# BRAND IMAGE AND CONSUMER PURCHASING BEHAVIOR IN ONLINE STORECASE STUDY: SHEIN THAILAND

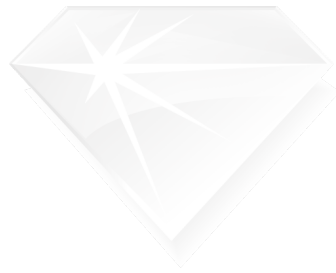BRAND IMAGE AND CONSUMER PURCHASING BEHAVIOR IN
ONLINE STORECASE STUDY: SHEIN THAILAND

Zhang  Yunayuan

BANGKOK
UNIVERSITY
THE CREATIVE UNIVERSITY

This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

Master of Business Administration

Academic Year 2020

Copyright of Bangkok University

This manuscript has been approved by

the Graduate School Bangkok University

Title:        Brand Image and Consumer Purchasing Behavior in Online StoreCase
             Study: Shein Thailand

Author:      Zhang Yuanyuan

Independent Study Committee:

Advisor：                              Assoc.Prof.Dr.Sumana Theerakittikul

Field Specialist:                      Dr.Rapeesorn Fuangkasem

## ABSTRACT

The purpose of this study is to understand the impact of the online store - Shein Thailand in terms of brand image and consumer purchasing behavior, in order to continuously improve customer service satisfaction and to improve its e-commerce services to meet consumer needs. This study draws on quantitative research methods. The sample comprised 441 consumers over 18 years old in Bangkok, Thailand, who have used Shein for shopping. These people are the survey objects in designing and issuing questionnaires. Finally, descriptive statistical analysis, correlation analysis and regression analysis were carried out on the data by SPSS, a professional statistical software program. And empirical verification was conducted on the relationship between online stores, brand image and consumers' purchase behavior intention.

The brand image is enhanced by high-quality service at reasonable pricing and vigorous marketing. The improvement of brand image helps improve consumers' purchase intention and increase their purchase behavior. Finally, based on the conclusions drawn from the research, this paper puts forward the relevant improvement analysis of online stores, which has certain guiding significance for improving the product brand image, and for improving consumers' shopping satisfaction and brand loyalty.

*Keywords: Online store, brand image, consumer buying behavior, Shein Thailand*

# ACKNOWLEDGEMENT

First and foremost, I would like to appreciate Dr. Sumana Theerakittikul for her patient advice in her professional sector. She dedicated a significant amount of time and energy to assisting me with my independent study.

I would also like to appreciate Bangkok University. Despite the fact that my research took a long time, the graduate school always allows me to extend the time I have to complete it. I would also like to thank my classmates that study with me since they constantly give me research ideas when I'm stuck. In addition, I would like to thank everyone who took the time to fill my questionnaire and started using Shein shopping as a result of my questionnaire. Finally, I would like to thank my parents for providing me with opportunities and encouragement for my MBA study and supporting me as always.

Zhang yuanyuan

# TABLE OF CONTENTS

**TABLE OF CONTENTS (Continued)**

# LIST OF TABLES

# LIST OF FIGURES

# CHAPTER 1
# INTRODUCTION

## 1.1 Background

With the vigorous development of today's network technology and the gradual improvement of e-commerce platforms, a brand-new shopping experience has been provided for the global consumer group which is Online Shopping. The convenience and diversity of online shopping not only provide consumers with more choices but also bring new opportunities for traditional offline commodity suppliers. Not only that, online shopping is gradually becoming the mainstream choice for future shopping.

Online shopping is a form of networked e-commerce that allows consumers to make direct purchases of goods and services from a seller interactively and in real-time via the internet using a web browser or mobile phone application and without intermediaries (Aditya & Mahir, 2016). On the one hand from a business perspective the Internet has changed the way business is conducted. On the other hand, from a consumer perspective, the Internet provides consumers with more information about goods and services. Therefore, online shopping is gaining popularity (Lim, Yap, & Lee, 2011).

According to the latest data from the Groupe Speciale Mobile Association (GSMA) Intelligence, there are 5.32 billion independent mobile phone users worldwide today. More specifically 2.4% of Internet users spend an average of almost seven hours a day on mobile phones. Global Online purchases exceed $3.8 trillion in 2021 which was an 18% increase over 2020 (Statista reports, 2021). On average, online shoppers spend more than $1,000 a year on consumer goods online.

In Thailand, the internet is also increasingly omnipresent that directly affects the shopping habits of most consumers. It reached 48.59 million internet users in January 2021. Between 2020 and 2021 the number of internet users in Thailand is increasing by 3.4 million （+7.4% (Datareportal, 2021). In addition, the Global market research machine GlobalWebIndex (GWI) reports in Q3 2021 indicated that Thai people spent an average of 9 hours and 6 minutes per day using the internet；96.2% of the internet users accessed the internet via mobile phones, with a daily average of 5

hours and 28 minutes；36.6 million people purchased consumer goods over the internet, which was increased from the previous year by 8.7%, with a total expenditure of $19 billion (Bangkok post, 2022).

Figure 1.1:  94% of Thai consumers buy goods over the Internet
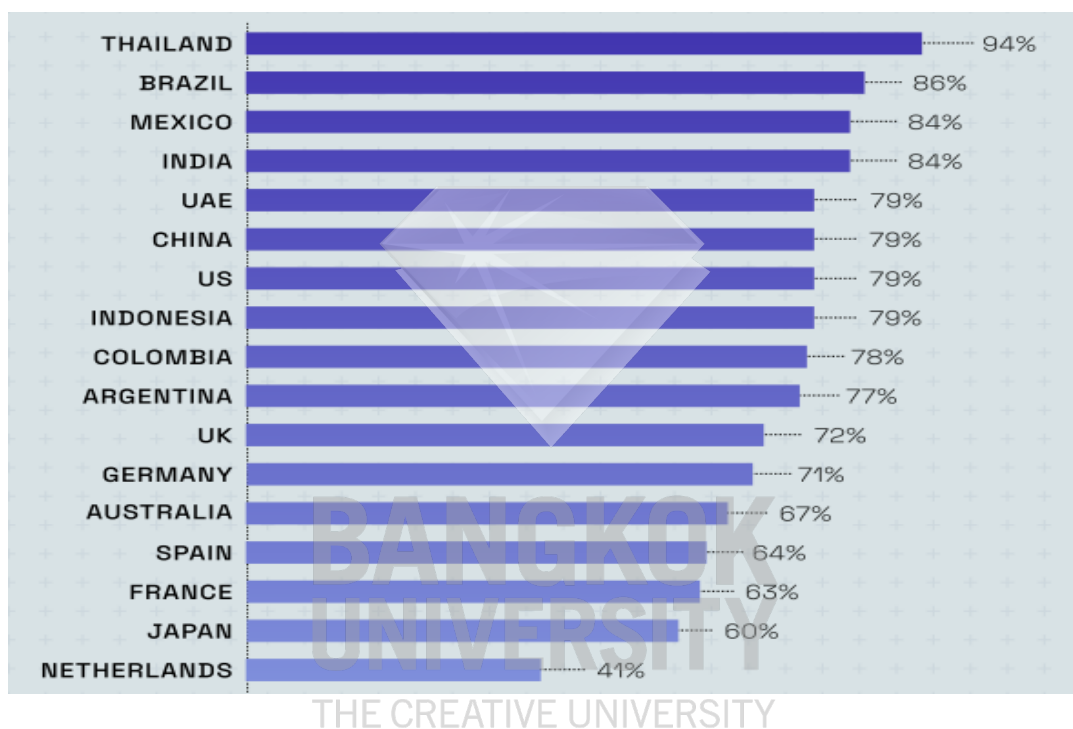


Source: *THE FUTURE SHOPPER REPORT*. (2021). Retrieved from

https://www.wundermanthompson.com/insight/the-future-shopper-report-2021

Overall, this research suggests that consumers have fully embraced the value of the internet which makes online stores occupy a prominent position in the Thai market. In addition, about 95% of the respondents (THE FUTURE SHOPPER REPORT, 2021) said that online stores need to improve their products, services, and shopping experience. Brands have to consider how to attract traffic to their online stores, which is crucial to enhance brand image, to increase consumer buying intentions and behaviors, and to enhance the competitive advantage. Based on Mobile Action's (2021) Google Play Store Top Shopping app in Thailand, Shein is the 4th most downloaded free app with 2.23 million downloads on IOS Store and 3.42

million on Google Play. Shein was founded in China in 2008 and now is one of the most prominent players in fast fashion, selling and shipping to 220 countries (Lora, 2021). According to App tracking companies App Annie and Sensor Tower (CBNDATA, 2021), Shein constantly outputs content on Instagram, YouTube, Facebook and other overseas social media platforms to attract consumers and interact with them (Ismail, Nazif, & Boge, 2016). So far, Shein's main category is clothing, striving to provide users with diversified and multi-channel fast fashion products through different design styles and design concepts from other countries. Based on the advantages of China's supply chain and Internet, it is expected to create an operation model integrating sales and Internet research and development, and to establish an exclusive website and APP (Wangyi News, 2021), which is different from other e-commerce platforms in Thailand. Emily Salter, a retail analyst at GlobalData said: "Shein's online presence has been a huge driver of its success as it has increased brand awareness and brand identity is more connected to consumers in 2021".

## 1.2 Statement of the Problems

The rising demand for online shopping has created excellent opportunities for e-commerce businesses and e-commerce platforms in online stores. In 2016, the Ministry of Commerce drafted a National E-Commerce Strategy (2017-2022) as a roadmap for efficiently developing electronic commerce in Thailand. As a result, the number of online business participants had grown from 5.5 million to 10 million. The number of buyers had increased from 135,291 to 400,000. The number of sellers had increased from 22,734 to 50,000. Moreover, the government encourages the public and private sectors to make e-commerce accessible to citizens. (Austrade, 2018).

To sum up, the development of the Internet has also been attached of great importance to the government. However, the lack of a supervision system for online stores and the fierce market competition leads to the entry of fake products and poor quality. The same product has different prices and false information that misleads consumers when they purchase products that do not match the description which impacts the shopping experience and the brand image. Therefore, the perceived image of consumers is incompatible with the image conveyed by the brand. Furthermore, increasing consumer buying behavior and improving competitive advantage becomes

critical for online stores.

Vasiic, Kilibarda & Kaurin(2020) studied online store services to provide commercially optimized media marketing and to create brand image. In order to reduce inventory waste, Shein uses on-demand manufacturing technology to connect suppliers with the supply chain and provide customers with a variety of products at reasonable prices. While Shein pays more attention to user reviews, Arianis & Dwi (2017) also mentioned in their research that marketers need to keep consumers engaged with the electronic content they publish so that consumers can pay more attention to the company's brand. Therefore, enhancing the brand image is one of the key factors to enhance the competitiveness of the industry and ensure that consumers continue to buy. The main purpose of this study was to conduct an in-depth study on brand image and consumer buying behavior through an online store (Shein Thailand).

Therefore, on the basis of expounding the problems studied, this paper carries on the research. The questions are as follows:

1. Is there a significant impact between the online store (Thai Shein) and the brand image?

2. Is there a significant influence between brand image and consumer purchasing behavior?

3. Is there a significant influence between the online store (Thai Shein) and consumers' purchasing behavior?

## 1.3  Research Problems

1.3.1 What is the impact of online shops (Shein Thailand) on the brand image?

1.3.2 What is the impact of brand image on consumers' purchasing behavior?

1.3.3 What are the factors that influence customers' preference for online shopping

**1.4 Objective of Research**

Currently, with the environment of the increasingly fierce competition between online shopping service providers, it is important to increase the understanding of how online shops such as Shein Thailand create value to retain consumers and enhance customer experience and satisfaction. It is also important to continuously improve e-commerce services to essentially cater to consumer needs. The objective of this study is therefore as follows;

1.4.1 To study the impact of research online shop (Shein Thailand)on brand image

1.4.2 To study the impact of brand image on consumers' purchasing behavior

1.4.3 To find out the factors that influence customers' preference for online shopping

1.4.2 Improve consumer satisfaction with online shopping

1.4.5 Improve the overall quality of online shop

**1.5  Scope of Research**

This paper aims to study the influence of online stores' service quality, price promotion, and influencer marketing on consumers' purchasing behavior (personal buying behavior, psychological buying behavior) and brand image (corporate image, product image, performance image). In addition, according to the above research information, the SOR model will be used to put forward corresponding hypotheses and set questionnaires. SPSS will be used to analyze the data collected from the questionnaire and the relationship between relevant variables.

15.1 Scope of Population and Sample

The number of consumers who use online shopping in Thailand as of January 2020 is 52 million users (Sukanya, 2020). To ensure the reliability of the data, the authors invited 31 people who regularly shop with Shein Thailand to conduct reliability tests. In order to make full use of the sample size to collect correct data for hypothesis testing, the sample group of this study was 441 Internet users over the age of 18 in Bangkok Thailand in 2022.

1.5.2 Scope of Related Variables

This study tries to take online stores as independent variables, including the impact on service, price and influencer marketing as the object of investigation. The dependent variable is the consumer behavior generated by customers in the consumption process, and the intermediate variable is the brand image, including the image investigation of enterprises, products and performance.

The variables are as follows:

Independent variables

Online store (service quality, price promotion, and influencer marketing)

- Service quality: refers to the service items that the shop can provide to consumers, including pre-transaction information, logistics progress reports, and after-sales service.
- Price promotion: Online stores offer discounts at specific times or festivals to attract consumers.
- Influencer marketing: Products attract people's attention through strong promotion by influencers on major social platforms.

Intervening variable

Brand image (corporate image, product image, and performance image)

- Corporate image: Consumers connect the information collected with the enterprise and the feeling of using the enterprise's products, so as to form the image cognition of the brand.
- Product image: the experience and cognition that a product can bring to consumers and their overall evaluation of product features.
- Performance image: Consumers have a deeper understanding of the product through online sales and product reviews.

Dependent variables

Consumer purchase behavior (personal purchase behavior and psychological purchase behavior)

- Personal purchase behavior: In the process of browsing a shopping site, the consumer has a clear purchase goal and makes specific requirements for the goods to be purchased, and will not hesitate to buy the goods when they meet the required requirements.
- Psychological purchase behavior: In the process of browsing a shopping site, consumers do not have a clear purchase goal, but rather they consume from their personal interests or emotions.

**1.6  The benefit of the Research**

1.6.1 This study will help enterprises to understand consumer needs and consumers better understand online stores and brand images.

1.6.2 This study aims to assist online shops to improve their service quality, formulate price discounts and define marketing models.

1.6.3 This study aims to provide a reference to the brand to shape the company's image, and to improve the product image and strengthen the performance image.

1.6.4 This study aims to analyze the popular brand "Shein Thailand" to improve the brand image and customer satisfaction of the online shop.

1.6.5 The results of this study can better help online stores to determine the purchase intention of consumers and to provide relevant factors for the subsequent development of online stores.

# CHAPTER 2
# LITERATURE REVIEW

This chapter focuses on explaining and researching the literature related to the variables involved in the thesis research, including online store, brand image, consumer purchase behavior, and investigating the relationships between the variables to provide theoretical support for the construction of the conceptual framework and content of the questionnaire.

## 2.1 Online Store

### 2.1.1 Definition of online store

The development of online stores is based on the rapid growth of the demands from online shopping. The innovation of shopping has not only brought a wide variety of products, but also provided numerous commercial activities and a huge market. Merchants can present themselves on the internet and also act as a medium to sell certain products to consumers by comparing products and prices to get a better choice, online commerce offers more satisfaction to modern consumers who seek convenience and speed (Nebojša, Milorad, & Tanja, 2019).

Sunitha & Edwin (2014) mentioned in the study that E-shopping has a great benefit as it reduces the time-consuming of product comparison. People can search for products and information 24 hours a day and there is a wide range of products available on the Internet every day. Many consumers have access to the internet at work and home. Limon, Bo, Zhou, and Liu (2021) also state that the demand for online shopping is rapidly growing, to meet the growing demand for online shops. Maintenance and management have become an important design approach to predict the ability of online shopping demand. As a result, research into online shops is gaining traction.

Malik & Guptha (2013) investigated the relationship between the decision to shop online and the factors that influence this decision. Huang (2000) combined consumer decisions about online shopping to understand the factors influencing consumers' willingness to shop online. The results show that online shops have

become a new form of shopping. More specifically, the more information the website is expressed, the more consumers will also tend to shop online.

Hans & Tibert (2003) propose that online shopping is likely to be a significant predictor of online purchase intentions. After empirical marketing research was able to link the image of the shop to the purchase intention. Kelly and Stephenson (1967) were the first to specify a bipolar scale (e.g., high-quality product - low-quality product). Dickson & Albaum (1977) improved this for retail establishments using two instrument pictures, arriving at the following dimensions: pricing, product, promotion, shop layout and facilities, service and personnel and 'other'. An instrument with 29 items (including semantic distinctions) was created and tested for reliability and validity.

Cheung & Lai (2005) examined the categories of variables that motivate people to engage in online shopping activities. In the study, the characteristics were divided into three major categories. The first category was the perceived characteristics of the online sales channel, which included risk, online shopping experience, advertising, and marketing benefits, service quality, and consumer trust. The second category includes website and product features, which are risk reduction measures, website functionality, and product features. The final group includes consumer characteristics. Consumer characteristics are driven by a variety of factors, including demographic variables, consumer shopping orientation, consumer innovativeness, psychological variables, computer and Internet knowledge and use.

By analyzing the academic research of the above scholars, and by comparing the traditional offline shopping experience and online shopping experience and the factors that affect consumers' decisions, we can draw the following conclusions: service quality and price are always the priority of most consumers, followed by factors such as brand marketing and product channels.

2.1.2 Service Quality

The quality of services is defined as the overall evaluation of the service process by the consumers. Parasuraman et al. (1985) define service quality as "global judgments or attitudes related to superiority" translating the concept of service quality

into a perception that the quality of the service is enhanced by the expectations of the consumer.

Fan & Ye (2017) mention that the better the service quality in an online shopping environment the higher the customer satisfaction with the brand.

Parasuraman, Zeithaml and Malhotra (2005) consider that the service quality factors in online shopping are constituted by the effectiveness and efficiency of web browsing, shopping, and product and service delivery. The E-S-QUAL scale proposed by Parasuraman et al. (2005) classifies service quality in online shopping into four dimensions: fulfillment, privacy, system availability, and effectiveness. Moreover, Lu and Zhou (2005) studied the ease of use, usefulness, and security of the online platform itself, as well as the reputation of the merchants themselves who reside on the platform. The Internet era has greatly impacted the traditional business model, and the rapid development of e-commerce has placed increasingly high demands on the service industry. Customers' expectations before making online purchases are not as strong as before, and the impact on perceived service quality is not significant; in each online shopping experience, a large amount of online information and the timeliness of information updates, the time gap between customer expectations and actual perceptions are getting shorter and shorter. And the service quality affects consumer satisfaction more directly. Therefore, in the e-commerce environment, service quality and perceived service quality are not distinguished.

2.1.3 Price Promotions In the marketing process, promotional activities are usually considered attractive to consumers. Enterprises use advanced software and communication tools and other forms to convey promotional information to consumers. They interact with the consumers to get feedback, and are eager to see their reaction and ultimately make them buy more (Luo et al., 2021). Most of these promotions are referred to as price promotions. Such promotions provide customers with lower prices and impressive financial deals (Seren, 2011).

Zhang, et al. (2018) and Daniel, et al. (2019) confirmed that price changes affected consumers and investigated the long-term spillover effects of promotions, and they found that customers become more strategic after receiving price promotions. More specifically, customers act to trigger the same mechanisms by

which they previously received coupons. In addition to this Shimp(1997) and Chi, Huery & Huang(2009) illustrate in their research that price promotions can measure four dimensions:

(1) Immediate price reduction, where the price is reflected in the product and consumers can understand the message of direct price reduction.

(2) Immediate added value means that consumers can reduce their installments by using the product first and paying later.

(3) Delayed price reduction implies that consumers of direct price promotions can receive cash back when their purchases reach a certain volume.

(4) Deferred added value indicates that members can enjoy free or discounted maintenance fees.

Online platforms are becoming increasingly important in the online economy and price promotion is a marketing communication tool that can influence purchasing behavior. This can have a great effect on attracting customers and doing things related to social media marketing, it can enhance customer satisfaction, and make the product more durable and attractive for customers to purchase (Hannah & Tony, 2021).

2.1.4 Influencer Marketing Influencer marketing is a new marketing strategy that uses social media celebrities to promote content and gain awareness. Social media celebrities or influencers are individuals who have become famous through social media, as opposed to the traditional forms of fame in film, music, and television. Jin, Muqaddam & Ryu (2019) found the new celebrity effect: traditional celebrities use social media as a publicity tool for their work in the mainstream media industry. The relationships that social media celebrities generate and build with their audiences are often deeper than the perceived authenticity and the connection of traditional celebrities in TV shows or mainstream movies. As a result, consumers are more willing to purchase the products they endorse because they personally identify with them and strive to emulate them (Tran & Strutton, 2014). Social media influencer marketing provides new channels for brands to connect with consumers more directly, organically and in line with their daily lives (Morgan, 2017).

According to Nathalie (2016), successful marketing strategies can have a greater advantage in terms of profitability and brand image building. By connecting online shops with potential customers, social media networks provide a platform to promote products and services in an informal and interactive environment. Merchants have partnered with social media celebrities to use KOL marketing strategies to attract people who always use social media (Shi, 2021).

According to Marise et al. (2020), the pursuit of influencer marketing is significant as the rapid growth of the online environment has resulted in half of all consumer advertising being intercepted. This significantly reduces the effectiveness of many common types of online advertising and overcomes the growing communication barriers to reaching consumers online. Companies seek to influence consumers who are more rooted in content and that is where influencer marketing fits in perfectly

## 2.2 Brand image

Brand image has been an important topic in marketing since its formal introduction in 1950, when Gardner and Levy (1958) made it more concrete and written, it was made crucial to purchase choices (Dawn & George, 1990). By associating an event with this value, the company can share the image of the event itself with the image of the celebrity endorsing the product. Stevens (1984) refers to this association as "brand image" and argues that linking a proven product or service to an event or issue of interest to consumers "gives a brand an aura of excitement, interest and reliability, and a new lease of life".

Luo & Zhen (1989) considered that a product should have a distinctive brand image, and therefore the effective use of the brand image to make consumers directly feel the benefits of the product and to gain recognition for the brand is important to the brand in modern marketing.

Liu, et al. (2011) considered that consumers have higher information search costs for unfamiliar products, resulting in poorer perceptions of brand attitudes and images, and lower purchase intentions. Consumers are more likely to identify a website with a good image for online shopping and prefer to buy online products from well-known and familiar brands. Thus, brand image plays a more important role in online shopping behavior than in physical shopping. On the one hand, building a good brand image is also a key success factor for e-commerce. On the other hand, online shops with goodwill sales and awareness gain more access to online users (Lei & Li, 2003). The most important factor in establishing a brand image is the association with the brand or the things that come to mind when the brand name is mentioned. This association connects the brand image to many things and drives the establishment and development of the image. Thus, the brand image represents consumers' overall perception of a brand, and as a cognitive concept, it is an important part of consumers' informational processing.

2.2.1 Corporate image Corporate image has long been considered a factor in the overall evaluation of a company, with consumers matching the information they have collected about a company with their experience and with them using the company's products to form brand perceptions (Andreassen, 1998). According to Wang (1998) the corporate image refers to the overall perceptions and final impressions formed by the public or consumers of the image, which are characteristics of a company through subjective efforts and under certain standards and requirements. This image is transformed into basic beliefs and final evaluations. In the light of the above, corporate image is the overall perception and evaluation held by consumers of a company, including both perceptions and emotional impressions of its objective existence.

Nguyen & Leblanc (2001) considered that what influences the formation of a company's image comes from the individual perceptions that customers have of the company itself and everything the company does, including its name, products, services, ways of doing business, goals, etc. It is the interaction of all the interactions, ideas, and experiences that customers have with the company.

Joannae et al.(2009) emphasized that corporate image is an important part of brand image and that corporate image has a positive impact on purchase intentions. Professionalism and a good, trustworthy image of the firm retain consumers, who in turn increase in the volume and the sales of the product or service because of the firm's professionalism. More importantly, this can better help to increase market share compared to other businesses in the market (Dyah & Mahlia, 2014).

2.2.2 Product image Product image is the perceptual experience and a type of perception that a product can bring to the consumer as well as the consumer's overall evaluation of the product's characteristics. These perceptions and experiences reflect the level of consumer satisfaction with the product and are the basis for building the brand image. The internal quality of the product and the external visual image of the product forms a unified result.

Souiden, Pons & Mayrand (2012) focus on the different perceptions that product image has on consumers in their research, demonstrating that a good image and technological industrial development in the actual marketplace will make consumers less uncertain about the company and increase their desire to consume.

Wu (2004) proposed that the value of product image contributes to the overall image of the company and the brand image, and that consumers get to know the company and the brand through the long-term use of the product.

To sum up, the product image is not only the shape of the brand but also reflects the communication of the message, which is a great help to enhance the brand.

2.2.3 Performance image Wang (2014) referred to performance image as the scale of a brand's operation and profitability which mainly consists of product sales (business volume), capital profit margin, and return on assets. It reflects the strength of the brand's business ability and profitability level and is a direct expression of the brand's production and operation status. It is also fundamental to the brand's pursuit of a good brand image. Generally speaking, a good brand image, especially a good

product image will always bring a good performance image for the brand. A good performance image in turn increases the confidence of investors and consumers in the brand and its products.

Ronld, Ellen & Michael (2009) Measuring sales management against sales performance operationalizes performance effectiveness as a result of customer interaction as a reward and satisfaction to further motivate salespeople and teamwork (Plank & Reid,1994). On this basis, Piercy, Cravens and Morgan (1999) suggested that performance measures include knowledge, adaptive selling, teamwork, etc. It is worth noting that in the process of online shopping, buyers mainly get information about products, service providers, and sellers/service providers through the website. Usually, customers often choose products with high sales volume to purchase. Therefore, a good performance image on the dealer's web page will grow their profits and continuous performance growth (Wu et al., 2020).

## 2.3 Consumer purchase behavior

Consumer purchase behavior is the way through the individual's purchase and use of the product which satisfies their needs and wants. This process may include search engine inquiries, engaging in social media postings, or various other actions. Understanding this process is valuable to companies as it helps them to better tailor their marketing plans to past campaigns that have successfully attracted consumer purchases (Shah, Ahmad & Ahmad, 2013; Team, 2020).

Callwood (2013) showed four main factors that typically play a role in consumer buying behavior. These include cultural factors, social factors, personal factors, and psychological factors:

Cultural factors - Culture is made up of the practices of a particular country, people, or group of people. It may be determined by nationality, religion, location, or association.

Social factors - These are the parts of a person's environment or background that influence their buying behavior. These factors include family and friends and other social groups that accept the consumer's expectations. When purchasing goods, consumers may choose a brand or company based on what their parents bought for their growing family.

Personal factors - include someone's age, occupation, financial situation, marital status, lifestyle, and values. The psychological, physical and other substantive activities demonstrated in this purchase or consumption process, from the formation of the motivation for need to the occurrence of the purchase and to the post-purchase feelings are summarized.

Psychological factors - the way people view a product or service, as well as their personal beliefs and motivations, influence the way they buy. For example, consumers who enjoy exercise may spend more money on fitness classes or dumbbells than consumers who do not enjoy exercise.

According to Mowen (1993), consumer behavior is the study of the exchange processes that occur when purchasing units acquire, consume, and dispose of commodities, services, experiences, and ideas. According to Solomon et al. (2006), consumer behavior is the study of a sequence of processes that occur when people or groups select, acquire, use, or dispose of products, services, plans, and experiences to meet wants and desires. However, his more significant emphasis on the purpose of consumer behavior, that is, to satisfy their needs and wants, makes his definition consistent with the customer-oriented philosophy of marketing.

Smith & Rupp (2003) research identifies the factors that influence consumer behavior. These have been identified as marketing, socio-cultural influences, emotional, psychological, and privacy factors on experience, purchase, and post-purchase decisions. They also showed that consumers are influenced by various psychological factors such as perceptions, motivation, personality, attitudes, and emotions.

Therefore, to study this in more detail. The authors have divided consumer behavior into personal and psychological buying behavior.

2.3.1 Personal purchasing behavior It is a purchase behavior that arises from the physiological needs of an individual and that covers all the necessities of human survival: food, water, sleep, and physiological motivation (Bianca, 2015).

Maslow introduced the theory of the hierarchy of needs from the point of view of human motivation in 1943, underlining that human needs determine human motivation. Based on this theory, Mihaly (2000) explained that self-demand is usually the reason to guide consumer buying behavior.

2.3.2 Psychological buying behavior Bianca (2015) focused on the fact that consumers have both physiological and psychological motivations to buy. Research has found that this motivation is often subject to cognitive, emotional, and behavioral tendencies, also demonstrated that some consumers tend to have more intense emotional feelings and that this stimulus increases purchase emotion (Escalas, Moore & Britton, 2004).

## 2.4 The impact of online shops on brand image

According to Perks (2005), online shopping brings consumers not only a wide range of products and services but also an experience and a feeling when shopping, and Guo, Wang & Li (2009) reached similar conclusions through their research online shopping practices, consumers. Internet users frequently browse websites and use the various resources provided by online shops or make purchases.

In terms of online shopping time, internet users or consumers will frequently browse certain websites, and use the various resources provided by the websites or make purchases, product quality is considered one of the first priority factors to stimulate Thai people's online purchases (Jiradilok, Malisuwan, Madan & Sivaraks, 2014). In studies on the factors influencing brand image in traditional brick-and-mortar shops, Combining the business models of traditional stores and online stores, Clauser (2001) and Maria & Saeed (2011) drew the conclusion that product quality, service quality and price promotion have a significant impact on brand image. This

study argues that the advantages demonstrated by online shops can influence consumers' perceived price and shopping experience and ultimately affect consumers' perceptions of a company's brand image.

## 2.5 The influence of brand image on consumer purchasing behavior

Aaker (1991) thought that a positive brand image increases consumer's trust in a product or service and brand loyalty, which in turn increases consumers' willingness to purchase. At the same time, Grewal (1998) and Dodds (1991) and Chen & He's (2003) empirical studies have shown that a positive brand image not only reduces consumers' perceived risk in the online shopping process, but also leads to repeat purchases (Wang & Qin, 2011). Noor (2014) found in the study of "KING THAI TEA" that brand image needs a fixed packaging and sales quality, which helps to increase other variations and customer groups.

Tekin, Yiltay & Ayaz (2016) demonstrated that brand image is crucial in apparel purchasing behavior as it affects consumers' preferences and willingness to buy as well as their willingness to pay a premium and to recommend the brand to others. This study concludes that a positive effect of good brand image in online shops is found on consumers' willingness to purchase, which is also an important guarantee for companies to gain a competitive advantage.

## 2.6 Conceptual model

The following conceptual model, developed from previous research, is a review of the literature on the impact of online shops on brand image and consumer purchasing behavior. The purpose of the conceptual model is to examine the brand image and consumer behavior in online shops. This model examines the relationship between the three. According to the current literature, the independent variable factors include online shops (service quality, price promotion, influencer marketing); and the intermediate variable factors include brand image (corporate image, product image, performance image); and the dependent variable factors include consumer online shopping behavior (personal buying behavior, psychological buying behavior).

2.6.1 S-O-R model  This paper uses the S-O-R model to analyze the brand image and consumer purchasing behavior in the online store (Shein Thailand) which to some extent supplements the theoretical research on brand image and consumer purchasing behavior in the field of e-commerce.

Mehrabian and Russel (1974) proposed this model that considers internal and external stimuli that consumers receive, such as products or scenarios. In this case, consumers will make a corresponding evaluation, resulting in consumer demand and consumption motivation to ultimately affect consumers' purchasing behavior. We can see that from Figure 1.2 which is the classic SOR model for consumer decision-making :

Figure 2.1:  SOR Model
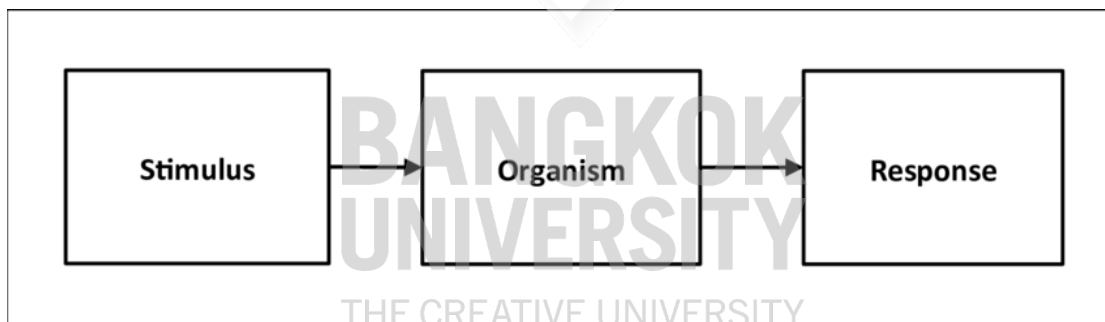
# CHAPTER 3
# METHODOLOGY

This chapter expresses the methodology used in the research. This study adopts quantitative research techniques to achieve the research objectives. As a research tool, the questionnaire is constructed by applying relevant theories and expert approvals. The study sample was selected from a population that included people who directly used or were aware of the products specified in this study. In addition, the samples were selected randomly, according to the purposive sampling method. Statistical techniques used for hypothesis test and data analysis and interpretation include descriptive and inferential statistics.

## 3.1 Conceptual Framework and Hypothesis

### 3.1.1 Conceptual Framework

By collating research findings related to the impact of brand image and consumer purchase behavior in online shops (Shein Thailand), the results suggest that online shops offer consumers a quality service and a wider range of values. These cues focus on the unique style that online shops portray and deeply engage consumers' perceptions. Brand image is driven by a combination of brand awareness and reputation, and a good brand image leads to a good impression of the brand, which enhances the overall evaluation of the brand and ultimately leads to a purchase intention.

The theoretical framework was developed for this study as shown below:

Figure 3.1: The theoretical framework of this study
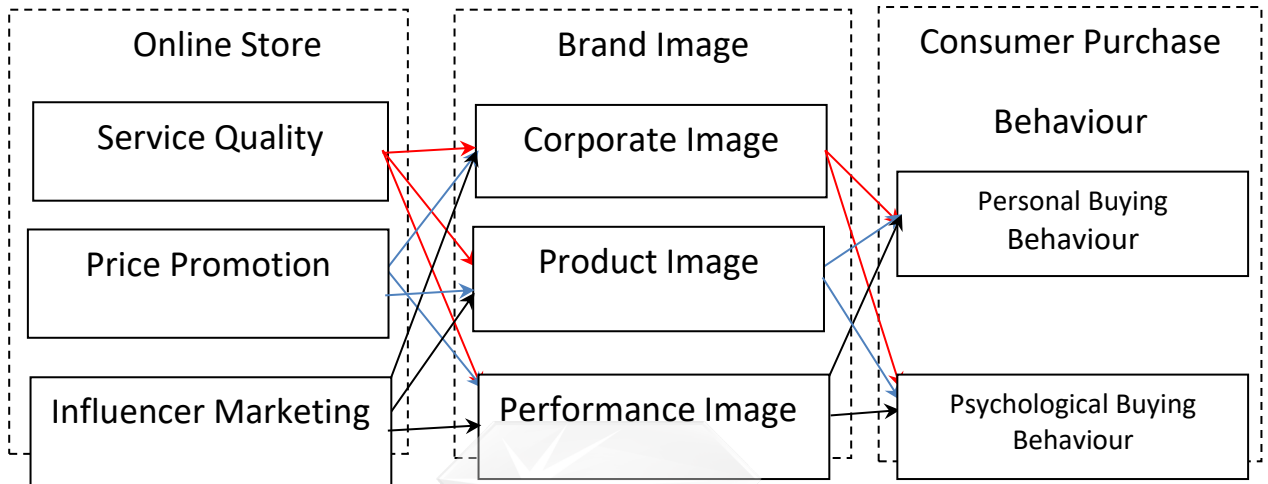


3.1.2 The Hypothesis Test and Data Analysis

(1) The relationship between service quality and brand image

As an important asset of a service-oriented company, the brand image is the customer's comprehensive perception and evaluation of the image of the service, the people, and the company. Service quality, as the most important factor, has been widely discussed and studied to determine the success of the company in the industry, especially in the service industry. Shein guarantees the convenience of consumers to gain favorable impressions through the service platform set up specially. The role of service quality is very important, especially in e-commerce platforms (Wilson, 2018).

Therefore, online stores need to be able to provide customers with services to the maximum extent. The establishment and maintenance of a good brand image depend on a successful communication strategy but also on the quality of service perceived by the customer and the total value that the company can help the customer to achieve (Shang Guan, 2017). Thus, the researcher hypothesizes the following:

H1 Brand image is highly reflected in the service quality in online shops which could be a significant positive impact.

H1a Corporate image is highly reflected in the service quality in online shops which could have a significant positive impact.

H1b Product image is highly reflected in the service quality in online shops which could be a significant positive impact.

H1c Performance images are highly reflected in the service quality in online shops which could have a significant positive impact.

(2) The relationship between price promotion and brand image

On the one hand, Montaner & Pina (2008) identified that utilitarian benefits arise when promotions help consumers to maximize the utility, efficiency, and economy of their purchases through a multi-benefit promotion framework developed by Chandon, et al. (2000). On the other hand, the utilitarian benefits also arise when promotions provide intrinsic excitement, entertainment, and self-esteem.

Today, brands are becoming increasingly important in society and have become a strategic business asset for some companies. A high-value brand can provide a company with a competitive advantage. Marketing researchers argue that brand image is an important element of brand equity (Phau & Lau, 2001) because as the marketing process becomes more complex, consumers' purchase decisions are based on impressions of the brand. Thus, the researcher hypothesizes the following:

H2 Brand image is highly reflected in the price promotion in online shops which could be a significant positives impact

H2a Corporate image is highly reflected in the price promotion in online shops which could be a significant positives impact

H2b Product image is highly reflected in the price promotion in online shops which could be a significant positives impact

H2c Performance image is highly reflected in the price promotion in online shops which could be a significant positives impact

(3) The relationship between Influencer marketing and brand image

Influencer marketing applied to brand management. The current research focuses on brand communication, brand participation, brand attitude, brand participation, and brand attitude, etc. Shein's New Year pop up event at SIAMSCAPE delivers brand messages to audiences through influencers, which effectively communicate the brand and provide a basis for decisions to further develop the required brand image (JIa & Bie, 2021). Thus, the researcher hypothesizes the following:

H3 Brand image is highly reflected from the Influencer marketing in online shops which could be a significant positives impact

H3a Corporate image is highly reflected from the Influencer marketing in online shops which could be a significant positives impact

H3b Product image is highly reflected from the Influencer marketing in online shops which could be a significant positives impact

H3c Performance images are highly reflected from the Influencer marketing in online shops which could be a significant positives impact

(4) The relationship between corporate image and consumer buying behavior

Gensch (1978) thought that brand image places the customer as the value of a company's existence, the prerequisite for its existence, and the basis for its development. By gaining the greatest trust from customers through a good corporate reputation, extensive social support is won and the corporate image is thoroughly established. China Unicom aims at customer satisfaction with a clear customer orientation and through service innovation, which has gained customer recognition. Thus, the researcher hypothesizes the following:

H4 Consumer purchasing behavior is highly reflected in the corporate image which could be a significant positives impact

H4a Consumers' buying behavior is highly reflected in the corporate image which could be a significant positives impact

H4b Consumers' psychological buying behavior is highly reflected in the corporate image which could be a significant positives impact

(5) The relationship between product image and consumer purchase behavior Zhang & Liu (2005) describe product image as a means of establishing and maintaining product credibility. On the one hand, a product image has shape and function as a physical material functional part and serves people's fundamental material necessities. On the other hand, the product image as an intangible spiritual part influences people's attitudes and values in life. It does not only influence what we buy, but also helps to guide the way we feel and behave. Consumer behavior can be defined as people searching, selecting, purchasing, using, evaluating and processing products and services in order to meet their needs for many products and desires. Services are the result of a long and detailed process of purchasing decisions, which may include extensive information searching, brand comparison and evaluation, and other activities. The successful influence buying behavior of the marketers of TOUS LES JOURS in Indonesia depends to a large extent on how much they know about the consumers (Wang & Hariandja, 2016), online retailers need to know what customers with specific needs are trying to meet and how that translates into buying criteria.

H5 Consumer purchase behavior is highly reflected in the product image which could be a significant positives impact

H5a Consumer personal buying behavior is highly reflected in the product image which could be a significant positives impact

H5b Consumer psychological buying behavior is highly reflected in the product image which could be a significant positives impact

(6) The relationship between performance image and consumer purchase behavior Establishing platform e-commerce reputation and efficiently managing customer connections are significant focuses and challenges in increasing platform seller performance.  As a result, the fundamental competitiveness is platform-based enterprises. Wang & Guo (2018) investigated the influence of platform seller performance on customer relationships in terms of  trust and satisfaction. The construction of customer relationship trust is closely related to the development of marketing, especially in the market context of platform e-commerce. And it is of great significance to improve the performance of platform sellers and the customer relationship of platform companies. Thus, the researcher hypothesizes the following:

H6 Consumer purchase behavior is highly reflected in the performance image which could be a significant positives impact

H6a Consumer personal buying behavior is highly reflected in the performance image which could be a significant positives impact

H6b Consumer psychological buying behavior is highly reflected in the performance image which could be a significant positives impact

**3.2 Research Design**

The purpose of this study is to examine the impact that shopping in online shops (Shein Thailand) has on brand image and consumer buying behavior.

Using questionnaires as a research tool to accumulate primary data obtained through online surveys to learn what factors can enhance online shop awareness and consumer satisfaction.

A closed-ended questionnaire (Likert scale) was used to collect data for this study. The questionnaire items were created by the researcher based on previous studies. The validity and reliability of the measurement instrument was assessed. The main variables in this study were measured using a five-point Likert scale ranging from 5 (strongly agree) to 1 (strongly disagree). Respondent demographics were

obtained from the studies of Wang (2019) and Le-Hoang (2020). The questionnaire items on customer time allocation awareness were based on Wang's (2019) study. The questionnaire items on website design quality are based on J (2019) and Blake, et al. (2005). The questionnaire item on corporate image is based on Omidi and Shafiee (2018). The questionnaire item on purchase intention is based on Le-Hoang (2020).

The questionnaire which consists of two parts were as follow:

**Part 1: Questions about demographic data (6 questions)**

- Personal information (gender, age, education, income occupation, etc.), Gender, Age, Education level, Income Occupation

- Other questions (time spent online and frequency of online shopping)： This section aims to statistically analyse the data patterns, which enables the researcher to reveal the demographics and background of the respondents.

**Part 2: Questions about analysing online stores, brand image, and consumer purchasing behavior (24 questions)**

- Online store (quality of service, price promotion, influencer marketing) 9 questions

1. The service staff at the online shop were very knowledgeable and able to provide me with effective assistance

2. I was able to get a timely response from the web shop

3. The communication with the online shop was comfortable and pleasant

4. The discounted price makes me feel that I am getting good value for money

5. Promotions are attractive to me

6. I will be looking for discounts on items

7. Influencer marketing is more efficient than traditional marketing

8. Influencer recommendations will give me a better understanding of

the products

9. I prefer to try products recommended by Influencers

- Brand image (corporate image, product image, performance image) 9 questions

1. The business is trustworthy

2. The brand has a good reputation

3. I am guaranteed to buy products from this business

4. The prices offered by the brand are reasonable and fair

5. The online shop offers a wide range of products with good design

6. It is easy to find what I want to buy

7. I prefer to buy products that have a higher sales volume

8. I look at reviews before deciding to buy an item

9. I would choose the higher-rated product for the same product

- Consumer purchase behavior (personal buying behavior and psychological buying behavior) 6 questions

1. I can always find what I need in the online shop

2. I will buy items according to a plan

3. I will make comparisons before making a purchase

4. I will choose to buy it if someone recommends it

5. When I shop online, I buy products that I don't intend to buy

6. I believe that a good product will motivate me to make an impulse purchase

Regarding Part 2, the researchers used Liker's 5-point scale to test the mean interpretation statistical mean range, as follows Table 3.1

Table 3.1:  Description of Five Point Likert Scale

| Likert-Scale Description | Likert-Scale | Likert Scale interval |
|---|---|---|
| Strongly disagree | 1 | 1.00-1.80 |
| disagree | 2 | 1.81-2.60 |
| Neutral/Uncertain | 3 | 2.61-3.40 |
| Agree | 4 | 3.41-4.20 |
| Strongly agree | 5 | 4.21-5.00 |

**3.3 Sampling method and population**

This study's demographic includes customers in Bangkok, Thailand, who routinely utilize online shopping in their everyday lives. In order to obtain data and complete a large response from respondents who have purchased online at least once, an analysis of impact variables is implied. (Questionnaires are distributed mainly over the Internet. In order to ensure the accuracy of the data, the author invited 31 respondents who often shop in Shein Thailand to complete the Questionnaire pretest survey to ensure the accuracy of the data.)

3.3.1 Populations

Testing all people in a given large population in the Bangkok area had to be defined by the population as a whole, and it had to be of a perfect size to approve the statistical analysis. The study targeted an unknown number of online Shein shoppers in Bangkok. Respondents were aged 18 years or older.

3.3.2 Sample size

According to the 95% confidence level of the study results, at least with a sample error of 5% and 95% precision are needed to collect the data at p=0.5 (Cochran, 1977). A total of 450 surveys were submitted and 441 were collected. The effective rate was 98%.

The sample size (n) is calculated according to the formula: $n = z^2 * p * (1 - p) / e^2$

$z = 1.96, p = 0.5, e = 0.05$

$n = 1.96^2 * 0.5 * (1 - 0.5) / 0.05^2$

$n = 0.9604 / 0.0025$

As of January 2020, the number of Internet users in Thailand is 52 million, and the data is still rising (Statista, 2020-2022). In order to make full use of the sample size to collect correct data for hypothesis testing, a total of 441 questionnaires were adapted and conducted.

The sample size is 441 Where,

$n$ = Sample size

$p$ = the population proportions

$e$ = Level of precision or Sampling of Error ($e = 0.05$)

$z$ = z value at reliability level or significance level.

- Reliability level 95% or significance level 0.05; $z = 1.96$

## 3.4 Measurement of Instrument

### 3.4.1 Validity Test

The validity values are formal and can be used in this study. The statements in this questionnaire are based on these comments. Create questionnaire forms selected from articles and journals to obtain approval from the consultant.

### 3.4.2 Reliability Test

To ensure that the compiled questionnaire has significant meaning and validity for sample implementation, this study used Cronbach's - alpha model to measure pretesting of a sample of 31 people who use online shopping (Shein) in the Bangkok area. A pretested questionnaire was used before the researcher distributed the online questionnaire to ensure that it is reliable for a complete study.

Reliability analysis refers to the degree of consistency or stability in the reality of the measurement results when the questionnaire is measured multiple times, i.e. whether each question item in the variable is in the same direction. Generally, the

higher the quality of the questionnaire design, the more stable the results obtained as the questionnaire is repeatedly measured. As the data obtained in this paper are static cross-sectional data rather than multiple measurements and follow-ups of the same sample, the reliability of the questionnaire is measured by the internal consistency indicator in the pretest and later sections. The criteria are shown in Table 3.2

Table 3.2:  Cronbach's - alpha model

| Cronbach's Alpha Coefficient | Reliability Level |
|---|---|
| 0.80 - 1.00 | Very High |
| 0.70 - 0.79 | High |
| 0.50 - 0.69 | Medium |
| 0.30 - 0.49 | Low |
| Less than 0.30 | Very Low |

The Cronbach coefficient (1951) is generally used for reliability measurement. Generally, the coefficient value is between 0 and 1, and if it is less than 0.6, it is considered that the internal reliability of the scale is always poor or insufficient. If it is within 0.7-0.8, it indicates that the scale has a good reliability level, and if it is more significant than 0.8, it indicates that the scale has excellent reliability. Through the SPSSAU data analysis software, the pre-test reliability of the questionnaire was analyzed as follows.

Table 3.3:  The Reliability Test of Each Part of Questionnaire

| Variables | Alpha Coefficient | Accepted/Not |
|---|---|---|
| Service Quality | 0.748 | Accepted |
| Price Promotion | 0.753 | Accepted |
| Influencer Marketing | 0.874 | Accepted |
| Corporate Image | 0.719 | Accepted |
| Product Image | 0.607 | Accepted |
| Performance Image | 0.687 | Accepted |
| Personal Buying Behaviour | 0.690 | Accepted |
| Psychological Buying Behaviour | 0.771 | Accepted |

As seen in Table 3.3, the reliability coefficient values tested were all greater than 0.6, thus indicating good reliability of the study data. This indicates that the data's reliability is of high quality and can be used for further analysis. Therefore, the questionnaire is reliable and can be helpful in this study.

## 3.5 Data Collection Processes

The process of data collection by the researcher was as follows :

1. The researcher draws from theoretical, academic concepts, and relevant studies as reference materials for creating the questionnaire.

2. The researchers designed the questionnaire with short instructions to ensure that the respondents had shopping experience in Shein Thailand. The respondents answered all the questions according to the content and were asked and assigned to the sample group through an online survey. For example: WeChat, online, Facebook, Google and other social software

3. The whole data collection process lasted 38 days (August 1st-September 7th, 2022). A total of 441 valid responses were collected. Higher than the minimum requirement for an appropriate sample size recommended by Berenson and Levine (1999). All questions were answered because they were required and could not be skipped (Tunsakul, 2018).

**3.6 Hypothesis Testing and Data Analysis Tools**

To ensure the accuracy of the measurement items, the questions were referred to in previous similar studies by scholars. In contrast, on the Likert five-point scale, respondents agreed that each item was used for measurement, and the respondents' attitudes towards the items were surveyed on five levels. Through model building and empirical research, a detailed analysis of the motivations behind, among other things, was made. Finally, the data is collated and statistically analysed with the help of SPSSAU, and the results are provided as a written report. There is a degree of validity and scientific validity. For the descriptive analysis, SPSSAU was used to support the frequencies and percentages of the 441 respondents, and was verified by personal information and purchase decisions.

The first part includes demographic information about the respondents (gender, age, education level, employment status, average monthly income, frequency of internet access, number of online purchases), and is analysed by frequency and percentage.

The second part deals with consumers' perceptions of the influence of online shops on brand image, and consumer behavior, and uses descriptive analysis, reliability and validity analysis, questionnaire analysis, difference testing and correlation analysis.

**3.7 Summary**

Through relevant literature research and data analysis, this chapter studies the influence on brand image and purchase behavior in online stores and the determination of online shoppers in Bangkok Thailand, which provides data support for the design of the conceptual framework and questionnaire. Research procedures were developed. Research methods and tools were determined. Questionnaires were distributed. Reliability and validity were evaluated to ensure the scientific nature and validity of the questionnaire. Finally, the questionnaire data were collected and were analysed by SPSSAU software.

# CHAPTER 4
# FINDINGS AND ANALYSIS

This chapter analyses the results of the quantitative study and examines the research data using the statistical software SPSSAU and Excel. The quantitative research focuses on the findings of the online shopping hypothesis through data collected in Bangkok, Thailand. This study aimed to assess "the impact of brand image and consumer purchase behavior in online shops". Using a randomised approach, the researcher tested the hypotheses proposed in the study in Bangkok, Thailand, and analytically explored the relationship between the three elements of brand image and consumer purchase behavior in online shops.

The results of the study in this chapter were divided into three parts. The first part shows descriptive analyses such as means and percentages of the dependent and independent variables. The second part discusses the results of hypothesis testing using the Statistical Package for Social Sciences (SPSS). The third part consists of the data analysis and hypothesis testing.

## 4.1 Quantitative Data Analysis

4.1.1 Data Analysis of Demographic Characteristics of the Respondents

(1) Gender

Among the 441 valid questionnaires, the gender ratio in Table 4.1

Table 4.1:  Gender ratio of respondents

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Male | 215 | 48.75 |
| Female | 226 | 51.25 |

As shown in Table 4.1, the respondents were 226 female respondents (51.25%) and 215 male respondents (48.75%), with similar proportions of males and females indicating a compliance with social science statistics.

(2) Age

Among the 441 valid questionnaires, the age in Table 4.2

Table 4.2:  Age of Respondents

| Age | Frequency | Percentage |
| --- | --- | --- |
| 18-25 years old | 220 | 49.89 |
| 26-32 years old | 138 | 31.79 |
| 33-39 years old | 39 | 8.84 |
| Equal and over 40 years old | 44 | 9.98 |

As seen from the above table, 220 respondents aged 18-25 (49.89%) chose the option of the next 26-32 years old 138 (31.79%). Over 40 years old 44 (9.98%) online (8.84%) by 33-39 years old 39 (8.84%) respectively. According to previous studies, young people are the main force using group buying websites in the Internet era. Thus, the age distribution of the survey is in line with the actual demand of the survey.

(3) Current Occupation

Among the 441 valid questionnaires, the current occupation in Table 4.3

Table 4.3:  The Current Occupation of respondents

| Current Occupation | Frequency | Percentage |
| --- | --- | --- |
| Student | 223 | 50.57 |
| Company Employee | 123 | 27.89 |
| Government Official | 47 | 10.66 |
| Self Employed | 48 | 10.88 |

In terms of the occupations of the respondents, Table 4.3 shows that the vast majority of the respondents were students by far. There are 223 respondents (50.57%) in this group, followed by the following group Company Employee 123 (27.89%). Employed Self 48 (10.88%) and Government Official 47 (10.66%) respectively.

(4) Monthly Income

Among the 441 valid questionnaires, the monthly income in Table 4.4

Table 4.4:  Monthly Income

| Monthly Income | Frequency | Percentage |
| --- | --- | --- |
| less than and equal to 10,000baht | 161 | 36.51 |
| 10,001-20,000baht | 180 | 40.82 |
| 20,001-30,000baht | 43 | 9.75 |
| 30,001-40,000baht | 34 | 7.71 |
| More than 40,000baht | 23 | 5.22 |

As can be seen from the above table, the income of most people is below 30,000 baht, which indicates that most respondents belong to the middle- and low-income group. (Frequency = 180); 36.51% of the respondents received less than and equal to 10,000 baht (frequency = 161) as their monthly income, (Frequency = 43); 7.71% of the respondents received 30,001-40,000 baht (frequency = 34) per month and 5.22% of the respondents' monthly income is more than 40,000 baht (frequency = 23).

(5) Every Day Spent Time Online

Among the 441 valid questionnaires, every day spent time online in Table 4.5

Table 4.5:  Time spent online by respondents per day

| Daily use frequency | Frequency | Percentage |
|---|---|---|
| 2-4 hours | 28 | 6.35 |
| 4-6 hours | 43 | 9.75 |
| 6-8 hours | 248 | 56.24 |
| 9-11 hours | 69 | 15.65 |
| More than 12 hours | 53 | 12.02 |

As shown in the table, most respondents spend 6-8 hours on the Internet every day, which is equal to 248 respondents (56.24%); 69 respondents (15.65%) spend 9-11 hours online per day; 53 respondents (12.02%) spend more than 12 hours on the Internet per day; 43 respondents (9.75%) spend 4-6 hours online per day; and 28 respondents (6.35%) spend 2-4 hours online per day. Thus, in general, it can be said that respondents used social networking for 6-11 hours per day in Bangkok.

(6) Frequency of Shopping Online

Among the 441 valid questionnaires, frequency of shopping online is shown in Table 4.6

Table 4.6: Frequency of online shopping by respondents

| Frequency of shopping online | Frequency | Percentage |
|---|---|---|
| Rarely (1-2 times a year) | 61 | 13.83 |
| Sometimes (1-2 times a month) | 243 | 55.10 |
| Often (1-2 times a week) | 75 | 17.01 |
| Always (every day) | 62 | 14.06 |

As shown in the table, the Frequency of shopping online is as follows: most interviewees shop online 1-2 times per month, which is equal to 243 respondents (55.10%); 75 respondents (17.01%) shop online 1-2 times a week; 62 respondents (14.06%) shop online every day; and 61 respondents (13.83%) only shop online 1-2 times a year.

In summary, the demographics of the sample are generally consistent with the actual situation in terms of age structure, gender structure, occupation structure, monthly expenditure structure, length of time spent online, and frequency of online shopping, indicating that the sample set is somewhat representative.

4.1.2 Descriptive statistics analysis of the questionnaire

The descriptive statistical analysis of variables focuses on the essential characteristics of each variable question item involved in the questionnaire, including maximum value, minimum value, mean, standard deviation, skewness, and kurtosis of variable question items in order to determine the subject's basic level on the scale and the distribution of data representation. The mean value reflects the degree of concentration of the survey data. The standard deviation reflects the degree of dispersion of the data, as described in Table 4.7 below.

Table 4.7:  Descriptive Statistics

| Variable | Items | N | Min. | Max. | Mean | S.D. | Skewness | Kurtosis |
|---|---|---|---|---|---|---|---|---|
| Online Store | SQ 1 | 441 | 1.00 | 5.00 | 3.791 | 1.225 | -0.884 | -0.205 |
| (Service | SQ 2 | 441 | 1.00 | 5.00 | 3.880 | 1.203 | -1.176 | 0.493 |
| Quality) | SQ 3 | 441 | 1.00 | 5.00 | 3.930 | 1.212 | -1.079 | 0.213 |
| Online Store | PP 1 | 441 | 1.00 | 5.00 | 3.832 | 1.268 | -0.965 | -0.125 |
| (Price | PP 2 | 441 | 1.00 | 5.00 | 3.873 | 1.203 | -1.202 | 0.591 |
| Promotion) | PP 3 | 441 | 1.00 | 5.00 | 3.848 | 1.172 | -0.977 | 0.159 |
| OnlineStore | IM 1 | 441 | 1.000 | 5.000 | 3.830 | 1.197 | -0.883 | -0.153 |
| (Influencer | IM 2 | 441 | 1.000 | 5.000 | 3.834 | 1.199 | -1.115 | 0.448 |
| Marketing) | IM 3 | 441 | 1.000 | 5.000 | 3.823 | 1.234 | -0.972 | -0.002 |
| Brand Image | CI 1 | 441 | 1.000 | 5.000 | 3.862 | 1.186 | -0.996 | 0.152 |
| (Corporate | CI 2 | 441 | 1.000 | 5.000 | 3.934 | 1.137 | -1.351 | 1.215 |
| Image) | CI 3 | 441 | 1.000 | 5.000 | 3.991 | 1.070 | -1.122 | 0.743 |

(Continued)

Table 4.7 (Continued):  Descriptive Statistics

| Variable | Items | N | Min. | Max. | Mean | S.D. | Skewness | Kurtosis |
|---|---|---|---|---|---|---|---|---|
| Brand Image | PDI 1 | 441 | 1.000 | 5.000 | 3.812 | 1.248 | -0.915 | -0.191 |
| (Product | PDI 2 | 441 | 1.000 | 5.000 | 3.884 | 1.198 | -1.132 | 0.366 |
| Image) | PDI 3 | 441 | 1.000 | 5.000 | 3.896 | 1.165 | -1.113 | 0.493 |
| Brand Image | PI 1 | 441 | 1.000 | 5.000 | 3.821 | 1.227 | -0.899 | 0.167 |
| (Performance | PI 2 | 441 | 1.000 | 5.000 | 3.882 | 1.179 | -1.190 | 0.606 |
| Image) | PI 3 | 441 | 1.000 | 5.000 | 3.880 | 1.151 | -1.031 | 0.327 |
| Consumer Purchase | PB 1 | 441 | 1.000 | 5.000 | 3.787 | 1.252 | -0.854 | -0.297 |
| Behavior (Personal | PB 1 | 441 | 1.000 | 5.000 | 3.825 | 1.235 | -1.125 | 0.300 |
| Buying Behavior) | PB 1 | 441 | 1.000 | 5.000 | 3.830 | 1.197 | -1.035 | 0.259 |
| Consumer | PBB 1 | 441 | 1.000 | 5.000 | 3.857 | 1.212 | -0.971 | 0.006 |
| Purchase Behavior | PBB 1 | 441 | 1.000 | 5.000 | 3.864 | 1.215 | -1.172 | 0.465 |
| (Psychological Buying Behavior) | PBB 1 | 441 | 1.000 | 5.000 | 3.921 | 1.150 | -1.059 | 0.410 |

In accordance with Table 4.7, the statistical analysis includes maximum value, minimum value, standard deviation, mean, skewness, and kurtosis. They are mostly used to check whether the survey results follow the normal distribution of data. The following analysis is influenced by whether the data follows a normal distribution. According to Kline (1998), a sample has a normal distribution when the absolute value of skewness is less than three and the absolute value of kurtosis is less than ten. The table demonstrates that for each item, the absolute value of kurtosis is less than 10, and the absolute value of skewness is less than 3. Kurtosis and skewness both meet the normal distribution criteria, showing that each item is distributed normally.

Based on the findings, the data acquired from the questionnaire may be utilized immediately for later statistical analysis, such as reliability and validity.

**4.2 Reliability Analysis**

Reliability analysis refers to the reliability of a test, mainly in terms of the consistency, coherence and stability of the test results. The reliability coefficient is an essential indicator of good or bad tests in surveying. Devellis (1991) suggests that the reliability must be greater than 0.7 to have good reliability.

Table 4.8: Reliability Analysis

| Total of Items | Cronbach's Alpha | Number of items | Cronbach's Alpha | Variables | Cronbach's Alpha |
|---|---|---|---|---|---|
| Total of Items (24) | 0.800 | Online Store (9) | 0.733 | Service Quality | 0.887 |
| | | | | Price Promotion | 0.865 |
| | | | | Influencer Marketing | 0.858 |
| | | Brand Image (9) | 0.737 | Corporate Image | 0.849 |
| | | | | Product Image | 0.874 |
| | | | | Performance Image | 0.865 |
| | | | | | 0.822 |
| | | Consumer Purchase Behavior (6) | 0.873 | Personal Buying Behavior | 0.796 |
| | | | | | 0.845 |
| | | | | | 0.798 |
| | | | 0.855 | Psychological Buying Behavior | 0.758 |
| | | | | | 0.830 |

As can be seen from the graph, the reliability coefficient value of 0.800 is more significant than 0.7. Thus, it indicates that the data of the study is of high-reliability quality with a reasonable degree of consistency, and meets the basic criteria for reliability analysis.

**4.3 Validity Analysis**

Validity analysis can correctly measure the degree of functioning in a research program. In order to ensure the correlation between variables and avoid series problems, KMO and Bartlett spherical tests should be performed on variables before analysis. In this study, factor analysis will be used to examine the validity of the measurements. It is generally accepted that a KMO below 0.5 is appropriate to indicate an unacceptable validity and requires some modifications. If the KMO is between 0.5 and 0.7, it is generally valid; If the KMO value is between 0.7 and 0.9, it is very suitable for this experiment and has good validity.

Table 4.9:  Questionnaire scales KMO and Bartlett's Test

| KMO value | | 0.748 |
|---|---|---|
| | Approximately chi-squared | 5385.784 |
| Bartlett's Spherical Tests | def. | 276 |
| | p value | 0.000 |

As shown in the table above: the KMO is 0.748, which is greater than 0.6 and meets the prerequisite requirements for factor analysis, implying that the data can be used in factor analysis studies. Furthermore, the data passed Bartlett's sphericity test ($p<0.05$), which indicates that the research data is suitable for factor analysis.

Table 4.10:  Total Variance Explained

| Element | Initial Eigenvalues | | | Extract the load sum of squares | | | Rotational load sum of squares | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | Percent Variance | Cumulative % | Total | Percent Variance | Cumulative % | Total | Percent Variance | Cumulative % |
| 1 | 4.311 | 17.961 | 17.961 | 4.311 | 17.961 | 17.961 | 2.456 | 10.232 | 10.232 |
| 2 | 2.495 | 10.395 | 28.355 | 2.495 | 10.395 | 28.355 | 2.409 | 10.039 | 20.271 |
| 3 | 2.403 | 10.014 | 38.370 | 2.403 | 10.014 | 38.370 | 2.404 | 10.016 | 30.288 |

(Continued)

Table 4.10 (Continued): Total Variance Explained

| Element | Initial Eigenvalues | | | Extract the load sum of squares | | | Rotational load sum of squares | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | Percent Variance % | Cumulative % | Total | Percent Variance % | Cumulative % | Total | Percent Variance | Cumulative % |
| 4 | 2.183 | 9.094 | 47.464 | 2.183 | 9.094 | 47.464 | 2.380 | 9.917 | 40.204 |
| 5 | 2.066 | 8.610 | 56.073 | 2.066 | 8.610 | 56.073 | 2.367 | 9.862 | 50.066 |
| 6 | 1.917 | 7.989 | 64.062 | 1.917 | 7.989 | 64.062 | 2.346 | 9.776 | 59.843 |
| 7 | 1.827 | 7.612 | 71.674 | 1.827 | 7.612 | 71.674 | 2.332 | 9.715 | 69.558 |
| 8 | 1.809 | 7.538 | 79.212 | 1.809 | 7.538 | 79.212 | 2.317 | 9.654 | 79.212 |
| 9 | 0.446 | 1.858 | 81.070 | - | - | - | - | - | - |
| 10 | 0.430 | 1.790 | 82.860 | - | - | - | - | - | - |
| 11 | 0.401 | 1.671 | 84.532 | - | - | - | - | - | - |
| 12 | 0.386 | 1.607 | 86.138 | - | - | - | - | - | - |
| 13 | 0.354 | 1.476 | 87.615 | - | - | - | - | - | - |
| 14 | 0.348 | 1.451 | 89.066 | - | - | - | - | - | - |
| 15 | 0.333 | 1.389 | 90.455 | - | - | - | - | - | - |
| 16 | 0.300 | 1.250 | 91.705 | - | - | - | - | - | - |
| 17 | 0.290 | 1.207 | 92.912 | - | - | - | - | - | - |
| 18 | 0.280 | 1.167 | 94.080 | - | - | - | - | - | - |
| 19 | 0.268 | 1.118 | 95.198 | - | - | - | - | - | - |
| 20 | 0.266 | 1.106 | 96.304 | - | - | - | - | - | - |
| 21 | 0.235 | 0.977 | 97.282 | - | - | - | - | - | - |
| 22 | 0.230 | 0.958 | 98.240 | - | - | - | - | - | - |
| 23 | 0.215 | 0.897 | 99.136 | - | - | - | - | - | - |
| 24 | 0.207 | 0.864 | 100.000 | - | - | - | - | - | - |

Extraction method: analysis of primary component

As indicated in the table above, factor analysis was used to extract a total of 8 factors, with eigenvalues all greater than 1. After rotation, the variance explanation rates for these eight factors were 10.232%, 10.039%, 10.016%, 9.917%, 9.862%, 9.776%, 9.715%, and 9.654%, respectively. After rotation, the cumulative variance explanation rate was 79.212%.

Figure 4.1:  Gravel figure of effect factor

Computer Number
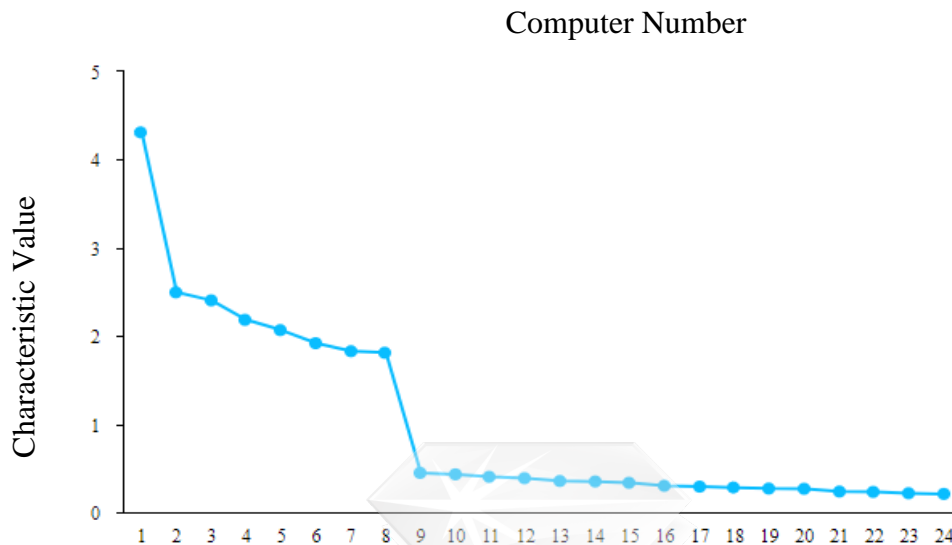


Figure 4.1 shows a factor gravel diagram, which generally tends to change from steep to gentle. The first factor explains the most information. As the slope slows down, the subsequent factors explain less information. The slope between factor 8 and factor 9 is less than one, indicating that the information explained by the subsequent 9th factor has been reduced even more.

Thus, from the 9th principal component onwards, the principal component is slowly changing, and the eigenvalues are all less than 1. The graph illustrates in another way that only the 8th principal component is needed. This is another way of illustrating that only the 8th principal component is needed to be extracted.

Table 4.11: Rotated Component Matrix

| | dimension | item | Element | | | | | | | | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| Online Store | Service Quality | SQ 1 | 0.889 | 0.038 | 0.035 | 0.043 | 0.036 | 0.074 | 0.021 | 0.011 | 0.803 |
| | | SQ 2 | 0.899 | 0.021 | 0.066 | 0.032 | 0.011 | 0.089 | 0.045 | 0.110 | 0.836 |
| | | SQ 3 | 0.898 | 0.066 | 0.045 | -0.004 | 0.018 | 0.050 | 0.053 | 0.029 | 0.819 |
| | Price Promotion | PP 1 | 0.010 | 0.087 | 0.027 | 0.885 | 0.050 | 0.047 | 0.048 | 0.037 | 0.800 |
| | | PP 2 | 0.036 | 0.073 | 0.058 | 0.883 | 0.079 | 0.024 | 0.025 | 0.057 | 0.800 |
| | | PP 3 | 0.023 | 0.022 | 0.023 | 0.869 | 0.034 | 0.006 | 0.005 | 0.102 | 0.769 |
| | Influencer Marketing | IM 1 | 0.070 | 0.075 | -0.009 | 0.014 | 0.025 | 0.880 | 0.037 | 0.038 | 0.789 |
| | | IM 2 | 0.088 | 0.049 | 0.020 | 0.022 | 0.055 | 0.883 | 0.023 | 0.030 | 0.795 |
| | | IM 3 | 0.050 | 0.103 | 0.058 | 0.041 | 0.028 | 0.856 | 0.094 | 0.024 | 0.761 |
| | Corporate Image | CI 1 | 0.041 | 0.134 | 0.015 | 0.072 | 0.056 | 0.020 | 0.064 | 0.859 | 0.770 |
| | | CI 2 | 0.036 | 0.072 | 0.045 | 0.034 | 0.018 | -0.000 | 0.036 | 0.885 | 0.794 |
| | | CI 3 | 0.066 | 0.000 | 0.030 | 0.091 | 0.024 | 0.072 | 0.059 | 0.857 | 0.757 |
| Brand Image | Product Image | PDI 1 | 0.079 | 0.019 | 0.886 | -0.005 | 0.081 | 0.003 | 0.073 | 0.043 | 0.805 |
| | | PDI 2 | 0.049 | -0.003 | 0.887 | 0.119 | 0.053 | 0.051 | 0.072 | 0.043 | 0.816 |
| | | PDI 3 | 0.017 | -0.009 | 0.884 | -0.001 | 0.078 | 0.016 | 0.052 | 0.006 | 0.790 |
| | Performance Image | PI 1 | 0.052 | 0.087 | 0.109 | 0.061 | 0.870 | 0.022 | 0.054 | 0.016 | 0.787 |
| | | PI 2 | 0.020 | 0.071 | 0.029 | 0.029 | 0.897 | 0.026 | 0.088 | 0.027 | 0.821 |
| | | PI 3 | -0.006 | -0.006 | 0.074 | 0.074 | 0.867 | 0.059 | 0.031 | 0.054 | 0.770 |
| Consumer Purchase Behavior | Personal Buying Behavior | PB 1 | 0.018 | 0.878 | -0.004 | 0.080 | 0.060 | 0.047 | 0.075 | 0.079 | 0.796 |
| | | PB 2 | 0.057 | 0.896 | -0.005 | 0.072 | 0.054 | 0.078 | 0.035 | 0.071 | 0.826 |
| | | PB 3 | 0.051 | 0.866 | 0.016 | 0.032 | 0.037 | 0.106 | 0.060 | 0.056 | 0.774 |
| | Psychological Buying Behavior | PBB 1 | -0.011 | 0.026 | 0.099 | 0.029 | 0.034 | 0.067 | 0.874 | 0.030 | 0.781 |
| | | PBB 2 | 0.057 | 0.067 | 0.042 | 0.067 | 0.068 | 0.066 | 0.889 | 0.061 | 0.817 |
| | | PBB 3 | 0.072 | 0.076 | 0.054 | -0.015 | 0.069 | 0.022 | 0.846 | 0.069 | 0.739 |

The maximum rotation of variance method was used to rotate the survey data (Varimax) to find the relationship between each factor and the search terms. Figure 4.11 shows the extraction of factor information from research projects and the corresponding relationship between factors and research projects. After ensuring that the factor can extract the majority of the research project's information, the researcher analyzed the corresponding information, and the factor's relationship to the research project. When the absolute value of the factor loading coefficient is more significant than 0.5, it indicates that this item has a corresponding relationship with this factor. In this way, 8 factors were identified, indicating that the questionnaire contained 8 influencing factors. It also indicates that the questionnaire contains eight influencing factors, and that the questionnaire's effectiveness is well.

## 4.4 Correlation Analysis

Correlation analysis is generally used to examine the force and direction of linear relations between variables. Accurate and reliable analyses determine the structure of the dimensions and the related questions. The mean score of the questions in each dimension is calculated as the score for that dimension. Correlation analysis was then performed. In general, correlation analysis focuses on the relationship between variables. The correlation coefficient ranges from -1 to 1. The stronger the correlation, the greater the absolute value. The Pearson correlation coefficient method is used in general management studies, $|r|=1$, perfectly correlated; $|r| \leq 0.70 < 0.99$, highly correlated; $0.40 \leq |r| < 0.69$, moderately correlated; $0.10 \leq |r| < 0.39$, lowly correlated; $|r| < 0.10$, weak or no correlation.

Table 4.12:  Pearson Correlation

The correlation analysis between online store, brand image and consumer purchase behavior

|  | Average value | Standard deviation | Online Store | Brand Image | Consumer Purchase Behavior |
|---|---|---|---|---|---|
| Online Store | 3.849 | 0.685 | 1 | | |
| Brand Image | 3.885 | 0.666 | 0.257** | 1 | |
| Consumer Purchase Behavior | 3.847 | 0.812 | 0.265** | 0.261** | 1 |

\* $p<0.05$ \*\* $p<0.01$

The correlation values of online store, brand image and consumer buying behavior with 0.265, 0.261, which are all greater than 0. This means that consumer buying behavior is positively correlated with online store and the brand image

Table 4.13:  Pearson Correlation

The correlation analysis between online store and brand image

| | | Average value | Standard deviation | Influencer Marketing | Price Promotion | Performance Image | Performance Image | Product Image | Corporate Image |
|---|---|---|---|---|---|---|---|---|---|
| Online Store | Influencer Marketing | 3.829 | 1.068 | 1 | | | | | |
| | Price Promotion | 3.851 | 1.078 | 0.175** | 1 | | | | |
| | Service Quality | 3.867 | 1.096 | 0.167** | 0.166** | 1 | | | |
| Brand Image | Performance Image | 3.861 | 1.053 | 0.095* | 0.136** | 0.166** | 1 | | |
| | Product Image | 3.864 | 1.076 | 0.096* | 0.094* | 0.118* | 0.168** | 1 | |
| | Corporate Image | 3.929 | 1.092 | 0.187** | 0.159** | 0.122* | 0.092* | 0.182** | 1 |

\* $p<0.05$ \*\* $p<0.01$

As can be seen from table 4.13, correlation analysis is used to study the correlation between online store-Internet celebrity marketing, price promotion and store-service quality, brand image-performance image, corporate image, and product image, all of which show significance.

Table 4.14: Pearson Correlation

The correlation analysis between brand image and consumer purchase behavior

| | | Average value | Standard deviation | Consumer Purchase Behavior | Psychological Buying Behavior | Personal Buying Behavior | Performance Image | Product Image | Corporate Image |
|---|---|---|---|---|---|---|---|---|---|
| Consumer Purchase Behavior | Consumer Purchase Behavior | 3.847 | 0.812 | 1 | | | | | |
| | Psychological Buying Behavior | 3.881 | 1.050 | 0.743** | 1 | | | | |
| | Personal Buying Behavior | 3.814 | 1.097 | 0.768** | 0.143** | 1 | | | |
| Brand Image | Performance Image | 3.861 | 1.053 | 0.182** | 0.146** | 0.130** | 1 | | |
| | Product Image | 3.864 | 1.076 | 0.119* | 0.159** | 0.125** | 0.168** | 1 | |
| | Corporate Image | 3.929 | 0.992 | 0.204** | 0.136** | 0.172** | 0.192** | 0.182** | 1 |

$* p<0.05 ** p<0.01$

As can be seen from Table 4.14, correlation analysis is used to study the correlation among four items, namely consumer-psychological purchasing behavior, consumer personal purchasing behavior, brand image, performance image, product image, and corporate image. Pearson correlation coefficient is used to indicate the strength of the correlation. According to the specific analysis:

There is a significant correlation between consumer purchase behavior and brand image, which are 0.143, 0.146, 0.159 and 0.136, respectively. The correlation values are all greater than 0, which shows a positive correlation between the two.

**4.5 Regression Analysis**

Regression analysis determined the degree of correlation between variables to better understand the causal connection between independent factors and dependent variables. Under the assumption of correlation analysis, regression analysis necessitates the use of multiple linear regression analysis. Multiple linear regression can eliminate independent variable interaction and obtain the relationship between independent variables and dependent variables. In order to test the hypothesis proposed above, this study conducted a regression analysis on the relationship between the online store and the brand image, as well as between the brand image and consumer purchasing behavior.

Table 4.15: Results of linear regression analysis of online stores and brand image
(n = 441)

| | Unstandardized coefficients | | Standardized coefficient | t | p | VIF |
|---|---|---|---|---|---|---|
| | B | Standard Error | Beta | | | |
| Constant | 2.914 | 0.176 | - | 16.589 | 0.000** | - |
| Influencer Marketing | 0.058 | 0.029 | 0.093 | 1.994 | 0.047* | 1.033 |
| Price Promotion | 0.114 | 0.029 | 0.185 | 3.995 | 0.000** | 1.009 |
| Service Quality | 0.079 | 0.028 | 0.130 | 2.785 | 0.006** | 1.032 |
| $R^2$ | | | 0.070 | | | |
| adjust$R^2$ | | | 0.064 | | | |
| F | | | $F_{(3,437)} = 10.946$, p=0.000 | | | |
| DW value | | | 1.779 | | | |

Dependent variable: Brand Image

* $p<0.05$ ** $p<0.01$

The final concrete analysis shows that: Influencer marketing has a regression coefficient value of 0.058 (t=1.994, p=0.047<0.05), which means that influencer marketing will have a significant positive impact on brand image.

Price promotion has a regression coefficient value of 0.114 (t=3.995, p=0.000<0.01), which means that price promotion will have a significant positive impact on brand image.

Service quality has a regression coefficient value of 0.079 (t=2.785, p=0.006<0.01), which means that service quality will have a significant positive impact on brand image.

The summary analysis shows that Influencer marketing, price promotion and service quality all have a significant positive impact on brand image.

Table 4.16: Results of linear regression analysis of brand image and consumer purchase behavior (n = 441)

| | Unstandardized coefficients | | Standardized coefficient | t | p | VIF |
|---|---|---|---|---|---|---|
| | B | Standard Error | Standard Error | | | |
| Constant | 2.576 | 0.222 | - | 11.587 | 0.000** | - |
| Corporate Image | 0.150 | 0.038 | 0.184 | 3.962 | 0.000** | 1.013 |
| Product Image | 0.155 | 0.046 | 0.159 | 3.370 | 0.001** | 1.000 |
| Performance Image | 0.117 | 0.036 | 0.152 | 3.236 | 0.001** | 1.036 |
| R 2 | | | 0.068 | | | |
| adjustR 2 | | | 0.066 | | | |
| F | | | F (3,439) =11.114, p=0.000 | | | |
| DW value | | | 1.949 | | | |

Dependent variable: Consumer Purchase Behavior

* p<0.05 ** p<0.01

The final concrete analysis shows that: Corporate image has a regression coefficient value of 0.150 (t=3.962, p=0.000<0.01), which means that corporate image will have a significant positive influence on consumer purchase behavior. Product image has a regression coefficient value of 0.060 (t=3.370, p=0.001<0.01), which means that product image will have a positive influence on consumer purchasing behavior (1-6).

Performance image has a regression coefficient value of 0.117 (t=3.236, p=0.001<0.01), which means that performance image will have a significant positive impact on consumer purchasing behavior.

The conclusion and analysis show that corporate image, product image, and performance image will have a significant positive impact on consumer purchasing behavior.

Table 4.17:  Results of linear regression analysis of consumer purchase behavior (n = 441)

| | Unstandardized coefficients | | Standardized coefficient | t | p | VIF |
|---|---|---|---|---|---|---|
| | B | Standard Error | Standard Error | | | |
| Constant | 3.051 | 0.149 | - | 20.494 | 0.000** | - |
| Personal Buying Behavior | 0.083 | 0.028 | 0.137 | 3.940 | 0.003** | 1.021 |
| Psychological Buying Behavior | 0.133 | 0.030 | 0.210 | 4.508 | 0.001** | 1.021 |
| R 2 | | | 0.071 | | | |
| adjustR 2 | | | 0.067 | | | |
| F | | | F (2,438) =16.724, p=0.000 | | | |
| DW value | | | 1.772 | | | |

Dependent variable: Brand Image

* p<0.05 ** p<0.01

The final concrete analysis shows that: Personal Buying Behavior has a regression coefficient value of 0.083 (t=3.940, p=0.003<0.01), which means that personal buying behavior will have a significant positive influence on Brand Image. Psychological Buying Behavior has a regression coefficient value of 0.133 (t=4.508, p=0.001<0.01), which means that psychological buying behavior will have a positive influence on Brand Image.

The conclusion and analysis show that personal buying behavior and psychological buying behavior will have a significant positive impact on brand image
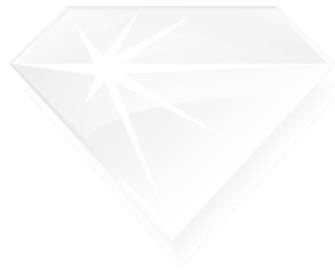
# CHAPTER 5
# CONCLUSION & DISCUSSION

This chapter mainly summarizes and discusses the research of this paper, and puts forward the research direction, research limitations and future research suggestions.

## 5.1 Summary of the Findings and Discussion

According to the discussion that online stores (Shein Thailand) have a significant impact on brand image and consumer purchasing behavior, and through the empirical analysis in Chapter 4, the researcher found that online stores (service quality, price promotion and influencer marketing) have a significant impact on consumer purchasing behavior and brand image The researcher also investigated through www.weibo.com, wechat. The original data were extracted from QQ, Facebook and Google. And 441 respondents were surveyed to make a detailed analysis of the motivations behind them. Finally, data were collated and statistically analyzed by SPSSAU. From the perspective of demographic structure, the majority of respondents were female (51.25%) aged between 18 and 25 (49.89%). They are mainly students (50.57%) who have an average monthly income between 10,000 and 20,000 baht (40.82%). Among the participants, 56.24% of users spend 6-8 hours on the Internet every day, and 55.10% of them shop 1-4 times a week.

In addition, this study combined quantitative research and empirical assessment through the use of descriptive statistics, statistical data, correlation analysis, and regression analysis to test the basic hypothesis.

The following is a summary of the hypotheses testing results:

H1 Brand image is highly reflected in the service quality in online shops which could be a significant positive impact.

H1a Corporate image is highly reflected in the service quality in online shops which could have a significant positive impact.

H1b Product image is highly reflected in the service quality in online shops which could have a significant positive impact.

H1c Performance images are highly reflected in the service quality in online shops which could have a significant positive impact.

The online service quality (t=2.785, p=0.006<0.01) significantly improves the brand image, H1 is established. The higher the convenience and security of the service, the more conducive to establish the brand image. The satisfaction degree of consumers after receiving the online shop service for the first time is the preliminary evaluation of the overall online shop, and the eventual cognition of the brand image through their expected value.

H2 Brand image is highly reflected in the price promotion in online shops which could have a significant positive impact

H2a Corporate image is highly reflected in the price promotion in online shops which could have a significant positive impact

H2b Product image is highly reflected in the price promotion in online shops which could have a significant positive impact

H2c Performance image is highly reflected in the price promotion in online shops which could have a significant positive impact

Online store price promotion (t=3.995, p=0.000<0.01) has a significant impact on brand image, H2 is established. The preferential price allows the online store to occupy a larger competitive advantage in the same category of shops, which further deepens consumers' impression of the brand image.

H3 Brand image is highly reflected from the Influencer marketing in online shops which could have a significant positive impact

H3a Corporate image is highly reflected from the Influencer marketing in online shops which could have a significant positive impact

H3b Product image is highly reflected from the Influencer marketing in online shops which could have a significant positive impact

H3c Performance images are highly reflected from the Influencer marketing in online shops which could have a significant positive impact

Online store price promotion (t=1.994, p=0.047<0.05) has a significant impact on brand image, H3 is thus established. Under the model of Internet celebrity

marketing, consumers' intention to buy online shows a significant increase. Therefore, if they have trust in the brand image, they may have the intention to buy.

H4 Consumer purchasing behavior is highly reflected in the corporate image which could have a significant positive impact

H4a Consumers' buying behavior is highly reflected in the corporate image which could have a significant positive impact

H4b Consumers' psychological buying behavior is highly reflected in the corporate image which could have a significant positive impact

Corporate image (t=3.962, p=0.000<0.01) has a significant impact on consumer purchasing behavior, H4 is thus established. Corporate image has a significant impact on consumers' purchasing behavior. A good corporate image can stimulate consumers' intrinsic purchasing enthusiasm and incite their desire to buy.

H5 Consumer purchase behavior is highly reflected in the product image which could have a significant positive impact

H5a Consumers' buying behavior is highly reflected in the product image which could have a significant positive impact

H5b Consumers' psychological buying behavior is highly reflected in the product image which could have a significant positive impact

Product image (t=3.370, p=0.001<0.01) has a significant impact on consumer purchasing behavior, and H5 is established. Due to the difference of consumers' design and personality, they have different purchasing behaviors, and a good product image can always narrow the optimization gap.

H6 Consumer purchase behavior is highly reflected in the performance image which could have a significant positive impact

H6a Consumers' purchasing behavior is highly reflected in the performance image which could have a significant positive impact

H6b Consumers' psychological buying behavior is highly reflected in the performance image which could have a significant positive impact

Performance image (t=3.236, p=0.001<0.01) had a significant impact on consumer purchasing behavior, and H6 was established. Consumers' influence on

performance image plays an important role in their purchasing decisions, and performance image has an impact on consumers' purchasing decisions.

## 5.2 Research Implications

The most essential difference between online stores and physical stores is that online stores are virtual stores, which cannot give consumers real feelings and shopping experience. They can only attract consumers' attention through the service quality, price promotion and influence publicity of online stores. In addition, they also need to pay attention to the improvement of brand image, so that consumers can form a positive brand recognition.

5.2.1 Online retailers must identify their brand positioning as well as the target market for the goods and services they provide in order for the brand to find a place in consumers' hearts.  Consumers explore and spend money at online businesses because they provide professional services, convenience, reasonable pricing, and a large choice of items. These are the basis and premise of attracting consumers.

5.2.2 To develop a good network brand image, we should focus on tight coordination among many aspects. Merchants should fully understand consumer needs, pay attention to consumers' purchase intention, enhance their price perception, strengthen the brand image construction of online stores, and provide excellent products, high-quality services, brand strategies and publicity skills. In the ever-expanding era of network economic rivalry, online retailers aim to achieve the greatest competitive edge.

5.2.3 To assist the development of the Internet in Thailand, Thai government has established the National E-commerce Strategy (2017-2022). In this case, the most essential target group is online shoppers. The findings of this study will assist online e-commerce companies in improving their brand image, increasing customer purchase behavior, improving marketing techniques, and understanding consumer shopping patterns.

**5.3 Research limitations and prospects**

This paper makes the following suggestions for further research:

5.3.1 To increase the variety of samples gathered. In future studies, we will try to expand the scope of the survey object to the whole Thai Shein consumption group. Therefore, grouping or classification analysis should be carried out in future studies in studying the differences of influencing factors of consumers' purchase intention under different populations in different regions.

5.3.2 The future research can also interview consumers who use Shein for shopping in various regions of Thailand through qualitative analysis to listen to their in-depth opinions.

With the rapid expansion of today's society, the growth of online retailers is also accelerating. In particular, shops with innovative thinking are becoming increasingly important in the development of network organizations. As a result, the study material of this paper is instructive for online retailers.

Therefore, the study materials in this article have significant guiding relevance for online retailers, which may improve online retailers' innovative management thinking and develop a trustworthy brand image. Other online stores should have a similar reference significance.

**BIBLIOGRAPHY**

Andreassen,W. (1998). The Effect of Corporate Image in the Formation of Customer
Loyalty. *Journal of Service Research,12*(3). 88-96.

Barua, L., Zou, B., Zhou, Y., & Liu, Y. (2021). Modeling household online shopping
demand in the U.S.:a machine learning approach and comparative
investigation between 2009 and 2017. *Transportation 50,* 473-476.

*Behind Influencer Marketing: Key Marketing Decisions and Their Effects on
Followers'responses*. Retrieved from https;//doi.org/10.1080/0267257X.2020.
1738525

Brian, F, B., Kimberly, A, N., & Colin. M. V. (2005). Tailoring new websites to
Appeal to those most likely to shop online. *Available Online at Technovation,
25*, 1205–1214.

Cronbach, L. (1951). Coefficient alpha and the internal structure of tests.
*Psychometrika 16,* 297-334.

Callwood, K. (2013). *Psychological Factors That Influence Consumer Buying
Behavior.* Retrieved from http://www.ehow.com/list_7599973_psychological-
influence-consumer-buying-behavior.html

Callwood, K. (2013). *Psychological Factors That Influence Consumer Buying
Behavior.* Retrieved from http://www.ehow.com/list_7599973_psychological-
influence-consumer-buying-behavior.html

Chan, A., & Astari, D. (2017). The Analysis of Content Marketing in Online Fashion
Shops in Indonesia. *Integrative Business and Economics Research*, *6*(2),
225–233.

Chi, H. K., Yeh, H. R., & Huang, M. (2009). The Influences of Advertising Endorser,
Brand Image, Brand Equity, Price Promotion, on Purchase Intention- The
Mediating Effect of Advertising Endorser. *Journal of Global Business
Management, 5*(1).

Csikszentmihalyi, M. (2000). The Cost and benefits of consuming. *Journal of
Consumer Research, 27*, 267-272.

Clauser, R.C. (2001)."Offline rules, online tools". *Brand Management, 8*(4), 270-287

Dickson , J., & Albaum, G. (1977). A Method for Developing Tailormade Semantic
  Differentials for Specific Marketing Content Areas. *The Journal of Marketing
  (JM)*, *14*(1), 87–91.

Dobni, D., & Zinkhan, G. M. (1990). In Search of Brand Image: A Foundation
  Analysis. *In NA - Advances in Consumer Research*, *17*, 110–119.

*E-COMMERCE IN THAILAND A GUIDE.* (2018). Retrieved from
  https://www.austrade.gov.au/ArticleDocuments/4746/Austrade_E-
  commerce%20Guide%20in%20Thailand_Final.pdf.aspx

Escalas, J.E., Moore, M.C., & Britton J.E. (2004). Fishing or Feelings. *Journal of
  Consumer Psychology , 14*(1), 105–14.

Fletcher, H. (2021). *The Future Shopper Report 2021*. Retrieved from
  https://www.wundermanthompson.com/insight/the-future-shopper-report-2021

Glucksman, M. (2017). The Rise of Social Media Influencer Marketing on Lifestyle
  Branding: A Case Study of Lucie Fink. *Journal of Undergraduate Research in
  Communications, 8*(2).

Guo, G., Wang, X., & Li, Y. (2009). A Study on the Characteristics and Combination
  Strategies of Experience Marketing for Non-Profit Organizations.
  *Contemporary Economic Management, 3*, 17–31.

GOBAL DIGITAL (2021). (n.d.). *GSMA Intelligence and GWI and Statista*.
  Retrieved from https://datareportal.com/global-digital-overview

Heijden, H. V. der, & Verhagen, T. (2004). Online Store Image: Conceptual
  Foundations and Empirical Measurement. *Journal of ScienceDirect
  Information & Managemant*, *41*(5), 609–617.

Helen, P. (2005). Effects of consumer perceptions of brand experience on the web:
  Brand familiarity, satisfaction and brand trust. *Journal of Consumer Behavior,
  4*(6), 438-452

Husain, T., san, A., Ardhiansyah, M., & Wiliani, N. (2020). Online Shop as an
  Interactive Media Information Society Based on Search Engine Optimization
  (SEO). *International Journal of Computer Trends and Technology
  (IJCTT), 7*(3), 53–57.

Jia, W., & Bie, Y. (2021). Influencer Marketing from the Perspective of Internet Celebrity Economy: Research Review and Prospects. *The Journal of Foreign Economics & Management, 43*(1).

Jin, S., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence and Planning, 37*(5), 567-579

Jiradilok, T., Malisuwan, S., Madan, N., & Sivaraks, J. (2014). The impact of customer satisfaction on online purchasing: A case study analysis in Thailand. *Journal of Economics Business and Management*, *2*(1), 5-11.

Jones, L. (2021, November 10). *Shein: Why Are Mysterious Chinese Brands so Popular with Young Westerners. BBC NEWS.* Retrieved from https://www.bbc.com/zhongwen/trad/business-59231332

Le-Hoang, P. V. (2020). Factors affecting online purchase intention: The case of e-commerceon lazada. *Independent Journal of Management & Production, 11*(3), 1018–1033.

Lim, Y. mee, Yap, C. seng, & Lee, T. heang. (2015). Intention to Shop Online: A Study of Malaysian Baby Boomers. *International Scholars Journals*, *9*(4), 1–7.

Lu, Y., & Zhou, T. (2005). An Empirical Analysis of Factors Affecting Consumers' Initial Trust Online in B2C Environment. *Journal of Nankai Management Review, 6*, 96–101.

Luo H, Cheng S, Zhou W, Song W, Yu S, Lin X. (2021).Research on the Impact of Online Promotions on Consumers' Impulsive Online Shopping Intentions. *Journal of Theoretical and Applied Electronic Commerce Research,16*(6), 2386-2404.

Minkiewicz, J., Evans, J., & Bridson, K. (2009). *Corporate Image in the Leisure Services Sector. Available from Deakin Research Online*. Retrieved from http://hdl.handle.net/10536/DRO/DU:30035825

Montaner, T., & Pina, J. M. (2008). The Effect of Promotion Type And Benefit Congruency On Brand Image. *The Journal of Applied Business Research, 24*(3).

Maslow, A.H. (1943). A theory of human motivation. *Psychological Review, 50*(4) 370–96.

Nathalie, Z. (2016). Influencer Marketing: The Characteristics and Components of Fashion Influencer Marketing. Retrieved from http://www.diva-portal.org/ smash/record.jsf?pid=diva2%3A972106&dswid=8396

Nguansuk, S. L. (2022, February 17). *Bangkok Post:Thailand's Digital Dependence Revealed in New Internet Study*. Retrieved from https://www.bangkokpost. com/Business/2265383/Thailands-Digital-Dependence-Revealed-in-New-Internet-Study

Nguyen, N., & Leblanc, G. (2001), Image and reputation of higher education institutions in student's retention dencision. *International Journal of Education Management, 15*(6), 303–311

Nyutu, E. N., Cobern, W. W., & Pleasants, B. A. (2021). Correlational Study of Student Perceptions of Their Undergraduate Laboratory Environment with Respect to Gender and Major. *International Journal of Education in Mathematics, Science and Technology (IJEMST), 9*(1), 83–102.

Noor, M. F. (2014). Pengaruh brand image dan brand trust terhadap brand loyalty king thai tea bandung. *Image: Jurnal Riset Manajemen, 3*(2), 109.

Omidi, F., & Shafiee,M,M. (2018). 'The impact of corporate social responsibility on social , performance, financial performance and customer reactions in the food industry'. *Business Innovation and Research, 17*(2), 249–265.

Peng, S. (2020, December 26). *SHEIN: The Possibility of Rebranding Clothing.*

*Hexun News.* Retrieved from http://news.hexun.com/2020-12-26/202703826.html

Parasurama, A., Zeitham, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *The Journal of Marketing (JM), 49*(4), 41–50.

Plank, R.E., & Reid, D.A. (1994), "The mediating role of sales behaviors: an Alternative perspective of sales performance and effectiveness", *Journal of Personal Selling & Sales Management*, (3), 43-56.

Piercy, N.F., Cravens, D.W., & Morgan, N.A. (1999). "Relationships between sales management control, territory design, salesforce performance and sales organization effectiveness", *British Journal of Management, 10*, 95-111.

Phau, I., & Lau, K.C. (2001). Brand Personality and Consumer Self-Expression: Single or Dual Carriageway? *Brand Management, 8*(6), 428-444.

Razak, I., Nirwanto, N., & Triatmanto, B. (2016). *The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value.* Retrieved from https://doi.org/https://doi.org/10.7176/JMCR

Sawitri, D., & Muis, M. (2014). THE INTERNATIONAL JOURNAL of ORGANIZATIONAL INNOVATION. *The International Journal of Organizational Innovation, 6*(3).

Sääksjärvi, M., & Samiee, S. (2011). Relationships among Brand Identity, Brand Image and Brand Preference: Differences between Cyber and Extension Retail Brands over Time. *Journal of Interactive Marketing,* 25, 169–177.

Scaid Asia. (2021). (n.d.). *Thailand online shopping guide.* Retrieved from https://scandasia.com/thailand-online-shopping-guide/

Shah, S., Ahmad, A., & Ahmad, N. (2013). Role of Packaging in Consumer Buying Behavior a Study of University Students of Peshawar Region KPK Pakistan. Pakistan. *International Review of Basic and Applied Sciences, 1*(2).

Sheehana, D., Hardestya, D. M., Zieglerb, A. H., & Chena, H. (2019). Consumer Reactions to Price Discounts across Online Shopping Experiences. *Journal of Retailing and Consumer Services*, *51*, 129–138.

Shimp,T A.,(1997). Advertising, promotion, and supplemental aspects integrated marketing communications, (4th ed.). *Harcourt Brace, Chicago: Dryden Press, 2*(2).

Sirikeratikul, S. (2020). *Thailand Online Food Delivery Market. Global Agricultural Information Network.* Retrieved from https://apps.fas.usda.gov/newgainapi/ api/Report/DownloadReportByFileName?fileName=Thailand%20Online%20 Food%20Delivery%20Market_Bangkok_Thailand_05-28-2020

Smith, A., & Rupp, W. (2003). Strategic Online Customer Decision Making: Leveraging the Transformational Power of the Internet. *Online Information Review,* 27, 418-432.

Sunitha,C.K., & Edwin gnanadhas, m. (2014). *ONLINE SHOPPING – AN OVERVIEW.* Retrieved from https://doi.org/https://www.researchgate.net/ publication/264556861_Online_Shopping_-_An_Overview

Souiden, N., Pons, F., & Mayrand, M. E. (2012). Marketing High-Tech Products in Emerging Markets: The Differential Impacts of Country Image and Country-of-Origin's Image. *Journal of Emerald Article, 20*(5), 356–367.

Stephenson, R., & Kelly, R. f. (1967). The Semantic Differential: An Information Source for Designing Retail Patronage Appeals. *The Journal of Marketing (JM)*, *31*(4), 43–47.

Team, D. (2020, January 24). *The importance of consumer behavior in marketing*. Retrieved from https://www.demandjump.com/blog/the-importance-of-consumer-behavior-in-marketing

Tekin, G., yiltay, S., & Ayaz, E. (2010). The Effect of Brand Image on Consumer Behaviour: Case Study of Louiss Vuitton-Moet Hennessy. *Internatonal Journal of Academic Value Studies,* 1, 1–24.

*The Number of Downloads Exceeds That of Amazon, Which Is a Hot Cross-Border e-Commerce Company in China! The Valuation Soared to 300 Billion. Who Is This Secret Dark Horse?*. (2022). Retrieved from https://chuhaiyi.baidu.com /news/detail/69936081

Tunsakul, K. (2018). Generation Z's Perception of Servicescape, Their Satisfaction And Their Retail Shopping Behavioral Outcomes. Human *Behavior, Development & Society, 19*(4).

Tran,G.A., & Strutton, D. (2014). "Has reality television come of age as a promotional platform? Modeling the endorsement effectiveness of celebreality and reality stars", *Psychology& Marketing*, *31*(4), 294-305.

Urun, S. (2011). *PRICE PROMOTION, QUALITY AND BRAND LOYALTY.* Retrieved from https://www.diva-portal.org/smash/get/diva2: 705347/FULLTEXT01.pdf

Vasić, N., Kilibarda, M., & Kaurin, T. (2019). The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian Market. *Journal of Theoretical and Applied Electronic Commerce Research ISSN, 14*(2), 70–89.

Vashti, H., & Antonio, T. (2021). The Role of Price Promotion and Product Quality in Influencing the Intention to Repurchase Cok-Kis Cookies. *International Conference on Entrepreneurship (ICOEN),* 441–459.

Vainikka, B. (2015). Psychological factors influencing consumer behaviour. Retrieved from https://www.theseus.fi/bitstream/handle/10024/96405/ Vainikka_Bianca.pdf.pdf

Wardhana, A., & Pradana, M. (2016). Viral Marketing Determinants of Top Online Shop Brands in Indonesia. *MIMBAR, 32*(1), 25–30.

Wang, J. (2019). Factors Positively Affecting Loyalty of HAIDILAO Hotpot's Consumers in Chang Zhou City. *Journal of Bangkok University,*1-87.

Wang, J. (2020). *The Effects of Service Quality, Website Design, Information Quality, and Online Payment System on Customer Satisfaction with Meituan In Nanning City of China.* Retrieved from http://dspace.bu.ac.th/bitstream/123456789/4587/1/wang_jiji.pdf

Wang, J., & Qin, M. (2011). The Influence of Brand Awareness and Brand Image on Consumers Purchase Intention. *Jounmal of Enterprise Research,* 1, 50–51.

Wang, X., & Guo, Y. (2018). Platform-Based e-Commerce Reputation Research on the Impact of Platform Seller Performance-Based on the Research Perspective of Customer Relationship Quality. *Journal of Southwest Minzu, 11.*

Wilson, N. (2018). The impact of service quality and brand image toward customer loyalty in the Indonesian airlines industry. *Jurnal Manajemen Indonesia, 18*(3), 222-234.

Yang, jiang , Liu, Z., Liu, xiaofei , Zhang, nannan , Qi, F., Dong , lingxiu , dai, H., & Zhang, D. j. (2018). How Do Price Promotions Affect Customer Behavior on Retailing Platforms? Evidence from a Large Randomized Experiment on Alibaba. *Production and Operations Management*, *27*(12), 2343–2345.

Ye, Y., & Fan, L. (2017). The Influence of Express Service Quality on Express Brand Satisfaction: Moderating Effect of Customer Experience on E-Commerce Environment. *The Journal of Foreign Economics & Management, 39*(12).

Zallocco, R., Pullins, E. B., & Mallin, M. L. (2009). A Re-Examination of B2B Sales Performance. *Journal of Business & Industrial Marketing, 24*(8), 598–610.

Zeithaml, V. A, & Malhotra, A. (2005). E-S-QUAL A Multiple-Item Scale for Assessing Electronic Service Quality. *Journal of Service Research, 7*, 1–21.

Zhang, L., & Liu, gang. (2005). *Visual Design of Product Image*. Southeastern University Press.
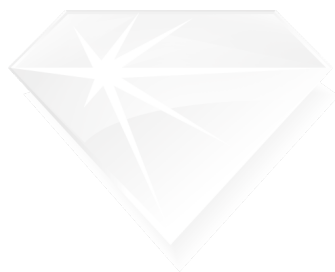
**APPENDIX**

Questionnaire Brand Image and Consumer Purchasing Behavior in Online StoreCase Study: Shein Thailand

**Instruction:** This study was established to meet the requirements of the master's degree program.Which one will find the answer to the various explanations of the effect Anyone in the Bangkok area who would shop online(Shein Thailand) would. Atotal of 441 people were surveyed. The components of this the research will include four parts: demographic data, online stores, brand image, and consumer buying behavior

**Part 1: Personal Information**

Direction: Please tick √ in the answer box as appropriate

**1. Gender**

☐1.Male ☐2.Female

**2. Age**

☐1. 18-25 years ☐2. 26-32 years

☐3. 33-39 years ☐4. ≥40 years

**3. Current Occupation**

☐1.Student ☐2.Government Official

☐3.Company Employee ☐4. Self Employed

☐4.Others

| Part2: Online store | | Least agree (1) | Less agree (2) | Moderate Agree (3) | More agree (4) | Most Agree (5) |
|---|---|---|---|---|---|---|
| Service quality | 1.The service staff at the online shop were very knowledgeable and able to provide me with effective assistance | | | | | |
| | 2. I was able to get a timely response from the web shop | | | | | |
| | 3. The communication with the online shop wascomfortable and pleasant | | | | | |
| Price Promotion | 1. The discounted price makes me feel that I amgetting good value for money | | | | | |
| | 2. Promotions are attractive to me | | | | | |
| | 3. I prefer to try products recommended by Influencers | | | | | |
| Influencer Marketing | 1. Influencer marketingis more efficient than traditional marketing | | | | | |
| | 2. Influencer recommendations will give me a better understanding ofthe products | | | | | |
| | 3. I prefer to try products recommended by Influencers | | | | | |

**4. Monthly Income**

☐1. ≤ 10,000 bath          ☐ 2. 10,000-20,000 bath

☐3. 20,001-30,000 bath  ☐ 4. 30,001-40,000bath

☐5. ≥ 40,000 bath

**5. Every day spent time online**

☐1. 2-4 hours  ☐2. 4-6 hours

☐3. 6-8 hours  ☐4. 9-11 hours

☐5. >12 hours

**6. Frequency of shopping online**

☐1.Rarely (1-2 times a year)  ☐2. Sometimes (1-2 times a month)

☐3. Often (1-2 times a week) ☐4. Always (every day)

☐5. Others

| Part3: Brand Image | | Least agree (1) | Less agree (2) | Moderate Agree (3) | More agree (4) | Most Agree (5) |
|---|---|---|---|---|---|---|
| Corporate Image | 1.The business istrustworthy | | | | | |
| | 2.The   brand has agood reputation | | | | | |
| | 3.I am  guaranteed tobuy products from  this business | | | | | |
| Product Image | 1.The  prices  offered by the brand are reasonable and fair | | | | | |
| | 2.The   online    shop offers a wide range of products with good design | | | | | |
| | 3. It is easy to find what Iwant to buy | | | | | |
| Performance Image | 1.I prefer to buy products that have a highersales volume | | | | | |
| | 2. I look at reviews beforedeciding to buy an item | | | | | |
| | 3.I  would choose thehigher-rated product for the same product | | | | | |

| Part4: Consumer purchase behavior | | Least agree (1) | Less agree (2) | Moderate Agree (3) | More agree (4) | Most Agree (5) |
|---|---|---|---|---|---|---|
| Personal Buying behavior | 1.I can always findwhat I need in the online shop | | | | | |
| | 2.I will buy itemsaccording to a plan | | | | | |
| | 3.I will make comparisons beforemaking a purchase | | | | | |
| Psychological Buying Behavior | 1. I will choose to buy it if someonerecommends it | | | | | |
| | 2. When I shop online, I buy products that I don't intend to buy | | | | | |
| | 3. I believe that a good product will motivate me to make an impulse purchase | | | | | |

….Thank You….

Chinese Survey Questionnaire

网上商店中品牌形象与消费者购买行为案例研

究:泰国西音

问卷调查**:**本研究是为了满足硕士学位课程的要求而建立的。该问

卷调查的是在网店中品牌形象和消费者购买行为所造成的影响。希

望参与问卷调查者是以在曼谷地区会在 Shein thailand 网上购物的人

为主。共有 441 人接受了调查。这项研究的组成部分将包括四个部

分:人口统计数据，网上商店，品牌形象，消费者购买行为。

第一部分**:** 个人资料

注释: 请您按实际情况在正确选项的前面打√(只选一项)

**1.** 性别

□1. 男□ 2. 女

**2.** 年龄

□1. 18-25 岁□2. 26-32 岁

□3. 33-39 岁□4. ≥40 岁

**3.** 就业情况

□1. 学生　　□2. 政府部门

□3. 公司职员 □4. 个体经营

□5. 其他

**4.** 月收入

☐1. ≤ 10,000 泰铢　　☐ 2. 10,000-20,000 泰铢

☐3. 20,001-30,000 泰铢 ☐ 4. 30,001-40,000 泰铢

☐5. ≥ 40,000 泰铢

**5.** 每天上网时间

☐1. 2-4 小时 ☐2. 4-6 小时

☐3. 6-8 小时 ☐4. 9-11 小时

☐5. >12 小时

**6.** 网上购物频率

☐1. 很少(一年1-2 次) ☐2. 有时(每月 1-2 次)

☐3. 经常(每周1-2 次)　　☐4. 总是(每天)

☐5. 其他

| 第二部分: 网上商店 | | 不同意 (1) | 不太同意 (2) | 一般同意 (3) | 比较同意 (4) | 非常同意 (5) |
|---|---|---|---|---|---|---|
| 服务质量 | 1. 网店的服务人员专业知识丰富，能够提供给我有效的帮助 | | | | | |
| | 2. 我能够及时的获得网店的回复 | | | | | |
| | 3. 与网店的沟通交流很舒服、愉快 | | | | | |
| 价格促销 | 1. 优惠的价格让我感觉物超所值 | | | | | |
| | 2. 促销活动对我来说很有吸引力 | | | | | |
| | 3. 打折商品更具有竞争力 | | | | | |
| 网红营销 | 1. 网红营销比传统营销更有效率 | | | | | |
| | 2. 网红的推荐会让我对产品有更好的了解 | | | | | |
| | 3. 我更愿意尝试网红推荐的产品 | | | | | |

| 第二部分：品牌形象 | | 不同意 (1) | 不太同意 (2) | 一般同意 (3) | 比较同意 (4) | 非常同意 (5) |
|---|---|---|---|---|---|---|
| 企业形象 | 1. 这个企业是值得信任的 | | | | | |
| | 2. 该品牌拥有良好的口碑 | | | | | |
| | 3.我在该企业购买产品会有所保障 | | | | | |
| 产品形象 | 1.该品牌提供的价格是合理公道的 | | | | | |
| | 2. 该网店提供的产品款式多样，设计精细良好 | | | | | |
| | 3. 这里很容易找到我想买的东西 | | | | | |
| 业绩形象 | 1. 我会更倾向于购买销售量更高的产品 | | | | | |
| | 2. 我在决定购买商品前会看一下评论 | | | | | |
| | 3. 相同的产品我会选择评分更高的购买 | | | | | |

| 第二部分: 消费者购买行为 | | 不同意 (1) | 不太同意 (2) | 一般同意 (3) | 比较同意 (4) | 非常同意 (5) |
|---|---|---|---|---|---|---|
| 个人购买行为 | 1. 网店里总能找到我需要的东西 | | | | | |
| | 2. 我会按计划去购买商品 | | | | | |
| | 3. 我会在进行对比后再选择购买 | | | | | |
| 心理购买行为 | 1. 如果有人推荐我会选择购买 | | | | | |
| | 2. 当我在网购时，我会购买一些不打算购买的产品 | | | | | |
| | 3. 我相信好的产品能够促使我冲动购物 | | | | | |

…..谢谢你的合作…..

# BIODATA

Name:                          Miss Zhang Yuanyuan

Email:                         zhang.yuan@bumail.net

Education:                     - Bachelor Degree in Communication Arts, School of

media, Bangkok Thonburi University

- Master of Business Administration, Bangkok

University