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### DISCUSSION AND RECOMMENDATION

#### **5.1 Discussion**

From the hypothesis testing, the finding proved that there is a positive influence of customer's attitude and customer's trust on customer's intention to use service of premium department stores in Bangkok. According to the finding, which were related to Rohm and Swaminathan's (2004) findings about "convenience and variety seeking" are major motivating factors of online shopping and this study is consistent with Morganosky and Cude's (2000) research findings.

Even through every factors should be concerned with customer's intention, however website quality could not influence. This finding were related to the explanation depicted by Dick and Basu, (1994); Jacoby and Chestnut, (1978). They explained "as a necessary measure in understanding customer loyalty, purchase intention has been considered indispensable in this loyalty construct"

#### **5.2 Recommendation of Managerial Implementation**

5.2.1. In order to increase customer's intention to use premium department stores via online services, the managers of premium department stores should make website provides more interesting information to attract customers.

5.2.2 In order to increase customer's intention to use premium department stores via online services, the managers of premium department stores should make online services more convenient and more easy to search products.

5.2.3 In order to increase customer's intention to use premium department stores via online services, the managers of premium department stores should delivery of products /services on time and make sure the high quality of products.

5.2.4 In order to increase customer's intention to use premium department stores via online services, the managers of premium department stores the should encourage customers to use and promotion sometimes.

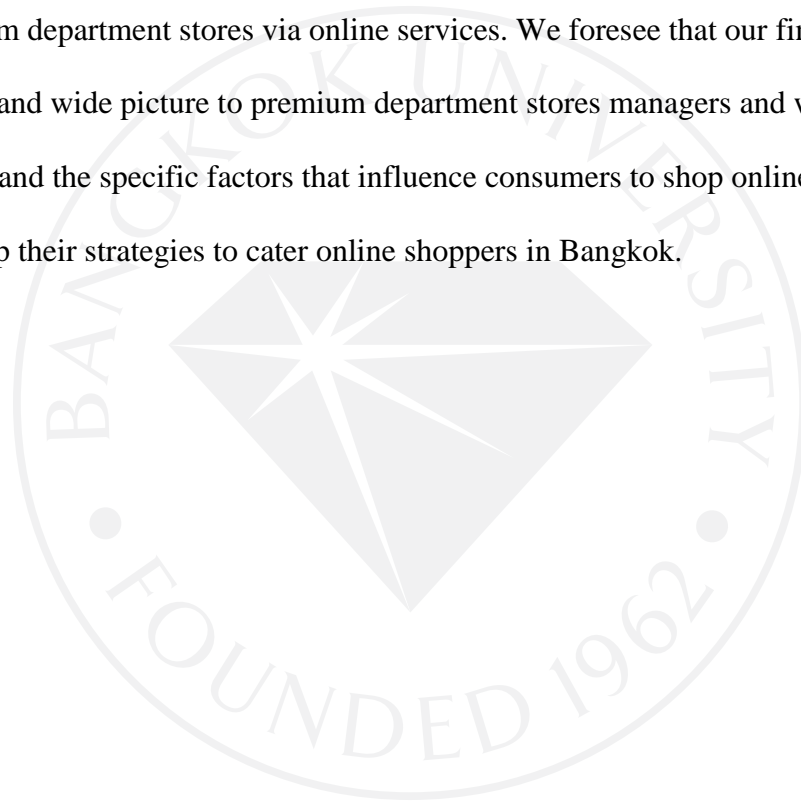
### **5.3 Recommendation for Future Research**

Regarding website quality which did not influence the customer's intention to use premium department stores service via online, the researcher would recommend others to further study the reason why there was no any impact on customer's intention. The new finding could be useful for premium department stores in Bangkok to develop the strategies for maintaining their customers during the period of high competitions in 2017 and next. In addition, this study was to focus on the market in Bangkok. Hence, the results would not be applicable to customers with other nationalities due to different cultural factors. Therefore, the research would like to recommend the other researches to study about this topic but in other places. The finding would be compared with this present study. The benefits of the further study will be enhancable to the business owners when want to expand the market to another place with appropriate strategy.

### **5.4 Conclusion**

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web and smart phone .Understanding customer's need for

online selling has become challenge for premium department stores. Specially understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence consumers to shopping online and working on factors that affect consumers to shop online will help premium department stores to gain the competitive edge over others. Therefore our study has focused mainly on research questions: what are factors that influence consumers to shop online and use premium department stores via online services. We foresee that our findings will give a clear and wide picture to premium department stores managers and will help them understand the specific factors that influence consumers to shop online, so they can build up their strategies to cater online shoppers in Bangkok.



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## Questionnaire

Dear Participants,

I am Jia Yan JING, I am a student of the Bangkok University , and conducting a research study on Impact of website quality, customers trust and customers attitudes toward on-line channel on customer's intention to use service of premium department stores in Bangkok .I hope that you are willing to participate. your answer are very important to me and thank you very much for your support.

### Part I: Demographic data

**Direction** : Please choose the answer mostly related to your opinions

#### 1. Gender

A. Male B. Female

#### 2. Age

A.15--24 B. 25--34 C. 35--44 D.45--54 E. 55 and above

#### 3. Education

A. Below bachelor's degree B. Bachelor's degree C. Higher than bachelor's degree

#### 4. Income

A. 9000 --15000 bath B. 15001--25000 bath C. 25001--35000 bath D. more than 35000bath

**5. How often do you have experience to buy the products/ services via online?**

A. Very often B. Not often C.Never

**6. How often do you buy the products products / services from premium department store via online?**

A. Very often B. Not often C. Never

**Part II: The attitude of customers toward the website quality, customers trust and customers attitudes toward on-line channel for buying products and services of premium department stores in Bangkok**

**Direction: Please put  $\checkmark$  in the only one block which is mostly related to you**

1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly

agree

Website quality toward online buying of premium department store	Level of agreement				
Website provides a lot of transactions of products /services	1	2	3	4	5
Website design is easy to search the kinds of products /services	1	2	3	4	5
Website provides enough information of products /services	1	2	3	4	5
Website provides the interesting information to attract buying intention and decision	1	2	3	4	5

Website is very easy to access	1	2	3	4	5
<b>Customer's attitude to online buying of premium department store</b>					
Online buying is very convenient to order the products /services	1	2	3	4	5
Online buying is available all the time for buying	1	2	3	4	5
Online buying is very funny while choosing the products /services	1	2	3	4	5
Online buying is very easy to search a lost of products /services	1	2	3	4	5
Online buying is very suitable for busy people who do not have time for shopping	1	2	3	4	5
<b>Customer's trust to online buying of premium department store</b>					
The products /services have high quality	1	2	3	4	5
The products /services have the same prices comparing with the original prices at the premium department store	1	2	3	4	5
The transactions of products /services are recorded correctly	1	2	3	4	5
The delivery of products /services is on time as informed	1	2	3	4	5
The customer's private information is safety	1	2	3	4	5
<b>Intention to buy the products /services via online of premium department store</b>					

You have strong intentions to buy the products /services of premium department store via online	1	2	3	4	5
You will find the information on the website before making intention to buy the products /services of premium department store	1	2	3	4	5
You have strong intentions to buy the products /services of premium department store via online if you do not have enough time	1	2	3	4	5
You have intentions to buy the the products /services of premium department store via online because of trusting the brand of such department store	1	2	3	4	5
You never change your intention to buy the products /services of premium department store via online	1	2	3	4	5

Thank you for your supports

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