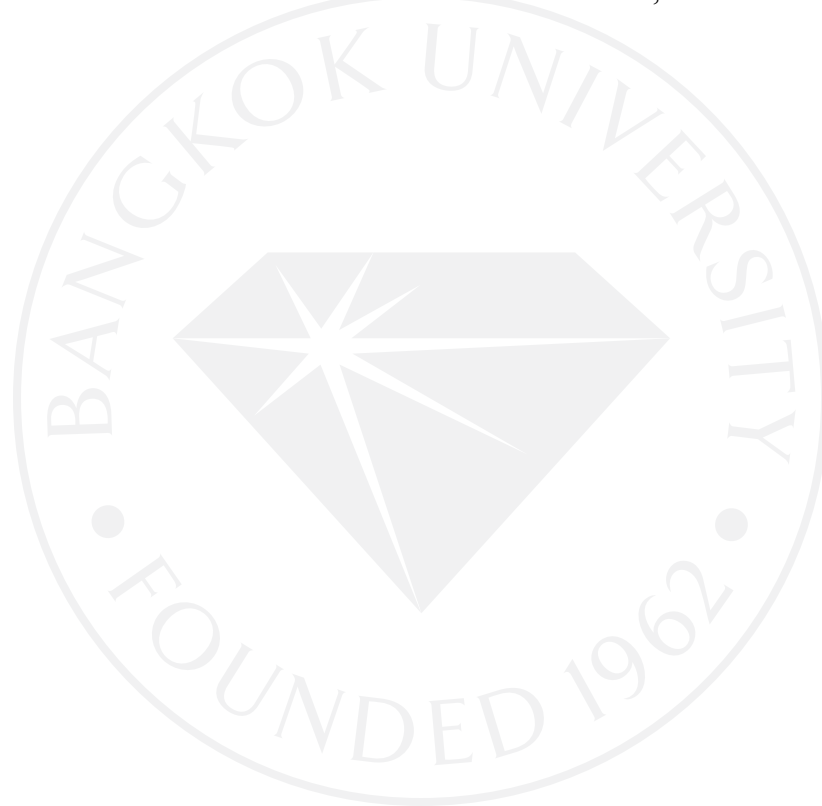
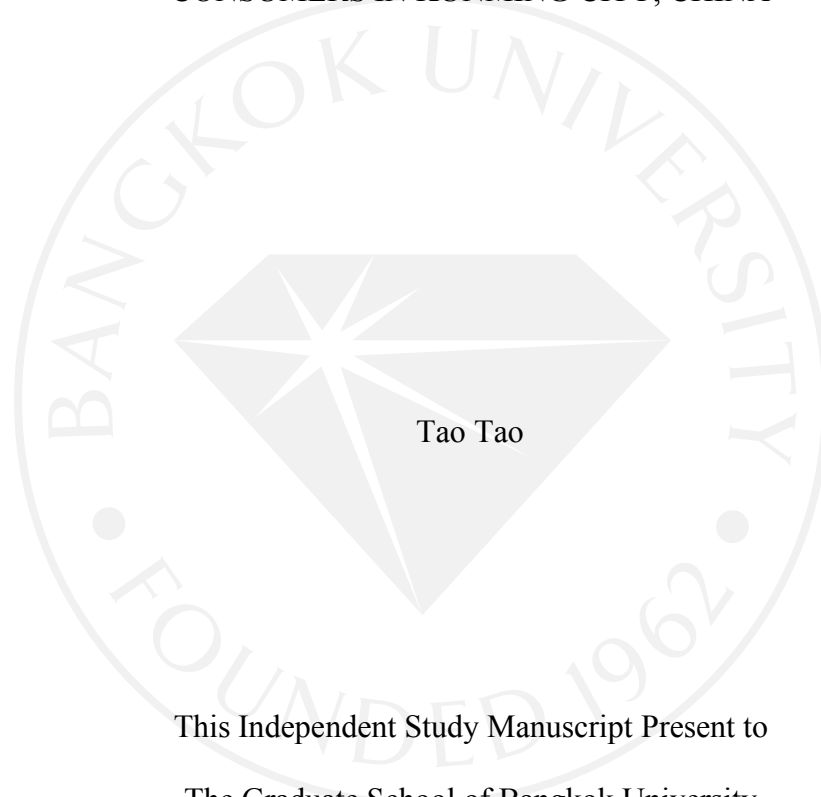


ATTITUDE, SOCIAL INFLUENCE, SHOPPING MOTIVATION, AND PERCEIVED  
USEFULNESS AFFECTING ONLINE SHOPPING SATISFACTION OF CHINESE  
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This Independent Study Manuscript Present to  
The Graduate School of Bangkok University  
in Partial Fulfillment  
Of the Requirements for the Degree  
Master of Business Administration

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**This Independent Study has been approved by  
the Graduate School  
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Title: ATTITUDE, SOCIAL INFLUENCE, SHOPPING MOTIVATION, AND  
PERCEIVED USEFULNESS AFFECTING ONLINE SHOPPING  
SATISFACTION OF CHINESE CONSUMERS IN KUNMING CITY, CHINA

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Attitude, Social Influence, Shopping Motivation, and Perceived Usefulness Affecting Online Shopping Satisfaction of Chinese Consumers in Kunming City, China (57 pp.)

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### **ABSTRACT**

This independent study was aimed at exploring how attitude, social influence, shopping motivation, and perceived usefulness affecting online shopping satisfaction of Chinese consumers in Kunming city, China. The survey questionnaire was used as an instrument for collecting the primary data. The sample size was 250 online consumers in Kunming city. The statistics of data analysis were reliability analysis, descriptive statistical analysis, and multiple regression analysis. The results were found that the majority of respondents were females with 20-39 years of age. They were company employees and earned average monthly income of CNY 4,000 - 6,000. Most of them completed bachelor's degrees and they shopped online every month. Based on the findings, the social influence and perceived usefulness affected online shopping satisfaction of Chinese consumers in Kunming City, China. While the attitude, and shopping motivation in terms of price sensitivity, promotion sensitivity, service quality sensitivity, and brand sensitivity did not affect the online shopping satisfaction of people in Kunming City, China.

*Keywords: Online Shopping, Satisfaction, Kunming*

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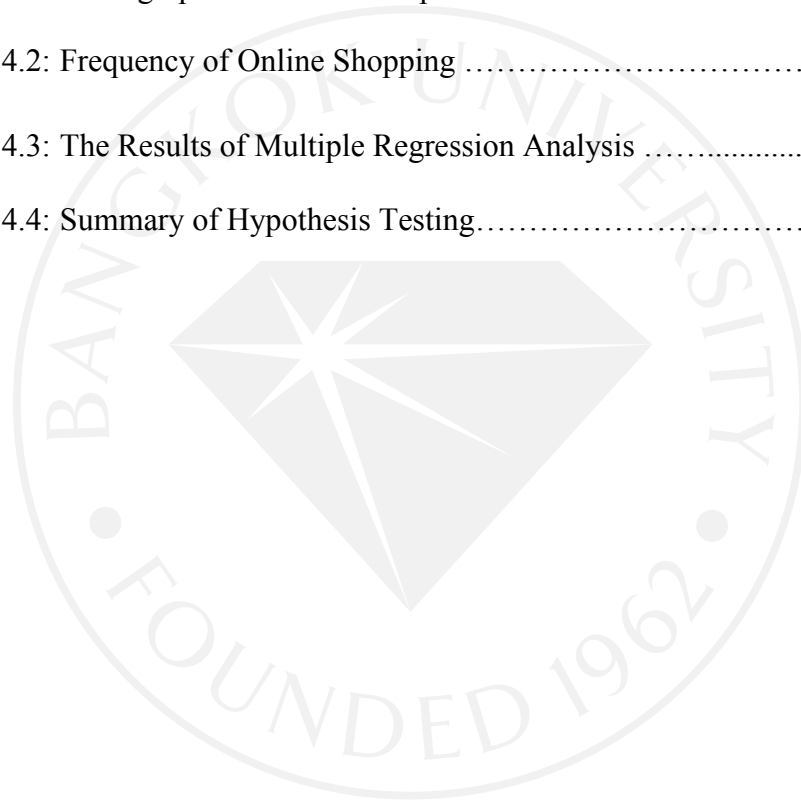
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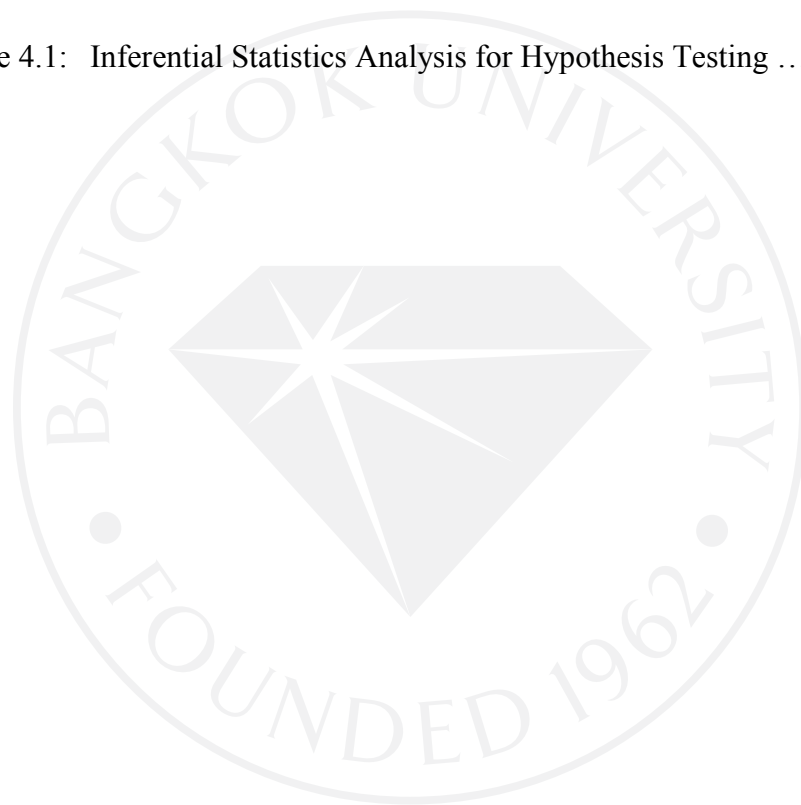
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## **CHAPTER 1**

### **INTRODUCTION**

This chapter presents background of the research, objectives of the research, scope of the research, problem statement, research questions, and significance of the research.

#### **1.1 Rationale and Problem Statement**

After years of development of China's online shopping market, there has been a drastic increase in the number of online shopping websites in China. Statistics released by Ministry of Industry and Information Technology of the People's Republic of China (PRC) indicated that the number of retail websites were only 2,046 in 2001 and reached 2,219 by 2004. Retail websites accounted for 49.5 percent of China's e-commerce in 2004 with transaction volume of online shopping estimated at 4.2 billion RMB. By 2005, the transaction turnover of online shopping amounted to 5.6 billion RMB, a 33 percent increase (Ajay & Kumar, 2018). In 2017, with China's online shopping environment maturing and offering improved levels of service, there were 533.32 million people have purchased online, which is tremendous and important part of Chinese economy as shown in Figure 1.1.

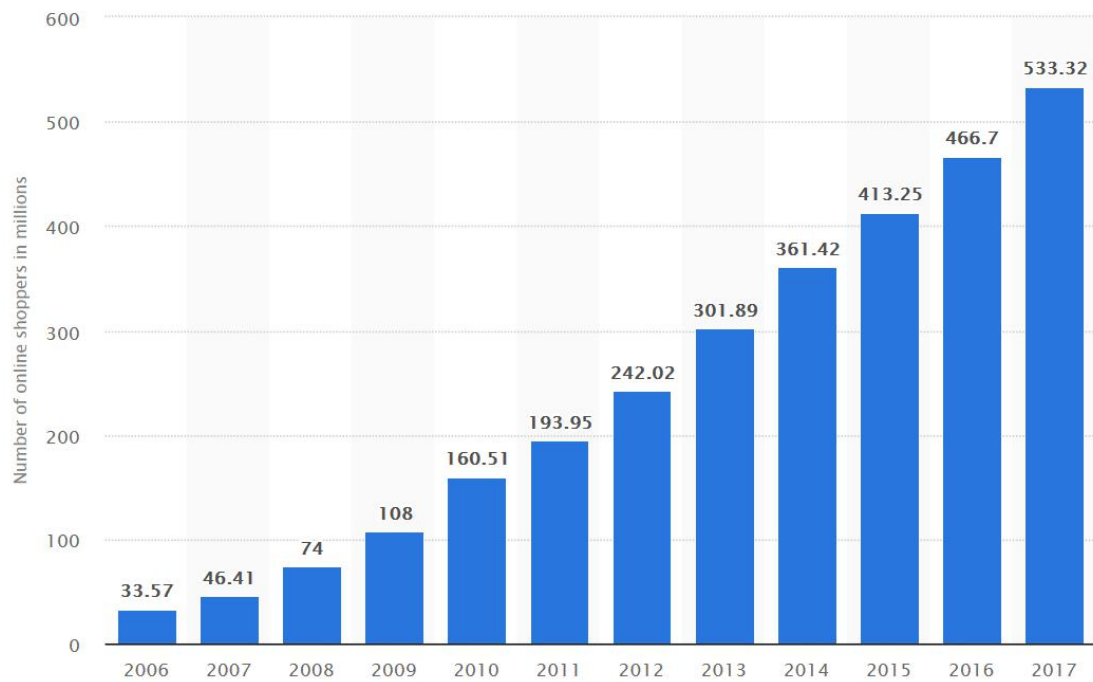


Figure 1.1: Number of Online Shoppers in China from 2006 to 2017 (in millions)

Source: *Number of online shoppers in China from 2006 to 2017*. (2018). Retrieved from <https://www.statista.com/statistics/277391/number-of-online-buyers-in-china/>.

In China, there are several famous online shopping websites such as Taobao, 360buy, DangDang, and Vancl (Ajay & Kumar, 2018). Each website has the distinguished characteristics as described in Table 1.1.

Table 1.1: Famous Shopping Websites in China

Website	Description
Taobao.com	<ul style="list-style-type: none"> <li>– Alibaba is China's No. 1 e-commerce company.</li> <li>– One of the top players in the Chinese e-commerce industry.</li> <li>– The C2C giant sells almost everything – from stationary to automobiles.</li> <li>– Its exhaustive range of products makes it one of the popular shopping websites.</li> </ul>
360buy.com	<ul style="list-style-type: none"> <li>– 360buy.com is another popular shopping website in China.</li> <li>– It mainly sells electronics, home appliances, clothing, and books.</li> <li>– 360buy also has its own online travel service and a virtual mall for luxury brands.</li> </ul>
DangDang.com	<ul style="list-style-type: none"> <li>– DangDang specializes in selling clothing, shoes, and gadgets.</li> <li>– The website also has a recently launched e-reader and an e-book service.</li> <li>– There are various kinds of books and publications available for bookworm customers.</li> </ul>

Vanel.com	<ul style="list-style-type: none"> <li>– Vanel is China’s largest clothing e-tailor.</li> <li>– The website has its own clothing line and sells it at affordable rates for shoppers.</li> <li>– The company also has a virtual mall site which sells other clothing brands.</li> </ul>
-----------	--

Source: *Online Shopping Has A New Haven – 6 Chinese Websites You Must Shop*

*From.* (2018). Retrieved from <https://www.1grandtrunk.com/2018/02/23/6-chinese-websites-must-shop/>.

Kunming City, the capital of Yunnan Province, is known as 'the city of eternal spring' for its pleasant climate and flowers that bloom all year long. With a history of more than 2,400 years, it was the gateway to the celebrated Silk Road that facilitated trade with Thailand, Sichuan, Myanmar, India, and beyond. Today it is the provincial political, economic and cultural center of Yunnan as well as the most popular tourist destination in southwest China (Xiaojun, Ping, & Jintao, 2016).

The rapid growth of online shopping in China underscores the importance of focusing on the issue of customer satisfaction as a key factor to address when designing any online retail outlet. Customers must be satisfied with their online shopping experience; otherwise they will not return (Kim & Stoel, 2004). A recent survey conducted by CNNIC (China Internet Network Information Center) 2017, found that only 16 per cent of the Chinese respondents were very satisfied with the online shopping experience. Dissatisfaction usually leads to lost customers and income. Compared with American customers, Chinese customers have several characteristics: their perception of safety is lower; they undertake higher purchasing

risks because of fake goods and false advertising; the buyer sometimes is not the consumer; they are more sensitive to price; they are more cautious in making purchase decision (Wen, Rodney, & Lynda, 2013). Therefore, a fundamental understanding of the factors affecting Chinese online shopping customers' degree of satisfaction is of great importance to e-commerce business owners.

In addition, social influence factors affect a person in various ways and social influence theorists have also suggested that people form their opinions by sensing social cues, and social cues exert a greater effect when the uncertainty regarding an issue is high (Goldsmith & Goldsmith, 2011). It is important to identify the reasons that customers choose to visit an online store and how their behavior differ based on their predisposition towards personalized online shopping. The traditional personalized strategies use customers' past purchases or browsing history to offer tailored content. Nonetheless, such strategies should be extended by taking into account customers' shopping motivations (like price sensitivity, promotion sensitivity, service quality sensitivity, brand sensitivity and perceived usefulness), as these motivations are most likely to influence customers' overall online behavior (Pappas, Kourouthanassis, Giannakos, & Lekakos, 2017).

Therefore, if companies can better understand their customers, they can present products or services more effectively and continuously improve them in order to strengthen their competitive advantage. Market orientation and customer satisfaction research show there is direct connection between customer satisfaction and organizational performance. Consequently, in the turbulent e-commerce environment, Internet companies need to know how to satisfy their online customers.

This will enable them to sustain their growth and market share (Dawei & Weiwei, 2017).

### **1.2 Objectives of Study**

The overall purpose of this study is to explore and comprehend the relationship between attitude toward online shopping, social influence, shopping motivation including price sensitivity, promotion sensitivity, service quality sensitivity and brand sensitivity, and perceived usefulness affecting online shopping satisfaction of Chinese consumers in Kunming City, China.

### **1.3 Contribution of Study**

This study contributes to the field of e-commerce in the context of China. All consumers and business owners will have more understanding on online shopping and how attitude towards online shopping, social influence, shopping motivation and perceived usefulness affecting online shopping satisfaction. Furthermore, the results of the study could generate implications for marketing tools or strategies to attract more people purchase online for both domestic and foreign countries to purchase products electronically. Finally, this research will find which factors have influence on online shopping satisfaction, it might be useful for further research which focus on online business.



## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter will present related literature, related theories, theoretical framework, and previous studies of factors affecting online shopping satisfaction of consumers in Kunming.

#### **2.1 Related Theories and Previous Studies**

##### **2.1.1 Concept of Attitude towards Online Shopping**

Motives for shopping in traditional retail channels have long been a focus of consumer research. Babin, Darden, and Griffin (1994) identified two dominant shopping motives: shopping for fun (hedonic) and shopping with a goal in mind (utilitarian). Using a qualitative analysis, the research of Svein and Kåre (2011) showed that these two motives are also typical of online shoppers. Hedonic shoppers (referred to as experiential shoppers in the study) are motivated by their involvement with a class of products that directs their browsing the Internet through auction sites and visits to hobby-related sites. In other words, the hedonic shopper typically seeks a product specific online shopping experience (Ajay & Kumar, 2018).

On the other hand, goal-oriented shoppers are characterized by four motives for online shopping: convenience, informativeness, selection, and the ability to control the shopping experience (Ajay & Kumar, 2018). There is considerable research to support their conclusion. For example, surveys conducted by Li (2014) showed that the web delivers convenience and time savings for the online shopper. Alreck and Settle (2002) found that Internet shopping was viewed as saving more time than traditional modes of shopping. The research of Bhatnagar, Misra, and Rao (2000) found that customers' perceived convenience of shopping on the Internet had a positive impact on online purchase behavior.

#### 2.1.2 Concept of Social Influence

Social influences refer to how other people influence a person's decisions. Social influence played an important role in online shopping satisfaction (Yang, 2018). The research of Joohyung and Sejin (2012) have indicated that social influences, such as subjective norms, exert a positive effect on people's purchase intentions. Based on social influence theory, a person's behavior is predicated on the attitudes and behaviors of others, social influence theory provides a basis for understanding and encouraging sustainable consumption (Goldsmith & Goldsmith, 2011). Social influence factors affect a person in various ways. For example, people observe others' behaviors or perceive social pressure from important others to perform a particular behavior. Social influence theorists have also suggested that people form their opinions by sensing social cues, and social cues exert a greater effect when the uncertainty regarding an issue is high (Goldsmith & Goldsmith, 2011).

#### 2.1.3 Concept of Price Sensitivity

Consumers' price perception depends on internal reference prices (Thaler, 1985). Price sensitivity had partial mesmeric effect between price framework and consumer purchase intention (Wang et al., 2017). This is based on past experiences which act as a reference price for present stimuli (Janiszewski & Lichtenstein, 1999; Kalyanaram & Winer, 1995). The research of Lichtenstein, Burton, and Karson (1991) posit that for high discounts, semantic cues connoting high distinctiveness lead to favorable consumer responses. When offering price is high, distinctiveness based semantic cues evoke favorable high price related responses. The research of Cressman (2012) attribute consumers' price sensitivity to perception towards availability of substitutes, value of product, switching costs, inability to make comparisons, quality, related expenditure, benefits, shared costs, fairness, and inventory effects. The research of Jeffrey and Joan (2012) used Crossman's framework to understand price sensitivity and willingness to pay. Availability of substitutes, quality, fairness, and unique value influenced price sensitivity. The research of Raghubir and Corfman (1999) posit that consistency with past promotions, distinctiveness, and consumer expertise moderate promotion related price perceptions. The price promotions should appear consistent to the consumer as it has effect on brand evaluations. Price perceptions include consumers' susceptibility to lucrative offers and deals. The research of Lichtenstein, Netemeyer, and Burton (1990) define deal proneness as a psychological construct which affects consumers' coupon responsiveness and value conscious behavior. A coupon offers a product at lower price. Value conscious and deal prone behavior can be differentiated on acquisition and transaction utilities. Acquisition utility refers to value consumer derives from purchase of product because of discounts or rebates. It refers to the price paid as compared to perceived utility of

product. Transaction utility is psychological satisfaction consumer derives from product purchase. Value conscious consumers perceive acquisition utility important factor for product purchase, while coupon prone consumers place importance to transaction utility.

#### 2.1.4 Concept of Promotion Sensitivity

Price promotions are common strategies for attracting consumers and increasing sales in business. Online stores adopt different types of promotional strategies, which not only brought benefits to online shopping consumers, but also had an important impact on consumer satisfaction (Xiang, 2018). Price promotions are “reduce the price for a given quantity or increase the quantity available at the same price, thereby enhancing value and create an economic incentive to purchase” (Raghubir & Corfman, 1999). Companies usually use consumer promotions to increase trials, attract brand switchers, motivate price sensitive buyers, encourage repeat usage, or provide added value (Huff & Alden, 2000). It is widely accepted that short-term price promotions can generate tangible extra sales immediately, presumably due to increased numbers of buyers, some of whom companies hope will be converted into repeat buyers (Ueda, 2012). Thus, it is important to understand the effects of price promotions, including their influence on consumer purchase behaviors. A positive product evaluation may help to retain consumers and encourage repeat purchases, whereas a negative evaluation may reduce consumer purchasing behavior when the promotion ends.

#### 2.1.5 Concept of Service Quality Sensitivity

The customer is central to all marketing activities of companies the world over. Especially for service industries, which characterized by high customer contact with

individually customized service solutions, where customer satisfaction has been an increasing focus of research. The research of Terrence and Gordon (1996) point out that customer satisfaction and retention are critical for service industries. The research of Josée, Ko de, and Pascal (1998) investigated that how image, perceived service quality and satisfaction determine loyalty of customer in service industries. Similarly, Robert and Tan (2000) found the determinants of customer satisfaction in the service industries, which is that customers always want courtesy, friendliness and convenience; and also view fair prices, concerned management and institutional stability as integral components of the service process. In all these studies, customer satisfaction and delight are presented as a solid bedrock of service industries longevity and profitability.

#### 2.1.6 Concept of Brand Sensitivity

There is widespread agreement among researchers that brand awareness is a reliable measure of the strength of a brand. Brand awareness is defined as “the strength of a brand’s presence in the consumer’s mind” (Mike, 2002). High brand awareness, resulting from brand associations, is a signal of quality that assists consumers in making purchase decisions (Mike, 2002; Yoo, Donthu, & Lee, 2000). Therefore, brand awareness can be viewed as an antecedent of brand loyalty. Brand awareness also refers to “the customer’s perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives”, it plays an important role in the explanation of brand loyalty (Mike, 2002).

Brand loyalty is recognized as a critical brand performance measure for companies (Chaudhuri & Holbrook, 2001), since it contributes to increased

repurchase chance of consumer; better acquisition rates from positive word-of-mouth communication (Aksoy, Buoye, Aksoy, Larivière, & Keiningham, 2013); lower customers' price sensitivity (Chaudhuri & Holbrook, 2001); reduced cost and capital investment requirements (Oliver, 1999), and improved company's profitability. Recent studies showed that consumers differentiate brands based on the relationships that they develop with them and highlight the importance of maintaining strong relationships with customers as a long-term marketing strategy (Cleopatra, 2015). Therefore, it is important for companies to develop some sustainable competitive advantages of their brands in this highly competitive market.

#### 2.1.7 Concept of Perceived Usefulness

Perceived usefulness is "the degree to which a person believes that using a particular system would enhance his or her performance," (Davis, 1989). It has since been applied to diverse types of information systems as well as users' behavior on the Internet, such as Internet users' online shopping behavior (Gefen, Karahanna, & Straub, 2003; Park, Lee, & Ahn, 2004). Perceived usefulness encompasses improved search and buying, increased shopping productivity, money and time saved by shopping online, and greater product choices available online (Khalifa & Liu, 2007; Park et al., 2004). In general, Perceived usefulness has been shown to have a significant influence on attitude formation and subsequent behaviors and has received considerable empirical support (Davis, 1989; Wen et al., 2013).

#### 2.1.8 Concept of Consumer's satisfaction

Customer satisfaction is considered to be one of the most critical aspects of business success because it is closely associated with firms' competitiveness and profit making. Consumer satisfaction is viewed as a fulfillment of consumers' goals

as experienced and described by them in actuality (Oliver, 2006). The research of (Churchill & Surprenant, 1982) indicated that consumer satisfaction results from a favorable correspondence between consumers' expectations and their experiences with a firm or its' products and services. One of the major reasons that consumer satisfaction has been in the center of academic and managerial attention alike is an important role that satisfaction plays in building consumer loyalty (Abdullah, Al-Nasser, & Husain, 2000; Martensen, Gronholdt, & Kristensen, 2000). Satisfaction was found to be an important post-purchase response often associated with favorable word-of-mouth (Brown, Dacin, Pratt, & Whetten, 2006; Reynolds & Beatty, 1999) and consumer loyalty. Essentially, consumer satisfaction can be separated into a transaction-specific satisfaction, a collective satisfaction and a post-consumption satisfaction (Line & Michael, 2003). Finally, customer satisfaction may lead to many benefits such as improvement of the firm's reputation and image, reduction of customer turnover, increased attention to customer needs in total quality management planning, reduction of marketing costs, transaction costs, and costs related to product/service failures, and, finally, increased satisfaction among personnel and greater stability of the workforce (Liao, Lin, Luo, & Chea, 2017).

## **2.2 Research Hypotheses**

From the documentary reviews including the theories and previous researches, the research hypotheses are generated as follows:

2.2.1 Attitude toward online shopping affected online shopping satisfaction of Chinese consumers in Kunming City, China.

2.2.2 Social influence affected online shopping satisfaction of Chinese consumers in Kunming City, China.

2.2.3 Shopping motivation in terms of price sensitivity affected online shopping satisfaction of Chinese consumers in Kunming City, China.

2.2.4 Shopping motivation in terms of promotion sensitivity affected online shopping satisfaction of Chinese consumers in Kunming City, China.

2.2.5 Shopping motivation in terms of service quality sensitivity affected online shopping satisfaction of Chinese consumers in Kunming City, China.

2.2.6 Shopping motivation in terms of brand sensitivity affected online shopping satisfaction of Chinese consumers in Kunming City, China.

2.2.7 Perceived usefulness affected online shopping satisfaction of Chinese consumers in Kunming City, China.

### **2.3 Conceptual Framework**

The conceptual framework of attitude towards online shopping, social influence, shopping motivation including price sensitivity, promotion sensitivity, service quality sensitivity and brand sensitivity, and perceived usefulness affecting online shopping satisfaction of Chinese consumers in Kunming City, China is illustrated in the figure 2.1.



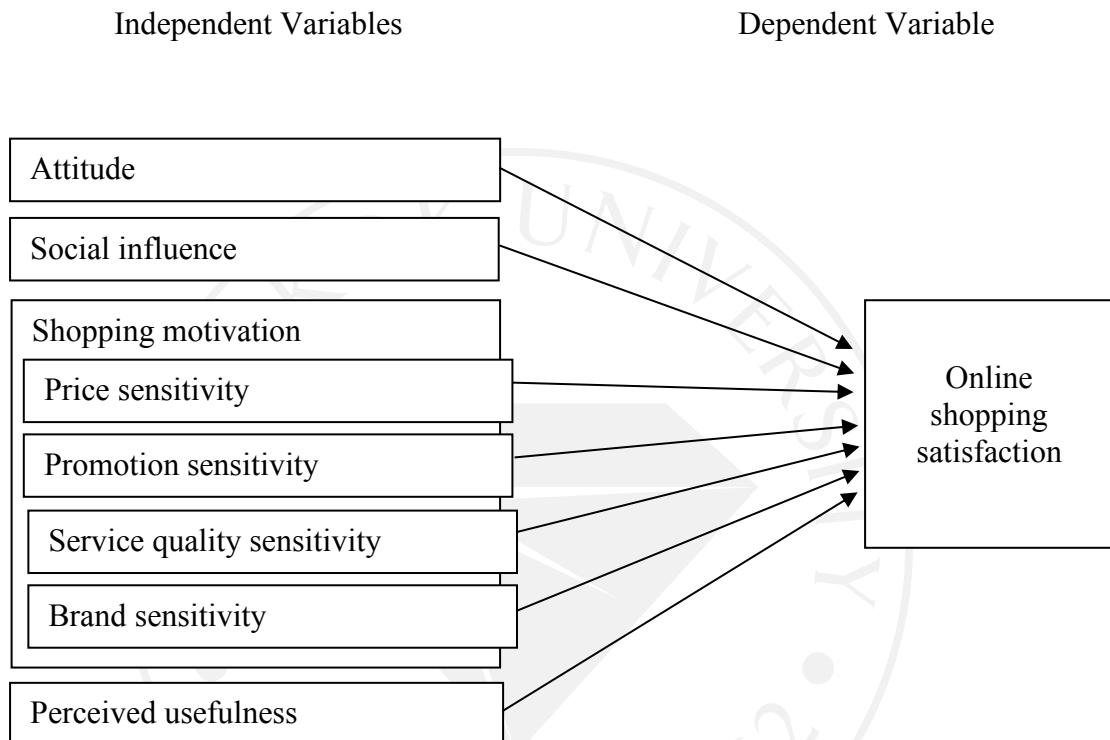


Figure 2.1: Theoretical Framework of Factors Affecting the Online Shopping Satisfaction

The conceptual framework in this study is portrayed the relationship between the independent variables: attitude (Groß, 2018), social influence (Groß, 2018), shopping motivation consisting of price sensitivity, promotion sensitivity, service quality sensitivity and brand sensitivity, and perceived usefulness (Pappas et al., 2017) and the dependent variable of online shopping satisfaction (Groß, 2018).



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter covers search design, population and sample selection, research instrument, and statistics for data analysis. The details are described as follows:

#### **3.1 Research Design**

The methodology of this research is based on quantitative approaches. A survey research is conducted to collect the data in order to investigate the factors affecting online shopping satisfaction of consumers in Kunming city, China. The questionnaire, which was used as the survey instrument, was constructed by applying the related theories and previous research and was approved by the expertise.

#### **3.2 Population and Sample Selection**

##### **3.2.1 Population**

The target population of the study were online consumers in Kunming city, China with all age ranges who used to purchase products or services electronically through the website or online social media. In 2017, there were 533.32 million online shoppers in China, 2.5 million were in Kunming City (Wang & Somogyi, 2018).

##### **3.2.2 Sample Size**

The sample size for the study was calculated based on 40 sets of pilot test questionnaires. After conducting a pilot test and inputting the data to Statistical Package for the Social Sciences (SPSS), the partial  $R^2$  was estimated. Then, G\*Power version 3.1.9.2 was used to compute the sample size of the study (Cohen, 1977;

Erdfelder, Faul, & Buchner, 1996). With the power ( $1 - \beta$ ) of 0.85, alpha ( $\alpha$ ) of 0.15, number of test predictor of 7, effect size of 0.04865772, and partial  $R^2$  of 0.0464, the obtained results revealed 244 of the total sample size for the field survey. Thus, 250 sets of questionnaire have been collected for more stable results.

### 3.2.3 Sample Selection

The sample of this research is selected by using one of the non-probability sampling methods called convenience sampling technique. The questionnaire with the screening question was utilized to collect by data from the target sample at various department stores and office buildings in Kunming city, China, the screening question was: “Have you ever ordered or bought products or service online or via the website?”.

## 3.3 Research Instrument

### 3.3.1 Construct Measurement

A close-ended questionnaire was created from a related literature review and utilized as research instrument consisting of a series of questions for gathering information from respondents in the study. In some official survey, measurement scale was applied to classify and quantify variables. Three measurement scales were applied in this paper that they deemed appropriate and effective for entire research about factors affecting online shopping satisfaction of Chinese consumers in Kunming city, China.

In nominal and ordinal scale, the basic data was the key point to define the estimation data. These scales commonly used in the pre-qualify questions and opening questionnaire relating to individual data of Chinese consumers in Kunming city. Some of personal data are collected such as gender, income, age, educational level,

occupation, income, and the frequency of online shopping.

In interval scale, there are seven independent variables: attitude, social influence, price sensitivity, promotion sensitivity, service quality sensitivity and brand sensitivity, and perceived usefulness, and the dependent variable of online shopping satisfaction were applied a five-level Likert scale ranging from 1 to 5 to measure the level of respondents' opinions. 1 stands for strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree.

### 3.3.2 Questionnaire Design

The questionnaires were designed regarding the research objective to be used as research instrument. It was composed of three parts: screening question, demographic questions, and main questions. The full format of questionnaires were illustrated in Appendix A for English version and Appendix B for Chinese Version to reach all target respondents.

### 3.4 Reliability and Validity

The questionnaire in this paper has been reviewed and approved by three experts in field of Business Administration. The detailed information of them could be found in Appendix C, letters to experts for questionnaire reviews. The first expert was Mr. Jie Cui, Manager of Magee Commerce Limited Liability Company, Kunming, China. The second expert was Ms. Yunli Mu, Manager of Kunming Dasiya Trading Company, Kunming, China and the final expert was Mr. Xiaoli Hao, Vice Manager of Yunnan Pink Lady Clothing Trading Company, Kunming, China.

After that, Cronbach's alpha coefficient was utilized for reliability analysis and consistency testing. The value of Cronbach's alpha was between  $0 \leq \alpha \leq 1$  (Nunnally,

1978), the score that closest to 1 is the most reliable as shown in Table 3.1.

Table 3.1: Reliability Analysis of Coefficient Cronbach's Alpha

Variables	Coefficient Cronbach's Alpha			
	Pilot Test		Field Survey	
	Items	n = 40	Items	n = 250
Attitude towards Online Shopping (AT)	4	0.960	4	0.881
Social Influence (SI)	4	0.945	4	0.748
Price Sensitivity (PS)	4	0.968	4	0.806
Promotion Sensitivity (PSS)	4	0.922	4	0.706
Service Quality Sensitivity (SQ)	4	0.947	4	0.891
Brand Sensitivity (BS)	4	0.959	4	0.889
Perceived Usefulness (PU)	4	0.941	4	0.850
Online Shopping Satisfaction (OSS)	4	0.921	4	0.872
<b>Total</b>	<b>32</b>	<b>0.945</b>	<b>32</b>	<b>0.830</b>

According to Cronbach's alpha coefficient value, the reliability for the question items of each variable should be rating between  $0.65 < \alpha < 1$  (Nunnally, 1978). Consequently, 40 sets of the questionnaires were applied for pilot test. The results of reliability test revealed that Cronbach's alpha value of 0.921-0.968 was acceptable. In addition, the results from 250 sets of field survey was ranging between 0.706-0.891 as shown in Table 3.2. Therefore, all questions were usable because the scores were

above 0.65 (Nunnally, 1978). Thus, all data from the questionnaires could be used for further analysis.

### **3.5 Statistics for Data Analysis**

The data analysis was conducted applying Statistical Package for Social Sciences (SPSS) program version 22. Consequently, the statistical techniques used for data analysis and interpretation included descriptive and inferential statistics as follows:

#### **3.5.1 Descriptive Statistics Analysis**

Section 1: Consumer information such as gender, age, occupation, monthly income, and educational were analyzed by using frequency and percentage.

Section 2-3: Attitude towards online shopping, social influence, shopping motivation, perceived usefulness and online shopping satisfaction in Likert scale questions were analyzed by using mean ( $\bar{x}$ ) and standard deviation (S.D.).

#### **3.5.2 Inferential Statistics Analysis**

In order to test the hypotheses of the study, multiple regression analysis was conducted to analyze the relationship between the independent variables (attitude towards online shopping, social influence, shopping motivation and perceived usefulness) and dependent variable (online shopping satisfaction) (Khamsurin, 2016).

## CHAPTER 4

### RESEARCH RESULTS

The research findings which derived from data analysis of 250 questionnaire sets were presented in this chapter.

#### 4.1 Summary of Demographic Data

From the study of 250 samples, all respondents' personal information in terms of gender, age, occupation, monthly income, and educational level were presented in frequencies and percentage as follows:

Table 4.1: Demographic Profile of Respondents (n = 250)

Demographic Profile		Frequency	Percent
Gender	Male	62	24.8
	Female	188	75.2
Age	<20 years old	10	4.0
	20-39 years old	232	92.8
	40-60 years old	8	3.2
	Over 60 years old	0	0.0

(Continued)



Table 4.1 (Continued): Demographic Profile of Respondents (n = 250)

Demographic Profile		Frequency	Percent
Occupation	Student	33	13.2
	Government employee	41	16.4
	Company employee	88	35.2
	Self-employment	27	10.8
	Retiree	0	0
	Other	61	24.4
Education	High school /vocational	58	23.2
	Bachelor's degree	179	71.6
	Master's degree	12	4.8
	Doctor's degree	1	0.4
Monthly income	Below 4,000 CNY	76	30.4
	4,000-6,000 CNY	109	43.6
	6,001-10,000 CNY	56	22.4
	Above 10,000 CNY	9	3.6
<b>Total</b>		<b>250</b>	<b>100.0</b>

Table 4.1 was illustrated the personal profile of the respondents. The majority of the respondents were females (75.2%) out of 250 respondents while the rest of respondent were males (24.8%). The results showed that females were more interested in online shopping than males. Additionally, most of respondents in this survey were 20-39 years old. This showed that factors affecting online shopping

satisfaction of new generation consumers more than age group's consumers.

Furthermore, the majority of the respondents were company employee (88 people with 35.2%) and they earned monthly income 4,000-6,000 CNY (43.6%). Most of them completed a bachelor's degree (179 people with 71.6%).

From the study of 250 samples, the frequency of online shopping of consumers in Kunming City were presented in frequencies and percentage as follows:

Table 4.2: Frequency of Online Shopping (n = 250)

<b>Online shopping frequency</b>		<b>Frequency</b>	<b>Percent</b>
Frequency of online shopping	Rarely or hardly at all	13	5.2
	Half-year	17	6.8
	Quarterly	26	10.4
	Monthly	132	52.8
	Weekly	54	21.6
	Daily	8	3.2
<b>Total</b>		<b>250</b>	<b>100.0</b>

According to Table 4.2, most of the respondents shopping online monthly for 52.8% (132 people) and 21.6% of the respondents shopping online weekly, while 10.4% of the respondents shopping online quarterly and only 3.2% shopping online as daily.

## 4.2 Results of Hypothesis Testing

The following table presented the effect of attitude toward online shopping, social influence, shopping motivation including price sensitivity, promotion sensitivity, service quality sensitivity and brand sensitivity, and perceived usefulness on online shopping satisfaction of consumers in Kunming City, China. The multiple regression analysis (MRA) was implemented for analyzing the data.

Table 4.3: The Results of Multiple Regression Analysis

Factor	Online Shopping Satisfaction						
	B	S.E.	$\beta$	t	Sig.	Tolerance	VIF
Constant	-.172	.188	-	-.915	.361	-	-
Attitude toward online shopping	.074	.049	.076	1.513	.132	.465	2.153
Social influence	.164	.054	.151	3.026	.003*	.464	2.156
Shopping motivation							
– Price sensitivity	.071	.052	.064	1.382	.168	.539	1.854
– Promotion sensitivity	.094	.060	.080	1.574	.117	.454	2.202
– Service quality sensitivity	.061	.050	.054	1.215	.226	.593	1.687
– Brand sensitivity	-.004	.046	-.004	-.094	.925	.511	1.957
Perceived usefulness	.585	.055	.573	9.615	.000*	.398	2.513

$R^2 = .719$ ,  $F = 88.565$ ,  $*p < .05$

According to table 4.3, the consequence of multiple regression analysis found that social influence, perceived usefulness affected online shopping satisfaction of consumers in Kunming City, China at .05 level of statistical significance. While it was found that attitude toward online shopping, price sensitivity, promotion sensitivity,

service quality sensitivity and brand sensitivity (Sig < 0.05) did not affect online shopping satisfaction of consumers in Kunming City, China. The findings also revealed that perceived usefulness (B = .585) accounted for the strongest weights of relative contribution toward online shopping satisfaction of consumers in Kunming City, China, followed by social influence (B = .164). These variables can explain influence on online shopping satisfaction of consumers in Kunming at 71.9%. Another 28.1% are the influence from other variables that are not included in this research. The standard error is  $\pm 0.188$ . Then, the linear regression equation is offered as follows:

$$Y \text{ (Online shopping satisfaction)} = 0.172 + 0.151 \text{ (Social influence)} + 0.573 \text{ (Perceived usefulness)}$$

The equation shows that if the social influence factor increases by 1 point and other factors remain the same, the online shopping satisfaction will increase by 0.151 point. Additionally, if the perceived usefulness factor increases by 1 point and other factors remain the same, the online shopping satisfaction will increase by 0.573 point.

Finally, according to recommendation of Hair, Ringle, and Sarstedt (2013), a small tolerance value which is 0.10 or below or a large VIF value (Variance Inflation Factor) which is 10 or above means high collinearity (also multicollinearity). However, VIF values of this study were 1.687-2.513 which were less than 10 and the tolerance value ranged between .398-.593 which were greater than 0.10. Hence, there was no multicollinearity problem in this research.

### 4.3 Summary of Hypothesis Testing

The summary of the hypothesis testing results was illustrated in the table 4.4 and the figure 4.1.

Table 4.4: Summary of Hypothesis Testing Results

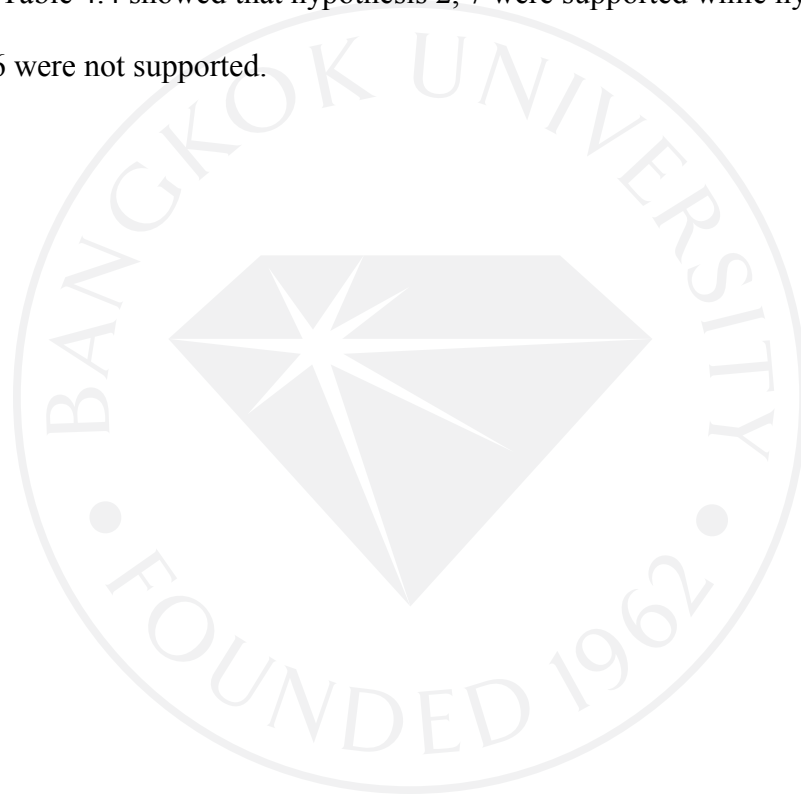
Hypotheses	Results
<b>H1:</b> Attitude toward online shopping affected online shopping satisfaction of Chinese consumers in Kunming City in China.	Not Support
<b>H2:</b> Social influence affected online shopping satisfaction of Chinese consumers in Kunming City in China.	Support
<b>H3:</b> Shopping motivation in terms of price sensitivity affected online shopping satisfaction of Chinese consumers in Kunming City in China.	Not Support
<b>H4:</b> Shopping motivation in terms of promotion sensitivity affected online shopping satisfaction of Chinese consumers in Kunming City in China.	Not Support
<b>H5:</b> Shopping motivation in terms of service quality sensitivity affected online shopping satisfaction of Chinese consumers in Kunming City in China.	Not Support
<b>H6:</b> Shopping motivation in terms of brand sensitivity affected online shopping satisfaction of Chinese consumers in Kunming City in China.	Not Support

(Continued)

Table 4.4 (Continued): Summary of Hypothesis Testing Results

Hypotheses	Results
<b>H7:</b> Perceived usefulness affected online shopping satisfaction of Chinese consumers in Kunming City in China.	Support

Table 4.4 showed that hypothesis 2, 7 were supported while hypothesis 1, 3, 4, 5, and 6 were not supported.



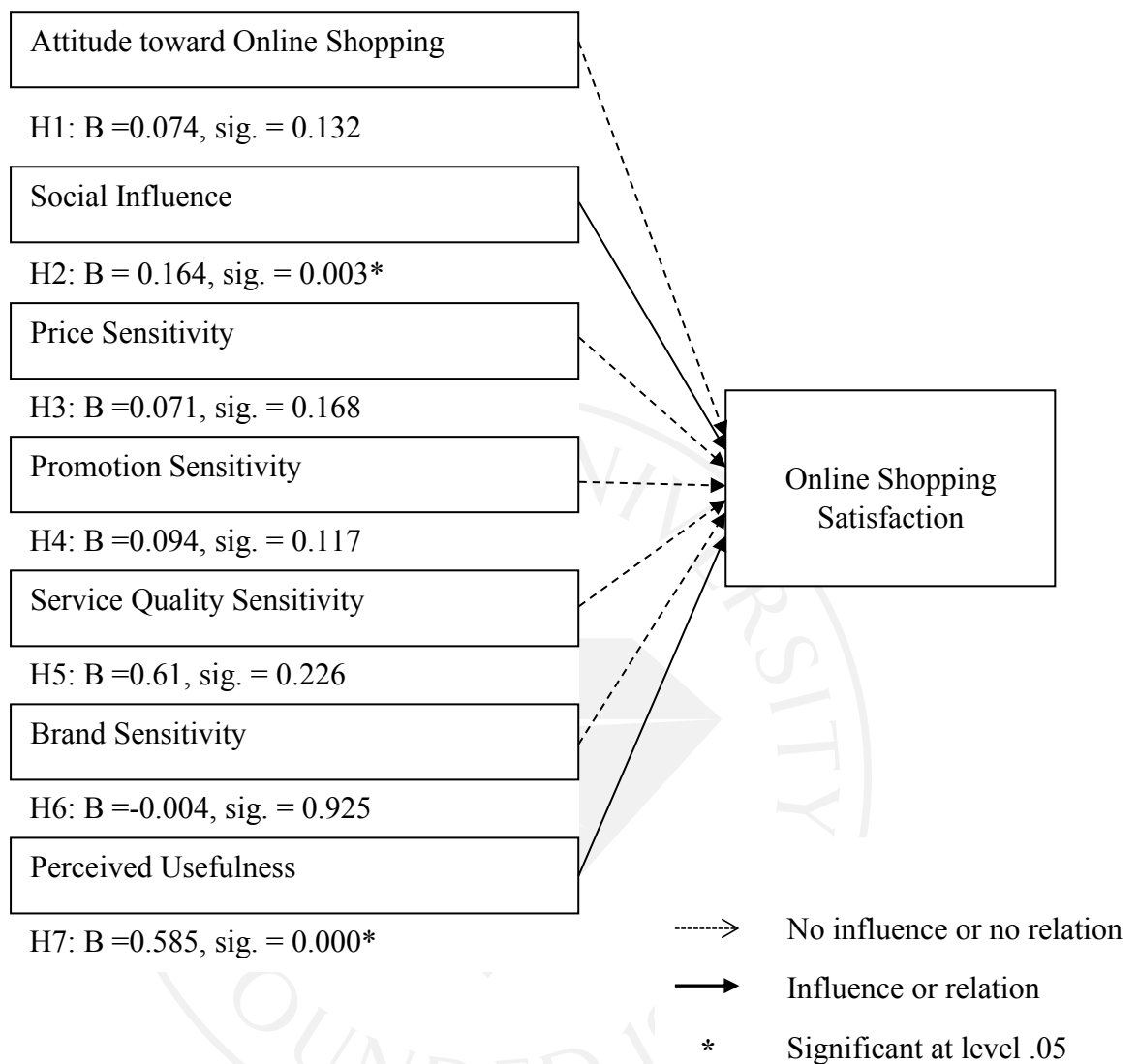


Figure 4.1: Inferential Statistics Analysis for Hypothesis Testing

Figure 4.1 illustrated that there was no influence of attitude toward online shopping, price sensitivity, promotion sensitivity, service quality sensitivity, brand sensitivity on online shopping satisfaction of consumers in Kunming City, China. On the other hand, social influence, perceived usefulness had an influence on online shopping satisfaction of consumers in Kunming City, China.

## CHAPTER 5

## **DISCUSSION**

The purpose of this study was to explore the relationship in terms of the effect of the independent variables which were attitude toward online shopping, social influence, shopping motivation including price sensitivity, promotion sensitivity, service quality sensitivity and brand sensitivity, and perceived usefulness on the dependent variable which was online shopping satisfaction. As this study was a quantitative research, the close-ended questionnaire was designed to collect the data. The 250 respondents of sample size were randomly selected from consumers in Kunming City, China. Regarding the purpose of the study, Multiple Regression Analysis technique was used to analyze the data. Moreover, percentage ration, frequency, mean, and standard deviation were also applied to analyze the demographic data, and the samples' attitudes toward the independent and dependent variables. The research finding of the study were concluded in this chapter. Moreover, the discussion of research findings, the recommendation for managerial implication and future research were also included.

### **5.1 Research Findings and Conclusion**

#### **5.1.1 Demographic Data**

The research found that most of the respondents were female, ages between 20-39 years old, bachelor education background, has salary 4000-6000 RMB per month, company employee, shopping online monthly.

#### **5.1.2 Hypothesis Results Summary**



The consequence of multiple regression analysis found that social influence and perceived usefulness affected online shopping satisfaction of consumers in Kunming City, China at .05 level of statistical significance. While it was found that attitude toward online shopping, price sensitivity, promotion sensitivity, service quality sensitivity and brand sensitivity (Sig < .05) did not affect online shopping satisfaction of consumers in Kunming City, China. The findings also revealed that that perceived usefulness (B = .585) accounted for the strongest weights of relative contribution toward online shopping satisfaction of consumers in Kunming City, China, followed by social influence (B = .164).

## 5.2 Discussion

The research on attitude toward online shopping, social influence, shopping motivation including price sensitivity, promotion sensitivity, service quality sensitivity and brand sensitivity, and perceived usefulness affecting online shopping satisfaction of Chinese consumers in Kunming City, China is a survey research using questionnaires to collected data found the interesting issue as follows:

Hypothesis 1: Attitude toward online shopping affected online shopping satisfaction of Chinese consumers in Kunming City in China. The research result showed that attitude toward online shopping did not affect online shopping satisfaction with significant level at .5. This was because the respondents might have unpleasant experience with online shopping or negative attitude on the online shopping. The study was not aligned with the previous study of Alreck and Settle (2002) found that Internet shopping was viewed as saving more time than traditional modes of shopping. In addition, the research of Bhatnagar et al. (2000) found that

customers' perceived convenience of shopping on the Internet had a positive impact on online purchase behavior.

Hypothesis 2: Social influence affected online shopping satisfaction of Chinese consumers in Kunming City in China. The research result showed that social influence affected online shopping satisfaction with significant level at .5. This was because the persons who were very close to the consumers such as close friends, acquaintances, and family members used their smartphones to shop online and they valued the benefits of online shopping. Additionally, the consumers normally wanted to hear about some advice from their acquaintances before buying things. The study was aligned with the previous study of Goldsmith and Goldsmith (2011) which found that social influences exert a positive effect on people's purchase intentions.

Hypothesis 3: Shopping motivation in terms of price sensitivity affected online shopping satisfaction of Chinese consumers in Kunming City in China. The research result showed that price sensitivity did not affect online shopping satisfaction with significant level at .5. This was because the consumers might compare prices between different brands or visit different online stores but their motivation to shop online were not price sensitivity. They might focus on the other motivating factors for shopping online. They might shop online because they wanted to purchase product or service conveniently, they could accept the same or even a little more expensive price than offline shops. The study was not aligned with the previous study of Lee, Cho, and Bonn (2015) which found that price promotion has effect on consumers' susceptibility to lucrative offers and deals.

Hypothesis 4: Shopping motivation in terms of promotion sensitivity affected online shopping satisfaction of Chinese consumers in Kunming City in China. The

research result showed that promotion sensitivity did not affect online shopping satisfaction with significant level at .5. This was because although consumers might want to use coupon from online shop and want to stay informed about promotions but their motivation to shop online were not promotion sensitivity. They might focus on the other motivating factors for shopping online. The study was not aligned with the previous study of Ueda (2012) found that it is widely accepted that short-term price promotions can generate tangible extra sales immediately, presumably due to increased numbers of buyers.

Hypothesis 5: Shopping motivation in terms of service quality sensitivity affected online shopping satisfaction of Chinese consumers in Kunming City in China. The research result showed that service quality sensitivity did not affect online shopping satisfaction with significant level at .5. This was because although consumers might prefer to visit a more organized online shop and they might prefer online shops with good after-sale service but their motivation to shop online were not service quality. Since consumers hardly communicated with staffs when they were shopping online. However, as mentioned above, after-sale service was important for online business owners to keep good relationship with their customers. The study was not aligned with the previous study of Gjoko and Zamir (2015) which found that customer satisfaction and retention were critical for service industries.

Hypothesis 6: Shopping motivation in terms of brand sensitivity affected online shopping satisfaction of Chinese consumers in Kunming City in China. The research result showed that brand sensitivity did not affect online shopping satisfaction with significant level at .5. This was because consumers might prefer products from famous e-shops, but their motivation to shop online were not brand

sensitivity. Since consumers already had chosen which brand's products they would purchase online, before they went to online shops. Also, they might place the emphasis on the quality or the function of the products rather than the brand of the products. The study was not aligned with the previous study of Jenni, Samuel, and Margaret (2017) which found that brand sensitivity played an important role in consumer's decision processing.

Hypothesis 7: Perceived usefulness affected online shopping satisfaction of Chinese consumers in Kunming City in China. The research result showed that perceived usefulness affected online shopping satisfaction with significant level at .5. The essential reason of consumer shopping online was they wanted to accomplish shopping tasks faster for saving both time and money and making better purchasing decision. The study was aligned with the previous study of Deniz, Rob, Alia, and Patrick (2015) which found that perceived usefulness encompassed improved search and buying, increased shopping productivity, money and time saved by shopping online, and greater product choices available online. Perceived usefulness has been shown to have a significant influence on attitude formation and subsequent behaviors and has received considerable empirical support.

### **5.3 Recommendation for Managerial Implication**

#### **5.3.1 Recommendation for Managerial Implication**

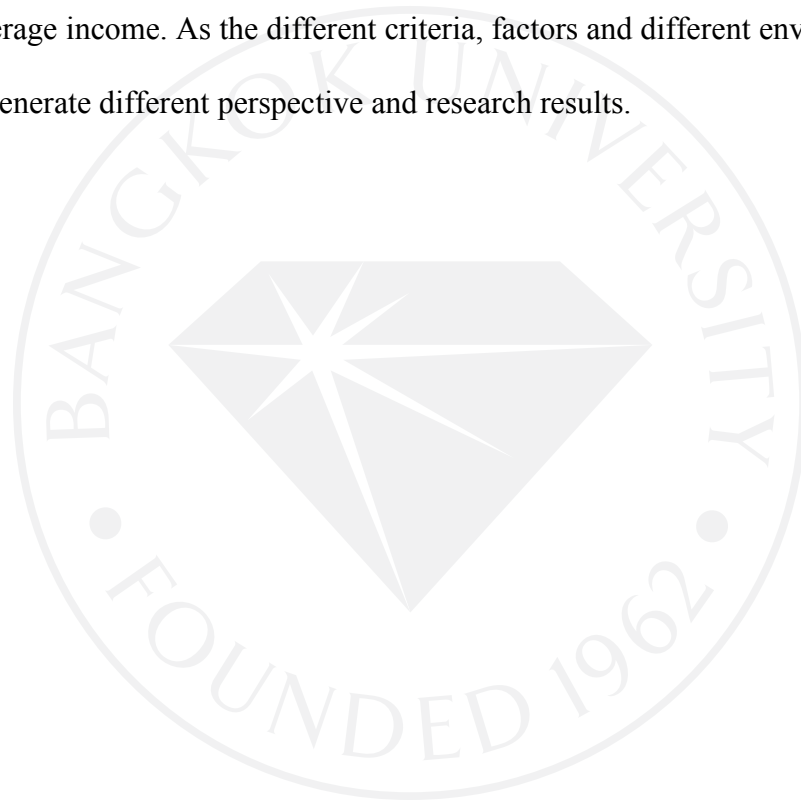
According to the results of the study, perceived usefulness ( $B = .585$ ,  $\text{Sig} < .05$ ) was the strongest factor among seven factors affecting online shopping satisfaction of consumers in Kunming City, China. In other words, perceived usefulness could be regarded the most key factor affecting online shopping satisfaction of consumers in

Kunming City, China. Consumers prefer online shopping sites which take less time from them and they can accomplish shopping tasks faster, since the essential reason for choosing shopping online is to shop more conveniently and efficiently. If consumers purchase more often on those sites, it inspires the online shopping sites to improve their website's usability. Hence, online business owners should make their website well organized, ease of use, and provide various products for searching and purchasing. In addition, they should design their online shopping sites that enable the consumers to accomplish shopping tasks faster, save time, better purchasing decision, and easier to shop online.

In addition, social influence ( $B = .164$ ,  $\text{Sig} < .05$ ) positively affected online shopping satisfaction of consumers in Kunming City, China. Normally, the consumers wanted to hear about some advice from their acquaintances before buying things, therefore, online shopping business owners should pay more attention to maintain the relationship with consumers and make sure they are well treated and satisfied with online shopping. This can be conducted from the beginning of shopping processes such as sending enthusiastic greetings to customers and giving suggestion to them as they needed. After the close online shopping process, small gifts or greeting cards could be packaged in parcels delivered to consumers. Finally, the strategy to deal with consumer's feedback should be accomplished because those consumers are able to influence people around them such as close friends, acquaintances, and family members who could be the potential buyers such as setting up a 7/24 hotline to solve the customers' problems. If they are satisfied and valued the benefits of online shopping, then they will recommend other consumers to shop online eventually.

### 5.3.2 Recommendation for Further Research

This research study is in the area of Kunming City only. Therefore, there is more chance for future research, the different cities in China should be conducted in order to gain more reliable and generalizable results. The researchers might add other relevant independent factors like service quality of express and product attributes for future study. Improving with deeper study of consumer's online shopping satisfaction, the target sample could be based on different ranges of age, educational backgrounds, and average income. As the different criteria, factors and different environments could generate different perspective and research results.



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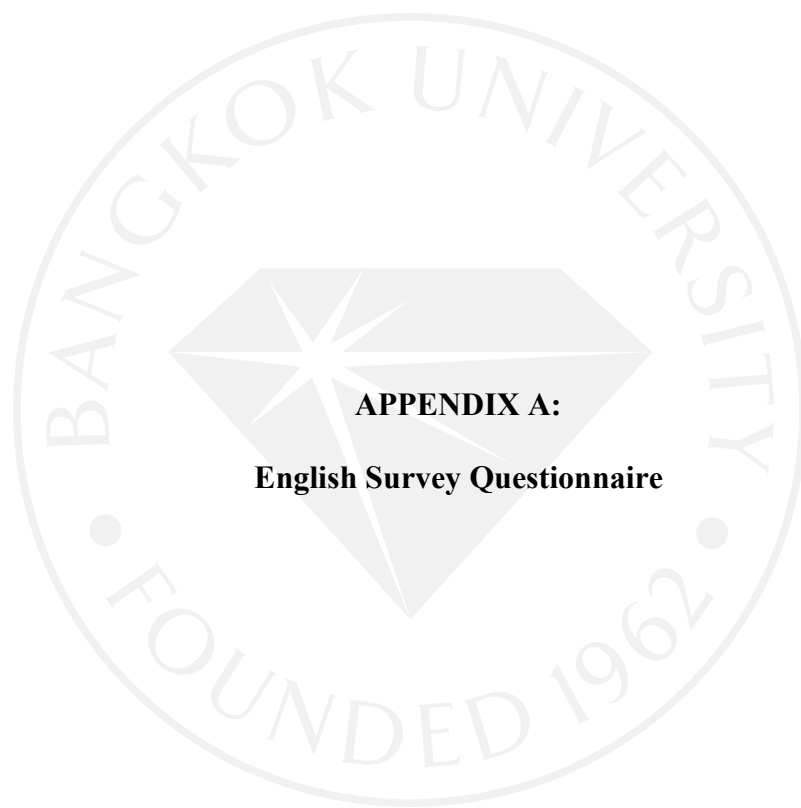
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## QUESTIONNAIRE

### **Attitude, Social Influence, Shopping Motivation, and Perceived Usefulness Affecting Online Shopping Satisfaction of Chinese Consumers in Kunming City, China**

This survey research was aimed to find out the factors affecting online shopping satisfaction of Chinese consumers in Kunming city. This study is a part of BA715: Independent Study, Graduate School, Bangkok University. I would be appreciated if you could contribute any fact and useful information truthfully by filling out the questionnaire. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

MBA Student, Bangkok University

#### **Screening Question:**

Have you ever ordered or bought products or service online or via the website?

- Yes
- No (End of question, thank you for your time)
- 

#### **Part 1: Consumer Information**

**Explanation:** Please mark ✓ into  that matches your information the most.

1. Gender:

- 1) Male  2) Female

2. Age:

- 1) Under 20 years old  2) 20 – 39 years old

- 3) 40 – 60 years old  4) Over 60 years old

3. Educational level:

- 1) High school / vocational  2) Bachelor's degree  
 3) Master's degree  4) Doctor's degree





Factors affecting consumers' online shopping satisfaction	Level of opinions				
	Strongly agree	←————→			Strongly disagree
2.3 Persons who are very close to me value the benefits of online shopping.	(5)	(4)	(3)	(2)	(1)
2.4 People who influence my behavior think that I should use online shopping.	(5)	(4)	(3)	(2)	(1)
<b>3. Price sensitivity: PS</b>					
3.1 I always compare prices between different brands before I choose one, when I shop online.	(5)	(4)	(3)	(2)	(1)
3.2 I compare prices to take advantage of special offers, when I shop online.	(5)	(4)	(3)	(2)	(1)
3.3 I visit different online stores to take advantage of the best prices.	(5)	(4)	(3)	(2)	(1)
3.4 I tend to focus on the price in order to pay the lowest price possible.	(5)	(4)	(3)	(2)	(1)
<b>4. Promotion sensitivity: PSS</b>					
4.1 I like to take part in package promotions from online shops.	(5)	(4)	(3)	(2)	(1)
4.2 I use the discount coupon from online shops when I have the chance.	(5)	(4)	(3)	(2)	(1)
4.3 I like to take part in promotions from online shops that offer an extra amount of product or a different product.	(5)	(4)	(3)	(2)	(1)
4.4 I stay informed about promotions from online shops by store feature and displays.	(5)	(4)	(3)	(2)	(1)
<b>5. Service quality sensitivity: SQ</b>					
5.1 When I shop online, I prefer to visit a more organized store, even if it is more expensive.	(5)	(4)	(3)	(2)	(1)
5.2 When I shop online, I prefer to visit a more caring store, even if it is more expensive.	(5)	(4)	(3)	(2)	(1)
5.3 When I shop online, I prefer to visit a store with better online support, even if it is more expensive.	(5)	(4)	(3)	(2)	(1)
5.4 I prefer to shop from online stores with good after-sale services.	(5)	(4)	(3)	(2)	(1)
<b>6. Brand sensitivity: BS</b>					
6.1 I tend to buy products from well-known e-shops	(5)	(4)	(3)	(2)	(1)
6.2 To me, it is important from which e-shop I buy.	(5)	(4)	(3)	(2)	(1)
6.3 It is very important to purchase on well-known e-shops.	(5)	(4)	(3)	(2)	(1)
6.4 I prefer to shop from the famous e-stores.	(5)	(4)	(3)	(2)	(1)
<b>7. Perceived usefulness: PU</b>					

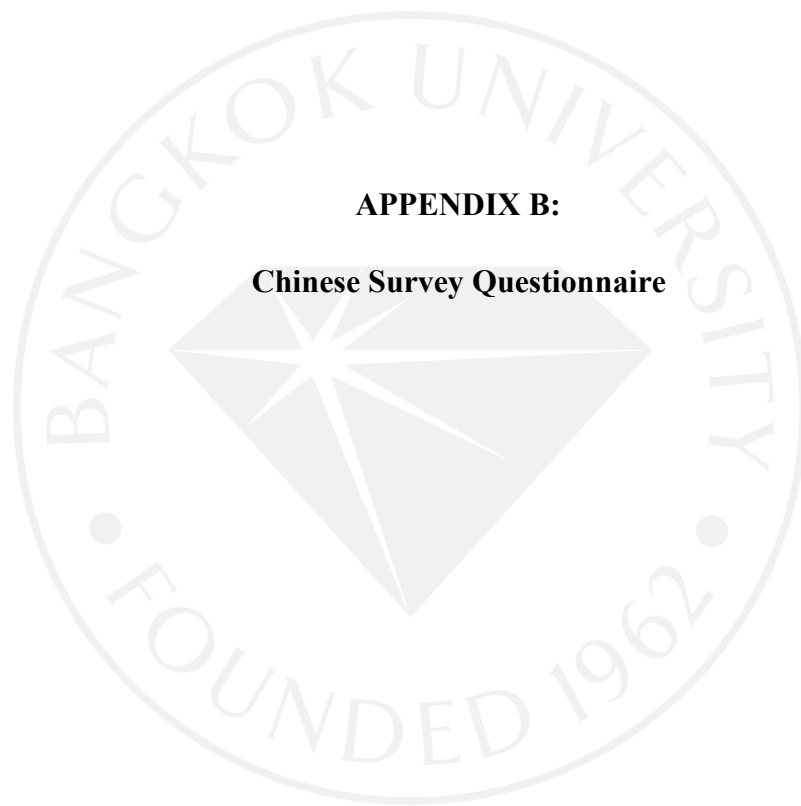
Factors affecting consumers' online shopping satisfaction	Level of opinions				
	Strongly agree	←→			Strongly disagree
7.1 Online shopping enables me to accomplish shopping tasks faster.	(5)	(4)	(3)	(2)	(1)
7.2 Online shopping reduces the time I spend shopping.	(5)	(4)	(3)	(2)	(1)
7.3 Online shopping can help me to make better purchasing decisions.	(5)	(4)	(3)	(2)	(1)
7.4 Online shopping makes it easier for me to shop.	(5)	(4)	(3)	(2)	(1)

### Part 3: Online shopping satisfaction of Chinese consumers in Kunming city

**Explanation:** Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree

Online shopping satisfaction	Level of opinions				
	Strongly agree	←→			Strongly disagree
1. I am satisfied with the way in which shopping transactions are processed on smartphones.	(5)	(4)	(3)	(2)	(1)
2. Online shopping fulfils all of my expectations.	(5)	(4)	(3)	(2)	(1)
3. Shopping on my smartphone is very satisfactory.	(5)	(4)	(3)	(2)	(1)
4. I will purchase online more often in the future.	(5)	(4)	(3)	(2)	(1)

**\*\* Thank you for your kind cooperation \*\***



**APPENDIX B:**

**Chinese Survey Questionnaire**



5. 月收入:

- 1) 4,000 以下                       2) 4,000 - 6,000  
 3) 6,001-10,000                       4) 10,000 以上

6. 网购频率:

- 1) 几乎不                                   2) 半年  
 3) 每季度                                   4) 每月  
 5) 每周                                       6) 每天

**第二部分：影响昆明消费者网购满意度的因素。**

说明：请在最符合你的选项下打勾， 5 = 非常同意， 4 = 同意， 3 = 一般，  
2 = 不同意， 1 = 非常不同意

影响昆明消费者网购满意度的因素	满意程度				
	Strongly agree	←	→	Strongly disagree	
<b>1. 态度</b>					
1.1 网购很有趣	(5)	(4)	(3)	(2)	(1)
1.2 网购很便捷	(5)	(4)	(3)	(2)	(1)
1.3 网购很实用	(5)	(4)	(3)	(2)	(1)
1.4 网购的积极性大于消极性	(5)	(4)	(3)	(2)	(1)
<b>2. 社会影响</b>					
2.1 亲朋好友推荐我在网上购物	(5)	(4)	(3)	(2)	(1)
2.2 亲朋好友经常网购	(5)	(4)	(3)	(2)	(1)
2.3 亲朋好友认为网购很实用	(5)	(4)	(3)	(2)	(1)
2.4 亲朋好友认为我应该经常网购	(5)	(4)	(3)	(2)	(1)
<b>3. 价格</b>					
3.1 网购时，我会比较不同店之间的价格	(5)	(4)	(3)	(2)	(1)
3.2 网购时，我会设法获得优惠	(5)	(4)	(3)	(2)	(1)
3.3 我光顾不同的店，以寻求最佳价格	(5)	(4)	(3)	(2)	(1)
3.4 我希望支付最少的代价	(5)	(4)	(3)	(2)	(1)

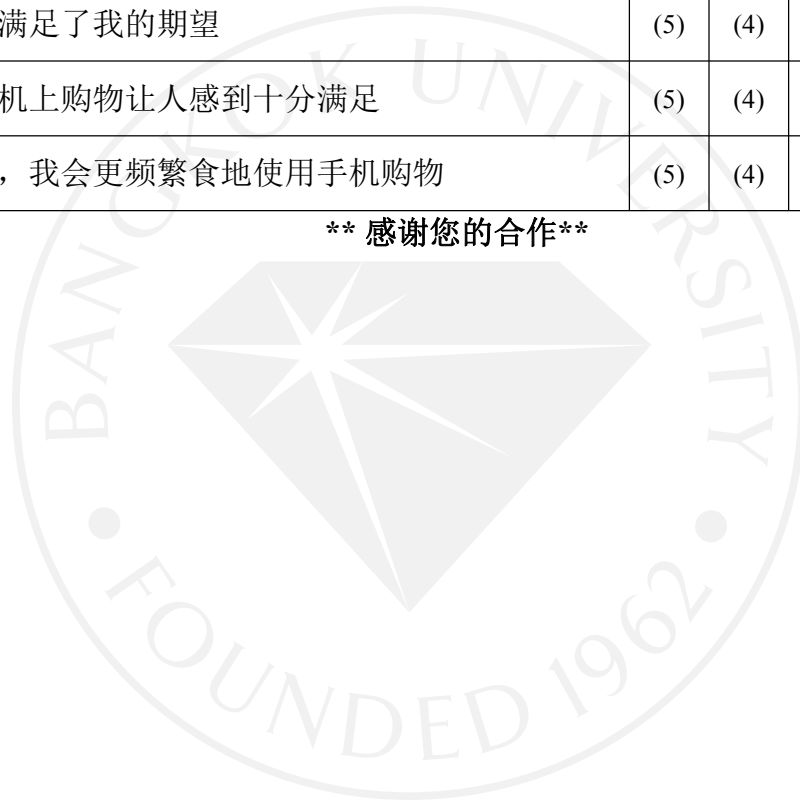
影响昆明消费者网购满意度的因素	满意程度				
	Strongly agree	←————→			Strongly disagree
<b>4. 促销</b>					
4.1 我喜欢参加网店的促销活动	(5)	(4)	(3)	(2)	(1)
4.2 我会使用网店给的优惠券	(5)	(4)	(3)	(2)	(1)
4.3 我喜欢光顾那些产品种类丰富的网店	(5)	(4)	(3)	(2)	(1)
4.4 我会收到关于网店优惠的最新通知	(5)	(4)	(3)	(2)	(1)
<b>5. 服务质量</b>					
5.1 我喜欢布局整齐的网店	(5)	(4)	(3)	(2)	(1)
5.2 我喜欢那些懂得体贴客户的网店	(5)	(4)	(3)	(2)	(1)
5.3 我喜欢能快速提供解决方案的网店	(5)	(4)	(3)	(2)	(1)
5.4 我喜欢售后服务好的网店	(5)	(4)	(3)	(2)	(1)
<b>6. 品牌</b>					
6.1 我喜欢从知名店铺网购	(5)	(4)	(3)	(2)	(1)
6.2 在哪个商品网购很重要	(5)	(4)	(3)	(2)	(1)
6.3 在著名网店购物是十分重要的	(5)	(4)	(3)	(2)	(1)
6.4 我会选择有名的网店	(5)	(4)	(3)	(2)	(1)
<b>7. 实用观念</b>					
7.1 网购让我更快完成购物计划	(5)	(4)	(3)	(2)	(1)
7.2 网购帮我节约了时间	(5)	(4)	(3)	(2)	(1)
7.3 网购让我能更好做出购物决策	(5)	(4)	(3)	(2)	(1)
7.4 网购让购物变得更简单	(5)	(4)	(3)	(2)	(1)

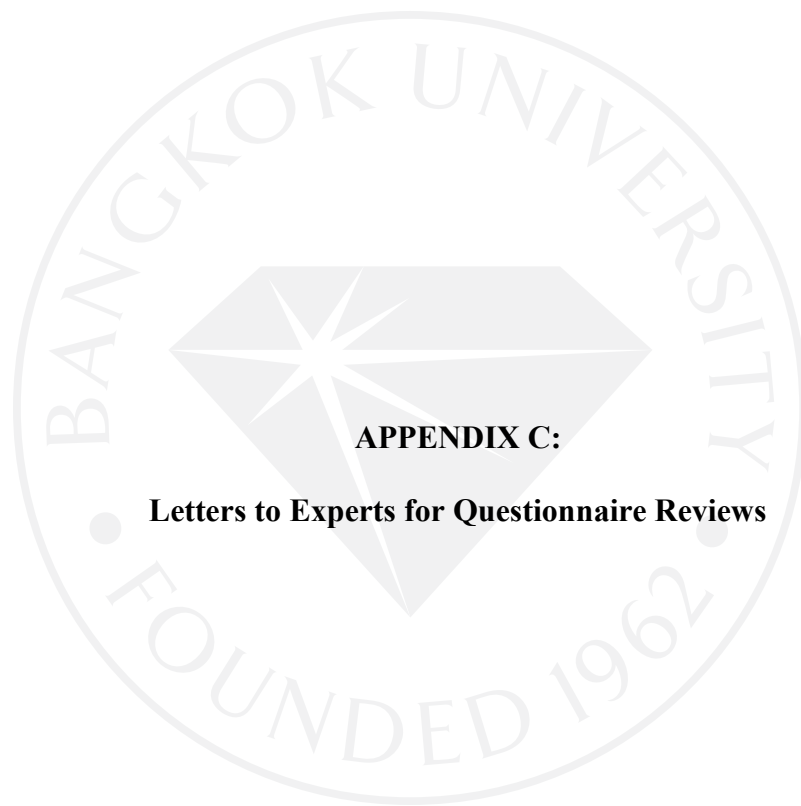
### 第三部分：昆明市消费者的网购满意度

说明：请在最符合你的选项下打勾， 5 = 非常同意， 4 = 同意， 3 = 一般，  
2 = 不同意， 1 = 非常不同意

网购满意度	满意程度				
	Strongly agree	↔			Strongly disagree
1. 我对使用手机购物十分满意	(5)	(4)	(3)	(2)	(1)
2. 网购满足了我的期望	(5)	(4)	(3)	(2)	(1)
3. 在手机上购物让人感到十分满足	(5)	(4)	(3)	(2)	(1)
4. 将来，我会更频繁地使用手机购物	(5)	(4)	(3)	(2)	(1)

**\*\* 感谢您的合作 \*\***





**APPENDIX C:**

**Letters to Experts for Questionnaire Reviews**





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Klong Luang, Pathum Thani 12120  
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Fax : +662 516 8553

The Graduate School

August 17, 2018

Mr. Jie Cui  
Manager  
Magee Commerce Limited Liability Company

Dear Mr. Jie Cui

The Graduate School of Bangkok University would like to request your permission to allow one of our students in the Master of Business Administration Program (English Program), Miss Tao Tao, Student Code 7590203936 to request for reviewing questionnaire (BA 715 Independent Study) entitle "Attitude, social Influence, ShoppingMotivation, and Perceived Usefulness Affecting Online Shopping Satisfaction of ChineseConsumers in KunmingCity, China"

The information gained will be solely used for academic purposes, and we are very certain that Miss Tao Tao will benefit greatly from this practical and engaging activity. We, therefore, look forward to your positive response to our request.

Sincerely yours,

Suchada Chareanpunsirikul, D.B.A.  
Dean, Graduate School

Graduate School  
Tel. 0-2350-3608-9  
Fax 0-2350-3668  
E-mail: [graduate@bu.ac.th](mailto:graduate@bu.ac.th)



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Klong Luang, Pathum Thani 12120  
Tel : +662 902 0299  
Fax : +662 516 8553

The Graduate School

August 17, 2018

Miss Yun Li Mu  
Manager  
Kunming Dasiva Trading Company

Dear Miss Yun Li Mu

The Graduate School of Bangkok University would like to request your permission to allow one of our students in the Master of Business Administration Program (English Program), Miss Tao Tao, Student Code 7590203936 to request for reviewing questionnaire (BA 715 Independent Study) entitle "Attitude, social Influence, ShoppingMotivation, and Perceived Usefulness Affecting Online Shopping Satisfaction of ChineseConsumers in KunmingCity, China"

The information gained will be solely used for academic purposes, and we are very certain that Miss Tao Tao will benefit greatly from this practical and engaging activity. We, therefore, look forward to your positive response to our request.

Sincerely yours,



Suchada Chareanpunsirikul, D.B.A.  
Dean, Graduate School

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Fax: +662 516 8553

The Graduate School

August 17, 2017

Mr. Xiao Li Hao  
Manager  
Yunnan Dink Lady Clothing Trading Company

Dear Mr. Xiao Ki Hao

The Graduate School of Bangkok University would like to request your permission to allow one of our students in the Master of Business Administration Program (English Program), Miss Tao Tao, Student Code 7590203936 to request for reviewing questionnaire (BA 715 Independent Study) entitle "Attitude, social Influence, ShoppingMotivation, and Perceived Usefulness Affecting Online Shopping Satisfaction of ChineseConsumers in KunmingCity, China"

The information gained will be solely used for academic purposes, and we are very certain that Miss Tao Tao will benefit greatly from this practical and engaging activity. We, therefore, look forward to your positive response to our request.

Sincerely yours,

A rectangular grey box redacting the signature of the Dean.

Suchada Chareanpunsirikul, D.B.A.  
Dean, Graduate School

Graduate School  
Tel. 0-2350-3608-9  
Fax 0-2350-3668  
E-mail: [graduate@bu.ac.th](mailto:graduate@bu.ac.th)

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Province, China

Educational Background: Bachelor of Business Administration,  
Dhurakij Pundit University, Thailand

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