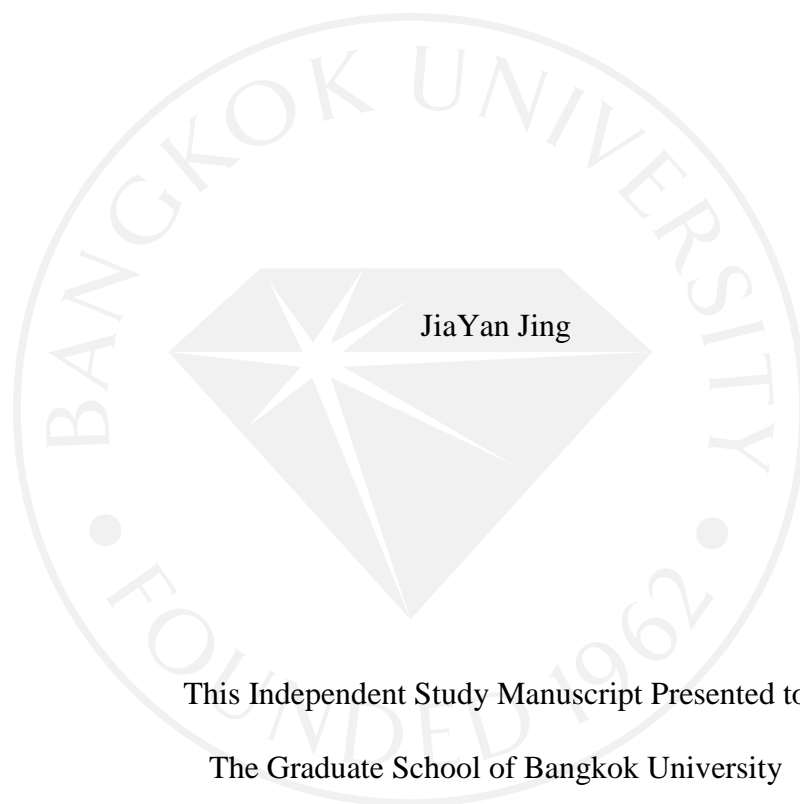


IMPACT OF WEBSITE QUALITY, CUSTOMER'S TRUST AND CUSTOMER'S
ATTITUDES TOWARD ON-LINE CHANNEL ON CUSTOMER'S INTENTION
TO USE SERVICE OF PREMIUM DEPARTMENT STORES IN BANGKOK



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the Graduate School
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Author: Mr. Jing Jiayan

Independent Study Committee:

Advisor



(Asst. Prof. Dr. Kasemson Pipatsirisak)

Field Specialist



(Dr. Sukontip Rattanapupan)



(Dr. Suchada Chareanpunsirikul)

Dean of the Graduate School

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Impact of Website Quality, Customer's Trust and Customer's Attitudes Toward On-line Channel on Customer's Intention to Use Service of Premium Department Stores in Bangkok (37 pp.)

Advisor: Asst. Prof. Kasemson Pipatsirisak, D.B.A.

ABSTRACT

The purposes of this study was to investigate the effect 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. The 130 samples were randomly selected from people who live in Bangkok. The quantitative research was applied by using questionnaire: The reliability with the value of 0.913 and content validity conducted by the specialized scholar were implemented. The frequency: means, standard deviation, and multiple regression analysis were applied as the statistical instrument for data analysis and hypothesis testing at 0.05 of significant level.

Keywords: Website quality, Customer's trust and Customer's attitudes

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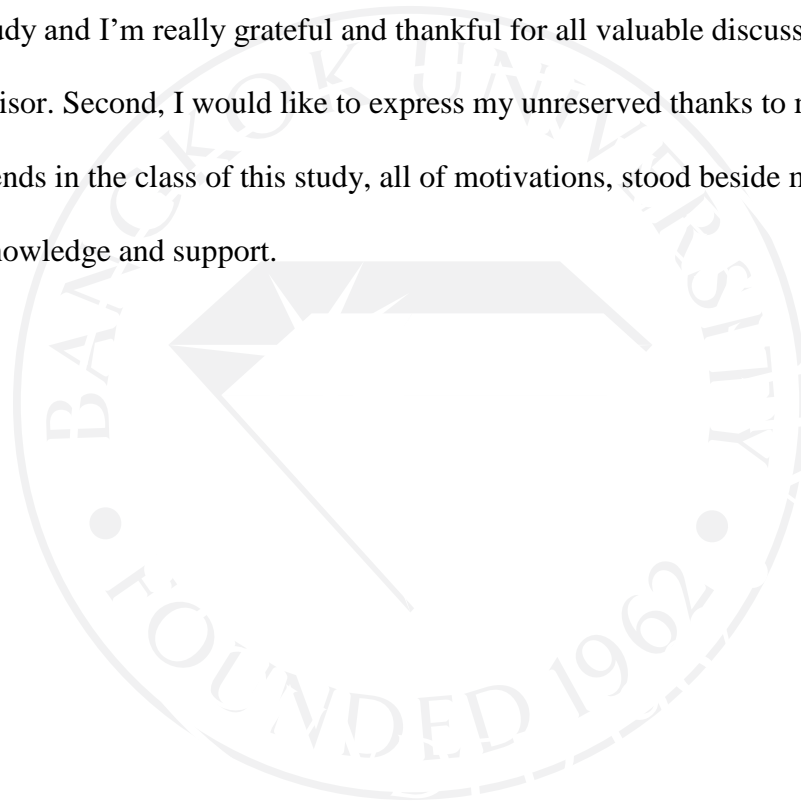


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CHAPTER 1

INTRODUCTION

This chapter intends to describe the background of the study, statement of problem, research objectives and expected benefits from the research. Further, definition of terms are defined in regard to the research issue.

1.1 Background of the Research

In the last decade, the internet has radically changed many industries. Most studies have focused on the impact of the internet on business in general, including “impoverished service relationships”(Meyronin,2002) and business impact .For the premium department store, with the upsurge in the retail sector, consumers have wide choices for their purchases, the competition among the online and offline department store has become stiffer. The consumers have become more knowledgeable than before. They expect premium department store to provide quality products and services at minimum price. The department store have been forced to be competitive and provide everything that consumers demand. To be able to compete, online retailers have also been opening offline stores and offline retailers are going online. They want to avail themselves of the advantages of both formats.

Bangkok is the capital of Thailand, the famous shopping paradise in Southeast Asia, compete with the shopping paradise in Hong Kong and Singapore. In Bangkok, there are many premium department stores, just in Bangkok Ratchaprasong-Ploenchit Road, there are six luxury department stores, including Gaysorn Shopping Mall, Central World Plaza, Erawan Bangkok, Siam Paragon, Amarin Plaza Bangkok, and Central Chid Lom. The other famous luxury department stores such as Emporium

shopping mall nearby BTS Phrom Phong and terminal 21 around ASOK. In addition there are central chain department stores in Bangkok, its own central Ladprao, Central Chaengwattana etc. Moreover the mall chain of department stores are still operated as well. It can be seen that Bangkok is not only a shopping paradise for the world's tourists, but also for the people who living in Bangkok. So many shopping malls competition is naturally very intense. But with the rise of online shopping, people are more willing to buy things in Facebook or Instagram above. Online shopping greatly reduces the cost of product they want to buy. Regarding the traffic in Bangkok is very bad, so people might not want to go out to the shopping mall. These evidences led to the serious loss of customers in department stores.

Therefore, it is questionable that the premium department stores should expand their services channels by using on-line choices to attract people coming back. Even some premium department stores have started up their on-line service recently, there are not researches to study about the impact of web quality, customers trust and customers attitude toward on-line system employed by the premium department stores in Bangkok. According to web quality, Everard & Galletta (2005) explained that interesting website quality can motivate people's intentions to purchase the product illustrated on the website, while many previous researches such as Pikkarainen, Pikkarainen, Karjaluoto, & Pahlila (2004) found that many people realized about the risk when they made the orders from website. This is because they did not trust about lower product quality, price and delivery problem etc.

Moreover, some people may have negative attitudes toward on-line application. For example, Pikkarainen (2004) found that people been willing to accept new technology when they found that they can use it readily. As mentioned about those

three issues including website quality ,customers trust and customers attitudes toward on-line application, the researches would like to study “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” to understand their relationships. Importantly, the findings of this study will support the fact to the premium department stores in Bangkok to develop their strategic for expanding online choices appropriately with their customers in the present competitive situation.

1.2 Purpose of study

The purpose of this study is mentioned as follows:

- 1.To investigate the impact of quality of website design for intention to use the service via online for brand name department store in Bangkok
- 2.To investigate the impact of customer’s attitude for intention to use the service via online for brand name department store in Bangkok
- 3.To investigate the impact of customer’s trust for intention to use the service via online for brand name department store in Bangkok

1.3 Contributions of the study

The researches would like to focus the contributions of this study findings on these following concerns:

1. Regarding the expansion of academic knowledge , the findings will share the relationships among website quality, customers trust and customers attitudes . Those relationship will be explained for the study of online marketing perspectives in real practices of business.

2. Regarding the business practices , this study findings will support the premium department stores to develop their strategic for expanding online choices appropriately with their customers in the present competitive situation.



CHAPTER 2

LITERATURE REVIEW

2.1 Related Literature/Theories

2.1.1 Website quality

Website quality is one of the vital influencing factors of online shopping.

Website design, website reliability, website customer service and website security and privacy are the most attractive features which influence the perception of the consumer of online buying by Shergill & Chen (2005). Kamariah & Salwani (2005) claims the higher website quality, the higher consumer intends to shop from internet. Web design quality has important impacts on consumer choice of electronic stores, stated by Liang and Lai (2000). It's also mentioned that website design one of the important factor motivating consumers for online shopping. Almost 100,000 on-line shopper's surveyed by Reibstein (2000) .He depicted that website design was rated as important factor for online shopping. Another study conducted by Zhang, Dran, Small, and Barcellos (1999, 2000), and Zhang and Dran (2000) indicated that website design features of the website are important and influencing factors that leads consumer's satisfaction and dissatisfaction with a specific website.

A study conducted by Yasmin and Nik (2010) shows a significant relationship between online shopping activity and website features. Website design features can be considered as a motivational factor that can create positive or negative feelings with a website by Zhang (1999). A study by Li and Zhang (2002), if website is designed with quality features it can guide the customers for successful transactions and attract the customers to revisit the website again. However, worse quality website features can also hamper online shopping. According to Liang and Lai (2000), web design

quality or website features has direct impact on user to shop online. Therefore, the research hypothesis is proposed as follow:

Hypothesis 1: website quality can significantly affect customer's intention to use online service of premium department stores in Bangkok

2.1.2 Customer's attitude

Convenience factor refers that it is easy to browse or search the information through online is easier than the traditional retail shopping. Through online, consumers can easily search product catalog but if the consumer look generally for the same product or item in a traditional store manually it is difficult to visit physically and time consuming also. Convenience has always been a prime factor for consumers to shop online. Darian (1987) mention that online shoppers carry multiple benefits in terms of convenience, such as less time consuming, flexibility, very less physical effort etc. Bhatnagar and Ghose (2004) claims for convenience as one of the most important advantage for online shopping. According to the Robinson, Riley, Rettie and Wilsonz (2007) the major motivation for online purchasing is convince in terms of shop at any time and having bundles of items delivered at door step. Rohm and Swaminathan's (2004) claims in "typology of online shoppers into": Convenience shoppers, balanced buyers, variety seekers and store-oriented shoppers, based upon their preset shopping motivation. 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. Webcheck's (1999) study shows that convenience factor is one of the biggest advantages of online shopping. Through online purchase consumers can easily

compare the price than the traditional purchase. So price comparison is also another convenience factor of online shopping.

Time savings is one of most influencing factors of online shopping. Browse or search an online catalogue can save time and patience. People can save time and can reduce effort by shopping online. According to Rohm and Swaminathan's (2004), one possible explanation that online shopping saves time during the purchasing of goods and it can eliminate the traveling time required to go to the traditional store. On the other side, some respondent think that it is also time taken for delivery of goods or services over online shopping.

Unexpectedly time saving is not the motivating factor for the consumers to shop online Corbett (2001) because it takes time receiving goods or delivery. But time saving factor can be seen through different dimensions i.e. "person living in Florida can shop at Harod's in London (through the web) in less time than it takes to visit the local Burdines department store" Alba (1997) Morganosky and Cude (2000) have concluded that time saving factor was reported to be primary reason among those consumers who have already experienced the online grocery buying. So the importance of the time saving factor cannot be neglected as motivation behind online purchasing. Additionally Goldsmith and Bridges (2000) emphasize that there is a discrimination between online shopper and non online shoppers, online shoppers are more worried about convenience, time saving and selection whereas non online shoppers are worried about security, privacy and on time delivery. Therefore, the research hypothesis is proposed as follow:

Hypothesis 2: customer's attitude can significantly affect customer's intention to use online service of premium department stores in Bangkok

2.1.3 Customer's trust

The safety of customer's private information is another dominant factor which affects consumers to shop online. However many internet users avoid online shopping because of credit card fraud, privacy factors, non delivery risk, post purchase service and so on. But transaction security on the online shopping has received attention. Safe and secured transaction of money and credit card information increases trust and decreases transaction risk. In 1995, UK has introduced Fraud free electronic shopping and later on Europe and Singapore introduced secured electronic transaction (SET). According to Bhatnagar and Ghose (2004) Security is one of the attribute which limits buying on the web as they claim that there is a large segment of internet shoppers who don't like to buy online because of their thinking about the security of their sensitive information. Cuneyt and Gautam (2004) claims trust in the internet shopping with advanced technology, and frequent online shopping to the internet being secured as a trustworthy shopping channel. Customers have related their ability to track orders before and after shipment to positive impact on trust. The customers expect the businesses to notify them through emails and SMS's regarding the status of their orders (right from placing the order to the delivery). Such notifications will also have a positive impact on the perceived professionalism of the e-businesses. Therefore, the research hypothesis is proposed as follow:

Hypothesis 3: customer's trust can significantly affect customer's intention to use online service of premium department stores in Bangkok

2.1.4 Customer's intention

Online shopping is basically a process of selling and buying of goods and services on World Wide Web. As Forsythe and Shi (2003) explains "Internet shopping has become the fastest- growing use of the Internet; most online consumers, however, use information gathered online to make purchases off-line". According to a report (ACNielsen Report on Global Consumer Attitudes towards Online Shopping, 2005) published on www.acnielsen.com, one tenth of the world population is shopping online , till October 2005, 627 million people have done online shopping .It is important to understand customers' purchase intentions because customers' behavior can usually be predicted by their intention. As a necessary measure in understanding customer loyalty, purchase intention has been considered indispensable in this loyalty construct by Dick and Basu (1994). Jacoby and Chestnut (1978).However, behavioral-based loyalty has been questioned because it fails to distinguish between true loyalty and spurious loyalty by Jacoby and Chestnut (1978). Oliver and Rust (1997) asserted that loyalty should include cognitive, affective, conative (behavioral intent), and action (repeat purchase behavior) dimensions. According to Day (1969),intentional measure can be more effective than behavioral measure in capturing the consumers' mind because customers may make purchases due to constraints instead of real preferences. According to Zeithaml (1996), Purchase intention is one dimension of behavioral intention. To examine consumers' behavioral patterns, purchase intention has been used to predict actual behavior Ajzen and Fishbein (1980). Purchase intention is reportedly correlated to actual behavior Ajzen and Fishbein (1980) Oliver and Bearden (1985) and this relationship has been empirically tested in hospitality and tourism businesses Buttle and Bok(1996) Ajzen

and Driver (1992). Using an electronic survey of 1743 online shoppers and hotel customers, Jeong (2003) found that customers' information satisfaction turns out to be an important factor of online behavioral intentions, and that website quality is essential for information satisfaction.

2.2 Hypothesis Statemen

The summary of hypothesis would be as follows:

Hypothesis 1: website quality can significantly affect customer's intention to use online service of premium department stores in Bangkok

Hypothesis 2: customer's attitude can significantly affect customer's intention to use online service of premium department stores in Bangkok

Hypothesis 3: customer's trust can significantly affect customer's intention to use online service of premium department stores in Bangkok

2.3 Conceptual Framework

As shown in the figure 2.1, It depicts, the important variables of this research include website quality, customers trust and customers attitudes as independent variables and customer's intention as dependent variable.

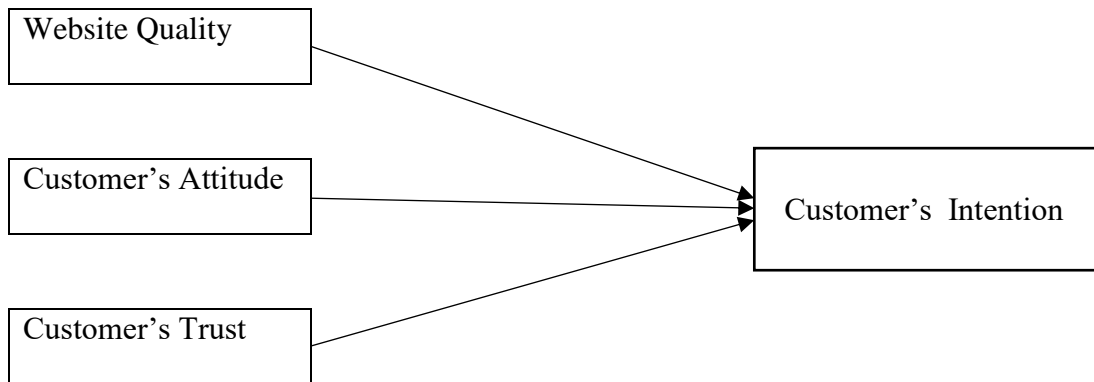
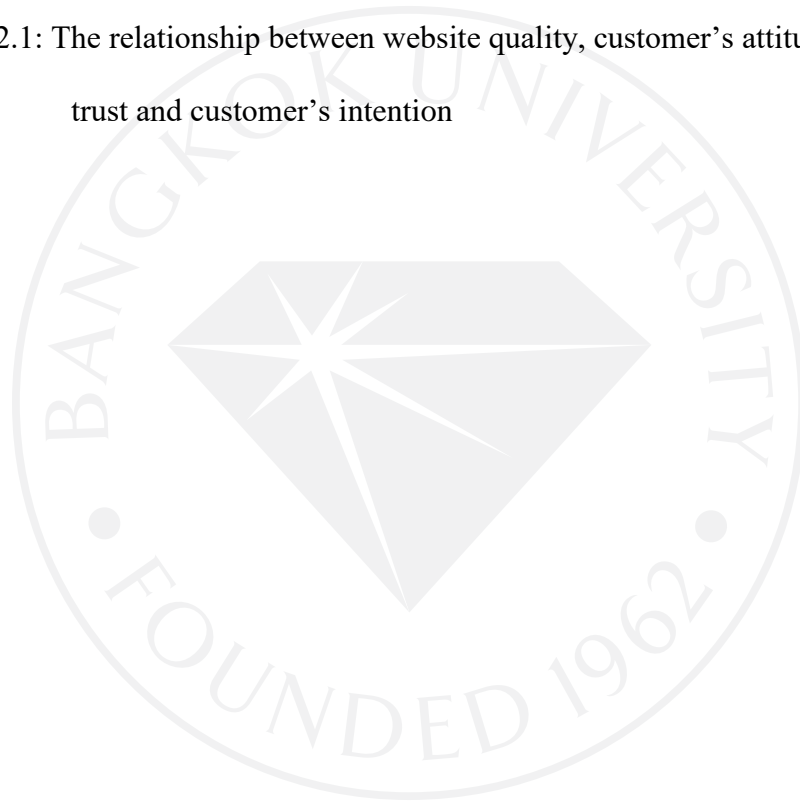


Figure 2.1: The relationship between website quality, customer's attitude ,customer's trust and customer's intention



CHAPTER 3

METHODOLOGY

In this chapter, the researcher describes the detail of methods of research, who are the respondents and sampling procedures, research instruments/questionnaire, reliability result, how to collect the data. Lastly, the statistical treatment of data. The details as shown below.

3.1 Research Strategy

This research aims to confirm the 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 .The quantitative methodological approach was considered to use for this research. As explained by Bryman (1984), the aim of quantitative approaches in common is to explore, identify and verify on the causal relationships between such variables.

The survey questionnaire was applied for the data collection, in which Malhotra and Birks (2007) described survey questionnaire method as simple technique for data collection based upon the use of structured questions provided to a participants. This technique was considered as suitable for this study with limited time and money. The questionnaires were distributed by random sampling to Thai people in the area nearby the Ratchaprasong- Ploenchit intersection, which is located by a number of premium department stores, including 1) Central World Plaza, 2) Siam Paragon, 3) Central Chid Lom. These department stores were selected because of its recognition and popularity among people living in Bangkok , which is best known as Bangkok's premium shopping destination (Brown, 2013).

3.2 Population and Sample

3.2.1 Population

Population of this research can be identified as people who living in Bangkok , regardless to their age, gender and income. All participants have experiences in buying the products via on-line, including persons who have some knowledge about buying products via online as well.

3.2.2 Samples and Samples size

The researcher chose to use the quota sampling and purposive sampling to collect the data based on non-probability sampling technique. Based on the quota sampling, the researcher intended to collect the data from 3 premium department stores on Ratchaprasons road, including Central World Plaza, Siam Paragon, Central Chid Lom, for 40 samples each. Then, purposive sample was further applied in selecting respondents in regard to accessibility of researcher in reaching the targeted respondents. Applying the G-star power program(Cohen,1977) the sample size would be 130 respondents approximately.

3.3 Instruments for Data Collection

In this study, the questionnaires were designed based on the research objectives and conceptual framework which included three independent variables, including website quality, customers trust and customers attitudes and one dependent variable, which is customer's intention. The researcher divides the questionnaires into two parts with the use of closed-end questions. Firstly, Part one is designed for demographic data of respondents. Secondly, Part two was to explore 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 via online in Bangkok .The part two is for the measurement of each variable, with the use of Five-point Likert's scale employed with anchors ranging from 1 = strongly disagree, 2 = disagree, 3 = neutral, 4= agree and 5 = strongly agree for all questions in this part.The questionnaire was pre-tested with 40 samples for verifying the reliability of measurements. For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed;

$$\begin{aligned} \text{Interval class} &= \text{Ranger}(\text{max value}-\text{min value})/\text{Number of Interval} \\ &= (5-1)/5 \\ &= 0.8 \end{aligned}$$

Therefore, the average score can be translate as

Average score of 4.21 – 5.00 refers to strongly agree toward Customer's Intention level.

Average score of 3.41 – 4.20 refers to rather agree toward Customer's Intention level.

Average score of 2.61 – 3.40 refers to moderate toward Customer's Intention level.

Average score of 1.81 – 2.60 refers to rather disagree toward Customer's Intention level.

Average score of 1.00 – 1.80 refers to strongly disagree toward Customer's Intention level.

3.4 Reliability Measurement

Reliability analysis will be conducted as the pilot-test to test the consistency of measure using Cronbach's alpha method. An alpha of 0.7 and higher indicates that

there is an acceptable level of internal consistency among the items making up factors (Hair, Tatham, Ronald, Anderson, & Black, 1998).

The questionnaire was examined to ensure that all respondent had a common understanding to answer all questions in the questionnaire. The reliability was indicated by using the value of Cronbach's Alpha Coefficient. The value of Cronbach's Alpha Coefficient of overall questionnaire was 0.913 .

3.5 Content Validity Measurement

In order to approve the content of questions in the questionnaire, a researcher submitted the questionnaire to the adviser for determination and suggestions. After that the researcher had developed the questionnaire based on the adviser's suggestion before distributing it to the pilot-test samples fore measuring reliability value.

3.6 Data analysis

After collecting the data from the 130 respondent, the researcher will use coding approach and statistical analysis to scrutinize the data. This study will analyze the variables through SPSS program to compute the results in statistics. The output is presented in chapter 4 (Research Findings) and the results will be explained as follows:

1) Descriptive statistics to explain demographic variables as age, gender, family income, and educational level as well as experience to buy the products/ services via online by mean, frequency distribution and percentage. In addition, the

characteristics of website quality, customers trust and customers attitudes were explained by considering the value of mean and standard deviation.

2) Inferential statistics to test the hypothesis statements with the use multiple linear regression which was appropriate to examine the influence of a set of interval predictor variables on an interval criterion variable .



CHAPTER 4
RESEARCH FINDINGS AND DATA ANALYSIS

4.1 The Analysis of Demographic Data of Samples

Table 4.1: Frequency and Percentage of samples classified by Gender

Gender	Frequency(n)	Percentage(%)
Male	77	59.2
Female	53	40.8
Total	130	100

The majority of respondents are male with total number was equal to 77 respondents (59.2%) and female 53 respondents (40.8%) respectively.

Table 4.2: Frequency and Percentage of samples classified by Age

Age	Frequency	Percentage(%)
15--24	68	52.3
25--34	52	40.0
35—44	10	7.7
45—54	0	0
55 and above	0	0
Total	130	100

Most respondents age are in the range between 15-24 years old which was equal to 68 respondents (52.3%) followed by 25-34 years old 52 respondents (40.0%) and 35-44 years old 10 respondents (7.7%) respectively.

Table 4.3: Frequency and Percentage of samples classified by Education

Education	Frequency	Percentage(%)
Below bachelor's degree	14	10.8
Bachelor's degree	55	42.3
Higher than bachelor's degree	61	46.9
Total	130	100

Most respondents have education level in higher than bachelor's degree was equal to 61 respondents (46.9%), bachelor's degree 55 respondents (42.3%), below bachelor's degree 14 respondents (10.8%) respectively.

Table 4.4: Frequency and Percentage of samples classified by Income

Income	Frequency	Percentage(%)
9000—15000bath	26	20.0
15001—25000bath	34	26.2
25001—35000bath	18	13.8
More than 35000bath	52	40.0
Total	130	100

The majority of respondents' monthly incomes is more than 35000 bath which was equal to 52 respondents (40.0%), 15001--25000bath 34 respondents (26.2%), 9000--15000 bath 26 respondents (20.0%) and 25001--35000bath 18 respondents(13.8%) respectively.

Table 4.5: Frequency and Percentage of samples classified by How often do you have experience to buy the products/services via online

How often do you have experience to buy the products/services via online	Frequency	Percentage(%)
Very often	70	53.8
Not Often	60	46.2
Never	0	0
Total	130	100

The frequency of buy the products/services via online very often which was equal to 70 respondents (53.8%), not often 60 respondents (46.2%) respectively.

Table 4.6: Frequency and Percentage of samples classified by How often do you buy the products /services from premium department store via online

How often do you buy the products /services from premium department store via online?	Frequency	Percentage(%)
Very often	39	30.0
Not Often	68	52.3
Never	23	17.7
Total	130	100

The frequency of buy the products /services from premium department store via online not often which was equal to 68 respondents (52.3%), very often 39 respondents (30.0%) and never 23 respondents (17.7%) respectively.

4.2 The Analysis of Website Quality

Table 4.7: Mean and Standard deviation of Website Quality

Website Quality	Mean	Std.Deviation	Interpretation
1 Website provides a lot of transactions of products /services	4.02	.792	Rather Agree
2 Website design is easy to search the kinds of products /services	3.98	.927	Rather Agree
3 Website provides enough information of products /services	3.95	.865	Rather Agree
4 Website provides the interesting information to attract buying intention and decision	3.73	.869	Rather Agree
5 Website is very easy to access	4.06	.929	Rather Agree
Total	3.95	.876	Rather Agree

According to the website quality most respondents rather agreed that website is very easy to access (Mean=4.06,S.D.=.929), follow by website provides a lot of transactions of products /services(Mean=4.02,S.D.=.792), website design is easy to search the kinds of products /services(Mean=3.98,S.D.=.927),website provides enough information of products /services(Mean=3.95,S.D.=.865) and website provides the interesting information to attract buying intention and decision (Mean=3.73,S.D.=.869) respectively.

4.3 The Analysis of Customer's Attitude

Table 4.8: Mean and Standard deviation of Customer's Attitude

Customer's Attitude	Mean	Std.Deviation	Interpretation
1 Online buying is very convenient to order the products /services	4.12	.915	Rather Agree
2 Online buying is available all the time for buying	4.09	.927	Rather Agree
3 Online buying is very funny while choosing the products /services	3.60	1.06	Rather Agree
4 Online buying is very easy to search a lost of products /services	4.09	1.01	Rather Agree
5 Online buying is very suitable for busy people who do not have time for shopping	4.31	.963	Strongly Agree
Total	4.04	.975	Rather Agree

According to the customer's attitude most respondents rather agreed that online buying is very suitable for busy people who do not have time for shopping (Mean=4.31, S.D.=.963), follow by online buying is very convenient to order the products /services (Mean=4.12, S.D.=.915), online buying is available all the time for buying (Mean=4.09, S.D.=.927), online buying is very easy to search a lost of products /services (Mean=4.09, S.D.=1.01) and online buying is very funny while choosing the products /services (Mean=3.60, S.D.=1.06) respectively.

4.4 The Analysis of Customer's Trust

Table 4.9: Mean and Standard deviation of Customer's Trust

Customer's Trust	Mean	Std.Deviation	Interpretation
1 The products /services have high quality	3.24	.922	Moderate
2 The products /services have the same prices comparing with the original prices at the premium department store	3.22	.959	Moderate
3 The transactions of products /services are recorded correctly	3.60	1.02	Rather Agree
4 The delivery of products /services is on time as informed	3.47	.958	Rather Agree
5 The customer's private information is safety	3.21	1.18	Moderate
Total	3.35	1.01	Moderate

According to the customer's attitude most respondents moderate the transactions of products /services are recorded correctly (Mean=3.60S.D.=1.02) ,follow by the delivery of products /services is on time as informed(Mean=3.47,S.D.=.958), the products /services have high quality(Mean=3.24,S.D.=.922), the products /services have the same prices comparing with the original (Mean=3.22,S.D.=.959) and the customer's private information is safety(Mean=3.21,S.D.=.1.18) respectively.

4.5 The Analysis of Customer's Intention

Table 4.10: Mean and Standard deviation of Customer's Intention

Customer's Intention	Mean	Std.Deviation	Interpretation
1 You have strong intentions to buy the products /services of premium	3.29	.935	Moderate
2 You will find the information on the website before making intention to buy the products /services of premium department store	3.76	.971	Rather Agree
3 You have strong intentions to buy the products /services of premium department store via online if you do not have enough time	3.78	.942	Rather Agree
4 You have intentions to buy the products /services of premium department store via online because of trusting the brand of such department store	3.77	1.05	Rather Agree
5 You never change your intention to buy the products /services of premium department store via online	3.06	1.09	Moderate
Total	3.53	.998	Rather Agree

According to the customer's attitude most respondents rather agreed that they have strong intentions to buy the products /services of premium department store via online if you do not have enough time (Mean=3.78, S.D.=.942) ,follow by have intentions to buy the products /services of premium department store via online because of trusting the brand of such department store(Mean=3.77,S.D.=1.05), find the information on the website before making intention to buy the products /services

of premium department store(Mean=3.76,S.D.=.971), have strong intentions to buy the products /services of premium department store via online(Mean=3.29,S.D.=.935) and never change your intention to buy the products /services of premium department store via online(Mean=3.06,S.D.=.1.09) respectively.

4.6 The analysis of Hypothesis testing

Table 4.11: Multiple Regression Analysis

Independent Variables	B	Beta	t	Sig.
Website Quality	.038	.036	.343	.732
Customer's Attitude	.456	.484	4.873	.000*
Customer's Trust	.378	.361	5.171	.000*

Dependent variable: Customer's Intention

Adjusted R square=.480 df=(3),(126) F=38.770 P* < 0.05

According to table 4.11, it was found that customer's attitude and customer's trust affected customer's intention to use premium department stores via online services in Bangkok.(Beta=.484,and .361)

In summary, the hypothesis was accepted only customer's attitude and customer's trust.

CHAPTER 5

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.

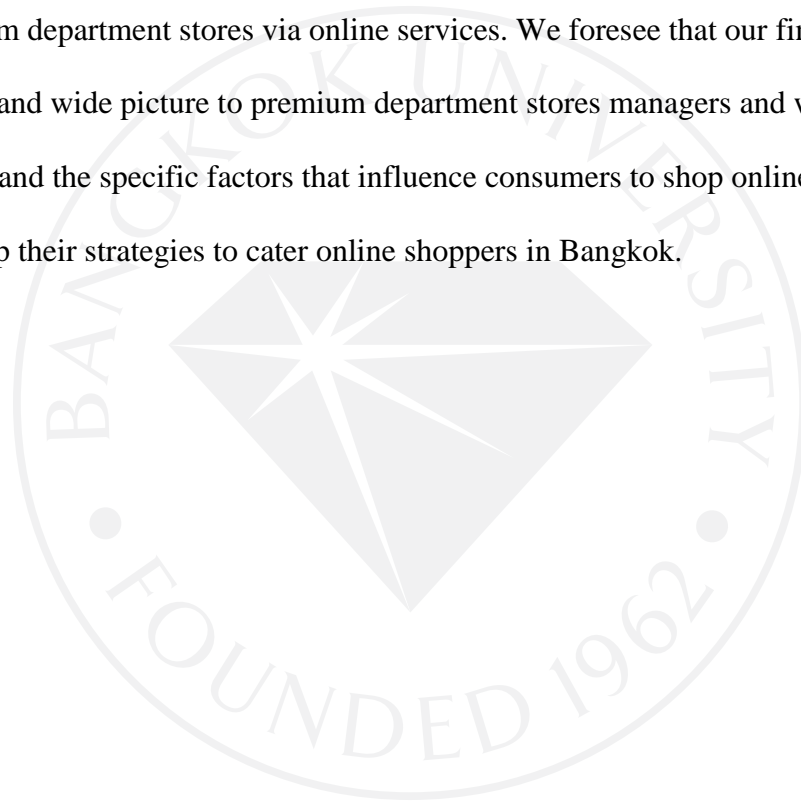
5.3 Recommendation for Future Research

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
Customer's attitude to online buying of premium department store					
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
Customer's trust to online buying of premium department store					
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
Intention to buy the products /services via online of premium department store					

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

BIODATA

Name-Surname: JiaYan Jing

Educational Background:

Master's Degree: Master of Business Administration

Bangkok University, Thailand

Bachelor's Degree: Bachelor of International Business

Dhurakij Pundit University Thailand

Telephone Number: 0633135018 (Mobile)

Email: jingjiayan888@gmail.com



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Mr./ Mrs./ Ms Jing Jia Yan now living at Aspire
Soi _____ Street Rama 4 Rd
Sub-district Phra Khanong District Khlong Toei
Province Bangkok Postal Code 10120 being a Bangkok
University student, student ID 7590203316

Degree level Bachelor Master Doctorate

Program M.B.A. Department - School Graduate School

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