAILANDS_E-COMMERCE_COMPANIES/05_ch4.pdf).

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Weloveshopping.com. (2017). *Weloveshopping company profile*. Retrieved from <https://portal.weloveshopping.com/content>.

### **1.3 Statement of Problem**

According to the different background of consumers such as behavior, experience, attitude, purpose of purchasing, and expectation of products and services. It is a difficult work for online company to provide the best options such as products, prices, and services for answering to the difference of consumer's purchasing intention.

### **1.4 Objective of Research**

The objective of this research was to study positively influence of factors affecting beauty products' purchase intention at the leading online shopping mall brand A of consumers in Bangkok. These positive factors were product perception, buying reliability, web– vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy towards purchase intention.

### **1.5 Scope of Research**

1.5.1 Study on the independent factors that had positive influence towards purchase intention as follows:

1.5.1.1 Product Perception

1.5.1.2 Buying Reliability

1.5.1.3 Web–Vendor Marketing Activity

1.5.1.4 Customer Service

1.5.1.5 Utilitarian Value

1.5.1.6 Consumer Trust

1.5.1.7 Security

1.5.1.8 Privacy

1.5.2 This research was based on the quantitative approach by survey method and collected data with questionnaires. Populations in this research were potential consumers of the leading online shopping mall brand A on November 21, 2016 to December 12, 2016 (Online Mega Sale Events) with sample size 280.

## **1.6 Research Question**

1.6.1 Do Product perception, buying reliability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy had relationships with purchase intention?.

1.6.2 Do Product perception, buying reliability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy had influence towards purchase intention?.

## **1.7 Significant of Research**

1.7.1 The result of this research can be used for online shopping business for marketing plan such as promotion, advertising, and events or to utilitarian value for consumers that build satisfaction and loyalty related with the research factors.

1.7.2 This research can be expanded theories for research in the future or for researchers who had interested in online shopping whether product perception, buying reliability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, privacy affecting purchase intention.

1.7.3 To provide information of purchase intention.

## **1.8 Limitation of Research**

This research was limited by timing of the events for data collection and tightness of schedule. The data collection had to be collected from online mega sale events, which held for 2 days on November 21, 2016 and December 12, 2016. Therefore, with limited period of times, the perfection of the data collection might be limited.

## **1.9 Definition of Terms**

1.9.1 Product perception means perception of the products in term of good quality, wide variety of products, and reasonable prices of products.

1.9.2 Buying reliability means product details (i.e. size, weight, and color), access product information, certified quality, ingredient, and options of payment.

1.9.3 Web–vendor marketing activity means marketing activities (i.e. sending email to customer), promotion activities, online promotion, and branding of web-vendor.

1.9.4 Customer service means deliver on time, prompt services, products knowledge, and quality services.

1.9.5 Utilitarian value means saving time, fit with lifestyle, reviews products or services, and increase purchasing efficiency.

1.9.6 Consumer trust means honest, trustworthy, impression, and fulfills customer needs.

1.9.7 Security means security, safe, protect payment risks, and protect problems from hacker.

1.9.8 Privacy means secure, personal information, and collects personal data Private had related to security.

1.9.9 Purchase intention means plan, recommend, and return to buy products and services in the future.





## **CHAPTER 2**

### **LITERATURE REVIEW**

The chapter that is related to literature, Theories, framework, and factors that have positive effect on the beauty products' purchase intention at the leading online shopping mall brand A of consumers in Bangkok respectively as follows:

- 2.1 Concept Theories of Product Perception
- 2.2 Concept Theories of Buying Reliability
- 2.3 Concept Theories of Web–Vendor Marketing Activity
- 2.4 Concept Theories of Customer Service
- 2.5 Concept Theories of Utilitarian Value
- 2.6 Concept Theories of Consumer Trust
- 2.7 Concept Theories of Security & Privacy
- 2.8 Concept Theories of Purchase Intention
- 2.9 Related Document and Previous Research
- 2.10 Hypothesis
- 2.11 Variable used in Research
- 2.12 Theoretical Framework

#### **2.1 Concept Theories of Product Perception**

A product is a thing that is made by manpower to serve the needs or wants of consumers. Products can be both tangible and intangible items.

Perception means the act of perceiving, sensory of the mind, or understanding.

Product perception means sensory of products. This research was related to the quality of products, a variety of products, and prices that had an influence on consumers.

Nowadays, online shopping has many products and services that are tangible. Such as books, watches, computers, and flowers. Even intangible items such as music, software, and also hotel and travel bookings. These might be reflected as both strengths and weaknesses (Rosen & Howard, 2000).

Peterson, Balasubramanian and Bronnenberg (1997) separated product classification into three dimensions: cost, value proposition, and degree of differentiation. The three dimensions of product classifications can be separated into eight sub-dimensions that can map with the purpose of searching and purchasing from the internet by consumers.

Alba et al. (1997) indicated the importance of products by comparing the benefit and cost with six different formats. The formats were internet retail, online shopping, interactive shopping, rate of format, information of the product, and transaction benefit cost that could conclude to product characteristics and situations of consumers that had an influence toward the evaluation and selection of the products and services.

Vijayasathya (2002) conducted the research in the USA and found that the cost and tangible products had an influence on consumer's online shopping intentions.

Chen, Chang and Chang (2016) explained that product perception was an important role in determining the success of the business.

## **2.2 Concept Theories of Buying Reliability**

Buying means to acquire the possession of an item, or the act of purchasing that item. Reliability means the quality of being trustworthy in order to fulfill the customer's needs and wants (Campbell & Fiske, 1959; Yen & Lu, 2008).

Buying reliability means the belief or attitude of the customer. Buying reliability is also relates to security, privacy, and accuracy (Cebi, 2013). In this research, buying reliability was related to data perception, whether the consumers felt that they had enough product details, ease of accessing the information, or options of payments (Tontini, 2016).

Zeithaml, Parasuraman and Malhotra (2000) had developed a model for evaluating the quality of online services by separating it into eleven dimensions such as access, trust, ease of negative, efficiency, flexibility, personalization, security, and privacy, an appearance of a site, reliability, and answers. From the model, there was a discovery that buying reliability had affected the quality of online services for correct technology functions of certain websites, and fulfillment of consumer's needs and wants.

Tontini (2016) confirmed that the online sellers should care for their consumer's needs. The researcher also found that buying reliability would relate to the success of online transactions and perceived product quality.

Cebi (2013) confirmed and showed that the increasing technology, and the interaction between customer and services, can be built by the concept of buying reliability in the market.

### **2.3 Concept Theories of Web–Vendor Marketing Activity**

Web–vendor’s marketing activity relates to marketing activities whether they are direct mail, or email, or promotion activities such as TV, radio, online promotion, and brand advertisements from the web-vendors.

Marketing activity was the driven key into building a loyal following because the followers on the page had good intentions on being loyal to the brand (Bagozzi & Dholakia, 2006).

Pappas (2016) studied web-vendor activity and found that brand advertisements of the products frequently influenced purchasing intention than promotion. Although the companies tried to offer different promotions, they could not attract the consumers to buy from them because their brands were not advertised.

Marketing activity had a relationship with brand equity and could be divided into five activities consisting of store images, celebrity endorsements, events, campaigns, advertising dollars, and sales promotions that could adapt to build brand equity in the business (Yoo & Donthu, 2001).

Social media was a subset of marketing activity (Barefoot & Szabo, 2010). Social media marketing was advertised by use of social network. Whether it be Facebook, Twitter, or Instagram that was user-generated for product reviews, blogger, feeds, and social news. In addition, social media was an online advertising platform that used social context, virtual words, sharing sites, social news or social site to build, meet with branding, and communication objectives (Tuten, 2008). Social media became the community for promoting goods and services that helped and supported the marketers to communicate with consumers. Social media has had both one-way and two-way communication channels that have created sense and perception between

consumers and brands (Evans & Bratton, 2010). Therefore, marketing activities could create the brand loyalty.

## **2.4 Concept Theories of Customer Service**

Customer Service was offered for consumers both before and after buying products and services. Customer service was a part of a promising company brand that was made for consumers.

Customer service was one of the tools to drive the business to success that creates customer satisfaction and loyalty. Customer satisfaction is a degree of meeting the needs and wants with purchase. The satisfaction could be evaluated by how the products and services meet or exceed consumer's expectations (Kursunluoglu, 2014).

Customer service was the activity that increased the value of the consumers when they were shopping (Kursunluoglu, 2014). Customer service could be tangible or intangible for increasing the value of products and services in order to meet with customer satisfaction and create loyalty. For creating satisfaction, not only did you have to had high quality products, but also included the customer service such as delivering on time, after sale service, payment method, and the cleanliness of the facility (Kursunluoglu, 2011).

Customer service was the activity that the consumers perceived both pre-sale and post purchase performance (Kursunluoglu, 2014). Customer service can be built by the loyalty of the consumers. The loyalty was a commitment of consumers who preferred to repurchase products and services in the future (Oliver, 1997).

## 2.5 Concept Theories of Utilitarian Value

Utilitarian means something that that is designed to be useful instead of attractive. Value means the importance, worth, or usefulness of something.

The utilitarian value was the value that the consumers received based on consumption behavior in terms of their expectation to purchase, made referrals of the website to others, and became long term consumers from the online shopping website (Chang, Chih, Liou & Yang, 2016).

Chang et al. (2016) conducted the research and found that the utilitarian value of consumer's perception would depend on the type of product or service context as well. For example, utilitarian value of ice cream products would be different from online shopping products.

Babin, Darden and Griffin (1994) conducted the research and found that motivation of human had separated to intrinsic and extrinsic. The consumption value is divided into hedonic value and utilitarian value. The hedonic value and utilitarian value had influence towards the cognitive trust.

The utilitarian value was rational to purchase because of consumption needs. On the other hand, consumers would buy the products after they considered carefully and discovered the utilitarian benefit from online shopping saving time, money, convenience, or from product reviews (Chiu, Wang, Fang & Huang, 2014).

Utilitarian value related with effective and efficiency from uses of the system.

Ghose and Dou (1998) indicated that if the website had increased interactivity, built attractiveness, and increased to provide utilitarian value for consumers, that it could be perceived as low risk for consumers. In addition, the increase in customer satisfaction can build a good relationship between the online store and consumers.

## **2.6 Concept Theories of Consumer Trust**

Consumer trust relates with honesty, trustworthiness, impression, and fulfillment of the customer's needs.

Consumer trust was the key to long term success for business (Pappas, 2016). Pappas (2016) indicated that trust was the key point for the development of the consumer's loyalty between the buyers and seller.

Consumer trust was based on buyer's expectations that the seller would behave appropriately in an ethical and social manner (Gefen, Karahanna & Straub, 2003). Thus, the consumer's trust that we were going to determine the final purchasing between buyer and seller (Gupta, Yadav & Varadarajan, 2009). Aspects of consumer trust had many fields such as management, consumer behavior, social, psychology, and technology (Pappas, 2016).

Consumer Trust was more important online than offline because the customer could not perceive or see physical products first or examine products before they were purchased. This was a major role in the purchase intention of the consumer's (Hong & Cho, 2011).

Consumer trust was important for online business. Bart, Shankar, Sultan and Urban (2005) did research and found that the company brand was just as important equally, if not more for building online consumer trust. In addition, he also found that if the consumer expectation was not fulfilled, the trust from the consumer would decrease.

## 2.7 Concept Theories of Security & Privacy

Security is for the protection of anything that is trying to harm you. In addition, security is also means to protect valuable assets or information.

Privacy is in reference to your private life, freedom, or alone time. Privacy relates with security.

The motivation of humans separated into two parts, which was intrinsic and extrinsic factors. The intrinsic factor was related to personal motivation. While extrinsic factor was related to security/ privacy such as consumers worrying about their information being stolen from hackers and frauds. These were hindering the consumers from purchasing products and services online.

Many previous studies came to the conclusion that the effect for online shopping was motivation including security and privacy. Chang et al. (2016) found that when the customer engaged in online shopping, they would have concerns about security and privacy of the website.

Flavián, Guinalú and Gurrea (2006) indicated that security and privacy were the two most important things that concerned the customers when it came to online shopping.

Privacy protection referred to the ability or conditions in which controls and discloses information during marketing transactions, or ensures the information would not be released to others (Chang et al., 2016). Therefore, the online company should have a protection system on the website to prevent data theft concerns, and uncertain transaction risks (Pavlou, 2003). The website could reduce the consumer perceived risks from hackers on the internet by promoting security features that could be used on the website, whether explaining security and privacy policies, or showing a



security privacy logo on the website as well (Chang et al., 2016). Solving security and privacy problems would assist in the establishment in cognitive trust towards the website and a decrease in the perception of a possible security risk.

## **2.8 Concept Theories of Purchase Intention**

Purchase intention is a plan for buying products and services for the future. In addition, purchase intention means the customer is willing to buy certain products and services.

Yoo, Donthu and Lee (2000) pointed out that purchase intention was a tendency to buy products and services.

Lim, Osman, Salahuddin, Romle and Abdullah (2016) suggested that the intention was presumed for the people who were willing to approach and try to manage certain behaviors. Past studies reported that purchase intention would relate with actual behavior (De Cannière, De Pelsmacker & Geuens, 2010).

Hu, Sun, Zhang, Zhang, Luo and Huang (2009) suggested that online shoppers make split decisions after they perceive risk and usefulness from certain online behavior.

Orapin (2009) indicated that Thai consumers have intention, attitude, and behavior control to shop online from seeing the people that are around them doing the same thing. Therefore, these factors have influenced the purchase intentions of the customer, which lead to actual action.

In addition, He, Lu and Zhou (2008) studied and found that the lack of intention online was the main thing for the development of ecommerce.

## **2.9 Related Document and Previous Research**

Vijayasathy (2002) studied about product characteristics and internet shopping intentions. This research focused on framework compatibility of online marketing products and sales. The framework would be based on product characteristics that had an influence on purchase intention. From the collected data, there was a survey taken from over 750 respondents who were adults and living in western cities in the USA. The questionnaire consisted of 4 pages; pre-test, respondent's perception, product type, instrument of measuring internet usage, and general information such as demographic. This research measured on Likert's seven-point scale from 1 to 7. Most of the participants were female, middle aged, married, well-educated, had high income, and had experience with online shopping. As a result, the product characteristics had influence towards shopper's online. They also found that the price of products were insignificant to purchase intention.

Tontini (2016) studied on identifying the opportunities for improvement for online shopping sites. This research focused on the different of methods that provided information for online shopping with customer satisfaction, and how to improve the online market. This research had collected data from over 409 Brazilian's who shop online. In the questionnaire presented by using quantitative, consisted of 26 questions with 5 dimensions such as accessibility, security, flexibility, fault and feedback. This research was separated into five parts. First, satisfactions and dissatisfactions. Second, they expressed their satisfaction experience towards the online store. Third, degree of importance, the Likert scale was measured on a scale from not important to very important, and final general information. The result found that fault and accessibility

had the most influence towards customer satisfaction. Followed by buying reliability, feedback, and flexibility.

Pappas (2016) studied about marketing strategies, perceived risk, and consumer trust in online buying behavior. This research focused on holiday makers who were returning to Manchester International Airport and used internet booking during the holidays. This research collected data from 1200 participants between June and July of 2014. For the question used, on the 41 Likert scales, consist of product marketing activities, web-vendor marketing activities, product price risk, product quality risk, web-vendor quality risk, web-vendor security risk, product consumer trust, web-vendor consumer trust, and intention to purchase. The results showed that the most important thing for consumer aspect with marketing activity was branding, which affects the direct marketing influence to purchase intention in the above promotion. In addition, the important concern with customers was price and selecting an e-channel for web-vendors. This creates the feeling of trust, keeping promises, and understanding the customer's needs. The important thing for this result was trust. While product orientation seemed more important than web-vendor trust. Finally, the participants confirmed to continue to buy online, and would suggest online shopping to their friends.

Kursunluoglu (2014) studied Shopping Centre customer service: creating customer satisfaction and loyalty. This research focused on Izmir city, 30 districts, 11 districts were inside Izmir city, and 19 districts were outside Izmir city. This research had collected data by 51 customer service item that was based off of literature, customer satisfaction, and loyalty. This research used 6 scales for measurement such as shopping center customer services (SCCS), customer services about atmosphere

(CSA), incentive customer services (ICS), customer services in counter stage (CSE), customer services about payment (CSP), and no significant relation. The Likert's scale range started from 1 (strongly disagree), to 5 (strong agree). The results found that shopping center customer services (SCCS) was important for retail and for creating customer satisfaction and loyalty. While customer services about atmosphere (CSA) had influence on both customer satisfaction and loyalty, incentive customer services (ICS), customer services in counter stage (CSE), and customer services about payment (CSP) only had influence on customer loyalty. While none of them had an affect on both customer satisfaction and loyalty.

Chang et al. (2016) studied about the mediation of cognitive attitude for online shopping to explore the relationship among intrinsic and extrinsic motivation. Factors of this research consist of hedonic value and utilitarian values (intrinsic), security/privacy, cognitive trust/perceived risks, flow, perceived satisfaction, and purchase intention (extrinsic). Researchers collected data from the consumer 866 samples who were buying products from e-shopping in Taiwan (divided by region – North, Central, Southern and Eastern) found that the most participants were female between the ages of 21-30. They also graduated from a university, their incomes were between NTD 5,001~10,000, used the internet for more than 30 hours, had experience with online shopping for more than 3 years, used ATM payment transactions, and clothes were the most searched and bought from online shopping. In addition, this study used a seven point Likert scale, starting from 1 (strongly disagree) to 7 (strongly agree), found that the main influence of cognitive trust in intrinsic motivation was utilitarian. Therefore, shopping websites should be an added function for motivating consumers.

Extrinsic motivation was security and privacy. Hence why website should use various resources of the latest technology, and promote online security.

Lim et al. (2016) studied on the factors that influenced online shopping behavior: the mediating role of purchase intention. This study that explored the relationship between norms was perceived useful, and online shopping behavior influence to Gen Y purchase intention. The researcher had used the quantitative survey method, and collected data from 800 university students both undergraduate and post graduate in Perlis, Malaysia. This study used closed-ended questions, and a seven point Likert scale start from 1 to 7. The results found that online shopping behavior had the strongest relationship with purchase intention. Followed by norm, and was perceived useful.

Porral and Levy-Mangin (2016) studied food private label brands: the role of consumer trust on loyalty and purchase intention. This study explored the loyalty of food private brand label influence to purchase intention. Factors of this research consisted of food private label brand, trust and perceived risk, store image, role of trust, and familiarity. The researcher had collected the data from 469 respondents in March 2013 in Spain. The questionnaire was related to five leading grocery markets in Spain – Mercadona, Dia, Carrefour, Eroski and El Corte Inglés. Those five leading grocery markets had offered food private brand labels. The result found that trust was a key factor for purchase intention and loyalty.

Thanaratakkharathawi and Kanthawongs (2015) studied about positive influencing purchase intention of clothing consumers on Instagram in Bangkok. This study explored the influence of after-sales quality, seller morality, online shopping via Instagram, trust, peer recommendations, product risk, ease-of-use, user-generated

content support, and perceived risk affecting purchase intention. The researcher had collected the data during September to October 2015 from 270 respondents who had Instagram and used to purchase product through online shopping. The result found that perceived risk, user-generated, and peer recommendations had positive influence on purchase intention of the clothing consumer.

Sirimahatham and Kanthawongs (2015) studied about Factors Positively Affecting Consumption Intentions of Bird's Nest Drink of Consumers in Thonglor Street and Siam Square Areas in Bangkok. This study explored the influence of knowledge on food and health, product efficiency, attitude related to the personal feelings about functional foods, health awareness and confidence in functional foods, lack of trust for functional foods, price and quality of functional foods, stakeholder in terms of consumers, stakeholder in terms of society and public policy, and stakeholder in terms of corporate entities affecting consumption intentions. The researcher had collected the data from 250 respondents who were drinking bird's nests in Thonglor Street and Siam Square Areas during September 2015. The researcher found that the most of respondents were female, between 26-30 years and single. Most had bachelor education background. Most of them earned monthly income between 20,001 to 30,000 baht. They received the bird's nest drink as gift for special occasions. They bought bird's nest drink more than 1 time and bought at supermarket and department store. The research analyzed by using Multiple Regression Analysis. The result found that only knowledge on food and health had influence toward consumption intention. Hence, producer of bird's nest drink should consider a communication in providing information to reduce risk in several health problems and attract more consumers to the product.

## **2.10 Hypothesis**

From related literature, Theories, articles, journals and previous studies can be as followed:

2.10.1 There is positive relationship between Product Perception and Purchase Intention.

2.10.2 There is positive relationship between Buying Reliability and Purchase Intention.

2.10.3 There is positive relationship between Web–Vendor Marketing Activity and Purchase Intention.

2.10.4 There is positive relationship between Customer Service and Purchase Intention.

2.10.5 There is positive relationship between Utilitarian Value and Purchase Intention.

2.10.6 There is positive relationship between Consumer Trust and Purchase Intention.

2.10.7 There is positive relationship between Security and Purchase Intention.

2.10.8 There is positive relationship between Privacy and Purchase Intention.

2.10.9 Product Perception, Buying Reliability, Web–Vendor Marketing Activity, Utilitarian Value, Customer Service, Consumer Trust, Security, and Privacy have positive influence on Purchase Intention.

## **2.11 Variable used in Research**

2.11.1 Independent Variable categories into

2.11.1.1 Product Perception

2.11.1.2 Buying Reliability

2.11.1.3 Web-Vendor Marketing Activity

2.11.1.4 Utilitarian Value

2.11.1.5 Customer Service

2.11.1.6 Consumer Trust

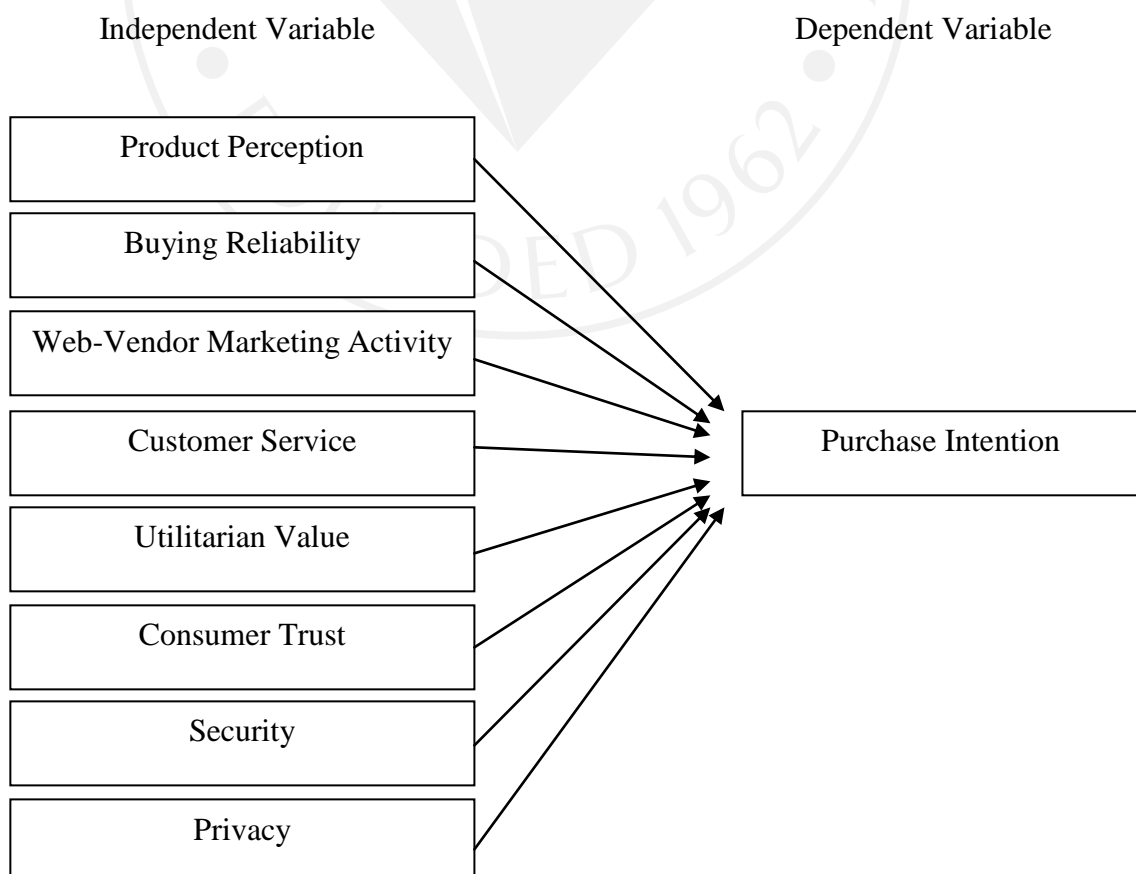
2.11.1.7 Security

2.11.1.8 Privacy

2.11.2 Dependent Variable is Purchase Intention

## 2.12 Theoretical Framework

Figure 2.1: Theoretical framework for purchase intention





## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

To positively study all factors affecting consumer's purchase intention of the online shopping mall Brand A on beauty products in Bangkok, the researcher conducted research by the following order.

- 3.1 Research Design
- 3.2 Population and Sample Selection
- 3.3 Research Instrument
- 3.4 Testing Research Instrument
- 3.5 Data Collection
- 3.6 Preparation and Data Analysis
- 3.7 Statistic Method

#### **3.1 Research Design**

The objective of this research is to explore positive factors affecting consumers' purchase intention of the online shopping mall Brand A on beauty products in Bangkok. The methodology of this research was based on quantitative approaches. The research used survey method and data collection by using questionnaires from respondent's participation.

### 3.2 Population and Sample Selection

#### 3.2.1 Population

The population used for this research was working people because they could be potential customers of the leading online shopping mall Brand A for beauty products. The particular working people selected were the one who were walking in front of 3 major shopping malls in Bangkok during online mega sale event of the website. The period of event was arranged during 21 November 2016 to 12 December 2016. The 3 major shopping malls were Siam Paragon with car parking of 4,000 cars (Wikipedia, 2017 c) Central World with car parking of 7,000 cars (Wikipedia, 2017 a) EmQuartier with car parking of 2,500 cars (Wikipedia, 2017 b); therefore, the estimated population of people in front of these 3 shopping malls should be around 13,500 people.

#### 3.2.2 Sample Size in Research

The sample size of this research was calculated from 40 pilots questionnaires using G\*power version 3.1.9.2, Created by (Cohen, 1977) and approved by several researchers (Erdfelder, Faul & Buchner, 1996; Wiratchai, 2012), with the Power (1- $\beta$ ) of 0.80, Alpha ( $\alpha$ ) of 0.20, Number of Test Predictor of 8, Effect Size of 0.0340192 (Calculated by Partial R<sup>2</sup> of 0.0329). Then, the result showed that the minimum number of the total sample size was 280 (Cohen, 1977) . Therefore, 280 sets of questionnaires had been collected.

#### 3.2.3 Sample Selection in Research

The sample of this research was selected by using the non-probability sampling methods called convenience sampling (Saunders, Lewis & Thornhill, 2012). The data was collected by selecting only the respondents who were walking in front

of three major shopping malls in Bangkok on November 21, 2016 and December 12, 2016. Also, the researcher selected only the ones who were willing to give the researcher cooperation for completing the questionnaires.

### **3.3 Research Instrument**

The researcher proceeded research instrument in the following order

3.3.1 Research articles and journal from [www.emeraldinsight.com](http://www.emeraldinsight.com) and [www.sciencedirect.com](http://www.sciencedirect.com) that were related to purchase intention, online shopping behavior, online shopping perception, online customer experience, online customer satisfaction with guidance, and assistance from an advisor.

3.3.2 Creating questionnaires from theory are related to researches, which had product perception, buying reliability, web-vendor marketing activity, customer service, utilitarian value, consumer trust, security, privacy, and purchase intention with the approval from an advisor.

3.3.3 After completing questionnaires form the content of questionnaires were passed on for approval from the advisor, Dr. Penjira Kanthawongs, and two online shopping experts, Miss Chatchanun Sae-ung, Sales and Planning at [11-streets.co.th](http://11-streets.co.th) and Mr. Natthaphol Lanjarnavoranun, Head of SEO at [Traveloka.com](http://Traveloka.com).

3.3.4 We received comments and guidances from some advisors and two experts to revise the questionnaires. After revised, 40 pilot tests of questionnaires were launched and had been analyzed for the reliability of each variable in each factor using Cronbach's Alpha Coefficient. Value of Cronbach's Alpha was between  $0 \leq \alpha \leq 1$ , higher value mean higher reliability and closely related of section.

3.3.5 For factor analysis on 40 pilots test were to ensure that the grouping of question for each factor fits with theories of study.

This research questionnaire was created using from a related literature review for collect the data. This research could be separated to 4 parts.

Part 1: 6 Closed-Ended Response Question about demographic and general information such as Gender, Age, Status, Education, Monthly income and Occupation.

Part 2: 5 Closed-Ended Response Question about buying behavior such as Have you ever bought online shopping? How long did you do online shopping? How much time did you spend on online shopping? Which product was you interested when you did online shopping (You can answer more than 1)? And How much did you spend when you did online shopping?.

Part 3: 37 Closed-Ended Response Question about “Factor Positively Affecting Purchase Intention of The Online Shopping Mall Brand A on Beauty Products of Consumers in Bangkok” consist of:

Product Perception	4	Questions
Buying Reliability	4	Questions
Web-Vendor Marketing Activity	5	Questions
Customer Service	4	Questions
Utilitarian	4	Questions
Consumer Trust	4	Questions
Security	4	Questions
Privacy	4	Questions
Purchase Intention	4	Questions

This part was measured in interval scale by using five-level scale to measure the level of agreement.

Highest	5	Points
High	4	Points
Medium	3	Points
Low	2	Points
Lowest	1	Point

To get result, using Class Interval formula to find the value of the class width

$$\begin{aligned}
 \text{Class width} &= \frac{\text{High Value} - \text{Lowest Value}}{\text{Number of classes you want to have}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

In the segment that use interval scale, the researcher used average measurement as below.

At 4.21–5.00 means participant's acceptance level on product perception, buying liability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy were the highest level.

At 3.41–4.20 means participant's acceptance level on product perception, buying liability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy were high level.

At 2.61–3.40 means participant's acceptance level on product perception, buying liability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy were moderate level.

At 1.81–2.60 means participant's acceptance level on product perception, buying liability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security and privacy were low level.

At 1.088–1.80 means participant's acceptance level on product perception, buying liability, web – vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy were the lowest level.

Part 4: An Opened - End Response Question that allows participants to reply or advice or comment for the researcher.

### 3.4 Testing Research Instrument

After analyzing 40 pilot tests samples. The Cronbach's Alpha Coefficient is shown by table 3.1

Table 3.1: Cronbach's Alpha Coefficient of 40 sets Pilot Test

Variables	Number of Items	Alpha
Product Perception	4	0.533, 0.814
Buying Reliability	5	0.642
Web-Vendor Marketing Activity	4	0.822
Customer Service	4	0.853
Utilitarian Value	4	0.758
Consumer Trust	4	0.850
Security	4	0.854
Privacy	4	0.943
Purchase Intention	4	0.963

There is only one factor which is not pass the 0.65 suggested levels, Product perception is equal 0.533. Which means two questions of this factor had to be deleted to increase the Cronbach's Alpha Coefficient at the suggested level. Therefore, the question "Beauty products on Lazada website are likely quality products" and "Beauty products on Lazada website are likely to have reasonable prices" were deleted. Then the Cronbach's Alpha Coefficient is increased to 0.814, which pass the suggested level of 0.65 (Nunnally, 1978). Moreover, researcher had conducted construct validity as following factor analysis.

1) Product perception	2	Questions
2) Buying reliability	5	Questions
3) Web-vendor marketing activity	4	Questions
4) Customer service	4	Questions
5) Utilitarian value	4	Questions
6) Consumer trust	4	Questions
7) Security	4	Questions
8) Privacy	4	Questions
9) Purchase intention	4	Questions

All of 35 questions were analyzed by finding the structural component of each factor. Setting value at 1, the lowest value and 5, the highest value for set every question had the most suitable component. The result of each questions and rearrange component should exceed value of 0.3.

Table 3.2: Factor positively affecting to purchase intention of the online shopping  
mall Brand A on beauty products of consumers in Bangkok

	<b>PP</b>	<b>BR</b>	<b>MA</b>	<b>CS</b>	<b>UV</b>	<b>CT</b>	<b>S</b>	<b>P</b>	<b>PI</b>
<b>PP1</b>	0.483								
<b>PP2</b>	0.765								
<b>PP3</b>	0.797								
<b>PP4</b>	0.439								
<b>BR1</b>		0.711							
<b>BR2</b>		0.392							
<b>BR3</b>		0.727							
<b>BR4</b>		0.685							
<b>BR5</b>		<u>0.158</u>							
<b>MA1</b>			0.737						
<b>MA2</b>			0.778						
<b>MA3</b>			0.320						
<b>MA4</b>			0.611						
<b>CS1</b>				0.712					
<b>CS2</b>				0.766					
<b>CS3</b>				0.650					
<b>CS4</b>				0.735					

(Continued)



[illegible]

From table 3.2: All factors could explain below:

#### Product perception

From factor analysis of product perception, independent factor could be organized 4 questions for each group. Which were “Beauty products on Lazada website should likely quality products” (PP1), “Beauty products on Lazada website should likely to have wide variety of products” (PP2), “Lazada website should likely have beauty product availability ranging from counter brand products like Lancôme to mass market products like L’Oréal” (PP3), and “Beauty products on Lazada website should likely to have reasonable prices (PP4).

#### Buying Reliability

From factor analysis of buying reliability, independent factor could be organized to 1 group with 5 questions. Which were “Beauty products on Lazada website should like have clear product details (i.e. size, weight, color) (BA1), “Lazada website should likely ease of access to product information” (BA2), “Beauty products on Lazada website should likely to have certified quality such as Food and Drug Administration logo” (BA3), “Beauty products on Lazada website should likely show ingredient for customer reviews” (BA4), and “Lazada website should likely have many options of payments (i.e. cash, credit card) (BA5).

#### Web–Vendor Marketing Activity

From factor analysis of web–vendor marketing activity, independent factor could be organized 4 questions for each group. Which were “Marketing activities (i.e. sending emails to customer) by Lazada should likely have influence my selection when I’m shopping for beauty products” (MA1), “The promotional activities on TV and radio advertisements by Lazada should likely have influence my selection when

buying beauty products” (MA2). “The online promotions should likely have influence my decision when buying beauty products” (MA3), and “The Lazada's branding should likely have influence my intention when buying beauty products” (MA4).

#### Customer Service

From factor analysis of customer service, independent factor could be organized 4 questions for each group. Which were “Lazada should likely deliver products on time” (CS1), “Customer services of Lazada should likely have prompt services” (CS2), “Customer services staff of Lazada should likely have knowledge about products” (CS3), and “Customer services of Lazada should likely provide good quality services” (CS4).

#### Utilitarian Value

From factor analysis of utilitarian value, independent factor could be organized 4 questions for each group. Which were “Shopping beauty products from Lazada website should likely been made my life easier” (UV1), “I am likely read reviews on Lazada website related to beauty products” (UV2), “Shopping on Lazada website should likely fit with my lifestyle” (UV3), and “If I want to buy beauty products on Lazada web site, the information and service provided on website should likely been sufficient” (UV4).

#### Consumer Trust

From factor analysis of consumer trust, independent factor could be organized 4 questions for each group. Which were “Lazada website should likely been trustworthy” (CT1), “Lazada website should likely give the impression that they were honest” (CT2), “Lazada website should likely give the impression that they cared for

their customers” (CT3), and “Customer Services should likely gives the impression that they had the ability to fulfill my needs” (CT4).

#### Security

From factor analysis of security, independent factor could organize 4 questions for each group. Which were “Lazada website should likely have enough online securities” (S1), “Online payment on Lazada website should likely safe” (S2), “Purchasing on Lazada website would not likely have payment risks” (S3), and “Lazada website should likely have ability to protect problems from hacker” (S4)

#### Privacy.

From factor analysis of privacy, independent factor could be organized to 4 questions for each group. Which were “The personal information that I provide on Lazada website should likely secure” (P1), “Lazada website should likely use suitable methods to collect my personal data” (P2), “Lazada website should likely ask my personal information, only related to buying product from the site” (P3) and “Lazada website did not likely apply my personal information for other purposes” (P4).

#### Purchase Intention

From factor analysis of purchase intention, independent factor could be organized 4 questions for each group. Which are “I was likely purchase beauty products on Lazada web site” (PI1), “I was likely recommend online shopping on Lazada web site to my friends” (PI2), “I was likely return to buy beauty products on Lazada web site” (PI3), and “I was likely consider beauty products from Lazada web site soon” (PI4).

### **3.5 Data Collection**

There are two types of data collection in this research

3.5.1 Primary data was the data from questionnaires by following step as below.

3.5.1.1 The researcher researched from related hypothesis, articles, journal, idea, and document to create ideas through research procedure.

3.5.1.2 Check and correct the questionnaire with advisor and expert before collect data.

3.5.1.3 280 questionnaires collected on November 21, 2016 and December 12, 2016 (Online Mega Sale Events).

3.5.1.4 Keying completed questionnaires into SPSS program, computed and analyzed the data.

3.5.2 Secondary data were researched from articles, journal, internet that related to online shopping, online marketing, and purchase intention for using reference.

### **3.6 Preparation and Data Analysis**

This research use SPSS version 22 SPSS was software for statistical analysis. Each part of the questionnaires had used the different tools to analyze the data. The steps were.

3.6.1 To completed and usable questionnaire

3.6.2 To prepared questionnaire

3.6.3 To processed coding questionnaires in SPSS by using significant level at 0.05

### 3.6.4 Questionnaire data

3.6.4.1 Descriptive Statistic Analysis had been separated three parts

1) Question about general information and demographic such as gender, age, status etc., and analyzed by using percentage and frequency.

2) Question about purchase behavior and were analyzed using percentage and frequency.

3) Likert scale question about product perception, buying reliability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy analyzed by Cronbach’s Alpha Coefficient. Cronbach’s Alpha should exceed 0.65.

### 3.6.4.2 Inferential Statistic Analysis

1) Independent factors consist of product perception, buying reliability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy analyzed by using the Pearson Correlation’s Coefficient to proved and checked the grouping of each factors had proper groupings.

2) All Independent factors (product perception, buying reliability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy) with purchase intention to analyzed Multi Regression Analysis.

## 3.7 Statistic Method

Statistic method in this research consist of

### 3.7.1 Testing by use Cronbach’s Alpha Coefficient

$$\alpha = \frac{n}{n-1} \left[ 1 - \frac{\sum S_i^2}{S_r^2} \right]$$

$\alpha$  = Reliability value of total questionnaire

$n$  = Number of question

$\sum S_i^2$  = Total variability of questionnaire

$S_r^2$  = Variability of total questionnaire

### 3.7.2 Descriptive Statistic Analysis

#### 3.7.2.1 Percentage

$$p = \frac{f}{N} \times 100$$

$P$  = Percentage

$f$  = Percentage frequency

$N$  = Frequency

#### 3.7.2.2 Mean

$$\bar{x} = \frac{\sum x}{n}$$

= Mean

$\bar{x}$  = Total of group score

$\sum x$  = Number of group score

$n$

### 3.7.2.3 Standard Deviation

$$S.D. = \sqrt{\frac{\sum(X - \bar{X})^2}{n - 1}}$$

S.D. = Standard deviation

X = Score

n = Number score of each group

$\Sigma$  = Total amount

### 3.7.3 Inferential Statistics

3.7.3.1 Multi Regression Analysis was progress analyzed to find relationship between dependent variable and independent variable

$$\hat{Y} = b_0 + b_1X_1 + b_2X_2 + \dots + b_kX_k$$

$\hat{Y}$  = Predicted dependent variable

$b_0$  = Value of Y when all independent is = 0

$b_1, \dots, b_k$  = Estimated regression coefficients

$X_0, \dots, X_k$  = Predictor variables

3.7.3.2 ANOVA Analysis had hypothesis that  $H_0: \beta_1 = \beta_2 = \dots = \beta_k = 0$  compared to  $H_1$ : with at least 1  $\beta_i$  at  $\neq 0$  ( $i = 1, \dots, k$ )



Table 3.3: ANOVA Analysis

Source of Variance	df	SS	MS	F-Statistic
Regression	k	SSR	$MSR = \frac{SSR}{K}$	$F = \frac{MSR}{MSE}$
Error/ Residual	n-k-1	SSE	$MSE = \frac{SSE}{n-k-1}$	
Total	n-1	SST		

k Number of independent variable

n Number of example

SST Sum square of total

SSR Sum square of regression

SSE Sum square of error/sum square of residual

MSR Mean square of regression

MSE Mean square of error

F F-statistic

### 3.7.3.3 Pearson product-moment correlation coefficient

$$r = \frac{n \sum XY - \sum X \sum Y}{\sqrt{[n \sum X^2 - (\sum X)^2][n \sum Y^2 - (\sum Y)^2]}}$$

$R_{xy}$  Pearson Correlation Coefficient

x Values in the first set of data

y	Values in second set of data
n	Total number of value

The value of Pearson Correlation Coefficient was between  $-1 \leq r \leq 1$  that were positive and negative value of R for determines direction of relationship.

For Positive R shown that two variables had same direction of relationship.

For Negative R shown that two variables had opposite direction of relationship.

The size of the relationship could be determining by R value

R value nearly +1 shown that two variables had close relationship in the same direction.

R value nearly -1 shown that two variables had least relationship in opposite direction.

R value equal to 0 means there are no correlation between two variables.

R value close to 0 means that two variables had few relationships.

## **CHAPTER 4**

### **FINDING**

The purpose of this research is to explore factors of positive affecting beauty products' purchase intention at the leading online shopping mall brand A of consumers in Bangkok. The data was collected from potential consumers who were walking in front of 3 major shopping malls in Bangkok on November 21, 2016 and December 12, 2016. (during Online Mega Sale Events), the questionnaires were distributed to 280 respondents, who were walking in front of three major shopping malls, with the hundred percent response rates.

The value of Cronbach's Alpha Coefficient of 8 factors was shown as follows. Product Perception equal to 0.789, Buying Reliability equal to 0.817, Web-Vendor Marketing Activity equal to 0.796, Customer Service equal to 0.861, Utilitarian Value equal to 0.872, Customer Trust equal to 0.887, Security equal to 0.894, Privacy equal to 0.918 and Purchase Intention equal to 0.947. Every factor exceeds the minimal coefficient, 0.65. Nunnally (1978) recommended level and had proven to be reliable.

According to this, data could be analyzed and presented below.

#### **4.1 Demographic Data**

Data would be present in frequencies and percentage of gender, ages, status, education, monthly income, occupation, usage of online shopping, online shopping periods, spend time for online shopping, interested product segment, spend money for online shopping.

Table 4.1: Gender of respondents

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	56	20.0
Female	224	80.0
Total	280	100.0

There were 224 females out of 280 respondents, which were 80% of the total. The number of female was greater and more over than male respondents. The results shown that, nowadays female interested in online shopping as much as or even higher than male.

Table 4.2: Age of respondents

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
21 - 25	26	9.3
26 - 30	80	28.6
31 - 35	76	27.1
36 - 40	64	22.9
41 - 45	34	12.1
Total	280	100.0

Age of the respondents shown that 28.6% of total was between 26 – 30 years old is the most interested online shopping. The second was 31 – 35 years old with ratio 27.1%. This shown that new generation people had purchase intention of online shopping over than middle age.

Table 4.3: Status of respondents

Status	Frequency	Percent
Single	195	69.6
Married	83	29.6
Divorced	1	0.4
Widowed	1	0.4
Total	280	100.0

69.6% of respondents were single while 29.6% were married and only 0.4% were divorced and widowed.

Table 4.4: Education of respondents

Education	Frequency	Percent
Diploma and below	8	2.9
Bachelor Degree	191	68.2
Master Degree	81	28.9
Total	280	100.0

Most of the respondents were Bachelor Degree with number of 191 out of 280, which were 68.2%. Next were Master Degree at 28.9% and the last were diploma and below.

Table 4.5: Income of respondents

<b>Income</b>	<b>Frequency</b>	<b>Percent</b>
Under 30,000	102	36.4
30,001 – 50,000	116	41.4
50,001 – 70,000	39	13.9
70,001 – 90,000	13	4.6
90,0001 – 150,000	9	3.2
Over 150,000	1	0.4
Total	280	100.0

Nearly half of respondents earn between 30,001 to 50,000 baht a month, 116 respondents at 41.4%. Next were less than 30,000 baht of 102 respondents at 36.4% and third were 50,001 – 70,000 baht of 39 respondents at 13.9%.

Table 4.6: Occupation of respondents

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
State enterprise employee	38	13.6
Private employee	220	78.6
Self – employee	14	5.0
Other	8	2.9
Total	280	100.0

Most of respondent's occupations were private employee at 78.6%. Next were state enterprise employee, 38 respondents at 13.6% and third, 14% were self – employee.

Table 4.7: Usage of online shopping

<b>Usage</b>	<b>Frequency</b>	<b>Percent</b>
Yes	279	99.6
No	1	0.4
Total	280	100.0

Almost of the respondents usage of online shopping, 279 respondents at 99.6% and another respondent was no usage of online shopping.

Table 4.8: Online shopping periods

<b>Online shopping periods</b>	<b>Frequency</b>	<b>Percent</b>
Less than 6 months	153	54.6
6 months – 1 year	47	16.8
1 – 2 years	29	10.4
2 – 4 years	23	8.2
Over 4 years	28	10
Total	280	100.0

Most of respondents had online shopping periods less than 6 months, 153 respondents at 54.6%. Follow by 6 months – 1 year, 47 respondents at 16.8%. Third were 1 – 2 years, 29 respondents at 10.4%. Forth were over 4 years, 28 respondents at 10% and the last were 2 – 4 years, 23 respondents at 8.2%.

Table 4.9: Spend time for online shopping of respondents

<b>Spent time</b>	<b>Frequency</b>	<b>Percent</b>
Less than 1 hours	105	37.5
1 – 2 hours	136	48.6
3 – 4 hours	21	7.5
Over 4 hours	18	6.4
Total	280	100.0

The most of respondent had spent time for online shopping at 48.6%. Next were 105 respondents at 37.5%. Third were 21 respondents at 7.5% and the last were 18 respondents at 6.4%.

Table 4.10: Interested product segment (1)

<b>Electronic</b>	<b>Frequency</b>	<b>Percent</b>
Yes	91	32.5
No	189	67.5
Total	280	100.0



From the 280 respondents, had interested product segment in Electronic at 91 or 32.5%. While 189 respondents had not interested in electronic at 67.5%.

Table 4.11: Interested product segment (2)

<b>Fashion</b>	<b>Frequency</b>	<b>Percent</b>
Yes	201	71.8
No	79	28.2
Total	280	100.0

From the 280 respondents, had interested product segment in fashion at 201 or 71.8%. While 79 respondents had not interested in fashion at 28.2%.

Table 4.12: Interested product segment (3)

<b>Home &amp; Living</b>	<b>Frequency</b>	<b>Percent</b>
Yes	68	24.3
No	212	75.7
Total	280	100.0

From the 280 respondents, had interested product segment in home & living at 68 or 24.3%. While 212 respondents had not interested in home & living at 75.7%.

Table 4.13: Interested product segment (4)

<b>Beauty</b>	<b>Frequency</b>	<b>Percent</b>
Yes	151	53.9
No	129	46.1
Total	280	100.0

From the 280 respondents, had interested product segment in beauty at 151 or 53.9%. While 129 respondents had not interested in beauty at 46.1%.

Table 4.14: Interested product segment (5)

<b>Health</b>	<b>Frequency</b>	<b>Percent</b>
Yes	72	25.7
No	208	74.3
Total	280	100.0

From the 280 respondents, had interested product segment in health at 72 or 25.7%. While 208 respondents had not interested in health at 74.3%.

Table 4.15: Interested product segment (6)

<b>Baby and Toys</b>	<b>Frequency</b>	<b>Percent</b>
Yes	54	19.3
No	226	80.7
Total	280	100.0

From the 280 respondents, had interested product segment in baby and toys at 54 or 19.3%. While 226 respondents had not interested in baby and toys at 80.7%.

Table 4.16: Interested product segment (7)

<b>Sports</b>	<b>Frequency</b>	<b>Percent</b>
Yes	40	14.3
No	240	85.7
Total	280	100.0

From the 280 respondents, had interested product segment in sports at 40 or 14.3%. While 240 respondents had not interested in beauty at 85.7%.

Table 4.17: Interested product segment (8)

<b>Travel</b>	<b>Frequency</b>	<b>Percent</b>
Yes	75	26.8
No	205	73.2
Total	280	100.0

From the 280 respondents, had interested product segment in travel at 75 or 26.8%. While 205 respondents had not interested in beauty at 73.2%.

Table 4.18: Interested product segment (9)

<b>Motors</b>	<b>Frequency</b>	<b>Percent</b>
Yes	12	4.3
No	268	95.7
Total	280	100.0

From the 280 respondents, had interested product segment in motors at 12 or 4.3%. While 268 respondents had not interested in beauty at 95.7%.

Table 4.19: Interested product segment (10)

<b>Pets</b>	<b>Frequency</b>	<b>Percent</b>
Yes	10	3.6
No	270	96.4
Total	280	100.0

From the 280 respondents, had interested product segment in pets at 10 or 3.6%. While 270 respondents had not interested in beauty at 96.4%.

Table 4.20: Interested product segment (11)

<b>Other</b>	<b>Frequency</b>	<b>Percent</b>
Yes	10	3.6
No	270	96.4
Total	280	100.0

From the 280 respondents, had interested product segment in other at 10 or 3.6%. While 270 respondents had not interested in beauty at 96.4%.

Table 4.21 Spend money for online shopping

<b>Spend money</b>	<b>Frequency</b>	<b>Percent</b>
Less than 1,000 baht	50	17.9
1,001 – 3,000 baht	162	57.9
3,001 – 5,000 baht	44	15.7
5,001 – 8,000 baht	12	4.3
8,001 – 11,000 baht	2	0.7
More than 11,000 baht	10	3.6
Total	280	100.0

The most respondent spend money for online shopping at 1,001 – 3,000 baht or 57.9% Follow by less than 1,000 baht at 17.9% and 3,001 – 5,000 baht at 15.7%.

#### 4.2 Mean, Standard Deviation, Cronbach's Alpha and Respondent perception

Table 4.22: Cronbach's Alpha, Means, Standard deviation and Respondent perception of product perception

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N. of Item
0.789	0.788		4
Product Perception	Mean	S. D	Perception level
Beauty products on shopping website A should likely quality products.	3.2857	0.70111	Moderate
Beauty products on shopping website A should likely to have wide variety of products.	3.9286	0.69965	High
Shopping website A should likely to have beauty product availability ranging from counter brand products like Lancôme to mass market products like L'Oreal.	3.8107	0.76895	High
Beauty products on shopping website A should likely to have reasonable prices.	3.6536	0.69663	High
Total	3.6697	0.71659	High

Table 4.22 had shown that product perception had total of mean at high level was 3.6697 and Standard deviation was 0.71659. From the result found that Beauty products on shopping website A should likely have wide variety of products had the highest level of mean at 3.9286. Follow by shopping website A should likely have

beauty product availability ranging from counter brand products like Lancôme to mass market products like L'Oréal (Mean = 3.8107), Beauty products on shopping website A should likely to have reasonable prices (Mean = 3.6536), and Beauty products on shopping website A should likely been quality products (Mean = 3.2857).

For Standard Deviation, found that Shopping website A should likely have beauty product availability ranging from counter brand products like Lancôme to mass market products like L'Oréal have highest Standard deviation (S.D. = 0.76895) While Beauty products on shopping website A should likely have reasonable prices had lowest standard deviation (S.D. = 0.69663).

Table 4.23: Cronbach's Alpha, Means, Standard deviation and Respondent perception of buying reliability

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N. of Item
0.817	0.817		5
Product Perception	Mean	S. D	Perception level
Beauty products on shopping website A should like to have clear product details (i.e. size, weight, color).	3.6750	0.77465	High
Shopping website A should likely ease of access to product information.	3.7821	0.69228	High

(Continued)



Table 4.23 (Continued): Cronbach's Alpha, Means, Standard deviation and  
Respondent perception of buying reliability

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N. of Item
0.817	0.817		5
Product Perception	Mean	S. D	Perception level
Beauty products on shopping website A should likely to have certified quality such as Food and Drug Administration logo.	3.7964	0.86633	High
Beauty products on shopping website A should likely to have shown ingredient for customer reviews.	3.5893	0.88348	High
Shopping website A should likely to have many options of payments (i.e. cash, credit card).	4.1750	0.70945	High
Total	3.8036	0.78524	High

Table 4.23 had shown that buying reliability had total of mean were high level at 3.8036 and standard deviation were 0.78524. From the result found that Shopping website A should likely to have many options of payments (i.e. cash, credit card) had highest level of mean at 4.1750. Follow by Beauty products on shopping website A should likely to have certified quality such as Food and Drug Administration logo (Mean = 3.7964), Shopping website A should likely ease of access to product information (Mean = 3.7821), Beauty products on shopping website A should like to

have clear product details (i.e. size, weight, color) (Mean = 3.6750), and Beauty products on shopping website A should likely to have shown ingredient for customer reviews (Mean = 3.5893).

For Standard Deviation, found that Beauty products on shopping website A should likely to have shown ingredient for customer reviews had the highest standard deviation at (S.D. = 0.88348). While Shopping website A should likely ease of access to product information had the lowest standard deviation (S.D = 0.69228).

Table 4.24: Cronbach's Alpha, Means, Standard deviation and Respondent perception of Web-vendor marketing activity

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items			N. of Item
0.796	0.797			4
<b>Web-Vendor Marketing Activity</b>	<b>Mean</b>	<b>S. D</b>	<b>Perception level</b>	
Marketing activities (i.e. sending emails to customer) by website A should likely to have influence my selection when buying beauty products.	3.5357	0.84591	High	
The promotional activities on TV and radio advertisements by website A should likely to have influence my selection when buying beauty products.	3.3393	0.93281	Moderate	

(Continued)

Table 4.24 (Continued): Cronbach's Alpha, Means, Standard deviation and  
Respondent perception of Web-vendor marketing activity

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N. of Item
0.796	0.797		4
Web-Vendor Marketing Activity	Mean	S. D	Perception level
The online promotions should likely to have influence my decision when buying beauty products.	3.9750	0.88156	High
The website A's branding should likely to have influence my intention when buying beauty products.	3.3643	0.80063	High
Total	3.5536	0.86523	High

Table 4.24 has shown that web-vendor marketing activity had total of mean was high level at 3.5536 and standard deviation was 0.86523. From the result found that the online promotions should likely have influence my decision when buying beauty products had the highest level of mean at 3.9750. Follow by Marketing activities (i.e. sending emails to customer) by shopping website A should likely to have influence my selection when buying beauty products (Mean = 3.5357), The shopping website A's branding should likely have influence my intention when buying beauty products (Mean = 3.3643), and the promotional activities on TV and

radio advertisements by shopping website A should likely to have influence my selection when buying beauty products (Mean = 3.3393).

For Standard Deviation, found that the promotional activities on TV and radio advertisements by shopping website A should likely have influence my selection when buying beauty products had the highest standard deviation (S.D. = 0.93281). While the shopping website A's branding should likely have influence my intention when buying beauty products had the lowest standard deviation (S.D. = 0.80063).

Table 4.25: Cronbach's Alpha, Means, Standard deviation and Respondent perception of Customer service

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items			N. of Item
0.861	0.862			4
Customer Service		Mean	S. D	Perception level
Shopping website A should likely to deliver products on time.		3.7964	0.73664	High
Customer services of shopping website A should likely to have prompt services.		3.8250	0.75355	High
Customer services staff of shopping website A should likely to have knowledge about products.		3.6214	0.85062	High

(Continued)

Table 4.25 (Continued): Cronbach's Alpha, Means, Standard deviation and  
Respondent perception of Customer service

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N. of Item
0.861	0.862		4
Customer Service	Mean	S. D	Perception level
Customer services of shopping website A should be likely to provide good quality services.	3.7464	0.82739	High
Total	3.7473	0.79205	High

Table 4.25 had shown that customer service had total of mean was high level at 3.7473 and standard deviation was 0.79205. From the found that Customer services of shopping website A should likely to have prompt services had the highest level of mean at 3.8250. Follow by Shopping website A should likely deliver products on time (Mean = 3.7964), Customer services of shopping website A should likely to provide good quality services (Mean = 3.7464), and Customer services staff of shopping website A should likely to have knowledge about products (Mean = 3.6214).

For Standard deviation, found that Customer services staff of shopping website A should likely to have knowledge about products had the highest standard deviation at (S.D. = 0.85062). While Customer services of shopping website A should likely to provide good quality services had the lowest standard deviation (S.D. = 0.82739).

Table 4.26: Cronbach's Alpha, Means, Standard deviation and Respondent perception of Utilitarian value

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N. of Item
0.872	0.873		4
Utilitarian Value	Mean	S. D	Perception level
Shopping beauty products from shopping website A should likely to make my life easier.	3.7929	0.73807	High
I am likely to read reviews on shopping website A related to beauty products	3.6964	0.85341	High
Shopping on shopping website A should likely to fit with my lifestyle.	3.5679	0.78679	High
If I want to buy beauty products on shopping website A, the information and service provided on website should likely sufficient.	3.5643	0.75927	High
Total	3.6554	0.78439	High

Table 4.26 had shown that utilitarian value had total of mean was high level at 3.6554 and standard deviation was 0.78439. From the result found that shopping beauty products from shopping website A was likely to make my life easier had the highest level of mean at 3.7929. Follow by I am likely read reviews on shopping website A related to beauty products (Mean = 3.6964), Shopping on shopping website A should likely to fit with my lifestyle (Mean = 3.5679), and If I want to buy beauty

products on shopping website A, the information and service provided on website should likely sufficient (Mean = 3.5643).

For Standard deviation, found that I am likely read reviews on shopping website A related to beauty products had the highest standard deviation (S.D. = 0.85341). While shopping beauty products from shopping website A should likely to make my life easier had the lowest standard deviation (S.D. = 0.73807).

Table 4.27: Cronbach's Alpha, Means, Standard deviation and Respondent perception of Consumer trust

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items			N. of Item
0.887	0.888			4
Consumer Trust		Mean	S. D	Perception level
Shopping website A should likely trustworthy.		3.6607	0.76848	High
Shopping website A should likely gives the impression that they are honest.		3.5357	0.70747	High
Shopping website A should likely give the impression that they care for their customers.		3.5679	0.71520	High
Customer Services should likely to gives the impression that they have the ability to fulfill my needs.		3.5071	0.72336	High
Total		3.5679	0.72863	High

Table 4.27 had shown that consumer trust had total of mean was high level at 3.5679 and standard deviation was 0.72863. From the result found that shopping website A should likely trustworthy had the highest level of mean at 3.6607. Follow by shopping website A should likely gives the impression that they care for their customers (Mean = 3.5679), Shopping website A should likely give the impression that they are honest (Mean = 3.5357), and Customer Services should likely to gives the impression that they had the ability to fulfill my needs (Mean = 3.5071).

For Standard deviation, found that Shopping website A should likely trustworthy had the highest standard deviation (S.D. = 0.76848). While Customer Services should likely to gives the impression that they had the ability to fulfill my needs had the lowest standard deviation (S.D. = 0.70747).

Table 4.28: Cronbach's Alpha, Means, Standard deviation and Respondent perception of Security

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items			N. of Item
0.894	0.895			4
Security		Mean	S. D	Perception level
Shopping website A should likely to have enough online security.		3.7929	0.77132	High
Online payment on shopping website A should likely safe		3.8964	0.79874	High

(Continued)



Table 4.28 (Continued): Cronbach's Alpha, Means, Standard deviation and  
Respondent perception of Security

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N. of Item
0.894	0.895		4
Security	Mean	S. D	Perception level
Purchasing on shopping website A should not likely to have payment risks.	3.6821	0.79133	High
Shopping website A should likely to have ability to protect problems from hacker.	3.7286	0.84109	High
Total	3.775	0.80062	High

Table 4.28 had shown that security had total of mean was high level at 3.775 and standard deviation was 0.80062. From the result found that online payment on shopping website A should likely safe had the highest level of mean at 3.8964. Follow by Shopping website A should likely to have enough online security (Mean = 3.7929), Shopping website A should likely to have ability to protect problems from hacker (Mean = 3.7286), and Purchasing on shopping website A should not likely have payment risks (Mean = 3.6821).

For Standard Deviation, found that Shopping website A should likely to have ability to protect problems from hacker had the highest standard deviation (S.D = 0.84109). While Online payment on shopping website A should likely safe had the lowest standard deviation (S.D = 0.79874).

Table 4.29: Cronbach's Alpha, Means, Standard deviation and Respondent perception of Privacy

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N. of Item
0.918	0.920		4
Privacy	Mean	S. D	Perception level
The personal information that I provide on Shopping website A should likely secure.	3.7571	0.84558	High
Shopping website A should likely to use suitable methods to collect my personal data.	3.7714	0.81950	High
Shopping website A would likely to ask my personal information, only related to buying product from the site.	3.6893	0.73803	High
Shopping website A does not likely to apply my personal information for other purposes.	3.7429	0.86237	High
Total	3.7402	0.81637	High

Table 4.29 had shown that privacy had total of mean was high level at 3.7402 and standard deviation was 0.81637. From the result found that Shopping website A should likely to use suitable methods to collect my personal data had the highest level of mean at 3.7714. Follow by the personal information that I provide on shopping website A should likely secure (Mean = 3.7571), Shopping website A does not likely to apply my personal information for other purposes (Mean = 3.7429), and Shopping

website A would likely to ask my personal information, only related to buying product from the site (Mean = 3.6893).

For Standard deviation, found that Shopping website A does not likely to apply my personal information for other purposes had the highest standard deviation (S.D = 0.86237). While the personal information that I provide on shopping website A should likely secure (S.D = 0.73803).

Table 4.30: Cronbach's Alpha, Means, Standard deviation and Respondent perception of Purchase intention

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items			N. of Item
0.947	0.947			4
Purchase Intention		Mean	S. D	Perception level
I am likely to purchase beauty products on shopping website A		3.4679	0.89944	High
I am likely to recommend online shopping on shopping website A to my friends.		3.4071	0.86672	High
I am likely to return to buy beauty products on shopping website A.		3.4214	0.86814	High
I am likely to consider beauty products from shopping website A soon.		3.2964	0.90873	High
Total		3.3982	0.88576	High

Table 4.30 had shown that purchase intention had a total of mean was high level at 3.3982 and standard deviation was 0.88576. From the result found that I am likely to purchase beauty products on shopping website A had the highest level of mean at 3.4679. Follow by I am likely to return to buy beauty products on shopping website A (Mean = 3.4214), I am likely to recommend online shopping on shopping website A to my friends (Mean = 3.4071), and I am likely to consider beauty products from shopping website A soon (Mean = 3.2964).

For Standard deviation, found that I am likely consider beauty products from shopping website A soon had the highest standard deviation (S.D. = 0.90873). While I am likely to recommend online shopping on shopping website A to my friends had the lowest standard deviation (S.D = 0.86672).

#### **4.3 Analysis of the Data based on Assumption**

Consists of product perception, buying reliability, web-vendor marketing activity, customer service, utilitarian value, consumer trust, security, privacy, and purchase intention.

Table 4.31: To analysis the correlation between independent factors and dependent factors by using Pearson's correlation Coefficient of product perception, buying reliability, web-vendor marketing activity, customer service, utilitarian value, consumer trust, security, privacy and purchase intention (Descriptive Statistics)

	<b>Mean</b>	<b>Std. deviation</b>	<b>N</b>
Product perception	3.6696	0.56103	280
Buying reliability	3.8036	0.59975	280
Web-vendor marketing activity	3.5536	0.68279	280
Customer service	3.7473	0.66683	280
Utilitarian value	3.6554	0.66765	280
Consumer trust	3.5679	0.62993	280
Security	3.7750	0.69805	280
Privacy	3.7402	0.73302	280
Purchase intention	3.3982	0.82300	280

Table 4.32: To analysis the correlation between independent factors and dependent factors by using Pearson's correlation Coefficient of product perception, buying reliability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, privacy and purchase intention (Correlation)

Variable	PP	BR	MA	CS	UV	CT	S	P	PI
Product perception	1	.603**	.498**	.419**	.609**	.417**	.504**	.494**	.513**
Buying reliability	.603**	1	.422**	.607**	.603**	.541**	.591**	.581**	.447**
Web–vendor marketing activity	.498**	.422**	1	.396**	.585**	.439**	.416**	.414**	.614**
Customer service	.419**	.607**	.396**	1	.576**	.512**	.567**	.563**	.316**
Utilitarian value	.609**	.603**	.585**	.576**	1	.564**	.614**	.596**	.647**
Consumer trust	.417**	.541**	.439**	.512**	.564**	1	.657**	.562**	.479**
Security	.504**	.591**	.416**	.567**	.614**	.657**	1	.771**	.483**
Privacy	.494**	.581**	.414**	.563**	.596**	.563**	.771**	1	.486**
Purchase intention	.513**	.447**	.614**	.316**	.647**	.479**	.483**	.486**	1

\*\* Correlation is significant level .05

From table 4.32: The hypothesis can explain below

The hypothesis 1, product perception had positive relation with purchase intention or not. From result, had shown that product perception had positive relation with purchase intention (Pearson's correlation = 0.513) at .05 signification level.

The hypothesis 2, buying reliability had positive relation with purchase intention or not. From result, had shown that buying reliability had positive relation with purchase intention (Pearson's correlation = 0.447) at .05 signification level.

The hypothesis 3, web-vendor marketing activity had positive relation with purchase intention or not. From result, had shown that web-vendor marketing activity had positive relation with purchase intention (Pearson's correlation = 0.614) at .05 signification level.

The hypothesis 4, customer service had positive relation with purchase intention or not. From result, had shown that customer service had positive relation with purchase intention (Pearson's correlation = 0.316) at .05 signification level.

The hypothesis 5, utilitarian value had positive relation with purchase intention or not. From result, had shown that utilitarian value had positive relation with purchase intention (Pearson's correlation = 0.647) at .05 signification level.

The hypothesis 6, consumer trust had positive relation with purchase intention or not. From result, had shown that consumer trust had positive relation with purchase intention (Pearson's correlation = 0.49) at .05 signification level.

The hypothesis 7, security had positive relation with purchase intention or not. From result, had shown that security had positive relation with purchase intention (Pearson's correlation = 0.483) at .05 signification level.

The hypothesis 8, privacy had positive relation with purchase intention or not. From result, had shown that privacy had positive relation with purchase intention (Pearson's correlation = 0.486) at .05 signification level.

Table 4.33: Analyzed by using ANOVA of product perception, buying reliability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security and privacy has influence on purchase intention at .05 signification level.

Model	R	R Square	Adj.R Square	STD Error	R Square Change	F Change	df1	df2	Sig F Change
1	.738 <sup>a</sup>	.544	.531	.56385	.544	40.426	8	271	.000

**ANOVA<sup>a</sup>**

Model	Sum of square	df	Mean square	F	Sig
1 Regression	102.817	8	12.852	40.426	.000 <sup>b</sup>
Residual	86.157	271	.318		
Total	188.974	279			

From table 4.33, ANOVA analysis can be confirmed that independent factors consist of product perception, buying reliability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy had influence on purchase intention factor at Sig. of the equation .05 signification levels.



Table 4.34: Multiple Regression Analysis of product perception, buying reliability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy that had positively affect purchase intention of the online shopping mall brand's A on beauty products of consumer in Bangkok.

**Coefficients<sup>a</sup>**

<b>Dependent variable: Purchase Intention, R = 0.738, R<sup>2</sup> = 0.544, Constant = 0.365</b>							
Independent Variable	<b>B</b>	<b>Std. Error</b>	<b>β</b>	<b>T</b>	<b>Sig.</b>	<b>Tolerance</b>	<b>VIF</b>
(Constant)	-.365	.264		-1.382	.168		
Product Perception	.129	.084	.088	1.533	.126	.511	1.956
Buying Reliability	.034	.085	.025	.397	.692	.434	2.304
Web-vendor marketing activity	.392	.063	.325*	6.200	.000*	.612	1.635
Customer service	-.255	.070	-.206	-3.621	.000*	.518	1.931
Utilitarian Value	.448	.081	.364*	5.548	.000*	.391	2.556

(Continued)

Table 4.34 (Continued): Multiple Regression Analysis of product perception, buying reliability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy that had positively affect purchase intention of the online shopping mall brand's A on beauty products of consumer in Bangkok.

**Coefficients<sup>a</sup>**

<b>Dependent variable: Purchase Intention, R = 0.738, R<sup>2</sup> = 0.544, Constant = 0.365</b>							
Independent Variable	<b>B</b>	<b>Std. Error</b>	<b><math>\beta</math></b>	<b>T</b>	<b>Sig.</b>	<b>Toleranc e</b>	<b>VIF</b>
Consumer Trust	.139	.076	.106	1.830	.068	.498	2.008
Security	.029	.086	.024	.332	.740	.314	3.184
Privacy	.128	.076	.114	1.680	.094	.364	2.749

\*\* Dependent variable: purchase intention (PI)

\*\* Signification at .05 levels

From table 4.34, the result can be explained from Multiple Regression Analysis that utilitarian value (Sig = .000), web-vendor marketing (Sig = .000) and customer service (Sig = .000) could predict purchase intention significantly. However, even the result showed that customer service (Sig = .000) has statistical significant at .05 level but standardized beta coefficient equals -.206, which is the suppressor variable. Suppressor variable is a variable that decrease an effect between independent variable and dependent variable, which occurs when suppressor variable has an effect

with independent variable in opposite way so it makes independent variable and dependent variable have no effect to each other. The result indicated that customer service has negative effect with purchase intention instead of positive effect.

Therefore, customer service has no influence with purchase intention. For other factors, product perception (Sig = .126), buying reliability (Sig = .692), consumer trust (Sig = .068), security (Sig = .740) and privacy (Sig = .094) could not predict purchase intention significantly. These following can explain influence purchase intention of the online shopping mall brand A on beauty products of consumer in Bangkok at 54.4%. Another 45.6% are influence from other variables that are not used in this research. The standard error is  $\pm 0.56385$  using the following equation

$$Y (\text{Purchase Intention}) = -0.365 + 0.364 (\text{Utilitarian Value}) + 0.325 (\text{Web-Vendor Marketing Activity})$$

From this equation

If utilitarian value increases 1 point, purchase intention would increase 0.364 point.

If web-vendor marketing activity increases 1 point, purchase intention would increase 0.325 point.

From table 4.23 test following hypothesis by use Multiple Regression Analysis (MRA). The result shown that utilitarian value and web-vendor marketing activity had positive influence on purchase intention of the online shopping mall brand A on beauty products of consumer in Bangkok at statistical significant level .05. While product perception, buying reliability, customer service, consumer trust,

security, and privacy had no positive influence on purchase intention at .05 statistical significant.

#### 4.4 Other Analysis

Collinearity statistic was correlation between independent factors or group of independent factors

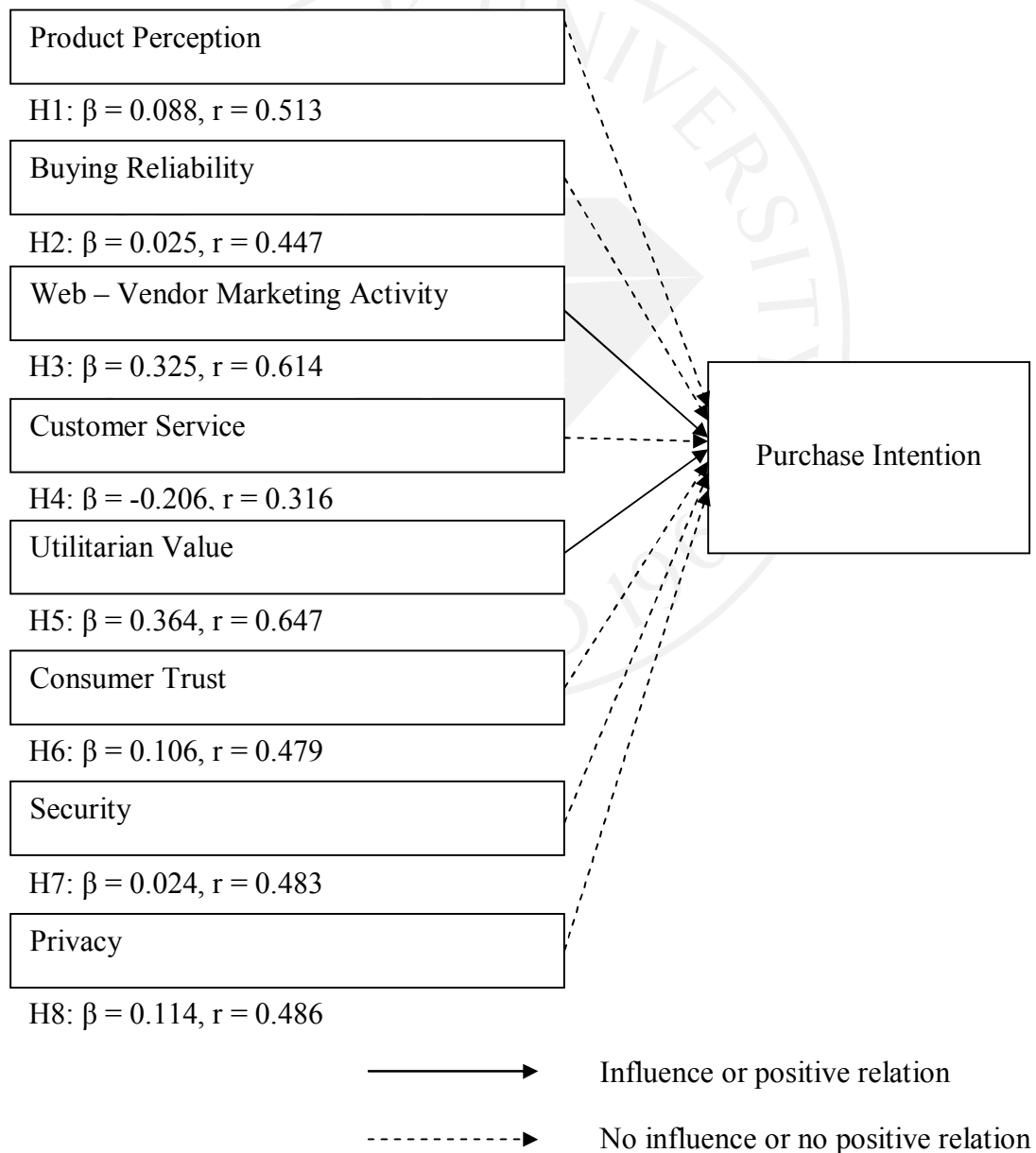
Collinearity could test by Variance Inflation Factor (VIF) or Tolerance. Variance Inflation Factor should less than 4 and Tolerance should more than 0.2 (Miles & Shevlin, 2001).

Table 4.35: Testing collinearity statistic of independent factors

<b>Independent factor</b>	<b>Tolerance</b>	<b>VIF</b>
Product Perception	0.511	1.956
Buying Reliability	0.434	2.304
Web–Vendor Marketing Activity	0.612	1.635
Customer Service	0.518	1.931
Utilitarian Value	0.391	2.556
Consumer Trust	0.498	2.008
Security	0.314	3.184
Privacy	0.364	2.749

From table 4.35 found that all tolerance factors had exceeded 0.2 and Variance Inflation Factors or VIF was not over than 4. Therefore, there had collinearity. In case of the result was not exceed at 0.2 and Variance Inflation Factors or VIF was over than 4 so there did not have collinearity.

Figure 4.1: Result of Multi Regression Analysis from scope of research



From Figure 4.1 show that utilitarian value and web–vendor marketing activity had positive influence on beauty products’ purchase intention at the leading online shopping mall brand A of consumers in Bangkok. While product perception, buying reliability, customer service, consumer trust, security, and privacy did not have positive influence on beauty products’ purchase intention at the leading online shopping mall brand A of consumers in Bangkok.



## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATIONS**

The research shown below are the positive effects of product perception, buying reliability, web vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy toward purchase intention of the leading online shopping mall brand A on beauty products of consumers in Bangkok. The survey research using questionnaire by collected data.

The population of this research was working people could be potential consumers of the leading online shopping mall Brand A on beauty products, who were walking in front of 3 major shopping malls in Bangkok during online mega sale event of website, which was on November 21,2016 and December 12, 2016. The 3 major shopping malls were Siam Paragon, Central World and EmQuartier. The sample size from this research was 280 respondents. This research was based on quantity approach with the survey methods used, collected data by questionnaires, and ran the results using SPSS. The results could be summarized as followed.

#### **5.1 Hypothesis Assumptions**

The important factors in this research are product perception, buying reliability, web-vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy affecting the online shopping consumers toward purchase intention found that the majority the of respondents were female. The ages were between 26–30 years old and single. Most of them had an undergrad educational background and a monthly income between 30,001 to 50,000 baht. Occupation was a

private employee, and the most online shopping experience she's ever had was 1-2 hours in a 6-month period. Her interests were fashion, beauty, and electronics. The amount of money they spent for online shopping was between 1,001–3,000 baht during each purchase. The result of research could conclude the hypothesis below.

Hypothesis 1, Product perception factor that had a positive effect on purchase intention or not. The results from the analysis had shown that the product perception had a positive effect on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels. Therefore, this hypothesis was accepted.

Hypothesis 2, Buying reliability factor that had a positive effect on purchase intention or not. For the result from analysis had shown that buying reliability had positively affecting on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels. Therefore, this hypothesis was accepted.

Hypothesis 3, Web–vendor marketing activity factor that had a positive effect on purchase intention or not. The results from the analysis showed that the web–vendor marketing activity had a positive effect on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels. Therefore, this hypothesis was accepted.

Hypothesis 4, Customer service factor that had a positive effect on purchase intention or not. The results from analysis showed that the customer service had a positive effect on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels. Therefore, this hypothesis was accepted.



Hypothesis 5, Utilitarian value factor that had a positive effect on purchase intention or not. The results from the analysis showed that the utilitarian value had a positive effect on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels. Therefore, this hypothesis was accepted.

Hypothesis 6, Consumer trust factor that had a positive effect on purchase intention or not. The results from the analysis showed that the consumer trust had a positive effect on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels. Therefore, this hypothesis was accepted.

Hypothesis 7, Security factor that had a positive effect on purchase intention or not. The results from the analysis showed that the security had a positive effect on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels. Therefore, this hypothesis was accepted.

Hypothesis 8, Privacy factor that had a positive effect on purchase intention or not. The results from the analysis showed that the privacy had a positive effect on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels. Therefore, this hypothesis was accepted.

Hypothesis 9, from the results could predict utilitarian value and web-vendor marketing activity explains the positive effects on purchase intention of consumers at 54.4%. The other 45.6% were affected by other variables that were not used in this research. The standard error was  $\pm 0.56385$  using the following equation.

$$Y (\text{Purchase Intention}) = -0.365 + 0.364 (\text{Utilitarian Value}) + 0.325 (\text{Web-Vendor Marketing Activity}).$$

## 5.2 Summary

The research on positively affecting on purchase intention for the leading online shopping mall brand A on beauty product of consumers in Bangkok consist of product perception, buying reliability, web–vendor marketing activity, customer service, utilitarian value, consumer trust, security, and privacy toward purchase intention of consumers who were walking in front of three major shopping malls in Bangkok on November 21, 2016 and December 12, 2016 (Online Mega Sale Events). This research using questionnaire by collected data and found interesting issue as follow

Hypothesis 1, Product perception factor had positively affecting on purchase intention or not. From the Pearson correlation showed that product perception had not positively affecting on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels which accepted hypothesis. Product perception was a quality of products, a variety of products and price that has an influence to consumers. Vijayasathay (2002) conducted the research in USA and found that cost and tangibility product had an influence on consumers' online shopping intention. Chen et al. (2016) explained product perception as an important role for determine success of businesses.

Hypothesis 2, Buying reliability factor had positively affecting on purchase intention or not. From the Pearson correlation showed that buying reliability had not positively affecting on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant level which accepted hypothesis. Buying reliability means belief or attitude of consumers. In this research, buying reliability was data perception whether the consumers felt that they had enough

product details, ease of accessing the information or options of payments. (Tontini, 2016). Tontini (2016) confirmed that the online sellers should care for their consumers' needs. The researcher also found that buying reliability would relate to the succession of online transactions and perceived product quality.

Hypothesis 3, Web-vendor marketing activity factor had positively affecting on purchase intention or not. From the Pearson correlation showed that web-vendor marketing activity had positively affecting on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels which accepted hypothesis. Web-vendor marketing activity would relate to marketing activities whether direct mail, or email, promotion activity such as TV or radio, online promotion, and brand advertisement of the web-vendors. Pappas (2016) studied about web-vendor activity and found that brand advertisement of the products frequently influenced purchasing intention than promotion. Although the companies might try to offer many promotions, they could not attract the consumers to buy from them because their brands had not been on advertisement.

Hypothesis 4, Customer service factor had positively affecting on purchase intention or not. From the Pearson correlation showed that customer service had positively affecting on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels in part of suppressor which accepted hypothesis. Customer service was one of tool to drive businesses for success since it was likely to create consumers satisfaction and loyalty (Tontini, 2016). Tontini (2016) found that consumers who did shopping online, they would want to receive full services and their complaints should be resolved.

Hypothesis 5, Utilitarian Value factors that had a positively effect on purchase intention or not. The Pearson correlation showed that the utilitarian value had a positive effect on the purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels which accepted hypothesis. Utilitarian value was the value that the consumers received based on their consumption behavior, in terms of their expectation to purchase, make referrals of the website to other people, and become a long-term consumer of the online shopping website (Chang et al., 2016). Chang et al. (2016) conducted the research and found that the utilitarian value of the consumer's perception would depend on the type of product or service context as well. For example, utilitarian value of ice cream products would be different from online shopping products.

Hypothesis 6, Consumer trust factors that had a positive effect on purchase intention or not. The Pearson correlation showed that the consumer trust did not have a positive effect on purchase intention for the leading online shopping mall brand's A on beauty product of consumers at .05 significant levels which accepted hypothesis. Consumer trust was the key to long term success for businesses (Pappas, 2016). Pappas (2016) indicated that trust was the key point for developing consumer loyalty between the buyers and sellers.

Hypothesis 7, Security factors that had a positive effect on purchase intention or not. The Pearson correlation showed that security did not have a positive effect on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels which accepted hypothesis. Security prevents harm. In addition, security also means the protection of valuable assets or information. The motivation of online shopping would include security and privacy

(Chang et al., 2016). Chang et al. (2016) indicated that security and privacy were the most concerned about when it came to online shopping.

Hypothesis 8, Privacy factors that had a positive effect on purchase intention or not. The Pearson correlation showed that privacy did not have a positive effect on purchase intention for the leading online shopping mall brand A on beauty product of consumers at .05 significant levels which accepted hypothesis. Privacy is private life, freedom or alone. Privacy relates to security. When the consumers shopped online, they were mostly concerned about the security and privacy of the website. A website can be at risk when sending or receiving online payments as well as personal information through the Internet (Chang et al., 2016).

Hypothesis 9 by using the Multiple Regression Analysis found that factors affecting the purchase intention for the leading online shopping mall brand A on beauty product of consumers are utilitarian value and web-vendor marketing at .05 significant levels. Utilitarian value was the value that the consumers received based on consumption behavior in terms of their expectation to purchase, make referrals of the website to other people, and become long term customers with an online shopping website (Chang et al., 2016). Chang et al. (2016) conducted the research and found that the utilitarian value of the consumer's perception would depend on the type of product or service context as well. Web-vendor marketing activity consists of direct mail or email, promotion activity such as TV or radio, online promotion, and branding of web-vendor. Pappas (2016) studied about web-vendor activity and found that brand advertisers of the products frequently influenced purchasing intention more so than promotion.

### **5.3 Suggestions for Business Benefits**

The results from the research on a positive effect of product perception, buying reliability, web-vendor marketing activity, customer service, utilitarian value, consumer trust, security and privacy toward purchase intention of potential consumers who were walking in front of 3 major shopping malls in Bangkok. Online shopping companies, (i.e. Lazada, 11street.com, Itruemart and Zalora), should consider marketing or services strategies as follows.

5.3.1 For utilitarian value, utilitarian value is based on consumption behavior. The online company should focus on making the website to be more user friendly, understandable, and match with the lifestyle of the consumers. The website should provide clear information such as how to buy or payment confirmation.

5.3.2 The strategy of web-vendor marketing activities is a good way of connection between online shopping website and consumers through an expansion of marketing activities such as send email to customers. Send email to customer is cheaper way but can attract to wider market of internet user around the world. If the content is attractive enough an attention from customers can be easily draw to the market. Consumers can get an up-to-date news from online shopping website such as promotion and discount code. The strategy can also attract consumer from online to offline shopping activities such as PR, events, and special campaign.

### **5.4 Recommendations for Academic Benefits**

For research in the future should be considered as following

5.4.1 In this research, only utilitarian value and web-vendor marketing activity could predict purchase intentions. Some respondents mentioned to other factors such

as price, fast delivery and genuine product warranty in the open-ended question of questionnaire. According to this, price, fast delivery and genuine product warranty might have influence on purchase intention and should be added in the future research.

5.4.2 During factor analysis, this research found that some question had factor loading value less than 0.3, which should be deleted from the group or using confirmatory factor analysis in the future research. The questionnaire that was not exceeding factor loading value is questionnaire 5: Lazada website should likely have many options of payments (i.e. cash, credit card) (BA5) in convenient and practical function grouping.

5.4.3 Theories and knowledge about utilitarian value and web-vendor marketing activity towards purchase intention can be expanded in the future. Researchers can study in more different details from data collection of the consumers in other cities such as Chiang Mai, Khon Kaen, Hat Yai or Phuket to compare the results. In addition, the data can be collected, compared, and analyzed between Thai and foreign online shopping consumers in Thailand.

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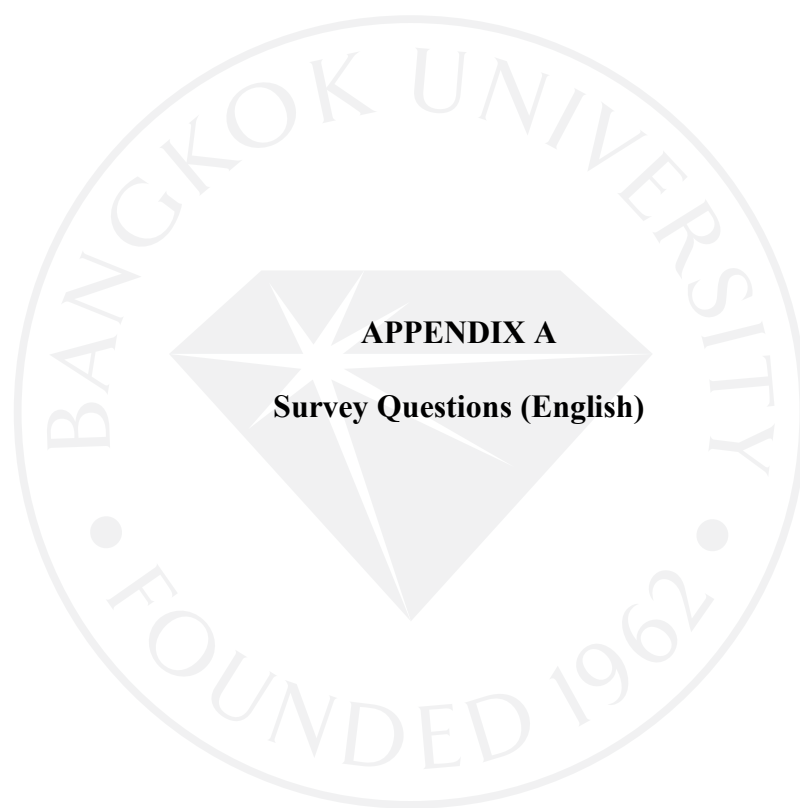
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NO.....

## Questionnaire

On

### Beauty products' purchase intention at the leading online shopping mall brand A of consumer in Bangkok

**Instruction:** Objective this survey is to collected data for use in master of business administration research, Bangkok University. The result of this research will be benefit for e-commerce business. In this regard, cooperation from the respondents is needed. I, Wanvitoo Lertkitjanuwat, master's degree of business administration student from Bangkok University thankfully for your cooperation.

Instruction: Please answer the following question and put ✓ in ☐ that matches you most.

#### 1. Gender

☐ 1) Male

☐ 2) Female

#### 2. Age

☐ 1) 21 - 25 years old

☐ 2) 26 – 30 years old

☐ 3) 31 – 35 years old

☐ 4) 36 – 40 years old

☐ 5) 41 – 45 years old

**3. Status**

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> 1) Single   | <input type="checkbox"/> 2) Married |
| <input type="checkbox"/> 3) Divorced | <input type="checkbox"/> 4) Widowed |

**4. Education**

- |                                               |                                              |
|-----------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> 1) Diploma and below | <input type="checkbox"/> 2) Bachelor Degree  |
| <input type="checkbox"/> 3) Master Degree     | <input type="checkbox"/> 4) Doctorate Degree |
| <input type="checkbox"/> 5) Other.....        |                                              |

**5. Monthly Income**

- |                                                                 |                                                   |
|-----------------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> 1) Less than and equal to 30,000 baht  |                                                   |
| <input type="checkbox"/> 2) 30,001 – 50,000 baht                | <input type="checkbox"/> 3) 50,001 – 70,000 baht  |
| <input type="checkbox"/> 4) 70,001 – 90,000 baht                | <input type="checkbox"/> 5) 90,001 – 150,000 baht |
| <input type="checkbox"/> 6) More than and equal to 150,000 baht |                                                   |

**6. Occupation**

- |                                                       |                                              |
|-------------------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> 1) State enterprise employee | <input type="checkbox"/> 2) Private employee |
| <input type="checkbox"/> 3) Self-Employed             | <input type="checkbox"/> 4) Others.....      |

**7. Have you ever bought online shopping?**

- |                                 |                                |
|---------------------------------|--------------------------------|
| <input type="checkbox"/> 1) Yes | <input type="checkbox"/> 2) No |
|---------------------------------|--------------------------------|

**8. How long have you done online shopping?**

- |                                                  |                                                   |
|--------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> 1) Less than 6 months   | <input type="checkbox"/> 2) 6 months - 1 year     |
| <input type="checkbox"/> 3) More than 1 -2 years | <input type="checkbox"/> 4) More than 2 – 4 years |
| <input type="checkbox"/> 5) More than 4 years    |                                                   |

**9. How much time you spent on online shopping?**

- |                                              |                                               |
|----------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> 1) Less than 1 hour | <input type="checkbox"/> 2) 1 – 2 Hours       |
| <input type="checkbox"/> 3) 3 – 4 hours      | <input type="checkbox"/> 4) More than 4 hours |

**10. Which product will you be interested when you do online shopping****(You can answer more than 1)?**

- |                                           |                                         |
|-------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> 1) Electronic    | <input type="checkbox"/> 2) Fashion     |
| <input type="checkbox"/> 3) Home & Living | <input type="checkbox"/> 4) Beauty      |
| <input type="checkbox"/> 5) Health        | <input type="checkbox"/> 6) Baby & Toys |
| <input type="checkbox"/> 7) Sports        | <input type="checkbox"/> 8) Travel      |
| <input type="checkbox"/> 9) Motors        | <input type="checkbox"/> 10) Pets       |
| <input type="checkbox"/> 11) Other.....   |                                         |

**11. How much will you spent when you do online shopping?**

- |                                                  |                                                   |
|--------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> 1) Less than 1,000 baht | <input type="checkbox"/> 2) 1,001 – 3,000 baht    |
| <input type="checkbox"/> 3) 3,001 – 5,000 baht   | <input type="checkbox"/> 4) 5,001 – 8,000 baht    |
| <input type="checkbox"/> 5) 8,001 – 11,000 baht  | <input type="checkbox"/> 6) More than 11,000 baht |

Please mark every question with only one ✓ in the box that most corresponds to your comment.

		Agreeable level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Product Perceptions						
1	Beauty products on shopping mall brand A website are likely quality products.					
2	Beauty products on shopping mall brand A website are likely to have wide variety of products.					
3	Shopping mall brand A website is likely to have beauty product availability ranging from counter brand products like Lancôme to mass market products like L'Oreal.					
4	Beauty products on shopping mall brand A website are likely to have reasonable prices.					
Buying reliability						
1	Beauty products on shopping mall brand A website are like to have clear product details (i.e. size, weight, color).					

		Agreement level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	Shopping mall brand A website is likely ease of access to product information.					
3	Beauty products on shopping mall brand A website are likely to have certified quality such as Food and Drug Administration logo.					
4	Beauty products on shopping mall brand A website are likely to have shown ingredient for customer reviews.					
5	Shopping mall brand A website is likely to have many options of payments (i.e. cash, credit card).					
Web-vendor marketing activity						
1	Marketing activities (i.e. sending emails to customer) by shopping mall brand A are likely to have influence my selection when buying beauty products.					
2	The promotional activities on TV and radio advertisements by shopping mall brand A are likely to have influence my selection when buying beauty products.					

		Agreement level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
3	The online promotions are likely to have influence my decision when buying beauty products.					
4	The shopping mall A's branding is likely to have influence my intention when buying beauty products.					
Customer Service						
1	Shopping mall brand A is likely to deliver products on time.					
2	Customer services of shopping mall brand A are likely to have prompt services.					
3	Customer services staff of shopping mall brand A are likely to have knowledge about products.					
4	Customer services of shopping mall brand A are likely to provide good quality services.					
Utilitarian Value						
1	Shopping beauty products from shopping mall brand A web site is likely to make my life easier.					

		Agreement level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	I am likely to read reviews on shopping mall brand A website related to beauty products					
3	Shopping on shopping mall brand A website is likely to fit with my lifestyle.					
4	If I want to buy beauty products on shopping mall brand A web site, the information and service provided on website is likely sufficient.					
Consumer trust						
1	Shopping mall brand A website is likely trustworthy.					
2	Shopping mall brand A website is likely gives the impression that they are honest.					
3	Shopping mall brand A website is likely gives the impression that they care for their customers.					
4	Customer Services are likely to gives the impression that they have the ability to fulfill my needs.					
Security						
1	Shopping mall brand A website is likely to have enough online security.					



		Agreement level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	Online payment on shopping mall brand A website is likely safe.					
3	Purchasing on shopping mall brand A website will not likely to have payment risks.					
4	Shopping mall brand A website is likely to have ability to protect problems from hacker.					
Privacy						
1	The personal information that I provide on shopping mall brand A website is likely secure.					
2	Shopping mall brand A website will likely to use suitable methods to collect my personal data.					
3	Shopping mall brand A website would likely to ask my personal information, only related to buying product from the site.					
4	Shopping mall brand A website does not likely to apply my personal information for other purposes.					

		Agreement level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Purchase Intention						
1	I am likely to purchase beauty products on shopping mall brand A web site.					
2	I am likely to recommend online shopping on shopping mall brand A web site to my friends.					
3	I am likely to return to buy beauty products on shopping mall brand A web site.					
4	I am likely to consider beauty products from shopping mall brand A web site soon.					

**Please recommend for other factors that might affect online shopping purchase intention.**

.....

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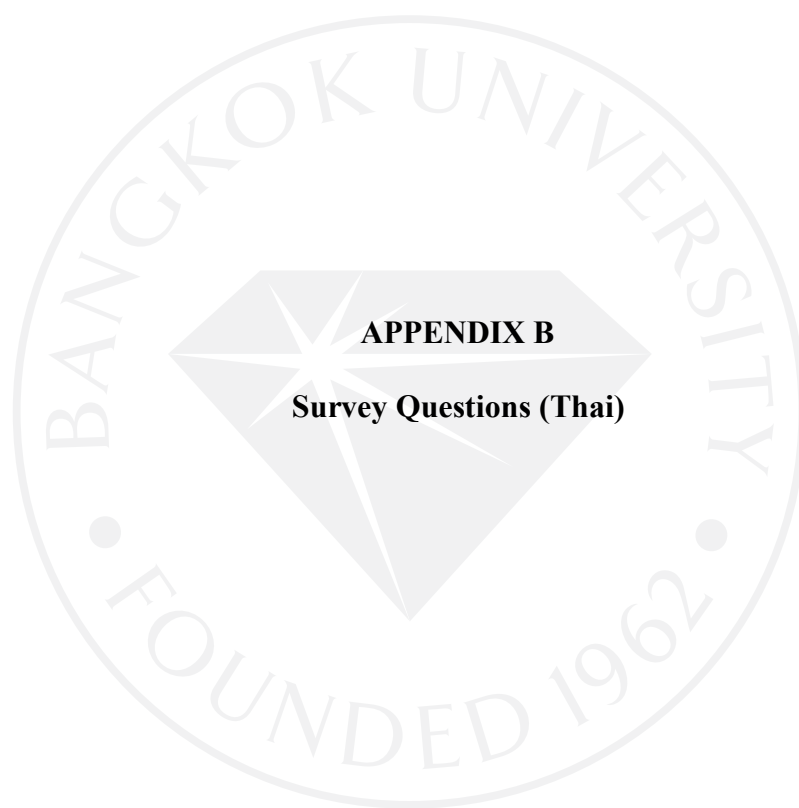
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Thank you for your cooperation

Miss Wanvitoo Lertkitjanuwat

E-mail: wanvitoo.lert@bumail.net





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### แบบสอบถาม

### เรื่อง

### ปัจจัยที่มีอิทธิพลต่อความตั้งใจซื้อสินค้าออนไลน์แบรนด์ A ในกรุงเทพมหานคร

คำชี้แจง: แบบสอบถามนี้มีวัตถุประสงค์เก็บรวบรวมข้อมูล เพื่อนำไปประกอบการศึกษาระดับปริญญาโท บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ และสามารถนำงานวิจัยนี้ไปใช้ประโยชน์ได้มี ประสิทธิภาพต่อธุรกิจออนไลน์ ดังนั้น จึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถาม ให้ตรงตามความเห็นของท่านมากที่สุด โอกาสนี้ผู้ศึกษาวิจัย นางสาววรรณวิฐ เลิศกิจจานุวัฒน์ นักศึกษาปริญญาโท สาขาวิชาเอกบริหารธุรกิจ คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ขอขอบคุณ ในความร่วมมือของท่านอย่างสูงสุด

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียง ข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

#### 1. เพศ

☐ 1) ชาย

☐ 2) หญิง

#### 2. อายุ

☐ 1) 21 – 25 ปี

☐ 2) 26 – 30 ปี

☐ 3) 31 – 35 ปี

☐ 4) 36 – 40 ปี

☐ 5) 41 – 45 ปี

#### 3. สถานภาพ

☐ 1) โสด

☐ 2) แต่งงาน

☐ 3) หย่า/ แยกกันอยู่

☐ 4) หม้าย

#### 4. ระดับการศึกษา

☐ 1) ต่ำกว่าปริญญาตรี

☐ 2) ปริญญาตรี

☐ 3) ปริญญาโท

☐ 4) ปริญญาเอก

☐ 5) อื่น ๆ.....

## 5. รายได้

- ☐ 1) ต่ำกว่าหรือเท่ากับ 30,000 บาท
- ☐ 2) 30,001 – 50,000 บาท ☐ 3) 50,001 – 70,000 บาท
- ☐ 4) 70,001 – 90,000 บาท ☐ 5) 90,001 – 150,000 บาท
- ☐ 6) มากกว่าหรือเท่ากับ 150,000 บาท

## 6. อาชีพ

- ☐ 1) พนักงานรัฐวิสาหกิจ/ รัฐบาล ☐ 2) พนักงานบริษัทเอกชน/ รับจ้าง
- ☐ 3) ธุรกิจส่วนตัว/ ค้าขาย ☐ 4) อื่น ๆ โปรดระบุ.....

## 7. ท่านเคยชอปปิงออนไลน์?

- ☐ 1) เคย ☐ 2) ไม่เคย

## 8. ระยะเวลาที่ท่านเคยชอปปิงออนไลน์?

- ☐ 1) น้อยกว่า 6 เดือน ☐ 2) 6 เดือน - 1 ปี
- ☐ 3) มากกว่า 1 - 2 ปี ☐ 4) มากกว่า 2 - 4 ปี
- ☐ 5) มากกว่า 4 ปี

## 9. ท่านใช้เวลาในการชอปปิงออนไลน์?

- ☐ 1) น้อยกว่า 1 ชั่วโมง ☐ 2) 1 - 2 ชั่วโมง
- ☐ 3) 3 - 4 ชั่วโมง ☐ 4) มากกว่า 4 ชั่วโมง

## 10. สินค้าอะไรที่คุณสนใจในการชอปปิงออนไลน์ (สามารถเลือกตอบได้มากกว่า 1)?

- ☐ 1) อิเล็กทรอนิกส์ ☐ 2) แฟชั่น
- ☐ 3) เครื่องใช้ไฟฟ้าและของตกแต่งบ้าน ☐ 4) ความงาม
- ☐ 5) สุขภาพ ☐ 6) เด็ก & ของเล่น
- ☐ 7) กีฬา ☐ 8) การเดินทาง
- ☐ 9) ยานยนต์ ☐ 10) สัตว์เลี้ยง
- ☐ 11) อื่น ๆ.....

## 11. จำนวนเงินมากเท่าไรที่คุณใช้จ่ายเพื่อซื้อสินค้าออนไลน์

- ☐ 1) น้อยกว่า 1,000 บาท ☐ 2) 1,001 – 3,000 บาท
- ☐ 3) 3,001 – 5,000 บาท ☐ 4) 5,001 – 8,000 บาท
- ☐ 5) 8,001 – 11,000 บาท ☐ 6) มากกว่า 11,000 บาท

โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
การรับรู้สินค้า						
1	ผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A น่าจะเป็นสินค้าที่มีคุณภาพดี					
2	ผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A น่าจะมีหลากหลายประเภท					
3	ผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A น่าจะมีให้เลือกทุกประเภทตั้งแต่สินค้าที่เป็นเคาน์เตอร์แบรนด์ เช่น Lancôme ไปจนถึงสินค้าตลาดกว้าง (Mass products) เช่น L'Oreal					
4	ผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A น่าจะมีราคาที่เหมาะสมเหตุผล					
ความน่าเชื่อถือในการซื้อ						
1	ผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A น่าจะมีการชี้แจงรายละเอียดของผลิตภัณฑ์ที่ชัดเจน (เช่น ขนาด, น้ำหนัก, สี)					
2	เว็บไซต์แบรนด์ A น่าจะง่ายต่อการเข้าถึงข้อมูลผลิตภัณฑ์					
3	ผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A น่าจะมีการรับรองคุณภาพ เช่น มีตรา ออย.					
4	ผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A น่าจะมีการแสดงส่วนผสมให้ลูกค้าได้ตรวจสอบ					
5	เว็บไซต์แบรนด์ A น่าจะมีตัวเลือกการชำระเงินที่หลากหลาย (เช่น เงินสด, บัตรเครดิต)					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
กิจกรรมทางการตลาด						
1	กิจกรรมทางการตลาด (เช่น การส่งอีเมลถึงลูกค้า) โดยแบรนด์ A น่าจะมีอิทธิพลต่อการเลือกซื้อผลิตภัณฑ์ความงามของฉัน					
2	กิจกรรมส่งเสริมการขายทั้งทางทีวีและการโฆษณาทางวิทยุ โดยแบรนด์ A น่าจะมีอิทธิพลต่อการเลือกซื้อผลิตภัณฑ์ความงามของฉัน					
3	โปรโมชั่นออนไลน์ของแบรนด์ A น่าจะมีอิทธิพลต่อความตั้งใจซื้อผลิตภัณฑ์ความงามของฉัน					
4	แบรนด์ของเว็บไซต์แบรนด์ A น่าจะมีอิทธิพลต่อความตั้งใจซื้อผลิตภัณฑ์ความงามของฉัน					
การบริการลูกค้า						
1	แบรนด์ A จะมีการจัดส่งสินค้าที่รวดเร็วและตรงต่อเวลา					
2	การบริการลูกค้าของแบรนด์ A น่าจะมีความรวดเร็ว					
3	เจ้าหน้าที่ฝ่ายบริการลูกค้าของแบรนด์ A น่าจะมีความรู้เกี่ยวกับผลิตภัณฑ์					
4	พนักงานของแบรนด์ A น่าจะบริการลูกค้าด้วยความเอาใจใส่					
ความคุ้มค่าและประโยชน์						
1	การซื้อผลิตภัณฑ์ความงามจากเว็บไซต์แบรนด์ A น่าจะทำให้ชีวิตของฉันสะดวกขึ้น					
2	ฉันน่าจะมีการอ่านรีวิวต่าง ๆ จากเว็บไซต์แบรนด์ A ในด้านผลิตภัณฑ์ความงาม					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
3	การช้อปปิ้งบนเว็บไซต์แบรนด์ A น่าจะเหมาะสมกับไลฟ์สไตล์ของฉัน					
4	เมื่อฉันต้องการซื้อผลิตภัณฑ์ความงามจากเว็บไซต์แบรนด์ A ฉันจะได้รับข้อมูลและบริการจากเว็บไซต์อย่างครบถ้วน					
ความไว้วางใจของผู้บริโภค						
1	เว็บไซต์แบรนด์ A น่าจะมีความน่าเชื่อถือ					
2	เว็บไซต์แบรนด์ A ทำให้ฉันรู้สึกว่าคุณเขาน่าจะซื่อสัตย์					
3	เว็บไซต์แบรนด์ A ทำให้ฉันรู้สึกว่าคุณเขาน่าจะดูแลลูกค้าของพวกเขาเป็นอย่างดี					
4	พนักงานให้บริการของเว็บไซต์แบรนด์ A ทำให้ฉันรู้สึกว่าคุณเขาน่าจะมีความสามารถในการตอบสนองความต้องการของฉันอย่างครบถ้วน					
ความปลอดภัย						
1	เว็บไซต์แบรนด์ A น่าจะมีการรักษาความปลอดภัยออนไลน์ที่เพียงพอ					
2	การชำระเงินออนไลน์บนเว็บไซต์แบรนด์ A น่าจะมีความปลอดภัย					
3	การซื้อสินค้าบนเว็บไซต์แบรนด์ A ไม่น่าจะทำให้เกิดความเสี่ยงในการจ่ายเงิน					
4	เว็บไซต์แบรนด์ A น่าจะมีความสามารถในการป้องกันการโจรกรรมข้อมูล					



		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
ความเป็นส่วนตัว						
1	ข้อมูลส่วนตัวที่ฉันให้ไว้บนเว็บไซต์แบรนด์ A น่าจะมีความปลอดภัย					
2	เว็บไซต์แบรนด์ A น่าจะใช้วิธีการที่เหมาะสมในการเก็บข้อมูลส่วนตัวของฉัน					
3	เว็บไซต์แบรนด์ A มีการสอบถามข้อมูลส่วนตัวของฉันเฉพาะที่เกี่ยวข้องกับการซื้อของในเว็บไซต์เท่านั้น					
4	เว็บไซต์แบรนด์ A น่าจะไม่ใช้ข้อมูลส่วนตัวของฉันเพื่อวัตถุประสงค์อื่น					
ความตั้งใจซื้อ						
1	ฉันมีแนวโน้มที่จะซื้อผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A					
2	ฉันมีแนวโน้มที่จะแนะนำให้เพื่อนๆ ของฉันซื้อผลิตภัณฑ์ความงามในเว็บไซต์แบรนด์ A					
3	ฉันมีแนวโน้มที่จะกลับไปซื้อผลิตภัณฑ์ความงามในเว็บไซต์แบรนด์ A					
4	ฉันมีแนวโน้มที่จะกลับไปซื้อผลิตภัณฑ์ความงามในเว็บไซต์แบรนด์ A ในเดือนถัดไป					

ขอให้ท่านแนะนำเพิ่มเติมสำหรับปัจจัยอื่น ๆ ที่มีผลต่อความตั้งใจซื้อในการช้อปปิ้งออนไลน์

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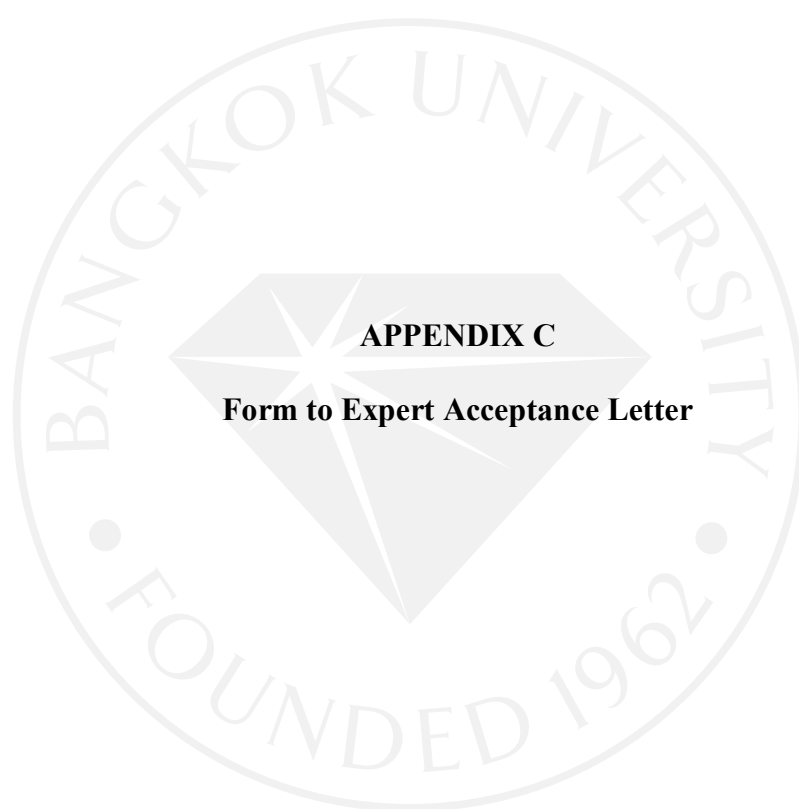
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โอกาสนี้ผู้ศึกษาวิจัยขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

นางสาววรรณวิฐ เลิศกิจจานุวัฒน์

E-Mail: wanvitoo.lert@bumail.net





161/36 ซ. สายใจ  
 แขวงสามเสนนอก  
 เขตห้วยขวาง กรุงเทพฯ  
 10310  
 โทรศัพท์: 089-569-7696

17 ตุลาคม 2559

เรื่อง โครขอความอนุเคราะห์ผู้เชี่ยวชาญพิจารณาคำถามเพื่อใช้ในแบบสอบถามสำหรับงานวิจัย  
 (Independent Study) นักศึกษาปริญญาโท สาขาวิชาเอก การบริหารและการจัดการ มหาวิทยาลัยกรุงเทพ

เรียน คุณ Chatchanun Sae-ung

Sales Planning Manager

11Street Co.,Ltd

ดิฉัน นางสาววรรณวิฐ เลิศกิจจานุวัฒน์ นักศึกษาปริญญาโท สาขาวิชาเอก บริหารธุรกิจ  
 มหาวิทยาลัยกรุงเทพ กำลังดำเนินการศึกษาวิจัยเรื่อง ปัจจัยที่มีอิทธิพลต่อความตั้งใจซื้อสินค้าออนไลน์  
 จากสาขาค้าในกรุงเทพมหานคร เนื่องจากดิฉันทราบว่าท่านเป็นผู้เชี่ยวชาญในธุรกิจข้อปึงออนไลน์  
 ดังนั้น ประสงค์ ความคิดเห็นของท่านจะช่วยให้แบบสอบถามงานวิจัยมีค่าเขียนที่ถูกต้อง เข้าใจง่าย  
 ต่อผู้บริโภคของธุรกิจนี้เป็นอย่างดี ดังนั้น ดิฉัน โครขอให้ท่าน พิจารณาประเมินว่า เป็นคะแนน ค่าดัชนี  
 ความสอดคล้อง (Index of Item Objective Congruence: IOC) ดังนี้ "+1" หมายถึง ข้อคำถามนั้น มีค่า  
 เขียนที่ถูกต้อง เข้าใจง่ายโดยผู้บริโภคของธุรกิจนี้เป็นอย่างดี "0" หมายถึง ไม่แน่ใจหรือตัดสินใจไม่ได้ "-  
 1" หมายถึง ข้อคำถามนั้นมีค่าเขียนที่ไม่ถูกต้อง หรือไม่จำเป็นต้อง หรือไม่สามารถเข้าใจได้ง่ายโดย  
 ผู้บริโภคของธุรกิจนี้

จึงเรียนมาเพื่อขอความอนุเคราะห์

ลงชื่อ.....



(Chatchanun Sae-ung)

ผู้เชี่ยวชาญ

ด้วยความเคารพอย่างสูง

ลงชื่อ.....



(นางสาววรรณวิฐ เลิศกิจจานุวัฒน์)

นักศึกษา

161/36 ซ. สายใจ  
แขวงสามเสนนอก  
เขตห้วยขวาง กรุงเทพฯ  
10310  
โทรศัพท์: 089-569-7696

17 ตุลาคม 2559

เรื่อง โคร่ขอความอนุเคราะห์ผู้เชี่ยวชาญพิจารณาคำถามเพื่อใช้ในแบบสอบถามสำหรับงานวิจัย (Independent Study) นักศึกษาปริญญาโท สาขาวิชาเอก การบริหารและการจัดการ มหาวิทยาลัยกรุงเทพ

เขียน คุณ Natthaphon Kanjanavoranun

Head of SEO

Traveloka.com

ดิฉัน นางสาววรรณวิธ เลิศกิจจานุวัฒน์ นักศึกษาปริญญาโท สาขาวิชาเอก บริหารธุรกิจ มหาวิทยาลัยกรุงเทพ กำลังดำเนินการศึกษาวิจัยเรื่อง ปัจจัยที่มีอิทธิพลต่อความตั้งใจซื้อสินค้าออนไลน์จากสาขาค้าในกรุงเทพมหานคร เนื่องจากดิฉันทราบว่าท่านเป็นผู้เชี่ยวชาญในธุรกิจข้อบังคับออนไลน์ ดังนั้น ประสงค์การ ความคิดเห็นของท่านจะช่วยให้แบบสอบถามงานวิจัยมีค่าเขียนที่ถูกต้อง เข้าใจง่ายต่อผู้บริโภคของธุรกิจนี้เป็นอย่างที่ดี ดังนั้น ดิฉัน โคร่ขอให้ท่าน พิจารณาประเมินว่า เป็นคะแนน คำตั้งข้อความสอดคล้อง (Index of Item Objective Congruence: IOC) ดังนี้ "+1" หมายถึง ข้อคำถามนั้น มีค่าเขียนที่ถูกต้อง เข้าใจง่ายโดยผู้บริโภคของธุรกิจนี้เป็นอย่างที่ดี "0" หมายถึง ไม่แน่ใจหรือคิดสับสนไม่ได้ "-1" หมายถึง ข้อคำถามนั้น มีค่าเขียนที่ไม่ถูกต้อง หรือไม่น่าจะถูกต้อง หรือไม่สามารถเข้าใจได้ง่ายโดยผู้บริโภคของธุรกิจนี้

จึงเรียนมาเพื่อขอความอนุเคราะห์

ลงชื่อ

(Natthaphon Kanjanavoranun)

ผู้เชี่ยวชาญ

ด้วยความเคารพอย่างสูง

ลงชื่อ

(นางสาววรรณวิธ เลิศกิจจานุวัฒน์)

นักศึกษา

Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
Product Perception (PP)	PP1: Beauty products on shopping mall brand A website are quality products	PP1: ผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A เป็นสินค้าที่มีคุณภาพดี			
	PP2: Beauty products on shopping mall brand A website have wide variety of products.	PP2: ผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A มีหลากหลายผลิตภัณฑ์			
	PP3: Shopping mall brand A web site has beauty product availability.	PP3: ผลิตภัณฑ์ความงามในเว็บไซต์แบรนด์ A มีสินค้าพร้อมจำหน่าย			

Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
	PP4: Beauty products on shopping brand A website have reasonable prices.	PP4: ผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A น่าจะมีราคาที่เหมาะสมเหตุผล			
Buying reliability (BR)	BR1: Beauty products on shopping mall brand A website are likely to have clear product details (i.e. size, weight, color).	BR1: ผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A น่าจะมีการชี้แจงรายละเอียดของผลิตภัณฑ์ที่ชัดเจน (เช่นขนาด, น้ำหนัก, สี)			
	BR2: shopping mall brand A website is likely ease of access to product information.	BR2: เว็บไซต์แบรนด์ A น่าจะง่ายต่อการเข้าถึงข้อมูลผลิตภัณฑ์			

Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
Buying reliability (BR)	BR3: Beauty products on shopping mall brand A website are likely to have certified quality such as Food and Drug Administration logo.	BR3: ผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A น่าจะมีการรับรองคุณภาพ เช่น มีตราอย.			
	BR4: Beauty products on shopping mall brand A website are likely to have shown ingredient for customer reviews.	BR4: ผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A น่าจะมีการแสดงส่วนผสมให้ลูกค้าได้ตรวจสอบ			



Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
Buying reliability (BR)	BR5: Shopping mall brand A website is likely to have many options of payments (i.e. cash, credit cash).	BR5: เว็บไซต์แบรนด์ A น่าจะมีตัวเลือกการชำระเงินที่หลากหลาย (เช่น เงินสด, บัตรเครดิต)			
Web-vendor marketing activity (MA)	MA1: Marketing activities (i.e. sending emails to customer) by brand A are likely to have influence my selection when buying beauty products.	MA1: กิจกรรมทางการตลาด (เช่น การส่งอีเมล) โดยแบรนด์ A น่าจะมีอิทธิพลต่อการเลือกซื้อผลิตภัณฑ์ความงามของฉัน			

Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
Web-vendor marketing activity (MA)	MA2: The promotional activities on TV and radio advertisements by Lazada are likely to have influence my selection when buying beauty products.	MA2: กิจกรรมส่งเสริมการขายทั้งทางทีวีและการโฆษณาทางวิทยุโดยลาซาด้าน่าจะมีอิทธิพลต่อการเลือกซื้อผลิตภัณฑ์ความงามของฉัน			
	MA3: The online promotions are likely to have influence my decision when buying beauty products.	MA3: โปรโมชั่นออนไลน์น่าจะมีอิทธิพลต่อความตั้งใจซื้อผลิตภัณฑ์ความงามของฉัน			

Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
Web-vendor marketing activity (MA)	MA4: The brand A's branding is likely to have influence my intention when buying beauty products.	MA4: แบนด์ของแบรนด์ A น่าจะมีอิทธิพลต่อความตั้งใจซื้อผลิตภัณฑ์ความงามของฉัน			
Customer service (CS)	CS1: Brand A is likely to deliver product on time.	CS1: แบนด์ A น่าจะมีการจัดส่งสินค้าที่รวดเร็วและตรงต่อเวลา			
	CS2: Customer services of brand A are likely to have prompt services	CS2: การบริการลูกค้าของแบรนด์ A น่าจะมีความรวดเร็ว			

Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
Customer service (CS)	CS3: Customer services staff of brand A are likely to have knowledge about products.	CS3: เจ้าหน้าที่ฝ่ายบริการลูกค้าของแบรนด์ A น่าจะมีความรู้เกี่ยวกับผลิตภัณฑ์			
	CS4: Customer services of brand A are likely to provide good quality services.	CS4: พนักงานของแบรนด์ A น่าจะบริการลูกค้าด้วยความเอาใจใส่			
Utilitarian Value (UV)	UV1: Shopping beauty products from shopping mall brand A website is likely to make my life easier.	UV1: การซื้อผลิตภัณฑ์ความงามจากเว็บไซต์แบรนด์ A น่าจะทำให้ชีวิตของฉันสะดวกขึ้น			

Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
Utilitarian Value (UV)	UV2: I am likely to read reviews on shopping mall brand A website related to beauty products	UV2: ฉันน่าจะมีการอ่านรีวิวต่าง ๆ จากเว็บไซต์แบรนด์ A ในด้านผลิตภัณฑ์ความงาม			
	UV3: Shopping on shopping mall brand A website is likely to fit with my lifestyle.	UV3: การช้อปปิ้งบนเว็บไซต์แบรนด์ A น่าจะเหมาะสมกับไลฟ์สไตล์ของฉัน			
	UV4: If I want buy beauty products, the information and service provided on website is likely sufficient.	UV4: เมื่อฉันต้องการซื้อผลิตภัณฑ์ความงามจากเว็บไซต์แบรนด์ A ฉันจะได้รับข้อมูลและบริการจากเว็บไซต์อย่างครบถ้วน			

Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
Consumer trust (CT)	CT1: Shopping mall brand A website is likely trustworthy.	CT1: เว็บไซต์แบรนด์ A น่าจะมีความน่าเชื่อถือ			
	CT2: Shopping mall brand A website is likely gives the impression that they are honest.	CT2: เว็บไซต์แบรนด์ A ทำให้ฉันรู้สึกว่าคุณเขาน่าจะซื่อสัตย์			
	CT3: Shopping mall brand A website is likely to gives the impression that they care for their customers.	CT3: เว็บไซต์แบรนด์ A ทำให้ฉันรู้สึกว่าคุณเขาน่าจะดูแลลูกค้าของพวกเขาเป็นอย่างดี			

Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
Consumer trust (CT)	CT4: Customer services are likely to give the impression that they have the ability to fulfill my needs.	CT4: พนักงานให้บริการของเว็บไซต์แบรนด์ A ทำให้ฉันรู้สึกว่าคุณเขาน่าจะมีความสามารถในการตอบสนองความต้องการของฉันอย่างครบถ้วน			
Security (S)	S1: Shopping mall brand A website is likely to have enough online security.	S1: เว็บไซต์แบรนด์ A น่าจะมีการรักษาความปลอดภัยออนไลน์ที่เพียงพอ			
	S2: Online payment on shopping mall brand A website is likely safe.	S2: การชำระเงินออนไลน์บนเว็บไซต์แบรนด์ A น่าจะมีความปลอดภัย			

Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
Security (S)	S3: Purchasing on shopping mall brand A website will not likely to have payment risk.	S3: การซื้อสินค้าบนเว็บไซต์แบรนด์ A ไม่น่าจะทำให้เกิดความเสี่ยงทางการเงิน			
	S4: Shopping mall brand A website is likely to have ability to protect problem from hacker	S4: เว็บไซต์แบรนด์ A น่าจะมีความสามารถในการป้องกันการโจรกรรมข้อมูล			
Privacy (P)	P1: The personal information that I provide on shopping mall brand A website is likely secure.	P1: ข้อมูลส่วนตัวที่ฉันให้ไว้บนเว็บไซต์แบรนด์ A น่าจะมีความปลอดภัย			



Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
Privacy (P)	P2: Shopping mall brand A website will likely to use suitable methods to collect my personal data.	P2: เว็บไซต์แบรนด์ A น่าจะใช้วิธีการที่เหมาะสมในการเก็บข้อมูลส่วนตัวของฉัน			
	P3: Shopping mall brand A website would likely to ask my personal information, only related to buying product from the site.	P3: เว็บไซต์แบรนด์ A มีการสอบถามข้อมูลส่วนตัวของฉันเฉพาะที่เกี่ยวข้องกับการซื้อของในเว็บไซต์เท่านั้น			

Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
Privacy (P)	P4: Shopping mall brand A website does not likely to apply my personal information for other purposes.	P4: เว็บไซต์แบรนด์ A น่าจะไม่ใช้ข้อมูลส่วนตัวของฉันเพื่อวัตถุประสงค์อื่น			
Purchase Intention (PI)	PI1: I am likely to purchase beauty products on shopping mall brand A website.	PI1: ฉันมีแนวโน้มที่จะซื้อผลิตภัณฑ์ความงามบนเว็บไซต์แบรนด์ A			
	PI2: I am likely to recommend online shopping on shopping mall brand A website to my friends.	PI2: ฉันมีแนวโน้มที่จะแนะนำให้เพื่อน ๆ ของฉันซื้อผลิตภัณฑ์ความงามในเว็บไซต์แบรนด์ A			

Factor	English Adjusted	Thai Adjusted	IOC	Comment from the expert	Total Point
Purchase Intention (PI)	PI3: I am likely to return to buy beauty products on shopping mall brand A website.	PI3: ฉันมีแนวโน้มที่จะกลับไปซื้อผลิตภัณฑ์ความงามในเว็บไซต์แบรนด์ A			
	PI4: I am likely to consider beauty products from shopping mall brand A website soon.	PI4: ฉันมีแนวโน้มที่จะกลับไปซื้อผลิตภัณฑ์ความงามในเว็บไซต์แบรนด์ A ในเดือนถัดไป			

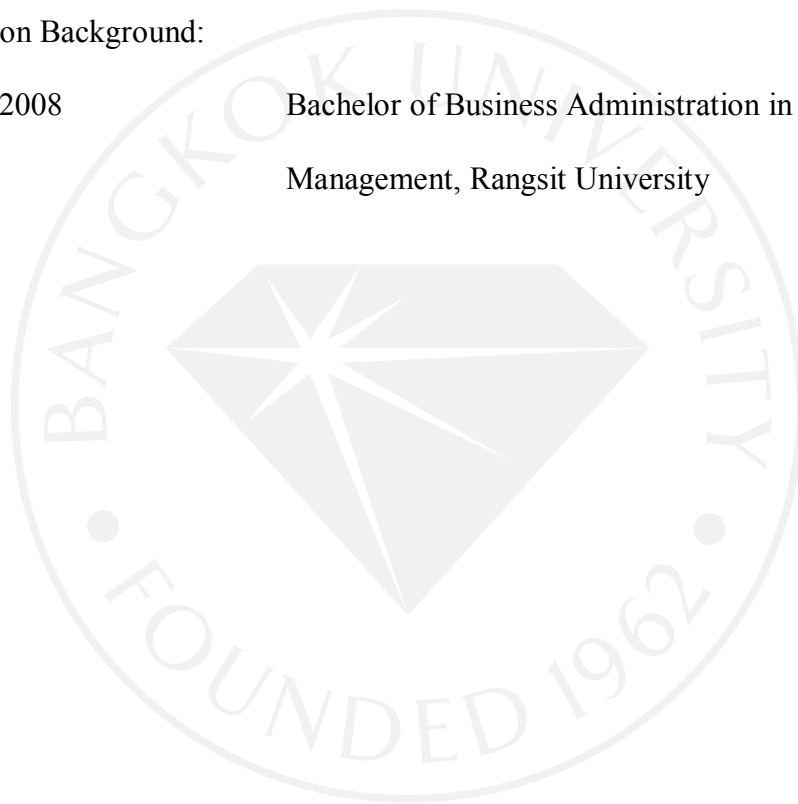
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