

RECOMMENDATION, CUSTOMER SATISFACTION, ONLINE SHOPPING  
EXPERIENCE, TRUST, AND WORD-OF-MOUTH AFFECTING CONSUMER  
ONLINE SHOPPING DECISION IN CHINA



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### **ABSTRACT**

The purpose of this research study was to investigate recommendation, customer satisfaction, online shopping experience, trust, and word-of-mouth (WOM) affecting consumer online shopping decision China. The closed-end questionnaires were applied for collecting data from 150 online consumers in China. The majority of respondents were females with the age between 21-30 years old. Most of them completed high school /vocational colleges, worked as company employees, and had monthly income less than 8,000 RMB. More than 82% of the respondents had an online shopping experience in the past one month. The results revealed that online shopping WOM, online shopping trust, online shopping experience, and recommendation were the significant factors that affected customers' online shopping decision in China at the significant level of .05. On the other hand, customer satisfaction did not affect customers' online shopping decision in China.

*Keywords: Online Shopping Decision, Recommendation, Customer Satisfaction, Online Shopping Experience, Online Shopping Trust, Online Shopping WOM*

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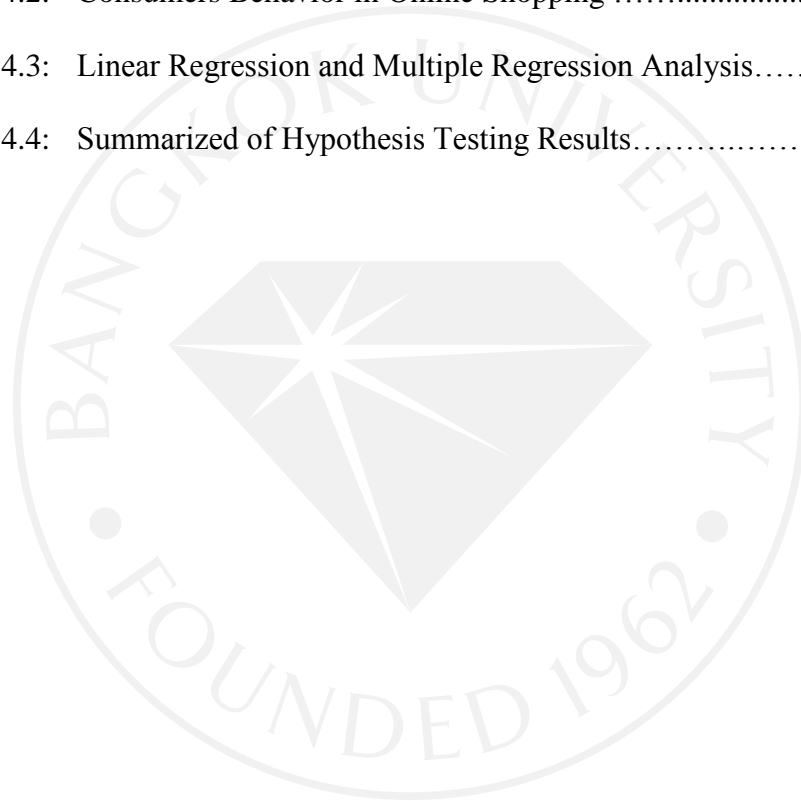
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## **CHAPTER 1**

### **INTRODUCTION**

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

With the rapid development of the electronic commerce (e-commerce) as a new consumption mode arouses widely attention from every sector in the society. The era of internet economy, e-commerce has become an emerging mode of operation for enterprises. Through the Internet, enterprises build electronic platforms for transactions and services (Baidu, 2018). The definition of e-commerce is explained by communication, and it is used to transmit information, products, or services by means of telephone lines and internet (Baidu, 2018). In the meantime, e-commerce of China was continually expanding and growing as the development of the worldwide main force. According to China's consumers online shopping survey in 2018 published by China Internet Network Information Center (CNNIC), the population of China's online shopping users reached 772 million, representing an growth of 40.74 million from 2016, otherwise, the rate of internet utilization increased from 24.5% (2006) to 55.8% (2017), which indicated the Chinese e-commercial market still has the rising space (CNNIC, 2018).

As the expansion of population of online shopping users in China, the online shopping platform provides not only the opportunities for the online retailers who would like to engage in the e-commerce but also challenges. Because of the competition among e-commerce business will become intensely fierce since increasingly enterprises and individuals have been participating in this e-commerce market. Therefore, how to grasp the opportunities and how to stand out from a lot of



competitors are the questions which have to be considered by those e-commerce entrepreneurs. Especially in recent year, with the booming e-commerce business, as shown in table 1.1, more and more excellent e-commerce entrepreneurs has risen in China (Sina, 2018).

Table 1.1: 5 Top E-commerce Sites in China

E-commerce Website	Description
<p>1. Tao Bao</p> 	<ul style="list-style-type: none"> <li>- Taobao marketplace is a China's largest C2C shopping platform.</li> <li>- Merchants on Taobao are primarily individuals and small businesses.</li> <li>- As of 2018, Taobao has over 580 million monthly active users.</li> <li>- As of 2016, it has over 1 billion product listings .</li> <li>- The majority of the products are new merchandise sold at fixed prices.</li> <li>- Buyers can assess seller backgrounds by information available on the site, including ratings, comments, and complaints.</li> </ul>

(Continued)

Table 1.1 (Continued): 5 Top E-commerce Sites in China

E-commerce Website	Description
<p data-bbox="284 517 400 546">2. Tmall</p> 	<ul style="list-style-type: none"> <li data-bbox="662 517 1393 763">- Tmall is China's largest third-party B2C retail platform for domestic and international brands selling to Chinese consumers looking for branded merchandise.</li> <li data-bbox="662 808 1393 987">- It is a platform for local Chinese and international businesses to sell brand name goods to consumers in China.</li> <li data-bbox="662 1032 1393 1133">- As of 2018, it has over 500 million monthly active users.</li> <li data-bbox="662 1178 1393 1357">- Its currently features more than 70,000 international and Chinese brands from more than 50,000 merchants and serves more than 180 million buyers.</li> </ul>
<p data-bbox="284 1397 456 1426">3. Jing Dong</p> 	<ul style="list-style-type: none"> <li data-bbox="662 1397 1209 1426">- JD.com is China's largest online retailer.</li> <li data-bbox="662 1471 1393 1650">- Has all offers the direct sales of electronics products, general merchandise, books, home appliances, digital communications, apparel, food, and other goods.</li> <li data-bbox="662 1695 1393 1724">- As of 2018, the platform has 301.8 million active users.</li> <li data-bbox="662 1769 1393 1948">- JD logistics to provide business partners with supply chain solutions, including warehousing, delivery, and after-sales service.</li> </ul>


(Continued)

Table 1.1 (Continued): 5 Top E-commerce Sites in China

E-commerce Website	Description
<p data-bbox="284 510 427 544">4. Su Ning</p> 	<ul style="list-style-type: none"> <li data-bbox="660 510 1398 618">- Suning.com is a leading online-to-offline (O2O) smart retail company in China.</li> <li data-bbox="660 658 1398 987">- It owns 4,000 stores in its local and overseas retail network, which includes Suning.com Plaza, Suning Cloud Store, SuFresh, Redbaby, LessBest, Motor Company, Suning.com Direct-sales Store and Suning CVS.</li> <li data-bbox="660 1028 1398 1283">-Its online business witnessed accelerated growth among other e-commerce sites through direct-sales and open cross-platform operations, putting Suning among the top three in China's B2C platforms.</li> </ul>
<p data-bbox="284 1321 443 1355">5. Vip Shop</p> 	<ul style="list-style-type: none"> <li data-bbox="660 1321 1398 1429">- Vipshop Holdings is China's leading online discount retailer and distribution company.</li> <li data-bbox="660 1469 1398 1648">- It has over 28 million members and positions itself as a "web special sales mall" with its flash sales and time-limited offers.</li> <li data-bbox="660 1688 1398 1868">- It offers apparel for men, women and children; footwear; accessories; handbags; sportswear and sporting goods;</li> </ul>

(Continued)

Table 1.1 (Continued): 5 Top E-commerce Sites in China

E-commerce Website	Description
5. Vip Shop 	cosmetic goods; home and lifestyle products; Luxury goods.  - It partners with domestic and overseas brand agents and manufacturers who seek to target brand conscious Chinese consumers with deeply discounted merchandise in limited quantities during limited time periods.

Source: Sina. (2018). *China e-commerce platform ranking*. (n.d.). Retrieved from <http://t.cj.sina.com.cn/articles/view/6432609293/17f69d40d0010081wt>.

Regarding to the e-commercial market ranked in China, as shown in the table 1.1, each shopping website has their advantages and target consumers. According to high business competition, each of the e-commercial website needs the appropriate strategies to compete with others. Those strategies were established by focusing on how to encourage the online shoppers to make purchase decision (Sina, 2018).

From the developmental features of Internet, there was a greatly difference between online consumer environment and traditional purchasing situation as the result of intangibility and virtuality of online network (Li, Jiang, & Wu, 2014). The online shopping was another alternative for both consumers and businessmen who were convenient consciousness and willing to have better livelihood. Thus, it was necessarily and significantly to research on the customers online shopping behavior

and influence factors on consumer online shopping decision. For instance, Bao, Zhou, and Su (2003) observed that trust indicated the level of consumer perceived in the online shopping; different degrees of their trust aversion may have non-ignorable affected on the online shopping decision. Furthermore, Elliott and Speck (2005) showed that customer satisfaction was positively affected towards a website and appeared to increase the amount of online shopping and spending with online purchases.

Moreover, Hostler, Yoon, and Guimaraes (2012) pointed out that consumers relied increasingly on online recommendation for their purchase decisions and they regularly consulted online consumer reviews or product ratings before making an important purchase. Chu and Kim (2011) also pointed that word-of-mouth (WOM) behavior was originated from the users' desire to maintain social relationships within their personal networks, the significance of WOM communications was influencing consumer decision making. Regarding to these previous studied, it was very interesting for the present research to study the factors affecting consumer online shopping decision in China (Chen, Lu, & Wang, 2017). The research findings would contribute to online retailer business for establishing its competitive strategies to generate and facilitate the customer online shopping decision. Therefore, how to attract customers to enter the shop and being stood out from this competitive market for online retailers had to be taken into consideration in this study. This research helped to explore and explain more on factors affecting consumer online shopping decision in China. Therefore, it is important to understand how the factors affect the online shopping decision (Dabholkar & Sheng, 2012). The researcher would like to study recommendation, customer satisfaction, online shopping experience, online



shopping trust, and online shopping word-of-mouth. Consequently, the researcher can understand the relationships among recommendation, customer satisfaction, online shopping experience, online shopping trust, and online shopping word-of-mouth and online shopping decision. Moreover, the research findings are also contributed to the e-commerce business for establishing its competitive strategies to generate the customer online shopping decision.

### **1.2 Objectives of the Study**

The overall purpose of this study is to explore and comprehend recommendation, customer satisfaction, online shopping experience, online shopping trust, and online shopping word-of-mouth affecting the customer online shopping decision in China.

### **1.3 Significance of the Study**

This study contributes to the field of e-commerce, especially focusing on the factors affecting the customer online shopping decision in China. All consumers and business owner will have more understanding on online shopping and the factors affecting online shopping decision. Furthermore, it can be beneficial for generating advantages as marketing tools or strategies to increase market value of e-commerce for both domestic and foreign countries. Additional, the business owner can come to reasonable decisions about serving consumer, enhancing the online communities to give customer more trust and recommendation, and building the consumer involvement in order to keep pace with the growing high speed of e-commercial to

raise the revenue. And this research might be useful for further development e-commerce business in the future.



## **CHAPTER 2**

### **LITERATURE REVIEW**

The researcher has conducted the documentary reviews from the related issues including the theories and previous researches in order to describe the characteristics of the research variables, and investigate the relationship among variables. Regarding these concerns, the contents of questionnaire, the research hypothesis and the conceptual framework were generated from this review.

#### **2.1 Related Literature and Previous Studies**

##### **2.1.1 Online Shopping Decision**

Clemes, Gan, and Zhang (2014) expressed that a new type of shopping style has been known as online shopping, e-shopping, internet shopping, electronic shopping and web based shopping. The internet and the World Wide Web make it easier, simpler, cheaper, and more accessible for business and consumers to interact and conduct commercial transactions electronically. Furthermore, the internet was a means of communicating information about the service provider, its products, and its services and functioned as a marketing tool as it enables customers to interact with retailers and other customers, and also assisted their online purchase decision-making process; it involved selling products online and facilitating transactions between retailers and consumers (Thaichon, 2017). Malik and Gupta (2013) investigated the relationship between the decision to shop online and the factors affecting such decision. They have pointed out that online shopping decision refers to the process of purchasing products or services through internet and

this process consists of five steps. First step, a problem was identified as a need or a desire. Next step, the consumer searched for product information. The third step was the evaluated of alternatives and finally the purchase decision was made and a product was chosen. At the end of the process was the consumer to evaluate the outcomes of the purchase, formed an opinion of the retailing where he or she completed the purchase. Furthermore, Pavlou and Fygenson (2006) equated online shopping to e-commerce and suggested the definition that e-commerce is the activity where consumers get information and purchase products using internet technology. It can be stated that the scientific approach to shopping online is associated with a particular customer behavior and their decision of buying online.

### **2.1.2 Recommendation**

Customers' demand for a sort of product or service was the prerequisite of consume confirmation; on the other hand, such as web design and friends' recommendation were the external factors (Rohm & Swaminathan, 2004). Clemes, Gan, and Zhang (2014) explained that the recommendations were an e-commerce feature to help online business create the brand royalty and it is highly valued by consumers. Taking an example into consideration, the customers purchasing behavior would be impacted when their friends or families were shopping aside or they have the impact for them to doing online shopping (Njite & Parsa, 2005). Because recommendation from families or friends decreased the consumers level of risk perception for shopping online, in the meantime, the desire for customer to purchasing would be upgraded (Garbarino, 2004). Zhang, Zhao, and Gupta (2018) explained that the social media has led to the emergence of social shopping community which is an online shopping website to provide a platform for consumers to

connect with the sellers and to discover, share, recommend, and do shopping online.

Additionally, one of the most important services offered by social shopping community to promote the product sales is to providing the recommendations from both the social shopping community as well as its consumers. Recommendations from a social shopping community were generated by the system based on the previous purchase behavior of the consumers as well as on the preferences of other consumers (Benlian, Titah, & Hess, 2012). On the other hand, recommendations from consumers were generated by consumers based on their personal experience with the product (Zhang, Zhao, & Gupta, 2018). More and more websites and online retails were more frequently used by people. For example, in an online clothes shopping, customers were far more active and consequently on it, for all online shops, a good recommendation from customers could play a basic role in the competition between online and offline shops (Baier & Stuber, 2010).

### **2.1.3 Customer Satisfaction**

The customer satisfaction was one of the most important factors for a successful business. Building a long-term partnership between the customer and the company guarantees not only the customer loyalty to the company but also indicated the quality of services and products. Customer satisfaction led to a lot of effects and it was known to be an indicator of a company's future income and profit (Forozia, Zadeh, & Gilani, 2013). Furthermore, customer satisfaction has become the determinant and predictable aspects of success, therefore, the business was not able to

compete with their competitor without the satisfaction of customers (Forozia et al., 2013).

Due to the characteristics of online shopping, post-purchase services such as logistic, after-sale evaluation and alteration for accidental damage had an impact on a customer buying decision as well. This was also the one important part to satisfy the customers of the online shopping process (Kuo, Wu, & Deng, 2009). For example, customer's satisfaction for online shopping could be improved by the speed of receiving the products, and this satisfaction would affect and decide if customer would achieve a returned purchase. (Rao, Griffis, & Lyengar, 2011).

#### **2.1.4 Online Shopping Experience**

Online shopping experience (OSE) was mainly including the great effort of customer shopping on a web sites, it was the communication between the procedure of online shopping and the pleasure of consume online (Chang, Cheung, & Lai, 2005). Online shopping experience could be defined as the interaction between shoppers and commercial web sites (Chang, Cheung, & Lai, 2005). The previous online shopping experience would be affecting the consumer behavior, and the level of satisfaction for previous online shopping experience could decide whether shoppers to purchase the products in a specific shop again (Rao et al., 2011). For example, when an online shop owner did not deliver the product to the customer on time, the amount of sales and the value of orders would be reduced in a time period (Rao et al., 2011). Moreover, the emotions of displeasure and anxiety of the customer that they acquired from this shopping experience would affect their shopping decision in the future (Rao et al., 2011). Considering the amount of literature dedicated to online shopping experience and the latest development in online shopping market, this paper seeks

to improve the customer understanding of shopping experience in the online context.

### **2.1.5 Online Shopping Trust**

Trust in an online retailer was a predictor of purchase intentions (Gefen, Karahanna, & Straub, 2003; Harris & Goode, 2010). Mayer, Davis, and Schoorman (1995) studied on electronic commerce trust conducted that trust was a trustor's intention to take a risk and proposed the trustor's perceptions. Pavlou and Gefen (2004) identified that trust was a buyer's perception of appropriate conditions being in place to facilitate transaction success with online sellers.

Furthermore, Cao and Wang (2007) explained that online shopping trust was the satisfaction of online shopping experiences contributes to the formation of online shopping efficacy. It was actually the speculation of customer to the online shopping environment to figure out if it could satisfy his or her buying purpose, and the customer who had highly online shopping efficacy would trust the online shopping much more. For example, when a consumer visited a websites business for the first time and there was no prior experience to fall back on, but he/she still trusted with this online retailer and to do the shopping online, this was the domain of initial trust (Li et al., 2014). For a base website business, it was important to create appropriate initial consumer online shopping trust to induce consumers to use the online shopping platform for the first time. If the consumers forms positive beliefs and intentions towards a website during this initial period, they would probably not be willing later to purchase from the site (Chang, Cheung, & Tang, 2013; Kim, Ferrin, & Rao, 2008).

### **2.1.6 Online Shopping Word-of-Mouth**

The definition word-of-mouth (WOM) was an oral tribute and the comment of the people or the oral tradition of the message was equivalent to a thing or organization that was often mentioned on the lips of the public (Baidu, 2017). Traditional word-of-mouth has been shown to play an important role on consumers' purchase decisions (Baidu, 2017). With the popularization of the internet, more and more consumers have shared their past consuming experiences online (i.e., online consumer recommendation), and researchers often refer to this online WOM as electronic word-of-mouth (eWOM). A precedent study of Bickart and Schindler (2001), the results shown that the trustworthy sources from the internet would positively impact consumers' purchase intention; this finding substantiated that online word-of-mouth would have a degree of persuasion to increase the willingness of purchasing.

## **2.2 Hypotheses**

The hypotheses in this study were developed to assess the relationship between the independent and dependent variables. These hypotheses were derived from the related theories and previous studies. They were proposed as follows:

**H1:** Online recommendation has an impact on consumer online shopping decision in China.

**H2:** Customer satisfaction has an impact on consumer online shopping decision in China.

**H3:** Online shopping experience has an impact on consumer online shopping decision in China.



**H4:** Online shopping trust has an impact on consumer online shopping decision in China.

**H5:** Online shopping word-of-mouth has an impact on consumer online shopping decision in China.

### 2.3 Conceptual Framework

The conceptual framework of recommendation, customer satisfaction, online shopping experience, trust, and word-of-mouth affecting consumer online shopping decision in China is illustrated as figure 2.1.

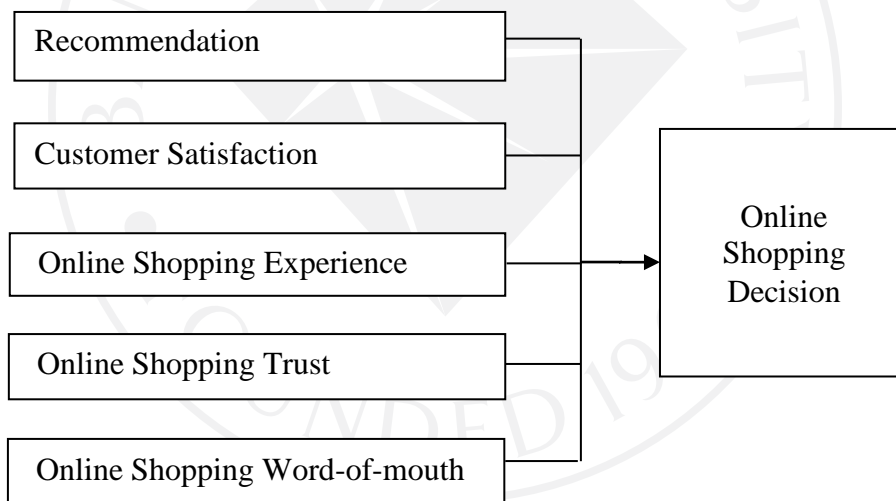
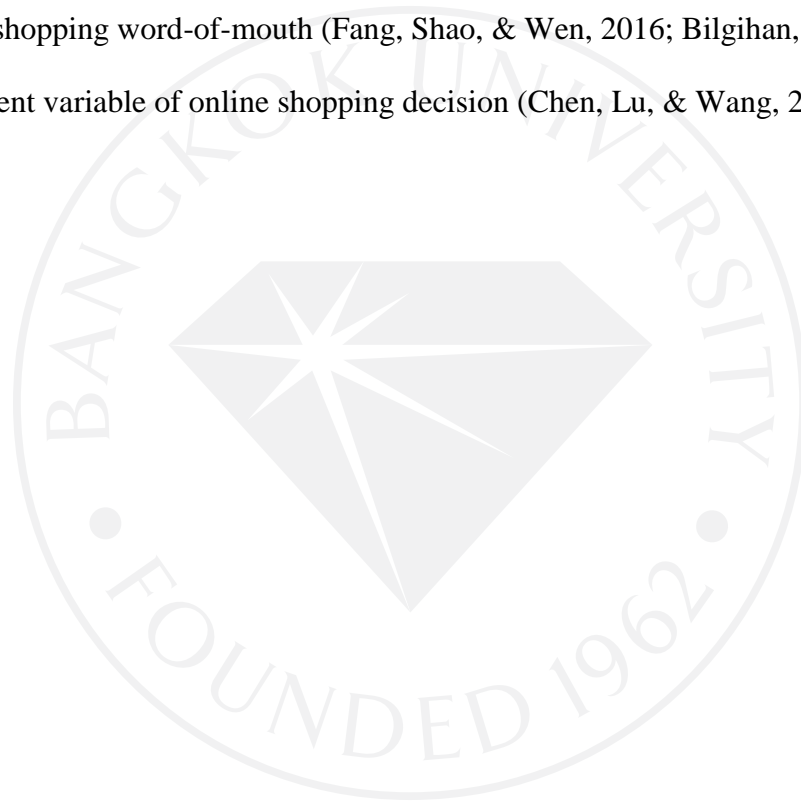


Figure 2.1: The conceptual framework of factors affecting consumer online shopping decision in China

The conceptual framework in this study is portrayed the relationship between the independent variables: recommendation quality (Fang, Shao, & Wen, 2016; Yoon, Hostler, Guo, & Guimaraes, 2013), customer satisfaction (Fang, Shao, & Wen, 2016; Yoon, Hostler, Guo, & Guimaraes, 2013; Turk, Ekinci, & Martin, 2015), online shopping experience (Yoon, Hostler, Guo, & Guimaraes, 2013; Fang, Shao, & Wen, 2016; Pappas, Kourouthanassis, Giannakos, & Lekakos, 2017), online shopping trust, online shopping word-of-mouth (Fang, Shao, & Wen, 2016; Bilgihan, 2016), and the dependent variable of online shopping decision (Chen, Lu, & Wang, 2017).



## **CHAPTER 3**

### **METHODOLOGY**

The present research has applied the technique of quantitative research to attain the purposes of the study. The questionnaire, which was used as the research instrument, was constructed by applying the related theories and was approved by the expertise. The details of the research procedure were described as follows:

#### **3.1 Research Design**

This research study has adopted quantitative approach to study the factors affecting consumer online shopping decision in China. The primary source of data and information in this study was gathered from survey questionnaires (Rowley, 2014) and other reliable secondary sources such as relevant journals, articles, and online database.

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

The target populations for this study are the Chinese consumers with all age ranges who used to shop online. The sample size was calculated based on 40 sets of pilot test questionnaires Cohen (1977). Then G\*Power version 3.1.9.2 (Erdfelder, Fraul, & Buchner, 1996) was applied with the Power ( $1 - \beta$ ) of 0.95, Alpha ( $\alpha$ ) of 0.05, number of test predictor of 5, effect size of 0.1956291 and partial  $R^2$  of 0.16362025, the obtained results revealed 107 of the total sample size for the field survey (Erdfelder, Faul & Buchner, 1996; Howell, 2010). However, in case of nondisposable questionnaires the totals of 150 samples were used in the field survey. Additionally,

the online convenience sampling technique was utilized by distributing the survey questionnaire via e-mails and posts the link of the questionnaires to various Chinese social media sites with the screening question to source for the right target samples.

### 3.3 Research Instrument

The research instrument was a close-ended survey questionnaire which was constructed from related theories and previous studies. The questionnaires were translated into Chinese language, as the target population of the study was the Chinese consumers (as shown in Appendix A & B) to reach all target respondents. This research questionnaire consisted of four parts as follows:

**Part 1:** Questions on consumer information

**Part 2:** Questions on consumer online shopping behaviors

**Part 3:** Questions on consumer attitudes on online shopping decision

**Part 4:** Questions on consumer online shopping decision

In the first part, closed-end format was used for personal information; gender, age, occupation, monthly income, and educational level. The second part was consisted of two questions asking about consumers experiences in online shopping behaviors. These two sections were in multiple choices with nominal and ordinal scale and the respondents could choose only one choice.

In the third part were questions asking about consumer attitudes in terms of recommendation (RE), customer satisfaction (CS), online shopping experience (OSE), online shopping trust (OST), and online shopping word-of-mouth (OSWOM) affecting online shopping decision. The answers of these questions indicated the respondent's opinions relating to factors affecting online shopping decision. The

interval scale measure was implemented using a five point Likert scale: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree.

In the last section, there were three questions asking about online shopping decision (OSD) of the consumers in China. The answers of these questions indicated the respondent's opinion on online shopping decision. The interval scale measure was implemented using a five point Likert scale: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree.

### **3.4 Reliability and Content Validity**

The questions in the questionnaire were derived from the previous studies and academic articles. Then, they were passed the verification of content validity by three experts:

- MR. Leon Li, managing director of TCL Electronics Co., Ltd., Huizhou, China
- MR. Yang Liyou, account director of ZTE Corporation, Shenzhen, China
- MR. Li Wei, managing director of ZTE Corporation, Shenzhen, 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 = 150
Recommendation (RE)	3	0.829	3	0.849
Customer Satisfaction (CS)	5	0.929	5	0.936
Online Shopping Experience (OSE)	4	0.887	4	0.912
Online Shopping Trust (OST)	4	0.942	4	0.931
Online Shopping Word-of-mouth (OSWOM)	4	0.957	4	0.939
Online Shopping Decision (OSD)	3	0.938	3	0.919
<b>Total</b>	<b>23</b>	<b>0.975</b>	<b>23</b>	<b>0.973</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 0.829-0.957 was acceptable. In addition, the results from 150 sets of field survey were ranging between 0.849-0.939 as shown in Table 3.1. In addition, the corrected item total correlation for all questions were ranging between 0.691 – 0.865 following the theory of Pallant (2007). 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 1-2: In section 1, consumer information such as gender, age, occupation, monthly income, and educational and in section 2, consumer behavior on online shopping were analyzed by using frequency and percentage.

Section 3-4: Consumer attitudes and online shopping decision in Likert scale questions were analyzed by using 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 (customers' attitudes in terms of recommendation, customers satisfaction, online shopping experience, online shopping trust, and online shopping word-of-mouth) and dependent variable (online shopping decision).

## CHAPTER 4

### RESEARCH RESULTS

The research findings which derived from data analysis of 150 questionnaire sets were presented in this chapter.

#### 4.1 Summary of Demographic Data

From the study of 150 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 = 150)

Demographic Profile		Frequency	Percent
Gender	Male	36	24.0
	Female	114	76.0
Age	<20 years old	3	7.4
	21-30 years old	122	50.4
	31-40 years old	21	24.4
	41-50 years old	4	11.9
	More than 51 years old	0	0

(Continued)



Table 4.1 (Continued): Demographic Profile of Respondents (n = 150)

Demographic Profile		Frequency	Percent
Occupation	Student	20	13.3
	Government employee	14	9.3
	Company employee	78	52.0
	Self-employment	11	7.3
	Retiree	0	0.0
	Other	27	18.0
Income	Below 4000 RMB	64	42.7
	4000-8000 RMB	71	47.3
	8000-12000 RMB	9	6.0
	Above 12000 RMB	6	4.0
Education	High school /vocational	78	52.0
	Bachelor's degree	51	34.0
	Master's degree	21	14.0
	Doctor's degree	0	0.0
<b>Total</b>		<b>150</b>	<b>100.0</b>

Table 4.1 was illustrated the personal profile of the respondents. The majority of the respondents were female (76%) out of 150 respondents while the rest of respondent were male (24%). The results showed that female had more awareness and interested in online shopping than male. Additionally, most of respondents in this survey were 21-30 years old. This showed that consumer attitudes affecting online

shopping decision of new generation consumers more than middle age consumers. Furthermore, the majority of the respondents were company employee (78 people with 52%) and the income group was divided into 4 groups. Interestingly, the highest income group account for 4% (6 people), the smallest percentage compared to other groups. The biggest group was the respondents having income monthly from 4000RMB to 8000RMB taking 47.3% (71 people) of total, and the next group is under 4000RMB taking 42.7% (64 people) of total. Most of them completed a high school/ vocational degree (78 people with 52%), and followed by is bachelor's degree (51 people with 34%).

#### 4.2 Summary of Consumer Behavior in Online Shopping

From the study of 150 samples, the consumer behaviors on online shopping and the frequency of consuming were presented in frequencies and percentage as follows:

Table 4.2: Consumers Behavior in Online Shopping (n = 150)

Online Shopping		Frequency	Percent
Shopping online in the past	Yes	123	82.0
1 months	No	27	18.0

(Continued)

Table 4.2 (Continued): Consumers Behavior in Online Shopping (n = 150)

<b>Online Shopping</b>		<b>Frequency</b>	<b>Percent</b>
Frequency of shopping online	Daily	5	3.3
	Once a week	50	33.3
	Once a month	69	46.1
	Other	26	17.3
<b>Total</b>		<b>150</b>	<b>100.0</b>

According to Table 4.2, most of the respondents had online shopping experiences in the past 1 months accounting for 80% (123 people) and 46.1% of the respondents had an online shopping once a month, while 33.3% of the respondents shop online once a week and only 3.3% respondents shop online as daily. In addition to this, there were about 17.3% who might have an online shopping as occasionally.

#### **4.3 Results of Hypothesis Testing**

The research findings in this part presented relationship of consumer attitudes in terms of recommendation, customer satisfaction, online shopping experience, online shopping trust, and online shopping word-of-mouth affecting consumer online shopping decision in China. The multiple regression analysis was used for the hypothesis testing. The findings were presented in the following table.

Table 4.3: Linear Regression and Multiple Regression Analysis

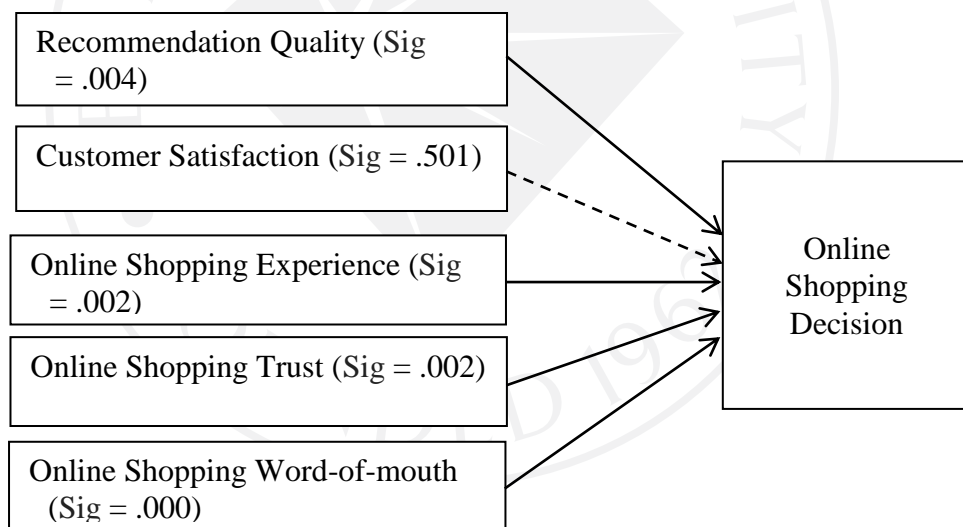
Factor	S.D.	Online Shopping Decision						
		B	S.E.	$\beta$	t	Sig.	Tolerance	VIF
Constant	-	-.191	.148	-	-1.287	.200	-	-
Recommendation	.8306	.215	.073	.196	2.935	.004*	.340	2.941
Customer satisfaction	.8080	.068	.101	.061	.674	.501	.187	5.355
Online shopping experience	.8591	.240	.078	.227	3.082	.002*	.280	3.573
Online shopping trust	.8148	.276	.089	.247	3.088	.002*	.237	4.226
Online shopping WOM	.9013	.285	.069	.283	4.144	.000*	.327	3.061

$R^2 = .781$ ,  $AR^2 = .774$ ,  $F = 102.922$ ,  $*p < .05$

The results of multiple regression analysis showed that the factors affecting consumer online shopping decision in China with significant level at .05 were online shopping word-of-mouth ( $p = .000$ ), both online shopping experience and online shopping trust are the same significant ( $p = .002$ ), and recommendation ( $p = .004$ ) were affected consumer online shopping decision in China. In addition, the results showed that online shopping word-of-mouth ( $\beta = .283$ ) accounted for the strongest weights affecting consumer online shopping decision in China, followed by the online shopping trust ( $\beta = .247$ ). On the other hand, customer satisfaction ( $p = .501$ ), did not affect consumer online shopping decision in China. The summarized results of the study were depicted in Figure 4.1 In addition, the R-square in this study was .781 which explained that recommendation, customer satisfaction, online shopping

experience, online shopping trust, and online shopping word-of-mouth had 78.1% of the influence toward consumer online shopping decision in China.

According to recommendation of Hair, Black, Babin, Anderson, and Tatham (2013), a large VIF value (Variance Inflation Factor) which is 10 or above means high collinearity (also multicollinearity). However, the results of the study found that all VIF value of independent variables including recommendation, customer satisfaction, online shopping experience, online shopping trust, and online shopping word-of-mouth met the criteria. Hence, there were no multicollinearity problems among those variables.



**Note:**

- > = No Influence
- > = Has Influence
- \* = Significant at level .05

Figure 4.1: Inferential Statistics Analysis for Hypothesis Testing

Figure 4.1 illustrated that there was no influence of customer satisfaction on online shopping decision in China. On the other hand, recommendation, online shopping experience, online shopping trust, and online shopping word-of-mouth had an influence on consumer online shopping decision in China.

#### 4.4 Summary of Hypothesis Testing

Regarding to the inferential statistics analysis, hypothesis testing of consumer attitudes affecting online shopping decision in China, the results were summarized in the following table:

Table 4.4: Summarized of Hypothesis Testing Results

Hypotheses	Results
<b>H1:</b> Recommendation has an impact on customer online shopping decision in China.	Support
<b>H2:</b> Customer satisfaction has an impact on customer online shopping decision in China.	Not Support
<b>H3:</b> Online shopping experience has an impact on customer online shopping decision in China.	Support
<b>H4:</b> Online shopping trust has an impact on customer online shopping decision in China.	Support
<b>H5:</b> Online shopping WOM has an impact on customer online shopping decision in China.	Support

## **CHAPTER 5**

### **DISCUSSION**

The purpose of this study was to explore the relationship in terms of the effect of the independent variable which was recommendation, customer satisfaction, online shopping experience, online shopping trust, and online shopping word-of-mouth on the dependent variable which was online shopping decision. As this study was a quantitative research, the close-ended questionnaires were designed to collect the data. The 150 respondents were selected using convenience sampling technique via the online survey. Regarding the purpose of the study, Multiple Regression Analysis technique was used to analyze the data. Moreover, percentage ratio, 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 findings 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 results were found that the majority of respondents were females with 21-30 years of age. They were the company employees and earned an average monthly income 4,000 RMB to 8,000 RMB. Most of them completed a high school/vocational college. Additionally, more than 82% of all respondents have an online shopping

experience in the past three months and the frequency of online shopping was once a month.

### **5.1.2 Hypothesis Results Summary**

The consequence of multiple regression analysis found that the recommendation, customer satisfaction, online shopping experience, affected consumer online shopping decision in China at .05 level of statistical significance. While it was found that customer satisfaction ( $\text{Sig} < 0.05$ ) did not affect consumer online shopping decision in China. The findings also revealed that online shopping word-of-mouth ( $\beta = .283$ ) accounted for the strongest weights of relative contribution toward consumer online shopping decision in China, followed by online shopping trust ( $\beta = .247$ ) respectively. In contrast, customer satisfaction ( $\beta = .061$ ) had no influence on consumer online shopping decision in China.

## **5.2 Discussion**

Hypothesis 1: Recommendation has an impact on consumer online shopping decision in China. The research results showed that recommendation affected consumer online shopping decision in China. This was because most of the respondents believed that recommendation could help them to decide what to buy and they were interested in an online shopping after it was suggested by the website. The results of this study were matched with previous study of Jabr and Zheng (2014) which revealed that the recommendation from the websites was the experience of consumers which based on their previous personal experience with the product. In addition, the results were aligned with the consumers' perceived attributes in online shopping decisions (Tsao, 2013) which showed that online recommendation was



important factor influencing customers to do online shopping decision and had improved customer decision making quality and increased customer trust in decisions.

Hypothesis 2: Customer satisfaction has an impact on consumer online shopping decision in China. The research results showed that customer satisfaction did not affect consumer online shopping decision in China. The result of this study was contrast with previous study of Chen, Yan, Fan, and Gordon (2015) which revealed that customer satisfaction was positively affected consumer's online shopping intention. This hypothesis was not supported because the respondents would not be able to accomplish what they wanted on online shopping or they might not content with the outcomes of their shopping on the websites. In addition, they might be dissatisfied with the products/services offered by the website.

Hypothesis 3: Online shopping experience has an impact on consumer online shopping decision in China. The research result showed that online shopping experience were affected consumer online shopping decision in China. As the online shopping experience was the enjoyment, pleasure, and value for the customers, it could affect the attitude of the customers to purchase through the internet, the result confirmed the previous study of Khalifa and Liu (2007) that the customers were more liked to shopping online as the growth of online purchasing experience.

Hypothesis 4: Online shopping trust has an impact consumer online shopping decision in China. The research result showed that online shopping trust affected consumer online shopping decision in China. This result was supported because the respondents might believe the information, products, or promised which provided by the website. The results confirmed the previous study of Harris and Goode (2010) that online shopping trust in an online retailer was a predictor of purchase intentions.

Furthermore, (Hong, & Cha, 2013; Dabholkar, & Sheng, 2012) also confirmed that online shopping trust in a seller was positively associated with online shopping intention, which showed that online shopping trust was important factor influencing customers to make the online shopping purchase decision.

Hypothesis 5: Online shopping word-of-mouth has an impact on consumer online shopping decision in China. The research result showed that online shopping word-of-mouth affected consumer online shopping decision in China with significant level .05. In China, many online consumer discussion forums supported online shopping word-of-mouth. And the previous research of Dzian, Triznova, Kaputa, and Supin (2010) showed that online shopping word-of-mouth provided indirect purchasing knowledge to readers, the recommendations on these forums could significantly affect their attitudes towards various kinds of consuming targets. In addition, the recommendation from reliable friends and familiars had strong influence on consumer buying decision. The result was aligned with the study of Chang et al. (2014), they found that customers could very easily share and look for experiences with products and they often used online shopping word-of-mouth as the important source of information in buying decisions.

### **5.3 Recommendation**

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

According to the results of study, there were four primary factors would affect customer's online shopping decisions, which were recommendation, online shopping experience, online shopping trust, online shopping word-of-mouth. As this study illustrated the example of recommendation from customers, friends and families

would impact customers on online shopping decision, the merchants should specifically display in the recommendation from people has a reference value for online clients to make shopping decision. In addition, online shopping experience and online shopping trust were the factors included within the aspect of risk perception. The business owners should drive clients pay more attention to product or service information research and to promote the products for customer awareness and then increase the customer online shopping experience to boost the online shopper's level of acceptance, trust, and loyalty. Hence, customers purchase decision for the virtual shops and products would be succeed.

Additionally, more and more consumers carefully ensured on the product quality especially the product with high quality and good value. If customer got a good experience with a product for the first time, they would do in trust with the retail and might be changed to the next repeat customers. The customers know more about the online products' information; it would increase the understanding and willingness for customers to shop online. Furthermore, online shopping word-of-mouth was the factor that had strongest weight of relative contribution on consumer online shopping decision in China. Hence, the marketers and business owners who conducted business associating with online retails or online stores should place an emphasis on maintaining a good relationship with customers by reviewing the online consumer shopping word-of-mouth to improve their products or services to meet the consumer needs. Then, the content online consumers might refer positive things about the website with other people or recommend the website to other consumers who sought for advice before making purchase decisions. This also was a good chance that the

online retailers could use the online word-of-mouth to promote their products and increased consumer awareness to choose the products.

### **5.3.2 Recommendation for Further Research**

This research study is in the context of the Chinese consumers only. Therefore, there is more chance for future research, the wider area in different regions, countries or ASEAN should be conducted in order to gain more reliable results. The researchers or academicians who are interested in this topic might add other relevant external influence factor, such as economic status, cultural difference, corporate image, and religious faith for future study. Improving with deeper study of consumer behaviors and feedback after sales, 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 perspectives and research results.

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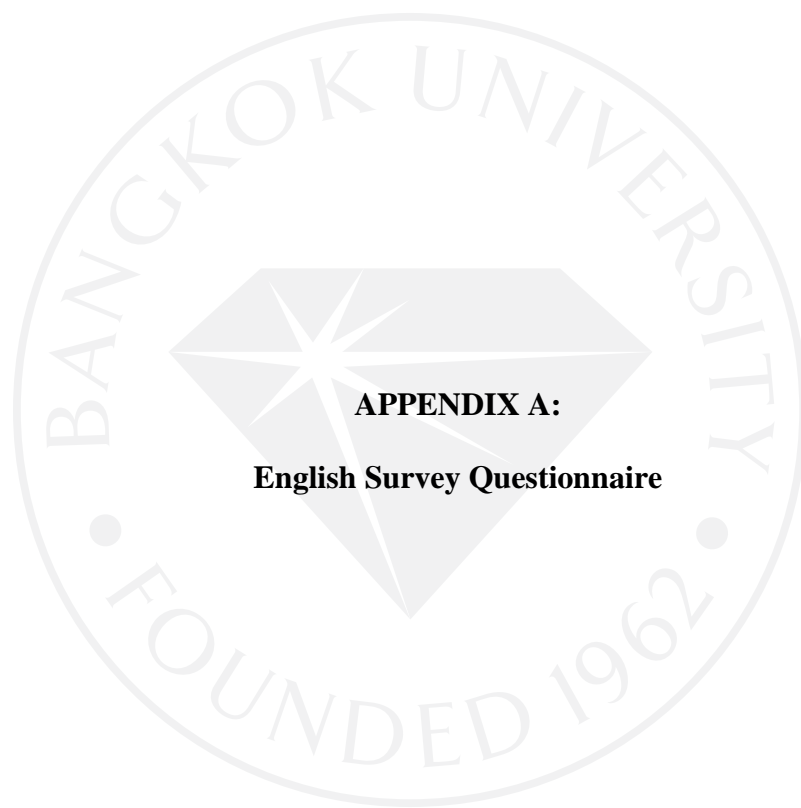
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Consumer Attitudes toward Factors Affecting Online Shopping Decision	Level of opinions				
	Strongly agree	↔			Strongly disagree
<b>1. Recommendation: RE</b>					
1.1 I became interested in an online shopping after it was suggested by the website.	(5)	(4)	(3)	(2)	(1)
1.2 I liked the goods suggested by the website.	(5)	(4)	(3)	(2)	(1)
1.3 I feel that the goods suggestions helped me decide what to buy.	(5)	(4)	(3)	(2)	(1)
<b>2. Customer Satisfaction: CS</b>					
2.1 I was able to accomplish what I wanted to on this website.	(5)	(4)	(3)	(2)	(1)
2.2 I was able to find the information I wanted on this website.	(5)	(4)	(3)	(2)	(1)
2.3 I am contented with the outcome of my shopping in this website.	(5)	(4)	(3)	(2)	(1)
2.4 I am satisfied with the products/services offered by this website.	(5)	(4)	(3)	(2)	(1)
2.5 Overall, I am satisfied with my last online shopping experience on this website.	(5)	(4)	(3)	(2)	(1)
<b>3. Online Shopping Experience: OSE</b>					
3.1 I am experienced in purchasing entertainment related products online.	(5)	(4)	(3)	(2)	(1)
3.2 I feel online shopping is a part of living.	(5)	(4)	(3)	(2)	(1)
3.3 I expect that I will continuously buy from this site.	(5)	(4)	(3)	(2)	(1)
3.4 I believe that this is my favorite retail site.	(5)	(4)	(3)	(2)	(1)
<b>4. Online Shopping Trust: OST</b>					
4.1 I believe in the information that this website provides.	(5)	(4)	(3)	(2)	(1)
4.2 I trust this website keeps my best interests in mind.	(5)	(4)	(3)	(2)	(1)

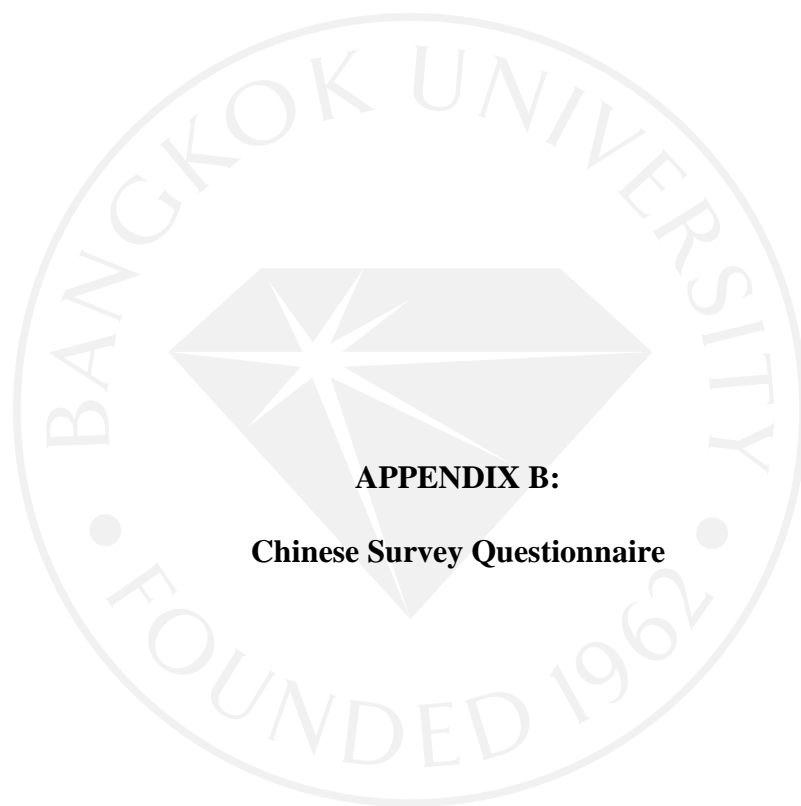
Consumer Attitudes toward Factors Affecting Online Shopping Decision	Level of opinions				
	Strongly agree	↔			Strongly disagree
4.3 I trust the promises that this site makes.	(5)	(4)	(3)	(2)	(1)
4.4 I trust the products that this site provides.	(5)	(4)	(3)	(2)	(1)
<b>5. Online Shopping Word-of-mouth: OSWOA</b>					
5.1 I will seldom miss an opportunity to tell others about this website.	(5)	(4)	(3)	(2)	(1)
5.2 I am proud to tell others that I visit this website.	(5)	(4)	(3)	(2)	(1)
5.3 I say positive things about this website to other people.	(5)	(4)	(3)	(2)	(1)
5.4 I recommend this website to someone who seeks my advice.	(5)	(4)	(3)	(2)	(1)

#### Part 4 Consumer Attitudes toward Online Shopping Decision

**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

6. Online Shopping Decision: OSD	Level of opinions				
	Strongly agree	↔			Strongly disagree
6.1 I will buy this product or service and consider this website as my first choice.	(5)	(4)	(3)	(2)	(1)
6.2 I intend to purchase this product or service from the website.	(5)	(4)	(3)	(2)	(1)
6.3 I predict I would purchase this product or service from the website.	(5)	(4)	(3)	(2)	(1)

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



**APPENDIX B:**

**Chinese Survey Questionnaire**



### 影响中国消费者网购的决定性因素

这份问卷调查的目的是为了调查影响中国消费者网购的决定性因素，并作为曼谷大学 BA715 课程研究生独立调查的一部分。这些问卷调查资料只是为因素的完善提供参考，希望参与调查问卷者按照实际情况来填写这份问卷，这份调查资料作为个人资料并且绝对不会对参与调查者造成任何影响

非常感谢各位花费您宝贵时间来填写该份问卷调查。

曼谷大学研究生

#### 一: 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) 21 岁以下

2) 21 – 30 岁

3) 31 – 40 岁

4) 41-50 岁

5) 51 – 60 岁

6) 61 岁以上

##### 3. 职业:

1) 学生

2) 公务员/国企职工

3) 公司员工

4) 个体经营

5) 退休在家

6) 其他, 请说明 .....

##### 4 月收入:

1) 低于 4,000 元人民币

2) 4,000-6,000 元人民币

3) 6,001-12,000 元人民币

4) 高于 12,000 元人民币

##### 5. 教育程度:

1) 中专、大专及以下

2) 学士学位

3) 研究生学位

4) 博士学位

## 二: 中国消费者在网购决策中的行为表现

注释: 请在以下括号内打勾表示您的看法:

1. 您在过去的一个月里有过网购吗?

1) 是

2) 否

2. 您多久在网上购物?

1) 每天

2) 一个星期一次

3) 一个月一次

4) 其他 (请说明) \_\_\_\_\_

## 三: 消费者在网上购物决策中的态度

注释: 请在以下括号内打勾表示您的看法: (5) 表示非常同意, (4) 表示同意, (3) 表示一般, (2) 表示不同意, (1) 表示非常不同意

消费者在网上购物决策中的态度	您的看法				
	非常同意 ←→ 非常不同意				
<b>1. 推荐</b>					
1.1. 我对网购产生了兴趣, 因为是网站推荐的	(5)	(4)	(3)	(2)	(1)
1.2. 我喜欢网站建议的商品	(5)	(4)	(3)	(2)	(1)
1.3. 我觉得这些商品的建议帮助我决定要买什么	(5)	(4)	(3)	(2)	(1)
<b>2. 客户满意度</b>					
2.1. 我可以在这个网站上完成我想做的事情	(5)	(4)	(3)	(2)	(1)
2.2. 我可以在这个网站上找到我想要的信息	(5)	(4)	(3)	(2)	(1)
2.3. 我对我在这个网站上购物的结果感到满意	(5)	(4)	(3)	(2)	(1)
2.4. 我对这个网站提供的产品、服务感到满意	(5)	(4)	(3)	(2)	(1)
2.5. 总的来说, 我对我在这个网站上的最后一次购物体验感到满意	(5)	(4)	(3)	(2)	(1)
消费者在网上购物决策中的态度	您的看法				
	非常同意 ←→ 非常不同意				
<b>3. 网上购物体验</b>					
3.1. 我在网上购买与娱乐有关的产品	(5)	(4)	(3)	(2)	(1)
3.2. 我觉得网络购物是现代生活中的一部分	(5)	(4)	(3)	(2)	(1)
3.3. 我希望我能够继续在这个网站上购买	(5)	(4)	(3)	(2)	(1)

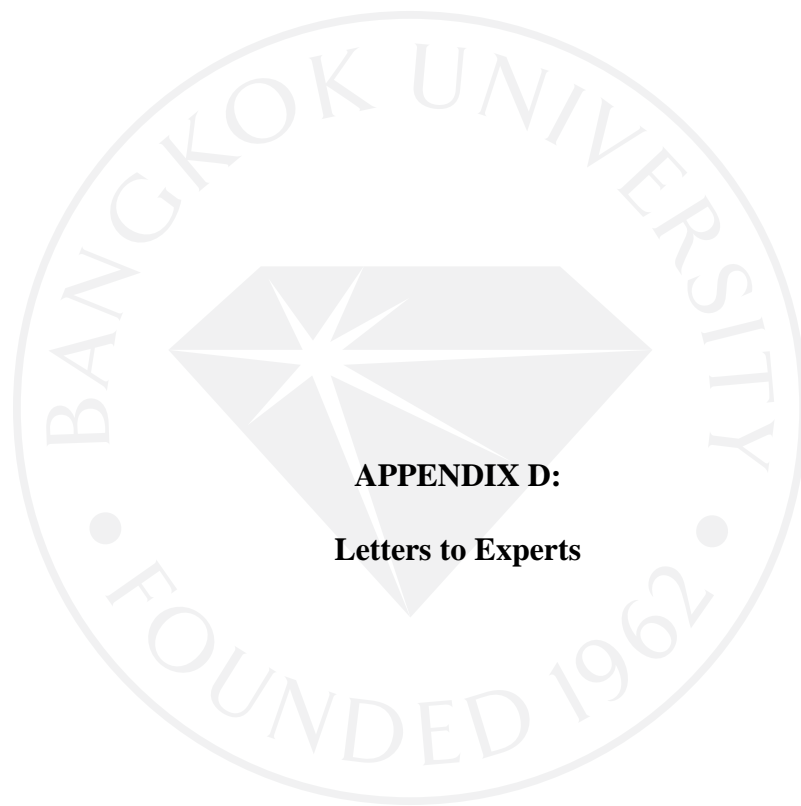
消费者在网上购物决策中的态度	您的看法				
	非常同意 ←→非常不同意				
3.4.我相信这是我最喜欢的零售网站	(5)	(4)	(3)	(2)	(1)
<b>4. 网上购物的信任度</b>					
4.1 我相信这个网站提供的信息	(5)	(4)	(3)	(2)	(1)
4.2 我相信这个网站会把我的利益放在心上	(5)	(4)	(3)	(2)	(1)
4.3 我相信这个网站所做的承诺	(5)	(4)	(3)	(2)	(1)
4.4 我相信这个网站提供的产品/服务	(5)	(4)	(3)	(2)	(1)
<b>5. 网上购物的口碑</b>					
5.1 我经常告诉其他人关于这个网站的消息	(5)	(4)	(3)	(2)	(1)
5.2 我很自豪的告诉其他人我访问了这个网站	(5)	(4)	(3)	(2)	(1)
5.3 关于这个网站我会对其他人说一些积极地东西	(5)	(4)	(3)	(2)	(1)
5.4 我向那些寻求我建议的人推荐这个网站	(5)	(4)	(3)	(2)	(1)
<b>6. 网上购物的决定</b>					
6.1 我将购买此产品或服务，并将此网站视为首选	(5)	(4)	(3)	(2)	(1)
6.2 我打算在网站上购买这个产品或者服务	(5)	(4)	(3)	(2)	(1)
6.3 我预计我将在网站上购买这个产品或者服务	(5)	(4)	(3)	(2)	(1)

**\*\* 非常感谢您花宝贵的时间来填写这份问卷调查，谢谢! \*\***

**APPENDIX C:**  
**Measurement Scale**

Questions	Type of Measurement	Answer Choices
<b>Part 1: Consumer Information</b>		
1. Gender	Nominal	1 = Male 2 = Female
2. Age	Ordinal	1 = Under 21 years old 2 = 21 -30 years old 3 = 31-40 years old 4 = 41-50 years old 5 = 51-60 years old 6= More than 60 years old
3. Occupation	Nominal	1 = Student 2 = Government employee 3 = Company employee 4 = Self-employment 5 = Retiree 6 = Other
4. Monthly income	Ordinal	1 = Below 4,000 RMB 2 = 4,000-8,000 RMB 3 = 8,001-12,000 RMB 4 = Above 12,000 RMB
5. Educational level	Ordinal	1 = High School/ vocational 2 = Bachelor's degree 3 = Master's degree 4 = Doctor's degree
<b>Part 2: Consumer Attitudes toward Online Purchase Decision</b>		
1. Have you been shopping online in past 1 month	Nominal	1 = Yes 2 = No
2. How often do you shop online	Ordinal	1 = Daily 2 = Once a week 3 = Once a month 4 = Other
<b>Part 3: Consumer Attitudes toward Online Purchase Decision</b>		
<b>1. Recommendation: RE</b> 1.1 I became interested in an online shopping after it was suggested by the website. 1.2 I liked the goods suggested by the website. 1.3 I feel that the goods suggestions helped me	Interval	5 = Strongly agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly disagree

Questions	Type of Measurement	Answer Choices
<p>decide what to buy.</p> <p><b>2. Customer Satisfaction: CS</b></p> <p>2.1 I was able to accomplish what I wanted to on this website.</p> <p>2.2 I was able to find the information I wanted on this website.</p> <p>2.3 I am contented with the outcome of my shopping in this website.</p> <p>2.4 I am satisfied with the products/services offered by this website.</p> <p>2.5 Overall, I am satisfied with my last online shopping experience on this website.</p> <p><b>3. Online Shopping Experience: OSE</b></p> <p>3.1 I am experienced in purchasing entertainment related products online.</p> <p>3.2 I feel online shopping is a part of living.</p> <p>3.3 I expect that I will continuously buy from this site.</p> <p>3.4 I believe that this is my favorite retail site.</p> <p><b>4. Online Shopping Trust: OST</b></p> <p>4.1 I believe in the information that this website provides.</p> <p>4.2 I trust this website keeps my best interests in mind.</p> <p>4.3 I trust the promises that this site makes.</p> <p>4.4 I trust the products that this site provides.</p> <p><b>5. Online Shopping Word-of-Mouth: OSWOA</b></p> <p>5.1 I will seldom miss an opportunity to tell others about this website.</p> <p>5.2 I am proud to tell others that I visit this website.</p> <p>5.3 I say positive things about this website to other people.</p> <p>5.4 I recommend this website to someone who seeks my advice.</p>	Interval	<p>5 = Strongly agree</p> <p>4 = Agree</p> <p>3 = Neutral</p> <p>2 = Disagree</p> <p>1 = Strongly disagree</p>
<b>Part 4: Online Purchase Decision: OSD</b>		
<p>1. I will buy this product or service and consider this website as my first choice.</p> <p>2. I say positive things about this website to other people.</p> <p>3. I recommend this website to someone who seeks my advice.</p>	Interval	<p>5 = Strongly agree</p> <p>4 = Agree</p> <p>3 = Neutral</p> <p>2 = Disagree</p> <p>1 = Strongly disagree</p>



**APPENDIX D:**  
**Letters to Experts**



**BANGKOK  
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**CITY CAMPUS**  
111 Rama 4 Rd., Klong Toei, Bangkok 10110  
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**BANGSIY CAMPUS**  
391 Moo 5, Prachayuthin Rd., Klong Luang,  
Klong Luang, Pathum Thani 12120  
Tel: +662 902 5099  
Fax: +662 516 8553

The Graduate School

May 30, 2018

Mr. Leon Li  
Managing Director  
TCL Electronics (Thailand) Co., Ltd.  
540 Soi 26 Ratchadaphisek Khwang Sam Saen  
Nok Khet Huai Khwang Province Bangkok 10310

Dear Mr. Leon

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. Liqin He, Student Code 7590203761 Invitation as the honour expertise for approving research instrument (BA 715 Independent Study) entitle "The factors affect chinese customer online shopping decision".

The information gained will be solely used for academic purposes, and we are very certain that Miss. Liqin He 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



**BANGKOK  
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**RANOSIT CAMPUS**

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Klong Luang, Pathum Thani 12120  
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The Graduate School

May 30, 2018

Mr. Yang Li You  
Managing Director  
ZTE Corporation (Thailand) Co., Ltd.  
195 Empire Tower 5 Sathorn Rd, Yan Nawa,  
Sathon, Bangkok 10120

Dear Mr. Yang

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. Liqin He, Student Code 7590203761 Invitation as the honour expertise for approving research instrument (BA 715 Independent Study) entitle "The taetors atteotins chinese customer online shopping decision".

The information gained will be solely used for academic purposes, and we are very certain that Miss. Liqin He 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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The Graduate School

May 30, 2018

Mr.Liwei  
Managing Director  
ZTE Corporation (Thailand) Co., Ltd.  
195 Empire Tower S Sathorn Rd, Yan Nawa,  
Sathorn, Bangkok 10120

Dear Mr.Liwei

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. Liqin He, Student Code 7590203761 Invitation as the honour expertise for approving research instrument (BA 715 Independent Study) entitle "The taetors atteotlins chinese customer online shopping decision".

The information gained will be solely used for academic purposes, and we are very certain that Miss. Liqin He 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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**Address:** Guangxi China

**Contact Number:** 082 717 8556

**Educational Background:** Bachelor's Degree in International Business,  
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Bachelor's Degree in International Business,  
Guangxi University of Nationalities, China

**Work Experience:**

2017 - Present	Bond Manager ZTE Co., Ltd (Thailand)
2012-2016	Sale Coordinator Fongshann Printing Co., Ltd.

**Bangkok University**

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Day 23 Month Jan Year 2019

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