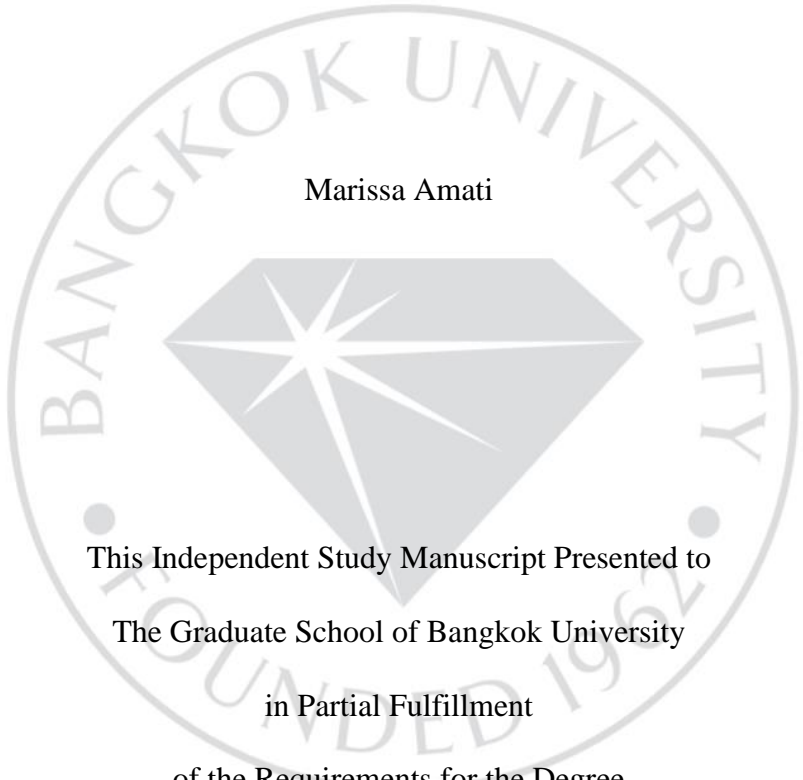


**THE IMPACT OF SALES PROMOTION, CONVENIENCE, AND SERVICE
QUALITY ON ONLINE SHOPPING TOWARD CONSUMERS BUYING
DECISION: CASE STUDY OF LAZADA**



THE IMPACT OF SALES PROMOTION, CONVENIENCE, AND SERVICE
QUALITY ON ONLINE SHOPPING TOWARD CONSUMERS BUYING
DECISION: CASE STUDY OF LAZADA

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This Independent Study Manuscript Presented to
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**This Independent Study has been approved by
the Graduate School
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Title: The Impact of Sales Promotion, Convenience, and Service Quality on Online Shopping toward Consumers Buying Decision: Case Study of Lazada

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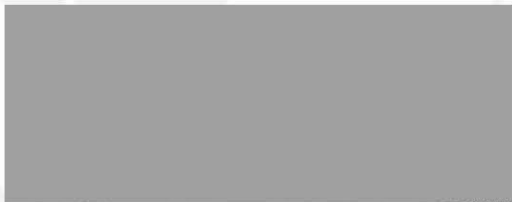
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ABSTRACT

The purpose of this research was to study the impact of sales promotion, convenience, and service quality on online shopping toward consumers buying decision: case study of Lazada.

Lazada Group is the Southeast Asia's leading and fast-growing e-commerce platform which has the largest selection of brands and sellers. The researcher used the quantitative technique by using the questionnaire as the research tool and distributed the questionnaires to collect the data from the users of Lazada in Bangkok, Nonthaburi and Samutprakarn respondents in Thailand. The Multiple Regression was employed for hypothesis testing at 0.05 level of statistically significance.

The results were found that all the independent variables, sales promotion, convenience and service quality had the impact on consumers buying decision of Lazada online shopping.

Keywords: Sales Promotion, Convenience, Service Quality, Consumers Buying Decision, E-commerce, Online Shopping

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CHAPTER 1

INTRODUCTION

This chapter presents the research proposal of this study which includes the importance and problems of the study, research problems, educational objectives, theoretical framework, conceptual framework, methodology, tools and statistics used, the scope of the study (independent variables and dependent variable according to population and sample) research benefits and research limitations.

1.1 The Importance and Problem of the Study

The importance of this study caused by this modern era, online shopping has become popular all over the world. Globally, e-commerce constituted about 2.29 trillion dollar market and expected to reach 4 trillion dollar by 2020 due to the double digit worldwide growth in sales and orders (eMarketer, 2018). Taking advantage of today's advanced technology, consumers are now able to simply purchase products through websites and online channels anywhere. There are various products in the e-commerce platform, consumers enjoying this boundless world and shopping brands from any places on Earth.

However, the e-commerce landscape is growing more competitive as the number of entrepreneurs entering the online marketplace is increasing (ZDNet, 2009). Thus, many companies compete to attract consumers with several promotions, convenience purchase and service quality to motivate consumers buying decision, but there is still not the way to answer which method is the best meets consumer's need.

Therefore, the researcher finds out by giving an example of Lazada as the case study to investigate the promotion, convenience and service factors that influence Lazada consumer's buying decisions to help the company improve its strategies and service to attract more consumers through the hypothesis results in this research.

For this reason, the basic knowledge of decision-making process is essential to understand when consumers buy a product online because nowadays, online shopping provides options for consumers to compare products or services which make consumers to easily find anything online (Butler & Peppard, 1998). The decision-making process is very similar whether consumers are offline or online. But key differences are the shopping and marketing environment.

According to the traditional consumer decision-making model, consumers buying decisions often begin with perceiving needs, then searching for information, evaluating alternatives, making purchasing decisions, and at the end, post-purchase behavior (Butler & Peppard, 1998).

1) Perceive Needs

In connection with online communication, once customers see the banner advertisements or online promotions, these advertisements catch the attention of customers and vitalize interesting products or services.

2) Information Search

They require adequate information before making a purchase decision. If they do not have enough details and information, they will search more on online channels such as online catalogs, websites, or search engines (Laudon & Traver, 2009).

3) Evaluate Alternatives

After gaining sufficient information, they make a comparison of the available options of products or services. Then they will further explore for product or customer reviews during this search process. They will find out which brands or companies are offering the most satisfactory products/services that meet their expectations based on these knowledges. Therefore, well-organized website structure and attractive design play important roles attracting consumers to buy the products or services during this stage (Koo, Kim & Lee, 2008). In addition, the nature of the data source may affect the behavior of buyers. (Bigné-Alcañiz, Ruiz-Mafé, Aldás-Manzano & Sanz-Blas, 2008). The most helpful feature of the internet is the pre-purchase stage (Maignan & Lukas, 1997) as it may help customers compare different choices (Dickson, 2000).

4) Make Purchasing Decisions

During the purchase process, product classification, service, sales, and information quality are the most important points to help consumers decide which products they should choose or which vendors they should buy with (Koo, Kim & Lee, 2008).

5) Post-purchase Behavior

The post-purchase behavior will become more dominant after their online purchase. Sometimes consumers are concerned about a product or express their desire of change and return after the transactions. Thus, at this stage, the return and customer services are significant (Liang & Lai, 2002).

All five stages described above are affected by external factors of risks and trusts (Comegys, Hannula & Váisänen, 2009). The process of searching is important for customers buying decisions on shopping online because the website can contain

errors and some websites require customers to register before searching in their website, so there will be risk of information security (Wang, Zhang, Ye & Nguyen, 2005). They are also at risk in the payment process, as they may be required to provide personal information, including credit card numbers. Security issues do not stop at the purchase stage but still in the post-purchase stage as personal information may be misused.

When consumers want to buy a product, they will look at the brand and the characteristics of the product or service. Some products can be purchased and delivered online easily, such as software or books. On the other hand, some products are more difficult to determine online. Website features are key influential factors of choices of purchase on products/services. Loading speed of a website matters, as if it is too slow, unable to navigate, or not secure enough, it will undermine the consumer's willingness to try or buy the product from the website. Most of the consumers have the clickstream behavior which means to the behavior that consumers search for information through multiple websites at the same time, then go to a single website, then go to a single page and make a purchase (Laudon & Traver, 2009). All of these aspects lead to specific attitudes and behaviors regarding online purchases and the feeling that they can control their purchasing environment through the online world.

1.2 Research Problems

1.2.1 Does sales promotions in Lazada influence the consumer's buying decision?

1.2.2 Does convenience factor influence the consumer's buying decision on online shopping platform like Lazada?

1.2.3 Does service quality offered by Lazada influence the consumer's buying decision?

1.3 Objectives of the Study

1.3.1 To study the impact of sales promotion factors (11.11 campaign, birthday sales campaign, voucher, promotion code and free shipping) on consumers buying decision of Lazada e-commerce platform.

1.3.2 To study the impact of convenience factors (shopping everywhere, time-saving and deliver to the door) on consumers buying decision of Lazada e-commerce platform.

1.3.3 To study the impact of service quality factors (customer service, payment transaction capability and security) on consumers buying decision of Lazada e-commerce platform.

1.4 The Conceptual Framework

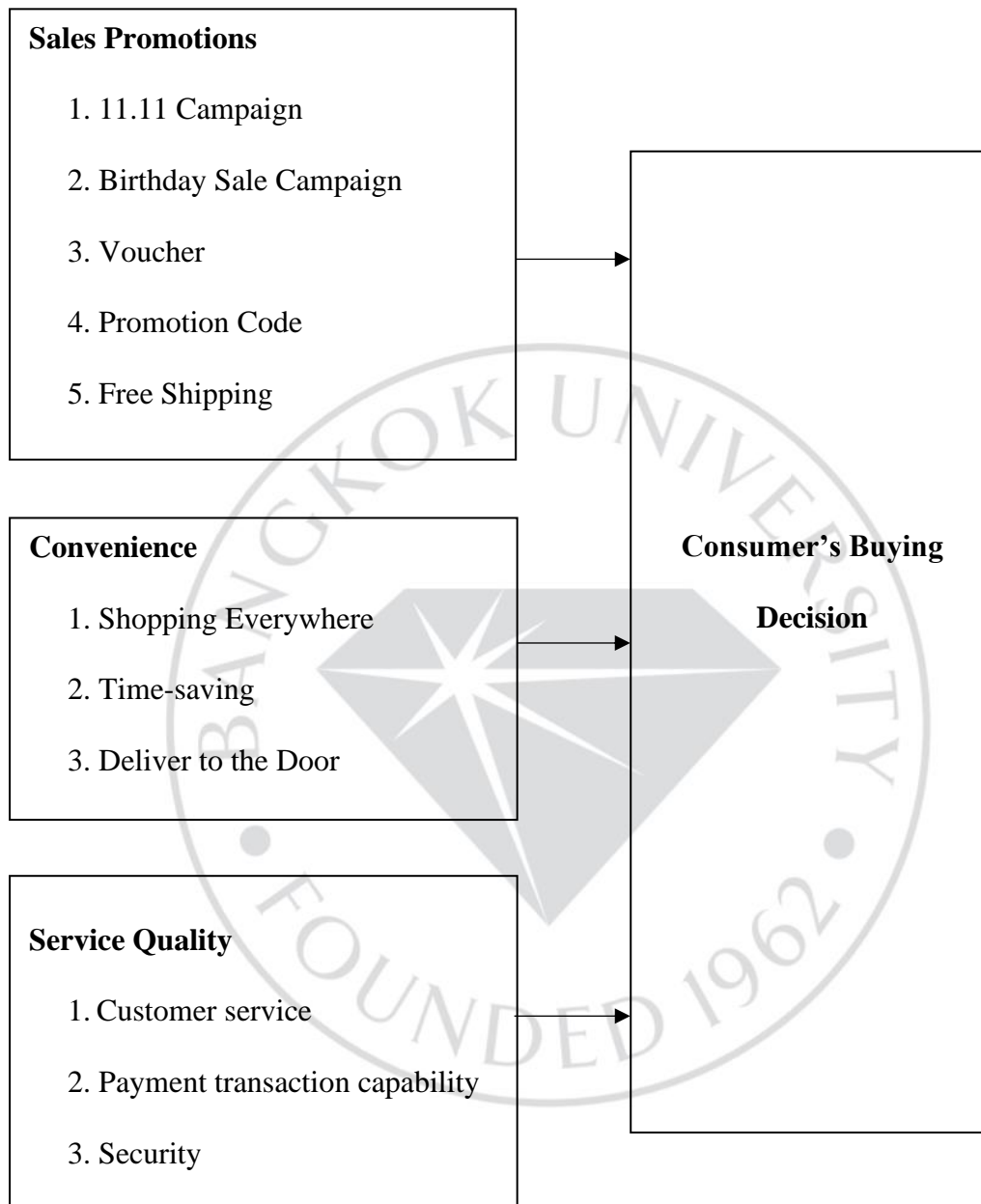


Figure 1.1: The Conceptual Framework

This figure represents the variables for this study each sub-variable is caused to each independent variable of the research. These are 3 independent variables, Sales

promotions, Convenience and Service quality impacting on dependent variable, Consumers buying decision on online shopping platform Lazada (e-commerce).

1.5 Method of the Study

The current research used the quantitative research technique using the questionnaire as a research tool and constructed using relevant theories and approved by the expert. The respondents who participated in the questionnaires were given by convenient/random sampling. The questionnaires were conducted in English version as most of the respondents have high literacy in the language because the majority of the respondents received an educational level of university from accredited international institutions which delivered in English. The statistical techniques used in the data analysis and interpretation consist of descriptive and inferential statistics.

1.6 Tools and Statistics Used

This study is a survey research using close-ended questionnaire as the data collection tool to obtain demographic data and information about sales promotions, convenience and service quality of Lazada consumer's buying decision. The statistical data analysis is conducted using the descriptive statistics and the inferential statistics.

1.7 Scope of the Study

This study was carried out at Bangkok, Nonthaburi and Samutprakarn area to focus on factors motivating consumers purchasing decisions and its effectiveness on these behaviors. To be able to address real-world business problems, understanding these attitudes towards their purchase is essential as a contribution to betterment of the industry. There are some potential benefits that can be derived from this completed study. Therefore, the method of statistical techniques used in the data analysis and interpretation consisting of descriptive and inferential statistics have been used to investigate in this study.

Independent Variables:

1. Sales Promotions

- 1.1 11.11 Campaign
- 1.2 Birthday Sale Campaign
- 1.3 Voucher
- 1.4 Promotion Code
- 1.5 Free Shipping

2. Convenience

- 2.1 Shopping Everywhere
- 2.2 Time-saving
- 2.3 Deliver to the Door

3. Service Quality

- 3.1 Customer Service
- 3.2 Payment Transaction Capability

3.3 Security

Dependent Variable: Consumer's Buying Decision

1.8 Population and Sample

The population were the users of Lazada in Thailand and the sample in this study were selected participants in Bangkok, Nonthaburi and Samutprakarn. The sample size was 260 respondents obtained from a selection of the population, including those with direct experience in using or understanding the products or services defined by this study.

1.9 Benefits of the Research

The specific audiences will understand the relationship between sales promotion, convenience and service quality on consumers buying decision of e-commerce platform, which is the marketing field. All the results and related analysis findings are in this study which will be useful for future academic researchers.

1.10 Limitations of the Research

The main limitation of this study was the research method. This study used a quantitative research method conducted by an online survey. Commonly known drawbacks of online surveys include dishonest or inaccurate answers and quick responses without awareness. Thus, the respondents might be uncomfortable to answer about themselves in unfavorable behavior. Therefore, there might be a discrepancy observed in the surveys collected and in the respondent's data.

1.11 Definition of Terms

11.11 Campaign is a global shopping festival founded by Alibaba group to celebrate the fact that young people are proud of being single and thus spending money on themselves. The date November 11th (11.11) is chosen because the number “1” reminds an individual standing alone. Thus means a day of crazy discount for whoever buys from its platform on November 11 (ThailandToday, 2019).

Birthday sale is a campaign to celebrate the anniversary of Lazada, there will be many discounts and coupons.

Voucher is a discount code (such as 10% or 100 Baht discount) from shops in Lazada to put before we purchase an order.

Promotion code is similar to voucher, it is a discount code offered by shops in Lazada to put before we purchase an order such as 10% or 100 Baht discount.

Free shipping is free delivery of the purchased product.

CHAPTER 2

LITERATURE REVIEW

This chapter give an outline of the literature review and relevant researches which includes the theories, academic concepts and the relevant researches for the research topic, “The Impact of Sales Promotion, Convenience, and Service Quality on Online Shopping toward Consumers Buying Decision: Case study of Lazada” All of them will support all variables, which are both independent variables and dependent variable in order to be basic foundation of validity as well as reliability standards of this research. The structure of this chapter is as follows:

- 2.1 The background of Lazada
- 2.2 Theories/academic Concepts and Relevant Researches Sales Promotion
- 2.3 Theories/academic Concepts and Relevant Researches Convenience
- 2.4 Theories/academic Concepts and Relevant Researches Service Quality
- 2.5 Theories/academic Concepts and Relevant Researches Consumers

Buying Decision

2.1 The Background of Lazada

Lazada Group is the Southeast Asia’s leading e-commerce platform founded by Maximilian Bittner and Rocket Internet in 2012 and owned by Alibaba Group in 2016 backed by Alibaba’s best-in-class technology infrastructure. The head quarter is in Singapore with a presence in six countries: Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam. Lazada connects this vast and diverse region through its technology, logistics and payments capabilities.

Today, Lazada has the largest selection of brands and sellers, and by 2030 Lazada aims to serve 300 million customers.

2.2 Theories/academic Concepts and Relevant Researches: Sales Promotion

There is a study discussing the relationship between sales promotion and the impact on consumers buying decisions, especially coupon, voucher and price reductions because they are commonly used (Huff & Alden, 1999). There were many definitions of sales promotions. Promotional marketing activities that are considered to be more effective than advertisements, public relations, and private sales aside from other researchers who consider the promotion to be a direct influence, offering extra value-added products to target salespeople, customers or retailers (Pride & Ferrell, 1985). Promotion as it is a temporary technique used by marketers to create compelling products or services to encourage customers to buy products or services for a specified period of time by providing additional benefits.

According to Perreault, Cannon & McCarthy (2009) and Shimp (2003) sales promotion refers to information communication within both seller and customer, which will influence the customer's decision.

Krishna & Zhang (1999) identified the great content of previous research and studies, which discuss the relationship between sales promotion and its impact on consumer buying decisions, especially coupons and price reductions because they are frequently used. Kotler & Armstrong (1990) stated that one element of marketing mix which can easily change as compared to other elements is price. It also generates revenue while other elements in the marketing mix represent cost. Price can be decided to lower or raise very often. The sales promotion is the process of attracting

target customers to buy products and designed to be used as a short-term strategy to increase sales to build long-term customer loyalty.

However, the most important role in consumers buying decision is still price (Kotler, 2003). This is confirmed by a recent study of the factors that make consumers buy. Research shown that prices are consistently identified as an important factor influencing shoppers' buying decisions. The above findings can be concluded that an important factor influencing consumer choice is price.

Familmaleki, Aghighi & Hamidi (2015) defined that sales promotion is a tactic for companies to achieve their goals. Today, attracting new customers has become important for businesses to increase profits, the cost of retaining consumers is less than the cost of attracting new customers. Companies need to rethink the relationship between their attitudes and behaviors of consumers. All the businesses must communicate with consumers what they have to offer. Promotion means a way to inspire consumers to buy products.

Many researchers have been trying to identify key factors that influence voucher redemption behaviors. Some of the experts have examined the effects of voucher characteristics on redemption behavior while others have examined the effects of demographic or socio-economic characteristics of consumers or behavioral or psychological aspects of consumers on their response to vouchers. The general research mentioned that because consumers find better financial value, so they do not need the voucher redemption (Lichtenstein, Netemeyer & Burton, 1990).

According to Odunlami & Ogunsiji (2011) most of the marketing activities are the promotional tools and techniques such as free shipping, sampling, buy one get one free, discounts, coupons, rebates, point of purchase displays, loyalty programs,

contests and premium money back offers the impact on consumers finalize buying process.

Blattberg & Neslin (1990) stated that one of the marketing mixes is the promotion mix that marketers used to motivate consumers, which consists of advertising, sales promotion, direct selling, public relations and direct marketing.

The main characteristics of sales promotions are that consumers felt the value added on the products and may response to the promotion immediately (Kotler & Keller, 2016). This strategy is to attract potential customers and keep loyal customers.

Analyzing the impact of sales promotions, it is relatively agreed that their effectiveness is not durable. Importantly, they may not work with brand (store) loyalty, and they may increase shoppers' price sensitivity. Shoppers usually form a reference price for themselves and refer it as a basis of later purchases they also form a promotional reference point (Lattin & Bucklin, 1989). Another word means that if shoppers always buy a product on promotion, they will buy it again only if it is again being promoted. This means that shoppers do not response positively to sales promotions but instead failing to shop if no promotion is on.

2.3 Theories/academic Concepts and Relevant Researches: Convenience

In the last decade, consumers change their shopping style. Even though consumers will still buy from physical stores, but consumers feel comfortable buying products online because they do not have to go at the stores by themselves. Internet shopping has its own advantages and reduces the effort to travel to physical stores. Decisions can be made at home conveniently, looking at a variety of options and prices can be easily compared to competing products to get a decision. According to

Wang, Zhang, Ye & Nguyen (2005) found that the previous research shown that convenient of online shopping can impacts on consumer's willingness to buy.

According to Hermes (2000) consumers also looking for online services, not only looking for products. Some companies offer online customer service 24 hours a day. Therefore, even after office hours, customers can ask questions, receive support or help that is needed to provide convenience to consumers.

Butler & Peppard (1998) stated that online shopping is widely regarded as a way to buy goods and services. It has become a very popular method in the internet world. In addition, it provides consumers with additional information and options to compare products and prices, additional options, convenience, and easy search for information online.

Internet marketing is different from the concept of other marketing channels and the internet promotes one-to-one communication between sellers and users with 24-hour customer service. Today, e-commerce is the fastest growing segment in business internet marketing. The main difference between traditional and online sales is the scope of interaction between consumers and sellers. According to Goldsmith & Flynn (2005) classified that most of the customers shop online because they want to avoid the interaction with the salespeople at the stores as they feel pressured and uncomfortable. Kim & Park (2012) stated that convenience is an important dimension of online service quality along with responsiveness.

Time-saving feature of convenience has been studied in the service marketing literature to a great extent. Gehrt & Yale (2000) studied this time-saving feature of convenience which related with the waiting time perceptions of consumers. Waiting time till product possession may create stress among consumers as a simple emotional

outcome (Hui, Michael & David, 2005). Higher waiting time leads to more frustration among consumers (Hui, Michael, Mrugank, Thakor & Ravi, 2010). Thus, consumers can make decisions at home by shopping at the various choices in the website through laptop or on mobile application. They can compare with various brand items and shoppers can save their time as the parcels will arrive directly at their home.

2.4 Theories/Academic Concepts and Relevant Researches: Service Quality

Many researchers have studied consumer buying patterns and trends. The decision level of consumers is determined by the quality of service, price level and purchasing process. Wang & Huarng (2002) defined that nine service quality factors that affect e-service quality are general reviews about, competitive prices of products, website design, product availability, condition of delivery, on-time delivery, customer support, return policy and email confirmation on customer orders and promotional activities.

E-service is a rapidly developing and growing area with technological development and innovation. E-services mean services that are produced, procured or consumed through the use of technology networks such as internet-based systems and mobile solutions. In electronic services, the key to success or failure is not just the existence of the web or the low price, but the ways in which companies can offer and provide high quality services (Stafford & Gillenson, 2003). Zeithamal (2002) stated that the most experienced and successful business using e-commerce is beginning to realize that the key to success or failure is not just having a website and a low price, but also the quality of electronic services (e-service).

Trust in online payment transactions is still important to the success of e-commerce. Previous research suggests that the lack of online consumer confidence is a major obstacle to consumer engagement in e-commerce (Jarvenpaa & Tractinsky, 1999). The willingness of buyers to provide their credit card numbers or other personal information is based on evaluating the credibility of online sellers (Gefen, 2000).

The e-commerce transactions factors, consumers are concerned that they may not be able to get information about the web vendors they plan to buy online. Consumers are worried that their orders will not go through well and they cannot return without any problems in the event that products purchased online become faulty or defective. For example, if people are confident that they will most likely be able to buy the products they want from a web seller, they will tend to trust the web seller more. When the consumers felt secure of the website vendor, they will buy again. As McKnight & Chervany (2002) pointed out, trusting beliefs is “a belief that the other party has one or more characteristics beneficial to oneself” because these trustworthy beliefs relate to the perception of each consumer, the positive attitude towards online transactions are more likely that they will trust some web service providers. If consumers aware of risk they will be perceives a potentially negative outcome from the online transactions too (Featherman & Pavlou, 2002).

2.5 Theories/Academic Concepts and Relevant Researches: Consumers Buying Decision

The researcher wants to study how sales promotions, convenience and service quality factors impact on consumers buying decision as these elements are the most

concern part when consumers shop online. The consumer behaviors will determine the decision-making process of their purchase. The decision-making process consists of problem perception, data searching, evaluating alternatives, purchasing decisions and post-purchase behavior (Kotler & Armstrong, 1990).

Prasad & Aryasri (2009) classified that the decision-making process is very similar whether consumers buy offline or online products. According to the traditional consumer decision-making model, consumers' buying decisions often begin with perceiving needs, then searching for information, evaluating alternatives, making purchasing decisions, and finally, post-purchase behavior (Butler & Peppard, 1998). There are products that can be easily purchased and delivered online, such as software or books. In the contrary, some products are difficult to decide online. The website features attract consumers to buy the products online and influence consumers buying decision. Lim & Dubinsky (2004) supported that holding and selling brand products can improve website reliability. The brand of the item can affect customers buying decision. To better understand the buying habits of online customers, sellers can improve or create effective marketing programs for their customers. There are many ways a company or seller can do or should do to persuade people who do not buy online to become more interested and ultimately become a potential customer.

The big corporations should understand all the factors that affect consumer behavior and the decision-making process (Ailawadi, Beauchamp, Donthu, Gauri & Shankar, 2009).

According to Blattberg & Neslin (1990) sales promotions have the effect on consumers buying decision, which is an opportunity that focuses on action.

According to Ghafran & Ashraf (2014) confirmed that consumers buying decision can be motivated by many factors including promotional techniques such as free samples, discounts, prices, social environments and physical environments.

According to Isabella, Pozzani, Chen & Gomes (2012) identified that among the variables that influence consumer purchasing decisions are prices, which have a significant influence on communication factors related to the advantages of purchasing goods or hiring services. The discount prices can add value of the product for shoppers and value depends on the consumer's recognition of the product's benefits.

At the end, the businesses can increase their sales by offering appropriate promotional strategies to attract customers (Grewal, Krishnan, Baker & Borin, 2001). Therefore, online businesses should carefully plan their promotion strategies and allocate sales budgets through various promotional tools, make the most website or features convenience to the customers and focus on the security of the payment transaction and personal information.

CHAPTER 3

METHODOLOGY

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

3.1 The Type of the Research and Tool

This research is the survey research, which uses the closed-ended questionnaire to be a tool to collect the data. This questionnaire has 5 parts: the demographic data question (10 questions), the Sales Promotions (12 questions), the Convenience (10 questions), the Service Quality (12 questions), and Customer's Buying Decisions (12 questions). The total question is 58 questions.

Part 1: (10 questions)

- 1) Gender
- 2) Age
- 3) Nationality
- 4) Language
- 5) Location
- 6) Marital Status
- 7) Family Size
- 8) Education

9) Salary

10) Work Experience

Part 2: (12 questions)

1) The shopping festival day such as 11.11 campaign, the festival on November 11, is important when you shopping online in Lazada.

2) The shopping festival day such as 11.11 campaign, the festival on November 11, effects on your buying decision when shopping online in Lazada.

3) You think the shopping festival day such as 11.11 campaign, the festival on November 11, represents low prices of products in Lazada.

4) The Birthday sale campaign is important through your buying decision in Lazada.

5) The Birthday Sale campaign prices effect your buying decision.

6) You often use voucher when shopping online in Lazada.

7) You satisfied with the voucher used in Lazada.

8) The promotion code effects your buying decision.

9) You use promotion code all the time when shopping online in Lazada.

10) You expect promotion code from brand partners and shops to shop in Lazada.

11) Free shipping impacts on your buying decision.

12) If an item you would like to buy it is not free shipping, you still buy it.

Part 3: (12 questions)

1) It is important when you can shop online everywhere.

2) You satisfied to shop online everywhere through your mobile phone.

3) You often shop online.

4) It is convenience when you can shop online instead of going to the stores.

5) It is important if you can save time by shopping online instead of going to the stores.

6) Time-saving impacts on your buying decision.

7) Shopping online is more convenience because it can save your crazy time.

8) Time-saving can save your money.

9) It is convenience when you shopping online and the express deliver the parcel directly at your home.

10) The express company impacts on your buying decision.

11) You satisfied when you got the parcel quickly.

12) You satisfied the delivery express choices in Lazada.

Part 4: (12 questions)

1) The customer service is important in online shopping platform like Lazada.

2) You satisfied with Lazada's call center.

3) Help center in Lazada's website helps you.

4) The customer service impacts on your buying decision.

5) You satisfied the payment capability services offered in Lazada.

6) The payment service in Lazada is safe, secure payments.

7) There are many choices of payments such as credit/debit, or cash on delivery in Lazada.

8) You often make e-payment when you shopping online.

9) Security is important when you shopping online.

10)Lazada is reliable.

11) You often shop in Lazada and get fake items.

12) You made a payment for an item and did not get any parcel through
Lazada.

Part 5: (12 questions)

1) Consumer's buying decision is important when you shop online.

2) Brands sell in Lazada influence your buying decision.

3) Prices in Lazada effect your buying decision.

4) Sales promotions launched by Lazada impact your buying decision.

5) Advertisements of Lazada attract you buying decision.

6) Your society culture effects your buying decision.

7) You consider your financial condition during online shopping.

8) Your family is the most influential people that effect your buying
decision.

9) The different between your expectations and the real products would
influence your online buying decision.

10)You will not repurchase the products from Lazada again if there is a
great difference between your expectation and the real.

11)You will buy the products again from the same shops in Lazada if you
satisfied with it.

12) It is important when Lazada deals with your complaints very well,
you will continue to buy something from it.

3.2 The Research Design

The questionnaire will be measured as follows:

Part 1: the fact: nominal and ordinal scales

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

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

The statistics used were 2 types:

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

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

The researcher used the liker's 5-point scale for measuring the statistical mean values for the interpretation of the mean values from part 2 to part 5 as follows:

$$\text{Range} = (\text{Maximum}-\text{Minimum})/\text{Scale level}$$

$$\text{Range} = (5-1) / 5 = 0.8$$

Table 3.1: The Range of Mean Interpretation

Range	Interpretation
1.00-1.80	Strongly Disagree
1.81-2.61	Rather Disagree
2.62-3.42	Moderate
3.43-4.23	Rather Agree
4.24-5.00	Strongly Agree

3.3 The Quality of the Research Tool

3.3.1 The Validity Test

The researcher analyzed the content correctly by considering the opinion of the advisor in this study. Question statements in questionnaires and in paper research were developed based on those opinions.

3.3.2 The Reliability Test

The Cronbach's alpha coefficient performed to measure the reliability of the questionnaire. Therefore, the questionnaire would be approved when the alpha value had to be 0.7-1.00. The researcher carried out a pilot for this concern using 40 qualified people who were not in the sample of this study.

Table 3.2 illustrated that each independent variable and dependent variable of the questionnaire accepted the value of the Cronbach's alpha coefficient. The results showed that the reliability of the questionnaire was equal to or greater than 0.7.

Table 3.2: The Reliability Value of Each Independent Variable and Dependent Variable of the Questionnaire

Statements of each part	Alpha coefficient	Accepted/Not
Sales Promotion	0.863	Accepted
Convenience	0.910	Accepted
Service quality	0.896	Accepted
Consumer's buying decision	0.903	Accepted
Total	0.959	Accepted

3.4 The Data Collection

This study used quantitative research techniques to achieve the objectives of the study. This research used the questionnaires as a research tool using relevant theories. The samples used in the research were obtained from a selection of the population, including those with direct experience in using or understanding the products or services defined by this study. The sample size was 260 respondents from Bangkok, Nonthaburi and Samutprakarn. The questionnaire was in English version as most of the respondents have high literacy in English because they were mostly respondents graduated from international university or English program, and from the researcher's workplace which English is required.

3.5 The Population and Sampling

3.5.1 Population

The population were the users of Lazada in Thailand.

3.5.2 The sample and sampling method

The samples were the participants in Bangkok, Nonthaburi and Samutprakarn, the sample size was 260 respondents. The statistical techniques used were descriptive statistics and inferential statistics.

3.6 The Sampling Technique

The sampling technique of this research was random sampling from the population and sample group in Bangkok, Nonthaburi and Samutprakarn with the sample size of 260 respondents selected randomly to participate by the questionnaire

of this study. The statistical techniques applied were descriptive statistics and inferential statistics Multiple Regression technique.

3.7 The Research Procedures and Timeline

There were 4 stages of the research procedure for this study:

3.7.1 This study began in March 2020 by searching for information and data assembled from previous studies done by researchers, academic journals, academic books, and related theories.

3.7.2 The questionnaires were randomly distributed to the respondents once the advisor approved the questionnaires at the end of April 2020. The reliability test was conducted with sample group of 30 respondents by Cronbach's Alpha to conduct a pilot test by May 2020. After test the reliability of 30 samples in the SPSS program and got the alpha over 0.7.

3.7.3 The 260 questionnaires were handed out to the participants to fill out their data and sent out at the beginning of June 2020.

3.7.4 The information collected was organized and analyzed for research findings and results of the study during the month of July, 2020.

3.8 The Hypotheses Test and Data Analysis

Hypothesis 1: Sales Promotion impacting consumer buying decision on Lazada

Hypothesis 2: Convenience impacting consumer buying decision on Lazada

Hypothesis 3: Service quality impacting consumer buying decision on Lazada

The statistical techniques used in data analysis are as follow:

3.8.1 The Descriptive Statistics was used for analyzing the following data

1) The demographic data including gender, age, nationality, language, location, marital status, family size, education, salary and work experience by using percentage ratio and frequency counting.

2) Respondents' attitudes toward dependent and independent variables of this study which were measured by using the value of mean and standard deviation.

3.8.2 The Inferential Statistics Multiple Regression technique was used for analyzing the relationship between independent variables and dependent variable. The purpose of this relationship analysis is to find the level of the attitude toward sales promotion, convenience and service quality of online shopping Lazada as independent variables, and attitude toward consumer's buying decision of Lazada as on dependent variable. However, such relationship was proposed in each hypothesis of this study. Moreover, the analysis was conducted at 0.05 level of statistical significance.

CHAPTER 4

DATA ANALYSIS

The research results from the data analysis are presented in 5 parts as follows:

4.1 Demographic Data

4.2 Attitude toward sales promotion of Lazada on consumers buying decision

4.3 Attitude toward convenience of Lazada on consumers buying decision

4.4 Attitude toward service quality of Lazada on consumers buying decision

4.5 Attitude toward consumer's buying decision of Lazada on sales

promotion, convenience and service quality

4.1 Demographic Data

The findings in this section present the personal data of the respondents, including gender, age, nationality, language, location, marital status, family size, education, salary, and work experience. The statistical techniques used for data analysis were percentage ratio and frequency counting. The finding was presented in Table 4.1 as follows:

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

Demographic Data	Frequency	Percent
Gender		
Male	92	35.4
Female	168	64.6
Total	260	100
Age		
18–29 years	137	52.7
30–39 years	95	36.5
40–59 years	28	10.8
Total	260	100
Nationality		
Thai	252	96.9
Chinese	3	1.2
Indian	1	0.4

(Continued)

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

Demographic Data	Frequency	Percent
Nationality		
Turkish	1	0.4
Polish	1	0.4
Myanmar	1	0.4
African	1	0.4
Total	260	100
Language		
Thai	251	96.5
Chinese	2	0.8
English	6	2.3
Turkish	1	0.4
Total	260	100

(Continued)

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

Demographic Data	Frequency	Percent
Location		
Bangkok	257	98.8
Nonthaburi	2	0.8
Samutprakan	1	0.4
Total	260	100
Marital Status		
Single	207	79.6
Married	53	20.4
Total	260	100
Family Size		
1	13	5.0
2	41	15.8
3	63	24.2
More than 3	143	55.0
Total	260	100

(Continued)

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

Demographic Data	Frequency	Percent
Education		
Bachelor's Degree	203	78.1
Master's Degree	57	21.9
Total	260	100
Salary		
Less than 20,000 Baht	48	18.5
20,000 – 35,000 Baht	112	43.1
More than 35,000 Baht	100	38.5
Total	260	100
Work Experience		
Less than 2 years	71	27.3
2 – 5 years	93	35.8
More than 5 years	96	36.9
Total	260	100

Table 4.1 shown that the most respondents were female (64.6%), aging between 18–29 years (52.7%), mostly are Thai people (96.9%) who speak Thai (96.5%). The collected data is mostly from Bangkok area (98.8%). The respondents are mostly single (79.6%), live together more than three members within the family (55%), graduated in Bachelor’s degree (78.1%) with rate 20,000–35,000 Baht of salary (38.5%) which they have more than 5 years of work experience (36.9%).

4.2 Attitude toward Sales Promotion of Lazada on Consumers Buying Decision

The research results of this part presented the respondents’ attitudes toward sales promotion of Lazada on consumers buying decision. The values of mean and standard deviation were used for data analysis toward the attitudes. The results were shown in Table 4.2: Part 2 statement 1–12 as follows:

Table 4.2: Mean and Standard Deviation of Attitude toward Sales Promotion

Statement	Mean	S.D.	Interpretation
The shopping festival day such as 11.11 campaign, the festival on November 11, is important when you shopping online in Lazada.	3.75	1.144	Rather Agree
The shopping festival day such as 11.11 campaign, the festival on November 11, effects on your buying decision when shopping online in Lazada.	3.80	1.097	Rather Agree

(Continued)

Table 4.2 (Continued): Mean and Standard Deviation of Attitude toward Sales

Promotion

Statement	Mean	S.D.	Interpretation
You think the shopping festival day such as 11.11 campaign, the festival on November 11, represents low prices of products in Lazada.	3.80	0.992	Rather Agree
The Birthday Sale campaign is important through your buying decision in Lazada.	3.70	1.092	Rather Agree
The Birthday Sale campaign prices effect your buying decision.	3.65	1.042	Rather Agree
You often use voucher when shopping online in Lazada.	3.56	1.146	Rather Agree
You satisfied with the voucher used in Lazada.	3.55	1.010	Rather Agree
The promotion code effects your buying decision.	3.79	1.027	Rather Agree
You use promotion code all the time when shopping online in Lazada.	3.50	1.177	Rather Agree

(Continued)

Table 4.2 (Continued): Mean and Standard Deviation of Attitude toward Sales

Promotion

Statement	Mean	S.D.	Interpretation
You expect promotion code from brand partners and shops to shop in Lazada.	3.83	1.107	Rather Agree
Free shipping impacts on your buying decision.	4.11	0.913	Rather Agree
If an item you would like to buy it is not free shipping, you still buy it.	3.88	0.929	Rather Agree
Total	3.74	1.056	Rather Agree

Table 4.2 showed that most of the respondents rather agree that consumers buying decision should be concern with free shipping, ($\bar{x} = 4.11$, S.D. = 0.913). The least respondents should be concern with promotion code of Lazada ($\bar{x} = 3.50$, S.D. = 1.177). Moreover, the total respondents rather agree ($\bar{x} = 3.74$, S.D. = 1.056) that sales promotions impact on consumers buying decision.

4.3 Attitude toward Convenience of Lazada on Consumers Buying Decision

The research results of this part presented the respondent's attitudes toward convenience of Lazada on consumers buying decision. The values of mean and

standard deviation were used for data analysis toward the attitudes. The results were shown in Table 4.3: Part 3 statement 1–12 as follows:

Table 4.3: Mean and Standard Deviation of Attitude toward Convenience

Statement	Mean	S.D.	Interpretation
It is important when you can shop online everywhere.	4.32	0.812	Strongly Agree
You satisfied to shop online everywhere through your mobile phone.	4.33	0.766	Strongly Agree
You often shop online.	3.93	0.937	Rather Agree
It is convenience when you can shop online instead of going to the stores.	3.98	0.909	Rather Agree
It is important if you can save time by shopping online instead of going to the stores.	3.99	0.890	Rather Agree
Time-saving impacts on your buying decision.	3.88	1.036	Rather Agree

(Continued)

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

Statement	Mean	S.D.	Interpretation
Shopping online is more convenience because it can save your crazy time.	3.95	0.981	Rather Agree
Time-saving can save your money.	3.81	0.943	Rather Agree
It is convenience when you shopping online and the express deliver the parcel directly at your home	4.00	0.913	Rather Agree
The express company impacts on your buying decision.	3.74	1.010	Rather Agree
You satisfied when you got the parcel quickly.	4.21	0.858	Rather Agree
You satisfied the delivery express choices in Lazada.	3.83	0.966	Rather Agree
Total	4.00	0.918	Rather Agree

Table 4.3 showed that most respondents rather agree that consumers buying decision should be concern with shopping everywhere through mobile phones (\bar{x} = 4.33, S.D. = 0.766). The least respondents should be concern express company deliveries of Lazada (\bar{x} = 3.74, S.D. = 1.010). Moreover, the total respondents rather

agree ($\bar{x} = 4.00$, S.D. = 0.918) that convenience impact on consumers buying decision.

4.4 Attitude toward Service Quality of Lazada on Consumers Buying Decision

The research results of this part presented the respondents' attitudes toward service quality of Lazada on consumers buying decision. The values of mean and standard deviation were used for data analysis toward the attitudes. The results were shown in Table 4.4: Part 4 statement 1–12 as follows:

Table 4.4: Mean and Standard Deviation of Attitude toward Service Quality

Statement	Mean	S.D.	Interpretation
The customer service is important in online shopping platform like Lazada.	3.95	0.957	Rather Agree
You satisfied with Lazada's call center.	3.42	1.061	Moderate
Help Center in Lazada's website helps you.	3.40	1.021	Moderate
The customer service impacts on your buying decision.	3.85	0.973	Rather Agree
You satisfied the payment capability services offered in Lazada.	3.83	0.921	Rather Agree

(Continued)

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

Quality

Statement	Mean	S.D.	Interpretation
The payment service in Lazada is safe, secure payments.	3.90	0.964	Rather Agree
There are many choices of payments such as credit/debit, or cash on delivery in Lazada.	3.94	1.021	Rather Agree
You often make e-payment when you shopping online.	4.02	0.982	Rather Agree
Security is important when you shopping online.	4.12	1.029	Rather Agree
Lazada is reliable.	3.83	0.934	Rather Agree
You often shop in Lazada and get fake items.	3.27	1.172	Moderate
You made a payment for an item and did not get any parcel through Lazada.	3.30	1.227	Moderate
Total	3.42	1.022	Moderate

Table 4.4 showed that most respondents rather agree that consumers buying decision should be concern with security ($\bar{x} = 4.12$, S.D. = 1.029). The least

respondents should be concern fake items in Lazada ($\bar{x} = 3.27$, S.D. = 1.172).

Moreover, the total respondents rather agree ($\bar{x} = 3.42$, S.D. = 1.022) that service quality impact on consumers buying decision.

4.5 Attitude toward Consumers Buying Decision of Lazada on Sales Promotion, Convenience and Service Quality

The research results of this part presented the respondent's attitudes toward consumer's buying decision of Lazada on sales promotion, convenience and service quality. The values of mean and standard deviation were used for data analysis toward the attitudes. The results were shown in Table 4.5: Part 5 statement 1–12 as follows:

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

Statement	Mean	S.D.	Interpretation
Consumer's buying decision is important when you shop online.	4.08	0.806	Rather Agree
Brands sell in Lazada influence your buying decision.	3.94	0.894	Rather Agree
Prices in Lazada effect your buying decision.	4.04	0.844	Rather Agree

(Continued)

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

Buying Decision

Statement	Mean	S.D.	Interpretation
Sales promotions launched by Lazada impact your buying decision.	4.02	0.966	Rather Agree
Advertisements of Lazada attract you buying decision.	3.75	0.951	Rather Agree
Your society culture effects your buying decision.	3.59	1.106	Rather Agree
You consider your financial condition during online shopping.	4.06	0.011	Rather Agree
Your family is the most influential people that effect your buying decision.	3.41	1.196	Moderate
The different between your expectations and the real products would influence your online buying decision.	3.95	0.785	Rather Agree
You will not repurchase the products from Lazada again if there is a great difference between your expectation and the real.	4.06	0.852	Rather Agree

(Continued)

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

Buying Decision

Statement	Mean	S.D.	Interpretation
You will buy the products again from the same shops in Lazada if you satisfied with it.	4.16	0.846	Rather Agree
It is important when Lazada deals with your complaints very well, you will continue to buy something from it.	4.17	0.827	Rather Agree
Total	3.94	0.840	Rather Agree

Table 4.5 showed that most of the respondents rather agree that consumers buying decision should be concern with complaints dealing well ($\bar{x} = 4.17$, S.D. = 0.827). The least respondents should be concern with family influential ($\bar{x} = 3.41$, S.D. = 1.196). Moreover, the total respondents rather agree ($\bar{x} = 3.94$, S.D. = 0.840) that consumers buying decision impact on sales promotions, convenience and service quality of Lazada.

4.6 Relationship between Sales Promotion, Convenience, Service Quality and Consumers Buying Decision

The results of this study show the relationship between the level of impact of sales promotions, convenience, and service quality of consumers when making a

Lazada buying decision. The Multiple Regression Analysis was used for analyzing such relationship. The results were presented in Table 4.6–9 as follows:

Table 4.6: Analysis of the Impact of Independent Variables on Dependent Variable
(Sales Promotion)

Sales Promotion	B	Beta	t	Sig	Interpretation
11.11 Campaign	0.196	0.287	4.210	0.000*	Supported
Birthday Sales Campaign	0.087	0.131	2.055	0.041*	Supported
Voucher	0.008	0.012	0.165	0.869	Not Supported
Promotion Code	0.145	0.211	2.669	0.008*	Supported
Free Shipping	0.208	0.238	4.633	0.000*	Supported

Adjusted R-Square = 0.525, F = 58.271, *P 0.05

4.6.1 Dependent Variable: Consumer's buying decision

Table 4.6 showed that 11.11 Campaign (Beta = 0.287 and Sig = 0.000), birthday sales campaign (Beta = 0.131 and Sig = 0.041), promotion code (Beta = 0.211 and Sig = 0.008), and free shipping (Beta = 0.238 and Sig = 0.000), impacting on consumer buying decision of Lazada at 0.05 level of statistical significance. This result supported the research hypothesis which was propose that sales promotion impacted on consumers buying decision. While voucher concern did not affect

consumers buying decision ($\text{Sig} > 0.05$). That was interpreted that the finding did not support the hypothesis which was proposed that voucher impacting consumers buying decision. The summary of the results of hypothesis testing was illustrated in Table 4.9.

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

Convenience	B	Beta	t	Sig	Interpretation
Shopping Everywhere	0.272	0.290	3.588	0.000*	Supported
Time-Saving	0.168	0.213	2.811	0.005*	Supported
Deliver to the Door	0.295	0.340	4.791	0.000*	Supported

Adjusted R-Square = 0.622, F = 143.358, *P 0.05

4.6.2 Dependent Variable: Consumer Buying Decision

Table 4.7 showed that shopping everywhere (Beta = 0.290 and Sig = 0.000), Time saving (Beta = 0.213 and Sig = 0.005), Deliver to the door (Beta = 0.340 and Sig = 0.000), impacting on consumer buying decision of Lazada at 0.05 level of statistical significance. This result supported the research hypothesis which was propose that convenience impacted on consumers buying decision. The summary of the results of hypothesis testing was shown in Table 4.9.

Table 4.8: Analysis of the Impact of Independent Variables on Dependent Variable
(Service Quality)

Time Management Limitation	B	Beta	t	Sig	Interpretation
Customer Service	0.211	0.266	4.189	0.000*	Supported
Payment Transaction Capability	0.241	0.321	5.861	0.000*	Supported
Security	0.269	0.332	5.697	0.000*	Supported

Adjusted R-Square = 0.706, F = 208.407, *P 0.05

4.6.3 Dependent Variable: Consumer Buying Decision

Table 4.8 shown that Customer service (Beta = 0.266 and Sig = 0.000), Payment transaction capability (Beta = 0.321 and Sig = 0.000), and Security (Beta = 0.332 and Sig = 0.000), impacting on consumer buying decision of Lazada at 0.05 level of statistical significance. This result supported the research hypothesis which was propose that Service quality impacted on consumers buying decision. The summary of the results of hypothesis testing was illustrated in Table 4.9.

Table 4.9: Summary of Hypothesis Testing

Hypothesis	Result
Hypothesis 1: Sales Promotion impacting consumer buying decision on Lazada	Supported Except Voucher
Hypothesis 2: Convenience impacting consumer buying decision on Lazada	Supported
Hypothesis 3: Service quality impacting consumer buying decision on Lazada	Supported

Table 4.9 showed that all the hypothesizes are supported, except 1 sub-variable out of 5 in Hypothesis 1 which is Voucher.

CHAPTER 5

CONCLUSION AND DISCUSSION

The conclusion and discussion of “The Impact of Sales Promotion, Convenience, and Service Quality on Online Shopping toward Consumers Buying Decision: Case Study of Lazada” are as follows:

5.1 Conclusion

5.1.1 Demographic Data

Most of the respondents were female, single, aging between 18–29 years and holding bachelor’s degree and mostly are Thai people live in Bangkok in a big family. The range of salary are between 20,000–35,000 Baht and mostly have work experience more than 5 years.

5.1.2 Attitudes towards Variables

1) Shoppers rather agreed that sales promotions impact on consumers buying decision, especially most concern on free shipping factor.

2) Shoppers rather agreed that convenience impact on consumers buying decision which mostly concern on shipping everywhere through mobile phones.

3) Shoppers rather agreed that service quality impact on consumers buying decision especially with security concern.

4) Shoppers rather agreed that sales promotions, convenience and service quality impact on consumers buying decision mostly in service quality concerning of complaints dealing with consumers, so they will always shop in Lazada.

5.1.3 Hypothesis results

Sales promotions, Convenience and Service quality impacted consumers buying decision on online shopping Lazada except 1 sub-variable out of 5, Voucher did not impact on consumers buying decision for Lazada shoppers.

5.2 Discussion and Recommendations for Managerial Implications

In this study, the hypothesis 1 found that the result was supported on Sales Promotion that impacted consumer buying decision on Lazada. The results show that the hypothesis was supported on 11.11 campaign, birthday sales campaign, promotion code and free shipping means that shoppers were more concern on these factors, especially free shipping seems to attract consumers to spend money while voucher was not supported, few shoppers were not impacted by the voucher used in Lazada.

In addition, 4 of the sub-variables were supported related to other research findings. According to Krishna & Zhang (1999) defined the excellent content of the previous studies which discussed the relationship between sales promotion and the impact on consumer buying decisions. Also, according to Familmaleki, Aghighi & Hamidi (2015) defined that sales promotion is a tactic for companies to achieve their goals.

However, one of the five sub-variables, the voucher was not related to the theory and other research findings but it was related to the study of many researchers that are trying to identify important factors that influence voucher redemption behavior. Some have examined the effect of voucher features on redemption behavior, while others have examined the effects of demographic or socioeconomic characteristics of consumers or the behavior or psychology of consumers on voucher.

The general research mentioned that because consumers find better financial value, so they do not need the voucher redemption (Lichtenstein, Netemeyer & Burton, 1990).

The hypothesis 2 found that the result was supported on convenience that impacted consumer buying decision on Lazada. The results show that the hypothesis was supported on shopping everywhere, time saving and deliver to the door, thus the shoppers were concerned on these factors, and especially shop online through mobile phones seems to be more convenience for consumers.

Internet shopping is very convenient for consumers who do not want to go at the stores. The consumers buying decisions can be made from home conveniently, looking at a variety of options and prices can be easily compared to competing products to make a decision. According to Wang, Zhang, Ye & Nguyen (2005) found that the empirical research shown that convenient of the Internet is one of the impacts on consumers' willingness to buy online.

According to Hermes (2000) consumers also looking for online services, not only the products. Thus, some companies offer online customer service 24 hours a day, so that consumers can give feedback and ask questions all the time.

Time-saving feature of convenience has been studied in the service marketing literature to a great extent. Gehrt & Yale (2000) studied this feature of convenience and related it with waiting time perceptions of consumers. Waiting time till product possession may create stress among consumers as a simple emotional outcome (Hui, Michael & David, 2005). Higher waiting time leads to more frustration among consumers (Hui, Michael, Mrugank, Thakor & Ravi, 2010). Therefore, decisions can be made easily at home by looking at a variety of options and prices, easily compared

to competing products and shoppers can save their time as the parcels will arrive directly at their home.

The hypothesis 3 found that the result was supported on Service quality that impacted consumer buying decision. The results show that the hypothesis was supported on Customer service, payment transaction capability and security, thus the shoppers were concerned on these factors especially on security was most impacted on consumers buying decision.

According to Stafford & Gillenson (2003), e-service is a rapidly developing and growing area with technological development and innovation. It will be more useful for offering services that include information and access to information to make standard e-commerce related purchases.

Trust in online payment transactions is very important factor for successful e-commerce. Previous research suggested that the lack of online consumer confidence is a major obstacle to consumer engagement in e-commerce (Jarvenpaa & Tractinsky, 1999). The willingness of buyers to provide their credit card numbers or other personal information is based on evaluating the credibility of online sellers. Trust is the result of “a set of trustworthiness beliefs” (Gefen, 2000). If consumers perceived risk, so they will perceive a potentially negative outcome from the online transactions (Featherman & Pavlou, 2002).

Therefore, Sales promotions, Convenience and Service quality impacted consumers buying decision on online shopping Lazada as stated in this study.

5.3 Recommendations for Future Research

5.3.1 From the result in this research, Lazada should use promotion which is the free shipping strategy by establishing the policy to attract existing and new consumers, therefore Lazada can implement this factor to increase sales and maintain customers satisfaction.

5.3.2 The hypothesis 1 showed that the Voucher sub-variable in Sales promotions was not supported, so was not impacted on consumers buying decision, or they never used or they never got the voucher before as well as it is difficult to receive any Voucher from the merchants in Lazada or from the company itself. Thus, Lazada should promote on this issue to attract consumers, with voucher they can feel the sense of valued, so potential purchase.

5.3.3 This research is to study the impact of sales promotions, convenience and service quality on consumers buying decision toward shopping online Lazada platform. The specific audiences will understand deeper of the importance and problems of the e-commerce. All the results and related analysis findings are in this study which will be useful for future academic researchers.

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Independent Study Questionnaire

My name is Marissa Amati and I am currently studying for a Master in Business Administration at Bangkok University. I am conducting research entitled “The Impact of Sales Promotion, Convenience, and Service Quality on Online Shopping toward Consumers Buying Decision: Case study of Lazada”. This research is composed of 3 objectives: to study the impact of sales promotions, convenience factor and service quality on the consumer’s buying decision. The questionnaire has 5 sections and will take no longer than 10 minutes to complete. All responses will be kept anonymous and no one will be identifiable in the research.

Please tick the box provided to show your consent to be part of the research 0.

Part 1: Demographic Data

1. Gender

1. Male 2. Female

2. Age

2. 18–29 years 2. 30–39 years 3. 40–59 years

3. Nationality

1. Thai 2. Indian
3. Chinese 4. Other (please specify).....

4. Language

1. Thai 2. English
3. Chinese 4. Other (please specify).....

5. Location

1. Bangkok 2. Other (please specify).....

6. Marital Status

1. Single 2. Married

7. Family size (including you)

1. 1 2. 2
3. 3 4. more than 3

8. Education

1. Bachelor's Degree 2. Master's Degree

9. Salary

1. Less than 20,000 Baht
2. 20,000–35,000 Baht
3. More than 35,000 Baht

10. Work experience

1. Less than 2 years 2. 2 – 5 years 3. More than 5 years

Part 2: Sales Promotions	Least agree (1)	Less agree (2)	Moderate agree (3)	More agree (4)	Most agree (5)
1. The shopping festival day such as 11.11 campaign, the festival on November 11, is important when you shopping online in Lazada.					
2. The shopping festival day such as 11.11 campaign, the festival on November 11, effects on your buying decision when shopping online in Lazada.					
3. You think the shopping festival day such as 11.11 campaign, the festival on November 11, represents low prices of products in Lazada.					
4. The Birthday Sale campaign is important through your buying decision in Lazada.					
5. The Birthday Sale campaign prices effect your buying decision.					
6. You often use voucher when shopping online in Lazada.					

Part 2: Sales Promotions	Least agree (1)	Less agree (2)	Moderate agree (3)	More agree (4)	Most agree (5)
7. You satisfied with the voucher used in Lazada.					
8. The promotion code effects your buying decision.					
9. You use promotion code all the time when shopping online in Lazada.					
10. You expect promotion code from brand partners and shops to shop in Lazada.					
11. Free shipping impacts on your buying decision.					
12. If an item you would like to buy it is not free shipping, you still buy it.					

Part: 3 Convenience	Least agree (1)	Less agree (2)	Moderate agree (3)	More agree (4)	Most agree (5)
1. It is important when you can shop online everywhere.					
2. You satisfied to shop online everywhere through your mobile phone.					
3. You often shop online.					
4. It is convenience when you can shop online instead of going to the stores.					
5. It is important if you can save time by shopping online instead of going to the stores.					
6. Time-saving impacts on your buying decision.					
7. Shopping online is more convenience because it can save your crazy time.					
8. Time-saving can save your money.					

Part: 3 Convenience	Least agree (1)	Less agree (2)	Moderate agree (3)	More agree (4)	Most agree (5)
9. It is convenience when you shopping online and the express deliver the parcel directly at your home.					
10. The express company impacts on your buying decision.					
11. You satisfied when you got the parcel quickly.					
12. You satisfied the delivery express choices in Lazada.					

Part 4: Service Quality	Least agree (1)	Less agree (2)	Moderate agree (3)	More agree (4)	Most agree (5)
1. The customer service is important in online shopping platform like Lazada.					
2. You satisfied with Lazada's call center.					
3. Help Center in Lazada's website helps you.					
4. The customer service impacts on your buying decision.					
5. You satisfied the payment capability services offered in Lazada.					
6. The payment service in Lazada is safe, secure payments.					
7. There are many choices of payments such as credit/debit, or cash on delivery in Lazada.					
8. You often make e-payment when you shopping online.					
9. Security is important when you shopping online.					

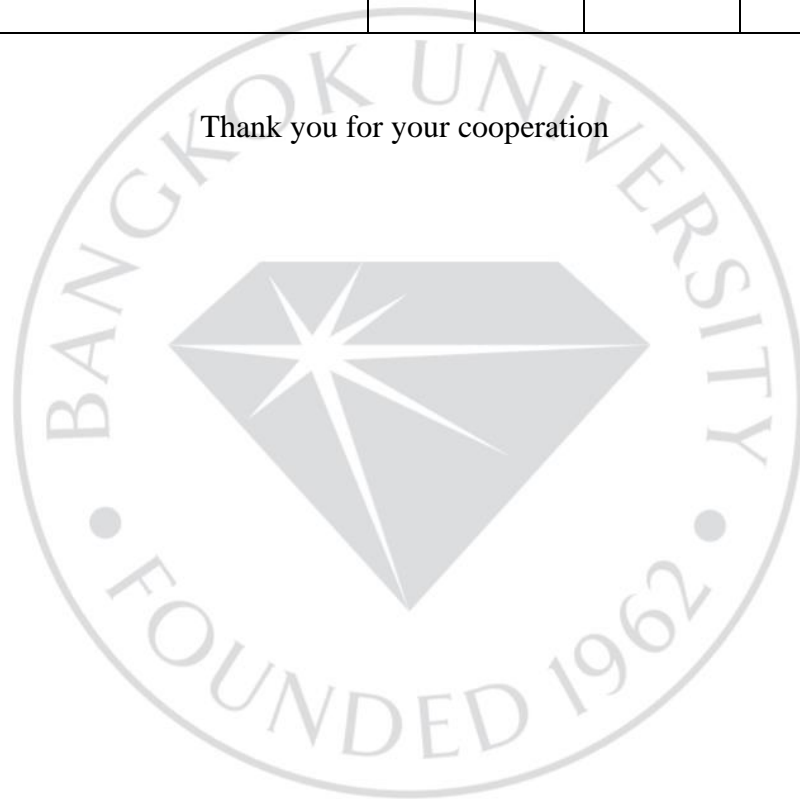
Part 4: Service Quality	Least agree (1)	Less agree (2)	Moderate agree (3)	More agree (4)	Most agree (5)
10. Lazada is reliable.					
11. You often shop in Lazada and get fake items.					
12. You made a payment for an item and did not get any parcel through Lazada.					

Part 5: Consumer's Buying Decision	Least agree (1)	Less agree (2)	Moderate agree (3)	More agree (4)	Most Agree (5)
1. Consumer's buying decision is important when you shop online.					
2. Brands sell in Lazada influence your buying decision.					
3. Prices in Lazada effect your buying decision.					
4. Sales promotions launched by Lazada impact your buying decision.					
5. Advertisements of Lazada attract you buying decision.					

Part 5: Consumer's Buying Decision	Least agree (1)	Less agree (2)	Moderate agree (3)	More agree (4)	Most Agree (5)
6. Your society culture effects your buying decision.					
7. You consider your financial condition during online shopping.					
8. Your family is the most influential people that effect your buying decision.					
9. The different between your expectations and the real products would influence your online buying decision.					
10. You will not repurchase the products from Lazada again if there is a great difference between your expectation and the real.					
11. You will buy the products again from the same shops in Lazada if you satisfied with it.					

Part 5: Consumer's Buying Decision	Least agree (1)	Less agree (2)	Moderate agree (3)	More agree 4)	Most Agree (5)
12. It is important when Lazada deals with your complaints very well, you will continue to buy something from it.					

Thank you for your cooperation



BIODATA

First Name–Last Time

Marissa Amati

Email

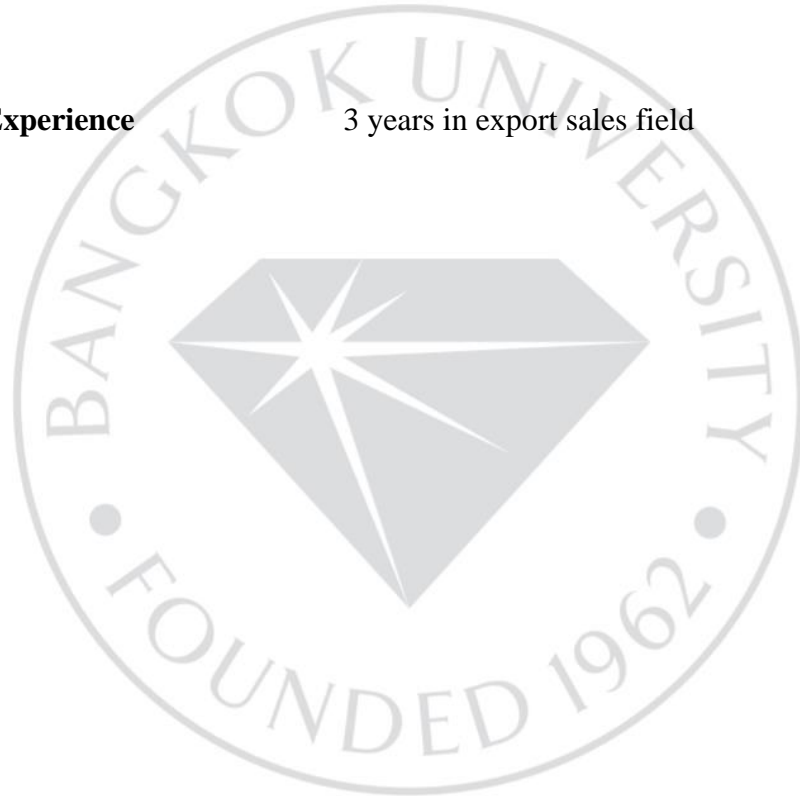
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Educational Background

Bachelor's degree at Bangkok University

Working Experience

3 years in export sales field



Bangkok University

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Day 15 Month December Year 2020

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