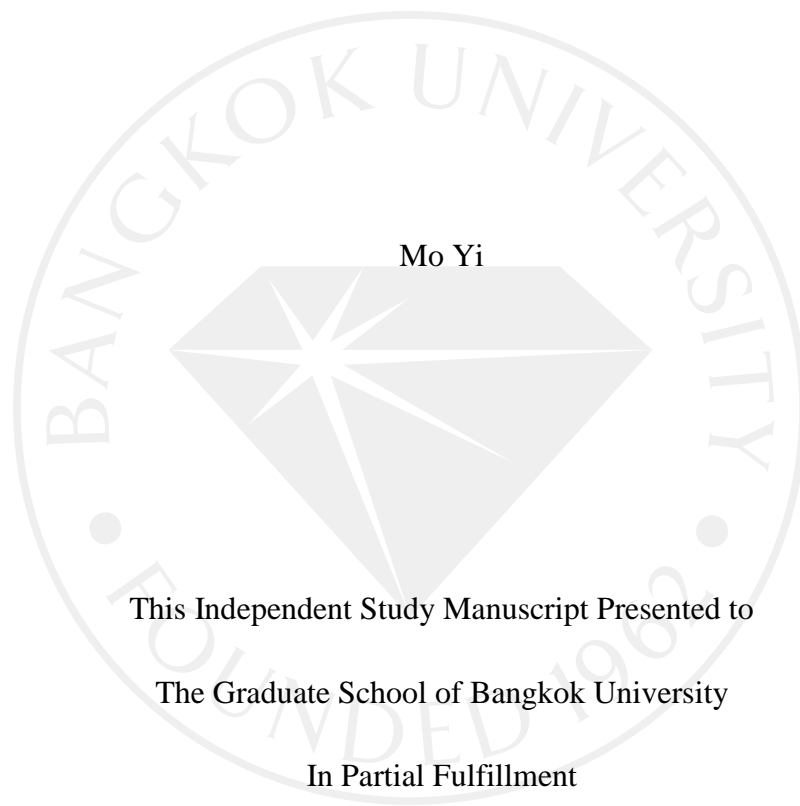


FACTORS AFFECTING E-LOYALTY TOWARDS ONLINE SHOPPING

PLATFORM IN BANGKOK THAILAND



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This Independent Study Manuscript Presented to  
The Graduate School of Bangkok University  
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Factors affecting E-loyalty towards online shopping platform in Bangkok Thailand

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### **ABSTRACT**

This research is to investigate the factors that affect E-loyalty towards online shopping platforms in Bangkok Thailand, to see whether and how “Web Design”, “Technology”, “Product and Value”, “Service Quality”, “Security and Trust” and “Brand Promoting Activities” influence the level of loyalty of online shoppers towards the online shopping platforms. This study is a quantitative research and survey strategy was adopted by using a self-administrated questionnaire to collect data. An online questionnaire using Google Drive was created to collect 402 valid respondents, cross tabulation and multinomial logistic regression were used as data analysis method. The result of the study shows that “Web Design”, “Technology”, “Product and Value”, “Service Quality”, “Security and Trust” and “Brand Promoting Activities” all have significant influences on e-loyalty of online shoppers towards online shopping platforms in Bangkok Thailand, detailed dimensions of each factors that affects e-loyalty were also revealed.

*Keywords: E-Loyalty, Online Shopping Platform, Web Design, Technology, Product and Value, Service Quality, Security and Trust, Brand Promoting Activities*

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# CHAPTER 1

## INTRODUCTION

### 1.1 Rationale and Problem Statement

#### 1.1.1 Background

Internet as an infrastructure has offered companies a new environment to conduct their economic activities, within which companies can accomplish transaction with their customers online, this is called electronic commerce (Janson & Cecez-Kecmanovic, 2005).

Nowadays, electronic commerce plays an important role in Thailand's modern-day economy and its economic growth. According to Electronic Transactions Development Agency (ETDA, 2016), an e-commerce agency under the Thai Ministry of Digital Economy and Society, the total value of e-commerce in Thailand is 2,245,147.02 million Baht in 2015, with a 10.41% increase from 2014, in which the total value of e-commerce is 2,033,439.35 million Baht. This number increase 12.42% to a total value 2,523,994.46 million Baht in 2016. In the year 2016, value of ecommerce consists of 40.08% of the total value of products and services sold.

Statistics of total E-Commerce value of ETDA is consisted of three types of transaction, business to business(B2B), business to government(B2G) and business to consumer(B2C). Among them, total value of B2C is 509,998.39 million Bath in the year 2015, and this number jumps nearly 43% to 729,292.32 million Baht in the year 2016. This B2C E-Commerce statistic data shows clearly that online retailing has become increasingly popular, and it supports Chang et al. (2009)'s view that online retailing has become a preferred shopping method among consumers.

The rapid growth of Thailand's B2C e-commerce market will logically increase the competition between companies involved in this line of business. Comparing making effort to acquire new customers, remaining the existing customer is a more effective way to gain a competitive advantage against competitors, a five percent increase in the amount of loyal customer in a business will lead to a 30 to 85% increase in profitability (Reichheld & Sasser 1990).

### 1.1.2 Problem Statement

Sekaran and Bougie (2014) defined problem statement as an “unambiguous, specific and focused” statement that help researchers to narrow down the original problem from its broad base by means of gathering the background information of an organization and its environment or by reviewing previous literature. Clear research objectives and research questions are included in a good problem statement.

“How market practitioners in e-commerce B2C market can effectively maintain their customers under the background of fierce competition” is a broad problem that the researcher of this paper would to narrow down, and address in a more specific academic perspective. In order to do that, a preliminary literature review is conducted, and then the research objective and research questions of this paper are brought out.

In e-commerce B2C market, online shopping has obvious advantage against traditional offline shopping. Consumers can benefit from the advance of internet for its constant and global availability, they can find a much wider range of products and service compared with what they can find at a traditional department store or supermarket, and the purchase can be made everywhere at any time (Pratminingsih et

al. 2013). Besides, online shopper can receive the goods at home or office or any other location that are convenient form them (Alam & Yasin, 2010; Buchalis, 2004), these are all factors the encourage consumer transfer from a traditional offline marketplace to an online marketplace.

On the other hand, however, despite the fact that online shopping brings a lot of convenience to consumers, there are still enough uncertainty that make consumers reluctant to purchase online, such as uncertainty of product quality, uncertainty of payment security, worries about information privacy, after sales service and trust (Alam & Yasin, 2010; Buchalis, 2004; Chen, 2006). The fact that online shoppers do not have direct contact with products they intend to buy, and that they need to offer personal information to the seller increase the perceived risk of online shopper. Thus, trust is important (Reichheld & Schefter, 2000) and lack of trust may lead to consumer's avoidance of e-vendors (Gefen et al, 2003).

Due to the above advantage and disadvantage of online shopping, acquiring and retaining customers on the context of electronic commerce has drawn rich attention from marketing researchers (Stamenkov & Dika, 2015; Santos, 2003; Ribbink et al., 2004; Cristobal, et al., 2007; Sanchez Torres & Arroyo-Cañada, 2017; Lin et al., 2016; Myunghee & Miyoung, 2017; Kassim & Ismail, 2009; Khan & Rahman, 2014). Among these researches, customer loyalty has always been an important topic.

Loyalty has been an important theme for marketing researchers because it helps companies to establish and maintains competitive advantages, no matter it is in traditional consumer market or in the context of electronic commerce (Gommans, et

al., 2001). Reichheld and Sasser (1990) suggested that a five percent increase in the amount of loyal customer in a business will lead to a 30 to 85% increase in profitability. Reichheld (1996) has also suggested that a brand which has strongly loyal customers has a lot of advantages in traditional market, such as maintaining high price, bargaining power with distribution channels, lower selling cost, stronger barrier for preventing new players to enter the product/service category. In electronic commerce context, it is even more true that business survival is crucially relied on customer loyalty (Reichheld & Scheffer, 2000), because the competition is simply a “mouse click away” (Semeijn et al., 2005).

In traditional consumer market, customer loyalty has been extensively discussed in various industries, these researches have covered the definition, antecedents and consequences of customer loyalty. A conceptual framework of brand loyalty was brought out by Oliver (1997), according to which the formation of loyalty includes successive stages of recognition (loyalty to information such as price, characteristics), effect (loyalty to interests), effort (loyalty to tendency) and action (loyalty to action). Oliver (1999) defined loyalty as: "a deeply held commitment to rebuy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior." Alexandris et al. (2008) discover that five dimensions of the eight brand associations (escape, nostalgia, pride, logo, and affect) significantly contributed to the prediction of loyalty s in the context of a fitness club. Kursunluoglu (2014) analyzed the dimension of customer service and its effect on customer satisfaction and customer loyalty towards shopping center.

Nguyen et al. (2011) has discovered positive relation between perceived quality and brand loyalty in both Thailand and Vietnam.

The concept of brand/customer loyalty has been extended to the context of electronic commerce due to the development and internet, and it is retitled as E-loyalty. (Khan & Rahman, 2016). The concept of E-loyalty has been described or defined by different researchers. According Schultz (2000), traditional brand/customer loyalty is a “product driven, marketer controlled” concept while E-loyalty is a “distribution driven, consumer controlled, and technology-facilitated” concept. Chang et al. (2009) refers e-loyalty to “a commitment of repeatedly buying a preferred product/service and positive word of mouth consistently in the future”. Cyr et al. (2008) defined e-loyalty as a commitment to revisit a brand’s website consistently for shopping on that website without switching to other websites. Corstjens & Lal (2000) compares E-loyalty to store loyalty as attracting consumers to revisit the store and repurchase in the store.

Antecedents and consequences of E-loyalty has also been extensively studied. According to Reichheld & Schefter (2000), good customer support, fast delivery, information quality, effective fulfillment, private information protection affects customer loyalty towards a brand’s website. Azam (2015) believes that trust is a key driver of loyalty. Loyal customer could bring new customer by posting their positive comments online. (Yun & Good, 2007; Reichheld & Schefter, 2000).

The efforts to retain existing customer is actually trying to increase customer loyalty. Therefore, the problem of how practitioners can retain their customer can be



re-stated in a specific and academic perspective as how to increase the online shopper's loyalty towards an online shopping platform. Despite the fact the extensive studies have been conducted on the issue of e-loyalty, empirical research on factors affect online shopper's E-loyalty towards an online shopping platform in Thailand is still limited. Therefore, based on previous studies on E-loyalty, this research paper aims to empirically discover the factors that affects E-loyalty towards online shoppers' E-loyalty towards online shopping platform in Thailand.

## 1.2 Objectives of Study

### 1.2.1 Research Objective

A research objective explains the reason why the research is to be done. Basic business research is to expand general knowledge while applied research is to solve a specific problem (Sekaran & Bougie, 2014).

As per our previous discussion, a problem encountered by practitioners in Thailand's e-commerce B2C market is that how they can increase their customer's loyalty towards their online shopping platform. Therefore, based on Oliver's (1999) basic theory about loyalty in traditional market, the purpose of this study is to empirically detect and test the possible factors that may affect online shoppers' loyalty towards to online shopping platform in Bangkok Thailand, in order to offer insight to marketing practitioners how to build up a loyal customer base and gain competitive advantages.

### 1.2.2 Research questions

Research questions translate the problem faced by organizations or researchers into a specific information need, it specifies what is to be learned about the research topic. (Sekaran & Bougie, 2014).

The research topic of this paper is factors that affect online shopper's loyalty towards the online shopping platform. Thus, the research questions are designed as below:

1. Do “Web Design” “Technology” “Product & Value” “Service Quality” “Security & Trust” “Brand Promoting” affect online shoppers' loyalty towards online shopping platform?
2. Do elements of “Web Design” affect online shoppers' loyalty towards online shopping platform?
3. Do elements of “Technology” affect online shoppers' loyalty towards online shopping platform?
4. Do elements of “Product & Value” affect online shoppers' loyalty towards online shopping platform?
5. Do elements of “Service Quality” affect online shoppers' loyalty towards online shopping platform?
6. Do elements of “Security & Trust” affect online shoppers' loyalty towards online shopping platform?
7. Do elements of “Brand Promoting” affect online shoppers' loyalty towards online shopping platform?

### 1.2.3 Scope of Research

The scope of study is the domain of the research, it specifies what parameters are in the domain and what is not. It is closely related to the frame of problem and thus it is necessary to be clear that what parameters are within the accepted range of study and what are not (Simon and Goes, 2013).

### Scope of Content

The research is to identify the determining factors of online shoppers' loyalty towards the online shopping platform in Thailand in the context of e-commerce B2C market. Adopting positivism as the research philosophy, the author used quantitative method to collect data.

### Scope of Demographic, Samples and Location

The author identified population and samples as online shoppers who has at least once of online shopping experience in Bangkok, Thailand, furthermore target respondents were picked randomly.

#### 1.2.4 Research Assumptions

Research Assumptions are beliefs which are necessary to conduct the research but cannot be proved (Simon & Goes, 2013). These beliefs are beyond control of the research, yet they cannot be ignored (Simon, 2011).

This research assumes that:

1. All the respondents understand all questions in questionnaires.
2. All the respondents will answer honestly.

Explanation on how anonymity and confidentiality of participants is protected will be made in order to increase the accuracy of answers.

#### 1.2.5 Research Limitation

Limitations are constraints that researchers are not able to control, but the constraints could have influenced on the result of the research. Types of limitation of a research varies with the methodology and study design of that research (Simon & Goes, 2013).

Considering the limited time and research budget, this research uses a quantitative method to collect data by using self-administered questionnaire, it studies the online shopper's loyalty towards online shopping platform in the context of e-commerce B2C market. The samples are limited online shoppers' in Bangkok, Thailand, and the. Therefore, the outcome of this research cannot be applied to B2B market, nor it can be applied in any other countries outside Thailand.

#### 1.3 Contribution of Study

This research empirically detects and tests the possible factors that may affect online shoppers' loyalty towards to online shopping platform in Bangkok Thailand, it offers insights for marketing practitioners in e-commerce B2C market in Thailand to understand how to build up a loyal customer base, it also guides them to make better plan and marketing strategies retain their existing customer in order to gain competitive advantages.

Furthermore, this research contributes to the literature of online shopping loyalty in the context of e-commerce B2C market in Thailand, the result can be used as references for further study.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### 2.1 Related Theories and Previous Studies

##### 2.1.1 Rational Choice Theory

Rational choice theory, also called choice theory or rational action theory, is a framework used to understand and to model social and economic behavior. (Durlauf and Blume, 2008). This theory is based on its basic presupposition that integrated social behavior is the results of individual actors' behavior, each of whom make their own decisions. This theory also focuses on the factors that determine the individual choices.

Rational choice theory assumes that individual has complete and transitive preferences among all the available alternatives. Completeness of preference refers that an individual person can always choose which of two options are preferred or that neither of the two is preferred to another, transitivity of preference means if an individual person prefer options A to option B, and option B is preferred over option C, then this person prefers A to C. In the formation of preferences, available information, probabilities, cost and benefits are assumed to be taken into consideration by rational agent, the action of who is consistent with his/her choice.

Both the abstract norms that governs human rationality and the rules that can explain and predict outcomes of rational choice are included in the study of rational choice theory (Amadae, 2016). There are two views on rational choice theory, one considers that this theory is simply a descriptive means to predict the outcomes human behavior and the pattern or human choices without considering the formation

of choice process, another view on the contrary, argues that it actually describes the rules for human to make decisions. Researchers who hold the first view generally predict actions and outcomes by using the rational choice axioms but not suggest anything about the internal decision process of the rational actors, while the second view upholders believe that the purposive action of rational agents is in line with the behavioral norms of rational choice which explains the foundations to make rational decision. Even if the first view is enough to understand and model social and political behavior, yet many researchers still use rational choice theory as a powerful tool to study internal mechanism of purposive actions of rational agency.

#### 2.1.2 Brand Choice Models

Brand choice theory is the fundamental to marketing science. (Russell, 2014) All marketing managers concerns about the decision process of consumers and the impact that strategic marketing variables (such as product, price, promotion and distribution) have on this decision process. Therefore, brand choice researches seek to model the consumers' choice behavior and use these models to forecasts future choice behavior of consumers.

Brand choice models is based on the key assumptions about how purchase decisions are made (Russell, 2014). However, being different from psychological researches in marketing science which studied the mechanism of human brains when making decisions, studies about choice modeling theory focus on choice behavior to understand the impact of environmental influences (such as the marketing mix) on choice decisions (Simon, 1969). In these section, the choice models that significantly affect the history of brand choice theory will be reviewed.

### Thurstone Model and Random Utility Model

The study of brand choice started with Thurstone (1927), who argued that the perception of human towards the same stimulus under different circumstances will not be the same. Russell (2014) use the following equation to express Thurstone model in a mathematical fasion:

$$U_i = V_i + e_i$$

Where  $U_i$  is the sensational intensity which is percived by individual,  $V_i$  is the true intensity while  $e_i$  is the normally distributed random variables. In a brand choice setting,  $V_i$  represents the individuals' consistant average preference value for a curtain alternative,  $e_i$  is a random effect that which affect the percived preference ( $U_i$ ) in that specific situation and the true value of consistant average preference ( $V_i$ ). And the choice rule of Thurstone is simple: individual select alternative with higher percived preference ( $U_i$ ).

Subsequent researchers in marketing following Thurstone (1927) assume that the alternative with highest percived  $U_i$  will always been selected by consumers. This choice rule to select the maximum  $U_i$  from a set of random generated  $U_i$  is called random utility theory (RUT). According to Train (2013), probabilities of choice in RUT model can be obtained by firstly writing down the N-dimensional multivariate distribution defined the equation  $U_i = V_i + e_i$ , and then computing the probability by formula  $Pr_i = Pr\{U_i = \max [U_1, \dots, U_N]\}$ .

### Luce Model



Luce (1959) proposed another choice theory model, which takes the form:

$$\Pr_{i|S}/\Pr_{j|S} = \Pr_{i|S^*}/\Pr_{j|S^*}$$

Where,  $\Pr_{i|S}$  is the probability of item I being selected from a set of alternatives S, which includes both item i and another item j,  $S^*$  is another set of alternative items which also include both i and j. In words, the Luce's Choice Axiom argues that the ratio of choice probabilities of an alternative is a fixed quantity which is not related the choice set.

Luce (1959) made an expression for the choice probabilities of Choice Axiom as follow:

$$\Pr_{i|S} = Q_i / \{Q_i + \dots + Q_N\}$$

Where  $Q_i$  is the preference value for item "i". The probability function in this equation is called logit choice model. Yellott (1977) revealed that logit choice probabilities are consistent with a RUT model.

### Tversky Models

Tversky (1972) proposed the Elimination by Aspects (EBA) model, which is a choice process based on a lexicographic choice rule. EBA model states that all the choice alternatives contain aspects (characteristics) that can help individuals to eliminate alternatives from the alternatives set until the last alternative left. Russell (2014) states that EBA can be consider as a generalized Luce choice model and is

consistent with RUT, and this model inspired considerable subsequent researches on multi-attribute utility models and consideration set formation.

### Prospect Theory

Kahnemann and Tversky (1979) proposed Prospect Theory, which assumes that individuals first build up a reference point (forecast), and then compare the alternatives with this reference point and evaluate the losses or gains. Individuals' sensational intensity of pain from losses will be stronger than happiness gaining the same amount of utility, and therefore higher level of risk averse can be observed when facing losses.

#### 2.1.3 Loyalty in traditional consumer market

##### Definition of Loyalty

According to Afsar, Nasiri and Zadeh (2013), the concept of loyalty first come out in early decade of 1940. There have been two kinds of views upon the loyalty concept (Saura, Francés, Contrí & Blasco, 2008). One view defines loyalty simply as the repeat purchase behavior. Under this point of view, loyalty was understood as repeat purchase behavior (Bass, 1974). Buttle and Burton (2002) advocate that “a customer who continues to buy is a loyal customer”.

Following that, another point of view emerged believes that attitude element should be consider when studying loyalty. Jacob and Chestnut (1978) made effort to get insight of the psychological element of loyalty and discovered that consistent purchasing the same brand of product could be simply because of convenience or limited choices, and that inconsistent buying could be because of the multi-brand

loyalty of consumers. Thus, the authors conclude that it would not be wise to predict customer loyalty solely based on the repetitive purchase behavior of consumers, attitudinal elements such as belief, affect and intention of a consumer should be taken into consideration when studying loyalty.

Dick and Basu (1994) explained loyalty in a cognition-affect-conation pattern. The authors pointed out that if a consumer is truly loyal to a brand, he should present preference to a focal brand during the whole process of decision making. That is, this consumer should prefer the brand attribute to other competitive alternatives (cognition), he should be more affectively attached to this brand (attitude), and have higher intention (conation) to purchase this brand comparing with other alternative brands.

Based on this cognition-affect-conation pattern, Oliver (1997) extended the formation of loyalty to a four-stage model by including actual behavior dimension: cognitive loyalty, affective loyalty, conative loyalty and action loyalty. Oliver (1999) defined loyalty as “a deeply held commitment to rebuy or re-patronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts that have the potential to cause switching behavior”. He argued that a consumer can become loyal at each attitudinal stage consecutively over time. At each different stage, loyalty is influenced by different factors. For example, brand attribution information such as price, quality will make consumer become loyal at cognitive sense, this consumer will then become affectively loyal after satisfied experience with

the brand, which will trigger his conative loyal sense (intention to repurchase), finally this loyalty will appear in a behavioral manner (repurchase action).

### Oliver's four-stage theory of loyalty

It is worthy to take a deep look into each stage of loyalty of Oliver's (1997) four-stage model in order to understand what factors can affect loyalty at different stage.

#### Cognitive Loyalty

At the first stage, attribute information related to a brand, such as price, quality and so on, will determine the consumer preference to other alternative offering.

Cognitive loyalty is based only on beliefs of a specific brand, such as knowledges or information like product cost, benefits, reputation etc. Therefore, if consumers perceive an alternative offering with a better cost-benefit ratio, they are likely to switch to other brands (Kalyanaram & Little 1994; Sivakumar & Raj 1997).

Experience evaluation will influence loyalty at cognition stage, especially evaluation on whether the perceived performance is worthy with the price they pay (value) (Blut et al., 2007). Cognitive loyalty is superficial, when a transaction is routinely processed without reaching consumer satisfaction, the depth of loyalty will not get deeper or even disappear, whereas satisfied transactions may become the consumer's experience and transfer the loyalty to the next level.

#### Affective Loyalty

At the second stage of loyalty, previous cumulative satisfied experience of consumers will generate favorable attitude or liking towards a specific brand.

Confirmation of consumer's expectation will lead to satisfaction, which is defined by Oliver (1997) as "the consumer's fulfillment response, the degree to which the level of fulfillment is pleasant or unpleasant." Therefore, affective loyalty is a result of "pleasure fulfillment"-the pleasure dimension of satisfaction. At this stage, loyalty is exhibited in the form of affection or liking towards the brand itself, not just preference to the attribute information or knowledge, it is therefore stronger than the previous stage. However, similar to loyalty in cognitive stage, affective loyalty is still subject to switching if the attractiveness of competitive brands increase. (Sambandam and Lord 1995). It is therefore desirable to effectuate the affective loyalty to the next stage (Oliver, 1999).

#### Conative Loyalty

Conative loyalty is the intention of action to repurchase a specific brand, it is a result accumulated from repeated experience of positive affect towards a specific brand, thus it is stronger than affective loyalty (Oliver, 1999). However, conative loyalty is intention to action instead of actual action, it still has vulnerabilities. Repeated service failures will make consumers turn to other alternative offerings (Blut et al., 2007).

#### Action Loyalty

Kuhl and Beckmann (1985) refer the process that intentions are transformed into action as "action control". According to the sequence of action control, the three previous stage of loyalty is then transformed into readiness of action, which is accompanied by additional willingness to overcome obstacles that prevent consumers

from taking action, such as willing to make considerable effort to search for the favorite offering and ignore the competitive alternative offerings.

Readiness to act and overcoming obstacles are two action control constructs, readiness to act in the definition of loyalty is “a deeply held commitment to rebuy or re-patronize a preferred product or service consistently in the future”, while overcoming obstacles is the action of rebuying “despite situational influences and marketing efforts that have the potential to cause switching behavior” (Oliver, 1999).

Although being extensively studied, the definition of loyalty was not able to come to an universal agreement (Dick & Basu 1994; Jacob & Chestnut 1978; Oliver 1999; Uncles, Dowling & Hammond 2003). Three conceptualizations are popular: loyalty as an attitudinal connection between consumers and the brand; loyalty in the point of view as consumer behavior; and loyalty moderated by the individual’s traits, circumstances and situations. (Uncles et al., 2003)

#### 2.1.4 Loyalty in E-Commerce Consumer Market

##### Concept of E-Loyalty

In the context of e-commerce, extended from the traditional concept of loyalty, online consumer’s loyalty is called e-loyalty. Consumer’s loyalty in cyberspace has been transferred from a product driven, marketer controlled concept to a distribution driven, consumer controlled and technology facilitated concept (Schultz, 2000). Corstjens and Lal (2000) compared e-loyalty to store loyalty, as attracting consumers to revisit a website and establishing brand name items in that website is similar to building store loyalty. Anderson and Srinivasan (2003) has defined loyalty in e-

commerce context as consumer's favorable attitude towards online retailers which will lead to repeat purchasing.

Even though the traditional loyalty and e-loyalty share the same theoretical foundations, there are unique aspects of it with regards to the online marketing activities and online consumer behavior. The following sections will discuss the similarity and differences between traditional loyalty and e-loyalty.

### Traditional Loyalty vs E-Loyalty

#### Attitudinal Loyalty

In the traditional consumer market, attitudinal loyalty includes the first three stage: cognition, affection, and conation (behavioral intention). Development of traditional loyalty for these three types of loyalty mainly relies on efforts made upon brand image building, through mass media communications (advertisements). In e-marketplaces, however, with the help database technology and advanced algorithm, it is possible to offer customized information to consumers according to their personal demands and preferences, this helps to more effectively built cognitive loyalty with much lower cost. With regards to the affective dimension of loyalty, due to the fact the consumers do not have direct contact with either the products or the e-retailers who sell the products, issues such as trust, security, privacy needs to be highlighted in e-commerce context (Gommans, et al., 2001).

As discussed previously, satisfaction is an important antecedent of affective loyalty. But the link between satisfaction and loyalty is asymmetric, loyalty

consumers must be satisfied, but satisfied consumers may not necessarily be loyal (Oliver, 1999). Understanding this phenomenon is especially important for marketers in e-commerce business, because consumers who have dissatisfied experience can easily switch to alternative offerings with a simple click (Gommans, et al., 2001).

Mittal and Kamakura (2001) consider behavioral intention as an intermediate state between attitude and actual action. Representing the intention to take a buying action in decision making process, behavioral intention can appear in different forms, such as a tendency to make the first purchase of a brand or a commitment to re-buy the current brand. Marketing researches on conventional loyalty mainly studied how to maintain and strengthen this commitment (Oliva & Oliver, 1992) and how to transform it to purchase action (Kuhl & Beckmann, 1985), while on e-loyalty the main focus is on converting intention to immediate buying action (Strauss & Frost, 2001).

#### Behavioral Loyalty

In traditional consumer market, behavioral loyalty has been defined as repeat buying behavior (Chaudhuri & Holbrook, 2001; Dick & Basu, 1994). Consumer can be behaviorally loyal to a specific brand, or to a store, as the concept of store loyalty being discussed in Corstjens and Lal (2000). In online e-commerce market, both the conceptualization and measurement of behavioral loyalty become more complicated. Factors such as repeat visit to an e-commerce website without purchase or time spending on browsing that site should be taken into consideration (Smith, 2000).



Satisfaction is very important to create behavioral loyalty (Schultz, 2000). Comparing with consumers whose purchase decision is made due to time restrictions or limited information, satisfied customer will be more loyal to a brand/store. In the context of e-commerce, where consumers shop online, more attention needs to be put on efforts trying to satisfy consumers if an e-commerce website wish to retain their customers, because information become more symmetrical comparing with conventional market, customers can easily collect a large amount of information and they have adequate time to make decision. Therefore, behavioral loyalty become more complicated and more difficult to achieve in cyberspace than in traditional market (Gommans, et al., 2001).

#### 2.1.5 Previous Studies on E-Loyalty

##### E-Satisfaction and E-Loyalty

Satisfaction is considered to be a direct antecedent in a lot of research papers (Oliver ,1997; Anderson & Srinivasan, 2003; Semeijn et al., 2005; Pratminingsih et al. 2013). Oliver (1997) defined satisfaction “the consumer’s fulfillment response, the degree to which the level of fulfillment is pleasant or unpleasant”. Satisfaction is also viewed as affective response to buying situation (Bagozzi, Gopinath & Nyer, 1999). Fournier and Mick (1999) consider satisfaction as an active and dynamic process which contains social dimension, emotions and contextual factors. There are two types of conceptualizations of customer satisfaction from previous studies: transaction-specific satisfaction and cumulative satisfaction (Anderson, 1973; Anderson, Fornell & Lehmann, 1994; Fornell, 1992). The transaction-specific views consider satisfaction to be an evaluative judgment of a specific transaction after

customer made a purchase choice (Anderson, 1973). In comparison, cumulative satisfaction is consumers' general evaluation for the goods or services of a specific company that they have experienced over time (Oliver, 1980). Anderson and Srinivasan (2003) defined customer satisfaction as a stage the contentment of customer for their previous experience of purchasing from a given e-commerce firm.

Flavián et al. (2006) discovered a positive link between satisfaction and E-Loyalty, and this link is moderated by inertia, convenience motivation and size of purchase. This link was later observed between countries and cultures (Christodoulides & Michaelidou 2010). But there are also a minority of researchers finding weak relationship between satisfaction and loyalty (Taylor & Hunter 2003). For example, Dai, Salam and King (2008) discover that the effect of satisfaction on customer loyalty is weak.

#### E-Trust/E-security and E-Loyalty

Trust is another important antecedent of E-loyalty which have positive effect on online shopper's intention to buy or continuously buy from the same website or the same e-vendor (Milne & Boza 1999; Singh & Sirdeshmukh 2000). There are two kinds of perspectives to view trust, one is to view trust as trusting beliefs (Doney and Cannon, 1997; Gefen and Silver, 1999; Gefen et al., 2003) and the other view trust as trusting intention (Hosmer, 1995; Moorman et al., 1992; Mayer et al., 1995). Trust beliefs is the consumer's perceptions towards the e-vender's attributes which is demonstrated during the process of handling consumer's transactions, these attributes include vender's abilities, integrity and benevolence. Trust intention implies that "the

truster is securely willing to depend, or intends to depend, on the trustee". (McKnight et al., 2002; Kim and Benbasat, 2003). Trusting beliefs is believed to be able to positively affect trusting intentions (McKnight et al., 2002; Kim and Benbasat, 2003; Gefen et al., 2003; Mayer et al., 1995).

Positive relationship between trust and loyalty can be found in a lot of researches (Chiou 2004; Becerra & Korgaonkar 2011; Zheng et al. 2012). For example, Lee, Kim, and Moon (2000) discovered that trust has a strong impact customer loyalty, while another study discovered that customers' online shopping experiences affects their trust level towards e-retailer (Kim et al. 2009). However, Herington and Weaven (2007) argues that no significant relationship is found between trust and loyalty, therefore, trust is a complex concept and caution is demanded when studying trust. (McKnight et al., 2002; Kim and Benbasat, 2003)

#### Web Design and E-Loyalty

In e-commerce, website is the channel between consumers and e-retailers, transactions are usually conducted on a website (DeLone & McLean, 2004). Some online sellers' websites attract more traffic than those of other sellers just because of their effective website design features (Hsu, Chang, Chu, & Lee, 2014). In a bunch of researches, web design is considered to be an important dimension of service quality and found to be directly or indirectly associated through satisfaction or trust with loyalty (Goode & Harris 2007; Caruana & Ewing 2010). Cho and Park (2001) discovered that web design quality strongly affect satisfaction of internet shopping consumers, Wolfenbarger and Gilly (2003) found that website design factors can

predict consumers' evaluation of quality, satisfaction and loyalty towards e-retailers. In their research trying to integrate the e-loyalty development process, Kim, Jin and Swinney (2009) discovered website design significantly effects on e-satisfaction and e-satisfaction significantly effects on the development of e-loyalty. In general, webpage loading speed, aesthetics of the website, website navigation that affects users' convenience should be considered in website design (Verhagen & van Dolen 2009; Ha & Im 2012; Lu et al. 2012).

#### Price and E-Loyalty

The way how price affect e-loyalty is unclear, even though it does play an obvious role in deciding whether consumers is loyal to an e-retailer or not. (Chiang & Dholakia 2003; Chiou et al. 2010). For example, in Jiang and Rosenbloom (2005) a positive and direct association between favorable price perceptions and customer revisit intention was found, even if it is only a weak association. Swaid and Wigand (2009) viewed price as an internal dimension of cognitive loyalty and named it "price tolerance", they found positive association between service quality factors and price tolerance. Han and Ryu (2009) considered price to be a cue for consumers to evaluate their experiences with a product or a service provider and shape their attitude towards this provider.

#### Product Quality and E-Loyalty

Buzzell and Gale (1987) defined product quality as perceptions of consumers towards all non-price characteristics of a firm's good or service. In e-commerce, products are traded between e-retailers and online shoppers, thus the concept of

product quality is similar with the products in traditional market (Ziaullah, Yi & Akhter, 2014). Jarvenpaa and Todd (1996) argues that product quality and product variability are the two most important factors for consumers to make an online shopping decision, and consumers intend to continue visiting the specific e-retailer if their expectation in this manner is met. Patterson (1993) argues that product quality is the most fundamental factor to determine customer's satisfaction. Lin et al. (2011) found that product quality, delivery quality and fair price has positive relationship with customer's satisfaction in internet shopping and encourage marketing practitioners in e-commerce context to pay more attention on product sourcing. Houston and Taylor (1999) found that product quality can fundamentally determine consumer's purchase willingness from website and it will further reflect the web trustworthy level.

#### Service Quality and E-Loyalty

Parasuraman et al. (2005) defined e-service quality as “the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and services.” Santos (2003) referred e-service quality to the “overall customer assessment and judgments in relation to the excellence and the quality of e-service delivery in the virtual marketplace.” Service quality of e-retailer has direct impact on loyal relationship between them and their customers (HILA LUDIN & Cheng, 2014). E-retailers who offers excellent service quality have advantage for understanding the expectation of their customers, and thus they can take this advantage to improve the customers' satisfaction (Khristiano et al., 2012). Christodoulides and Michaelidou (2010) state that e-retailers with the ability to

provide and exchange information with their customers through formal or informal platform can increase the customers' satisfaction and offer extra value to the online shoppers' experience.

Some researchers found direct relationship between e-service quality and customer loyalty (Srinivasan et al., 2002), while others found that e-service quality affects customer loyalty via customer satisfaction. (Ribbink et al., 2004; Kim et al., 2009; Gounaris et al., 2010).

#### Brand Promoting Activities and E-Loyalty

Gommans, et al. (2001) divides brand promoting activities into two major types: brand image building and frequency programs. Brand image building in traditional consumer market are mainly through one-way mass communications model of advertising campaigns, but in cyberspace of e-commerce, the nature of internet enables a two way or even group communications approach to build brand image. An example of this is the online social entity which is also described as virtual community organized by e-retailer or its customers, this virtual community aims to facilitate the exchange of information related to the product of service of an e-retailer. (Srinivasan et al., 2002)

Frequency programs are usually used to prevent brand switching to competitive product or alternative stores, loyalty cards are the most often used form of frequency programs (Dowling & Uncles, 1997). It becomes easier to implement frequency loyalty programs in e-markets, because the database technology of e-commerce

website can easily record consumers' previous purchase behavior and buy frequency.

(Deitel et al., 2001).

The following table is a summary of previous influential empirical studies on E-Loyalty:

Table 1: Influential empirical studies on E-Loyalty

References	Objectives of Study	Findings
Srinivasan et al. (2002)	Exploring the antecedents of e-loyalty and their impact on e-loyalty	Customization, Contact interactivity, Customer cultivation, Care, Community, Choice, and Character of the e-retailer influence e-loyalty
Anderson and Srinivasan (2003)	Investigating the impact of satisfaction towards loyalty in electronic online shopping context	<ul style="list-style-type: none"> <li>● Satisfaction directly affect loyalty;</li> <li>● Satisfaction indirectly affect loyalty via convenience motivation and perceived value</li> </ul>
Wolfenbarger and Gilly (2003)	Examining impact of e-tail quality on satisfaction and loyalty	Web design, fulfillment/reliability, privacy/security and customer service are strongly predictive for loyalty
Parasuraman et al. (2005)	Establishing methods to measure e-service quality	<ul style="list-style-type: none"> <li>● Most critical: efficiency and fulfillment influence loyalty intentions</li> <li>● Critical: system availability affects loyalty intentions</li> <li>● Least critical: privacy impacts loyalty intentions</li> </ul>

(Continued)

Table 1(Continued): Influential empirical studies on E-Loyalty

Flavián et al. (2006)	Studying the relationship between perceived usability, satisfaction, trust and website loyalty	<ul style="list-style-type: none"> <li>● Trust positively affect loyalty</li> <li>● Satisfaction positively affect loyalty</li> </ul>
Jarvenpaa and Todd (1996)	Examining how the antecedents of traditional loyalty can affect e-loyalty	Product quality and product variability influence customers' perception of products, which will further affect the re-visit intention to the same website.
Gefen (2002)	Studying the impact of service quality towards trust and loyalty	<ul style="list-style-type: none"> <li>● E-Trust affects E-Loyalty</li> <li>● Perceived switching costs to another online vendor affect E-Loyalty</li> <li>● Tangible Service Quality affects E-Loyalty</li> </ul>
Kim and Lee (2004)	Identifying the under lying dimensions of Web service quality	Information content, reputation and security, structure and ease of use, and usefulness are found to significantly affect e-loyalty
Kim and Lennon (2013)		<ul style="list-style-type: none"> <li>● Reputation significantly and positively affects consumers' emotion</li> <li>● Companies established reputation through media exposure, WOM and e WOM</li> <li>● Reputation significantly and negatively affects perceived risk</li> </ul>
Valvi and West (2013)	explore factors influencing customers' e-loyalty to five online bookselling websites in the UK	<ul style="list-style-type: none"> <li>● Price is found to significantly affect e-loyalty towards online bookstores</li> </ul>



## 2.2 Hypothesis (es)

Based on the review of related literatures in the previous sections, the author of this research proposes the following underlying drivers of e-loyalty towards online shopping platform in Bangkok Thailand:

### 1) Product and Value:

Product variability (Jarvenpaa and Todd, 1996)

Product quality (Jarvenpaa and Todd, 1996)

Price (Valvi and West, 2013)

Famous brand availability (proposed by the author of this paper)

### 2) Web Design:

Layout and color (Wolfenbarger and Gilly, 2003)

Navigation (Wolfenbarger and Gilly, 2003)

Clearly demonstrated product information (Wolfenbarger and Gilly, 2003; Kim and Lee ,2004; Gefen, 2002)

### 3) Technology:

Loading speed (Wolfenbarger and Gilly,2003)

Efficient search engine (Wolfenbarger and Gilly,2003)

### 4) Service Quality

Easy ordering process (Wolfenbarger and Gilly, 2003; Kim and Lee ,2004; Gefen, 2002)

Easy and flexible payment method (Proposed by the author of this paper)

Responsiveness (Srinivasan et al., 2002)

On time delivery (Parasuraman et al., 2005)

Timely and updated tracking information (Parasuraman et al., 2005)

5) Security and Trust:

Third party approval (Gefen, 2002)

Secure payment system (Proposed by the author of this paper)

Trust worthy (Flavián et al., 2006; Gefen, 2002; Kim and Lee, 2004)

Privacy protection (Parasuraman et al., 2005; Wolfinbarger and Gilly, 2003)

6) Brand Promoting Activities

Media exposure (Kim and Lennon, 2013)

Word of mouth from friends (Kim and Lennon, 2013)

Electronic word of mouth from internet (Kim and Lennon, 2013)

Virtual community (Srinivasan et al., 2002)

And the hypotheses of this research are then proposed accordingly as follow:

H1o: Product and Value does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H1a: Product and Value does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H2o: Web Design does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H2a: Web Design does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H3o: Technology does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H3a: Technology does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H4o: Service Quality does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H4a: Service Quality does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H5o: Security and Trust does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H5a: Security and Trust does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H6o: Brand Promoting Activities does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H6a: Brand Promoting Activities does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

### 2.3 Conceptual Framework



Figure 1: Research Model

## CHAPTER 3

### METHODOLOGY

In this chapter, the research design of this paper will be explained, following the structure of “research onion” (Figure 3.1) developed by (Saunders, Lewis and Thornhill, 2009). After this, population and sample selection, research instrument will be discussed, finally the reliability and validity test result will be illustrated and statics of data analysis will be explained.

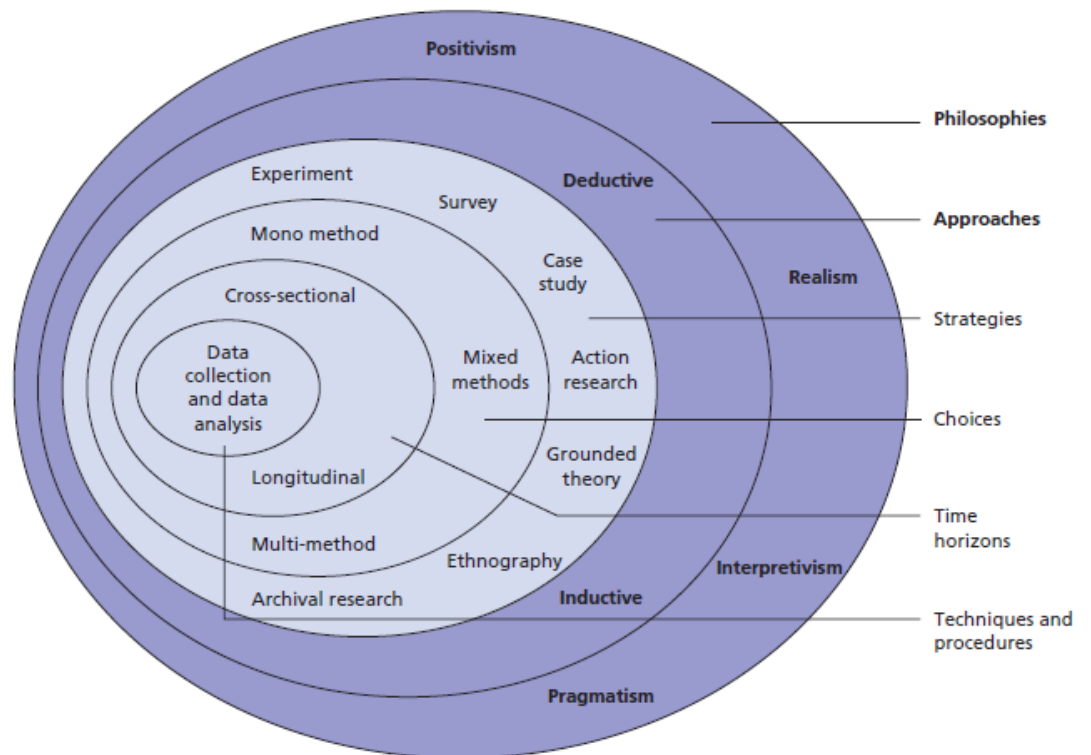


Figure 2: Research Onion

Source: © Saunders, M., Lewis, P., and Thornhill, A. (2009). Research methods for business students (5th edition). UK: Pearson.

### 3.1 Research Design

According to the “research onion” of Saunders et al. (2009), five layers should be considered successively when designing a research: research philosophy, research approach, research choices, time horizons, techniques and procedures. These five issues will be discussed in the following sections.

#### 3.1.1 Research Philosophy

A researcher’s philosophy decides the assumptions about the way he/she view this world, and these assumptions will further decide the choice of research strategy and methods of his/her research (Saunders et al., 2009). Philosophy that a researcher chooses to commit to influence the research objective as well as the way it is conducted (Johnson & Clark, 2006).

Saunders et al. (2009) argues that there are two major way to think about research philosophy: ontology and epistemology. Ontology deal with the nature of reality and it is a system of beliefs on what constructs the fact. Epistemology, on the other hand, is about the researchers’ view about what kind of knowledge should be adopted in the field of study.

Positivism argues that only observable phenomena can provide credible data, facts, while in contrast interpretivism seeks the subjective meaning of the observed fact. Positivistic researchers conduct a research by raising hypotheses based on existing theory and then seeks observable data to either reject or accept all or part of the hypotheses they raise up, in this way positivistic researchers develop new theory

(Saunders et al., 2009). In this research, the author adopts positivism research philosophy.

### 3.1.2 Research Approach

#### Deductive and inductive research

According to Saunders et al. (2009), there are two types of research approaches: deductive approach and inductive approach, and the extent to which a researcher is clear about the theory before starting the research decides the adoption of the research approach.

Saunders et al. (2009) argues that the deductive approach is most commonly used when trying to explain relationship between variables. In deductive approach, a theory is tested by hypothesis (or hypotheses) formulated based on this theory, data is collected afterwards to verify whether the hypothesis (or hypotheses) is (are) acceptable or not, and then conclusions are reached (Ghauri & Grønhaug, 2005). An extensive review of previous literature is needed to study the previous theories and hypotheses in order to build up a theoretical base (Bryman & Bell, 2011).

On the contrary to deductive research trying to test the existing theories, inductive research aims to create new theories (Bryman and Bell, 2011). In inductive approach data is collected first and theory is then developed based on the analysis of the collected data (Saunders et al., 2009).

In Saunders et al. (2009), it is further indicated that deductive approach is normally adopted positivism research which inductive approach is more often adopted by interpretivism.

## Quantitative and qualitative research

A researcher can choose to collect data either from quantitative method which is normally related to deductive perspective, or qualitative method which is normally related to inductive perspective (Bryman and Bell, 2011).

Quantitative method is used when large amount of data is needed to be collected from a large population (Ghauri & Grønhaug, 2005). The data collected should be measurable in the form of comparable numbers, and it should be able to be tested in order to draw a conclusion for the research (Bryman & Bell, 2011). When examining causal relationships between variables, quantitative method is often adopted (Neuman, 2003). In the contrary, qualitative method puts more emphasis on words instead of numbers (Saunders et al., 2009). Neuman (2003) states that when qualitative method is adopted for a research, data gathering is less formalized with few respondents compared with quantitative method.

This research aims to find out the factors that affect online shoppers' E-loyalty towards the online shopping platforms in Bangkok Thailand. The research adopts the positivism research philosophy, deductive approach and quantitative method is thus applied in this research.

By now the first two layers of the “research onion”: research philosophy and research approach have been discussed. The next three layers: research strategy, research choice and time horizons can be considered as the process of research design, in which the research questions are turned into a research project. (Robson, 2002)

### 3.1.3 Research Design



In the previous section, first two layers of the research onion have been uncovered. In this section the next three layers: research strategy, research choices and time horizon will be discussed. These three layers consist of the research design, which is a general plan about how to answer the research questions.

### Research Purpose

Before explaining the research design of this research, the purpose of this research will be clarified first. Saunders et al. (2009) classified researches into three types according to their purpose: exploratory, descriptive and explanatory.

The exploratory design is normally used to explore a problem which is still not clear (Aaker et al., 2010), and the nature of exploratory research is mostly qualitative (Bryman & Bell, 2011; Ghauri & Grønhaug, 2005). On the other hand, it is common for the explanatory and descriptive designs to be conducted in quantitative method (Saunders et al., 2009). The descriptive research is to answer questions such as what, who, when, where and how with regards to a specific situation (Aaker et al., 2010). When relationship between variables needs to be investigated, an explanatory design is supposed to be adopted, this design studies the cause and effect between different variables (Saunders et al., 2009)

The purpose of this research is to found out the factors that affect online shopper's E-loyalty towards online shopping platforms in Bangkok Thailand, by the definition of Saunders et al. (2009), this is an explanatory research, which is to investigate the relationship between variables.

### Research Strategy

The choice of research philosophy and approach will affect the way to answer the research question, and the research question will influence the whole research project, including the choice of strategy, techniques of data collection and procedures for data analysis, as well as the time horizon of the research. (Saunders et al., 2009)

Survey strategy is adopted in this research, as Saunders et al. (2009) indicated that it is usually used for deductive approach, and it enables researchers to economically collect massive data from large population. Considering the research purpose as well as the budget constrain, it is suitable to use a survey strategy for this research.

#### Research Choice

Saunders et al. (2009) refer the process of choosing and combining data collection techniques as “research choice”. When there is only one data collection technique adopted in a research, this research chooses a “mono method” to conduct the research.

In this research, mono method is adopted, and a single quantitative data collection method is used through questionnaire only.

#### Time Horizons

Time horizons, as the last layer of research design, can be classified in to two types: cross-sectional study and longitudinal study. Cross-sectional study deals with a phenomenon at a specific time, while longitudinal study focus on change or development over time (Saunders et al., 2009). Due to the limitation of time, this research adopts the cross-sectional studying method.

By now we have already discussed five layers of the “research onion”, which are research philosophy, research approach, research strategy, research choice and time horizons. The last layer of this onion, is the data collection and data analysis techniques. This will be discussed in the following sections.

### 3.2 Population and Sample Selection

#### 3.2.1 Population and Sample Size

Sanders et al. (2009) indicated that because of the limitation of time, money and access, it would be infeasible to collect or to analyze all the available data available, therefore sample techniques is needed to reduce the data needed to be collected. Sample techniques consider only data from a sub-group, instead of all the possible cases. The group of all possible data is referred to population, and the sub-group of data collected from population is called sample (Sanders et al., 2009).

In this research, the research objective is to find out the online shopper’s E-loyalty towards online shopping platforms in Bangkok Thailand, therefore, the population of this research is all online shoppers in Bangkok. To be more specific, all Bangkok citizens who has at least one time of online shopping experience constitutes the population of this research.

The sample size was determined by applying a formula which was suggested by Yamane (1967). The formula is shown as below;

$$n = \frac{N}{1 + N(e^2)}$$

Where, n = the sample size

$N$  = the size of population

$e$  = the level of precision

According to the Department of Provincial Administration (2016), the amount of citizen in Bangkok metropolis by December 2016 is 5,686,646, given the precision level is set to be 95% confidence ( $e=0.05$ ). Thus, the sample size is;

$$n = \frac{5,686,646}{1 + 5,686,646(0.05^2)}$$

$$\approx 399.97$$

Therefore, a total sample size of 400 is needed.

### 3.2.2 Sampling techniques

Sampling techniques are methods that enable the researchers to lower down the amount of data needed to be collected, by using data only from a sub-group (Sanders et al., 2009).

In this research, simple random probability sampling technique is adopted to collect data. Simple random probability sampling technique is a sampling technique to select the sample randomly from a sample frame, during the process of simple random probability sampling, each case of the population has the same probability to be selected (Sanders et al., 2009).

The first question of the questionnaire is a qualifying question concerning whether the respondent has any online shopping experience before. Only the

respondents with a YES answer to the first question can further proceed with the questionnaire and answer the rest of the questions.

### 3.3 Research Instrument

#### 3.3.1 Questionnaire Design

It is easier for respondents to understand a questionnaire if it is designed attractively (Bryman & Bell, 2011). Saunders et al. (2009) made discuss about how to overcome the difficulties when designing a questionnaire in order to get more responses from respondents. A questionnaire which is too long may get low response rate because the respondents may feel too bored to complete it (Ghauri & Grønhaug, 2005). It is therefore important to formulate the questions shortly and concisely(Bryman & Bell, 2011), and to avoid including two questions in one question (Saunders et al., 2009).

Both open and/or closed questions can be adpoted in one questionnaire (Saunders et al., 2009). Dillman (2007) refered open question to open-ended question, respondents to answer these kind of question as per their will without any restrictions (Fink, 2003). Close question, which is also refered to close-ended question (Dillman, 2007), on the other hand, offers predetermined answers to respondents and request them to choose from those answers. Bryman and Bell (2011) emphasize that a questionnaire should not include too many open questions because it is usually more difficult for respondents to answer and thus may lead to a low response rate. Saunders et al. (2009) indicate that close questions are quicker and easier to answer.

The importance of an explanation to purpose of the questionnaire is stated in Saunders et al. (2009), this explanation should be made on the first page of the questionnaire shortly and clearly in order to achieve a response rate as high as possible (Dillman, 2007). Therefore, on the first page of the online questionnaire of this study, an introduction of the purpose of this questionnaire is made.

Ghuri and Grønhaug (2005) indicate a questionnaire should start with questions seeking to understand the background information of the respondents. Therefore, in the first part of the questionnaire is designed to get the background information of respondents' online experience. The first question is a qualifying question concerning whether the respondent has any online shopping experience before. Only the respondents with a YES answer to the first question can further proceed with the questionnaire and answer the rest of the questions. The second question in the first part of the questionnaire is an open question asking about the website or shopping platform that the respondents are loyal to. This question intent to let the respondents understand which website to think of when answering questions in second part of the questionnaire. Finally, the third question asks about the product category that the respondent purchases most often from the website he/she write down in the second question.

The second part of the questionnaire is designed to measure underlying drivers of e-loyalty, and also to explain the relationship between these variables. As proposed previously, the underling drivers of e-loyalty in this study include: Web Design, Technology, Product and Value, Service Quality, Security and Trust, Brand Promoting Activities. Aaker et al. (2010) stated that Likert scale enabled the

respondent to rank the degree of agreement towards a certain statement, and these ranking data enable the researchers to study the relationships between variables.

Therefore, Likert scale is used to measure the underlying drivers of e-loyalty in this study and to study the relationships between these variables.

Finally, in the last part of the questionnaire, questions about the demography information of the respondent is asked. The purpose of asking this kind of demography questions is to see whether the hypotheses which are proposed between E-loyalty and its drivers can be generalized, and to what extent they can be generalized. Another purpose of asking demography questions is to draw a profile of loyal customer for different online shopping platform. These questions include information about the respondent's gender, age, income, education level, online shopping frequency and marriage status. All these questions asking about demography information are close questions with predetermined answers. In case that for some question(s), the predetermined answers cannot reflect actual situation of the respondent, an "other" option is offered, and respondent is requested to specify their actual situation if he/she choose "other" as the answer.

The first question is about the respondent's gender, the answers of which are made into three categories: male, female ore LGBT (Lesbian, gay, bisexual, and transgender). This second question asks about the respondent's age, which is divided into six categories; under18, 18-25, 26-29, 30-35, 35-45 and above 45. Income is inquired in the third with four predetermined answers: 0-10,000 baht/10,001-20,000 baht/20,001-35,000 baht/More than 35,000 baht. Education level including high school, bachelor degree, master degree and doctor degree is to be selected in the

fourth question. Online shopping frequency is asked in the fifth question with three predetermined options and “other” as a free option to let respondent describe their actual situation. Finally, marriage status is asked in the last question.

Google Drive is used to create an actual online questionnaire. Google Drive can create forms to include the questions in the questionnaire of this research, and these forms can be easily spread or distributed over the Internet through email or social media apps such as Facebook and line. And the data collected in Google Drive can be automatically put into spreadsheet, from which the data can be easily imported into SPSS.

### 3.3.2 Operationalization

Some variables are easy to measure, such as the gender, age, frequency of shopping online etc., but other variables with abstract concepts or subjective nature are difficult to measure. Abstract concepts of the variables need to be rendered into a tangible and measurable way in order to collect data, this process is called operationalization (Sekaran & Bougie, 2014). In order to operationalize the abstract concept of a variable, definition of it needs to be made and the content of the measure need to be thought of. In this study, the variables need to be operationalized include Product & Value, Web Design, Technology, Service Quality, Security and Trust, Brand Promoting Activities.

In order to create the instrument to measure the above variables in this research, the author of this research has reviewed previous literature, brainstormed ideas and discussed with project advisor as well as some field experts in e-commerce business



in Thailand. Finally, the questions to measure the variables in this research was created and listed as follow (Table 2):

Table 2: Operationalization of research variables

Variables	Questions	Inspired by Article
Web Design	The layout and color of this online shopping platform is appealing to me.	Gummerus et al. (2004), Wolfinbarger and Gilly (2003)
	This website has easy navigation, I can find my interested product very easily.	Gummerus et al. (2004), Wolfinbarger and Gilly (2003)
	The product information demonstrated on this Website is clear enough for me to make decision	Gummerus et al. (2004), Wolfinbarger and Gilly (2003)
Technology	The loading speed of the website is quick	Gummerus et al. (2004), Wolfinbarger and Gilly (2003)
	Search engine of this website is effective	Gummerus et al. (2004), Wolfinbarger and Gilly (2003)
Product & Value	This website offers a wide range of products	Jarvenpaa and Todd (1996)
	The products I buy from this website have good quality	Jarvenpaa and Todd (1996)
	The price of products sold on this website are competitive compared with other websites	Valvi and West (2013)
	I can find enough famous brand in this website	Created by the author
Security & Trust	This website has third-party approval which makes me feel safe to shop and pay online	Kim et al. (2008)
	I feel secure about the electronic payment system of this company	Created by the author
	This online shopping platform is worth to trust	Koufaris and Hampton-Sosa (2004)
	I feel secure when providing private information to this online company	Created by the author
Service Quality	The ordering process of this website is easy	Srinivasan et al. (2002)

(Continued)

Table 2(Continued): Operationalization of research variables

	The website has various payment methods, and it is easy for me to make payment.	Created by the author
	This website response to my request quickly	Ribbink et al. (2004)
	Ordered product will always be send to me on time as the website has promised	Mentzer et al. (2001), Bienstock and Royne (2010)
	This website offers delivery tracking information which is timely and updated	Mentzer et al. (2001), Rafiq and Jaafar (2007)
Brand Promoting Activities	I have a good impression of the website because of advertisement of it on TV/magazine/social media	Kim and Lennon (2013)
	People I know recommend this website to me	Kim and Lennon (2013)
	I have read a lot of positive comment about this website from the internet and social media	Kim and Lennon (2013)
	This website has its own virtual community or social media communities to let its user make comments or media communities to let its user make comments or exchange ideas.	Srinivasan et al. (2002)

Five- Likert style rating scale was adopted to let respondents rate their degree of agreement with the above listed statements, the degree of agreement is from strongly disagree to strongly agree, and the scores of each level are set as below:

1= Strongly Disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly Agree

The detailed questionnaire of this study can be found in Appendix A.

### 3.4 Reliability and Content Validity

Before using the questionnaire discussed in previous sections to collect data, five field experts are invited to test the content validity by using Rovinelli and Hambleton's (1977) item-objective congruence index, and a pre-test with 30 respondents is applied in order to test the reliability.

#### 3.4.1 Content Validity Test

IOC (item-objective congruence index) is a method to evaluate the content validity of questionnaire. Field experts are asked to evaluate each item according to their opinions about whether the designed question can clearly measure the attribute of objective. There are three options for each question:

1: I am certain that the question can clearly measure the objective

0: I am not certain whether the question can clearly measure the objective or not

-1: I am certain that the question can NOT clearly measure the objective.

The result of all questions is then put into the following formula to calculate IOC value:

$$IOC = \frac{\sum R}{N}$$

Where,

IOC= consistency between questions and objectives

$\Sigma R$ = Sum of all assessment points from all experts

N= Number of experts

Index of each question must be 0.5 or higher for this question to be acceptable.

The five filed experts that were asked to evaluate the questionnaire of this research are:

1. Miss. Wanida Manaletsamrith, A students from Huachiew Chalermprakiet University, online shopper with 5 years online shopping experience in Thailand.
2. Mr. Perry Ye, Managing Director of Nubia Technology (Thailand) Company Limited, a company sells 60% of its mobile phone product from online channel.
3. Miss. Sawanya Pipatpaisarn, Senior Marketing Manager of 24 Shopping Company Limited, an online e-retailer of CP All.
4. Miss. Rawiwan Horinouchi, Managing Director of DPX Logistic Company Limited, a third party logistic provider for e-commerce customers.
5. Miss. Narisara Udomkitmongkol, SME Owner, E-Vendor who sells cosmetic products from online channel

The result of IOC for each question in the questionnaire of this research is above 0.5, so the content validity is verified. Details of IOC result can be found in Appendix B.

### 3.4.2 Reliability Test

A pre-test with 30 respondents is applied in order to test the reliability.

According to Cronbach (1951), reliability can be verified when Cronbach's alpha value is higher than 0.7.

The criteria of reliability are showed as the table below:

Table 3: Criteria of Reliability Result

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

The reliability test results using SPSS software are showed as below:

Table 4: Reliability Test Result

Variables	Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
All Parts (22 items)	.953	Very High	Excellent
Web Design (3 items)	.861	Very High	Excellent
Technology (2 items)	.866	Very High	Excellent
Product & Value (4 items)	.764	High	Good
Service Quality (5 items)	.929	Very High	Excellent
Security & Trust (4 items)	.858	Very High	Excellent
Brand Promoting (4 items)	.871	Very High	Excellent

From the above test result, it is clear that all the variables have a Cronbach's alpha value higher than 0.7, therefore the reliability of all variables is verified. The detailed reliability test results can be found in Appendix C.

### 3.5 Statistics for Data Analysis

#### 3.5.1 Cross Tabulation

Cross tabulation, also known as contingency table analysis, is used for categorical data analysis, multidimensional data can be displayed by using this technique. Cross Tabulation is used when data is categorized by one or more categorical variables, it displays the joint frequency of data based on two or more categorical variables.

This paper uses cross tabulation to draw a profile of the loyal customers of different online shopping platforms.

#### 3.5.2 Multinomial Logistic Regression

According to Greene (2012), multinomial logistic regression is a method used to study the way that a given set of independent variables affect the probabilities of the different possible outcomes of a categorical dependent variable, it is used when the dependent variable is nominal and there are more than two categories of answers for this dependent variable.

The multinomial logistic model has two assumptions. First, for each case of every independent variable, there can be only a single value. Second, it is also assumed that independent variables cannot perfectly predict dependent variables for any case.

There are multiple equivalent ways to describe the mathematical model underlying multinomial logistic regression. This can make it difficult to compare different treatments of the subject in different texts. The article on logistic regression

presents a number of equivalent formulations of simple logistic regression, and many of these have analogues in the multinomial logit model.

The basic idea to describe the mathematical model for multinomial logistic regression is to use dot product to create a linear predictor function from which constructs a score from a set of weights is constructed, and this score should be are linearly combined with the explanatory variables (features) of a given observation:

$$\text{score}(X_i, k) = \beta_k \cdot X_i$$

Where:

$X_i$  - vector of explanatory variables describing observation  $i$ ,

$\beta_k$  - vector of weights (or regression coefficients) corresponding to outcome  $k$ ,

$\text{score}(X_i, k)$  - score associated with assigning observation  $i$  to category  $k$ .

In discrete choice theory, where observations represent people and outcomes represent choices, the score is considered the utility associated with person  $i$  choosing outcome  $k$ . The predicted outcome is the one with the highest score.

It is assumed that there are a sets of  $N$  data points observed the observing objectives. Each data point  $i$  contains a set of  $M$  explanatory variables  $x_{1,i} \dots x_{M,i}$ , and an corresponding categorical outcome  $Y_i$ , which can take on one of  $K$  possible values. These possible values represent different categories of dependent variable, and they are often coding with number from 1 to  $K$  in order to be described mathematically. The attributes of each data points can be expressed and described by the value of these explanatory variables and outcome. Using these value of observed data, multinomial logistic regression seeks to build up a model that explains the relationship between the explanatory variables and the outcome, and use this model to predict the outcome of new data points by collecting data of explanatory variables.

Multinomial logistic regression uses a linear predictor function  $f(k, i)$  to predict the probability that observation  $i$  has outcome  $k$ , of the following form:

$$f(k, i) = \beta_{0,k} + \beta_{1,k}x_{1,i} + \beta_{2,k}x_{2,i} + \beta_{3,k}x_{3,i} + \dots + \beta_{M,k}x_{M,i}$$

Where,

$\beta_{M,k}$  - regression coefficient associated with the  $m$ th explanatory variable and the  $k$ th outcome

The regression coefficients and explanatory variables are normally grouped into vectors of size  $M+1$ , so that the predictor function can be written more compactly:

$$f(k, i) = \beta_k \cdot x_i$$

Where,

$\beta_k$  - the set of regression coefficients associated with outcome  $k$ ,

$x_i$  - set of explanatory variables associated with observation  $i$ .

In this study, the dependent variable is a nominal variable, the value is the choice of online shopping platform that the respondent is loyal to. And all independent variables are measurable variables with ordinal value. So multinomial logistic regression is applied in this study.



### 3.6 Methodology summary

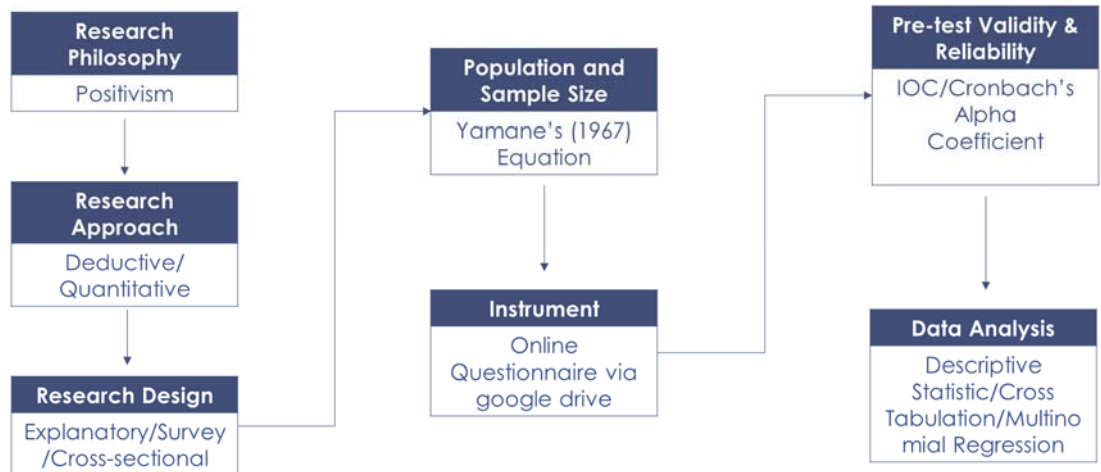


Figure 3: Methodology Summary

## CHAPTER 4

### RESEARCH RESULTS

In the chapter, demographics data of all respondents, results of research variables and results of hypothesis testing will be demonstrated successively, and a summary of hypotheses testing result will be made.

#### 4.1 Summary of Demographic Data

In this section, demographic data of the respondents will be demonstrated in table 5, and a brief description about this data will be made.

Table 5: Demographic data of respondents

Demographic Information		Frequency	Percent (%)
Gender	Male	112	27.9
	Female	256	63.7
	LGBT	34	8.5
Age	Under 18	24	6.0
	18-25	132	32.8
	26-29	36	9.0
	30-35	76	18.9
	36-45	86	21.4
	Above 45	48	11.9
Income	0-10,000 baht	100	24.9
	10,001-20,000 baht	80	19.9
	20,001-35,000 baht	90	22.4
	More than 35,001 baht	132	32.8
Education	High School	48	11.9
	Bachelor Degree	258	64.2
	Master Degree	92	22.9
	Doctor Degree	4	1.0
Shopping Frequency	Less than 1 time per month	26	6.5
	1 time per month	156	38.8
	2-3 times per month	146	36.3
	more than 3 times per month	74	18.4
Marriage Status	Single	276	68.7
	Married	126	31.3

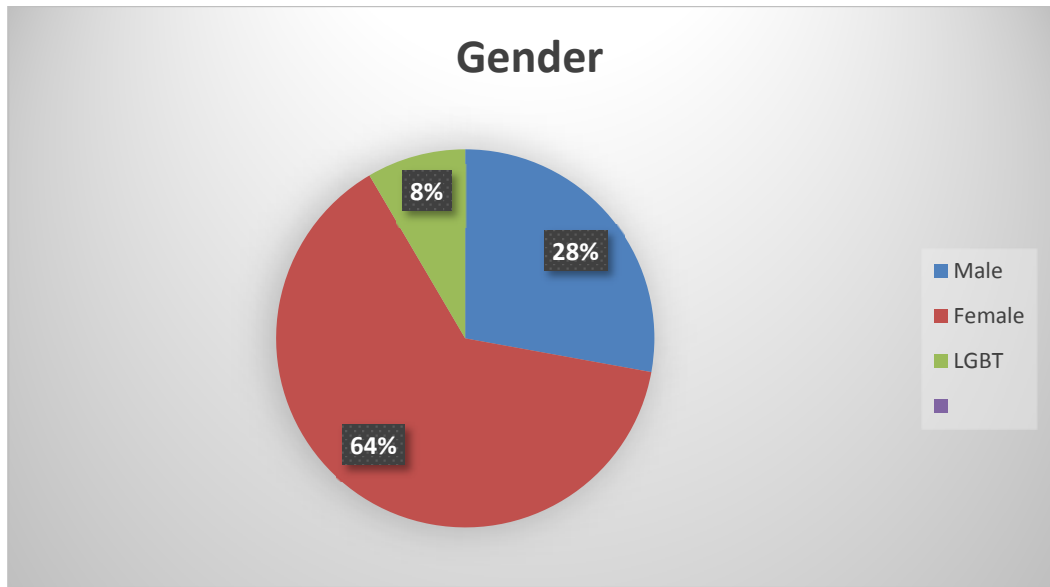


Figure 4: Respondents Gender

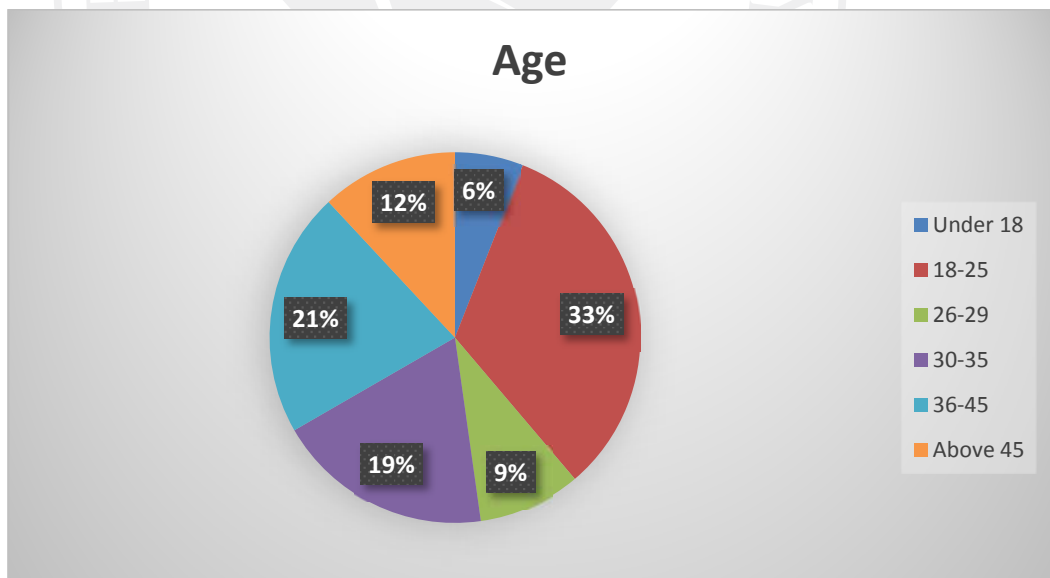


Figure 5: Respondents Age

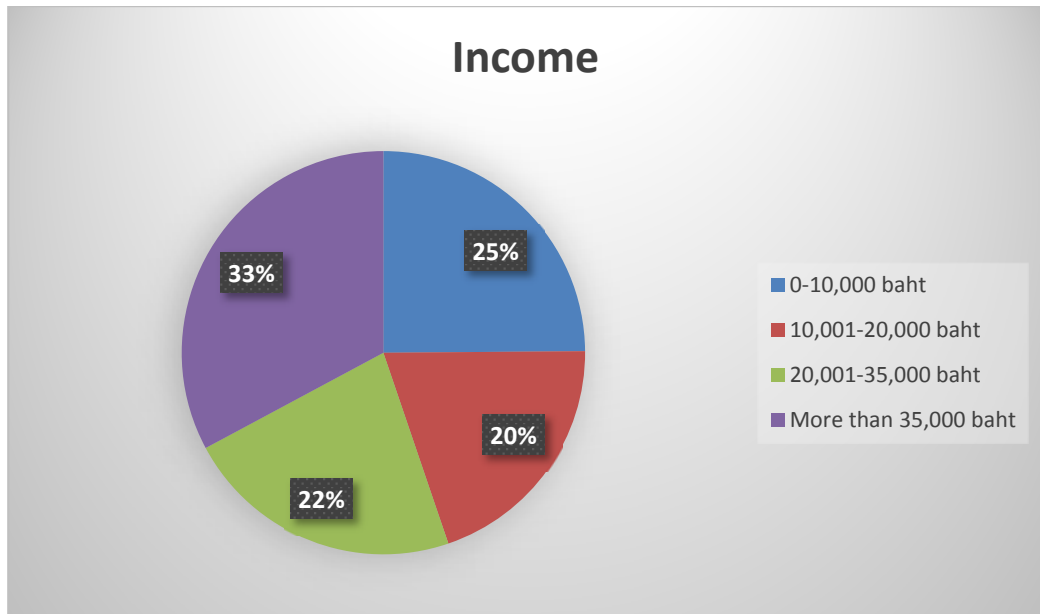


Figure 6: Respondents Income

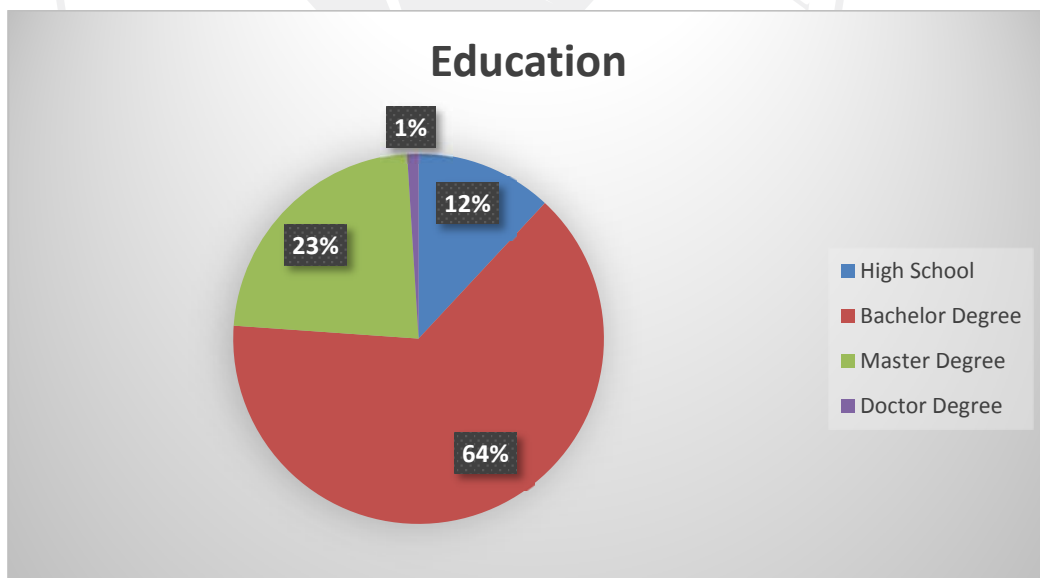


Figure 7: Respondents Education

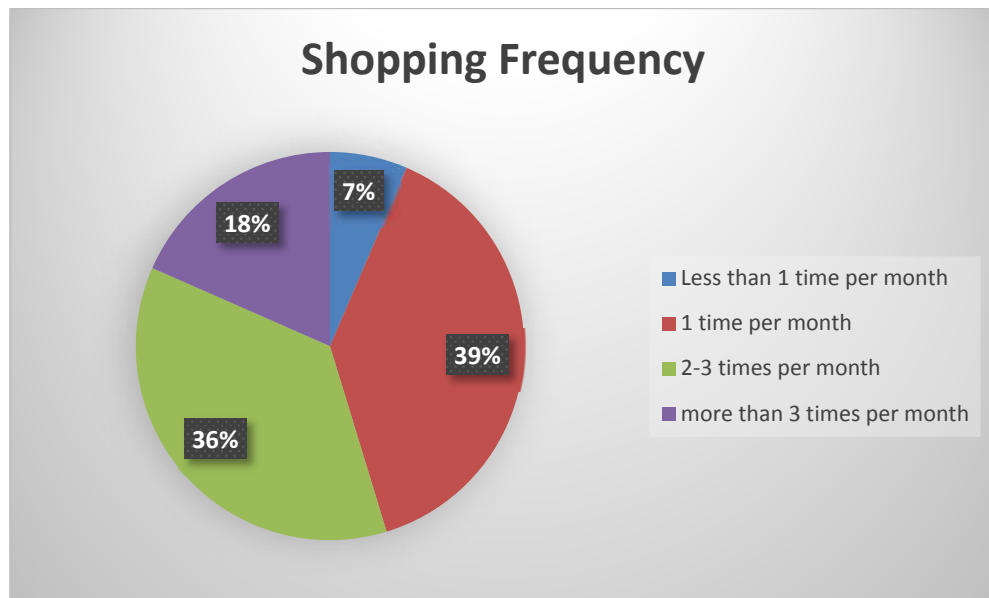


Figure 8: Respondents Shopping Frequency

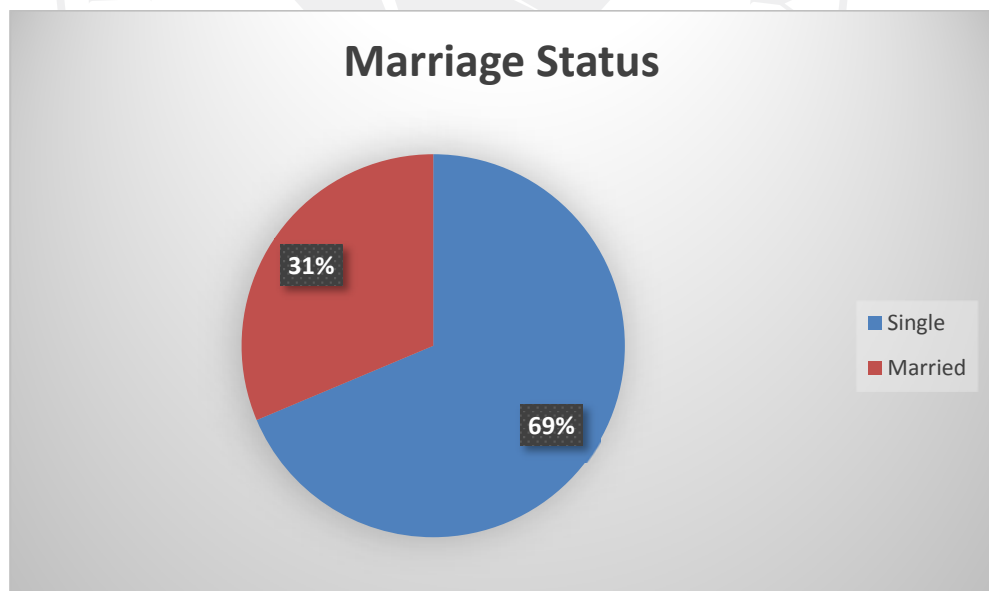


Figure 9: Respondents Marriage Status

To summarize, there are totally 418 respondents who responded to the online questionnaire, out of which 16 respondents replied that they have never done any

online shopping before, data from these 16 respondents are therefore excluded, and data of the rest 402 respondents is valid.

Among these 402 respondents, 27.9% were man, 63.7% were women and the rest 8.5% were LGBT (lesbian, gay, bisexual, and transgender).

The largest age group of the respondents is 18-25, consists of 32.8% of the total sample amount, followed by the age groups of 36-45 (21.4%) and 30-35 (18.9%), when taking the age group 26-29 (9%) into consideration, respondents from age between 18-45 take 82.1% of the total sample amount. Age group under 18 takes only 6% and age group above 45 takes 11.9%.

Income of 24.9% of the respondents is below 10,000 baht, 19.9% between 10,001 and 20,000 baht, 22.4% between 20,001 to 35,000 baht, and 32.8% above 35,000 baht.

11.9% of the respondents has high school as their highest education level, 64.2% has bachelor degree, 22.9% has master degree and only 1% has doctor degree.

Respondents who reported to do online shopping one time per month consists 38.8% of the total sample amounts, and those who reported to shop 2-3 times per month contribute 36.3%. There were 6.5% of the sample shopped online less than one time per month, and there were 18.4% of frequent online shoppers who shopped online more than 3 times per month.

Finally, in terms of marriage status, there were 68.7% of single respondents and the rest 31.3% of respondents were married.

#### 4.2 Results of Research Variables

In this section, the results of research variables will be demonstrated.

Table 6: Results of loyal shopping platform

Loyalty Website			
2. which online shopping platform are you loyal to?		Frequency	Percent (%)
Valid	Facebook	84	20.9
	Instagram	54	13.4
	Lazada	110	27.4
	Line	62	15.4
	Other	92	22.9
	Total	402	100.0



Figure 10: Respondents' choice of loyal online shopping platform

In answering the question: “which online shopping platform are you loyal to?”, with a total 402 valid samples, 27.4% of the respondents chose Lazada, 20.9% chose Facebook, 15.4% voted Line, and 13.4% Voted Instagram. These four online shopping platforms rank top 4 in the list of all responses, contribute to 77.1% of the total responses. None of the rest answers got a percentage over than 5%, thus not being representative enough when being alone, the author of this study therefore

aggregated them into “other” type, which contribute totally 22.9%.

Table 7: Categories of most shopped products

Product Category			
3. Which of the following product category do you buy from the above website most often?		Freq uency	Percent
Valid	Clothes/shoes/watches/bags	196	48.8
	Grocery/Health/Beauty	74	18.4
	Consumer Electronics	34	8.5
	Toys/children/baby	26	6.5
	Other	72	17.9
	Total	402	100.0

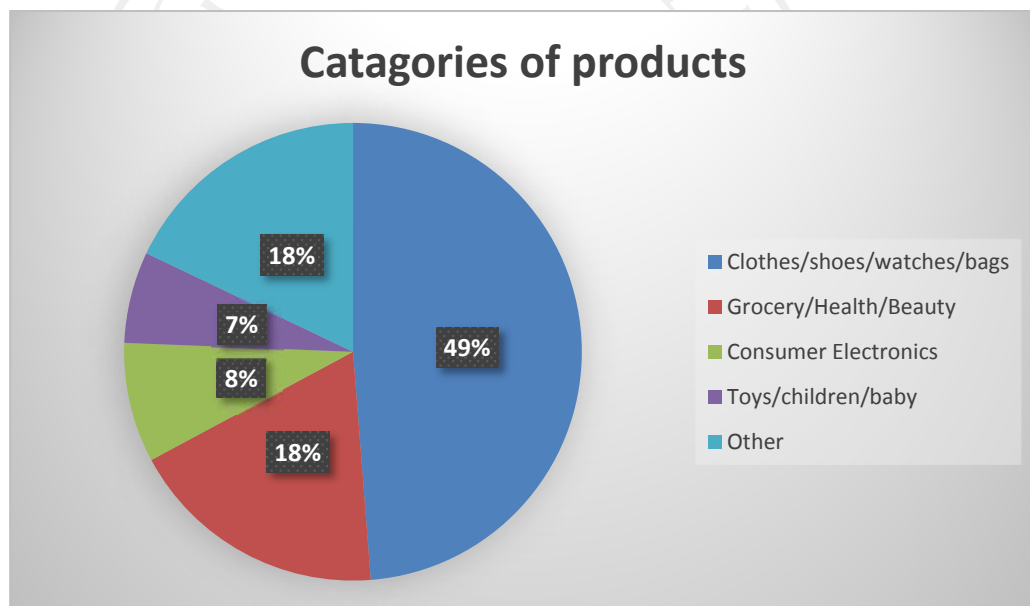


Figure 11: Categories of most shopped products

In answering the question: “which of the following product category do you buy from the above website most often?”, with a total 402 valid samples, 48.8% of the respondents chose “Clothes/shoes/watches/bags”, 18.4% chose “Grocery/Health/Beauty”, 8.5% of the respondents voted “Consumer Electronics” and 6.5% of them voted “Toys/children/baby”. For other category, none got a percentage over than 5%, thus not being representative enough when being alone the author of this study therefore aggregated them into “other” type, which contribute totally



17.9%.

Table 8: Summary of answers to questions of variables

<b>Descriptive Statistics</b>						
Variables	N	Minimum	Maximum	Mode	Mean	Std. Deviation
<b>Main factors affecting E-loyalty</b>						
Web Design	402	1	5	4	3.61	.898
Technology	402	1	5	4	3.80	.901
Product & Value	402	1	5	4	4.05	.881
Service Quality	402	1	5	5	4.24	.821
Security & Trust	402	1	5	5	4.22	.918
Brand Promoting	402	1	5	4	3.82	.898
<b>Details of Web Design Factor</b>						
Layout & Color	402	1	5	4	3.72	.843
Navigation	402	1	5	4	4.07	.767
Product Information	402	1	5	4	3.95	.894
<b>Details of Technology Factor</b>						
Loading Speed	402	1	5	4	3.99	.888
Search Engine	402	1	5	5	4.05	.911
<b>Details of Product &amp; Value Factor</b>						
Product Variability	402	1	5	4	3.99	.934
Product Quality	402	1	5	4	3.79	.863
Price	402	1	5	4	3.72	.927
Famous Brand Availability	402	1	5	4	3.76	.900
<b>Details of Security &amp; Trust Factor</b>						
Third Party Seal	402	1	5	4	3.81	.986
Secure Payment System	402	2	5	4	3.86	.884
Trustworthy	402	1	5	4	3.90	.861
Privacy Protection	402	1	5	4	3.68	.931
<b>Details of Service Quality Factor</b>						
Easy Order Process	402	1	5	4	3.91	.908
Easy Payment Method	402	1	5	4	4.04	.889
Responsiveness	402	1	5	4	3.81	.923
On Time Delivery	402	1	5	4	3.87	.878
<b>Details of Brand Promoting Factor</b>						
Tracking Information	402	1	5	4	3.83	.969
Media Exposure	402	1	5	3	3.60	.959
WOM	402	1	5	4	3.61	1.038
E WOM	402	1	5	4	3.63	.884
Community	402	1	5	3	3.49	.959

The table 8 presents a summation of the respondents' answers to the all the questions designed to measure various factors that affect E-loyalty, including minimum value, maximum value, mode, mean and standard deviation. The standard deviation is showing how much each answer on average differed from the mean of the variable.

Table 9: Crosstabulation between gender and loyal website

<b>Gender * Loyal Website Crosstabulation</b>								
			Loyal Website					Total
			Facebook	Instagram	Lazada	Line	Other	
Gender	Male	Count	20	10	46	12	24	112
		% within Loyal Website	23.8%	18.5%	41.8%	19.4%	26.1%	27.9%
	Female	Count	64	38	58	38	58	256
		% within Loyal Website	76.2%	70.4%	52.7%	61.3%	63.0%	63.7%
	LGBT	Count	0	6	6	12	10	34
		% within Loyal Website	0.0%	11.1%	5.5%	19.4%	10.9%	8.5%
Total		Count	84	54	110	62	92	402
		% within Loyal Website	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

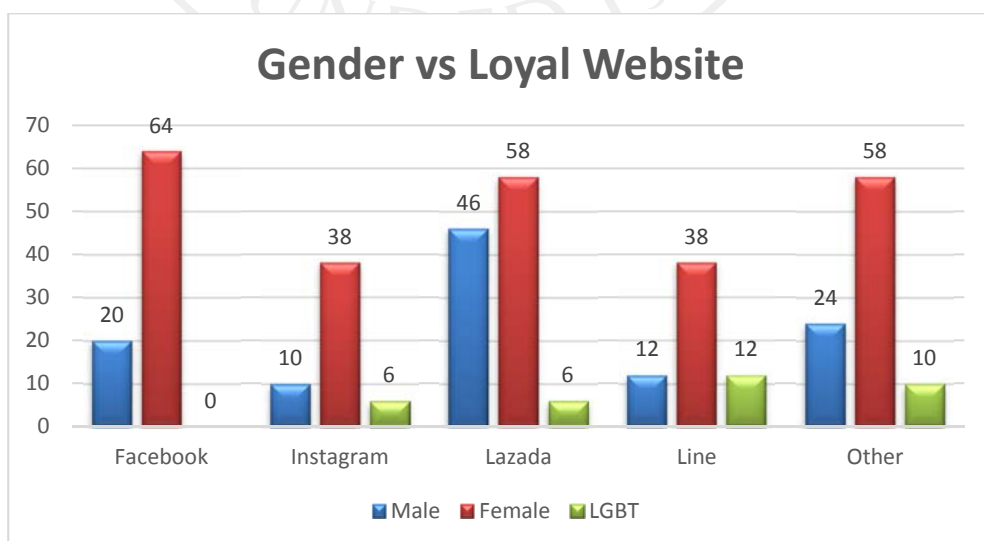


Figure 12: Crosstabulation between gender and loyal website



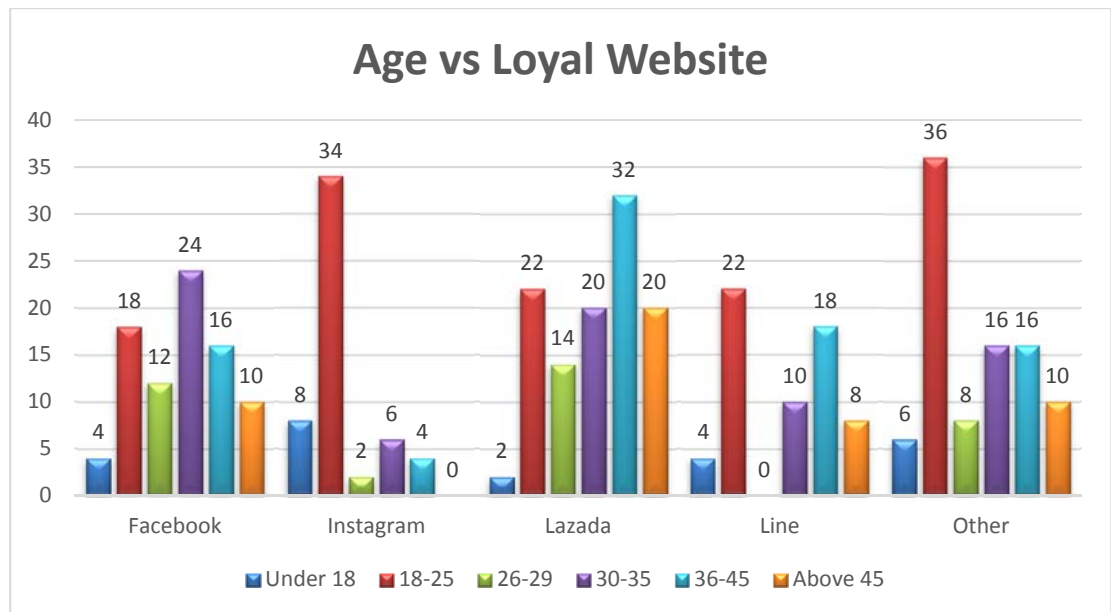


Figure 13: Crosstabulation between age and loyal website

Table 10 is the result of cross tabulation between age and the shopping platform the respondents are loyal to. The statistics shows that among all loyal online shoppers of Facebook, 28.6% are coming from the age group 30-35 years old, which contributes the highest percentage. The age group that contributes the most for loyal customer of Lazada is 36-45 years old, which takes 29.1% of all Lazada's loyal online shoppers. Age group from 18-25 years old contributes 63% of loyal online shoppers to Instagram and 35.5% to Line, which ranks higher than other age group.

Table 11: Crosstabulation between income and loyal website

Income * Loyal Website Crosstabulation								
			Loyal Website					Total
			Facebook	Instagram	Lazada	Line	Other	
Income	0-10,000 baht	Count	14	32	16	16	22	100
		% within Loyal Website	16.7%	59.3%	14.5%	25.8%	23.9%	24.9%
	10,001-20,000 baht	Count	18	10	24	12	16	80
		% within Loyal Website	21.4%	18.5%	21.8%	19.4%	17.4%	19.9%
	20,001-35,000 baht	Count	20	4	32	14	20	90
		% within Loyal Website	23.8%	7.4%	29.1%	22.6%	21.7%	22.4%
	More than 35,001 baht	Count	32	8	38	20	34	132
		% within Loyal Website	38.1%	14.8%	34.5%	32.3%	37.0%	32.8%
Total		Count	84	54	110	62	92	402
		% within Loyal Website	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

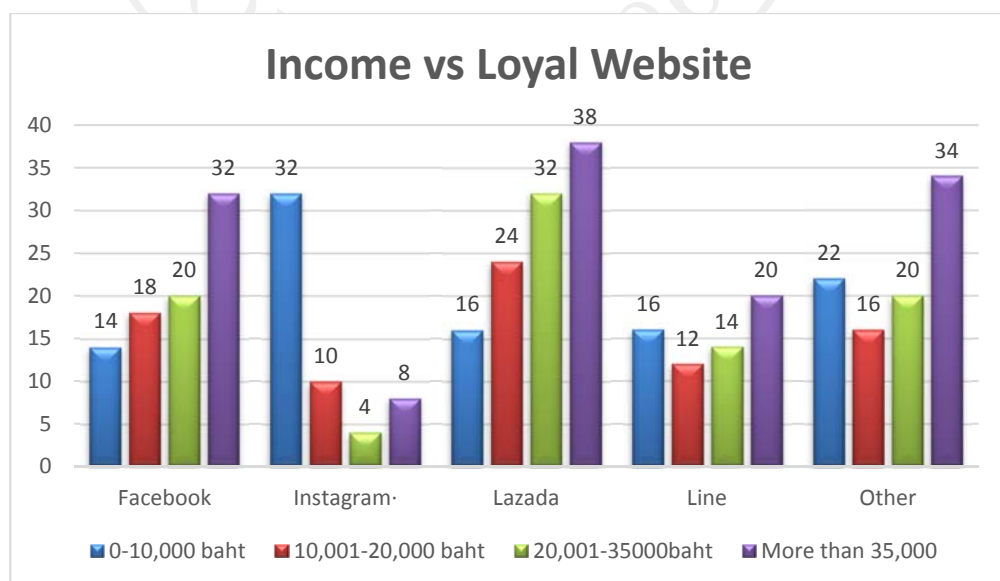


Figure 14: Crosstabulation between income and loyal website



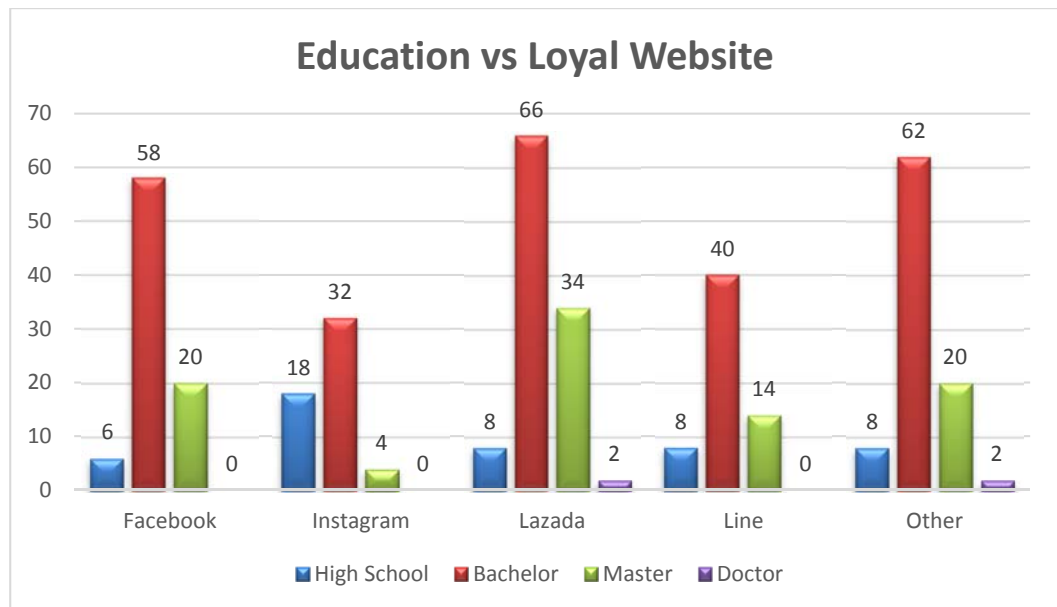


Figure 15: Crosstabulation between education and loyal website

Table 12 is the result of cross tabulation between education level of online shoppers and the shopping platform they are loyal to. The statistics shows all brand choices share the same pattern that online shoppers with bachelor degree tend to dominate Online Shopping in Bangkok Thailand

Table 13: Crosstabulation between shopping frequency and loyal website

<b>Shopping Frequency * Loyal Website Crosstabulation</b>								
			Loyal Website					Total
			Facebook	Instagram	Lazada	Line	Other	
Shopping Frequency	Less than 1 time per month	Count	2	6	8	0	10	26
		% within Loyal Website	2.4%	11.1%	7.3%	0.0%	10.9%	6.5%
	1 time per month	Count	24	22	46	30	34	156
		% within Loyal Website	28.6%	40.7%	41.8%	48.4%	37.0%	38.8%

(Continued)

Table 13(Continued): Crosstabulation between shopping frequency and loyal website

	2-3 times per month	Count	32	18	40	26	30	146
		% within Loyal Website	38.1%	33.3%	36.4%	41.9%	32.6%	36.3%
	more than 3 times per month	Count	26	8	16	6	18	74
		% within Loyal Website	31.0%	14.8%	14.5%	9.7%	19.6%	18.4%
Total		Count	84	54	110	62	92	402
		% within Loyal Website	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 13 is the result of cross tabulation between shopping frequency of online shoppers and the shopping platform they are loyal to. The statistics shows all brand choices share the same pattern that online shoppers with the shopping frequency from 1 to 3 times per month tend to dominate Online Shopping in Bangkok Thailand.

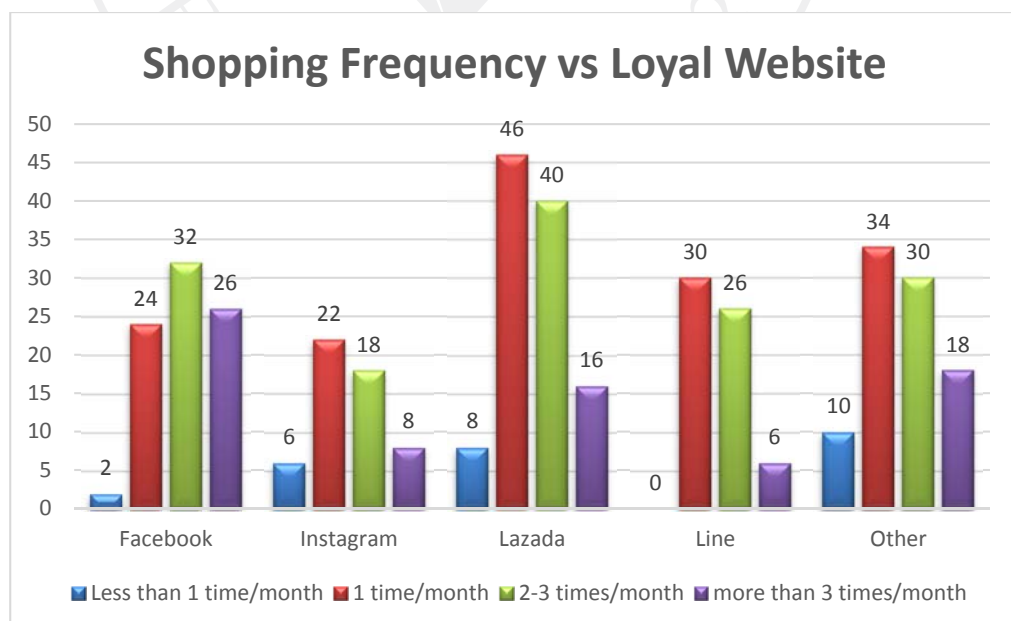


Figure 16: Crosstabulation between shopping frequency and loyal website



Table 14: Crosstabulation between marriage status and loyal website

Marriage Status * Loyal Website Crosstabulation								
			Loyal Website					Total
			Facebook	Instagram	Lazada	Line	Other	
Marriage Status	Single	Count	54	48	60	44	70	276
		% within Loyal Website	64.3%	88.9%	54.5%	71.0%	76.1%	68.7%
	Married	Count	30	6	50	18	22	126
		% within Loyal Website	35.7%	11.1%	45.5%	29.0%	23.9%	31.3%
Total		Count	84	54	110	62	92	402
		% within Loyal Website	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

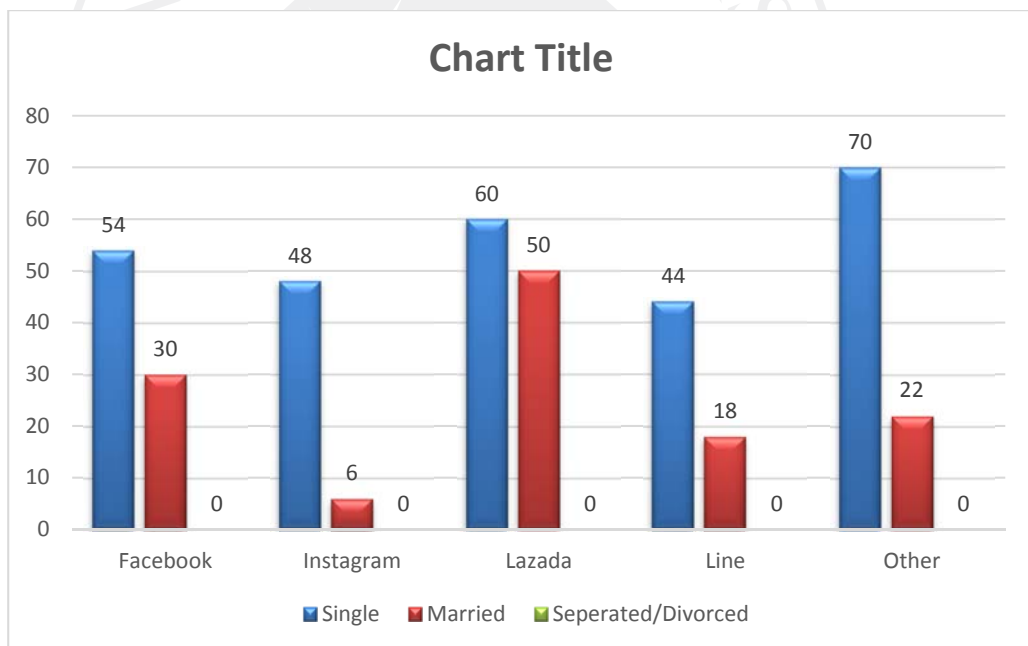


Figure 17: Crosstabulation between marriage status and loyal website

Table 14 is the result of cross tabulation between marriage status of online shoppers and the shopping platform they are loyal to. The statistics shows all brand choices share the same pattern that single online shoppers tend to dominate Online Shopping in Bangkok Thailand.

### 4.3 Results of Hypothesis Testing

The result of the Multinomial Logistic Regression analysis is showed in the following table:

Table 15: Multinomial Logistic Regression Results

<b>Likelihood Ratio Tests</b>				
Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
<b>Product &amp; Value</b>				
<b>PRO1</b>	<b>621.571</b>	<b>47.758</b>	<b>16</b>	<b>.000*</b>
<b>PRO2</b>	<b>613.671</b>	<b>39.858</b>	<b>16</b>	<b>.001*</b>
<b>PRO3</b>	<b>604.098</b>	<b>30.286</b>	<b>16</b>	<b>.017*</b>
PRO4	598.874	25.062	16	.069
<b>Web Design</b>				
<b>WEB1</b>	<b>378.578</b>	<b>59.931</b>	<b>16</b>	<b>.000*</b>
WEB2	343.534	24.888	16	.072
<b>WEB3</b>	<b>347.730</b>	<b>29.083</b>	<b>16</b>	<b>.023*</b>
<b>Technology</b>				
<b>TEC1</b>	<b>249.701</b>	<b>59.921</b>	<b>16</b>	<b>.000*</b>
<b>TEC2</b>	<b>228.760</b>	<b>38.979</b>	<b>16</b>	<b>.001*</b>
<b>Service Quality</b>				
<b>SER1</b>	<b>598.543</b>	<b>27.338</b>	<b>16</b>	<b>.038*</b>
<b>SER2</b>	<b>620.369</b>	<b>49.165</b>	<b>16</b>	<b>.000*</b>
<b>SER3</b>	<b>605.118</b>	<b>33.913</b>	<b>16</b>	<b>.006*</b>
<b>SER4</b>	<b>626.403</b>	<b>55.198</b>	<b>16</b>	<b>.000*</b>
<b>SER5</b>	<b>598.434<sup>b</sup></b>	<b>27.229</b>	<b>16</b>	<b>.039*</b>
<b>Security &amp; Trust</b>				
<b>SEC1</b>	<b>587.392</b>	<b>32.202</b>	<b>16</b>	<b>.009*</b>
<b>SEC2</b>	<b>577.502</b>	<b>22.312</b>	<b>12</b>	<b>.034*</b>
<b>SEC3</b>	<b>588.976</b>	<b>33.786</b>	<b>16</b>	<b>.006*</b>
<b>SEC4</b>	<b>602.841</b>	<b>47.651</b>	<b>16</b>	<b>.000*</b>
<b>Brand Promoting Activities</b>				
BRA1	595.283	22.554	16	.126
<b>BRA2</b>	<b>634.350</b>	<b>61.620</b>	<b>16</b>	<b>.000*</b>
<b>BRA3</b>	<b>619.675</b>	<b>46.945</b>	<b>16</b>	<b>.000*</b>
<b>BRA4</b>	<b>644.730</b>	<b>72.001</b>	<b>16</b>	<b>.000*</b>

The result of multinomial logit shows the followings:

#### Hypothesis 1

H1o: Product and Value does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H1a: Product and Value does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

Given p-value of PRO1, PRO2 and PRO3 are less than .05 (PRO1 p-value=.000, PRO2 p-value=.001, PRO3 p-value=.017), thus we can reject H1o: Product and Value does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand and accept H1a: Product and Value does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand.

The result indicates that PRO1-product variability, PRO2-product quality and PRO3-price significantly affect Online Shoppers' E-loyalty towards online shopping platform in Bangkok Thailand

#### Hypothesis 2

H2o: Web Design does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H2a: Web Design does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

Given p-value of WEB1 and WEB3 are less than .05 (WEB1 p-value=.000, WEB3 p-value=0.023), thus we can reject H2o: Web Design does not influence

online shopper's e-loyalty towards online shopping platform in Bangkok Thailand and accept H2a: Web Design does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand.

The result indicates that WEB1-layout and color of website, WEB3-clearly demonstrated product information significantly affect Online Shoppers' E-loyalty towards online shopping platform in Bangkok Thailand.

### Hypothesis 3

H3o: Technology does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H3a: Technology does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

Given p-value of TEC1 and TEC2 are less than .05 (TEC1 p-value=.000, TEC2 p-value=0.001), thus we can reject H3o: Technology does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand and accept H3a: Technology does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand.

The result indicates that TEC1-loading speed of the website, TEC2-efficiency of the search engine significantly affect Online Shoppers' E-loyalty towards online shopping platform in Bangkok Thailand.

### Hypothesis 4

H4o: Service Quality does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H4a: Service Quality does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

Given p-value of SER1, SER2, SER3 SER4 and SER5 are less than .05 (SER1 p-value=.038, SER2 p-value=.000, SER3 p-value=.006, SER4 p-value=.000, SER5 p-value=.039), thus we can reject H4o: Service Quality does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand and accept H4a: Service Quality does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand.

The result indicates that SER1-easy order process, SER2-easy payment method, SER3-responsiveness, SER4-on time delivery, SER5-timely and updated delivery tracking information significantly affect Online Shoppers' E-loyalty towards online shopping platform in Bangkok Thailand.

#### Hypothesis 5

H5o: Security and Trust does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H5a: Security and Trust does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

Given p-value of SEC1, SEC2, SEC3 and SEC4 are less than .05 (SEC1 p-value=.009, SEC2 p-value=.034, SEC3 p-value=.006, SEC4 p-value. =000), thus we

can reject H5o: Security and Trust does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand and accept H5a: Security and Trust does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand.

The result indicates that SEC1-third party approval, SEC2-secure electronic payment system, SEC3-trustworthy, SEC4-privacy protection significantly affect Online Shoppers' E-loyalty towards online shopping platform in Bangkok Thailand.

#### Hypothesis 6

H6o: Brand Promoting Activities does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H6a: Brand Promoting Activities does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

Given p-value of BRA2, BRA3 and BRA4 are less than .05 (BRA2 p-value=.000, BRA3 p-value=.000, BRA4 p-value=.000), thus we can reject H6o: Brand Promoting Activities does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand and accept H6a: Brand Promoting Activities does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand.

The result indicates that BRA2-word of mouth from friend, BRA3-electronic word of mouth from internet, BRA4-virtual community build up by online shopping platform significantly affect Online Shoppers' E-loyalty towards online shopping platform in Bangkok Thailand.

#### 4.4 Summary of Hypothesis Testing

In previous section, the results of hypothesis testing have been result. To summarize, the following hypotheses have been rejected:

H1o: Product and Value does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H2o: Web Design does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H3o: Technology does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H4o: Service Quality does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H5o: Security and Trust does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H6o: Brand Promoting Activities does not influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

And the following hypotheses have been accepted:

H1a: Product and Value does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H2a: Web Design does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H3a: Technology does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H4a: Service Quality does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H5a: Security and Trust does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

H6a: Brand Promoting Activities does influence online shopper's e-loyalty towards online shopping platform in Bangkok Thailand

Therefore, it can be concluded that all the proposed factors from the theoretical model, including product and value, web design, technology, service quality, security and trust, brand promoting activities all significantly affect online shopper's e-loyalty towards online shopping platform in Bangkok Thailand.

This conclusion that the proposed factors significantly affect e-loyalty is in line with previous research. Lin et al. (2011) found that product quality, delivery quality and fair price has positive relationship with customer's satisfaction in internet shopping. Gummerus et al. (2004) verified the positive relationship between technology and customer loyalty. Wolfinbarger and Gilly (2003) found that website design factors can predict consumers' evaluation of quality, satisfaction and loyalty towards e-retailers. Lee, Kim, and Moon (2000) discovered that trust has a strong impact customer loyalty, Srinivasan et al. (2002) found directly relationship between e-service quality and customer loyalty. Kim and Lennon (2013) found the positive link between brand promoting activities and e-loyalty.



## CHAPTER 5

### DISCUSSION

#### 5.1 Research Findings and Conclusion

##### 5.1.1 Research Findings of Hypotheses Testing

Based on the hypotheses testing results, we have the following research findings:

Product and value factor was found to significantly related to e-loyalty towards online shopping platform. Elements that were found to affect e-loyalty includes: product variability of the online shopping platform, quality of products sold on the online shopping platform, and price of products sold on the online shopping platform. However, having enough famous brand sold on the online shopping platform was not found to be significantly connected with customers' loyalty.

Web design factor was found to significantly affect online shoppers' loyalty towards online shopping platform. Among all the dimensions of web design, appealing layout and color as well as clearly demonstrated product information was found to significantly affect online shoppers' loyalty towards online shopping platform, while another dimension easy navigation was not found to significantly connected with e-loyalty of customers.

A significant causal relationship between technology factor and e-loyalty was also discovered, and all dimensions of technology factors, including fast loading speed and efficient search engine of the online shopping platform were all found to significantly affect e-loyalty.

All dimensions of service quality were verified to significantly affect e-loyalty. Thus, service quality factors were concluded to have causal relationship with online

shoppers' loyalty. Dimensions of service quality includes: easy order process, easy payment method, responsiveness, on time delivery, timely and updated tracking information of delivery.

Same with service factors, all dimensions of security and trust factors were all found to significantly affect e-loyalty, and the dimensions includes: third party approval, secured electronic payment system, trustworthy of the online shopping platform, protection for private information.

Finally, three out of four dimensions of brand promoting factor were discovered to significantly affect e-loyalty, including: word of mouth from friends, electronic word of mouth from internet, virtual community build by the online shopping platform which enables information exchange between all online shoppers

#### 5.1.2 Customer profiling analysis findings of each brand

By cross tabulation analysis between the brand choice of loyal online shopping platform and the demographic information of online shoppers, we can draw a rough profile of loyal customer for different online shopping platform.

Among all 402 respondents, 84 online shoppers are loyal to Facebook, 54 online shoppers voted their loyalty to Instagram, 110 respondents selected Lazada, and 62 respondents are loyal to Line. The rest 92 respondents are loyal to other different online shopping platforms, but these are not representative enough and therefore not worth to do analysis.

For fans of Facebook, 76.2% are female, they have relatively even distribution in different age group from 18 years old to 45 years old, with the highest 28.6% in age

group 30-35. In terms of income, 38.1% of Facebook's loyal online shoppers have more than 35,000 Baht monthly income

Loyal online shoppers of Instagram are mainly female (70.4%) and overwhelming distributed in age group 18-25 (63%) comparing with other age groups. 59.3% of Instagram's loyal fans have income less than 10,000 baht, this is in line with their age.

When looking at Lazada, the contrast of gender is not as strong as other brands of online shopping platform, 52.7% female against 41.8% of male. Age group that takes the biggest part is 36-45 years old group (29%). In terms of monthly income, 34.5% of Lazada's loyal fans have other 35,000 Baht, this is the highest percentage but yet not overwhelming, 29.1% of them income are between 20,000 and 35,000 Baht and 21.8% are between 10,000 and 20,000 Baht.

Finally, for loyal online shopper of Line, female consists 63%, distribution of age group is relatively even with the highest percentage in age between 18 and 25 years old, second highest percentage is 29% in age between 36 and years old.

Above all these four brands, shopping frequency was not discovered to differ across brands. Most respondents for all brands reported to shop between one to three times per month.

## 5.2 Discussion

### Product & Value and E-Loyalty

Product and value factor was found to significantly affect e-loyalty towards online shopping platform in Bangkok Thailand. This discover is in line with Lin et al.

(2011) in which product quality and fair price were discovered to positively affect online shoppers' satisfaction which will in turns lead to loyalty.

Product variability, product quality and price were the factors that affecting e-loyalty, which famous brand availability of the online shopping platform was not found to be significantly related to e-loyalty. Product variability significantly affect E-loyalty, this can be explained by the purpose of internet shopping. Online shoppers seek convenience when they shop online, this include the possibility to gather as much as product information within as less time as possible. Therefore, if an online shopping platform offers a large variety of products, it can great help customer save time searching products. The significant effect of quality of product and price of product upon e-loyalty is easy to understand, after all, no matter in traditional market or online market, purchasing products with good quality and low price are always the constant aim of consumers. Insignificant relationship between famous brand availability and e-loyalty indicates that online shoppers do not care too much about whether the online shopping platform are carrying famous brands or not.

#### Web Design and E-Loyalty

Web Design factor was found to significantly affect e-loyalty towards online shopping platform in Bangkok Thailand. This is in line with the findings in Wolfinbarger and Gilly (2003) that customers' evaluation of quality, satisfaction and loyalty towards e-retailers can be predicted by website design factors.

The dimensions of web design which significantly affect e-loyalty include: appealing layout and color, clearly demonstrated product information. Easy navigation was not found to have significant relationship with e-loyalty.

The biggest difference between online shopping and conventional shopping is that consumers do not have direct contact with the products in online shopping environment. Consumers therefore can only judge the products or services from the appearance of the website and product information demonstrated on the website. This explains why layout and color as well as the clear demonstration of product information affects e-loyalty.

#### Technology and E-Loyalty

Website loading speed and efficient search engine which are dimensions of technology are both found to significantly affect e-loyalty, this finding verified the conclusion of Gummerus et al. (2004) that technology of the online shopping platform and online shopper's e-loyalty is related. Fast loading speed of the online shopping website and efficient search engine will improve customer experience by saving time for customer. Consumers are not likely to have a pleasant experience if they wait too long for a website to be loaded or if the search engine of the website always feedback to customer with irrelevant product.

#### Service Quality and E-Loyalty

The fact that all dimensions of service quality are found to be significantly related to e-loyalty indicates that online shopper's in Bangkok Thailand takes service quality of online shopping platform very seriously. This finding is in line with plenty of previous studies (Lin et al., 2016; Semeijn et al., 2005; Myunghee & Miyoung, 2017).

Easy order process, easy and flexible payment method, responsiveness, on time delivery and tracking information are the dimensions of service quality that e-retailers should pay attention to improve if they intent to make their customers loyal.

#### Security & Trust and E-Loyalty

Online shoppers in Bangkok Thailand also take security and trust very seriously as it is found that all dimensions of this factor are related to e-loyalty. Previous studies (Lee et al., 2000; Khan & Rahman, 2016) has drawn the same conclusion.

Online shopping platform therefore should have a third-party approval in order to increase their trustworthy, and improve the reliability of the electronic payment system as well as improve their measures to protect customers' private information.

#### Brand Promoting Activities and E-Loyalty

Among all dimensions of brand promoting factor, word of mouth from friends, electronic word of mouth from the internet and virtual community were found to significantly affect e-loyalty which another dimension media exposure was not found to be significantly related to e-loyalty. This indicates that opinions and advices from friends or gathered from internet play more important roles in predicting online shoppers' loyalty towards online shopping platform in Bangkok Thailand, meanwhile the results show media exposure cannot significantly affect e-loyalty. Therefore, an online shopping platform should pay high attention in building a good reputation in the market.

#### 5.3 Recommendation for Managerial Implication

From the above discussion of the findings and conclusions of this study, first of all the profiles of loyal online shoppers for four different online shopping platforms: Facebook, Instagram, Lazada and Line were drawn, the profiles reveals the main characteristics of the loyal customers of different online shopping platforms. E-retailers who sell their products on these four platforms can take advantage of these characteristics to make up their business strategies in order to retain their customers.

Secondly, the findings of this research reveal the factors that affect online shoppers' e-loyalty towards the online shopping platform in Bangkok Thailand, all practitioners in e-commerce business in Thailand who wish to increase the level of loyalty of their customers are recommended to use the findings of these research to improve their existing practice or make up some new measures to retain their customers.

For example, layout and color of the e-commerce website should be adjust to be attractive according to the perception of Thai people; functions, specifications or description of products or services should be made as clear as possible; service quality can be improve in the perspective of making the ordering process more simple, offering more options for payment, improving the responsiveness of customers service staffs, optimizing fulfillment process to guarantee on time delivery and building up a tracking system to feedback real time delivery status to customer; and so on so forth.

#### 5.4 Recommendation for Further Research

This paper studied the factors affecting online shopper's e-loyalty towards online shopping platform in Bangkok Thailand. The limitation of this study is that it focused

on Business to Consumer model of e-commerce market with the territory of Thailand. Future research can be extended to study Business to Business model or Consumers to Consumers model of e-commerce market, or study the e-loyalty in other countries.

In the meantime, this study took a cross sectional method to study the e-loyalty at a certain period of time. Future research can consider to use longitudinal method to study e-loyalty over different periods of time and see if the level of e-loyalty will vary via time.

Finally, this study did not separate the PC end online shoppers and mobile phone online shopper, however, there could be difference between these two kinds of online shoppers, and the factors affecting their loyalty level could be different as well. Future studies are suggested to focus on mobile phone online shopper as it has already become a new trend to shop on mobile phone.



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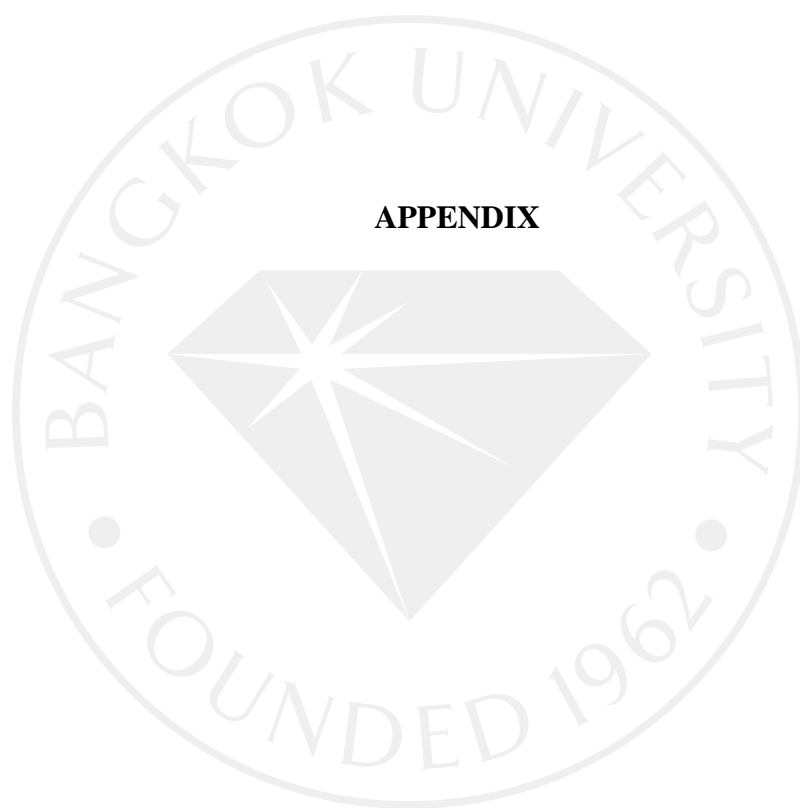
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**APPENDIX**

## Appendix A: Questionnaire

**QUESTIONNAIRE**

1. Have you ever done online shopping before?

Yes       No

2. What is the online shopping website or platform that you are loyal to?

3. Which of the following product category do you buy from the above website most often?

- Books
- Music/games/Film
- Consumer Electronics
- Computer & Office Supply
- Home/Garden/ Pets
- Toys/children/baby
- Clothes/shoes/watches/bags
- Sports/Outdoors
- Grocery/Health/Beauty
- DIY/tools/car
- Food
- Ticket
- Others\_\_\_\_\_

4. The following factors affect my loyalty level towards the above loyal website of mine:

*Product & Value: Such as Large product choices, competitive price, famous brand availability etc.*

*Web-Design: Such as Web layout & color, navigation, clear demonstrated product information etc.*

*Technology: Such as fast page load, server stability, effective search function etc.*

*Service Quality: Such as easy order process, optional payment method, fast product delivery etc.*

*Security & Trust: Such as Third-party approval, privacy protection, product return policy etc.*

*Brand Promoting: Such as Media exposure, good reputation, positive word of mouth etc.*

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
	1	2	3	4	5
Web-Design	1	2	3	4	5
Technology	1	2	3	4	5
Product & Value	1	2	3	4	5
Service Quality	1	2	3	4	5
Security & Trust	1	2	3	4	5
Brand Promoting	1	2	3	4	5

5. Please indicate the degree of agreement with each of the following statements by circling the appropriate number based on the following scales:

Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
1	2	3	4	5

### 5.1 Web Design

5.1.1 The layout and color of this online shopping website is appealing to me. 1 2 3 4 5

5.1.2 This website has easy navigation, I can find my interested product very easily. 1 2 3 4 5

5.1.3 The product information demonstrated on this Website is clear enough for me to make decision 1 2 3 4 5

### 5.2 Technology

5.2.1 The loading speed of the website is quick 1 2 3 4 5

5.2.2 Search engine of this website is effective 1 2 3 4 5

### 5.3 Product and value

5.3.1 This website offers a wide range of products 1 2 3 4 5

5.3.2 The products I buy from this website have  
good quality

1 2 3 4 5

5.3.3 The price of products sold on this website are  
competitive compared with other websites

1 2 3 4 5

5.3.4 There are lots of famous brand available in  
this online shopping website

1 2 3 4 5

#### **5.4 Security & Trust**

5.4.1 This website has third-party approval which  
makes me feel safe to shop and pay online.

1 2 3 4 5

5.4.2 I feel secure about the electronic payment system  
of this company

1 2 3 4 5

5.4.3 This online shopping website is worth to trust

1 2 3 4 5

5.4.4 I feel secure when providing private information  
to this online company

1 2 3 4 5

#### **5.5 Service Quality**

5.5.1 The ordering process of this website is easy

1 2 3 4 5

5.5.2 It is easy for me to pay for what I buy from this  
website because it offers various payment methods

1 2 3 4 5

(credit card/internet banking/mobile banking/pay at

physical store such as 7-11 etc.)

5.5.3 This website response to my request quickly 1 2 3 4 5

5.5.4 Ordered product will always be send to me on 1 2 3 4 5

time as the website has promised

5.5.5 This website offers delivery tracking information 1 2 3 4 5

which is timely and updated

## **5.6 Brand Promoting**

5.6.1 I have a good impression of the website because of 1 2 3 4 5

advertisement of it on TV/magazine/social media

5.6.2 People I know recommend this website to me 1 2 3 4 5

5.6.3 I have read a lot of positive comment about this website 1 2 3 4 5

from the internet and social media.

5.6.4 I can freely make comments or exchange ideas with 1 2 3 4 5

other online shoppers in the virtual community (website

comments area) or social media communities (fan page on

Facebook /line groups) built by this website.

6. Please answer the following questions about demographic information



6.1 What is your Gender?

Female       Male       LGBT

6.2 What is your Age

under 18     18-25     26-29     30-35     35-45      
45 up

6.3 What is your monthly Income?

0-10,000 baht  
 10,001-20,000 baht  
 20,001-35,000 baht  
 More than 35,001 baht

6.4 What is your Education level?

High School     Bachelor Degree     Master Degree     Doctor  
Degree

6.5 How often do you usually shopping online?

Less than 1 time per month     1 time per month     2-3 times per 1 month

more than 3 times per month

6.6 What is your Marital status?

Single

Married

Divorce/Separate



## Appendix B: Result of Validity Test

No.	Expert 1			Expert 2			Expert 3			Expert 4			Expert 5			Total Scores	IOC/N	Data Analysis
	1	0	(1)	1	0	(1)	1	0	(1)	1	0	(1)	1	0	(1)			
1	1			1			1			1			1			5	1.0	Acceptable
2	1			1				0		1			1			4	0.8	Acceptable
3	1			1			1			1			1			5	1.0	Acceptable
4	1			1				0		1			1			4	0.8	Acceptable
5.1.1			(1)	1			1			1			1			3	0.6	Acceptable
5.1.2	1			1			1			1			1			5	1.0	Acceptable
5.1.3	1			1			1			1			1			5	1.0	Acceptable
5.2.1	1			1			1	0		1			1			5	1.0	Acceptable
5.2.2		0		1				0		1			1			3	0.6	Acceptable
5.3.1	1			1			1			1			1			5	1.0	Acceptable
5.3.2	1					(1)	1			1			1			3	0.6	Acceptable
5.3.3	1			1				0			0		1			3	0.6	Acceptable
5.3.4	1			1			1			1			1			5	1.0	Acceptable
5.4.1	1			1				0		1			1			4	0.8	Acceptable
5.4.2	1			1			1			1			1			5	1.0	Acceptable
5.4.3	1			1			1			1			1			5	1.0	Acceptable
5.4.4	1			1			1			1			1			5	1.0	Acceptable
5.5.1	1			1			1			1			1			5	1.0	Acceptable
5.5.2	1			1			1			1			1			5	1.0	Acceptable
5.5.3	1			1			1			1			1			5	1.0	Acceptable
5.5.4	1			1			1			1			1			5	1.0	Acceptable
5.5.5	1			1			1			1			1			5	1.0	Acceptable
5.6.1		0		1				0		1			1			3	0.6	Acceptable
5.6.2	1			1			1			1			1			5	1.0	Acceptable
5.6.3	1			1			1			1			1			5	1.0	Acceptable
5.6.4		0		1				0		1			1			3	0.6	Acceptable
6.1		0		1			1			1			1			4	0.8	Acceptable
6.2	1			1			1			1			1			5	1.0	Acceptable
6.3	1			1			1			1			1			5	1.0	Acceptable
6.4		0		1			1			1			1			4	0.8	Acceptable
6.5	1			1			1			1			1			5	1.0	Acceptable
6.6		0		1			1			1			1			4	0.8	Acceptable

## Appendix C: Result of Reliability Test

## 1. Reliability of All Parts

**Reliability Statistics**

Cronbach's Alpha	N of Items
.904	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Web1-layout and color	81.321	170.078	.756	.950
Web2-navigation	80.857	166.794	.799	.949
Web3-Info Quality	81.036	168.258	.825	.949
Tec1-Loading Speed	81.107	169.136	.746	.950
Tec2-Searching Effectiveness	81.000	171.037	.637	.951
Pro1-Product Variability	80.964	170.999	.693	.951
Pro2-Product Quality	81.179	173.560	.587	.952
Pro3-Price	81.000	169.259	.716	.950

Pro4-Famous Brand	81.286	177.619	.320	.956
Avalibility				
Sec1-Third Party	81.071	173.476	.635	.951
Appoval				
Sec2-Secured Payment	80.821	174.448	.624	.952
Sec3-Trustworthy	81.071	175.180	.548	.952
Sec4-Privacy Protection	81.036	173.295	.665	.951
Ser1-Ease of Use	81.036	167.665	.769	.950
Ser2-Various Payment	81.000	171.407	.693	.951
Ser3-Responsiveness	80.964	169.517	.764	.950
Ser4-On Time Delivery	81.071	168.439	.755	.950
Ser5-Tracking Info	81.250	165.306	.738	.950
Bra1-Media Exposure	81.393	171.136	.692	.951
Bra2-WOM	81.464	167.147	.648	.952
Bra3-E WOM	81.286	167.841	.748	.950
Bra4-Community	81.786	173.063	.600	.952

## 2. Reliability of Web Design factors

### Reliability Statistics

Cronbac	N of
h's Alpha	Items
.861	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Correcte d Item-Total Correlation	Cronbac h's Alpha if Item Deleted
Web1-layout and color	8.033	3.275	.678	.859
Web2-navigation	7.500	2.741	.800	.745
Web3-Info Quality	7.733	2.685	.745	.801

## 3. Reliability of Technology factors

**Reliability Statistics**

Cronbac h's Alpha	N of Items
.866	2

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Correcte d Item-Total Correlation	Cronbac h's Alpha if Item Deleted
Tec1-Loading Speed	3.933	1.099	.763	.

Tec2-Searching Effectiveness	3.833	1.040	.763	.
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#### 4. Reliability of Product and Value factors

##### Reliability Statistics

Cronbach's Alpha	N of Items
.764	4

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pro1-Product Variability	11.276	6.278	.414	.779
Pro2-Product Quality	11.621	5.244	.584	.698
Pro3-Price	11.414	4.537	.800	.573
Pro4-Famous Brand Availability	11.724	5.135	.494	.754

#### 5. Reliability of Security and Trust factors

**Reliability Statistics**

Cronbach's Alpha	N of Items
.858	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Sec1-Third Party Approval	12.172	3.933	.629	.850
Sec2-Secured Payment	11.931	3.924	.706	.818
Sec3-Trustworthy	12.172	3.648	.749	.799
Sec4-Privacy Protection	12.138	3.766	.730	.807

## 6. Reliability of Service Quality factors

**Reliability Statistics**

Cronbach's Alpha	N of Items
.929	5



**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Correcte d Item-Total Correlation	Cronbac h's Alpha if Item Deleted
Ser1-Ease of Use	15.500	13.569	.809	.914
Ser2-Variou s Payment	15.400	15.145	.711	.932
Ser3-Responsiveness	15.400	13.559	.856	.905
Ser4-On Time Delivery	15.500	13.086	.888	.899
Ser5-Tracking Info	15.667	12.575	.825	.913

## 7. Reliability of Brand Promoting factors

**Reliability Statistics**

Cronbac h's Alpha	N of Items
.871	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Correcte d Item-Total Correlation	Cronbac h's Alpha if Item Deleted
--	----------------------------------	--------------------------------------	-----------------------------------------	-----------------------------------------

Bra1-Media Exposure	10.200	7.752	.674	.857
Bra2-WOM	10.333	5.747	.796	.811
Bra3-E WOM	10.100	6.507	.786	.810
Bra4-Community	10.567	7.495	.678	.854



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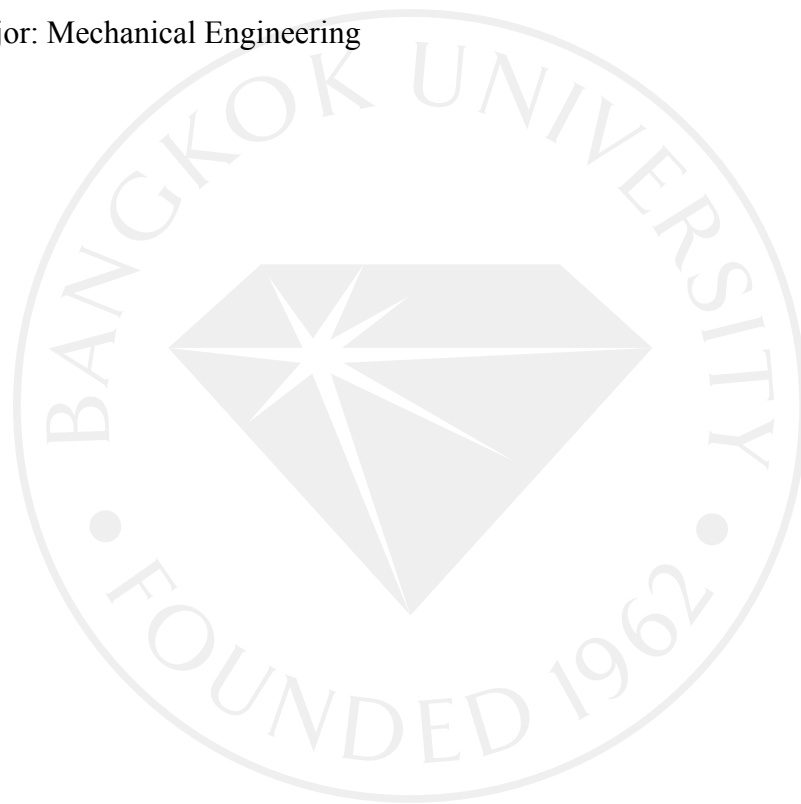
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