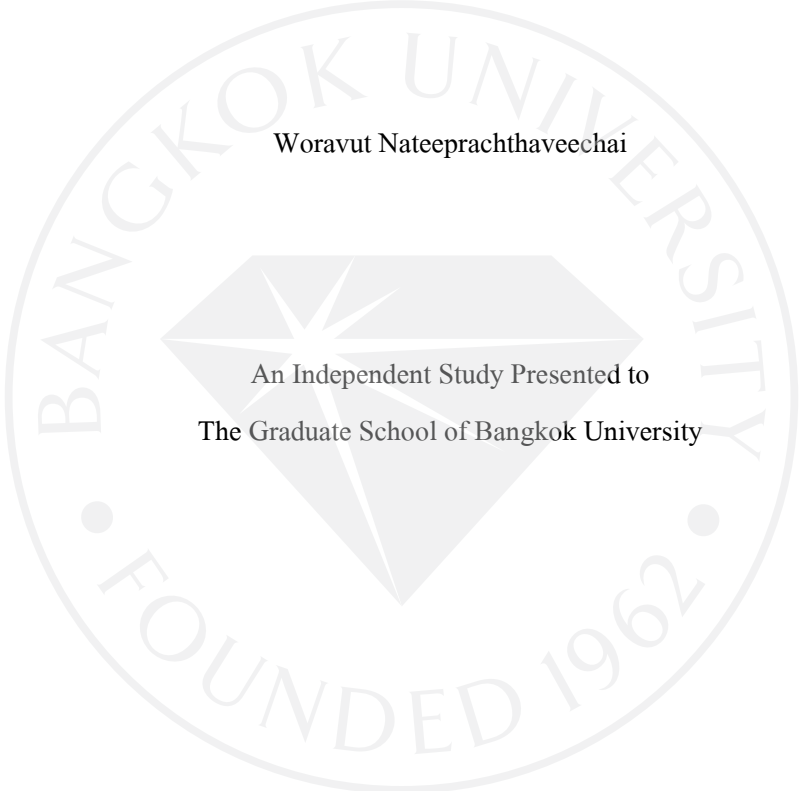CUSTOMERS' DECISION FACTORS ON ONLINE

SHOPPING

CUSTOMERS' DECISION FACTORS ON ONLINE SHOPPING

Woravut Nateeprachthaveechai

An Independent Study Presented to

The Graduate School of Bangkok University

In Partial Fulfillment

of the Requirements for the Degree

Master of Business Administration

2009

Woravut Nateeprachthaveechai

Nateeprachthaveechai, Woravut. Master of Business Administration, July 2010, Graduate School, Bangkok University.

Customers' decision factors on online shopping (86 pp.)

Advisor of Independent Study: Paul T.J. James, Ph.D.

ABSTRACT

This study aims to identify the factors and how strongly these factors could influence in related to consumer's online purchasing decision of the graduate students from Bangkok University in Business to Customer (B2C) era.

E-commerce offers many online marketing opportunities to company worldwide and along with high rapid growth of online shopping it is impressed to many retailers for selling products or services through online channel to expand their market. Numerous retailers have been using this new marketing method. This was why many companies built website, to serve as more traditional channel of selling products. However, the e-commerce has also created other competitive and open market for electronic retailers, where consumers can obtain diverse product information from different e-retailers, and compare quality as well as price. Therefore, Understanding consumer behavior on purchasing online products or services is very important factors to success in online market.

The research design employed a quantitative approach, on this study used the survey research via questionnaire to collect the data about participants' attitudes on each indentified factors, using 16 questions closed-ended questions on survey instruments. Participants rated the questions based on a closed-ended 1-to-7 Likert scale format. The survey was distributed by the researcher to Bangkok University graduated students. The sample size of this study was 326 samples.

The results from this study indicated that these 9 factors were involved in customer's online purchasing decision, and among the 9 factors, the strongest influencers from highest to lowest were Price, Refund, Convenience, Auction Websites, Security, Brand, Search Engines, Promotion and Online Shopping Malls.
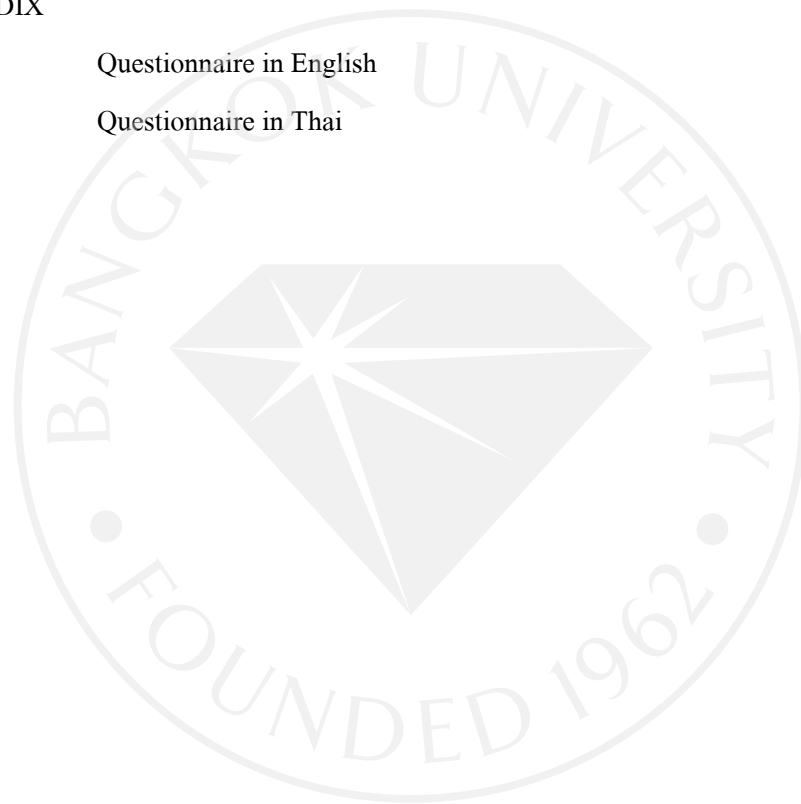
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CHAPTER 1

INTRODUCTION

This study is aimed to identify the factors in related to customer making online purchase decision in Business to Customer (B2C) era. This Chapter introduces the overall research proposal of this study. Including, background, statement of problem, intention and reason for study, research objective, major research question and sub-question development, assumptions, scope of research, benefits of research, limitations and contributions of this study.

1.1 BACKGROUND

The Internet and the website have provided enterprises on the ability to develop electronic commerce since 1990s (Aitchison & Stone, 2002). Electric commerce is defined as any kind of corporate activity or transaction in which the participants with the Internet to conduct the deals or transact the business (Alston, 2000).

Along with high rapid growth of online shopping, this rapid growth is impressed to many retailers for selling products or services online which is the important channel to expand their market. The marketing manager should understand the customer behavior in order to making decision to purchase the online products or services that can create better marketing strategies (Schiffman & Kanuk, 1977).

For understanding online consumption-related consumer behavior has led to a diversity of theoretical approaches. For this study, the Buyer Decision Factor proposed by Kotler and Armstrong (1997), was adopted. This study believes these factors might be suitable to explore and analyze consumer online behavior, cause of online consumers need to go through the same buying decision behavior as on-site shop purchasers when they make the purchase decisions.

Therefore, Understanding consumer behavior on purchasing online products or services is important factors to success in online business. This study included a survey, data collection and analyzing from graduate students at Bangkok University, Bangkok, Thailand.

1.2 STATEMENT OF PROBLEM

E-commerce offers many online marketing opportunities to company worldwide cause of e-commerce can allow retailers to more customers and to sell products at lower costs (Bontis & Castro, 2000; McCusker, 2001). Many numbers of retailer have been using this new marketing method. This was why many companies built website, to serve as more traditional channel of selling products (Aitchison & Stone, 2002). However, the e-commerce has also created other competitive and open market for electronic retailers, where consumers can obtain diverse product information from different e-retailers, and compare quality as well as price (Dignum, 2002).

The weaknesses of online shopping noted by shoppers included being unable to see, feel, or touch real products to evaluate quality, and it is possible in accuracies concerning the products being considered which was observed by (Miyazaki &Fernandez, 2001)

Therefore, electronic retailers need to pay more attention and understand the current potential online shoppers, because traditional marketing strategies can not be totally applied to these online shoppers. Under this situation, if electronic marketers want to survive and success in the electronic commerce era, electronic retailers must understand and analyze shoppers' purchasing behavior on online market and on their Websites, and then electronic retailers should develop and provide suitable products or services to achieve the customers' needs.

1.3 INTENTION AND REASON FOR STUDY

Regarding to Dignum (2002) the Internet has also open market for e-retailers and created a more competitive, where shoppers can obtain diverse product information from different Websites, and compare quality as well as prices.

The research has intention to find out on what are the factors that influence customers to purchase online products or services.

Therefore the retailers will know the important factors that they need to make sure they can achieve those important factors which will affect to increase the sale volumes. On customer side, they will receive a better service as their expectations.

1.4 RESEARCH OBJECTIVE

The purpose of this study is to identify the factors involved in Customer making decision to purchase online products or services (B2C).

Furthermore, this study explored the level of indentified factor influence consumers making online purchase decision. This study may help and guide e-retailers to develop effective strategies of e-commerce to optimize and offer online purchase products and services that cater to online purchasers' needs.

1.5 MAJOR RESEARCH QUESTIONS AND SUB-QUESTIONS

Major Research Question

What are the factors involved in customer's online purchasing decision and how strongly these factors could influence consumer's online purchasing decision?

Sub-Question Development

1. What are the factors could influence consumer's online purchasing decision in the information search stage and Are these factors influenced by demographic variable of Gender?

2. What are the factors could influence consumer's online purchasing decision in the alternatives evaluation stage and Are these factors influenced by demographic variable of Gender?

3. What are the factors could influence consumer's online purchasing decision in the purchase decision stage and Are these factors influenced by demographic variable of Gender?

1.6 ASSUMTIONS

The result of this research is based on the assumptions that make clear and understand of the validity and reliability of this research.

The assumptions of this research include the foundation of this study research was based on a review of relevant literature which is focused on scholarly literature, and the respondents used for this study are truthful, and the samples are collected from current graduate students in Bangkok University who had experience shopping online or browsing, and the data obtained and data analyzed are only appropriate and valid for the research design in this study.

1.7 SCOPE OF RESEARCH

This research studies were participated with current graduate students at Bangkok University, Bangkok, Thailand who had experiences with using internet browsing or online. This study aim to explore the factors involved and influence in Customer making decision to purchase online products or services. This study can be assumed for the people who older than 20 years old, who live in Bangkok, who study at Bangkok University and who have experiences with internet browsing, online shopping or e-commerce.

1.8 BENEFIT OF RESEARCH

The benefits of the study may be significant to both parties of online consumers and electronic retailers. Online consumers may benefit greatly by receiving better service quality from e-retailers cause of their expressing and opinions in the survey might influence to e-retailers' strategies. E-retailers may benefit greatly by better understanding on the identifying the most important factors of online customer purchasing decisions, E-retailers can use this information to develop and provide more correctly service quality to meet the customer's need.

1.9 LIMITATIONS OF RESEARCH

This study is limited due to short period of time. Researcher has not much time to distribute and participate with many people. In this study examines only one specific sample which is explored from Bangkok university students who were familiar with browsing the Internet, who had experience with either shopping online or browsing and who were older than 20 years old.

CHAPTER2

LITERATURE REVIEW

2.1 INTRODUCTION

E-commerce is a tool for reducing administrative costs and cycle time, streaming business processes, and improving relationships with both business partners and customers (Charless, 1998). Since 1990s the Internet and electronic commerce are the two of most significant development of information technology. There has been a marked increase in the number of consumers who purchase over the Internet, as well as an increase in sales worldwide conducted via electronic commerce. Innovation and electronic commerce relationships have resulted in tremendous changes in market competition among various industries (Blosch, 2000; Hamid&Kassim, 2004).

Customer purchasing decisions are influenced by perception, motivation, learning, attitudes and beliefs. The perception is reflected to on how the customers select, organize, and interpret information to form knowledge. The motive is reflected to the customer's desire to meet their own needs. Learning is reflected as changes in customers' behavior experience arising. Attitudes are reflected to customers' steadily favorable or unfavorable assessments, feelings, and inclinations toward an object or idea. Finally, Beliefs is reflected to customers' thoughts about a product or service. (Kotler & Armstrong, 1997).

2.2 E-COMMERCE

2.2.1 PRINCIPLES OF E-COMMERCE

E-commerce is not only simply defined as the exchange of products or services for any transaction over the internet. But electronic commerce could benefits to internal commerce and to the competitive advantages that benefit from connecting members of the business value chains.

In additional electronic commercial enforces any commercial activities are related directly between a business, its partners, its supplies or its customers through a combination of computer technology and information communications technologies (Charless, 2000).

E-commerce is not only an exchange of funds and goods or services, but also includes a set of infrastructures including services, information hardware and software, and communication protocol (Cunninham, 1998).

The Internet and World Wide Web provide companies with the ability to develop various online activities of business for individual customers, organizations, and government agencies. In additional, the Internet has been applied across the globe as a medium in exchange for communication and commercial (Bontis & Castro, 2000).

Knowing to use of Internet facilities and resources has become increasingly critical for companies in digital marketing (Wang & Tang, 2003). Another change is that electronic commerce is no longer limited to information technology companies, but it is now being applied to all industries, such banking, automotive and travel. Furthermore, electronic commerce has also changed the features of competition, market, and the role of financial trade (Bontis & Castro, 2000).

Recently, many retailers have been seeking new marketplaces on the Websites in order to improve and maintain competitive output and performance, and to provide suitable information to meet their customer's expectations and needs (Gaertner & Smith, 2001).

E-commerce is not same as traditional marketing in many aspects. For example, Websites can efficiently present various customized messages, such as descriptions of new products and services, and promotional messages to attract consumers. Furthermore, Websites can automatically collect data of customers' preference during browsing and shopping online.

E-companies can collect and analyze consumers' preference based on the collected data.

2.2.2 TYPES OF E-COMMERCE

There are four types of e-commerce:

1. **Business-to- Business (B2B):** B2B is described as the companies doing business with each other on the Internet. "Many Websites focus on B2B solutions that provide a vertical market. B2B Websites may streamline operations between two businesses that already have a relationship. B2B is the biggest purchasing sector on the Internet "(Movahedi-Lankarani, 2002);

2. **Business-to-Consumer (B2C):** "B2C is companies selling products and services directly to consumers on the Internet. B2C is different from the B2B sector because B2C is e-retailers directly selling products to consumers, and this distinction is important when comparing Website. B2C is also called retail e-commerce. Amazon.com is a successful case for retail e-commerce, and perhaps the best known" (Movahedi-Lankarani, 2002);

3. **Consumer-to-Business (C2B):** "C2B is customers purchasing products and services via the Internet. Customers dictate what they are willing to pay and businesses in turn decide whether of not to accept their price" (Movahedi-Lankarani, 2002).

4. **Consumer-to-Consumer (C2C):** "C2C is consumers buying and selling products and services directly with each other via the Internet. Cases with online auctions, such ad eBay, are examples of this kind of e-commerce" (Movahedi-Lankarani, 2002).

2.2.3 THE ADVANTAGES OF E-COMMERCE

E-commerce are quite simply, and can help company increase profits these are the reasons are interested by companies. E-commerce can increase profit by increase sales and decrease costs. Company can use e-commerce as the channel to reach narrow market segments. The technology of Internet and Web are particularly useful and helpful in creating virtual communities and communications that become ideal target markets. The costs of managing sales inquiries, offering

price quotes, and determining product or service availability can be decreased by using e-commerce in the sales function support and processes of taking order (Gary & James, 2000).

Businesses can use e-commerce in purchasing processes to support on identify new business partners and suppliers. E-commerce increases the accuracy and speed with which businesses can exchange information, which decrease costs on both sides of transactions. Delivery terms and negotiating prices is easier in e-commerce, because the website can provide efficiently competitive bid information. E-commerce provides customers with a wide range of choice than traditional commerce, due to they can consider in many difference products and services from a wider variety of sellers in 24 hours a day, everyday (Gary & James, 2000).

Boyd (2002) explained that the vendors may be attracted more consumers to their Websites and gain a competitive advantage if e-retailers can provide and serve customized information to customers. Additionally, e-retailers may have gain more consumers by providing relevant products and services to serve as the consumers' needs. Under this situation, e-retailers can have customer loyalty may multiply if e-retailers can provide and respond quickly and correctly to customer needs and demands (Dignum ,2002).

Integration of e-commerce into business processes could reduce costs of transaction and improve business efficiency, because electronic commerce facilitates the purchase. Further, electronic commerce can also reduce the lead time needed to deliver product and stock to retail outlets (Egan et al.,2003).

However, there is a common problem in retail e-commerce cause of many e-retailers are selling the same types of products and services, which are quite the same standard, at lower prices. Under this situation, customers can easily compare products on price, and lower price is becomes important factor for online selling. There are many e-retailers are likely to fail on this issue due to they could not providing lower price products or services as the competitors provided (Dignum, 2002).

2.2.4 GROWTH OF INTERNET AND THE WEB

In less than 30 years, the most amazing technological and social accomplishment of the century is the Internet. Millions of people are using a complex, interconnected network of computers. The computer run different software packages and its are located in almost every country of the world. Billions of dollars changes hand over the Internet every year in exchange for all kinds of products and services (Gary & James, 2000). The number of Websites has grown even more rapidly than the Internet itself. As more people gain access to the Web, business interest in using the Web to conduct business shall increase and also the variety of non-business uses shall become even greater. However the Web has already grown very fast, many experts believe that it will continue to grow for the foreseeable future of an increasing rate (Gary & James, 2000).

Today the Internet and online technology are the new trends offer more opportunities to companies to find out information from different sources without regard to time consumed. I instruments for more interactivity and connectivity among different parties are provided by Internet (Sikder & Gangopadhyay, 2002). Websites and internet may provide more efficient ways on analyzing marketing activities and searching information, and may facilitate the ability of marketing executives to observe and forecast the marketing environment quickly and effectively (Movahedi-Lankarani, 2002).

2.3. THE FACTORS OF CONSUMER PURCHASING DECISION

There are many factors influences and affect customers in related to how consumers make purchasing decision. The purchasing decision process starts long before actual purchase and continues long after. Usually in more routine purchases, consumers often reserve or skip some of purchase decision process (Kotler & Armstrong, 2004).

Customer purchasing decisions are influenced by perception, motivation, learning, attitudes and beliefs. The perception is reflected to on how the customers select, organize, and interpret information to form knowledge. The motive is reflected to the customer's desire to meet their

own needs. Learning is reflected as changes in customers' behavior experience arising. Attitudes are reflected to customers' steadily favorable or unfavorable assessments, feelings, and inclinations toward an object or idea. Finally, Beliefs is reflected to customers' thoughts about a product or service. (Kotler & Armstrong, 1997).

This study research is aim to explore and identify the critical factors on stage of Information Search, Alternatives Evaluation and Purchase Decision in according to the development by Kotler and Armstrong, 1997.

2.3.1   FACTORS IN THE STAGE OF INFORMATION SEARCH

1. **SEARCH ENGINES**; Internet users basically used search engines to find needed information. Since search engines mainly helped users' judgment to rank Websites, electronic retailers should make sure Website quality can satisfy and serve the particular search engine's demands (Haig, 2001).

2. **ONLINE SHOPPING MALLS**; Online shopping malls provided an unprecedented chance for e-retailers to reach a global customer base and selling various kinds of consumer products (Frendo, 1999). Many e-retailers joined with online shopping malls in order to have more customers visit their Websites. The online shopping malls and Websites were sponsors by many e-retailers that utilized information the Websites generated in order to explore more marketing opportunities (Dignum, 2002).

3. **AUCTION WEBSITES**; An auction Website was a productive way to have more opportunity for e-retailers to sell the products or services. Generally auction websites provide cheap price to appeal to consumers (Haig, 2001). Liu, Wang, and Fei (2003) stated that auction Websites persuade and attract the interested shoppers together to evaluate product value. Online shoppers bid on the products with the compared and evaluated price, and auctioneers sell the products to bidders who offer the highest price.

2.3.2   FACTORS IN THE STAGE OF ALTERNATIVES EVALUATION

1. **CONVINIENCES;** Convenience and saved time were offered by online shopping, which were two motivating factors for online purchases (Lee, 2002). The main reason that motivated consumers to shop online was conveniences (Swaminathan et al., 1999). Convenient access to product information could facilitate and help shoppers' making an online purchase decision (Loshe & spiller, 1999)

2. **PRICE;** Price was a critical factor for customer on online shopping (Heim and Sinha, 2001). However, Li et al. (1999) argued that often online shoppers were not price-sensitive, cause of these consumers though price comparisons among different e-retailers on each product was time-consuming, and the price difference was very small.

3. **BRAND;** Brand was defined as the quality related to the products or services. Often, brand was referred to the seller's reputation and consumer loyalty in associated with the seller (Haig, 2001). Brands and features increased as more as information was obtained, knowledge of the available, and consumer awareness (Kotler & Armstrong, 1997). E-retailers should strengthen shopper trust and believe by using famous Website such as Yahoo to promote the online purchase rate (Wu, 2002).

2.3.3   FACTORS IN THE STAGE OF PURCHASE DECISION

1. **SECURITY;** Security was a critical successful factor for e-commerce. Retail e-commerce would fail if Internet users feel on lacking a great degree of confidence (Kesh et al., 2002). The primary reason indicated of the most buyers who did not shop online cause of afraid to reveal personal credit card information to retailers (Rao, 2000).

2. **PROMOTION;** E-retailers might use promotions with time limits to encourage consumers to shop on Websites (Haig, 2001). However, promotional activities for online products or services were not successful for e-retailers, because there was not much effective way to inform consumers of promotional activities (Lohse & Spiller, 1999)

3. **REFUND;** Online consumers demanded that e-retailers should provide an unconditional refund policy if the online customer were not satisfied with the products (Lee, 2002). E-retailers should have refund policies to convince online consumers that they easily return products and get refunds if they are not satisfied, or exchange products for free within a reasonable timeframe (Bishop, 1998).

2.4 DEFINITIONS

Regarding to the discussion on clause 2.3 The factors of consumer purchasing decision which including the factors of Search engines, Online shopping malls, Auction websites, Convenience, Price, Brand, Security, Promotion and Refund. The definition of 9 factors in this study was guided in order to the literature review. Yu-Ho (2005) suggested that the definition of factors in related to the online shopping topic is as following.

2.4.1 **SEARCH ENGINES;** can be defined in this study as an effective tool to find product information on the Internet. Consumers may have positive attitudes toward using search engines to find product information. The goal was to explore whether search engines could provide online shoppers with an effective way to finding purchase information.

2.4.2 **ONLINE SHOPPING MALLS;** can be defined in this study as a product information search channel. Consumers may have positive attitudes toward using the electronic shopping malls to find product information. The goal was to explore whether online shopping malls can provide purchasers with an effective way for finding purchase information.

2.4.3 **AUCTION WEBSITES;** can be defined in this study as a product information search channel. Consumers could have positive attitudes toward using auction Websites to find product information. The goal was to explore whether auction Websites can provide purchasers with an effective way for finding purchase information.

2.4.4 **CONVINIENCE;** can be defined in this study as the removal of time/space limitation. Consumers may have positive attitudes toward online shopping due to purchase convenience. The goal was to explore whether convenience can impact consumers evaluating alternatives.

2.4.5 **PRICE;** can be defined in this study as e-retailers providing low prices to attract consumers. Consumers may have positive attitudes toward online shopping if the e-retailers provide low prices to them. The goal was to explore whether price could influence shoppers evaluating alternatives.

2.4.6 **BRAND;** can be defined in this study as name brand option. Consumers may have positive attitudes toward brand option when they shop online. The goal was to explore whether the brand identity still play an important role in online shopping.

2.4.7 **SECURITY;** can be defined in this study as promised of being protected on Websites. Consumers would have positive attitudes toward online shopping if the e-retailers promise to provide a safe and secure purchase condition. The goal was to explore whether security issue could impact online shoppers when making purchase decisions.

2.4.8 **PROMOTION;** can be defined in this study as the use of special sales provided by e-retailers with time limitations to consumers. Consumers would have positive attitudes toward online shopping if the e-retailers provide promotions. The goal was to explore whether promotion could impact online consumers in making purchase decisions.

2.4.9 **REFUND;** can be defined in this study as a reimbursement policy without any condition if online shoppers are not satisfied with the products. Consumers would have positive attitudes toward online shopping if the e-retailers provide reasonable refund policies. The goal was to explore whether refund policies could influence online shoppers when making purchase decisions

2.5 CONCLUSIONS

E-commerce can increase sales and decrease costs. The Internet and Web are particularly useful in creating virtual communities that become ideal target markets. The costs of managing sales inquiries, offering price quotes, and determining product or service availability can be decreased by using e-commerce in the sales function support and processes of taking order (Gary & James, 2000).

Businesses can use e-commerce in purchasing processes to identify new business partners and suppliers. Delivery terms and negotiating prices is easier in e-commerce, because the website can provide efficiently competitive bid information. E-commerce increases the accuracy and speed with which businesses can exchange information, which decrease costs on both sides of transactions (Gary & James, 2000).

The major finding of this literature review are that the e-commerce is more and more popular, there has been an increase in transaction worldwide conducted with e-commerce, as well as an increase in the number of people who use and purchase over the Internet; and e-retailers may understand and analyze customer purchasing behavior and develop their strategies to gain competitive advantages to survive and success in e-commerce era.

This study analyzes the factors in related to customer purchasing behavior based on the Buyer Decision Process model, which is developed by Kotler and Armstrong (1997), to observe online consumer behavior for electronic retailers and to identify the factors which relate and influence online customers making purchase. This study consisted of 3 stages including Information Search, Alternatives Evaluation and Purchase Decision.

In order to answer the major and 3 research sub-questions, the researcher had identified 9 critical factors for customer online purchase decisions these 9 factors are based on the 3 stages as discussion in clause 2.3. These critical factors including search engines, online shopping malls, auction Websites, convenience, price, brand, security, promotion and refund.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter presents a discussion of the research methodology for this study, which focused on identifying the factors of online consumer purchasing behavior based on Buyer Decision Process, developed by Kotler and Armstrong (1997).

This chapter begins with briefly discussion of the literature related to research methodology and then concluded research questions, method of Inquiry, research methodology, sampling design, survey design and development, coding structures, reporting and finally, a statement of research method used.

3.2 REVIEW OF RESEARCH METHODOLOGY

The American Marketing Association defined marketing research as "the function which links the consumer, customer and public to marketer through information – information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process". (as cited in Parasuraman et al., 2004: 8).

All research problems require their own special solutions and approaches. Since every marketing research problem is unique in some ways, the research process typically is custom specific tailored. Nonetheless, there is a sequence of steps, called the research process that can be guided and followed when designing the research project (Churchill & Gilbert, 2001).

Figure3.1: Relationship among the stages in the Research Process

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┌─────────────────────────────────────────────┐
│              Formulate Problem                │
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                      │
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┌─────────────────────────────────────────────┐
│          Determine Research Design            │
└─────────────────────────────────────────────┘
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┌─────────────────────────────────────────────┐
│      Design Data Collection Method and Forms  │
└─────────────────────────────────────────────┘
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                      ▼
┌─────────────────────────────────────────────┐
│          Design Sample and Collect Data       │
└─────────────────────────────────────────────┘
                      │
                      ▼
┌─────────────────────────────────────────────┐
│           Analyze and Interpret the Data      │
└─────────────────────────────────────────────┘
                      │
                      ▼
┌─────────────────────────────────────────────┐
│           Prepare the Research Report         │
└─────────────────────────────────────────────┘
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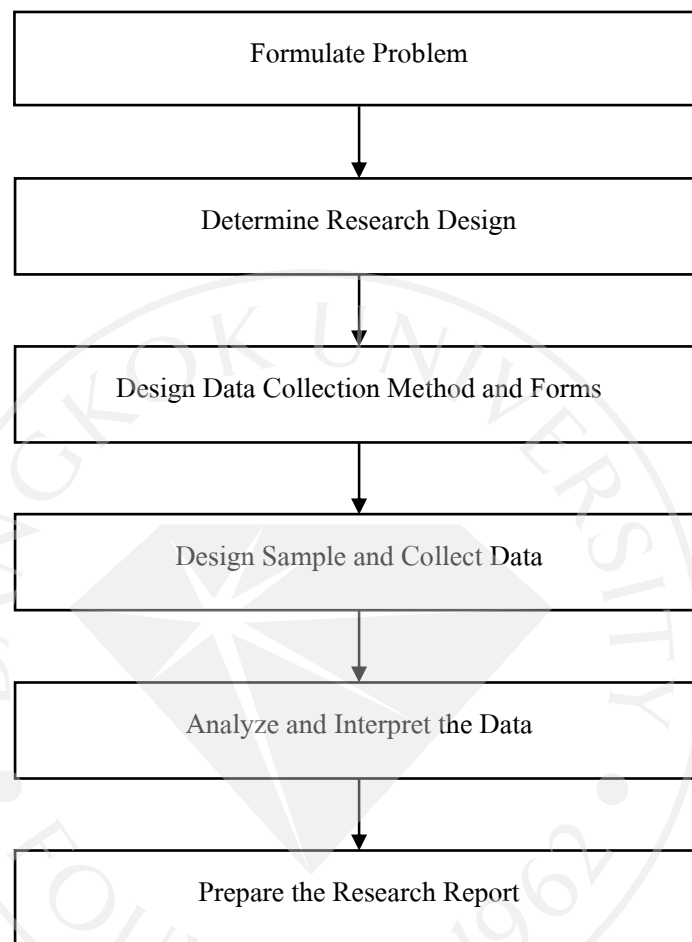
Source: Churchill & Gilbert, (2001)

3.3 RESEARCH QUESTIONS

The research study is subjected to answer the questions, which also involve with the research process in each step and will be leaded by key research question. (Aaker & Kumar & Day, 2001) Research question is an important part of the research objectives, which is a statement to communicate of research propose and what information is needed, the research objective should be framed and obtaining the information in related to the research propose. (Aaker & Kumar & Day, 2001).

Role of the research objective is to be framed and guide to the research design, the more specific the research question is, the more practical frame and guidance will be provided, the research question can be more specify by creating and developing the hypothesis and scope of the research.

The scope of the research and development of hypotheses are support the research question as specific and precise as possible; the hypothesis is required to be a possible answers to research question, it determine and support which of the alternatives answer is correct, the research scope or boundaries of the research will clarifying the scope or boundaries of the research study for example where geographic areas are to be considered, what factors are to be evaluated (Aaker & Kumar & Day, 2001)

3.4 METHOD OF INQUIRY

Churchill & Gilbert (2001) stated that method of inquiry refers to data collecting method and research design. A research design is simply the scope or framework or plan for a study, it is use as a guide in collecting and analyzing data. It would be as the blueprint that is followed in completing a study

Research design is referred as the plan to be followed to answer the objectives or problems of the research by selecting a basic research method. Generally there are main three types of research designs: "Exploratory research" is referred to informal research that does not have a formal set of objectives, questionnaire, or sample plan, to gain background of information, define terms and clarify research problems, and help in designing the descriptive or causal research study; and "Descriptive research" is referred as used to describe answers to questions of who, what, when, where, and how in order to measure and explore a marketing phenomenon, for example the most common research technique is use a survey method in gathering primary data from a sample of people through a survey questionnaire; and "Causal research" is referred as an understanding a phenomenon in terms of conditional statements, for example, the study uses experiments to find out the cause-and-effect relationships in related among variables (McDaniel & Gates, 2004).

There are two main paradigms of research approaches it is qualitative research and quantitative research. And each research also consists of many approaches and it is different.

Qualitative research uses the method such as focus groups and in-depth interviews that enables researchers to reveal the nature of specific situation to discover the problem, or develop new concepts, and to "gain insights people" (Leedy & Ormrod, 2005). Qualitative research needs highly trained interviewers to get necessary answer, and high preparation and planning, but requires small sample sizes (Leedy & Ormrod, 2005).

Quantitative research allows researchers more easily to study a large group or large population and the outcome can be assumed as generality, and there are many methods such as survey research and observation that are descriptive methods to predict object behavior (Jackson, 2008). Marketers normally use the quantitative research to evaluate customer satisfaction and perceptions on products and services for developing the marketing strategy such as the survey techniques (McBurney & White, 2004; Czaja & Blair, 2005).

Method of Data collection, there are two types of data collection which are primary data and secondary data, the primary data is an data or information that special collected for the study, and secondary data is data or information that already been exist or collected or for some other research purpose or question. (Churchill & Gilbert, 2001).

Primary data is defined as "firsthand" data and structure that are collected specifically for each research purpose. The advantage of primary data is that it has with a lot of information and data for various sources and very relate to the specific problem and trustworthy, but the cost more expensive an spend time than secondary data, there are four major sources of primary data collection; including observation, focus group, experimental, and survey (Ferrell & Hartline, 2008)

Secondary data is defined as an existing data from published source or existing research that most of the companies or research used as a first analyze because of the less cost and quickly to obtain than primary data. (Assael, 1998) however the data or information can be outdated or not fit with

the research's requirement. The secondary data sources can be found inside company, public libraries, public research, university, internet web sites, or purchasing from other specialize in providing data or information in response to specific request. (Hair & Bush & Ortinau, 2003).

3.5 SAMPLING DESIGN

1.5.1. Population

Population is defined as the group of people that research is interesting from whom a study is interest in receiving information, and a subgroup or a part of the population is a sample (Parasuraman et al., 2004). The purpose of sampling is to choose a sample in population who should be representative of the whole population under investigation (Jackson, 2008).

3.5.2. Sampling Technique

The researcher need to decide what group or target will be observed or question in order to collect data, there are two ways for collecting data; first way is to collect data or information from a particular subset of the research population chosen for study called "sample" another way is to collect data or information from each member of the interested population by completely canvassing a population called "census", (Churchill & Gilbert, 2001).

In determining the sampling from population, there are two main types of samples: one is probability sampling and another one is non-probability sampling for choosing samples (Jackson, 2008).

Probability sampling is a technique of sampling in which each member of population has an equal chance or equal probability of being selected. There are several techniques; however, the main usually three types of probability sampling are as following (Jackson, 2008)

1. Simple random sampling is an each member of the population has a known and equal chance or equal probability to be chosen as part of the sample.
2. Stratified random sampling is a divides population into subsamples to ensure that the subgroups or parts are representative of the population.

3. Cluster sampling is often refer and use as when the population is too large for random sampling method.

Non-probability sampling is a subjective process in generating samples whoever easily to obtain which the individual members of the population is an unequal chance or unknown of being selected as part of the sample. The three basic types are as following (Jackson, 2008).

1. Convenience sampling is a basic for selecting a sample that is convenient and available.

2. Judgment sampling is appropriate for the study that allows researchers in selecting a sample.

3. Quota sampling is based on the judgment of the researchers in involves selecting each population segment.

3.5.3. Sample size

Sample size is a group or a part of elements subject to selection in the sample in the research (Zikmund, 1997). The sampling distribution of the statistic is the key technique to determining sample size that indicates how many the sample estimates vary in represent to the population as function of particular sample selected (Churchill & Gilbert, 2001). To determine or calculate the sample size the following four factors are needed to consider; 1st is the number of groups within the sample that will be considered and analyzed, 2nd is the accuracy required in the results and the value of the information in the general study, if the study is little important the research does not need to conducted, 3rd is the cost of the sample, and 4th is the variable of the population, if all members in the population in the study have identical opinion a sample of one is satisfy but if the there is variability in the population increase so the sample size also increase. (Aaker & Kumar & Day, 2001).

3.6 SURVEY DESIGN AND DEVELOPMENT

There are many research techniques to gather data involves many methods such as by personal and telephone interviewing, self-administered questionnaire, and mail survey that filled out by respondents with no interviewer present (McDaniel & Gates, 2004).

The survey will be designed and developed after specified the research problems and questions in the research study, and designing and developing the survey must be related and linked to the goals of the research (Czaja & Blair, 2005).

Churchill and Gilbert (2001) presence the stages of survey development in sequence, to develop a questionnaire in step-by-step, the steps are listed as shown in below figure3.2
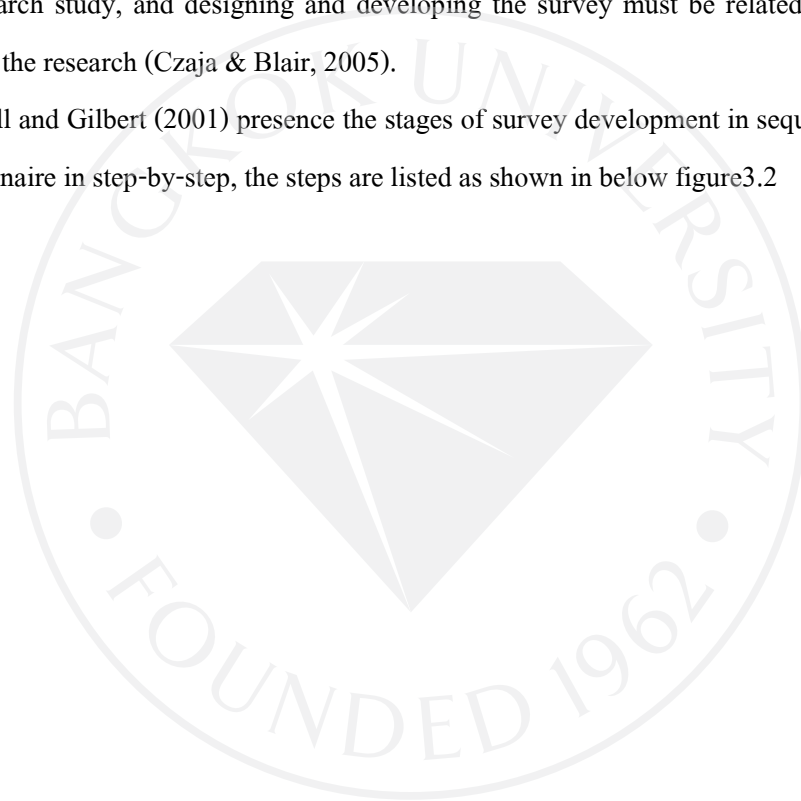
Figure 3.2: Procedure for Developing a Questionnaire

Specify what information will be sought

↓

Determine type of questionnaire and method of administration

↓

Determine content of individual questions

↓

Determine form of response to each question

↓

Determine wording to each question

↓

Determine sequence of questions

↓

Determine physical characteristics of questionnaire

↓

Reexamine steps 1-7 and revise if necessary

↓

Pretest questionnaire and revise if necessary

Source: Churchill & Gilbert, (2001)

3.7 CODING STRUCTURE

The coding facilitates and helps in data processing and analyzing stage, the data will be interpreted and analyzed in order to answer to the research questions (Zikmnd, 1997). The coding is defined as 'the process of identifying and classifying each answer with a numerical score or other symbol' (Zikmund, 1997). The coding samples can be described such as, 1 means strongly disagree; 4 means Neutral; and 7 means strongly agree.

Researcher can transfer the data from questionnaires into computer by organizing and creating coded data into fields, records, and files. Production coding is the one in coding process it is the process that transferring the data from survey or questionnaire to the storage, data can be onto memory disk or computer system for entering data. After the raw data are input in the computer, programs may check for errors (Zikmund, 1994).

3.8 REPORTING

Macdaniel and Gates (1998) claimed that the reports should begin with a clear, concise statement in related to the research objectives, followed by a complete, but simple and brief, explanation of the research design or methodology. Also A summary of major finding should come next. The report should end with a concise presentation of conclusions and recommendation for management.

The important criteria of research report need to achieve; including "completeness" which is the report provides all enough information that reader needed, "accuracy" which is report preset with the logical reason and correct information, "clarity" which is refer to a precise expression and clear logical thinking, and the last criteria is "conciseness" which is mean the report writing is direct to the point and subject. (Churchill, 2001).

The researcher needs to select and create the report format that appropriate with the reader needs. The basic form of the research report should be included with the title page, table of contents, introduction, body, summary, conclusion and recommendation, and appendix, (Churchill, 2001)

3.9 STATEMENT OF RESEARCH METHOD USED

RESEARCH METHODOLOGY

This research method used in this study was based on quantitative approach to gather primary data. There are many types of quantitative research; however, this study used the survey research via questionnaire to collect the data about attitudes of current graduate students at Bangkok University.

RESEARCH QUESTION

Major Research Question

What are the factors involved in customer's online purchasing decision and how strongly these factors could influence consumer's online purchasing decision?

Sub-Question Development

1. What are the factors could influence consumer's online purchasing decision in the information search stage and Are these factors influenced by demographic variable of Gender?

2. What are the factors could influence consumer's online purchasing decision in the alternatives evaluation stage and Are these factors influenced by demographic variable of Gender?

3. What are the factors could influence consumer's online purchasing decision in the purchase decision stage and Are these factors influenced by demographic variable of Gender?

METHOD OF INQUIRY

For this study, the research design employed a quantitative approach to gather primary data to answer the research questions. This study used the survey research via questionnaire to collect the data from current graduate students at Bangkok University about attitudes on what are the factors that influence the customer purchasing online products or services. Participants answer the questions based on a closed-end 1 to 7 Likert scale format.

A questionnaire was employed to gather data from the current graduate students at Bangkok University who had previous experience with either browsing or shopping online. A printed instrument was employed in a survey to be conducted face-to-face. Although this study employed the traditional method face-to-face which incurred a higher cost, but the resulting sample might be generalized to the overall population with greater confidence than an Internet-survey sample. Participation in this survey was completely voluntary.

SAMPLING DESIGN

Population: According to the purpose of this study, the target population of this research is Bangkok University students in master degree at Klauynamthai campus who prior experience with either browsing or shopping online. Bangkok University has current graduate students about 1,756 students, this information is provided by Bangkok University Information Center.

Convenience sampling is a basic for selecting a sample that is available and convenient chance to be selected. In this research, the population was based on a location resulted from a convenience sampling from Bangkok University, Bangkok, Thailand.

A survey design provides a quantitative or numeric description of attitudes, opinions, or trends of a population by investigating a sample of the population. The objective of a survey is to employ questionnaires or interviews to gather data from a sample that has been chosen to demonstrate a population to which the findings of the data analysis may be generalized (Creswell, 2003).

Sampling Technique: To accomplish the research objectives and to answer the research questions, this study adopted the convenience sampling technique to select the sample, this sampling technique is the most economical, time-efficient, and feasible technique for the researcher. The participants were chosen from the current graduate students after they finished class in afternoon or in the evening at Bangkok University in April-May, 2010. The survey location is in the library, student lounge and food court which is most convenience for the students and they are willing to answer the questionnaire.

Sample size:

According to Yamane Taro (Israel, Glenn D., University of Florida, 2009) A formula used to calculate the sample size for this research is a formula of

$$n = N/ (1+N(e^2))$$

Where n = sample size, N= population size, e^2 = level of precision (±5%, or at 95% confidence level).

The sample size calculates method for this research as follow;

n = 1,756/ (1+1,756(0.05)^2), n = 326

Then, the sample size for this study is 326 respondents

SURVEY DESIGN AND DEVELOPMENT

The research questions of "What are the factors that influence the customer purchasing online products or services" guided the development of the survey of this research study with descriptive and exploratory purposes. This research study employed closed-ended questions with replies on a 1-to-7 Likert scale. As all respondents are Thai so the questionnaire was translated from English into Thai language to ensure the respondents fully understand the questions.

In this research, the questionnaire was composed of two parts: Part 1 explores demographic and marketing variables; Part 2 determines the factors and how strongly these factors could influence consumer's online purchasing decision.

The questionnaire was composed of 16 questions. The questions were divided as follows:

1. Questions 1 to 4 were related to the demographic and marketing variables including gender, age, monthly income, and online shopping experience.
2. Questions 5 to 7 were related to the factors in the stage of information search.
3. Questions 8 to 10 were related to the factors in the stage of alternative evaluation.
4. Questions 11 to 13 were related to the factors in the stage of purchase decision.
5. Questions 14 to 16 were designed to measure the level of dependent variable, receptivity on online shopping

CODING

Participants were asked to rate the level of agreements based on a seven point of Likert rating scale with providing the various statements regarding to the factor that influence customer purchasing online products or services. The coding structures that will be used in the questionnaire of this research are as follows:

Level of Customers' Attitudes: 1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = Neutral, 5 = slightly agree, 6 = agree, and 7 = strongly agree.

Monthly Income (Baht): 1 = Below 10,000, 2 =10,001-20,000, 3 = 20,001-30,000, 4 = 30,001-40,000, 5 = 40,001-50,000, and 6 = Above 50,000.

Age (years): 1 = Under 24, 2 = 24-27, 3 = 28-31, 4 = 32-35, and 5 = Above 35

Gender: 1 = Male, and 2 = Female

Online Shopping Experiences: 1 = Yes, and 2 = No.

The SPSS software is widely used as it is easy and appropriate in handling data (Gaur & Gaur, 2006:15); therefore, the SPSS program is used for computing the data in this study.

REPORTING

The research finding will be concluded and reported at the final process. For this study, the data in quantitative research will be presented and established in the form that answers directly to the research questions. The research results will explore and identify the factors that influence the customer purchasing online products or services.

CHAPTER 4

DATA PRESENTATION

This chapter presents the major findings assessed from the data collection. This chapter begins with descriptive characteristics of the demographic and marketing variables were Gender, Age, Monthly Income and Online shopping experiences.

The statistical skills for data analysis comprised: Descriptive Statistics, Correlation Analysis Independent Samples t-test, and Regression Analysis which were completed through the use of SPSS program. The level of statistic significance was set at $p \leq .05$

4.1 DATA RESULT FROM DEMOGRAPHIC CHARACTERISTICS

The summary of demographic characteristics from the respondents that collected from the research questionnaire including the demographic and marketing variable characteristics included Gender, Age, Monthly Income and Shopping Online Experiences were presented in Table 4.1.1

Table 4.1.1: Demographic Characteristics

Demographic Characteristics	Frequency	Percent
Gender		
Male	123	37.7
Female	203	62.3
Total	326	100.0
Age		
Below 24 year	34	17.0
24 - 27 year	140	70.0
28 – 31 year	24	12.0
32-35 year	54	16.6
Above 35 year	20	6.1
Total	326	100.0
Monthly Income (Baht)		
Below10 ,000	20	6.1
10,001 – 20,000	49	15.0
20,001 – 30,000	82	25.2
40,000-30,001	87	26.7
50,000-40,001	47	14.4
Above 30,000	41	12.6
Total	326	100.0
Online Shopping Experiences		
Yes	246	75.7
No	79	24.3
Total	326	100.0

4.2 DATA RESULT FROM FACTORS OF INFORMATION SEARCH STAGES

The basic descriptive data of Search Engines, Online Shopping Mall, and Auction Websites were presented in Table 4.2.1

Table 4.2.1: The Result of Frequencies Count for Search Engines, Online Shopping Mall, and Auction Websites.

Variables	Mean	Std. Error of Mean	Median	Mode	Std. Deviation
Search Engines	6.00	0.040	6.00	6.00	0.727
Online Shopping Malls	5.97	0.034	6.00	6.00	0.622
Auction Websites	5.70	0.044	6.00	6.00	0.802

The results of Correlation Analysis which was employed to examine the relationships between the three independent variables (Search Engines, Online Shopping Mall, and Auction Websites) and the dependent variable (Receptivity to Online Shopping) were presented in Table 4.2.2

Table 4.2.2: The Results of Correlation Analysis for the Three Independent Variables (Search Engines, Online Shopping Mall, and Auction Websites) and the Dependent Variable (Receptivity to Online Shopping).

Variables	Search Engines	Online Shopping Malls	Auction Websites
Receptivity to online shopping (Pearson r)	0.343	0.238	0.507
Sig. (two-tailed)	0.000**	**0.000	**0.000

$**p \leq .01$

The results of two-tailed significant differences between males and females among the independent variables (Search Engines, Online Shopping Mall, and Auction Websites) were presented in Table 4.2.3

Table 4.2.3: The Result of Independent Variables (Search Engines, Online Shopping Mall, and Auction Websites) Sample t-test for Gender.

Variable	Males(N=123) Mean	Females(N=203) Mean	Sig (two-tailed)
Search Engines	5.94	6.03	0.272
online shopping malls	5.87	6.03	0.024*
Auction Websites	5.54	5.79	0.008*

4.3 DATA RESULT FROM FACTORS OF ALTERNATIVES EVALUATION STAGES

The basic descriptive data of Convenience, Price, and Brand were presented in Table 4.3.1

Table 4.3.1: The Result of Frequencies Count for Convenience, Price, and Brand

Variables	Mean	Std. Error of Mean	Median	Mode	Std. Deviation
Convenience	5.78	0.046	6.00	6.00	0.830
Price	5.65	0.048	6.00	6.00	0.874
Brand	5.45	0.042	5.00	5.00	0.766

The results of Correlation Analysis which was employed to examine the relationships between the three independent variables (Convenience, Price, and Brand) and the dependent variable (Receptivity to Online Shopping) were presented in Table 4.3.2

Table 4.3.2: The Results of Correlation Analysis for the Three Independent Variables (Convenience, Price, and Brand) and the Dependent Variable (Receptivity to Online Shopping).

Variable	Convenience	Price	Brand
Receptivity to online shopping (Pearson *r*)	0.554	0.454	0.419
Sig. (two-tailed)	**0.000	**0.000	**0.000

**$p \leq .01$

The results of two-tailed significant differences between males and females among the independent variables (Convenience, Price, and Brand) were presented in Table 4.3.3

Table 4.3.3 presents the results of two-tailed significant differences between males and females among the independent variables (Convenience, Price, and Brand)

Variable	Males(N=123) Mean	Females(N=203) Mean	Sig (two-tailed)
Convenience	5.80	5.77	0.766
Price	5.58	5.69	0.261
Brand	5.35	5.52	0.055

4.4 DATA RESULT FROM FACTORS OF PURCHASE DECISION STAGE

The basic descriptive data of Security, Promotion, and Refund were presented in Table 4.4.1

Table 4.4.1: The Result of Frequencies Count for Security, Promotion, and Refund.

Variable	Mean	Std. Error of Mean	Median	Mode	Std. Deviation
Security	6.62	0.036	7.60	7.00	0.644
Promotion	4.93	0.044	5.00	5.00	0.793
Refund	5.93	0.050	6.00	6.00	0.907

The results of Correlation Analysis which was employed to examine the relationships between the three independent variables (Security, Promotion, and Refund) and the dependent variable (Receptivity to Online Shopping) were presented in Table 4.4.2

Table 4.4.2: The Results of Correlation Analysis for the Three Independent Variables (Security, Promotion, and Refund) and the Dependent Variable (Receptivity to Online Shopping).

Variable	Security	Promotion	Refund
Receptivity to online shopping (Pearson r)	0.308	0.140	0.364
Sig. (two-tailed)	0.000**	0.012*	**0.000

$**p \leq .01, *p \leq .05$

The results of two-tailed significant differences between males and females among the independent variables (Security, Promotion, and Refund) were presented in Table 4.4.3

Table 4.4.3 presents the results of two-tailed significant differences between males and females among the independent variables (Security, Promotion, and Refund).

Variable	Males(N=123) Mean	Females(N=203) Mean	Sig (two-tailed)
Security Issues	6.67	6.59	.256
Promotion	4.95	4.92	.741
Refund	6.06	5.85	.048

4.5 DATA RESULT FROM ALL FACTORS

The results of regression analysis for 9 independent variables and the dependent variable (Receptivity to Online Shopping) were presented in Table 4.5.1

Table 4.5.1: The Results of Regression analysis for the 9 Independent Variables and the Dependent Variable (Receptivity to Online Shopping)

Independent Variables	Beta weight	Sig
Search Engines	0.246	.000**
Online Shopping Malls	0.226	.000**
Auction Websites	0.291	.000**
Convenience	0.301	.000**
Price	0.371	.000**
Brand	0.278	.000**
Security	0.288	.000**
Promotion	0.233	.000**
Refund	0.329	.000**

$**p \le .01$

CHAPTER 5

DATA ANALYIS

This chapter presents the major findings assessed from the data collection. This chapter begins with descriptive characteristics of the demographic and marketing variables were Gender, Age, Monthly Income and Shopping Online Experience.

The statistical skills for data analysis comprised: Descriptive statistics, Correlation analysis, Independent samples *t*-test and Regression analysis which were completed through the use of SPSS program. The level of statistic significance was set at $p \leq .05$

Correlation Analysis is adopted to determine and measure a simple correlation between two continuous variables. A correlation coefficient is also called the Pearson r, which indicates the degree or level of relationship between two measured variables. The value of correlation or the Pearson r varies from -1.0 to +1.0. If the Pearson r is positive it means two variables have appositive relationship. If the Pearson r is negative it means two variables have a negative relationship. If the absolute value of Pearson r is between .0 and .2, it means two variables have a weak relationship. If the absolute value of Pearson r is between .21 and .4, it means two variables have a moderate relationship. If the absolute value of Pearson r is between .41 and .84, it means two variables have a strong relationship. If the absolute value of Pearson r is higher that .85, it means the relation between two variables is too high (George & Mallery, 2003).

The independent sample analysis t-test is employed to compare the means value from two different variables. A t-test will determine to whether or the means of the two sample distributions are vary significantly from each other (George & Mallery, 2003).

Regression analysis (simple or multiple) is design to explore and measure a linear relationship between the independent variable(s) and dependent variable (George & Mallery, 2003).

The Beta weight is the value indicates the unique contribution of each independent variable to explain the dependent variable. Beta weight varies from -1 to +1. A positive Beta value is reflects a higher score on an independent variable will increase the value of the dependent variable. Conversely, a negative value on an independent variable would decrease the value of the dependent variable. The greater the Beta weight is the greater the effect between the independent variable and the dependent variable. The smaller the Beta weight is the smaller the effect between the independent variable and the dependent variable (George & Mallery, 2003).

Reliability were determined in this study by using Chronbach's alpha (α) to measure of internal consistency. Chronbach's alpha (α) is often used to measure the participants' attitude along with the Likert scale. The value of Chronbach's alpha (α) in this study was 0.79 which means the survey instrument was acceptable.

5.1 DATA ANALYSIS FROM DEMOGRAPHIC CHARACTERISTICS

Referring to Table 4.1.1: Demographic Characteristics. A sample was obtained with an "N" count of 326 respondents. The majority gender of the respondents of this study is female 203 (62.3%), and male 123 (37.7%). The most age range for those respondents in the study was 24-27 years old (70%). Most monthly Income of the respondents earn are 30,001-40,000 (26.7%) and 20,001-30,000 baht (25.2%) in respectively. The majority of those respondents have online shopping experience 246 respondents (75.7%).

5.2 DATA ANALYSIS FROM FACTORS OF INFORMATION SEARCH STAGES

Referring to Table 4.2.1: The Result of Frequencies Count for Search Engines, Online Shopping Mall, and Auction Websites. The result indicated that Search Engines was the highest Mean=6.00 at SD=.727, Online Shopping Malls was the second highest Mean=5.97 at SD=.622, and Auction Websites was the lowest Mean=5.70 at SD=.802

Referring to Table 4.2.2: The Results of Correlation Analysis for the Independent Variables (Search Engines, Online Shopping Mall, and Auction Websites) and the Dependent Variable (Receptivity to Online Shopping). The result indicated that all of three independent variables had statistically significant correlations with Receptivity to Online Shopping which shown below.
1. Search Engines had a moderate relationship to Receptivity to Online Shopping. The correlation score was $r = .343$ and the relationship was statistically significant at the $p = .000$
2. Online Shopping Malls had a moderate relationship to Receptivity to Online Sopping. The correlation score was $r = .238$ and the relationship was statistically significant at the $p = .000$
3. Auction Websites had a strong relationship to Receptivity to Online Shopping. The correlation score was $r = .507$ and the relationship was statistically significant at the $p = .000$

Referring to Table 4.2.3: The Result of Independent Variables (Search Engines, Online Shopping Mall, and Auction Websites) Sample t-test for Gender. The result indicated that among three variables, Search Engines had significant differences with Online Shopping Malls, and Auction Websites on significant differences means between males and females
1. Search Engines, the sample t-test indicated that there was no significant difference among Search Engines and Gender. The means no differed significantly at the $p > .05$ ($p = .272$)
2. Online Shopping Malls, the sample t-test indicated that there was significant difference among Online Shopping Malls and Gender. The means between males and females differed significantly at the $p < .05$ ($p = .024$)
3. Auction Websites, the sample t-test indicated that there was significant difference among Auction Websites and Gender. The means between males and females differed significantly at the $p < .01$ ($p = .008$)

5.3 DATA ANALYSIS FROM FACTORS OF ALTERNATIVES EVALUATION STAGES

Referring to Table 4.3.1: The Result of Frequencies Count for Convenience, Price, and Brand. The result indicated that Convenience was the highest Mean=5.78 at SD=.830, Price was the second highest Mean=5.65 at SD=.874, and Price was the lowest Mean=5.45 at SD=.766

Referring to Table 4.3.2: The Results of Correlation Analysis for the Independent Variables (Convenience, Price, and Brand) and the Dependent Variable (Receptivity to Online Shopping). The result indicated that all of three independent variables had a strongly statistically significant correlations with Receptivity to Online Shopping which shown below.

1. Convenience had a strong relationship to Receptivity to Online Shopping. The correlation score was $r = .554$ and the relationship was statistically significant at the $p = .000$

2. Price had a strong relationship to Receptivity to Online Sopping. The correlation score was $r = .454$ and the relationship was statistically significant at the $p = .000$

3. Brand had a strong relationship to Receptivity to Online Shopping. The correlation score was $r = .419$ and the relationship was statistically significant at the $p = .000$

Referring to Table 4.3.3: The Result of Independent Variables (Convenience, Price, and Brand) Sample t-test for Gender. The result indicated that there was no significant difference means all the three independent variable to Gender. The all three result (two-tailed) were more than .05

1. Convenience, the sample t-test indicated that there was no significant difference among Convenience and Gender. The means no differed significantly at the $p > .05$ ($p = .766$)

2. Price, the sample t-test indicated that there was no significant difference among Price and Gender. The means no differed significantly at the $p > .05$ ($p = .261$)

3. Brand, the sample t-test indicated that there was no significant difference among Brand and Gender. The means no differed significantly at the $p > .05$ ($p = .055$)

5.4 DATA ANALYSIS FROM FACTORS OF PURCHASE DECISION STAGE

Referring to Table 4.4.1: The Result of Frequencies Count for Security, Promotion, and Refund. The result indicated that Security was the highest Mean=6.62 at SD=.644, Refund was the second highest Mean=5.93 at SD=.907, and Promotion was the lowest Mean=4.93 at SD=.793

Referring to Table 4.4.2: The Results of Correlation Analysis for the Independent Variables (Security, Promotion, and Refund) and the Dependent Variable (Receptivity to Online Shopping). The result indicated that all of three independent variables had a moderate statistically significant correlations with Receptivity to Online Shopping which shown below.

1. Security had a moderate relationship to Receptivity to Online Shopping. The correlation score was $r = .308$ and the relationship was statistically significant at the $p = .000$

2. Promotion had a weak relationship to Receptivity to Online Sopping. The correlation score was $r = .140$ and the relationship was statistically significant at the $p = .012$

3. Refund had a moderate relationship to Receptivity to Online Shopping. The correlation score was $r = .364$ and the relationship was statistically significant at the $p = .000$

Referring to Table 4.4.3: The Result of Independent Variables (Security, Promotion, and Refund) Sample t-test for Gender. The result indicated that among three variables Refund had significant differences with Security and Promotion on significant differences means between males and females.

1. Security, the sample t-test indicated that there was no significant difference among Security and Gender. The means no differed significantly at the p > .05 (p = .256)

2. Promotion, the sample t-test indicated that there was no significant difference among Promotion and Gender. The means no differed significantly at the p >.05 (p = .741)

3. Refund, the sample t-test indicated that there was significant difference among Refund and Gender. The means between males and females differed significantly at the p < .05 (p = .048)

5.5 DATA ANALYSIS FROM ALL FACTORS

Referring to Table 4.5.1: The Results of Regression analysis for the 9 Independent Variables and the Dependent Variable (Receptivity to Online Shopping). The score of Beta weight presented that all 9 independent variables had positive statistical significant effect to Internet users to accept online shopping. The Beta weight score and analysis on each Independent variable were presented below

1. Search Engines, the Beta weight score was 0.246 at the .01 level of significant (p=.000) it means that Search Engines had a positive statistical significant effect to Receptivity on Online Shopping.

2. Online Shopping Malls, the Beta weight score was 0.226 at the .01 level of significant (p=.000) it means that Online Shopping Malls had a positive statistical significant effect to Receptivity on Online Shopping.

3. Auction Websites, the Beta weight score was 0.291 at the .01 level of significant (p=.000) it means that Auction Websites had a positive statistical significant effect to Receptivity on Online Shopping.

4. Convenience, the Beta weight score was 0.301 at the .01 level of significant (p=.000) it means that Convenience had a positive statistical significant effect to Receptivity on Online Shopping.

5. Price, the Beta weight score was 0.371 at the .01 level of significant (p=.000) it means that Price had a positive statistical significant effect to Receptivity on Online Shopping.

6. Brand, the Beta weight score was 0.278 at the .01 level of significant (p=.000) it means that Brand had a positive statistical significant effect to Receptivity on Online Shopping.

7. Security, the Beta weight score was 0.288 at the .01 level of significant (p=.000) it means that Security had a positive statistical significant effect to Receptivity on Online Shopping.

8. Promotion, the Beta weight score was 0.233 at the .01 level of significant (p=.000) it means that Promotion had a positive statistical significant effect to Receptivity on Online Shopping.

Refund, the Beta weight score was 0.329 at the .01 level of significant (p=.000) it means that

Refund had a positive statistical significant effect to Receptivity on Online Shopping.

CHAPTER6

CONCLUSION AND RECOMMENDATIONS

This chapter presented a final review of this research study. The following sections will be presented including the Overview, the Summary of Research Finding, the Discussion of Results, Recommendations, and Conclusion.

6.1 OVERVIEW

The purpose of this study was to identify the factors involved in customer making decision to purchase online products or services in e-commerce business (B2C). This study explored whether and to what extent these factors influence consumer making online purchase decisions.

Understanding consumer purchasing behavior is a critical factor in the success of e-retailing. In the digital marketing era, one of the factors that will make a consumer select certain products or services is the level of customer expectation and satisfaction before and after sales and services are provided. To carry out the purpose of this study, the following research questions were examined:

Major Research Question

What are the factors involved in customer's online purchasing decision and how strongly these factors could influence consumer's online purchasing decision?

Sub-Question Development

1. What are the factors could influence consumer's online purchasing decision in the information search stage and Are these factors influenced by demographic variable of Gender?

2. What are the factors could influence consumer's online purchasing decision in the alternatives evaluation stage and Are these factors influenced by demographic variable of Gender?

3. What are the factors could influence consumer's online purchasing decision in the purchase decision stage and Are these factors influenced by demographic variable of Gender?

In order to answer the Research Questions of this study, the investigation focused on 9 critical independent variables, one dependent variable, and four demographic and marketing variables. The research design employed a quantitative, non-experimental method approach, using 16 questions closed-ended questions on survey instruments. Participants rated the questions based on a closed-ended 1-to-7 Likert scale format. The survey was distributed by the researcher to Bangkok University graduated students. The sample size of this study was 326 samples drawn from the population of current Bangkok University graduated students.

6.2 RESEARCH FINDING

6.2.1 Demographic Characteristics

This research obtained a sample 326 respondents from current graduate students at Bangkok University. The majority gender of the respondents of this study is female 203 (62.3%), and male 123 (37.7%). The most age range for those respondents in the study was 24-27 years old (70%). Most of the respondents 26.7% and 25.2% earn 30,001-40,000 and 20,001-30,000 baht monthly income in respectively. The majority of those respondents have online shopping experience 246 (75.7%).

6.2.2 Sub-Research Question1

"What are the factors could influence consumer's online purchasing decision in the Information Search stage and Are these factors influenced by demographic variable of Gender?"

The results from Correlation Analysis were analyzed and found that Search Engines and Online Shopping Malls had a moderate positive correlation to Receptivity to Online Shopping, and Auction Websites had a strong positive correlation to Receptivity to Online Shopping. These finding indicated that Search Engines, Online Shopping Malls, and Auction Websites serve as information search channels and may facilitate consumers making online purchase decisions.

The results from Independent t‑test Analysis were analyzed and found that, there was no significant difference means between Male and Female for Search Engines, and there was significant difference means between Males and Females for Online Shopping Malls and Auction Websites. These finding indicated that Search Engines was not influenced by Gender but Online Shopping Malls and Auction Websites were influenced by Gender.

6.2.3 Sub-Research Question2

"What are the factors could influence consumer's online purchasing decision in the Alternatives Evaluation stage and Are these factors influenced by demographic variable of Gender?"

The results from Correlation Analysis were analyzed and found that all of three independent variables had a strongly statistically significant correlations with Receptivity to Online Shopping. These finding indicated that Convenience, Price, and Brand serve as Alternative Evaluation channels and may facilitate consumers making online purchase decisions.

The results from Independent t‑test analysis were analyzed and found that, there was no significant difference means between Male and Female for all of the three independent variables. These finding indicated that Convenience, Price, and Brand were not influenced by Gender.

6.2.4 Sub-Research Question3

"What are the factors could influence consumer's online purchasing decision in the Purchase Decision stage and Are these factors influenced by demographic variable of Gender?"

The results from Correlation Analysis were analyzed and found that Security and Refund had a moderate positive correlation to Receptivity to Online Shopping, and Promotion had a weak positive correlation to Receptivity to Online Shopping. These finding indicated that Security, Promotion, and Refund serve as Purchasing Decision channels and may facilitate consumers making online purchase decisions.

The results from Independent t-test analysis were analyzed and found that, there was no significant difference means between Male and Female for Security and Promotion, and there was significant difference means between Males and Females for Refund. These finding indicated that Security and Promotion were not influenced by Gender but Refund was influenced by Gender.

6.2.5 Major Research Question

"What are the factors involved in customer's online purchasing decision and how strongly these factors could influence consumer's online purchasing decision?"

The results from Correlation Analysis were analyzed and found that all of 9 independent variables had statistically significant correlations with Receptivity to online shopping. It means that these 9 factors of Search Engines, Online Shopping Malls, Auction Websites, Convenience, Price, Brand, Security, Promotion and Refund were involved in customer's online purchasing decision.

Regression analysis is design to explore and measure a linear relationship between the independent variable(s) and dependent variable on how strongly these factors could influence customer's online purchasing decision. The Beta weight is the value indicates the unique contribution of each independent variable to explain the dependent variable. The greater the Beta weight is the greater the effect between the independent variable and the dependent variable. The smaller the Beta weight is the smaller the effect between the independent variable and the dependent variable.

The results from Regression Analysis were analyzed and found that all of 9 independent variables had positive statistical significant persuasive ability to Internet users to accept online shopping. Among the 9 independent variables, the strongest influencers from highest to lowest were Price, Refund, Convenience, Auction Websites, Security, Brand, Search Engines, Promotion and Online Shopping Malls.

6.3 DISCUSSION

From the result of this study indicated that these 9 factors were significant involved and could influence customer's online purchasing decision. Among these 9 factors, the strongest influencers from highest to lowest were Price, Refund, Convenience, Auction Websites, Security, Brand, Search Engines, Promotion and Online Shopping Malls which were discussed in following.

1. **Price** was the strongest influencer among these 9 factors and had a strong relationship to customer's online purchasing decision with Beta weight score = .371, and r = .454. This finding supported that consumers may have positive attitude toward online shopping if e-retailers provide low prices, and Heim and Sinha (2001) claimed that price was a critical factor for online shopping.

2. **Refund** was the second most influencer among these 9 factors and had a moderate relationship to customer's online purchasing decision with Beta weight score = .329, and r = .364. This finding supported that e-retailers should have policies to convince online shoppers that they easily return products and get refunds, or exchange products for free within a reasonable timeframe (Bishop, 1998).

3. **Convenience** was the third most influencer among these 9 factors and had a strong relationship to customer's online purchasing decision with Beta weight score = .301, and r = .554. This finding supported consumers may have positive attitudes toward online shopping due to shopping online removes time and space limitations, and Swaminathan et al. (1999) indicated that convenience was the main reason that motivated consumers to shop online.

4. **Auction Websites** was the fourth most influencer among these 9 factors and had a strong relationship to customer's online purchasing decision with Beta weight score = .291, and r = .507. This finding supported the participants agreed that auction websites, such as eBay, provide an effective way to find information on product that they were thinking about purchasing. Liu, Wang, and Fei (2003) stated that auction Websites attract the interested shoppers together to evaluate product value.

5. **Security** was the fifth most influencer among these 9 factors and had a moderate relationship to customer's online purchasing decision with Beta weight score = .288, and r = .308. This finding supported that Kesh et al. (2002) claimed that security was a critical successful factor for e-commerce. Lacking a great degree of confidence by Internet users, retail e-commerce would fail. The participants strongly agreed that security issues, such as safety of transaction and privacy, are critical considerations for them when making online purchase decision.

6. **Brand** was the sixth most influencer among these 9 factors and had a strong relationship to customer's online purchasing decision with Beta weight score = .278, and r = .419. This finding supported that brand is refered as the quality related to the products or services the e-retailer offered (Haig, 2001). Kotler and Armstrong (1997) claimed that as more information was obtained, consumer awareness and knowledge of the available brands and features increased.

7. **Search Engines** was the seventh most influencer among these 9 factors and had a moderate relationship to customer's online purchasing decision with Beta weight score = .246, and r = .343. This finding supported that participants agreed that search engines, such as Google, provide an effective way to find information on products that they are thinking about purchasing. Haig (2001) stated that Internet users primarily used search engines to find needed information.

8. **Promotion** was the eighth most influencer among these 9 factors and had a weak relationship to customer's online purchasing decision with Beta weight score = .233, and r = .140. This finding supported that the participants slightly agreed that promotion with time-limitation can encourage them to make an online purchase decision. Lohse & Spiller (1999) stated that promotional activities for online products were not successful for e-retailers, because there was no effective way to inform consumers of promotional activities.

9. **Online Shopping Malls** was the lowest influencer among these 9 factors and had a moderate relationship to customer's online purchasing decision with Beta weight score = .226, and r = .238. This finding supported the participants used shopping mall for finding purchase information, such as price, description, picture, vendor reputation, etc. Dignum (2002) claimed that some Websites and online shopping malls were sponsors by e-retailers that utilized information the Websites generated in order to explore new marketing opportunities.

6.4 RECOMMENDATIONS

E-commerce offers many opportunities to company worldwide on online marketing. Therefore, electronic retailers need to pay more attention on online consumer behaviors to survive and success in the electronic commerce era. Electronic retailers must analyze and understand consumer behavior on purchasing online products or services which is important factors to success in e-commerce business.

E-retailers should realize how consumers search for information, and how these methods influence purchase decisions. There were three critical factors under the information search stage: Search Engines, Online Shopping Malls, and Auction Websites.

Search Engines

1. According to independent t-test analysis for gender, there was significant different means between males and female for Online Shopping Malls and Auction Websites factors to receptivity on online shopping. The means of female significant higher than male for these two factors. The researcher suggests that e-retailers should use Online Shopping Malls or Auction Websites as the information search channel to serve female customers rather than male customers.

2. According to regression analysis for these 9 factors. Price, Refund and Conveniences were the strongest, the second most strongest, and the third most strongest in respectively that could influence consumer's online purchasing decision. The researcher suggests that e-retailers should focus more and emphasize on development of products and services for these three factors. Such as e-retailers should find out the way to reduce cost and provide low prices to consumers, e-retailers should provide effective refund policy to ensure customer expectation and satisfaction, and e-retailers should minimize time consume for consumer on product selecting or buying process to serve as maximize on convenience as consumer expectation.

3. This study identified 9 factors in quantitative research, the finding cannot deeply explain online consumers' attitude in the way of "whys" and "what" terms. Therefore, qualitative research studied could be employed and conducted to explore consumers' attitude and also further research could be conducted to identify other factors that are not explored in this research study.
4. In this study, a total of 246 respondents (75.7%) was a high rate of online shopping experience. Further study could explore online consumer loyalty to examine whether what factors can influence online consumers to shop at the same e-retailer.

6.5 CONCLUSION

For understanding online consumption-related consumer behavior has led to a diversity of theoretical approaches. For this study, the Buyer Decision Factor proposed by Kotler and Armstrong (1997), was adopted. This study believes these 9 factors including Search Engines, Online Shopping Mall, Auction Websites, Convenience, Price, Brand, Security, Promotion, and Refund might be suitable to explore and analyze consumer online behavior.

The findings of this study indicate that the 9 critical factors on B2C e-commerce can lead Internet users to accept online shopping. The researcher suggests that e-retailers practice these 9 critical factors on their online business in order to have more Internet user become online shoppers. In this study, the multiple regression analysis was employed to measure the relationship between 9 independent variables and Receptivity to Online Shopping. The score of Beta weight presented that all 9 independent variables had positive statistical significant effect to Internet users to accept online shopping. Among the 9 factors, the strongest predictors from highest to lowest were Price, Refund, Convenience, Auction Websites, Promotion, Brand, Search Engines, Security and Online Shopping Malls.

Finally, the researcher hopes the results and outcomes of this study might be significant helpful to e-retailers, online consumers, and other researchers in B2C e-commerce. May e-retailers should benefit greatly by understanding the most important factors of online consumer purchasing decisions and develop strategies to serve as the online consumers' needs, May online consumer should benefit greatly by receiving better products and services as their expressing on their opinions in the survey to influence e-retailers' strategies, and May other researchers should benefit by understanding or duplicating this research study as the information base in related to further study in identifying other critical factors. This study might contribute not only to a better understanding on what and how strongly the factors are involved in online consumer purchasing decisions but also this study provides e-retailer's standpoint such the effectively manage and recommendations. However, e-retailers should keep in mind that the consumer behavior might be change in time to time especially in online market so the e-retailer should investigate the consumer behavior in time to time and adapt the products and services to serve as the customer requirements.

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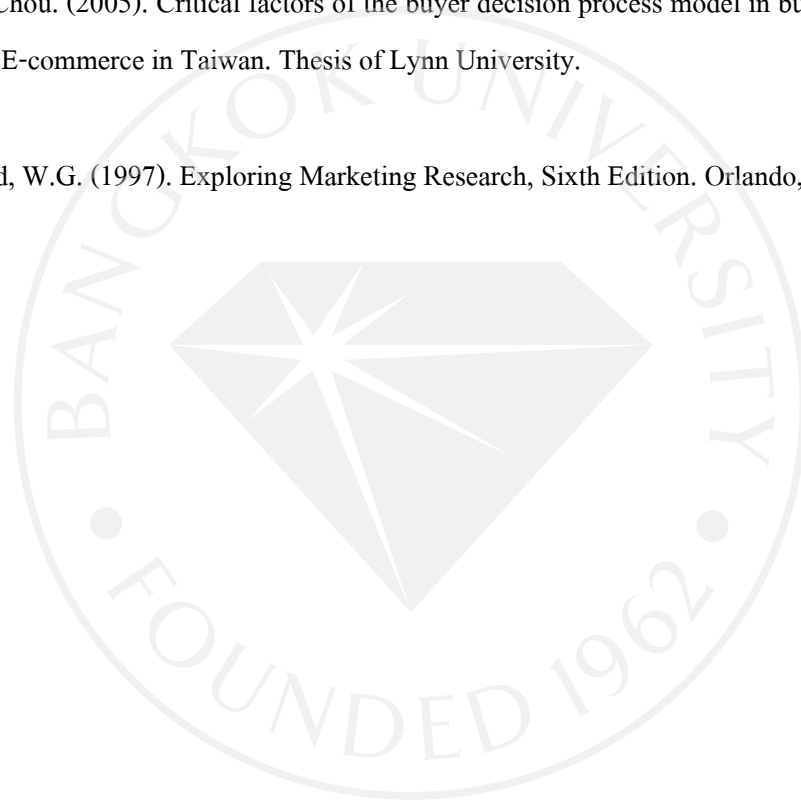
APPENDICES

QUESTIONAIRES

CUSTOMERS' DECISION FACTORS ON ONLINE SHOPPING

Write a checkmark (X) in the space provided under the number that best indicate your feelings about the question.

Part1: Demographic data and Marketing Variable data

1. Gender:

   ☐ 1) Male   ☐ 2) Female

2. Age:

   ☐ 1) Under 24 year   ☐ 2) 24-27 year   ☐ 3) 28-31 year

   ☐ 4) 32-35 year   ☐ 5) Above 35 year

3. Income per month (baht):

   ☐ 1) Below 10,000   ☐ 2)10,001-20,000   ☐ 3) 20,001- 30,000

   ☐ 4) 30,001-40,000   ☐ 5) 40,001-50,000   ☐ 6) Above 50,000

4. Have you had any online shopping experiences?

   ☐ 1) Yes   ☐ 2) No

Part 2: Consumer Attitudes toward on the factors are related to consumer Receptivity on online shopping decision

Based on your attitude, behavior or experiences to online shopping, please show the levels to which you think below factors are related to your receptivity on online shopping.

5. *"Search Engines"*, such as Google, provide an effective way to find information on products that I am thinking about purchasing when making online Search Information.

strongly disagree	disagree	slightly disagree	neutral	slightly agree	agree	strongly agree

For example: http://yahoo.com, http://www.google.com, http://sanook.com
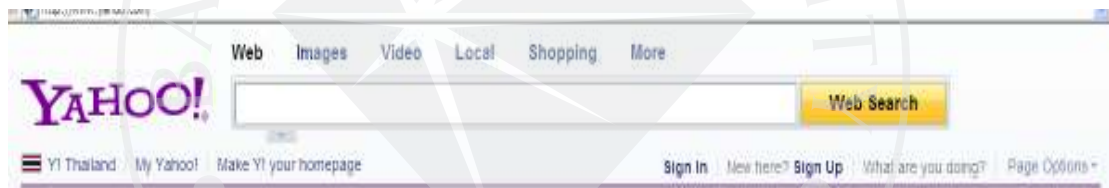
6. *"Online shopping Malls"*, provide an effective way for finding purchase information, such as price, description, picture, vendor reputation, etc. when making online Search Information.

strongly disagree	disagree	slightly disagree	neutral	slightly agree	agree	strongly agree

For example: Yahoo Shopping Mall

7. ***"Auction Websites",*** such as eBay, provide an effective way to find information on products that
   I am thinking about purchasing when making online Search Information.

strongly disagree	disagree	slightly disagree	neutral	slightly agree	agree	strongly agree

For example: www.eBay.com

8. ***"Convenience"*** is an important consideration because the online shopping can provide easily and
   save time to compare product to product when making Alternatives Evaluation.

strongly disagree	disagree	slightly disagree	neutral	slightly agree	agree	strongly agree

9. ***"Price"*** consideration is crucial because online shopping provide low prices and save money.

strongly disagree	disagree	slightly disagree	neutral	slightly agree	agree	strongly agree

10. **_"Brand"_** is a critical consideration because Brand can provide us well recognize of those products when making online Alternatives Evaluation.

strongly disagree	disagree	slightly disagree	neutral	slightly agree	agree	strongly agree

11. **_"Security Issues"_,** such as, safety of transaction and privacy, are critical consideration for me when making online purchase decision.

strongly disagree	disagree	slightly disagree	neutral	slightly agree	agree	strongly agree

12. **_"Promotion"_** is critical when making an online purchase decision because it can encourage me to purchase easier and faster.

strongly disagree	disagree	slightly disagree	neutral	slightly agree	agree	strongly agree

For example: www.agoda.com

13. ***"Refund Policy"*** is a critical consideration when making an online purchase decision because it can assure us to return product if the product is not meet the requirement.

strongly disagree	disagree	slightly disagree	neutral	slightly agree	agree	strongly agree

For example: www.passionasia.com

14. I will be glad to shop online if the security issues, such as safety of transaction and privacy, are guaranteed.

strongly disagree	disagree	slightly disagree	neutral	slightly agree	agree	strongly agree

15. I will be glad to recommend a shopping website to my friend if I am satisfied with the products purchased.

strongly disagree	disagree	slightly disagree	neutral	slightly agree	agree	strongly agree

16. I think online shopping will become more and more popular.

strongly disagree	disagree	slightly disagree	neutral	slightly agree	agree	strongly agree

Thank you

แบบสอบถาม

ปัจจัยที่มีผลในการตัดสินใจซื้อสินค้าออนไลน์

กรุณาทำเครื่องหมายกากบาท (x) ลงในช่องว่างที่ตรงกับคุณมากกที่สุด

ส่วนที่ 1 : ข้อมูลผู้ตอบแบบสอบถาม

1. เพศ :

   ☐ 1) ชาย   ☐ 2) หญิง

2. อายุ :

   ☐ 1) น้อยกว่า 24 ปี   ☐ 2) 24 - 27 ปี   ☐ 3) 28 - 31 ปี

   ☐ 4) 32 - 35 ปี   ☐ 5) มากกว่า 35 ปี

3. รายได้ต่อเดือน (บาท) :

   ☐ 1) น้อยกว่า 10,000   ☐ 2) 10,001 - 20,000   ☐ 3) 20,001 - 30,000

   ☐ 4) 30,001 - 40,000   ☐ 5) 40,001 - 50,000   ☐ 6) มากกว่า 50,000

4. ท่านเคยซื้อสินค้าออนไลน์หรือไม่

   ☐ 1) เคย   ☐ 2) ไม่เคย

ส่วนที่ 2 : ทัศนคติของผู้บริโภคต่อปัจจัยที่มีผลในการตัดสินใจซื้อสินค้าออนไลน์

กรุณาตอบคำถามตามทัศนคติ พฤติกรรม หรือ ประสบการณ์ของท่านต่อปัจจัยต่างๆ คำถามด้านล่าง
นี้ที่มีผลในการตัดสินใจซื้อสินค้าออนไลน์

5. **"Search Engines (เครื่องมือค้นหา)",** ยกตัวอย่างเช่น Google เป็นเครื่องมือที่มีประสิทธิภาพ
ซึ่งทำให้ท่านสามารถค้นหาข้อมูลเกี่ยวกับสินค้าที่ท่านต้องการซื้อได้

ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ไม่เห็นด้วย บ้าง	เฉย	เห็นด้วย บ้าง	เห็นด้วย	เห็นด้วย อย่างยิ่ง

ตัวอย่าง : http://yahoo.com, http://www.google.com, http://sanook.com
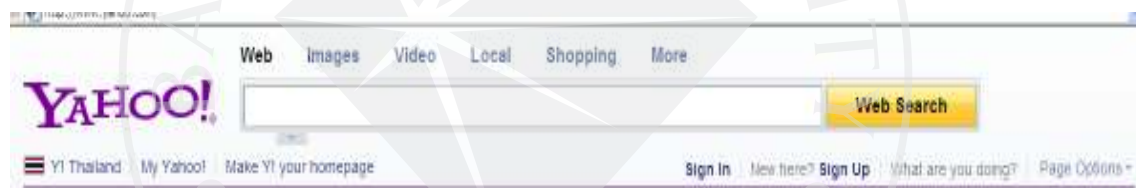
6. **"Online shopping Malls (ร้านค้าออนไลน์) "** เป็นแหล่งข้อมูลที่มีประสิทธิภาพ ซึ่งทำให้ท่าน
สามารถเข้าไปค้นหาข้อมูลเกี่ยวกับสินค้าที่ท่านกำลังต้องการซื้อได้ เช่น ราคา รูปภาพ ลักษณะ
สินค้า และ อื่นๆ

ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ไม่เห็นด้วย บ้าง	เฉย	เห็นด้วย บ้าง	เห็นด้วย	เห็นด้วย อย่างยิ่ง

ตัวอย่าง : Yahoo Shopping Mall

7. **"Auction Websites (เวบไซต์ประมูล)",** เวบไซต์ประมูลเป็นแหล่งข้อมูลที่มีประสิทธิภาพ ซึ่ง
ทำให้ท่านสามารถเข้าไปค้นหาข้อมูลเกี่ยวกับสินค้าที่ท่านต้องการซื้อได้

ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ไม่เห็นด้วย บ้าง	เฉย	เห็นด้วย บ้าง	เห็นด้วย	เห็นด้วย อย่างยิ่ง

ตัวอย่าง : www.eBay.com

8. **"Convenience (ความสะดวก)"** เป็นปัจจัยที่มีผลต่อท่านในการซื้อสินค้าออนไลน์ ในขณะที่
ท่านต้องการเปรียบเทียบข้อมูลสินค้าต่างๆ เนื่องจากการซื้อสินค้าออนไลน์นั้นง่ายและ
ประหยัดเวลาในการเปรียบเทียบ

ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ไม่เห็นด้วย บ้าง	เฉย	เห็นด้วย บ้าง	เห็นด้วย	เห็นด้วย อย่างยิ่ง

9. **"Price (ราคา)"** เป็นปัจจัยที่มีผลต่อท่านในการซื้อสอนค้าออนไลน์ เนื่องจากการซื้อสินค้า
ออนไลน์นั้นสามารถซื้อสินค้าได้ในราคาถูก.

ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ไม่เห็นด้วย บ้าง	เฉย	เห็นด้วย บ้าง	เห็นด้วย	เห็นด้วย อย่างยิ่ง

10. **"Brand (ตราสินค้า)"** เป็นปัจจัยที่มีผลต่อท่านในการซื้อสินค้าออนไลน์

ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ไม่เห็นด้วย บ้าง	เฉย	เห็นด้วย บ้าง	เห็นด้วย	เห็นด้วย อย่างยิ่ง

11. **"Security Issues (ความปลอดภัย)"** เป็นปัจจัยที่มีผลต่อท่านในการซื้อสินค้าออนไลน์

ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ไม่เห็นด้วย บ้าง	เฉย	เห็นด้วย บ้าง	เห็นด้วย	เห็นด้วย อย่างยิ่ง

12. **"Promotion (ส่วนสนับสนุนการขาย)"** เป็นปัจจัยที่มีผลต่อท่านในการซื้อสินค้าออนไลน์

ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ไม่เห็นด้วย บ้าง	เฉย	เห็นด้วย บ้าง	เห็นด้วย	เห็นด้วย อย่างยิ่ง

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....
Hot deal!
Stay 2 Night/s get 15 % discount
Average Rate
USD **260**
per night

15% Discount

The Lapa Hotel ★★★★
Location: **Hua Hin**
Valid until: **October 31, 2010**
....
Early bird discount!
Stay 1 Night/s get 15 % discount
You must book 14 days in advance. -
Average Rate
USD **130**
per night

13. **"Refund Policy (นโยบายการรับประกัน)"** เป็นปัจจัยที่มีผลต่อท่านในการซื้อสินค้าออนไลน์ เนื่องจากท่านสามารถคืนสินค้าได้ถ้าท่านไม่พอใจในสินค้า

ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ไม่เห็นด้วยบ้าง	เฉย	เห็นด้วยบ้าง	เห็นด้วย	เห็นด้วยอย่างยิ่ง

ตัวอย่าง: www.passionasia.com

14. ท่านยินดีที่จะซื้อสินค้าออนไลน์ ถ้ามีการรับประกันเรื่องความปลอดภัยทางการเงินและการรั่วไหลของข้อมูลส่วนตัวของท่าน

ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ไม่เห็นด้วยบ้าง	เฉย	เห็นด้วยบ้าง	เห็นด้วย	เห็นด้วยอย่างยิ่ง

15. ท่านยินดีที่จะแนะนำร้านค้าออนไลน์แก่เพื่อน ถ้าท่านพอใจในสินค้าและการบริการที่ท่านได้รับ

ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ไม่เห็นด้วยบ้าง	เฉย	เห็นด้วยบ้าง	เห็นด้วย	เห็นด้วยอย่างยิ่ง

16. ท่านคิดว่าการซื้อสินค้าออนไลน์จะได้รับการนิยมมากขึ้น

ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	ไม่เห็นด้วยบ้าง	เฉย	เห็นด้วยบ้าง	เห็นด้วย	เห็นด้วยอย่างยิ่ง

ขอบคุณครับ