



**THE PURCHASING DECISION FACTORS OF ONLINE  
SHOPPING ON COSMETICS OF CONSUMERS IN  
BANGKOK THROUGH OFFICIAL  
BRAND WEBSITE**

**BY**

**MISS THAVEEPORN KIJAEREKUN**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL  
FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF SCIENCE PROGRAM IN MARKETING  
(INTERNATIONAL PROGRAM)  
FACULTY OF COMMERCE AND ACCOUNTANCY  
THAMMASAT UNIVERSITY  
ACADEMIC YEAR 2014  
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INDEPENDENT STUDY

BY

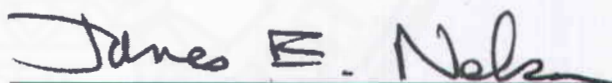
MISS THAVEEPORN KIJSAREEKUN

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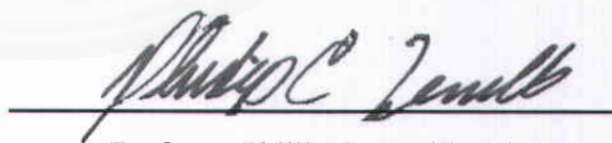
was approved as partial fulfillment of the requirements for  
the degree of Master of Science Program in Marketing (International Program)  
on .....12 JUN. 2015.....

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Independent Study Title	THE PURCHASING DECISION FACTORS OF ONLINE SHOPPING ON COSMETICS OF CONSUMERS IN BANGKOK THROUGH OFFICIAL BRAND WEBSITE
Author	Miss Thaveeporn Kijsaereekun
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor Dr. Phillip C. Zerrillo
Academic Years	2014

## ABSTRACT

This research focused on investigating the key factors affecting Thai female consumer's online purchasing decisions for cosmetics, particularly via official brand websites and their perceptions toward shopping for cosmetics online through brand websites. The research was undertaken on both a qualitative and a quantitative basis. The survey data have been analyzed by using The Statistical Package for the Social Sciences (SPSS) software. In-depth interviews were conducted with 8 female respondents which more than half of them have experienced the process of buying cosmetics online either through website, social media or any other platforms in order to be a guideline to develop questionnaire. A total of 160 respondents, who are female, aged between 18-50, living in Bangkok and its metropolitan area and whom bought cosmetics online at least once in the past 2 years participated in this survey. The findings showed that personal income is found to have a relationship with average spending of online shopping. The higher the monthly income consumers earn, the higher their spending on cosmetics tended to be. Demographic factors such as age, marital status, income, and average spending are also related to attitudes toward purchasing cosmetics online via official websites. Married people who are 34 years of age and older with higher income tend to have a more positive relationship toward online shopping in all aspects including influencing factors (marketing mix) and attitudes.

## ACKNOWLEDGEMENTS

I would like to take this opportunity to express my sincere gratitude and regards to my advisor, Prof. Dr. Philip C. Zerrilio, for his valuable guidance and support throughout the course of independent study. This task would never been accomplished without his advices.

I also wish to express a deep sense of appreciation to Asst. Prof. Pannapachr Itthiopassagul, MIM Director, for her heartily devotion to MIM students and the exceptional learning opportunities provided for me in the past two years. Moreover, I'm pleased to pass my gratitude to all MIM professors for the valuable knowledge and experiences in marketing and in business they have shared and to all MIM officers especially Miss Sirinadda Kawewattana, for her helpful facilitation throughout period of study. I would love to thank all my friends (MIM27) and MIM alumnus, for helping me get through all the difficult times.

Last but not least, I would like to thank you my mother, my brother, my sister-in-law and friends who always understand, support and encourage me in every moment of my life

Miss Thaveeporn Kijsaereekun

## TABLE OF CONTENTS

ABSTRACT .....	i
ACKNOWLEDGEMENTS.....	ii
LIST OF TABLES.....	iv
CHAPTER 1 INTRODUCTION.....	1
1.1 Area of this study.....	2
1.2 Research Objectives .....	2
CHAPTER 2 RESEARCH METHODOLOGY .....	3
2.1 Exploratory Research .....	3
2.2 Descriptive Research .....	4
2.3 Limitations of the Study .....	5
CHAPTER 3 DATA ANALYSIS AND RESULTS .....	6
3.1 Key Findings from Exploratory Research .....	6
3.2 Key Findings from Descriptive Research.....	8
CHAPTER 4 SUMMARY AND CONCLUSION.....	24
REFERENCES .....	27
APPENDICES.....	28
Appendix A: Online Questionnaire.....	28
BIOGRAPHY .....	32

## LIST OF TABLES

TABLES	PAGE
Table 1: Summary of Respondent's profile .....	8
Table 2: Respondent's average spending on cosmetic each time .....	9
Table 3: Summary of Frequency Distribution of how important the purchasing factors are in influencing Thai consumers when buying cosmetic through brand website .....	9
Table 4: Summary of Frequency Distribution and mean of attitudes statement towards shopping cosmetics online via official brand website .....	12
Table 5: Summary of how important these purchasing factors are in influencing Thai consumers when buying cosmetics through brand websites when classified by two age ranges. ....	14
Table 6: Crosstab Monthly income x Average Spending per time .....	15
Table 7: Chi-Square Tests.....	15
Table 8: Cluster Analysis.....	16
Table 9: F-test of Cluster Analysis .....	16
Table 10: Number of Clusters.....	17
Table 11: Cluster profile (Crosstab Cluster x Demographic) .....	17
Table 12: Comparisons of Column Proportions with Cluster number and demographics .....	18
Table 13: Crosstab Cluster x Mean of influencing factors categorized by marketing mix .....	20
Table 14: Comparisons of Column Proportions – Cluster x influencing factors categorized by marketing mix .....	20
Table 15: Summary of type of preferred payment when shopping cosmetics online.....	20
Table 16: Summary of influencer on purchasing cosmetics online.....	21
Table 17: Summary of top 3 reasons to purchase cosmetics online through official brand website (Multiple responses) .....	21
Table 18: Summary Total Variance explained .....	22
Table 19: Rotated Component Matrix .....	22

## CHAPTER 1

### INTRODUCTION

E-commerce business has been increasing rapidly in the recent decades. The development of Internet technology offers an opportunity for people to share information and opinions, to communicate and interact with each other much more easily. In addition, it also has benefits for companies worldwide to expand their market due to the ease of accessibility to their customers. There is an estimate from eMarketer report that business-to-consumer (B2C) e-commerce sales worldwide will have reached \$1.5 trillion in 2014, increasing nearly 20% over 2013. As similar report from the Thailand National Statistical Office as of 2013 shows that B2C e-commerce value of sales was raised to 121,392 million baht, growing at 34% from previous year and are tentative to continue growing.

Attributed to the advancement of Internet network, consumer-buying behaviors have been changed. Consumers previously bought products from the retail stores to see and to experience the physical appearance of the product or service by themselves. Nowadays, Shoppers look for information and make purchases online based on pictures posted, reviews, advertising etc. Consumers choose online shopping because it's more convenient and time saving than is traditional shopping. These changes are also attracting more and more people to sell products online, from chain store to small individual business.

In Thailand, one of the most popular product categories being purchased among Thai women is cosmetics. Besides the department store and free standing stores (retail outlet), Thai women are shopping through other various types of online shopping mode such as official brand website, eBay, consumer-to-consumer selling via forums which included, Facebook, Instagram, free chat service Line and online marketplace. However, this study will focus on official brand websites only since it becomes challenging for the company to strive against a large amount of unauthorized sellers.

Due to the increasing number of online sellers, the competition among sellers on the internet will become more and more intense. To stand out, it is crucial for authorized sellers to find out what factors affect a potential consumer's purchasing decision of online shopping and what is the perception or attitudes of consumers towards official brand websites. This would



help Cosmetics firms differentiate the consumer experiences by improving their sites to provide best consumer's satisfaction and be able to create marketing strategy to compete with other competitors in the market

### **1.1 Area of this study**

The study has been chosen to be a part of a contemporary topic in applied marketing, focusing on technology opportunity, as it is applied to cosmetics e-commerce.

### **1.2 Research Objectives**

The purpose of this study is to investigate the key factors affecting Thai consumers' online purchasing decisions on cosmetics particular via official brand websites and the consumer's perception towards online shopping through official brand websites which brings attention from marketing managers to top management level from companies in cosmetic industry to understand consumer's insight, perception and attitudes towards an authorized website. It will be useful for cosmetics sellers to improve or maintain their sites to attract online shoppers and to develop proper marketing strategies to increase traffic towards their online stores. The research objectives are defined as follows;

1. To define purchasing decisions factors influencing Thai consumers of buying cosmetics through official brand websites
  - 1.1. Marketing mix factors
    - Product: Authenticity
    - Place: website interface design
    - Price: Membership rate, Points collection
    - Promotion: Discounts code, free product sample, special gifts, online exclusive set, electronic news updates via email
  - 1.2. Other influencing factors
    - Payment Process
    - Website Security
2. To understand the Thai consumer's perception and attitudes towards e-shopping from official brand website
3. To understand the consumer's profile in term of demographics (Age, education level, occupation and income)

## CHAPTER 2

### RESEARCH METHODOLOGY

The research was conducted by using both exploratory and descriptive research methods for gathering data to answer objectives in this independent study as follows;

#### 2.1 Exploratory Research

- Secondary research

The objective of this portion of the research is to explore the significant articles or journal findings about key factors influencing internet shopping behavior and to study what features, promotions or special offers that cosmetic brands have done to gain or attract online customers and generate revenue via this e-commerce channel.

#### Data Collection

The secondary data which consisted of past research and literature, publications, journals etc. from online sources served as the basis of reference for this study. Moreover, observations of some brands of skincare and cosmetics that currently launched online shops through their official website both in Thailand and abroad such as MAC Cosmetics, Clinique, Urban decay, Sephora, Sigma and etc were considered and reviewed.

- In-depth interviews

The objective of in-depth interviews was to understand the insight of consumers towards online shopping for cosmetics through brand websites especially for those who lived in urban areas such as Bangkok and it's metropolitan area, for instance, the reasons why they prefer to shop online, what important factors influence their buying decision making, how often they purchased cosmetics, what kind of online shop platform they favor (Facebook, instagram, e-bay, brand website or etc.), and what their perceptions towards the official brand website are. The collected data were used as a guideline to design and create structural questions for a questionnaire.

## Data Collection

The researcher recruited 8 interviewees that matched with the sample selection criteria with the mix of age ranges (within 18-50 years old), occupation and income who living in Bangkok area. A convenience sample was interviewed.. The in-depth interviews sessions were conducted in a one-to-one or face-to-face manner to gain verbal, mood and body language of respondents. The duration of each interview was approximately 30-45 minutes. The questions for in-depth interviews were developed based on the secondary research.

## **2.2 Descriptive Research**

Questionnaires were employed as the means of collecting descriptive research data to quantify the figures, percentages and whether there are significant relationships between customer's attitudes towards purchase intention on cosmetics through official brand websites. The sampling procedure is non-probability sampling and convenience sampling. The questionnaire, which was constructed from secondary information and in-depth interviews results, consisted of 4 parts comprising of close-ended questions with multiple choices and Likert scale as follows (See Appendix X: Questionnaire)

Part 1: Screening questions

Part 2: Define purchasing factors influencing Thai consumers of buying cosmetic through a brand website

Part 3: Perception/ Attitudes towards e-shopping from official brand website and customer purchase intentions

Part 4: Respondent demographics

These processes aimed to quantify whether there are significant relationships between these independent and dependent variables as follows;

## Data Collection

Data were collected based on offline and online approach. The online questionnaire was created through [www.google.com/forms](http://www.google.com/forms). Moreover, this survey was distributed via email and was shared on cosmetics community website or web board i.e. [www.jeban.com](http://www.jeban.com) and [www.pantip.com](http://www.pantip.com) to reach a total of 150 respondents minimum.

The respondents were screened at the beginning stage of the questionnaire for their gender, and level of experience with online shopping for cosmetics (at least one time was needed to qualify). Experienced online shoppers can provide useful information. Target respondents are female, aged between 18-50 years old who lived in Bangkok and Metropolis area. *(Please find example of questionnaire in Appendix A)*

### **2.3 Limitations of the Study**

- The findings from the qualitative research may not generalize to the entire population due to the non-probability sampling method and small sample size.
- The location of the study is conducted only within Bangkok and Metropolis area.
- The experimental research may not be able to represent the population due to small number of respondents and non-probability sampling method. But there is no apriori theoretical reason to believe that the sample will exhibit atypical behaviors.
- The criteria for target respondents was set for those who have purchased cosmetics online at least once in the past two year not only from an official brand website but also from other online e-commerce platforms such as Facebook, Instagram, Line or third party websites could reflect slightly different result on marketing mix factors and attitudes towards official brand website because of lack of experiences.
- Limited time and resources constraints to conduct the research and analysis.

## CHAPTER 3

### DATA ANALYSIS AND RESULTS

#### **3.1 Key Findings from Exploratory Research**

##### 3.1.1 Secondary Data

The research is to explore the significant articles or journals about key factors influencing internet shopping behaviors. Key findings from desk research are as follows

- The most of influential factors for online shopping from the prior studies are convenience and time saving
- Information uncertainty and transaction security have been playing an significant factors dominating consumer' e-shopping behavior
- A customer's interaction with a store is somewhat similar to the Website, and consumers do develop perceptions of trust in a Website based on their interactions with the site.
- Customers are being tricked into buying counterfeit products using websites that mislead online shoppers by claiming they are an outlet selling only authentic products at discount prices. There are reports showing that consumers have visited those forged websites more than 53 million times per year.
- Pharmaceuticals and personal care (including cosmetics) items are ranked fifth in top 5 counterfeited items seized by U.S. customs
- Demographic variables such as age, income and education have impacts on online shopping behavior (Bellman et al. 1999)

### 3.1.2 In-depth Interview

The in-depth interview was conducted with 8 interviewees who lived in Bangkok and its metropolitan area. Five of the total respondents have bought cosmetics online through official brand websites.

There are 9 major factors that influenced the 8 respondents to make a purchase on cosmetics through a brand authorized website. The most common key factors are **authenticity of the product, convenience, and special promotions offered such as special gift, online exclusive pack, discounts and etc.** In additions, **website interface** also plays a big role. It should be user-friendly and appealing with nice pictures and less complicated steps. Some consider the complexity of **payment process**. Buying products from an unauthorized sellers required less steps than brand website i.e. money transfer. Moreover, more than half are worried about **website security** due to the crimes of hacking of credit card numbers and personal information via the internet as reported in the news.

**Product reviews** from bloggers, youtubers and celebrities are persuasive these consumers to visit the website as well. They will seek product information and other user's reviews more than 2-3 sources in order to ensure their purchase decisions before clicking to cart. More than half of the respondents believe in the efficiency of **delivery and shipping processes** from brand based online stores that they could manage the order and ship faster. Last but not least, 2 out of 8 participants expected a **refund and exchange policy** from online retailers while the rest thought this factor is more significant when the product is clothing or electronics since they usually tested the actual product from the counters or repeat purchasing the product they have been used.

The majority of respondents had positive attitudes towards official brand websites. They perceived it as reliable and trustworthy particularly when it is from the international brand websites. Experienced online shopping consumers generally intend to buy cosmetics when brands launch new collection, new product line or limited packages in each seasons.

### **3.2 Key Findings from Descriptive Research**

This chapter will present the key findings with significant testing to highlight the differences between demographic subgroups, relationship of variable in this study. There are different statistical approaches that are employed to test the hypotheses including t-test, Analysis of Variance (ANOVA), chi-square, Cluster Analysis, Factor analysis and multiple regressions. The standard 95% confidence level is set for all significance testing

#### **3.2.1 Frequency Distribution Analysis**

##### **3.2.1.1 Demographic Characteristics (n = 160)**

Table 1: Summary of Respondent's profile

Respondent's Profile		N	%
Gender	Female	160	100%
Age	33 years or lower	138	83.6%
	34 years or higher	22	13.8%
Status	Single	140	87.5%
	Married	20	12.5%
Education	Bachelor degree or lower	86	53.8%
	Master Degree or higher	74	46.3%
Monthly Income	35,000 Baht or lower	59	36.9%
	35,001-50,000 Baht	49	30.6%
	Higher than 50,000 Baht	52	32.5%
Occupation	Government officer	11	6.9%
	Private firm employee	103	64.4%
	Business owner	23	14.4%
	Freelancer	13	8.1%
	Students	10	6.3%

The gender of target respondents is 100% female who have bought cosmetics online at least once in the past 2 years. The majority of respondent age 33 years old or below which constituted 83.6% of the sample while the rest are 34 years old or higher. The highest education level of 86 respondents is bachelor degree or lower which account for 53.8% and around 46% the total population graduated in Master degree or higher. The monthly income range from 35,000 baht or lower constitutes the majority of total population, with a total of 59 or 36.9% of the population while monthly income ranging between 35,001-50,000 Baht and higher than 50,000 baht account for 32.5% and 30.6% respectively. More than 60% of total respondents worked as an employee in a private firm, followed by business owners at 14.4%. Only 6.3% of the respondents are students.

### 3.2.1.2 Respondent's average spending on cosmetic per time

Table 2: Respondent's average spending on cosmetic each time

Average Spending /time	N	%
2,000 baht or lower	92	57.5
Higher than 2,000 baht	68	42.5

There are 92 people from total respondents who spend 2,000 baht or lower on cosmetics per time, which accounts for 57.5% while 42.5% of total sample sizes are the respondents who spend higher than 2,000 baht.

### 3.2.1.3 Frequency Distribution of how these purchasing factors influencing Thai consumers of buying cosmetic through brand website

Table 3: Summary of Frequency Distribution of how important the purchasing factors are in influencing Thai consumers when buying cosmetic through brand website

Marketing mix - Influencing factors	Not important at all		Slightly important		Fairly important		Important		Very important		Mean	Mean
	N	%	N	%	N	%	N	%	N	%		
1.1) Product Authenticity	1	0.6	1	0.6	7	4.4	29	18.1	122	76.3	4.7	4.5
1.2) Product Quality	0	0	0	0	4	2.5	27	16.9	129	80.6	4.8	
1.3) Variety of products	0	0	9	5.6	28	17.5	73	45.6	50	31.3	4.0	
2.1) Price	1	0.6	3	1.9	25	15.6	58	36.3	73	45.6	4.2	4.1
2.2) Membership rate	2	1.3	11	6.9	36	22.5	59	36.9	52	32.5	3.9	
3.1) Delivery & shipping process	3	1.9	7	4.4	27	16.9	75	46.9	48	30	4.0	4.1
3.2) Website interface	1	0.6	5	3.1	33	20.6	87	54.4	34	21.3	3.9	
3.3) Web security	0	0	4	2.5	12	7.5	45	28.1	99	61.9	4.5	



Marketing mix - Influencing factors	Not important at all		Slightly important		Fairly important		Important		Very important		Mean	Mean
	N	%	N	%	N	%	N	%	N	%		
4.1) Discount code	0	0	5	3.1	21	13.1	64	40	70	43.8	4.2	3.8
4.2) Point collection	5	3.1	16	10	49	30.6	59	36.9	31	19.4	3.6	
4.3) Free sample	4	2.5	14	8.8	45	28.1	43	26.9	54	33.8	3.86	
4.4) Special gift	4	2.5	16	10	40	25	53	33.1	47	29.4	3.8	
4.5) Online exclusive set	7	4.4	13	8.1	45	28.1	70	43.8	25	15.6	3.6	
4.6) E-news updates via e-mail	20	12.5	23	14.4	54	33.8	49	30.6	14	8.8	3.1	
4.7) Refund & Exchange policy	1	0.6	4	2.5	22	13.8	66	41.3	67	41.9	4.2	
5.1) Payment process	1	0.6	1	0.6	9	5.6	62	38.8	87	54.4	4.5	4.2
5.2) Product ratings/reviews	4	2.5	7	4.4	25	15.6	77	48.1	47	29.4	4.0	

This section of the result shows the frequency distribution of how important of these factors are in influencing Thai consumers when buying cosmetic through brand website. Table 3 provides the rough image of respondents' given importance to each factor that mainly refer from marketing mix attributes. Totally 160 respondents are asked to fill in this part of the questionnaire as the required questions. The answers were analyzed based on five categories, which are Product, Price, Place, Promotions and Others.

- **Product (Product Authenticity, Product Quality, Variety of products)**

The majority (over 75%) of the respondents answered "very important" when considering product authenticity and product quality while only 31.3% think variety of products is very important. However, There are 45.6% who answered variety of products is important. The average mean of 3 factors in product category is 4.5. This means Product Authenticity, Product Quality and Variety of products are taken into account as a very important factors which influence consumers to buy cosmetics online through official brand website.

- ***Price (Price, Membership rate)***

There are 45.6% of the respondents that take price as a very important factor that affect on their buying decision making, 36.3% answered important, followed by 15.6% of the respondents answering fairly important. 59 of 160 people declared that membership rate is important. The mean of all Price based factors is 4.1 meaning that respondents perceived price as important when they have to make a buying decision on cosmetics via the brand based website.

- ***Place (Delivery& Shipping process, website interface, website security)***

The majority of the respondents perceived web security is a very important factor that influences them to buy or not buy cosmetics online whereas about half of the respondents considered delivery & shipping process (46.9%) and website interface (54.4%) as important points. The mean of this place based category is 4.1

- ***Promotions (Discount code, Point collection, Free sample, Special gift, Online Exclusive set, E-news updates via email, Refund and Exchange policy)***

E-news updates via e-mail garnered the lowest mean score at 3.1, which means most of the respondents, consider E-news updates as a fairly important factor. In contrast, discount code and Refund and Exchange policy gained the highest mean score at 4.2. No one perceived discount code is not important at all. The average mean of all promotion factors is 3.8, which they are still important with a high tendency to influence purchasing making decision.

- ***Others (Payment process, Product ratings/reviews)***

There are 54.4% of the respondents whom consider payment process as a very important influence, followed by 38.8% of total respondents answered “important” for this factor. About 30% conceived product ratings/reviews as important. The mean of this “others” category is 4.2. This means payment process and product ratings/reviews on website are very important and are influential to decision making procedures on purchasing cosmetics though brand online shops for all respondents.

### 3.2.1.4 Frequency Distribution of attitudes statement towards shopping cosmetics online via official brand website

Table 4: Summary of Frequency Distribution and mean of attitudes statement towards shopping cosmetics online via official brand website

I would like to do shopping cosmetics online via official brand website because ...	Strongly Disagree		Disagree		Neutral		Agree		Strongly agree		Mean
	N	%	N	%	N	%	N	%	N	%	
Their products are 100% authentic					4	2.5	14	9	142	89	4.9
They are reliable					3	1.9	34	21	123	77	4.8
They are responsible if the product has problem or are damaged during the transportation			1	0.6	8	5.0	33	21	118	74	4.7
I feel safe and secure when buying through			2	1.3	2	1.3	51	32	105	66	4.6
They provide sufficient product detail					12	7.5	43	27	105	66	4.6
They have satisfaction guarantee			3	1.9	18	11.3	45	28	94	59	4.4
They deliver goods on time as commitment			2	1.3	20	12.5	49	31	89	56	4.4
They update delivery status real time	1	0.6	2	1.3	15	9.4	57	36	85	53	4.4
I'm familiar with their brands/products			2	1.3	10	6.3	71	44	77	48	4.4
I am currently using their products			2	1.3	23	14.4	53	33	82	51	4.3
They often offer exclusive online product/ promotions	3	1.9	3	1.9	22	13.8	45	28	118	74	4.3
I have tried their products before			4	2.5	20	12.5	61	38	75	47	4.3
All product SKUs are available			5	3.1	20	12.5	62	39	73	46	4.3
Their products are brand new			6	3.8	25	15.6	52	33	77	48	4.3
I will buy cosmetics through official online store if there's no shop of this brand nearby	2	1.3	9	5.6	30	18.8	60	38	59	37	4.0
The price on website has no different from the price at department store or at outlets	2	1.3	12	7.5	35	21.9	50	31	61	38	4.0
I prefer to buy cosmetics online from international brand rather than local brand website	1	0.6	10	6.3	53	33.1	58	36	38	24	3.8
International brand websites are more secure than local/domestic brand websites	2	1.3	14	8.8	66	41.3	47	29	31	19	3.6

This section of the results shows the attitudes of e-shoppers who are female and lived in Bangkok towards buying cosmetics via official brand websites. 160 respondents are asked to fill in this part of this questionnaire as required questions. The answers were analyzed based on Likert scale.

Almost 90% of the respondents answered strongly agree that they would like to do shopping cosmetics online via official brand websites because their products are 100% authentic. 9% agree and only 2.5% answer neutral. The average mean is 4.9 which is the highest, mean score amongst attitudes stated or very close to the strongly agree. This means people are significantly concerned about the product authenticity.

In addition, 77% of people strongly agreed with the statement that they would like to buy if the seller or the official brand website are reliable. This accounts for almost 100% (98% of top two scales) who agree to this statement with the average mean of 4.8

There are 74% of the participants who strongly agree and 21% agree to buy products from brand websites if they are responsible when the product has problems or are damaged during the transportation. Only less than 1% disagrees with this statement. The mean of total score is 4.7

About 66% of the total respondents answer strongly agree that they will do shopping online because they feel safe and secure with the seller and also because the online shop provides sufficient details of products. The average mean of these two statements is 4.7

After ranking the average mean score of all attitude statements. There are a bottom four statements, which garnered the lowest scores. About 75% of people agree that they will buy cosmetics through official online stores if there is no shop for this brand nearby. The mean score represents 4.0 which is similar to that almost 70% of respondents agree that the price on website has no difference from the price at department store or at outlets.

It shows that 24% of female respondents who lived in Bangkok strongly agree that they prefer to buy cosmetics online from international brands rather than local brand website. 36% agree towards this statement and 33% answer neutral. Only around 7% indicated that they disagreed. The mean of total score is 3.8

Furthermore, The majority of the people who answer that “international brand website are more secure than local/domestic brand websites” belong to the answer of neutral with a percentage of 41.3%, followed by the answer of agree 29% and strongly agree 19%. There are about 10% who disagree and strongly disagree with this statement. The average mean is 3.6, which is the lowest mean score.

### 3.2.2 Mean Comparison by Independent- Sample T-test Analysis

Table 5: Summary of how important these purchasing factors are in influencing Thai consumers when buying cosmetics through brand websites when classified by two age ranges.

Marketing mix - Influencing factors	Mean		Std. Deviation		t statistics	P- Value
	33 years or lower (N=138)	34 years or higher (N=22)	33 years or lower (N=138)	34 years or higher (N=22)		
1.1) Product Authenticity	4.73	4.41	0.61	0.80	1.818	0.810
1.2) Product Quality	4.79	4.73	0.46	0.55	0.577	0.565
1.3) Variety of products	4.01	4.09	0.85	0.87	-0.392	0.695
2.1) Price	4.20	4.55	0.84	0.67	-1.85	0.066
2.2) Membership rate	<b>3.84</b>	<b>4.45</b>	1.00	0.51	<b>-4.451</b>	<b>0.000</b>
3.1) Delivery & shipping process	3.00	1.88	0.93	0.66	-1.086	0.279
3.2) Website interface	3.93	3.91	0.79	0.68	0.104	0.918
3.3) Web security	4.46	4.68	0.77	0.57	-1.586	0.122
4.1) Discount code	4.20	4.55	0.80	0.74	-1.923	0.056
4.2) Point collection	3.56	3.82	1.00	1.10	-1.122	0.264
4.3) Free sample	3.75	4.14	1.08	1.04	-1.553	0.123
4.4) Special gift	3.74	3.95	1.05	1.13	-0.885	0.377
4.5) Online exclusive set	3.56	3.73	1.01	0.88	-0.741	0.460
4.6) E-news updates via e-mail	<b>3.01</b>	<b>3.55</b>	1.15	1.01	-2.048	<b>0.042</b>
4.7) Refund & Exchange policy	4.17	4.45	0.85	0.60	-1.498	0.136
5.1) Payment process	4.45	4.50	0.72	0.51	-0.319	0.750
5.2) Product ratings/reviews	3.96	4.09	0.93	0.92	-0.632	0.528

Based on table 5, there are only 2 influencing factors that female respondents who aged 34 years old or higher gave a greater importance score than the rest of respondents who were aged 33 years old or lower. For Member ship rate, the mean of the older group (34 years old or higher) is 4.45 (high tendency to be very important) while the mean of the younger group (33 years old or lower) is 3.84 (important). In the same way, the mean of E-news update via email of the older group is 3.55 (important) where the younger's mean is 3.01 (fairly important). The difference between means of these 2 factors classified by age was significant ( $t = -4.451, p < 0.05$  and  $t = -2.048, p < 0.05$ , two-tailed, respectively). The difference between means by two age ranges of the remaining factors are not significant since p-value is greater 0.05.

### 3.2.3 Cross-tabulation & Chi-square Analysis

Table 6: Crosstab Monthly income x Average Spending per time

Average Spending / time		Monthly Income			Total
		35,000 baht or lower	35,001-50,000 Baht	Higher than 50,000 baht	
2,000 baht or lower	Count	43	28	21	92
	% within monthly Income	72.9%	57.1%	40.4%	57.5%
Higher than 2000 baht	Count	16	21	31	68
	% within monthly Income	27.1%	42.9%	59.6%	42.5%
Total	Count	59	49	52	160
	% within monthly Income	100.0%	100.0%	100.0%	100.0%

Table 6 presents the relationship between income and average spending per time. The table shows frequency and column percentage and also the total column on the right hand column and last row. The researcher named this table “Cross-tabulation” and it uses a Chi-square distribution to test whether or not there is a significant relationship between the two observed variable. Female respondents who earned monthly income higher than 50,000 baht have spent higher on cosmetics by average more than 2,000 baht each time.

Table 7: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.948 <sup>a</sup>	2	<b>.003</b>
Likelihood Ratio	12.153	2	.002
Linear-by-Linear Association	11.870	1	.001
N of Valid Cases	160		

Pearson Chi-square is 11.948, p-value is 0.003, hence it is concluded that monthly income has significant relationship with average spending per time at 95% confidence level



### 3.2.4 Cluster Analysis

Table 8: Cluster Analysis

Attitudes statements	Cluster	
	1	2
1. They are reliable	4.59	4.88
2. Their products are 100% authentic	4.74	4.96
3. Their products are brand new	3.97	4.47
4. I feel safe and secure when buying through	4.40	4.79
5. They provide sufficient product detail	4.26	4.83
6. The price on website has no different from	3.41	4.41
7. I'm familiar with their brands/products	3.94	4.74
8. I have tried their products before	3.87	4.62
9. I am currently using their products	3.94	4.66
10. They deliver goods on time as commitment	3.93	4.78
11. They update delivery status real time	3.87	4.80
12. They have satisfaction guarantee	4.04	4.74
13. All product SKUs are available	3.87	4.58
14. They are responsible if the product has problem or are damaged during the transportation	4.33	4.94
15. They often offer exclusive online product/promotions	3.87	4.66

Table 9: F-test of Cluster Analysis

#### ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
1. They are reliable	3.359	1	.207	158	16.258	.000
2. Their products are 100% authentic	1.781	1	.159	158	11.172	.001
3. Their products are brand new	9.657	1	.673	158	14.348	.000
4. I feel safe and secure when buying through	5.955	1	.302	158	19.688	.000
5. They provide sufficient product detail	13.072	1	.316	158	41.415	.000
6. The price on website has no different from	39.125	1	.777	158	50.351	.000
7. I'm familiar with their brands/products	25.300	1	.284	158	89.042	.000
8. I have tried their products before	22.195	1	.475	158	46.759	.000
9. I am currently using their products	20.000	1	.469	158	42.649	.000
10. They deliver goods on time as commitment	28.395	1	.394	158	72.131	.000
11. They update delivery status real time	33.951	1	.369	158	92.101	.000
12. They have satisfaction guarantee	19.381	1	.468	158	41.385	.000
13. All product SKUs are available	19.645	1	.518	158	37.946	.000
14. They are responsible if the product has problem or are damaged during the transportation	14.935	1	.267	158	55.964	.000

15. They often offer exclusive online product/ promotions	24.210	1	.685	158	35.364	.000
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In this study, the 160 respondents can be divided into 2 clusters or segments by using psychographic segmentation which is based on the consumer's attitudes and perceptions towards shopping cosmetics online via official brand website. Means figures of Cluster 2 for all 15-attitude statements towards shopping cosmetics on internet via brand website in table 8 are all given significantly higher than those mean responses in Cluster 1.

Table 9 shows the F-ratio and its corresponding significant value. The p-value is less than 0.05, the null hypothesis is rejected and it's concluded that there are significant between 2 clusters

Table 10: Number of Clusters

Cluster number	N	%
Cluster 1	70	0.4
Cluster 2	90	0.6

Table 11: Cluster profile (Crosstab Cluster x Demographic)

		Total	Cluster 1	Cluster 2
		Column N %	Column N %	Column N %
Age	33 years or lower	86.3%	87.1%	85.6%
	34 years or higher	13.8%	12.9%	14.4%
Marital Status	Single	87.5%	94.3%	82.2%
	Married	12.5%	5.7%	17.8%
Education	Bachelor degree (or lower)	53.8%	50.0%	56.7%
	Master degree or higher	46.3%	50.0%	43.3%
Monthly Income	35,000 or lower	36.9%	42.8%	29.1%
	35,000-50,000	30.6%	31.4%	32.2%
	Higher than 50,000	32.5%	25.8%	38.7%
Average Spending	2,000 baht or lower	57.5%	69.7%	44.5%
	Higher than 2,000 baht	42.5%	30.3%	55.5%
Occupation	Government officer	6.9%	11.4%	3.3%
	Private firm employee	64.4%	60.0%	<b>67.8%</b>
	Business owner	14.4%	7.1%	<b>20.0%</b>
	Students	8.1%	11.4%	5.6%
	Freelancer	6.3%	10.0%	3.3%



- Cluster 1 - Majority of people aged 33 years old or lower and single. About 43% of total respondents earned a monthly income of 35,000 baht or lower and are working as an employee (60%), freelancer (10%) or students (11.4%). The average spending on cosmetics online at 2,000 baht or lower represents almost 70% of total group respondents
- Cluster 2 - The major population aged 33 years old or lower and single but the proportion of married people (17.8%) is greater than married people in Cluster 1. There are 38.7% of total respondent who earn an income higher than 50,000 baht per month. The top two occupations of this group are private firm employee and business owner, which constituted up to 87.8% of total data. 50 people from a total of 90 (55.5%) spending on cosmetics online spent higher than 2,000 baht on average each time they purchased..

Table 12: Comparisons of Column Proportions with Cluster number and demographics

		Cluster 1	Cluster 2
		(A)	(B)
Age	33 years or lower 34 years or higher		
Marital Status	Single Married	B	A
Education	Bachelor degree or lower Master degree or higher		
Monthly Income	35,000 baht or lower 35,000-50,000 baht Higher than 50,000 baht	B	A
Average Spending	2,000 baht or lower Higher than 2,000 baht	B	A
Occupation	Government officer Private firm employee Business owner Students Freelancer	B	A

This table is a cross-tabulation of *Age, Marital status, Education, Monthly Income, Average Spending and Occupation* by Cluster number, with column proportions shown as the summary statistic.

The column proportions test table (table 12) assigns a letter key to each category of the column variables. For Cluster number, the category *Cluster 1* is assigned the letter A; Cluster 2 is assigned the letter B. For each pair of columns, the column proportions are compared using a  $z$  test. Sixteen sets of column proportions tests are performed, one for each level of *Age, Status, Education, Monthly Income, Average spending on cosmetics online per time and Occupation*. Results are based on two-sided test with significant level .05. For each significant pair, the key of the smaller category is placed under the category with the larger proportion

For the set of tests associated with *Marital Status*, the B key appears in column A. Also, the A key appears in the B column. It concludes that the proportion of single persons in Cluster 1 is greater than the proportion of single persons in Cluster 2. At the same time, the proportion of married respondents in Cluster 2 is also greater than the proportion of married respondents in Cluster 1.

The proportion of people who have monthly income from 35,000 baht or lower in Cluster 1 is greater than Cluster 2. In addition, there are greater proportions of people who earn income higher 50,000 baht per month

For the set of tests associated with *average spending*, the letter B appears in column A. Also, the A key appears in the B column. It concludes that the proportion of persons in Cluster 1 who spend 2,000 baht or lower is greater than the proportion of who spend 2,000 baht or lower in Cluster 2 significantly. Meanwhile, the proportion of respondents who spend on cosmetics online higher than 2,000 baht each time in Cluster 2 is also larger than the proportion of the same behavior in Cluster 1.

The tests associated with *occupation* showed that the proportion of respondents who are business owners in Cluster2 is greater than the proportion of the same occupation in Cluster 1 and also the proportion of those who work as a government officer in Cluster 1 is larger than the proportion of the same characteristic in Cluster 2.

Table 13: Crosstab Cluster x Mean of influencing factors categorized by marketing mix

Influencing factors	Total	Cluster 1	Cluster 2
	Mean	Mean	Mean
Product	4.50	4.32	4.64
Price	4.08	3.86	4.26
Place	4.14	3.94	4.29
Promotions	3.76	3.51	3.94
Others	4.22	3.97	4.41

Table 14: Comparisons of Column Proportions – Cluster x influencing factors categorized by marketing mix

	Cluster 1	Cluster 2
	(A)	(B)
Product		A
Price		A
Place		A
Promotions		A
Others		A

Cluster 2 gave higher scores towards all marketing mix factors which influenced decision making of buying cosmetics through official brand websites than did respondents of Cluster 1 according to table 13 and table 14 which results are based on two-sided tests with significance level .05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Table 15: Summary of type of preferred payment when shopping cosmetics online

Type of payment	Total	Cluster 1	Cluster 2
	%	%	%
Cash on delivery	4.4%	5.7%	3.3%
Debit/ Credit card	63.1%	62.9%	63.3%
Bank Transfer	25.6%	25.7%	25.6%
Paypal	6.9%	5.7%	7.8%
Other	0.0%	0.0%	0.0%

The top 3 types of preferred payment for all population are ranked as follows; Debit/Credit, Bank Transfer and Paypal, which account for 63.1%, 25.6% and 6.9% respectively from total. Both Cluster 1 and Cluster 2 represent the same result of ranking the type of payment they will go for when buying cosmetics on internet.

Table 16: Summary of influencer on purchasing cosmetics online

Influencer	Total	Cluster 1	Cluster 2
	%	%	%
Friend /Family	41.3%	35.7%	45.6%
Celebrities	5.0%	5.7%	4.4%
Blogger / Youtuber	22.5%	22.9%	22.2%
Experienced consumers	31.3%	35.7%	27.8%

The top 3 influencers who have the highest impact on purchasing decision on cosmetics online are friend/family (41.3%), experienced consumers (31.3%) and blogger/youtuber (22.5%) which calculated based on the frequency distribution method.

Table 17: Summary of top 3 reasons to purchase cosmetics online through official brand website (Multiple responses)

Reasons to purchase cosmetics online through official brand website	Total	Cluster 1	Cluster 2
	%	%	%
Discount code	86.30%	84.30%	87.80%
Point collection	12.50%	11.40%	13.30%
Free sample	36.30%	31.40%	40.00%
Special gifts	26.90%	31.40%	23.30%
Online exclusive product	38.80%	42.90%	35.60%
Free shipping cost	63.10%	58.60%	66.70%
News update	7.50%	7.10%	7.80%
Recommendations from influencers	31.30%	37.10%	26.70%

Discounts or Discount code accounted for 86.3% of those which ranked it as the first reason that will draw respondent attention to purchase cosmetics online through an official brand website, followed by free shipping cost offered (63.1%) and lastly, selling products which is exclusively sold in online shop only is also included in top 3 reasons to buy cosmetics on internet especially via brand website which representing at 38.8%. There are slight differences of the third reason between cluster 1 and 2. Cluster 2 prefer free sample products more than online exclusive product from authorized sellers.

### 3.2.5 Factor Analysis

Table 18: Summary Total Variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.95	32.97	32.97	4.95	32.97	32.97	3.03	20.18	20.18
2	1.80	11.98	44.95	1.80	11.98	44.95	2.43	16.23	36.41
3	1.29	8.63	53.58	1.29	8.63	53.58	2.01	13.40	49.81
4	1.08	7.21	<b>60.78</b>	1.08	7.21	60.78	1.65	10.97	60.78
5	0.98	6.54	67.33						
6	0.87	5.82	73.15						
7	0.73	4.85	78.00						
8	0.69	4.63	82.63						
9	0.52	3.44	86.07						
10	0.51	3.39	89.46						
11	0.40	2.66	92.11						
12	0.38	2.54	94.65						
13	0.34	2.29	96.94						
14	0.31	2.07	99.01						
15	0.15	0.99	100.00						

Table 19: Rotated Component Matrix

	Component			
	1	2	3	4
They update delivery status real time	.811	.173	.039	.130
They deliver goods on time as commitment	.794	.198	.099	.110
They have satisfaction guarantee	.772	.067	.176	.078
They provide sufficient product detail	.689	-.024	.178	.185
They are responsible if the product has problem or are damaged during the transportation	.542	.182	.311	.271
I have tried their products before	.039	.886	.142	.051
I am currently using their products	.146	.877	.140	-.053
I'm familiar with their brands/products	.342	.547	.181	.194
The price on website has no different from the price at department store or at outlets	.087	.425	.119	.374
They are reliable	.143	.248	.802	.072
Their products are 100% authentic	.158	.217	.756	-.015
I feel safe and secure when buying through their site	.276	-.028	.621	.357
They often offer exclusive online product/ promotions	.063	.410	-.212	.661
All product SKUs are available	.275	.055	.100	.621
Their products are brand new	.156	-.110	.313	.604

The objective of running Factor Analysis is for data reduction by removing redundant variables from the data file to identify a small number of factors that explain most of the variance that is observed in a much larger number of manifest variables or structure detection by examine the underling (or latent) relationship between variables. In this study, factor analysis was conducted with all 15 attitude statements towards e-shopping from official brand website

Principle components analysis was used as an extraction method. The initial Eigen values showed that the first factor explained 32.97% of the variance, the second factor explained 11.98% of the variance, the third 8.3% of the variance, and a forth factor 7.21 % of the variance. The fifth to fifteenth factors had Eigen values of less than one. The first four factors were examined, using both varimax rotations of the factor loading matrix. This method simplifies the interpretation of the factors. The four factors solution, which explained 60.78% of the variance, was preferred because of its initial Eigen values is higher than one.

According to the table 19, all 15 items had primary loadings over .4 and only one item had a cross-loading above 0.3 (The price on website has no different from the price at department store or at outlets) between the second and forth factor, however this item had a stronger primary loading at 0.432 underneath component 2, thus, the researcher included this item into the second factor.

The 4 factors are labeled as follows;

Factor 1 : Responsibility (factor-loading ranges between 0.542-0.811)

Factor 2 : Familiarity (factor-loading ranges between 0.425-0.866)

Factor 3 : Reliability and Authenticity (factor-loading ranges between 0.621-0.802)

Factor 4 : Availability and Exclusivity (factor-loading ranges between 0.604-0.661)

## CHAPTER 4

### SUMMARY AND CONCLUSION

The purpose of this study was to define purchasing decision factors which influence Thai consumers buying cosmetics through official brand websites to understand their perceptions and attitudes towards e-shopping from official brand websites and to understand the consumer's profile. The research results can be used for marketing manager and other online retailer who would like to startup online shopping platform via website to understand some of consumer's insight, perception and attitudes towards an authorized website. It will be beneficial for them to improve or maintain their sites to attract online shoppers and to develop proper marketing strategies to increase traffic towards their online stores.

Three objectives were specified at the beginning of the research and the research results were able to shed light on each objective as following.

This study shows that among all marketing mix and other related factors, Product is the most influential factor that female consumers who lived in Bangkok area aged range between 18-50 years old considered when purchasing cosmetics online. They are concerned about the quality and the authenticity of goods first and also the variety of products that the seller provides. Another interesting factor that consumer think they are very important besides the product itself are payment process and website security. According to consumer insight gained from in-depth interviews and survey results, people are pretty much worried about fraud and privacy, which is one of the primary reasons that keep them from online shopping or hesitate to initiate purchase transactions. Website security was ranked as the third highest importance score of all factors from respondents. To bring about creditability of the website, retailers should show that they have protected their payment data and state that they have policies to protect their consumers from fraud loss. Moreover, Credit card or Debit card was chosen to be the preferred payment method from all respondents, followed by bank transfer and Paypal respectively. E-newsletters which sent updates to consumers via e-mail is perceived as a fairly important factor that stimulates respondents into buying cosmetics online.



Regarding the perception and attitudes of Thai female consumers in Bangkok, the results of the study show that they have positive attitudes towards shopping online via official brand websites. Consumers mostly agree that they would rather buy cosmetics online from international brands rather than local brand websites since they perceived international brand websites are more secure than local or domestic brand websites. In addition, convenience and distance always becomes the underlying reasons that brings consumers shopping online in the cosmetics category. However, the customers perceived that the price on website has no difference from the price at department store or at outlets.

From the study results, It can be implied that the majority of respondents anticipate official website to merchandise 100% authentic brand new products. They tend to buy cosmetics online easier if they are existing customers who are currently using the products or they have tried the products before, or they are familiar with that brands in the market.

Responsibility represents a very important role that the company should focus on. Consumers expect sellers to be responsible and committed especially in terms of logistics and delivery for example when that the product has problem or it is damaged during the transportation. They should be able to claim. Furthermore, a satisfaction guarantee and sufficient details of products displayed on the website will drive consumers to do more cosmetic shopping over the internet.

The findings also show that there are 2 clusters of respondents, which are segmented by psychographic segmentation. Cluster1 and Cluster 2 are significantly different in terms of attitudes towards online shopping on cosmetics and also reflected some distinct in demographic profiles. Both of these 2 groups consist mainly of people who are single and aged 33 years old or below. However, the proportion of married women and who earn monthly income higher than 50,000 baht working as employee and business owner lie in cluster 2 while the proportion of people who have income 35,000 baht or lower and working as government officer are in cluster 1. Likewise the level of monthly income, Cluster 2 has higher average spending (more than 2,000 baht) on cosmetics than Cluster 1 (2,000 baht or lower).



The study reveals that discounts are the first reason that draws attention from all consumers to buy cosmetics online through official websites. Free shipping costs are the second choice for both segments. Cluster 1 gives the third priority reason to buy “online exclusive products” which only offered in official e-store while Cluster 2 places “free sample” as the third motivating reason. This can imply that people in Cluster 1 are looking for something unique, limited or privileged but people in Cluster 2 are more value for money conscious and open for trying new products.

Since recommendation from influencers is described in the top 5 reasons to buy from all consumers, “friends and family” is shown as the number one influencer to all respondents and “experienced customers” ranked as the second greatest influence for people before “bloggers or youtubers”. This also links to the study results that all participants perceived the product reviews/ratings as an important factor when they will make a decision of purchasing cosmetics online. One of the implications is that consumers believe experienced customers who have used the products before more than bloggers or youtubers. In interviews it was found that recently cosmetics companies often pay or sponsor those bloggers in order to promote their new products. Such practices might lead them to alter their true beliefs from the consumers. Researcher suggests companies to include product reviews or ratings featured on their websites so that customers could share their opinions and insight towards the products. Of course, positive feedback will attract more customers and generate more sales and traffic whilst negative feedback can be a company’s guidance to improve product quality and can be a direction for product research and development in the future

In conclusion, this research is a guideline for information and could be used for future studies, but the collected data are only from a limited sample group of women who lived in Bangkok and Metropolitan area. It cannot be immediately generalized to represent all people in Thailand.

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## APPENDICES

### Appendix A: Online Questionnaire

#### *Part 1 – Screening questions*

Q1: Have you ever buy cosmetics online in the past 2 year?

- Yes (Continue to Q2)                       No, end of the questionnaire

Q2: What is your gender?

- Female (Continue to Q3)                       Male , end of the questionnaire

Q3: What is your age?

- Below 18 (end of questionnaire)  
 18-25  
 26-33  
 41-50  
 more than 50 (end of questionnaire)

Q4: Do you live in Bangkok Metropolitan region?

- Yes     No end of the questionnaire

#### *Part 2 – Define purchasing factors influencing Thai consumers of buying cosmetic through brand website*

Q5: How important are these factors that affect your decisions on buying cosmetics via brand website? (5= Very important, 1= Not important at all)

Key Influencing factors	Not important 1	Slightly important 2	Fairly important 3	Importan t 4	Very Important 5
<b>5.1 Product:</b>					
5.1.1 Product Authenticity	1	2	3	4	5
5.1.2 Product Quality	1	2	3	4	5
5.1.3 Variety of products	1	2	3	4	5
<b>5.2 Price:</b>					
5.2.1 Competitive price	1	2	3	4	5
5.2.2 Membership rate	1	2	3	4	5
<b>5.3 Place:</b>					
5.3.1 Delivery & shipping process	1	2	3	4	5
5.3.2 Website interface	1	2	3	4	5
5.3.3 Web security	1	2	3	4	5
<b>5.4 Promotion:</b>					
5.4.1 Discount code	1	2	3	4	5
5.4.2 Point collection	1	2	3	4	5
5.4.3 Free sample	1	2	3	4	5

5.4.4 Special gift	1	2	3	4	5
5.4.5 Online exclusive set	1	2	3	4	5
5.4.6 E-news updates via e-mail	1	2	3	4	5
5.4.7 Refund & Exchange policy	1	2	3	4	5
<b>5.5 Others:</b>					
5.5.1 Payment process	1	2	3	4	5
5.5.2 Product ratings/reviews	1	2	3	4	5

Q6: What are your top 3 marketing stimuli that drawing your attention to purchase cosmetics online through official website? (Please rank 1-3 which 1 =highest important)

- Discounts code
- Point collection
- Free samples
- Special gift
- Online exclusive product/ set
- Free shipping cost
- News update via email
- Recommendations from influencers
- Other, please specify \_\_\_\_\_

Q7: What kind of payment do you prefer to pay for shopping cosmetics on internet?

- Cash on delivery
- Debit/Credit card
- Money transfer
- Paypal
- Other, please specify \_\_\_\_\_

Q8: which influencer has the highest impact on your purchasing decision on cosmetics online?

- Friend/Family
- Celebrities
- Blogger/Youtuber
- Experienced consumer
- Other, please specify \_\_\_\_\_

### ***Part 3 - Perception/ Attitudes towards e-shopping from official brand website***

Q9: How much do you agree towards these following statements? (1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree (Mark only one per each row)

<b>I would like to do shopping cosmetics online via official brand website because ...</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
9.1 They are reliable	1	2	3	4	5

9.2 Their products are 100% authentic	1	2	3	4	5
9.3 Their products are brand new	1	2	3	4	5
9.4 I feel safe and secure when buying through their brand online stores	1	2	3	4	5
9.5 They provide sufficient product detail information correctly	1	2	3	4	5
9.6 The price on website has no different from the price at department store or at outlets	1	2	3	4	5
9.7 I'm familiar with their brands/products	1	2	3	4	5
9.8 I have tried their products before	1	2	3	4	5
9.9 I am currently using their products	1	2	3	4	5
9.10 They deliver goods on time as commitment	1	2	3	4	5
9.11 They update delivery status real time	1	2	3	4	5
9.12 They have satisfaction guarantee	1	2	3	4	5
9.13 All product SKUs are available	1	2	3	4	5
9.14 They are responsible if the product has problems or are damaged during the transportation	1	2	3	4	5
9.15 They often offer exclusive online product/promotions	1	2	3	4	5

Q10: How much do you agree towards these following statements? (1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree (Mark only one per each row)

Statement	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
10.1 I prefer to buy cosmetics online from international brand rather than local brand website	1	2	3	4	5
10.2 International brand websites are more secure than local/domestic brand websites	1	2	3	4	5
10.3 I will buy cosmetics through official online store if there's no shop of this brand nearby	1	2	3	4	5

#### ***Part 4 - Respondent's profile***

Q11: How much of your average spending in cosmetics per time?  
\_\_\_\_\_ Baht

Q12: What's your marital status?

- Single  
 Married with children  
 Married without children  
 Divorced

Q13: What is your highest education level you have completed?

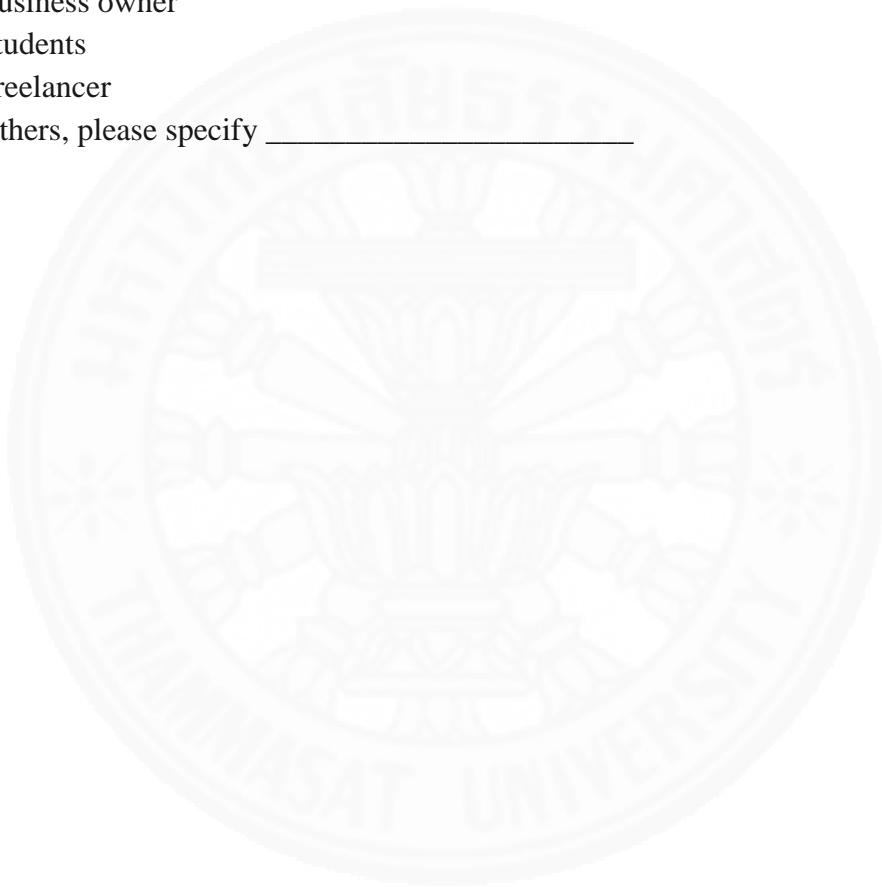
- High School       Bachelor degree  
 Master degree       Doctorial degree

Q14: What is your personal income per month?

- Below 20,000 THB
- 20,001 – 35,000 THB
- 35,001 – 50,000 THB
- 50,001 – 65,000 THB
- More than 65,000 THB

Q15: What is your occupation?

- Government Officer
- Private firm employee
- Business owner
- Students
- Freelancer
- Others, please specify \_\_\_\_\_



## BIOGRAPHY

Name	Miss Thaveeporn Kijsaereekun
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