THE STUDY OF PRICE SELECTION, SERVICE STANDARD AND TIME

MANAGEMENT LIMITATION AFFECTING CONSUMER BUYING

DECISION ON SHOPEE APPLICATION OF FLASH SALES PROMOTION

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ON SHOPEE APPLICATION OF FLASH SALES PROMOTION

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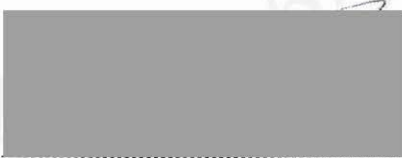
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ABSTRACT

The purposes of this research were to study the impact of price selection, service standards, and time management limitations upon consumer buying decisions by giving an example of the Shopee application as a case study to find the consumer effect on Flash Sales promotions. The sample of this case was drawn from the population of interest, using a simple random sampling method. The sample was selected from Shopee customers in 5 of 50 districts in Bangkok. The study was a quantitative research study collecting data through a survey from 260 respondents. The researcher used a questionnaire as the research tool and distributed the questionnaires to collect the data from respondents before performing data analysis using the SPSS program. Multiple regression was employed for hypothesis testing at the 0.05 level of statistical significance. The result found that only service standards had an impact on consumer buying decisions on the Shopee application in the context of flash sales promotions, but price selection and time management limitations did not have any effect.

Keywords: Price Selection, Service Standard, Time Management Limitation,

Consumer Buying Decision

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<div align="right">Chayanis Boonyah</div>

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CHAPTER 1

INTRODUCTION

This chapter introduces about the research proposal of this study including the importance and problem of this study, research problems, objective of the study, the conceptual framework, method of the study, tools and statistics used scope of the study (independent variables, dependent variable, population and sample), benefits of the research and limitations of the research.

1.1 The Importance and Problem of the Study

The emergence of online shopping on the internet allowed financial transactions to be processed in real time (Botha & Geldenhuys, 2008). This platform functions as an advertising tool for companies, providing information about products. Researchers found that having products that are appropriate for e-commerce is a key indicator for successful internet businesses (Hart, Doherty & Ellis-Chadwick, 2000). Changes in consumer behavior lead to the purchase of products or services on e-commerce platforms. Consumers can find the products that interest them by visiting the online shopping applications through a range of devices such as desktop computers, laptops, and smartphones. The entry to online marketing greatly changes consumer behavior. As a result, the current businesses try to compete in order to be the leader in online marketing. Although businesses with online marketing have more advantages than their competitors, they must still be determined to constantly improve their online marketing channels.

The map of e-commerce ranks the top 50 e-commerce stores in Thailand based on average website traffic each quarter. According to iPrice's third quarter e-commerce 2019 report (iPricethailand, 2019) which ranks the top 50 e-commerce stores in Thailand, "Shopee" is the most visited e-commerce website from viewers from all over Thailand. This statistic is used to be the case for the research.

Shopee officially launched in Singapore and expanded to Malaysia, Thailand, Indonesia, Vietnam, Philippines, and Brazil. The Shopee application started primarily as a consumer-to-consumer (C2C) marketplace, but it has since moved into both C2C and business-to-consumer (B2C) businesses as a hybrid model (The natural progression of the C2C business model, 2017). The Shopee application has promotions by launching Flash Sales promotions 4 times per day at midnight, noon, 6 pm, and 9 pm. Flash Sales promotions can increase sales on the application by giving some discounts to the buyers by asking the retailers to launch their products with Flash Sales promotions at cheaper prices. This study investigates the three important variables including price selection, service standard, and time management limitation (Jayasinghe, 2016) that affect consumer buying decisions on the Shopee application in the context of Flash Sales promotions. There are significant factors that have enabled Shopee to be ranked as the most visited e-commerce website in 2019.

1.1.1 Price Selection Factors

Carlos & Oleksiy (2018) indicated from the sub-variables of price selection as follow:

1) The discount of each product that has different prices in normal times.

2) The discount from another shop in which each shop gives different discounts on Flash Sales promotions to promote their products and to persuade consumers to buy their products.

3) Free shipping is offered to customers once a month. When the lower price on Flash Sales promotions is coupled with free shipping, consumers have more incentive to order more.

4) Shopee coins are a substitute for discounts. When the consumers order products on Shopee, they can collect some Shopee coins from their orders, and transform these coins into a discount to lower the price they have to pay in their subsequent orders.

5) Some shops launch a shipping fee discount as part of Flash Sales promotions.

1.1.2 Service Standard Factors

Brady & Cronin (2001) indicated the sub-variables of service standard as follow:

1) The service recovery plan or ways to solve problems when a consumer needs some help when ordering something on a Flash Sales promotion.

2) The after-sales service greatly affects consumer buying decisions in a way that increases consumers' trust which drives them to repeat the purchase. It also leads to word-of-mouth recommendations which help expand the consumer base.

3) The delivery quality refers to how long it takes to deliver a product to a consumer.

1.1.3 Time Management Limitation Factors

Hila, Shobaki, Naser & Amuna (2017) indicated the sub-variables of time management limitation as follow:

1) By analyzing how the limited time of product availability of the Flash Sales promotion has an effect on consumer buying decisions.

2) Understanding how the limited number of products with limited time for promotion can make consumers feel that they are better off if they purchase the products within this limited time. This motivates consumers to make buying decisions and to eventually confirm their orders.

3) The limited number of products with cheaper prices can greatly motivate consumers to buy those products and the limited time means that there is a likelihood that they confirm the orders when they must compete against others to place orders.

All of these independent variables have an effect on consumer buying decisions. Prasad & Jha (2014) describe the journey consumers go through before they buy a product. Understanding consumers' buying decisions is not only very important, but it will also enable the retailers to manage sales strategies and marketing tactics. There are many factors which impact consumer buying decisions on the Shopee application with a Flash Sales promotion, but which factors are the most important ones? What is the best option for a Shopee retailer to increase sales volume by persuading consumers to buy their products available on Flash Sales promotion within a limited time? These questions can be answered by understanding the causes that influence the consumers' buying decisions in the competitive online market with various buying options.

In summary, regarding this study, it is very useful for vendors to understand how their consumers decide to buy a product when there are various variables that influence their decisions. In particular, they would like to know the importance of each variable in each buying decision. From the consumers' perspective, it is also of interest to know which variables consumers value the most and which influence their decisions the most. This study can be useful for vendors when they choose to create promotions to meet the needs of their consumers, and to attract them to buy their products, allowing them to successfully expand their online customer base against other competitors on e-commerce platforms.

1.2 Research Problems

1.2.1 Does price selection factor influence consumer buying decision on Shopee application of Flash Sales promotion?

1.2.2 Does service standard factor influence consumer buying decision on Shopee application of Flash Sales promotion?

1.2.3 Does time management limitation factor influence consumer buying decision on Shopee application of Flash Sales promotion?

1.3 Objectives of the Study

1.3.1 To study the impact of price selection on consumer buying decisions on Shopee application of Flash Sales promotion.

1.3.2 To study the impact of service standard on consumer buying decisions on Shopee application of Flash Sales promotion.

1.3.3 To study the impact of time management limitation on consumer buying decisions on Shopee application of Flash Sales promotion.

1.4 Hypothesis Proposition

According to the previous research, the behavior of consumers has changed a lot recently. E–commerce online shopping platform has become influential in trading products and changing consumer behavior on shopping and trading channels. In order to increase sales volume, Flash Sales promotion on Shopee application can help influence consumers' buying decisions. Concerns relating to price selection, service standard and time limitation have to be taken into account. Thus, the hypothesis is that price selection, service standard and time limitation are key factors that positively affect consumers' buying decisions on Shopee application during Flash Sales promotion period.

Hypothesis 1: Price selection affecting consumer buying decision on Shopee application of Flash Sales promotion.

Hypothesis 2: Service standard affecting consumer buying decision on Shopee application of Flash sales promotion.

Hypothesis 3: Time management limitation affecting consumer buying decision on Shopee application of Flash sales promotion.

1.5 The Conceptual Framework

Price Selection

   1. Discount of product

   2. Discount from shop

   3. Free shipping offers

   4. Shopee coins switch to discount

5. Shipping discount offers

Service Standard

   1. Service recovery plan

   2. After sales service

   3. The delivery quality

Time Management Limitation

   1. Analyzing limited time effect on consumer perception

   2. Understanding limited time with limited product can motivate consumer

   3. Managing time to confirm order against others

Consumer Buying Decision on Shopee Application of Flash Sales Promotion

Figure 1.1: The Conceptual Framework

The conceptual framework represents price selection, service standard, and time management limitation, whereby each variable has a directly effect on

consumer buying decisions on the Shopee application in the context of Flash Sales promotions.

1.6 Method of the Study

The population in this study is Shopee customers in 5 areas including Thonburi, Klongsan, Yannawa, Bangbon and Klong-Toey districts. The primary research method of this study is quantitative method by the survey, selected using simple random sampling. The questionnaires were distributed to Shopee customers randomly through Google Forms online surveys in both Thai and English versions. The research instrument used in collecting the data was a five-point Likert scale questionnaire. Data were collected and analyzed by using the SPSS program. However, due to the COVID-19 situation, this research could not collect data with 400 surveys conducted as planned. Only 60% of the sample size was attainable (this has been accepted by advisor Assoc. Prof. Dr. Suthinan Pomsuwan).

1.7 Tools and Statistics Used

This study is a survey using closed-ended questionnaires as the data collection tool to obtain demographic data, and information about price selection, service standard, time management limitation, and consumer buying decision on the Shopee application in the context of Flash Sales promotions. The statistical data analysis on the SPSS program is conducted using descriptive statistics including t-test, mean, and standard deviation. The inferential statistics include multiple linear regression analysis.

1.8 Scope of the Study

The population in 5,676,648 (Love Bangkok and Promote Bangkok, 2019). The sample group of this study were Shopee customer and used Flash sales promotion before. The primary research method of this study is quantitative method by the survey. The sample group in this study were population in 5 out of 50 districts of Bangkok were 505,772, using simple random sampling, which includes Thonburi, Klongsan, Yannawa, Bangbon and Klong-Toey districts. The sample size was 400 based on Yamane's formula (Yamane, 1967) with a confidence level of 95% and the margin of error of ± 5%. Therefore, 80 sample participants in each of the 5 districts were selected to participate in this study. The respondent was 260 from 5 districts in 52 each.

1.8.1 Independent Variables: Price selection

1) Discount of product

2) Discount from shop

3) Free shipping offers

4) Shopee coin switch to discount

5) Shipping discount offers

1.8.2 Independent Variables: Service Standard

1) Service recovery plan

2) After sales service

3) The delivery quality

1.8.3 Independent Variables: Time management limitation

1) Analyzing limited time effect on consumer perception.

2) Understanding limited time with limited product can motivate consumer.

3) Managing time to confirm order against others.

1.8.4 Dependent variable: Consumer buying decision on Shopee application on flash sales promotion.

1.9 Benefits of the Research

Shopee promotions are launched from both the Shopee company and sponsors to influence customer interest and facilitate competition on the e-commerce platform by offering various promotions to customers. Vendors on e-commerce platforms can benefit from this research to develop their marketing strategies to increase sales volumes, taking into account e-commerce competitors. The readers can understand consumers' perceptions of many factors that can influence them to make purchases though e-commerce channels. This can work as a guideline for planning sales strategies as well as for the development and improvement of future research.

1.10 Limitations of the Research

The limitation of this study was inadequate information in this study and incomprehensibility of respondents. In this case, the major limitation is random answers and quick responses without awareness. Thus, the respondents might be uncomfortable to answer in unfavorable behavior. Therefore, there might be a discrepancy observed in the surveys collected.

1.11 Definition of Terms

Brand Decision refers to combination of name, term, sign, symbol or design intended to identify the goods or services of a seller or group of sellers and to differentiate them from the competition, according to (Brassington & Pettitt, 2003).

Business-to-Consumer refers to sales you make to other businesses rather than the individual consumers, according to (Connick, 2019).

Consumer Buying Decision refers to decision-making process used by consumers regarding the market transactions before, during and after purchase of goods or service, according to (Nicosia, 1966).

Consumer-to-Consumer refers to consumers can trade with each other, typically, in an online environment, according to (Tarver, 2020).

Commercial Sources refers to information search from advertisements, salespeople, stores and packaging, according to (Raju, 2004).

Customer Loyalty refers to result of consistently positive emotional experience, physical attribute-based satisfaction and perceived value of an experience, which includes the product or services, according to (Bove & Johnson, 2000).

Experiential Sources refers to cause by personal experience of consumers who have tried the product before, according to (Raju, 2004).

Personal Sources refers to information search from friends, family and acquaintances who used before, according to (Raju, 2004).

Population refers to use to explain to all the living things of a particular type or group who live in a particular are, according to (Hartl & Clark, 1997).

Price Selection refers to exists when prices that change in response to aggregate shocks are not representative of the overall population of prices, according to (Carlos & Oleksiy, 2018).

Public Sources refers to inquiries from product or service details from the press or consumer protection organizations, according to (Raju, 2004).

Sample Size refers to count the individual samples or observations in any statistical setting, according to (Hartl & Clark, 1997).

Service Recovery Plan refers to the actions taken by an organization in response to a service failure, according to (Mccoll-Kennedy & Sparks, 2003)

Service Standard refers to helps to define what a consumer can expect from a service and how it should be delivered by service provider, according to (Brady & Cronin, 2001)

Time Management Limitation refers to the ability to use one's time effectively or productively, according to (Macan, Shahani, Dipboye & Phillips, 1990).

CHAPTER 2

LITERATURE REVIEW

This chapter introduces the literature review and related research including theory, academic concept and related research. The structure of this chapter is as follow:

2.1 The Background of the (Company or Business Sector/Industry, which is used to be the Case Study in this Research)

2.2 Theories/Academic Concepts and Relevant Researches on Price Selection

2.3 Theories/Academic Concepts and Relevant Researches on Service Standard

2.4 Theories/Academic Concepts and Relevant Researches on Time Management Limitation

2.5 Theories/Academic Concepts and Relevant Researches on Consumer Buying Decision on Shopee Application of Flash Sales Promotion

2.1 The Background of the (Company or Business Sector/Industry, Which is used to be the Case Study in this Research)

Shopee is an e-commerce platform with its headquarters in Singapore, which was founded in 2009 by Forrest Li (Wikipedia, 2015). Shopee provides purchase services, selling products online to users with a focus on mobile and social platforms. In 2015, Shopee was first launched in Singapore. Users can choose to buy and sell products at any time with support in terms of logistics too. It also has a payment platform which helps facilitate online shopping that is safe both for sellers and buyers. Shopee also launched the website to compete with other e-commerce platforms such

as Lazada and AliExpress which are growing rapidly. Shopee can be distinguished from others by its "Shopee Guarantee" which is a system that blocks payment for sellers until the buyers receive the products. This helps guarantee the safety of online shopping and builds confidence for buyers. The Shopee application started primarily as a consumer-to-consumer (C2C) marketplace, but it has since moved to become a C2C and business-to-consumer (B2C) hybrid model. The Shopee application launches Flash Sales promotions 4 times per day at midnight, noon, 6 pm, and 9 pm. Flash Sales promotions are a special promotion that helps increase sales on the application by giving some discounts to buyers by asking the retailers to launch their products with a Flash Sales promotion at a cheaper price.

Since 2017, Shopee has been ranked number one on the App Store. There are more than 180 million active products from over 4 million retailers. Shopee won the Top Marketplace award which was given by Priceza Co., Ltd., a website and application service provider. Shopee has launched "Shopee University" which is a training centre which helps and supports entrepreneurs in various businesses to improve their selling skills, especially those retailers who trade in the C2C model by providing knowledge on how to meet the needs of buyers and to search for ways to attract consumers on different competitive e-commerce shopping platforms. It is important for retailers to adapt to the new climate of e-commerce trading with all e-commerce platforms selling similar products with similar prices.

2.2 Theories/Academic Concepts and Relevant Researches on Price Selection

The price theory is a micro-economic principle that uses the concept of supply and demand to determine the appropriate price point for a given good or

service. Price theory involves describing economic activities in terms of the creation and transfer of value, including the trade of goods and services between different economic agents (Weber, 2012). The goal is to achieve equilibrium whereby the quantity of the goods or services supplied meets the relevant market requirements and the ability to obtain the goods or services. The concept of price theory allows for price adjustments as market conditions change. In the extreme economic cases, Hauser (1984) discussed the price theory in economics deals with market behavior, while price theory in marketing science deals with how managers should practice. It is a fact that one needs to understand how managers behave in order to model market behavior, and the price response has been and remains at the core of the market. Price theory plays a valuable complementary role for two traditions including individual decision-making (reductionism) and data analysis (empiricism) (Weyl, 2019).

The price selection criteria (Carlos & Oleksiy, 2018) are employed in assessing which selection criteria are considered the most important, and how consumers' opinions change when faced with different types of situations. However, overall the price factor remains an influential decision driver, with nearly half of the respondents considering it as one of the top three factors for selection criteria concerning a product or service. Of those, 18% selected price as the most important factor from consumer behavior research (Jayasinghe, 2016). The possibility that adjusting prices differs systematically from the overall population of prices is associated with the statistical concept of selection. This study acknowledged that the price is not considered the only important factor in choosing. Consumers who are influenced by price are also concerned about the quality and durability of their

products, saying that they prefer to buy high quality products at affordable prices rather than looking for cheaper ones.

A pricing strategy is the policy a company uses to determine what to charge for products and services. Sammut-Bonnici & Channon (2015) discussed the strategic price approaches, describing three categories including cost-based pricing, competitive-based pricing, and value-based pricing. The pricing strategy is a key variable in financial modelling that determines the earned income, the profit earned, and the amount reinvested in the growth of the company for long-term survival. A number of pricing strategy options are available, including markup pricing, target return on investment pricing, perceived value pricing, competition-based pricing, penetration pricing, and skimming pricing. The choice of pricing strategies adopted by the company will depend on the company overall, the corporate strategy, consumer expectations, consumer behavior, competitor strategy, industry changes, and regulatory boundaries. Other factors affecting the nature of pricing strategies are corporate image, geography, price discrimination, and price sensitivity. Future trends in pricing policies are likely to focus on information-based optimization through cost reduction of inefficiencies in the supply chain, the reduction of trade allowances, an increase in responsiveness to changes in market conditions, greater pricing flexibility, and a reduction in pricing disparity across different channels.

2.3 Theories/academic Concepts and Relevant Researches on Service Standard

Customer service is a key component of a company's value proposition and a fundamental driver of differentiation and competitive advantage in almost all industries. Moreover, the continuous development of service opportunities with

powerful and new information technologies has excited people who are able to

participate in the design and management of future customer service systems

(Brohman, Piccoli, Martin, Zulkernine, Parasuraman & Watson, 2009). This theory is

very important and supports a new level of customer service systems that, we believe,

will help companies to compete in a better environment characterized by an increase

in customers' centricity and in their ability to self-service and compile the

components of the appropriate solutions. In this environment, customers control their

transaction data, as well as the timing and mode of their interactions with companies,

as they tend to focus on a complete customer solution rather than a single product or

service.

Customers compare their perceptions with expectations when judging a

company's service. However, the nature of customer service expectations and the way

in which they occur is still ambiguous. Brady & Cronin (2001) discussed the effects

of customer services on perceived service performance and behavioral outcomes.

Specifically, the study focuses on identifying the influence a customer-oriented

company has on the perception of consumer quality, customer satisfaction, and

service fees. It also studies the impact of customers and focuses on consumer

behavior. The results from this research demonstrate that customer orientation is

directly related to the evaluations of employee service performance and physical

products. Indirect impacts on organizational quality, customer satisfaction, value, and

behavioral outcomes are also reported. The implications and the limitations of this

research are also discussed.

The consumers' emotional management during service recovery efforts

(McColl-Kennedy & Sparks, 2003) shows the important role played by quantitative

and accountable thinking. In addition, research results from five target groups are presented to support the theoretical framework. Fundamentally, this article argues that service failure events cause emotional responses in consumers, and from here, consumers begin to access the situation by considering the justice process based on the interactional justice and distributive justice components. In particular, consumers assess whether service providers can and should do more to solve problems, and consider how customers would have felt had these actions been performed. This research argues that during the attempted process, this situation is taken into account when assessing the responsibility. When service providers do not appear to be trying at the appropriate level, on the other hand, it leads to more negative feelings from consumers, and negative emotions such as anger and frustration.

Concerning customer orientation, understanding customer expectations is a prerequisite for superior customer service (Parasuraman, Berry & Zeithaml, 1991). The delivery of quality products and services (Mattsson, 1992) has become an important marketing issue that can indicate company service standard. The attitudes relating to customer service and customer satisfaction, according to Susskind, Kacmar & Borchgrevink (2003), describe the relationship between perceptions and attitudes of customer service providers towards duties related to the service, and the customers' perceptions of satisfaction with their service experience. The results of this research show that the perception of the standard of the service in an organization is strongly correlated with the line-level employees' perceptions of support from their coworkers and supervisors. The perceived support from coworkers was significantly related to the customer orientation of service providers, while the perceived support from supervisors showed a weak relationship to customer orientation. The customer

orientation of the service provider was highly correlated with customers' satisfaction with the service. There is a difference between the negative word-of-mouth that occurs before finding the answer and the negative word-of-mouth that comes after the word search in the dynamic model of the consumer complaining behavior process (Blodgett, Wakefield & Barnes, 1995). The results also show that when a customer is dissatisfied with trying to fix that problem, he or she expects a fair payment. However, more importantly, he or she expects to be treated with politeness and respect. These results describe the widespread impact of customer service on consumer complaining behavior, and management advice is offered.

True customer loyalty is an extremely valuable asset for a service company, as the clients' motivation to find alternatives diminishes. Customers are immune to the competition and provide favorable word of mouth (Bove & Johnson, 2000). The conceptual model presents the potential influence of customer relationships with service staff on developing true customer loyalty to service companies. It suggests that a strong customer relationship with the company's service staff leads to true customer loyalty to the service company, since a positive attitude towards service staff will be transferred directly to the company. In a situation where there is a strong relationship between a customer and a single service employee, true loyalty to the service company will result from personal loyalty and therefore depends on the employee's ongoing availability. The perceived benefits or rewards customers receive from service personnel can help managers promote the development of high value customer relationships.

2.4 Theories/academic Concepts and Relevant Researches on Time Management Limitation

The "times" (Bergadaa, 1990) are perceived by individuals when planning actions. But their diversity does not lend itself easily to analysis. However, some efforts have been made to combine these elements, measuring the ability of individuals to remember their past and plan their future, with awareness of past time, the skills to organize and execute plans in chronological order, and the ability to wait for rewards with the awareness of control. Despite the fact that time will expand human behavior in all areas (Jacoby, Szybillo &Berning, 1976), the objective is to stimulate concepts and empirical interests about the relationships between time and consumer behavior.

Time management is the process of planning and exercising control over time used on particular activities, especially to increase efficiency, effectiveness, and productivity. It involves a juggling act of various demands upon a person relating to work, social life, family, hobbies, personal interests, and commitments with the finiteness of time. Efficient use of time management gives an individual the choice of how to manage activities based on time and advantage. Time management may be assisted by skills, tools, and techniques used to manage time when achieving specific missions and goals before specific dates. Initially, time management refers to just business or work activities, but in the end the term became widened to include personal activities as well. Time management is often necessary in the development of any project as it determines the project completion time and scope. It is important to understand both the technical and structural relationships between time management behavior and academic success (Yilmaz & Bektas, 2006). Time

management has been referred to as a technique for managing time (Macan et al., 1990) for effective time use, planning, and allocating time to increase the efficiency of marketing plans (Eilam & Aharon, 2003).

In the development of e-commerce, delivery time is considered as a significant competitive advantage in the oligopoly market (Li, Xu & Yang, 2019). This is because a reduction in delivery time can stimulate the demand for products. Many companies choose to use a variety of strategies to shorten the delivery time when combining market share models according to competition, delivery time, and the traditional inventory model to determine the best delivery time and order quantity. When examining the impact of changes in marketing and operational factors on delivery times, balances and order volumes are important in the non-exclusive oligopolistic market. The results show that the delivery time, balance, and order quantity respond to changes in market factors and operations. In addition, under the oligopoly market with an imbalance, it is advantageous for companies with strong competitiveness to adopt the delivery time strategy.

2.5 Theories/Academic Concepts and Relevant Researches on Consumer Buying Decision on Shopee Application of Flash Sales Promotion

When considering basic human needs, Maslow (1943) set a theory on the hierarchy of needs, in which needs lower down in the hierarchy must be satisfied before individuals can attend to needs higher up. From the bottom of the hierarchy upwards, the needs are physiological, safety, love and belonging, esteem, and self-actualization. In addition, we are also inspired by the desire to achieve or maintain the conditions in which these basic satisfactions are at rest and by certain intellectual

needs. These basic goals relate to a hierarchy of leadership (McLeod, 2020) which means that the most prevalent goal is to monopolize consciousness and organize the recruitment of the various abilities of living organisms. Consumer decisions are related to decisions about the presentation of products and services (Prasad & Jha, 2014). It may be defined as a process for collecting and processing data, evaluating it, and taking the best options to resolve problems or make purchasing decisions. While making a decision means choosing an alternative solution to the problem, the time and effort required to complete this will vary depending on the purchase situation.

The consumer behavior in the marketing process (Engel, Kollat & Blackwell, 1968) can be assessed by creating a topic on consumer behavior in marketing and can be improved to be successful. When analyzing the consumers' behavior process, Nicosia (1966) focuses on the communication process that occurs between brand and consumer. Consumer behavior is the study of individual customers (Chand, n.d.), which can be a group or organization, and their usage, disposal, and purchase of goods and services in order to satisfy consumers' needs. It refers to the actions of consumers in the market and the basic motivation for those actions. Marketers expect that by understanding what makes consumers buy products and services, they will be able to determine what is outdated, and how to best present their products to consumers.

To build marketing strategies, one must seek ways to influence consumer behavior (Hawkins, Mothersbaugh & Best, 2007). These efforts have an impact on organizations that try to influence consumers in society. Every consumer and member of society can be influenced, and therefore it is important to understand consumer behavior. This produces better consumers, better marketers, and better citizens.

Marketers tend to adapt to changing business needs when it comes to creating new advertising (Haider & Shakib, 2017). The use of advertisements has significantly increased as industrialization has expanded the supply of manufactured products. However, there were few businesses that practiced advertising at the time. In modern times, businesses are turning towards digital advertising. Companies are interested in social media and mobile advertising, and these may soon take over from television advertisements. Nowadays, the trend of digital marketing is on the rise. Most of the major local and multinational companies are wholeheartedly practicing digital marketing.
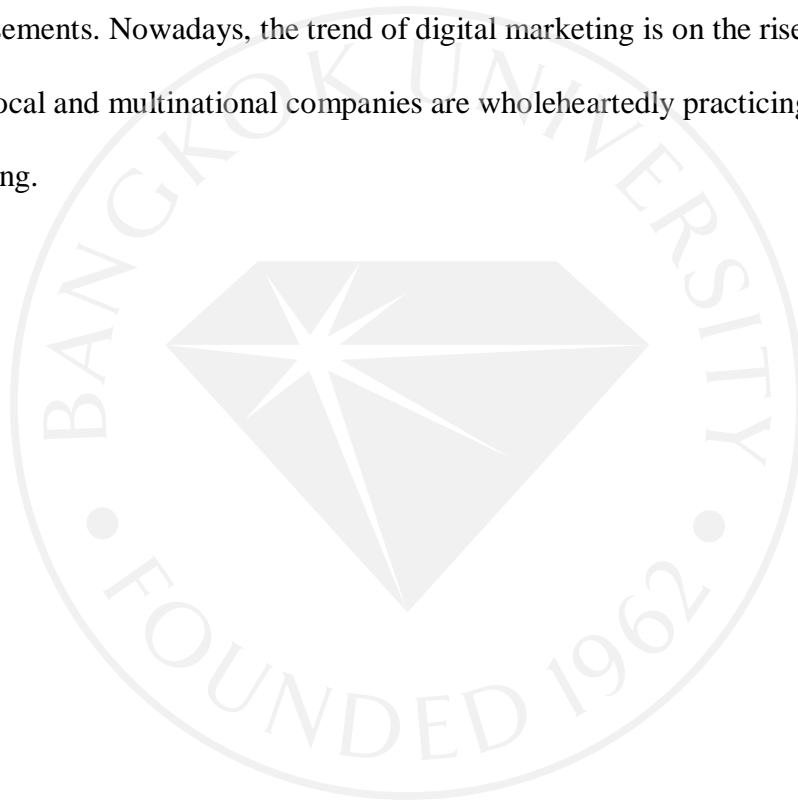
CHAPTER 3

METHODOLOGY

This chapter introduces the research methodology, which covers the type of the research and research design, the quality of the research tool, the data collection, the population and sampling, the sampling technique, the research procedures and timeline, and the hypotheses test and data analysis. The structure of this chapter is as follow:

3.1 The Type of the Research and Tool

This research designed the questionnaire as the research by collect online survey from 260 sample group from 5 of 50 districts. This survey consists of 5 parts including demographic data, 3 independent variables including price selection, service standard and time management limitation and dependent variable is a consumer buying decision on Shopee application of Flash Sales promotion.

Part 1: Demographic

1) Gender

2) Age

3) Employment

4) Marital Status

5) Location

6) Income

7) Nationality

8) Education

9) Religion

10) Country of Birth

Part 2: The Price Selection

1) Do you prefer a discount product?

2) The discount products motivate your buying?

3) Do you consider discount products first when you buy?

4) Do you prefer a discount from the shop?

5) The discounts from the shop motivate you to buy?

6) Do you consider a discount from the shop first when you buy?

7) Do you prefer the free shipping offer?

8) Do you consider a free shipping offer first when you buy?

9) Do you always collect shopee coins?

10) The Shopee coin switch to discount can motivate your buying

decision?

11) Do you prefer a shipping discount?

12) The shipping discount can motivate your buying decision?

Part 3: The Service Standard

1) A service recovery plan necessary for organization?

2) The effective service recovery plans motivate you to buy?

3) Do you focus on service recovery plans first?

4) Service recovery plan feedback can measure a company standard?

5) After sales services are necessary for organization?

6) The effective after sales service motivates your buying?

7) Do you focus on after sales service first?

8) After sales service feedback can measure a company standard?

9) The delivery quality is necessary for organization?

10) The effective delivery quality motivates you to buy?

11) Do you focus on the delivery quality first?

12) Delivery quality feedback can measure a company standard?

Part 4: The Time Management Limitation

1) The limited time effect on your buying?

2) The limited time can make you buy easier?

3) The limited time can motivate you to buy?

4) The limited time offers can increase sales?

5) Does the limited product in limited time affect your buying decision?

6) The limited products in limited time make you feel special?

7) The limited product in limited time can make you buy easier?

8) The limited products in limited time offers can increase sales?

9) Do you prefer to manage limited time to confirm order?

10) Do you prefer to manage limited time to confirm order against others?

11) Managing time to confirm order against others affects your buying?

12) When consumers confirm orders against others can increase sales?

Part 5: The Consumer Buying Decision

1) Customer feedback effect on your buying decision?

2) Customer perception effect on your buying decision?

3) Do you prefer brand decisions?

4) Information search effect on your buying decision?

5) Personal sources affect your buying decision?

6) Commercial sources affect your buying decision?

7) Public sources affect your buying decision?

8) Experiential sources affect your buying decision?

9) Do you prefer vendor decisions?

10) Do you focus on post purchase behavior?

11) Do you focus on need-recognition first?

12) Do you prefer customer loyalty?

3.2 The Research Designs

3.2.1 The questionnaire will be measured as follow:

Part 1: the fact: nominal and ordinal scales

Part 2-4: the attitude: interval scale (the least (1) to the most (5))

Part 5: the attitude: interval scale (the least (1) to the most (5))

3.2.2 The statistics used will be 2 types:

1) Descriptive statistics, which is composed of frequency, mean, and standard deviation.

2) Inferential statistics, which is composed of the Multiple Regression Analysis Test.

3.3 The Quality of the Research Tool

The researcher designed the questionnaire as the research instrument by applying the explanations and evidence of the related theories and the previous research findings. The questionnaire consisted of five parts, as follow:

Part 1: The close-ended demographic questions consisted of gender, age, employment, marital status, location, income, nationality, education, religion and country of birth.

Part 2: The close-ended questions about price selection on Shopee application of Flash Sales promotion consisted of 5 statements as follow:

1) You always consider about discount of product on Shopee application of Flash Sales promotion.

2) You always consider about discount from shop on Shopee application of Flash Sales promotion.

3) You always consider about free shipping offers on Shopee application of Flash Sales promotion.

4) You always consider about Shopee coin switch to discount on Shopee application of Flash Sales promotion.

5) You always consider about shipping discount offers on Shopee application of Flash Sales promotion.

Part 3: The close-ended questions about service standard on Shopee application of Flash Sales promotion consisted of 3 statements as follow:

1) You always consider about service recovery plan on Shopee application of Flash Sales promotion.

2) You always consider about after sales service on Shopee application of Flash Sales promotion.

3) You always consider about the delivery quality free shipping offers on Shopee application of Flash Sales promotion.

Part 4: The close-ended questions about time management limitation on Shopee application of Flash Sales promotion consisted of 3 statements as follow:

1) You always consider about analyzing limited time effect on consumer perception on Shopee application of Flash Sales promotion.

2) You always consider about understanding limited time with limited product can motivate consumer on Shopee application of Flash Sales promotion.

3) You always consider about managing time to confirm order against others on Shopee application of Flash Sales promotion.

Part 5: The close-ended questions about consumer buying decision on Shopee application of Flash Sales promotion

Regarding from part 2 to part 5, the researcher exercised on the likest's 5 points scale for measuring the statistical mean range for mean interpretation as follow:

$$\text{Range} \quad = \quad \frac{Maximum - Minimum}{Scale\ level}$$

$$= \quad \frac{5-1}{5} = 0.80$$

Table 3.1: The Range of Mean Interpretation

Range	Interpretation
1.00–1.80	Strongly Disagree
1.81–2.61	Rather Disagree
2.62–3.42	Moderate Agree

(Continued)

Table 3.1 (Continued): The Range of Mean Interpretation

Range	Interpretation
3.43–4.23	Rather Agree
4.24–5.00	Strongly Agree

3.3.1 Content Validity

The researcher has measured the content validity by advisor Assoc. Prof. Dr. Suthinan Pomsuwan.

3.3.2 Reliability

The value of Cronbach's alpha coefficient was conducted for measuring the reliability of the questionnaire. Consequently, the questionnaire would be approved when the alpha value must be 0.7–1.00. The researcher conducted a pilot kept for this concern by using 30 qualified people who were not in the group of samples of this study.

Table 3.2 illustrated that each part of the questionnaire had accepted value of the Cronbach's alpha coefficient. The result indicated that the questionnaire had on acceptable reliability value which was equal to or more than 0.7.

Table 3.2: The Reliability Value of Each Part of the Questionnaire

Statement of each part	Alpha Coefficient	Accept / Not
Price Selection	.861	Accepted
Service Standard	.799	Accepted
Time Management Limitation	.938	Accepted
Total	.870	Accepted

3.4 The Data Collection

The research data were collected through an online questionnaire from

Google Forms. This study collects data by using randomization to make sure that

every element of the population gets an equal chance to be part of the selected sample.

This is alternatively known as random sampling.

3.5 The Population and Sample

The population in this study was the total population in Bangkok which was

5,676,648 (Love Bangkok and Promote Bangkok, 2019). The sample group in this

study was the population in 5 out of 50 districts of Bangkok, numbering 505,772

people, using simple random sampling, including Thonburi, Klongsan, Yannawa,

Bangbon, and Klong-Toey districts. The sample size was 400 based on Yamane's

formula (Yamane, 1967) with a confidence level of 95% and a margin of error of ±

5%. Therefore, 80 sample participants in each of the 5 districts were selected to

participate in this study. However, due to the COVID-19 situation, this research could

not collect data with 400 surveys conducted as planned. Only 60% of the sample size

was attainable (this has been accepted by advisor Assoc. Prof. Dr. Suthinan Pomsuwan).

3.6 The Sampling Technique

This study used purposive sampling which considers the targets of the research who are Shopee customers. To provide the survey responses, respondents will be Shopee customers who have used flash sales applications before, and understand the functionality of the flash sales promotion. The sampling will collect data from researchers who live in Thonburi, Klongsan, Yannawa, Bangbon, and Klong-Toey districts.

3.7 The Research Procedures and Timeline

Table 3.3: The Research Procedures and Timeline

Date	Timeline
16 March 2020	Choose the topic that interest and draft proposal
2 April 2020	Received comment from advisor and fix the proposal
14 April 2020	Draft template chapter 1-3
12 April 2020	Draft questionnaire and collect 30 sample surveys
3 June 2020	Analyze Cronbach's alpha test from SPSS program
5 June 2020	Collect 260 sample surveys

(Continued)

Table 3.3 (Continued): The Research Procedures and Timeline

Date	Timeline
27 June 2020	Analyze Frequency table and Descriptive analysis
4 July 2020	Analyze Linear Regression
11 July 2020	Analyze and describe information from data and find more research relevant to support

3.8 The Hypothesis Test and Data Analysis

According to previous research, the behavior of consumers has changed significantly recently. E–commerce online shopping platforms have become influential in trading products and changing consumer behavior on shopping and trading channels. In order to increase sales volume, Flash Sales promotions on the Shopee application can help influence consumers' buying decisions. Concerns relating to price selection, service standard, and time management limitation have to be taken into account. Thus, the hypothesis is that price selection, service standard, and time limitation are key factors that positively affect consumers' buying decisions on the Shopee application during Flash Sales promotion periods.

Hypothesis 1: Price selection affecting consumer buying decision on Shopee application of Flash Sales promotion.

Hypothesis 2: Service standard affecting consumer buying decision on Shopee application of Flash Sales promotion.

Hypothesis 3: Time management limitation affecting consumer buying decision on Shopee application of Flash Sales promotion.

CHAPTER 4

DATA ANALYSIS

The research findings which derived from data analysis were presented in 5 parts as follow:

4.1 Demographic Data

4.2 Attitude toward Price Selection of Shopee Application on Flash Sales Promotion

4.3 Attitude toward Service Standard of Shopee Application on Flash Sales Promotion

4.4 Attitude toward Time Management Limitation of Shopee Application on Flash Sales Promotion

4.5 Attitude toward Consumer Buying Decision of Shopee Application on Flash Sales Promotion

4.1 Demographic Data

The research findings of this part presented the respondents personal data including gender, age, employment, marital status, location, income, nationality, education, religion and country of birth. The statistical techniques used for data analysis were percentage ratio and frequency counting. The finding was presented in Table 4.1 as follow:

Table 4.1: Summary of Demographic Data (n = 260)

Demographic Data	Frequency	Percent
Gender		
Male	96	36.9
Female	164	63.1
Total	260	100
Age		
< 18 years	9	3.5
18-30 years	223	85.8
31-40 years	19	7.3
41-50 years	4	1.5
51-60 years	5	1.9
> 60 years	0	0
Total	260	100
Employment		
Student	36	13.8
Unemployed	27	10.4
Company Employees	131	50.4
Government Employees	15	5.8
Self-employed	51	19.6
Others	0	0
Total	260	100

(Continued)

Table 4.1 (Continued): Summary of Demographic Data (n = 260)

Demographic Data	Frequency	Percent
Marital Status		
Yes	63	24.2
No	197	75.8
Total	260	100
Location		
Thonburi	52	20
Thonburi	52	20
Klongsan	52	20
Yannawa	52	20
Bangbon	52	20
Klong-Toey	52	20
Total	260	100
Income		
< 10,000 Baht	33	12.7
10,001-20,000 Baht	91	35
20,001-30,000 Baht	85	32.7
30,001-40,000 Baht	35	13.5
40,001-50,000 Baht	6	2.3
> 50,000 Baht	10	3.8
Total	260	100

(Continued)

Table 4.1 (Continued): Summary of Demographic Data (n = 260)

Demographic Data	Frequency	Percent
Nationality		
Thai	258	99.2
Others	2	0.8
Total	260	100
Education		
Less than HS diploma	0	0
High School	21	8.1
Bachelor Degree	201	77.3
Master Degree	38	14.6
Doctoral Degree	0	0
Total	260	100
Religion		
Buddhism	228	87.7
Christianity	19	7.3
Islam	4	1.5
Brahmin-Hinduism	3	1.2
Others	6	2.3
Total	260	100

(Continued)

Table 4.1 (Continued): Summary of Demographic Data (n = 260)

Demographic Data	Frequency	Percent
Country of Birth		
Thai	258	99.2
Others	2	0.8
Total	260	100

Table 4.1 illustrated that most respondents were female (63.1%), aging between 18–30 years (85.8%), company employees are the most (50.4%) and single (75.8%). Moreover, collect data from 5 locations in 52 surveys in each location. It found that respondent's income rate between 10,001-20,000 Baht (35%), they are Thai (99.2%), education background was Bachelor's (77.3%), Buddhism (87.7%) and country of is Thailand (99.2%).

4.2 Attitude toward Price Selection of Shopee Application on Flash Sales Promotion

The research findings of this part presented the respondent's attitudes toward price selection of Shopee application on Flash Sales promotion. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table 2: Part 2 statement 1–12 as follow:

Table 4.2: Mean and Standard Deviation of Attitude toward Price Selection

Statement	Mean	S.D.	Interpretation
1. Do you prefer a discount product?	4.36	.719	Strongly Agree
2. The discount products motivate your buying?	4.27	.728	Strongly Agree
3. Do you consider discount of products first when you buy?	4.01	.863	Rather Agree
4. Do you prefer a discount from shop?	4.19	.765	Rather Agree
5. The discounts from the shop motivate you to buy?	4.15	.749	Rather Agree
6. Do you consider a discount from the shop first when you buy?	3.98	.838	Rather Agree
7. Do you prefer the free shipping offer?	4.30	.826	Strongly Agree
8. Do you consider a free shipping offer first when you buy?	4.02	.898	Rather Agree
9. Do you always collect Shopee coins after purchase?	3.47	1.190	Rather Agree
10. The Shopee coin switch to discount can motivate your buying decision?	3.54	1.143	Rather Agree
11. Do you prefer a shipping discount?	4.02	.881	Rather Agree
12. The shipping discount can motivate your buying decision?	4.03	.854	Rather Agree
Total	4.03	0.871	Rather Agree

Table 4.2 showed that most respondents rather agree that discount of product

effect on consumer buying decision ($\bar{x}$= 4.21, S.D. = .770). The least respondents are

Shopee coin switch to discount offer ($\bar{x}$= 3.50, S.D. = 1.166). Moreover, total

respondents rather agree ($\bar{x}$= 4.03, S.D. = .871) with price selection on consumer

buying decision on Shopee application of Flash Sales promotion.

**4.3 Attitude toward Service Standard of Shopee Application on Flash Sales
Promotion**

The research findings of this part presented the respondents' attitudes toward

service standard of Shopee application on Flash Sales promotion. The values of mean

and standard deviation were used for data analysis of the attitudes. The findings were

shown in Table 3: Part 3 statement 1–12 as follow:

Table 4.3: Mean and Standard Deviation of Attitude toward Service Standard

Statement	Mean	S.D.	Interpretation
1. A service recovery plan necessary for organization?	4.10	.751	Rather Agree
2. The effective service recovery plan motivate you to buy?	4.07	.786	Rather Agree
3. Do you focus on service recovery plan first?	4.00	.827	Rather Agree

(Continued)

Table 4.3 (Continued): Mean and Standard Deviation of Attitude toward Service

Standard

Statement	Mean	S.D.	Interpretation
4. Service recovery plan feedback can measure a company standard?	4.10	.763	Rather Agree
5. After sales services are necessary for organization?	4.17	.762	Rather Agree
6. The effective after sales service motivates your buying?	4.18	.786	Rather Agree
7. Do you focus on after sales service first?	3.94	.854	Rather Agree
8. After sales service feedback can measure a company standard?	4.16	.752	Rather Agree
9. The delivery quality is necessary for organization?	4.21	.770	Rather Agree
10. The effective delivery quality motivates you to buy?	4.13	.795	Rather Agree
11. Do you focus on the delivery quality first?	4.02	.819	Rather Agree
12. Delivery quality feedback can measure a company standard?	4.16	.813	Rather Agree
Total	4.10	.790	Rather Agree

Table 4.3 showed that most respondents rather agree that the delivery quality

effect on consumer buying decision ($\bar{x}$= 4.13, S.D. = .781). The least respondents is

service recovery plan ($\bar{x}$= 4.06, S.D. = .781). Moreover, total respondents rather agree

($\bar{x}$= 4.10, S.D. = .790) with service standard on consumer buying decision on Shopee

application of Flash Sales promotion.

4.4 Attitude toward Time Management Limitation of Shopee Application on

Flash Sales Promotion

The research findings of this part presented the respondents' attitudes toward

time management limitation of Shopee application on Flash Sales promotion. The

values of mean and standard deviation were used for data analysis of the attitudes.

The findings were shown in Table 4.4: Part 4 statement 1–12 as follow:

Table 4.4: Mean and Standard Deviation of Attitude toward Time Management

Limitation

Statement	Mean	S.D.	Interpretation
1. The limited time effect on your buying?	3.94	.850	Rather Agree
2. The limited time can make you buy easier?	3.83	.904	Rather Agree
3. The limited time can motivate you to buy?	3.84	.873	Rather Agree

(Continued)

Table 4.4 (Continued): Mean and Standard Deviation of Attitude toward Time

Management Limitation

Statement	Mean	S.D.	Interpretation
4. The limited time offers can increase sales?	3.92	.875	Rather Agree
5. Does the limited product in limited time affect your buying decision?	3.80	.868	Rather Agree
6. The limited products in limited time make you feel special?	3.84	.923	Rather Agree
7. The limited products in limited time make you buy easier?	3.79	.919	Rather Agree
8. The limited product in limited time offers can increase sales?	3.87	.811	Rather Agree
9. Do you prefer to manage limited time to confirm order?	3.85	848	Rather Agree
10. Do you prefer to manage limited time to confirm order against others?	3.82	.862	Rather Agree
11. Managing time to confirm order against others affects your buying decision?	3.83	.856	Rather Agree
12. When consumers confirm orders against others can increase sales?	3.89	.788	Rather Agree
Total	3.85	.865	Rather Agree

Table 4.4 showed that most respondents rather agree that analyzing limited time effect on consumer buying decision ($\bar{x}$= 3.88, S.D. = .875). The least respondents are to understand limited time with limited product can motivate consumer ($\bar{x}$= 3.82, S.D. = .880). Moreover, total respondents rather agree ($\bar{x}$= 3.85, S.D. = .865) with time management limitation on consumer buying decision on Shopee application of Flash Sales promotion.

4.5 Attitude toward Consumer Buying Decision of Shopee Application on Flash Sales Promotion

The research findings of this part presented the respondents' attitudes toward consumer buying decision of Shopee application on Flash Sales promotion. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table 4.5: Part 5 statement 1–12 as follow:

Table 4.5: Mean and Standard Deviation of Attitude toward Consumer Buying Decision

Statement	Mean	S.D.	Interpretation
1. Customer feedback affects your buying decision?	4.30	.720	Strongly Agree
2. Customer perception affects your buying decision?	4.14	.755	Rather Agree

(Continued)

Table 4.5 (Continued): Mean and Standard Deviation of Attitude toward Consumer

Buying Decision

Statement	Mean	S.D.	Interpretation
3. Do you prefer brand decisions?	4.02	.761	Rather Agree
4. Information search affects your buying decision?	4.20	.769	Rather Agree
5. Personal sources affect your buying decision?	4.10	.756	Rather Agree
6. Commercial sources affect your buying decision?	4.00	.779	Rather Agree
7. Public sources affect your buying decision?	4.00	.758	Rather Agree
8. Experiential sources affect your buying decision?	4.12	.757	Rather Agree
9. Do you prefer vendor decisions?	3.97	.795	Rather Agree
10. Do you focus on post purchase behavior?	4.07	.842	Rather Agree
11. Do you focus on need-recognition first?	4.10	.797	Rather Agree
12. Do you prefer customer loyalty?	4.15	.838	Rather Agree
Total	4.10	.777	Rather Agree

Table 4.5 showed that most respondents rather agree that consumer buying decision should be concern with customer feedbacks ($\bar{x}$= 4.30, S.D. = .720). The least respondents are preferring vendor decision ($\bar{x}$= 3.97, S.D. = .795). Moreover, total respondents rather agree ($\bar{x}$= 4.10, S.D. = .777) with consumer buying decision on Shopee application of Flash Sales promotion.

4.6 Relationship between Price Selection, Service Standard and Time Management Limitation and Consumer Buying Decision

The research findings of this part presented the relationship in terms of the degree of the effect of price selection, service standard and time management limitation on Shopee application of Flash Sales promotion. The Multiple Regression Analysis was used for analyzing such relationship. The findings were presented in Table 4.6–4.8 as follow:

Table 4.6: Analysis of the Impact of Independent Variables on Dependent Variable
(Price Selection)

1. Price Selection	B	Beta	t	Sig	Interpretation
1.1 Discount of product	.214	.245	2.802	.005*	Supported
1.2 Discount from shop	.125	.148	1.673	.096	Not Supported
1.3 Free shipping offers	.030	.042	.570	.569	Not Supported

(Continued)

Table 4.6 (Continued): Analysis of the Impact of Independent Variables on

Dependent Variable (Price Selection)

1. Price Selection	B	Beta	t	Sig	Interpretation
1.4 Shopee coin switch to discount	.017	.033	.563	.574	Not Supported
1.5 Shipping discount offers	.134	.190	2.601	.010*	Supported

Adjusted R^2 = .294, F = 22.523, *P≤ 0.05

Dependent Variable: Consumer Buying Decision on Shopee application of Flash Sales promotion

Table 4.6 showed that discount of product (Beta = .245 and Sig = .005) and shipping discount offers (Beta = .190 and Sig = .010) affected on consumer buying decision on Shopee application of Flash Sales promotion at 0.05 level of statistical significance. This finding supported the research hypothesis which was propose that discount of product and shipping discount offers affected on consumer buying decision on Shopee application of Flash Sales promotion. While discount from shop, free shipping offers and Shopee coin switch to discount did not affect on consumer buying decision on Shopee application of Flash Sales promotion (Sig > 0.05). That was interpreted that finding did not support the hypothesis which was proposed that discount from shop, free shipping offers and Shopee coin switch to discount affected consumer buying decision on Shopee application of Flash Sales promotion. The summary of the results of hypothesis testing was illustrated in Table 4.9.

Table 4.7: Analysis of the Impact of Independent Variables on Dependent Variable

(Service Standard)

2. Service Standard	B	Beta	t	Sig	Interpretation
2.1 Service recovery plan	.158	.182	2.605	.010*	Supported
2.2 After sales service	.274	.302	3.837	.000*	Supported
2.3 The delivery quality	.177	.211	2.986	.003*	Supported

Adjusted R^2 = .374, F = 52.586, *P≤ 0.05

Dependent Variable: Consumer Buying Decision on Shopee application of

Flash Sales promotion

Table 4.7 showed that service recovery plan (Beta = .182 and Sig = .010),

after sales service (Beta = .302 and Sig = .000) and the delivery quality (Beta = .211

and Sig = .003) affected on consumer buying decision on Shopee application of Flash

Sales promotion at 0.05 level of statistical significance. This finding supported the

research hypothesis which was propose that discount of product and shipping discount

offers affected on consumer buying decision on Shopee application of Flash Sales

promotion. The summary of the results of hypothesis testing was illustrated in Table

4.9.

Table 4.8: Analysis of the Impact of Independent Variables on Dependent Variable

       (Time Management Limitation)

3. Time Management Limitation	B	Beta	t	Sig	Interpretation
3.1 Analyzing limited time effect on consumer perception	.307	.400	4.516	.000*	Supported
3.2 Understanding limited time with limited product can motivate consumer	.059	.080	.817	.415	Not Supported
3.3 Managing time to confirm order against others	.108	.143	1.596	.112	Not Supported

Adjusted R^2 = .374, F = 52.586, *P$\leq$ 0.05

Dependent Variable: Consumer Buying Decision on Shopee application of Flash Sales promotion

Table 4.8 showed that analyzing limited time effect on consumer perception (Beta = .400 and Sig = .000) affected on consumer buying decision on Shopee application of Flash Sales promotion at 0.05 level of statistical significance. This finding supported the research hypothesis which was propose that limited time affected on consumer buying decision on Shopee application of Flash Sales promotion. While understanding limited time with limited product can motivate consumer and managing time to confirm order against others did not effect on consumer buying decision on Shopee application of Flash Sales promotion

(Sig > 0.05). That was interpreted that finding did not support the hypothesis which

was proposed that discount understanding limited time with limited product can

motivate consumer and managing time to confirm order against others affected

consumer buying decision on Shopee application of Flash Sales promotion. The

summary of the results of hypothesis testing was illustrated in Table 4.9.

Table 4.9: Summary of Hypothesis Testing

Hypothesis	Result
Hypothesis 1: Price selection affecting consumer buying decision on Shopee application of Flash Sales promotion	Not Supported Except Discount of product and Shipping discount offer
Hypothesis 2: Service standard affecting consumer buying decision on Shopee application of Flash Sales promotion	Supported
Hypothesis 3: Time management limitation affecting consumer buying decision on Shopee application of Flash Sales promotion	Not Supported Except Analyzing limited time on consumer perception

CHAPTER 5

CONCLUSION AND DISCUSSION

The purpose of this study was to explore the relationship in terms of the effect of the independence variable including price selection, service standard and time management limitation concern on the dependent variable which is a consumer buying decision on Shopee application of Flash sales promotion. As this study was a quantitative research, the close-ended questionnaire that was designed to collect data. This research collect 260 samples were randomly selected the customers who are used Shopee application and Flash sales promotion before in 5 districts including Yannawa, Thonburi, Klongsarn, Bangbon and Klong-Toey. Regarding the purpose of this study, Multiple regression Analysis technique was used to analyze the data. Moreover, mean, percentage frequency, standard deviation was also applied to analyze the demographic data and the samples attitudes toward the independent and dependent variables. The research finding of the study was concluded in this chapter. Moreover, the discussion of research finding and the recommendation for manage implication and future research and forecast were also including.

5.1 Conclusion

5.1.1 Demographic Data

Most respondents were female (63.1%), aging between 18–30 years (85.8%), company employees are the most (50.4%) and single (75.8%). Moreover, collect data from 5 locations in 52 surveys in each location. It found that respondents' income rate

between 10,001-20,000 Baht (35%), they are Thai (99.2%), education background

was Bachelor's (77.3%), Buddhism (87.7%) and country of is Thailand (99.2%).

5.1.2 Attitudes towards Variables

1) Price selection rather agree perceived Shopee application of Flash

Sales promotion.

2) Service standard rather agree perceived on Shopee application of Flash

Sales promotion.

3) Time management limitation rather agree perceived on Shopee

application of Flash Sales promotion.

4) Consumer buying decision rather agree perceived on Shopee

application of Flash Sales promotion.

5.1.3 Hypothesis results

Price selection (except discount of product and shipping discount offers) and

time management limitation (except analyzing limited time effect on consumer

perception) not support consumer buying decision on Shopee application of Flash

Sales promotion. While service standard effects on consumer buying decision on

Shopee application of Flash Sales promotion.

5.2 Discussion and Recommendations for Managerial Implications

This research studies three independent variables including price selection,

service standard, and time limitation and their effects on consumer buying decision on

the Shopee application during Flash Sales promotion periods. The results show that

only service standard affect consumer buying decisions, while price selection (except

discounts from the shop, and shipping discount offers) and time limitations (except

analyzing limited time effects on consumer perceptions) do not affect consumer buying decisions.

According to McColl-Kennedy and Sparks (2003), service standard is the most important factor in consumer buying decisions. This was confirmed in the research that studied three independent variables including price selection, service standard, and time management limitation. It shows that service standard was the most important of the three variables in consumer buying decisions.

According to the results from the questionnaire on consumer buying decisions on the Shopee application, respondents mainly focused on service standard as presented by the highest value of mean percentage 4.10. Therefore, it is very important for retailers to study service standard and search for company advantages in order to compete with rivals on e-commerce channels. While price selection and time management limitation should have some effect on consumer buying decisions, the outcomes of the survey did not support the claim because some factors depend on attitudes and perceptions (Carlos & Oleksiy, 2018). Price selection is not the most important factor that motivates consumer buying decisions because different e-commerce channels compete by reducing prices so consumers can easily find the lowest price for a product.

Time management limitations (Jacoby, Szybillo & Berning, 1976) are not the most crucial factor that motivates consumer buying decisions because there are many e-commerce channels that sell similar products so consumers can easily find the products, they want without the concern for promotion time limitations.

Regarding the results on the issue of service standard, most consumers were concerned with the issue of service standard rather than price selection and time

management limitations. Therefore, vendors on e-commerce channels should be ready to provide the best service standard to consumers in order to build customer loyalty to increase sales and expand businesses.

5.3 Recommendations for Future Research

5.3.1 Regarding the recommendations for company policy, service standard is the most important factor that can positively influence consumer purchasing behavior on e-commerce channels. Price selection and time management limitation, however, do not strongly affect consumer purchasing behavior. The competition among e-commerce applications is very high, with each company trying to find the competitive advantages and strengths in order for their customers to choose to buy products from their company. The results of this research demonstrate that consumers put more emphasis on service standard than other factors. The fact that Shopee already focuses on the service recovery plan, after sales service and delivery quality, shows that it has already developed a proper sales strategy that can help expand and maintain the customer base. The company should maintain the service quality in all areas and develop their existing strategies in order to expand the customer base.

5.3.2 With regard to research problems, concerning price strategy and time management limitation, although these two factors do not positively influence consumer buying decisions as seen in the results of this research, they can still help increase sales and expand the business. The company should add new products and launch new promotions in order to attract customers and support their needs. Concerning the results from the questionnaire in the area of price selection and time limitations, respondents should have been asked why they did not choose these

factors. They should have also been asked to explain and suggest the solutions for the problem. Another way is to change the questions with the same variables to understand consumer perceptions. If the company cannot solve the problem after the data have been collected and analyzed, it then needs to find other factors that influence and motivate customer buying decisions.

5.3.3 With regard to the recommendations for future research, such studies should examine company information before creating the questionnaire. This is because Shopee has some complicated promotion mechanisms that can confuse respondents. If the respondents have some knowledge and have used the application before, future research should provide clear questions that are easy to understand, with some explanation of each question and the terms at the beginning of the questionnaire. Also, future research should opt for other independent variables that respondents can easily relate to and understand well.

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APPENDIX

Questionnaire

Research Title: The Factors of Price Selection, Service Standard, Time Management Limitation toward Consumer Buying Decision: Case study of Shopee Application of Flash Sales promotion

Instruction: This research study price selection, service standard and time management limitation affecting consumer buying decision on Shopee Application of Flash Sales promotion to collect data about researcher's perception on it and find the way to improve company efficiency and avoid threat. The questionnaire contains Thai language questionnaires for Thai respondents.

Part 1: Demographic data

1. Gender

    □ Male   □ Female

2. Age

    □ < 18 years   □ 18-30 years   □ 31-40 years

    □ 41-50 years   □ 51-60 years   □ > 60 years

3. Employment

    □ Student   □ Unemployed   □ Company Employees

    □ Government Employees   □ Self-employed   □ Other ……………

4. Marital Status

    □ Yes   □ No

5. Location

    □ Thonburi   □ Klongsan   □ Yannawa

    □ Bangbon   □ Klong-Toey

6. Income

□ < 10,000 Baht   □ 10,001-20,000 Baht   □ 20,001-30,000 Baht

□ 30,001-40,000 Baht   □ 40,001-50,000 Baht.   □ > 50,000 Baht.

7. Nationality

□ Thai   □ Other …………...

8. Education

□ Less than HS Diploma   □ High School   □ Bachelor Degree

□ Master Degree   □ Doctoral Degree

9. Religion

□ Buddhism   □ Christianity   □ Islam

□ Brahmin-Hinduism   □ Other …………...

10. Country of Birth

□ Thai   □ Other ……………

Part 2: Price Selection	Least agree (1)	Less agree (2)	Moderate agree (3)	More agree (4)	Most Agree (5)
1. Do you prefer a discount product?					
2. The discount products motivate your buying?					
3. Do you consider discount products first when you buy?					

Part 2: Price Selection	Least agree (1)	Less agree (2)	Moderate agree (3)	More agree (4)	Most Agree (5)
4. Do you prefer a discount from the shop?					
5. The discounts from the shop motivate you to buy?					
6. Do you consider a discount from the shop first when you buy?					
7. Do you prefer the free shipping offer?					
8. Do you consider a free shipping offer first when you buy?					
9. Do you always collect shopee coins after purchase?					
10. The Shopee coin switch to discount can motivate your buying decision?					
11. Do you prefer a shipping discount?					
12. The shipping discount can motivate your buying decision?					

Part 3: Service Standard	Least agree (1)	Less agree (2)	Moderate agree (3)	More agree (4)	Most Agree (5)
1. A service recovery plan necessary for organization?					
2. The effective service recovery plans motivate you to buy?					
3. Do you focus on service recovery plans first?					
4. Service recovery plan feedback can measure a company standard?					
5. After sales services are necessary for organization?					
6. The effective after sales service motivates your buying?					
7. Do you focus on after sales service first?					
8. After sales service feedback can measure a company standard?					
9. The delivery quality is necessary for organization?					
10. The effective delivery quality motivates you to buy?					

Part 3: Service Standard	Least agree (1)	Less agree (2)	Moderate agree (3)	More agree (4)	Most Agree (5)
11. Do you focus on the delivery quality first?					
12. Delivery quality feedback can measure a company standard?					

Part 4: Time Management Limitation	Least agree (1)	Less agree (2)	Moderate Agree (3)	More agree (4)	Most Agree (5)
1. The limited time effect on your buying?					
2. The limited time can make you buy easier?					
3. The limited time can motivate you to buy?					
4. The limited time offers can increase sales?					
5. Does the limited product in limited time affect your buying decision?					

Part 4: Time Management Limitation	Least agree (1)	Less agree (2)	Moderate Agree (3)	More agree (4)	Most Agree (5)
6. The limited products in limited time make you feel special?					
7. The limited product in limited time can make you buy easier?					
8. The limited product in limited time offers can increase sales?					
9. Do you prefer to manage limited time to confirm order?					
10. Do you prefer to manage limited time to confirm order against others?					
11. Managing time to confirm order against others affects your buying decision?					
12. When consumers confirm orders against others can increase sales?					

Part 5: Consumer Buying Decision	Least agree (1)	Less agree (2)	Moderate Agree (3)	More agree (4)	Most Agree (5)
1. Consumer feedback affects your buying decision?					
2. Consumer perception affects your buying decision?					
3. Do you prefer brand decisions?					
4. Information search affects your buying decision?					
5. Personal sources affect your buying decision?					
6. Commercial sources affect your buying decision?					
7. Public sources affect your buying decision?					
8. Experiential sources affect your buying decision?					
9. Do you prefer vendor decisions?					
10. Do you focus on post purchase behavior?					
11. Do you focus on need-recognition first?					

Part 5: Consumer Buying Decision	Least agree (1)	Less agree (2)	Moderate Agree (3)	More agree (4)	Most Agree (5)
12. Do you prefer customer loyalty?					

Thank you

แบบสอบถาม

หัวข้อ: ปัจจัยในการเลือกราคา, มาตรฐานการบริการ และข้อจำกัดในการบริหารเวลาต่อการตัดสินใจ
ซื้อของผู้บริโภค กรณีศึกษาของแอปพลิเคชันช้อปปี้ในช่วงแฟลชเซลล์โปรโมชั่น

คำชี้แจง: การวิจัยนี้ศึกษาเรื่องการเลือกราคา, มาตรฐานการบริการ และข้อจำกัดในการบริหารเวลา
ต่อการตัดสินใจซื้อของผู้บริโภคของแอพพลิเคชั่นช้อปปี้ในช่วงแฟลชเซลล์โปรโมชั่นเพื่อรวบรวมข้อมูล
เกี่ยวกับการรับรู้ผู้ทำแบบสอบถามเพื่อค้นหาวิธีปรับปรุงประสิทธิภาพของบริษัทและหลีกเลี่ยงการถูก
คุมคาม

ส่วนที่ 1: ข้อมูลประชากร

1. เพศ

    ☐ ชาย   ☐ หญิง

2. อายุ

    ☐ < 18 ปี   ☐ 18-30 ปี   ☐ 31-40 ปี

    ☐ 41-50 ปี   ☐ 51-60 ปี   ☐ > 60 ปี

3. อาชีพ

    ☐ นักเรียน   ☐ ว่างงาน   ☐ พนักงานบริษัท

    ☐ ข้าราชการ   ☐ เจ้าของกิจการ   ☐ อื่น ๆ ....

4. สถานะการแต่งงาน

    ☐ ใช่   ☐ ไม่ใช่

5. ตำแหน่งที่ตั้ง

    ☐ เขตธนบุรี   ☐ เขตคลองสาน ☐ เขตยานนาวา

    ☐ เขตบางบอน   ☐ เขตคลองเตย

6. รายได้

    ☐ < 10,000 บาท   ☐ 10,001-20,000 บาท ☐ 20,001-30,000 บาท

    ☐ 30,001-40,000 บาท☐ 40,001-50,000 บาท ☐ > 50,000 บาท

7. สัญชาติ

☐ ไทย   ☐ อื่น ๆ ....

8. การศึกษา

☐ ต่ำกว่ามัธยมศึกษาปีที่ 6   ☐ ระดับมัธยมศึกษาปีที่ 6

☐ ระดับปริญญาตรี   ☐ระดับปริญญาโท

☐ ระดับปริญญาเอก

9. ศาสนา

☐ พุทธ   ☐ คริสต์   ☐ อิสลาม

☐ พราหมณ์-ฮินดู   ☐ อื่นๆ ....

10. ประเทศที่เกิด

☐ ไทย   ☐ อื่น ๆ ....

ส่วนที่ 2: การเลือกราคา	เห็นด้วยน้อยที่สุด (1)	เห็นด้วยน้อย (2)	เห็นด้วยปานกลาง (3)	เห็นด้วยมาก (4)	เห็นด้วยมากที่สุด (5)
1. คุณชอบสินค้าลดราคา?					
2. สินค้าลดราคาสามารถกระตุ้นการซื้อของคุณ?					
3. คุณพิจารณาสินค้าลดราคาเป็นอันดับแรก?					
4. คุณชอบส่วนลดจากร้านค้า?					
5. ส่วนลดจากร้านค้าสามารถกระตุ้นการซื้อของคุณ?					
6. คุณพิจารณาส่วนลดจากร้านค้าเป็นอันดับแรก?					
7. คุณชอบข้อเสนอในการจัดส่งฟรี?					
8. คุณพิจารณาข้อเสนอในการจัดส่งฟรีเป็นอับดับแรก?					

ส่วนที่ 2: การเลือกราคา	เห็นด้วยน้อยที่สุด (1)	เห็นด้วยน้อย (2)	เห็นด้วยปานกลาง (3)	เห็นด้วยมาก (4)	เห็นด้วยมากที่สุด (5)
9. คุณมักจะสะสมช้อปปี้คอยน์หลังการซื้อสินค้าอย่างสม่ำเสมอ?					
10. ข้อเสนอช้อปปี้คอยน์แลกเป็นส่วนลดสามารถกระตุ้นการซื้อของคุณ?					
11. คุณชอบส่วนลดค่าจัดส่ง?					
12. ส่วนลดค่าจัดส่งสามารถกระตุ้นการซื้อของคุณ?					
ส่วนที่ 3: มาตรฐานการบริการ	เห็นด้วยน้อยที่สุด (1)	เห็นด้วยน้อย (2)	เห็นด้วยปานกลาง (3)	เห็นด้วยมาก (4)	เห็นด้วยมากที่สุด (5)
1. การแก้ปัญหาให้ลูกค้าสำคัญต่อองค์กร?					
2. การแก้ปัญหาให้ลูกค้าอย่างมีคุณภาพสามารถกระตุ้นคุณในการซื้อ?					
3. คุณให้ความสำคัญกับการแก้ปัญหาให้ลูกค้าเป็นอันดับแรก?					
4. ผลตอบรับของการแก้ปัญหาให้ลูกค้าสามารถวัดมาตรฐานบริษัท?					
5. บริการหลังการขายสำคัญต่อองค์กร?					
6. บริการหลังการขายที่มีประสิทธิภาพสามารถกระตุ้นคุณในการซื้อ?					
7. คุณให้ความสำคัญกับบริการหลังการขายเป็นอันดับแรก?					

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ส่วนที่ 3: มาตรฐานการบริการ	เห็นด้วยน้อยที่สุด (1)	เห็นด้วยน้อย (2)	เห็นด้วยปานกลาง (3)	เห็นด้วยมาก (4)	เห็นด้วยมากที่สุด (5)
8. ผลตอบรับของการบริการหลังการขายสามารถวัดมาตรฐานบริษัท?					
9. คุณภาพในการจัดส่งสินค้าสำคัญต่อองค์กร?					
10. คุณภาพในการจัดส่งสินค้าที่มีประสิทธิภาพสามารถกระตุ้นคุณในการซื้อ?					
11. คุณให้ความสำคัญกับคุณภาพในการจัดส่งสินค้าเป็นอันดับแรก?					
12. ผลตอบรับของการคุณภาพในการจัดส่งสินค้าสามารถวัดมาตรฐานบริษัท?					

ส่วนที่ 4: ข้อจำกัดในการบริหารเวลา	เห็นด้วยน้อยที่สุด (1)	เห็นด้วยน้อย (2)	เห็นด้วยปานกลาง (3)	เห็นด้วยมาก (4)	เห็นด้วยมากที่สุด (5)
1. เวลาที่จำกัดส่งผลต่อการซื้อของคุณ?					
2. เวลาที่จำกัดสามารถทำให้คุณซื้อได้ง่ายขึ้น?					
3. เวลาที่จำกัดสามารถกระตุ้นการซื้อของคุณ?					
4. ข้อเสนอของเวลาที่จำกัดสามารถเพิ่มยอดขาย?					
5. สินค้าที่จำกัดเวลาที่จำกัดส่งผลต่อการซื้อของคุณ?					

ส่วนที่ 4: ข้อจำกัดในการบริหารเวลา	เห็นด้วยน้อยที่สุด (1)	เห็นด้วยน้อย (2)	เห็นด้วยปานกลาง (3)	เห็นด้วยมาก (4)	เห็นด้วยมากที่สุด (5)
6. สินค้าที่จำกัดในเวลาที่จำกัดทำให้คุณรู้สึกพิเศษ?					
7. สินค้าที่จำกัดในเวลาที่จำกัดทำให้คุณซื้อง่ายขึ้น?					
8. ข้อเสนอของสินค้าที่จำกัดในเวลาที่จำกัดสามารถเพิ่มยอดขาย?					
9. คุณชอบที่จะจัดการเวลาที่จำกัดในการยืนยันคำสั่งซื้อ?					
10. คุณชอบที่จะจัดการเวลาที่จำกัดในการยืนยันคำสั่งซื้อแข่งกับผู้อื่น?					
11. การจัดการเวลาในการยืนยันคำสั่งซื้อแข่งกับผู้อื่นส่งผลกับการตัดสินใจซื้อของคุณ?					
12. เมื่อลูกค้ายืนยันคำสั่งซื้อแข่งกับผู้อื่นสามารถเพิ่มยอดขายได้?					

ส่วนที่ 5: การตัดสินใจซื้อของผู้บริโภค	เห็นด้วยน้อยที่สุด (1)	เห็นด้วยน้อย (2)	เห็นด้วยปานกลาง (3)	เห็นด้วยมาก (4)	เห็นด้วยมากที่สุด (5)
1. ผลตอบรับของลูกค้าส่งผลต่อการตัดสินใจซื้อของคุณ?					
2. การรับรู้ของลูกค้าส่งผลต่อการตัดสินใจซื้อของคุณ?					

ส่วนที่ 5: การตัดสินใจซื้อของผู้บริโภค	เห็นด้วยน้อยที่สุด (1)	เห็นด้วยน้อย (2)	เห็นด้วยปานกลาง (3)	เห็นด้วยมาก (4)	เห็นด้วยมากที่สุด (5)
3. คุณชอบตัดสินใจในตราสินค้า?					
4. การหาข้อมูลส่งผลต่อการตัดสินใจซื้อของคุณ?					
5. แหล่งบุคคลส่งผลต่อการตัดสินใจซื้อของคุณ?					
6. แหล่งการค้าส่งผลต่อการตัดสินใจซื้อของคุณ?					
7. แหล่งสาธารณะส่งผลต่อการตัดสินใจซื้อของคุณ?					
8. แหล่งทดลองส่งผลต่อการตัดสินใจซื้อของคุณ?					
9. คุณชอบตัดสินใจในด้านผู้ขาย?					
10. คุณให้ความสำคัญกับพฤติกรรมหลังการซื้อ?					
11. คุณให้ความสำคัญกับการจดจำความต้องการเป็นอันดับแรก?					
12. คุณชอบในความภักดีของลูกค้า?					

ขอบคุณค่ะ

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