ONLINE PURCHASE INTENTION OF COUNTER BRAND MAKEUP PRODUCTS: A STUDY OF WORKING WOMEN IN BANGKOK
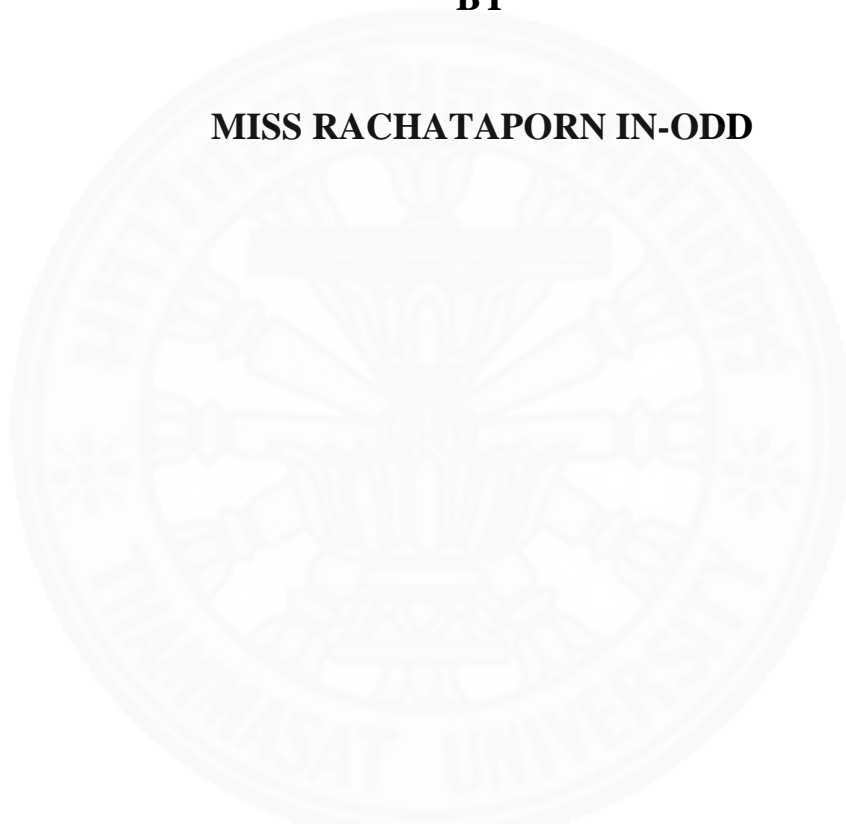
BY

MISS RACHATAPORN IN-ODD

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 2016
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INDEPENDENT STUDY

BY

MISS RATCHATAPORN IN-ODD

ENTITLED

ONLINE PURCHASE INTENTION OF COUNTER BRAND MAKEUP
PRODUCTS : A STUDY OF WORKING WOMEN IN BANGKOK

was approved as partial fulfillment of the requirements for

the degree of Master of Science Program in Marketing (International Program)

on. 8 MAY 2017

Chairman

(Professor Phillip C. Zerrillo, Ph.D.)

Member and Advisor

(Associate Professor James E. Nelson, Ph.D.)

Dean

(Associate Professor Pipop Udorn, Ph.D.)

|	
Independent Study Title	ONLINE PURCHASE INTENTION OF COUNTER BRAND MAKEUP PRODUCTS: A STUDY OF WORKING WOMEN IN BANGKOK
Author	Miss Rachataporn In-odd
Degree	Master of Science in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Associate Professor James E. Nelson, Ph.D.
Academic Year	2016

ABSTRACT

The study of "online purchase intention of counter brand makeup products among working women in Bangkok" has been chosen as an independent study which represented a contemporary topic in the area of applied marketing that was related to the marketing knowledge of technology area. The proposes of this study were to understand online shopping behavior and to study the influential factors affected on online purchase intention of counter brand makeup products among working women in Bangkok.

Secondary research was gathered from credible sources before collecting the primary data in order to understand the current situation as well as general behavior of online shoppers. Furthermore, qualitative analysis was attained by conducting in-depth interview with 10 working women to gather information truly and deeply from the respondents such as the general online shopping behavior and influential factors that might affect the online purchase intention of counter brand makeup products. Quantitative analysis was accomplished by doing the survey of 150 respondents through online questionnaire in order to affirm the insight gains from qualitative study. Finally, statistical procedures by SPSS were used to summarize the outcomes from quantitative survey.

Key findings from this study will be useful for a makeup counter brand that wants to invest in e-commerce as to know the impact of perceived risk on an online purchase intention. In addition, brand can also deliver appropriate marketing strategy to increase sales from online shopping as well as the future researchers who want to study more about the consumer's online shopping attitude and behavior towards counter brand makeup products.
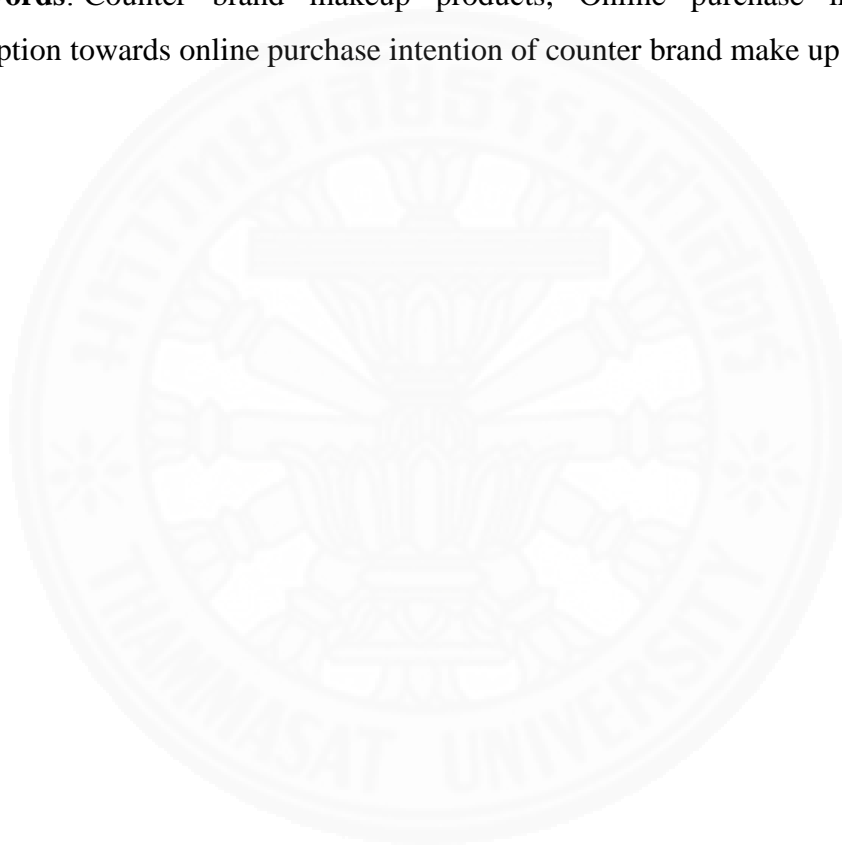
ACKNOWLEDGEMENTS

First of all, I would like to express my sincere appreciation and gratitude to my dearest advisor, Associate Professor Dr. James E. Nelson, for his kind supervision and valuable recommendations during my entire independent study project. Without his advice, support, and knowledge, this individual study would never be possible.

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A special thanks to everyone I knew from studying at MIM including MIM office and all MIM staffs for strongly support along my two years at MIM, all professors for sharing knowledge and experience which has shift my paradigm of thinking onto the global level and MIM friends for aspiration and friendly advice. I truly appreciate for your helps, truthful views and happy times that we have spent together.

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CHAPTER 1

INTRODUCTION

1.1 Problem Statement and Research Purpose

The advancement of World Wide Web helps us in doing business worldwide without the limit of time and distance. In addition, it is a foundation of business development and also impact on developing the countries to be able to compete with other countries around the world. Beauty and cosmetics industry also tried to keep up on the e-commerce trend. According to Electronic Transactions Development Agency survey (conducted in October, 2016), the forecasted growth of beauty and cosmetics e-commerce market will be 24% or worth 150,000 MB in 2016. This significant growth showed that beauty and cosmetics industry are in an intense competition.

Apparently many cosmetics brands are newly born and they are going to jump into the e-commerce market due to its low-cost and easy-to-start business character. However, if the counter brands that are superior in the brand awareness and product quality than the new brands still remain inactive on their online marketing strategy, the stakes from missing this opportunity would be high.

Due to the product characters, beauty and cosmetics are difficult to sell outside the physical store (Emarketer, 2015). They are high-involvement products that even the brand already provided the visual, tutorials or reviews, consumers still like to test the products in-store before purchasing. Once they decide to buy, use and tend to like it, they will continue buying through online channel for the repeat buying purpose which is accounted for more than a half of the total number of people who shop cosmetics online. The real user who shop online actively both for replenishment and try out new product is accounted for only 10 to 15%.

According to the interview with marketing executive of Lancome, French luxury perfumes and cosmetics brand, e-commerce website is in every brand's consideration. They have been tried to develop online platform to serve the needs of online shopping. However, in fact, the business revenue is getting from the physical store more than the online sales channel. This showed that Thai women still reluctant to shop beauty and cosmetics products online.

The findings in this report will represent new knowledge and significant information that will be useful for the cosmetics business. It is crucial for marketer to understand consumers on what are their influential factors that might be barriers of using online sales channels in order to come up with a suitable strategy to increase the adoption rate of online shopping as well as to increase sales from online channels.

1.2 Research Objectives

This study was a contemporary topic in applied marketing in technology subject area with three main objectives including;

1.2.1 To understand general online shopping behavior among working women in Bangkok

1.2.2 To study the influence of perceived risk towards online purchase intention of counter brand makeup products among working women in Bangkok

1.2.3 To examine the relationship between past online shopping experience and the impact of perceived risk on an online purchase intention of counter brand makeup products among working women in Bangkok

CHAPTER 2
REVIEW OF LITERATURE

In this study, literature review was an analysis of past theoretical research as well as psychological and marketing theories from book and websites that related on the research topic which researcher used as a guideline and general idea in understanding consumer behavior framework of this study.

2.1 E-distribution Characteristics

Digital technologies have offered a new distribution network to companies and brands called e-commerce (Anne-Flore Maman Larraufie & Kourdoughli, 2014). Yet, the e-commerce is different from shopping at the physical store since it is inaccessible to products and salespeople. Customers have expectation towards e-commerce different from physical store as customer view e-commerce as the combination of branded content, storytelling, gaming and customization. They also use the e-commerce as a channel for comparing possibilities, low prices and discount and 24-hours-a-day shopping possibilities. However, consumer still perceives e-commerce as risky of online transactions and after sales services.

2.2 Thailand Internet User Profile

Electronic Transactions Development Agency survey (conducted in July, 2016) reported that the average internet usage of Thai people is 45 hours per week or 6.40 hours per day. Men spend their time on the internet for 45.30 hours per week while women spend around 44.70 hour per week. People in Gen X and Gen Y have the highest internet usage rate of 48.75 hours per week and people who live in Bangkok spend their time on the internet more than upcountry people around five hours per week. However, the top three main propose of using an internet are using social network, visiting youtube website and searching for information while the propose of buying and selling through online channel is accounted for 59%.

2.3 Segmentation of Online Beauty and Cosmetics Shoppers

According to the study of online shopping behavior, A.T. Kearney (2012) revealed that there are four main customer segments in the beauty and cosmetics category. First, traditionalist, these people do not shop beauty and cosmetics online. To touch and feel the product before buying is a must for them. Second, the information seekers, they search for product information through online but buy in a physical store. In addition, they are looking for peer reviews, endorsement and strong services. Third, creatures of habit, they will normally buy for a repurchase purpose. They already know what they want. What they are looking for the online shopping are convenience, low prices and free shipping. Fourth, online enthusiastic, this group is an intensive user for online channel. They buy for both repurchase purpose and try out the new products. They value online shopping as better prices offer, convenience and easy to access on the information.

2.4 Online purchase experience

Online shopping is the new thing for some customers (Laroche, Yang, McDougall and Bergeron, 2005). The people who might not familiar with the online shopping will perceived it riskier than the physical ones. However, their experience quality obtained from their own prior purchase experience is the only thing that the online-shopping consumers will rely on. Therefore, the better prior experiences they have, the stronger confident on future online purchasing behavior they feel.

Customers with strong online purchase intention in online shopping usually have prior purchase experiences that help reduce their perceived risk or uncertain feeling (Shim and Drake, 1990). Anyhow, customers will only make an online purchase on the products that they have already experienced them. In addition, customers who have prior online purchase experience tend to make future purchase through online more than the inexperienced customers. Moreover, if prior online purchase experiences are satisfied, it will lead customers to continue shopping on the Internet. On the other hand, if these past experiences are unsatisfied, customers will be reluctant to engage in online shopping in the future.

2.5 Perception of Risk

Foxall, Goldsmirth and Brown (1998) defined that "the perceived risk a consumer feels in a choice situation is generally described as being dependent on the uncertainty present in the information the consumer have and the likely consequences of purchase" (as cited in Szmigin, 2003). This means that perceived risk is related with a consumer's limited cognitive capacity of information handling. Some people can accept the high level of risk but some other cannot. However, the accurate risk calculation is impossible. To be more clearly, imagine that you are playing the lottery, you will not know will you win or lose. The key is that how close the relationship we have with the products or service and the role it has in our lives.

According to Jacoby & Kaplan (1972), perceived risks have been identified to six different types. Financial risk is about the uncertain cost of using the product. Product performance risk is the users' worry that the products might not work effectively. Physical risk is the perception of harmfulness from using the product. Time risk is the loss in time, convenience and effort in using the product. Psychological risk is the bad feeling of using the product. Lastly, social risk that influences from the user's reference groups related to the risk that self-image could be affected. However, the present research will investigate only the four types of risk including financial risk, product performance risk, psychological risk and time/convenience risk.

Financial risk is defined as a net loss of money to a customer including the fear of credit card information abuse (Horton, 1976). Most people do not trust that their credit card information will be secured after finishing the first-time online shopping. According to the news they saw, they believe that there are many easy way to stolen the credit card information online. Therefore, they are unwilling to give their credit card information to the website and this was cited as a major barrier to online shopping

Product performance risk is defined as the loss incur when the brand or product promises were broken (Horton, 1976). Consumers will have their own expectation on what the product would function. In the case of online shopping, the possibilities to decide on the product quality may be limited due to the inability to touch, feel or try the products. For example, makeup products, customers need to test

on the color and they might afraid that the color of the real product may not be the same as appearance on the computer screen.

Psychological risk is a feeling of disappointed, frustrated, and embarrassed if the customers' personal information is revealed (Maignan and Lukas, 1997). A significantly concern when people do the online shopping is that they afraid their privacy will be invaded. To be clear, they afraid that the information that they provide to the online seller might be leaked out to some others due to the improper system. In addition, their personal information might be sold to other third parties without the permission.

According to Georgia Tech University's survey, time/convenience risk may refer to the loss of time and inconvenience (conducted in 1998). This means that time/convenience risk is an increasing of opportunity costs of effort and time considered for online shopping activity. For example: to spend a lot of time on finding reliable websites, signing up or applying for an account and receiving the product delay. Two leading causes of dissatisfying online experiences that may be thought of as a time/ convenience risk include a disorganized or confusing Web site and pages that are too slow to download. Additionally, potential delays or difficulties in receiving ordered merchandise are a concern for some online shoppers.

2.6 Online purchase intention

Online purchase intention can be defined as a situation where a consumer is willing to make online transactions (Pavlou, 2003). The process of purchase intention will be occurred when the consumers are in the buying decision journey start from searching information, selecting on their preferred criteria and then go shopping from online sales channel. In addition, this process still be continued to the last phase of post-purchase behavior such as after sales service. However, by virtue of past works, this paper defines online purchase intention as customer's willingness to purchase online in the near future.

2.7 Reasons of online shopping reluctance

The reason why Thai people do not want to make an online purchase, the top three reasons why Thai people feel hesitating to shop online are afraid of cheating, have not try or see the products before and the delivery cost (Thairath online, 2016). Moreover, there are some problems happen after the customer complete their online purchasing such as the delayed of delivery, receiving the broken product, turning back the product but did not get money back, etc. For the payment method, more than a half of respondents around 65.50% use bank transfer payment and credit card payment ranked the last on the chart accounted for only 26.40%. All these information could help researcher to understand behavior of people why they like or do not like online shopping and could be used for the questionnaire design guideline.

In summary from all literature reviewed, it was found that the online buying process is easy but intangible. The consumer touch point is the elements on the website such as information, photos or reviews. Therefore, people might be reluctant to make an online purchase especially the products that they have to try or see the real products first like cosmetics. However, the studies in most countries found that online purchase experience is an influential factor that affects the risk perception and purchase intention. A person who has never bought through online will have lower purchase intention rate than a person who used to buy online. The most important factor that makes people have low purchase intention is perceived risk consisting of financial risk, product risk, psychological risk and time/convenience risk. Being consistent with the survey of Bangkokian's attitude towards online purchase, the significant reason for online shopping reluctance is cheating followed by having not to try the product before they purchase. These findings were used as a framework for this study which was focused on working women in Bangkok.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Design

To achieve all of the objectives previously state, the research was conducted in two steps which were qualitative research and quantitative research. Qualitative research was the first step used to understand the big picture of online shopping behavior and some significant insight that would be useful for developing the questionnaire survey. After that, quantitative research was conducted to summarize the result that could represent to the entire population.

However, to gain more insightful understanding of online shopping behavior before conducting the qualitative research, the relevant data from various sources were obtained through the literature review and e-commerce website visiting.
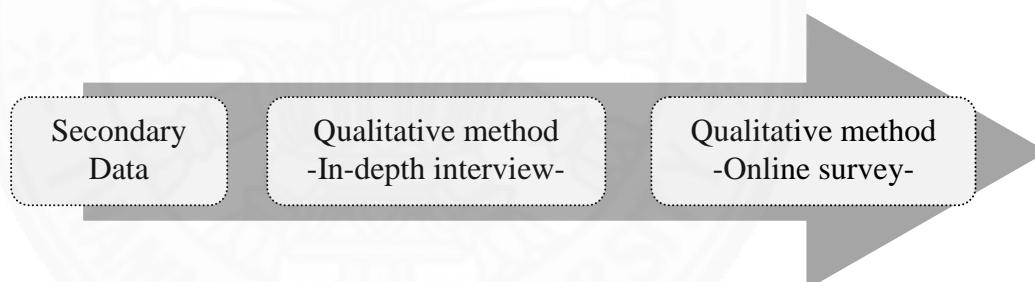
Figure 3.1 : Research Framework

3.1.1 Secondary Research

Secondary data were obtained from credible sources before collecting the primary data. These sources were newspaper, magazine, academic journals, government websites as well as existing research articles. These data helped to understand the current situation and insights of online shopping including general behavior of online shoppers as well as theories and framework that were useful for this study.

Furthermore, e-commerce website visiting also was conducted in order to understand what the existing websites were offering to the online shoppers. The sample makeup products e-commerce websites were sephora.com and konvy.com.

3.1.2 Qualitative Research

The researcher conducted an in-depth interview with the total respondents of 10 people who were familiar with the internet usage, counter brand make up users, and live in the Bangkok. Five to eight people used to shop online at least one time in the past two year with any types of product and at least two people who had no experience in online shopping.

The purpose of this method was to gather information truly and deeply from the respondents such as the general online shopping behavior and the influential factors that might affect to online purchase intention. The interview was conducted face-to-face following the in-depth interview questions taking 30 minutes to complete. (Appendix A: In-depth interview question guideline)

3.1.3 Quantitative Research

After researcher had gained insight information from in-depth interview, the information was used to draft and adjusted into questionnaire. The questionnaire was divided into four main parts. However, the screening question helped to screen the qualified respondents to get into the next main research question. (Appendix B: Questionnaire survey)

The quantitative research was conducted through online self-administered questionnaires, using convenient sampling method with the total respondents of 150 who were working women and live in Bangkok. However, the pilot test was sent to 10 people to gain the result and feedback for further improvement. The questionnaire took an estimated 10 minutes for each respondent to complete.

After successfully gathering, the data were summarized to represent the entire population. The objectives were to understand about the general online shopping behavior, to study the influence of perceived risk towards online purchase intention of counter brand makeup products and whether the online purchase

experience has relationship with the impact of perceived risk on the online purchase intention of counter brand makeup products or not.

3.2 Identification of Key Research Variables

According to research objectives, the conceptual framework of dependent and independent variable were created (figure 3.2). The online purchase intention of counter brand makeup products was set as dependent variable while the independent variables were included;

- Online shopping experience: people who used to buy any kinds of product through online sales channels, people who have never bought any kinds of product through online sales channels.
- Perceived risk: financial risk, performance risk, psychological risk and time/convenience risk
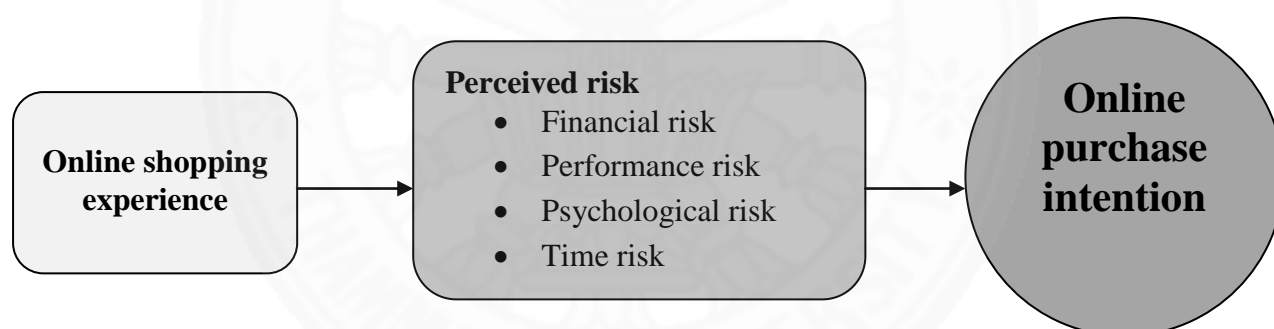
Figure 3.2 : Research Variable in Quantitative Analysis

3.3 Sampling Procedure

Both qualitative and quantitative were designed to use convenience sampling due to the time constraint and unaware of definite number of interested people. All respondents were working women in Bangkok ages of 23 to 55 years old who earn a salary, wages or other income through regular employment. In addition, they were now using at least one make up product of counter brand.

However, the population of interests for this study was divided into two groups. The first group was a user who used to shop online for any types of product in

the past two year. Another group was a non-user who has never shopped online for any types of product including counter brand make up product. But for all participants, they had to be an internet user.

3.1.3 Sample Size

Sample size for an in-depth interview was five working women in Bangkok age of 23 to 55 years old. Two to three respondents were online shopping users and another two respondents were non-online shopping users.

Sample size for online self-administered questionnaires was 150 working women in Bangkok ages of 23 to 55 years old. For the pilot test, it was done with 10 respondents including all types of user.

3.4 Data Collection

Before an interview session, respondents were acquired by asking from acquaintance and checking their qualification with the selection criteria. Then the appointments were made one by one at specific location where interviewer is convenient. Face to face interview was conducted individually with respondents using approximately 30 minute maximum per person for an interview.

For the survey, questionnaire was finalize after the pilot testing with 10 people then it was distributed by using convenient method on online channel. The respondents had to go through the screening questionnaire before going to the main research questions. The classification of respondents was observed strictly from time to time according to the promised quota and 5% of each quota was collected to spare for questionnaires that did not pass the quality checking process. Each questionnaire took around 15 minutes to complete. Questionnaire was divided into four main parts. For the first and second part were multiple choices and ranking. The third part was five scales rating and the fourth part was the respondent's profiles.

The first part was about internet usage behavior. The data were frequency of internet use, proposal of internet use, timing of internet use, etc. Second part was the data of online shopping behavior such as how much money you spend on online shopping?, have you ever shop counter brand make up product online?, what are the names of e-commerce website that you used to shop?, what are the processes of your

online shopping? ,etc. Third, respondents were asked to rate their level of purchase intention affected by four different perceived risk. The last section was the general information of respondents such as age, income, education, occupation, etc.

3.5 Data Analysis

For qualitative research, in-depth interview, the data were interpreted and summarized individually to define personal data and key findings were presented in four parts including summary of profile and general question, summary of online shopping behavior, summary of the perceived risk and summary of the impact of perceived risk on an online purchase intention.

After the interview had completed, key attributes were listed and then further used to develop questionnaires for quantitative research. The questionnaire was checked and filled into spreadsheet form. The result was analyzed by using SPSS program. Frequency of all questions was run and checked the completion of data before going to further stage. Multiple types of technique were used in this study such as frequency comparison, mean comparison, standard deviations, and t-tests.

CHAPTER 4
RESULTS AND DISCUSSION

The findings from in-depth interview was used to identify key factor and to guideline the questionnaire survey. The survey was distributed through online channels such as Facebook and LINE. Total respondent from the survey was 150 people and all of them had to pass the screening questions.

After successfully gathering, the data were cleaned and encoded in SPSS program which was used to analyze the data. The main functions were used to analyze quantitative data were descriptive statistic such as frequency and percentage. While the compare mean method was used to test on the study's assumption such as independent-sample t-test.

4.1 Results from Exploratory Research

4.1.1 Observation

The researcher observed popular cosmetics retailer websites in order to understand the current situation of this industry in the digital world. The sample websites are Konvy.com and Sephora.com. The key findings are as follows;

Konvy.com is Thailand's no.1 cosmetic website offering the latest sales, discounts and bargains from over 1,000 leading cosmetic and perfume brands in every weeks. People who buy makeup products from this website are the people who have already decide what to buy or for a repurchase propose due to the lower price and special deal that the site offers in ever weeks. In addition, the site has a variety in terms of cosmetics brand. The website design is simply and clean but impact. The website equipped with normal feature to serve the customers. However, Konvy focuses on providing complete information to the customers. Therefore, Konvy has product ratings and customer reviews as to support the customer decision making. In terms of special services, Konvy offers free delivery if the customer buy more than two products from the website and also have 14-day return policy in which the products have to be in the same condition as the customer received.

Sephora.com is a leading beauty-retail concept that has many of physical stores in the department store. Sephora's website is simply, clean, easy-to-use and interactive. For the product information, Sephora also provide completed information to the customer including ingredients, benefits and ratings and reviews. For the special service, Sephora provides free delivery service with minimum purchase of 499 baht and 14-day return policy. The payment method is verifired by paypal and well-known Thailand's bank. However, at this time in Thailand, Sephora also test its new online feature which is virtual artist system that allows customers to try and match the lipstick color with your lips by using camera phone. Then the information of the trial products will be pop-up.

Apart from the website observation, researcher also observed the customer behavior at the physical store and found that most people have already done the information search through the internet before heading to the physical store. Once they are in the store, they open their phone to see the review and compare with the real product in stores. Sometimes, they compare the prices with some retailer website as to check whether the online shops offer a better price or any promotions before making a decision to buy.

4.1.2 In-depth Interview

The in-depth interview was done with 10 respondents including seven users, counter brand makeup customers who used to shop online for any types of products within the past year, and three non-users, counter brand makeup customers who never shop online. Total respondent were female age between 25 – 45 years old. The key findings are as follows;

Online shopping users will normally shop through the reliable online shops that have a review, completed product details and large amount of royalty customers. "Giving completed product information with the clear picture in 360 degrees or having some special applications that help reduce my curiosity in the product will make me feel confident to shop online. Therefore I can make a decision to buy through online without going to see the real product at the physical store" said one of the users.

Internet plays an important role in the information search stage. "When the new products are launched, I will know from my friends or online advertising then search for more information, see some reviews from the beauty gurus and compare the price with different online retail shops" said one of the users. However, the customers normally make their decision on buying at the physical store. "If I do not sure with the products, I will go the physical store to see, touch and test the real products in order to make sure that the products suit me. However, it is possible that I will make a decision to buy at the physical store at that time unless the online sales channel offers a cheaper price."

The important thing in buying counter brand makeup online that customer would consider is return policy. "I have found some problems when buying online. For example; the product did not match with my preference after testing or the manufactured date is quite long. These problems are not in the condition of the return policy so I have to take these risks by keeping the product at home without using anymore" said one of the users who used to shop counter brand makeup products through online channels. In addition, delivery cost is also a considered factor when customers buying online. They feel that free delivery fee would attract them to buy online. "Some websites charge the delivery fee according to the distance range but some others might charge for only one price which is quite high for a person who lives nearby the distributors so they would wait until they have time to buy at the physical store by themselves."

The two non-user respondents are middle-aged. Their internet usage rate is less than the younger so they feel doubtful when they use some complex websites and that leads to the unsecured feeling when they buying online. "I spend most time on the internet for business purpose so I feel that the e-commerce websites are hardly to use and it is easy to be cheated" said one of the non-users.

In summary, for the online shopping behavior, the respondents normally search for the products they like through online then seeking for any product reviews before making online purchase. The new products that they buy have to be their preferred brand that they normally use and have a suitable price. If it is their preferred brand, they will not perceive about the product risk. In the case that they do not like the product they bought online, they did not return the product. In other hand, they

kept those products in-stock. In addition, if respondents want to buy the new counter brand make up products, they will do the showrooming, the practice of examining merchandise in a traditional brick and mortar retail store or other offline setting, and then buy it online if there is any special proposes. However, most of the respondents see that being not to see the real product before buying and return policy are the most important factor affected on their online purchasing intention. These factors make them feel reluctant to buy especially the new brand that they have never used before.

4.2 Results from Descriptive Research: Survey

The questionnaire was distributed online through surveymonkey.com during January 23rd to February 14th 2017. There are 150 respondents who completed the questionnaire. All of them are working women who lived in Bangkok and used counter brand makeup products. The respondents' age ranged from 23 to 55 years old in which age between 33 to 42 years old are most people, accounted for 48.67%. Their occupations were divided into employees, state enterprise employees, government officers and entrepreneur which were represented in percentage as 76.7%, 4.0%, 4.0%, 15.3%, respectively. In terms of education, 9.4% of them have less than a Bachelor's degree, 53.3% had a Bachelor's degree and 37.3% had a Master's degree. Most of them, 36.7%, had a monthly personal income of 30,001 – 45,000 baht. (Table 4.1)

Table 4.1 Summary of Respondents' Demographic (N=150)

Respondents' Demographic		Frequency	Percent
Gender	Female	150	100.0
Age	23 - 32 years old	48	32.0
	33 - 42 years old	73	48.7
	43 - 55 years old	29	19.3
Education	Vocational certificate	7	4.7
	High vocational certificate	7	4.7
	Bachelor's degree	80	53.3
	Master's degree	56	37.3
	Doctoral degree	-	-
Occupation	Employees	115	76.7
	State enterprise employees	6	4.0
	Government officers	6	4.0
	Entrepreneur	23	15.3
Income per month	Less than 15,000 baht	-	-
	15.001 - 30,000 baht	20	13.3
	30,001 - 45,000 baht	55	36.7
	45,001 - 60,000 baht	31	20.7
	60,001 - 75,000 baht	24	16.0
	75,001 - 90,000 baht	7	4.7
	90,001 - 105,000 baht	8	5.3
	More than 105,000 baht	5	3.3

For the respondents' internet usage profile, 38.0% of the respondents spent time on the internet for five to six hours per day for both personal and business use. While the significant internet usage problem that most of the respondents concern was advertising intervention which is accounted for 77.3%. (Table 4.2)

Table 4.2 Summary of Respondents' Internet Usage Profile

Respondents' Internet Usage Profile		Frequency	Percent
Internet usage rate per day	Less than 5 hours	17	11.3
	5-6 hours	57	38.0
	7-9 hours	45	30.0
	10-12 hours	23	15.3
	More than 12 hours	8	5.3
Problem of internet usage	Uncompleted internet connection	111	74.0
	Internet price	16	10.7
	Privacy invasion	22	14.7
	Junk e-mail	34	22.7
	Computer virus	18	12.0
	Advertising intervention	116	77.3
	Others	1	1.0

The purpose of internet usage was ranked from one to five by the respondents. After weighted the score, it was found that communication was the main purpose for using an internet which is accounted for 25.38%. Followed by entertainment, information search, educational and online purchasing which were represented in the percentage as 22.9%, 21.8%, 15.8%, 14.1%, respectively. (Table 4.3)

Table 4.3 Purpose of internet usage

Rank	Purpose of Internet Usage	Weight score	Percent
1	Communication	571	25.4
2	Entertainment	515	22.9
3	Information search	491	21.8
4	Educational	355	15.8
5	Online purchasing	318	14.1
Total		**2,250**	**100.00**

According to the research objectives, the key findings were separated into three parts as follows;

1. General online shopping behavior among working women in Bangkok.
2. Impact of perceived risk towards online purchase intention of counter brand makeup products.

3. Association between online purchase experience and the impact of perceived risk towards online purchase intention of counter brand makeup products.

4.2.1 General Online Shopping Behavior among Working Women in Bangkok.

From the total respondents of 150 people, there were 105 respondents who used to shop online and 45 respondents who have never shopped online. Clothes and fashion goods, 64.0%, were the most popular product type to buy through online followed by beauty products accounted for 49.3%. (Table 4.4)

Table 4.4 The Frequency of Product Types Used to Buy Online

Product Categories to Buy Online	Frequency	Percent
Foods and drinks	48	32.0
Clothes and fashion	96	64.0
Home applications	24	16.0
Power applications	22	14.7
Electronics devices	22	14.7
Beauty products	74	49.3
Others	12	8.0

Most of the respondents spent money on buying goods online less than 2,000 baht per time which was accounted for 57.1%. However, there were just only 2.9% of respondents spent more than 10,000 baht per time. (Table 4.5)

Table 4.5 The Frequency of an Amount of Money Spent on Online Shopping

Amount of Money	Frequency	Percent
less than 2,000 baht	60	57.1
2,001 – 4,000 baht	33	31.4
4,001 – 6,000 baht	6	5.7
6,001 – 8,000 baht	3	2.9
more than 10,000 baht	3	2.9
Total	**105**	**100.0**

A significant factor that makes the respondents decided to shop online was convenience which was accounted for 52.4% followed by being able to compare the price, 21.9%, and sales promotions, 16.1%. There was one other answer which was explained that the reason he bought through online because the seller sometimes did not sell particular products through general physical store or it was a limited product sold only online. (Table 4.6)

Table 4.6 The Frequency of an Online Shopping Factors

Online Shopping Factors	Frequency (N)	Percent
Convenience	55	52.4
Price comparison	23	21.9
Variety	9	8.6
Promotions	17	16.1
Others	1	1.0
Total	**105**	**100.0**

There are 56.2% of the respondent who were satisfied from their past online shopping especially on the convenience factor followed by the promotions and providing completed information which was represented in percentage as 19.0% and 14.2%, respectively. The others answers were reasonable price and buy now pay later condition. (Table 4.7)

Table 4.7 The Frequency of Satisfied Factors from Past Online Shopping

Satisfied Factors	Frequency	Percent
Promotions	20	19.0
Unconditioned return policy	3	2.9
Free delivery service	5	4.8
Convenience	59	56.2
Provide completed information	15	14.2
Others	3	2.9
Total	**105**	**100.0**

In other hands, 29.5% of the respondent agreed that the shipping error was their major unsatisfied factor from the past online shopping followed by an uncompleted information and inefficient communication which were accounted for 19.0% and 16.2%, respectively. The others answers were uninformed price, unmatched product qualification and bad product quality. (Table 4.8)

Table 4.8 The Frequency of Unsatisfied Factors from Past Online Shopping

Unsatisfied Factors	Frequency	Percent
Conditioned return policy	3	2.9
Privacy	15	14.2
Delivery fee	5	4.8
Inefficient communication	17	16.2
Uncompleted information	20	19.0
Shipping error	31	29.5
Delay delivery	9	8.6
Others	5	4.8
Total	105	100.0

From the total respondents of 105, there are 81 respondents who used to shop counter brand makeup product through online channels while 69 respondents have never shopped counter brand makeup products online. Most of their buying purpose is for refill which is accounted for 40%. While the brand purchase purpose is the least which is accounted for 16.1%. (Table 4.9)

Table 4.9 The Frequency of Online Purchase Purpose of

Counter Brand Makeup Products

Online Purchase Purpose	Frequency	Percent
New product purchase	18	22.2
New brand purchase	13	16.1
Refill	50	61.7
Total	81	100.0

Before making a decision to buy counter brand makeup online, 39.5% of respondents will walk into the physical store first. While 30.9% of the respondents asked from their friends about the products and 29.6% of the respondents searched for more information by themselves. (Table 4.10)

Table 4.10 The Frequency of Things To Do Before Shopping Counter Brand Makeup Products Through Online Channel

Things To Do Before Shopping Online	Frequency	Percent
Seek for more information	24	29.6
Walk into the physical store	32	39.5
Ask from friends	25	30.9
Total	81	100.0

For the price range of counter brand makeup products that the respondents normally buy, most of the respondents which was accounted for 27.3% spent money around 2,001 – 4,000 baht per time followed by less than 2,000 baht per time which was accounted for 21.3% and 5.3% of the respondents spent 4,001 – 6,000 baht per time. In other hand, no one made any purchase of counter brand makeup products which was cost more than 6,000 baht. (Table 4.11)

Table 4.11 The Frequency of an Amount of Money Spent On Counter Brand Makeup Products Online Shopping Per Time

Amount of Money	Frequency	Percent
less than 2,000 baht	32	21.3
2,001 - 4,000 baht	41	27.3
4,001 - 6,000 baht	8	5.3
6,001 - 8,000 baht	-	-
more than 10,000 baht	-	-
Total	81	100.0

For the online shopping sources of counter brand makeup products, 25.9% of respondents bought the products from counter brand retailer website such as sephora.com or knovy.com followed by shops on facebook page which was accounted for 21.0% and shop through the counter brand own website for 18.5%. The least of

respondents, 2%, shopped through free online marketplace such as kaidee.com. The others' answers were Line application, Shopee.com, Amazon.com and Central online. (Table 4.12)

Table 4.12 The Frequency of Counter Brand Makeup Products

Online Shopping Sources

Online Shopping Sources	Frequency	Percent
Brand own website	15	18.5
Counter brand retailer website (sephora.com, konvy.com)	21	25.9
General website	4	4.9
Facebook	17	21.0
Instagram	12	14.8
Free online marketplace (kaidee.com)	2	2.5
Famous retailer website (lazada,ebay)	9	11.1
Others	1	1.2
Total	81	100.0

4.2.2 Impact of Perceived Risk Towards Online Purchase Intention

of Counter Brand Makeup Products.

To study the impact of perceived risk on the online purchase intention of counter brand makeup products, the respondents had to rate score from one to five according to their real perception and attitude. After gaining all rating data, the researcher grouped into four main perceived risks including financial risk, performance risk, psychological risk and time/convenience risk. For an easy understanding, researcher grouped the score together and divided into three categories of purchase intention which are to buy, uncertain to buy and not to buy

The respondents perceived about the risk in online shopping so that their rating scores were quite low in all kinds of perceived risk. Most of them feel uncertain to buy or not to buy the counter brand makeup products online when they perceived these four types of risk. (Table 4.13) (Appendix C: The frequency of each attributes in each types of risk)

Table 4.13 The Frequency of The Impact of Perceived Risk

Towards Online Purchase Intention of Counter Brand Makeup Products

Impact of Perceived Risk Towards Online Purchase Intention	Buy		Uncertain to buy		Not to buy	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Financial risk	10	6.0	66	44.0	74	50.0
Performance risk	22	14.0	67	45.0	61	41.0
Psychological risk	2	2.0	15	10.0	133	89.0
Time/convenience risk	15	10.0	54	36.0	81	54.0

To analyze which perceived risk had the most impact on the online purchase reluctance, the researcher did the weighted score on each types of risk and compared the total weighted score. It was found that financial risk was the most influential factor affected on the purchase reluctance with the weighted score of 206. (Table 4.14)

Table 4.14 Weighted Score of The Impact of Perceived Risk

Towards Online Purchase Intention of Counter Brand Makeup Products

Impact of Perceived Risk Towards Online Purchase Intention	Uncertain to buy		Not to buy		Total weighted score
	Frequency	Weighted score (*2)	Frequency	Weighted score (*1)	
Financial risk	**66**	**132**	**74**	**74**	**206**
Performance risk	67	134	61	61	195
Psychological risk	15	30	133	133	163
Time/convenience risk	54	108	81	81	135

4.2.3 Association between Online Purchase Experience and The

Impact of Perceived Risk Towards Online Purchase Intention of

Counter Brand Makeup Products.

To study the attitude between the interested group, online shopping users and non-online shopping users, the data were analyze by using independent sample t-test based on mean value of likert's scale. (Table 4.15)

Table 4.15 Result of Independent Sample T-Test for Measure The Impact of Perceived Risk Towards Online Purchase Intention between Online Shopping Users And Non-Online Shopping Users

Impact of Perceived Risk Towards Online Purchase Intention	Mean (S.D.) of online shopping users	Mean (S.D.) of non-online shopping users	t	p-value	Interpretation
Financial risk	10.46 (3.22)	9.33 (1.02)	3.281	0.002	S
Performance risk	7.78 (2.75)	6.24 (0.83)	5.201	0.000	S
Psychological risk	3.23 (1.27)	2.89 (0.91)	1.847	0.067	NS
Time/convenience risk	6.40 (2.23)	6.07 (1.25)	1.196	0.234	NS

According to the analysis result, for the financial risk, the online users group has the highest mean values of 10.46 with the S.D. of 3.22. The different between means among two groups was significant because the P-value = 0.002 which is less than the alpha level of significant, 0.05.

In addition, for the performance risk, the online users group has the highest mean values of 7.78 with the S.D. of 2.75. The different between means among two groups was significant because the P-value = 0.000 which is less than the alpha level of significant, 0.05.

This can be interpreted that the people who have an experience on online shopping have different attitude of perceived risk towards online purchase intention from people who have never shop online in terms of financial risk and performance risk.

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

5.1.1 Total Respondent Profile

All on the respondent were working women age between 23 − 55 years old. Most of the respondents were graduated with at least Bachelors' degree and working as an employees. Their personal monthly income started from 15,000 to 75,000 baht. Their internet usage rate was in between five to six hours per day. The purposes of using the internet were for communication and entertainment. In other hands, they used internet for online shopping purpose the least.

Comparing respondent's profile between online shopping users and non-online shopping users, they also shared some similar profile in terms of income, education and internet usage profile. The significant different was the age. Online shopping users were younger than non-online shopping users.

5.1.2 General Online Shopping Behavior

For online shopping behavior, the average price range that the respondents normally buy from online was 2,000 − 6,000 baht. If it costs more than 6,000 baht, they will think that the price is too high to consider online purchasing. The reason that they shop online were convenience and comparable price. In addition, the factor that satisfied most respondent when they shop online was convenience. In other hands, the most unsatisfied factor was shipping error.

For the counter brand makeup online shopping behavior, it was found that most of the respondents bought for repurchase purpose. There were just a few respondents who bought for a new brand. This was because of the product intangibility and inexperience in the brand before. Therefore, the first things the respondent did before making online purchase was to walk into the physical store first to see and touch the real products. The price that they were willing to pay for through online channel was not over 4,000 baht.

5.1.3 Impact of Perceived Risk Towards Online Purchase Intention

The most influential perceived risk on the online purchase reluctance of counter brand makeup products was financial risk which was linked with the in-depth interview results. The attributes that related to the financial risk were high price goods, cannot be refund and payment security. In addition, due to the product characteristic of makeup that people have to try and match with their preference, seeing or touching the real product before buying was the most important thing. This study showed that the second top rank risk that has high impact on the online purchase reluctance was performance risk or called product risk. The attributes of this risk were such as not seeing the real product before buying, buying a new product that have not used it before, cannot see the goods quality (manufactured and expired date).

However, to study whether past online shopping experience had an impact on the online purchase intention, researcher found that people who have an experience on online shopping have different attitude of perceived risk towards online purchase intention from people who have never shop online in terms of financial risk and performance risk. While the attitude of psychological risk and time/convenience risk towards online purchase intention between the two studied groups were not be different.

5.2 Recommendations

The most important factor that makes people refuse to purchase online is reluctance. The only way to reduce this reluctance is to build more confident to the customers throughout the buying decision process.

From this study, it is significantly shown that providing completed and enough information to the customer helps to reduce the distance between customers and products. Most of foreign e-commerce websites provide 3D virtual system on the website in order to reduce the anxiety from not seeing the real product or not confident that the goods will be matched or not. This system builds up customers' confident on the product at the first stage of decision making process. Then brands have to ensure the customers with its security policy such as customer personal data, privacy and security on payment method certified by well-know bank. Finally, the most important attribute on doing online business is the return policy. This return

policy actually helps ensure customers confident from the first till the last stage of decision making process. People will feel comfortable to buy online if they know at the beginning that the intangible goods that they are going to buy can be refund or return.

5.2 Limitation of The Study

Due to time constraint, this research was set at the minimum of 150 respondents in Bangkok of all target groups and used on non-probability sampling, convenience sampling. This enhances the limitation on getting the fairness data. This method could get the views of a specific group of people. Therefore, if some groups were over-represented or under-represented, this could affect the quality of data being gathered. In addition, since all the samples are concentrated around the acquaintance of the researcher, it could not represent the whole sample as a whole.

In addition, the proportion of non-online shopping users for this study was quite small. This is because the advanced technology that makes people turns to shop online so this type of people is hardly to find.

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APPENDICES

APPENDIX A

IN-DEPTH INTERVIEW QUESTION GUIDELINE

The Question Guideline for an In-depth Interview

1. What are your buying decision processes of counter brand makeup products?
2. Have you ever shop anything through online channels? Where do you normally shop? and How much money do you spent per time?
3. What are the satisfied and unsatisfied factors after you bought something through online? Why?
4. What are the factors for choosing online website for your shops?
5. Have you ever bought counter brand makeup products through online channel, if yes, please explain you buying decision process?
6. Where do you normally shop for counter brand makeup products (online)?
7. How often do you shop for counter brand makeup products (online)?
8. How much money do you spend on buying counter brand makeup products through online channel?
9. What do you know about the risk when you are shopping through online channel?
10. If you know about the risk you have to take, would you consider buying counter brand makeup products through online channels?

Demographic Question

1. Age
2. Income
3. Education
4. Occupation

APPENDIX B

QUESTIONNAIRE SURVEY

Screening Question:

SQ 1: Sex ❐ Male (drop out from the survey) ❐ Female (go to SQ2)
SQ 2: Age ❐ Below 23 years old (drop out from the survey) ❐ 23 – 55 years old (go to SQ3) ❐ More than 55 years old (drop out from the survey)
SQ 3: Do you earn a salary, wages or other income through regular employment? ❐ Yes (go to SQ4) ❐ No (drop out from the survey)
SQ 4: Do you live in Bangkok? ❐ Yes (go to SQ5) ❐ No (drop out from the survey)
SQ 5: Do you now use counter brand make up (any brands…either from USA, Asia or Europe)? ❐ Yes (go to the main question) ❐ No (drop out from the survey)

Section 1: Internet Usage Behavior

1.1 How much total time do you spend on the internet per day? (for both personal and business use)

    ❐ Less than 5 hours per day

    ❐ 5 – 6 hours per day

    ❐ 7 – 9 hours per day

    ❐ 10 – 12 hours per day

    ❐ More than 12 hours per day

1.2 What are your propose of using the internet? (Please rank 1-5, order from most to least)

❏ Education

❏ Searching for Information

❏ Entertainment

❏ Shopping

❏ Communication

1.3 What are the problems that you face when you are in online?

❏ Internet connection

❏ Internet package price

❏ Privacy invasion

❏ Junk e-mail

❏ Computer virus

❏ Advertising invasion

❏ Other……….(please specify)

Section 2: Online shopping behavior

2.1 Have you ever do the online shopping?

❏ Yes (go to the next question)

❏ No (go to section 3)

2.2 What type of product you used to buy through online channel? (you can choose more than one choice)

❏ Foods and drinks

❏ Clothes and fashion

❏ Home applications

❏ Power applications

❏ Electronic devices

❏ Beauty products such as Skin care, cosmetics

❏ Other……….(please specify)

2.3 How much money do you spend over your online shopping in one time?

| ❏ Less than 2,000 baht | ❏ 2,001 – 4,000 baht |
| ❏ 4,001 – 6,000 baht | ❏ 6,001 – 8,000 baht |

❏ 8,001 – 10,000 baht   ❏ More than 10,000 baht

2.4 What are the factors that make you shop online?

❏ Convenience

❏ Price comparable

❏ Variety

❏ Promotion

❏ Other…………….(please specify)

2.5 What are the things that you satisfied most from your past online shopping experience?

❏ Promotions

❏ Unconditioned return policy

❏ Free delivery service

❏ Convenience (Time and Place)

❏ Provide information such as product detail, reviews

❏ Other…………….(please specify)

2.6 What are the things that make you unsatisfied most from your past online shopping experience?

❏ Return policy condition

❏ Delivery fee

❏ Privacy invasion

❏ Difficult to communicate with buyer

❏ Provide uncompleted information such as product detail, reviews

❏ Shipping error

❏ Long delivery period

❏ Other…………….(please specify)

2.7 What are the websites that you used to shop most?

❏ Lazada

❏ Zarola

❏ ebay

❏ Unbranded shop on Facebook

❏ Unbranded shop on Instagram

❏ Unbranded E-commerce retail shop website

❏ Other………………………….(please specify)

2.8 Have you ever bought counter brand make up products through online sales channel?

❏ Yes (go to the next question)

❏ No (go to section 3)

2.9 What is your propose for online buying of counter brand makeup products?

❏ Buy a new product (with the same brand you used to use)

❏ Buy a new brand (that you have never used before)

❏ Replace/Refill

2.10 How you evaluate the product before making any online purchase? (choose only one choice that you normally do)

❏ Read the online review

❏ Go to the shop to test first

❏ Ask your friend

❏ Other………………………….(please specify)

2.11 How much money do you spend over your cosmetics online shopping in one time?

❏ Less than 2,000 baht   ❏ 2,001 – 4,000 baht

❏ 4,001 – 6,000 baht   ❏ 6,001 – 8,000 baht

❏ 8,001 – 10,000 baht   ❏ More than 15,000 baht

2.12 What are the websites that you used to shop most?

❏ Branded cosmetics E-commerce website

❏ Branded Cosmetics online retail shops such as sephora, konvy

❏ Unbranded E-commerce retail shop website

❏ Unbranded shop on Facebook

❏ Unbranded shop on Instagram

❏ Online marketplace such as ebay.com, Kaidee.com, etc.

❏ Branded online shop such as Lazada

❏ Other………………………….(please specify)

Section 3: Please rating according to your real perception toward making an online purchasing of counter brand makeup products (5-scale rating)

1= will not buy (counter brand make up product online)

2= still feel uncertain to buy (counter brand make up product online)

3= still be willing to try/buy (counter brand make up product online)

4= still have a plan to buy (counter brand make up product online) soon

5= still be intend to buy (counter brand make up product online)

Online purchase intention of counter brand make up products	1	2	3	4	5
3.1 Financial Risk					
3.1.1 If I feel that my credit card number may not be secured, I…….					
3.1.2 If the price of the product is high, I…….					
3.1.3 If I cannot trust the specific online shopping website, I……….					
3.1.4 Most of cosmetics products are non-refundable, I…….					
3.1.5 If the payment process was managed by reliable company such as paypal, I…………					
3.1.6 If the e-commerce website I am shopping has no rating or review from the customers, I……..					
3.2 Performance Risk					
3.2.1 If it is the brand / product that I have never used before, I…………					
3.2.2 It is hard to judge the quality of the cosmetics over the internet (such as expired date, the physical of the products, second hand, etc.), I……..					

3.2.3 It is possible that my product might be damaged during the delivery, I……….					
3.2.4 If I do not sure whether the cosmetic suits me or not (color, skin type, etc.) before buying online, I…….					
3.3 Psychological Risk					
3.3.1 If my personal information does not be kept in private after finishing my online shopping, I……..					
3.3.2 If I feel that my shopping habits and purchasing behavior are tracked, I……..					
3.4 Time Risk					
3.4.1 If the e-commerce website I am shopping has less information on the product, I……..					
3.4.2 If It is too complicated to place an order over the internet, I………..					
3.4.3 If I cannot wait until the product arrives, I……….					
3.4.4 Communicating with the seller over the internet may require a lot of time, I…………					

Section 4: General information

4.1 Age ……………………. years old

4.2 What is your occupation?

❏ Employee

❏ Public enterprise officer

❏ Government officer

❏ Merchant / Business owner

❏ Others…………………..(please specify)

4.3 What is the level of your highest education?

❒ Vocational certificate

❒ High vocational certificate

❒ Bachelor's degree

❒ Master's degree

❒ Doctoral degree

4.4 What is your monthly household income?

❒ Below 15,000 baht

❒ 15,001 - 30,000 baht

❒ 30,001 - 70,000 baht

❒ 70,001 - 150,000 baht

❒ Above 150,000 baht
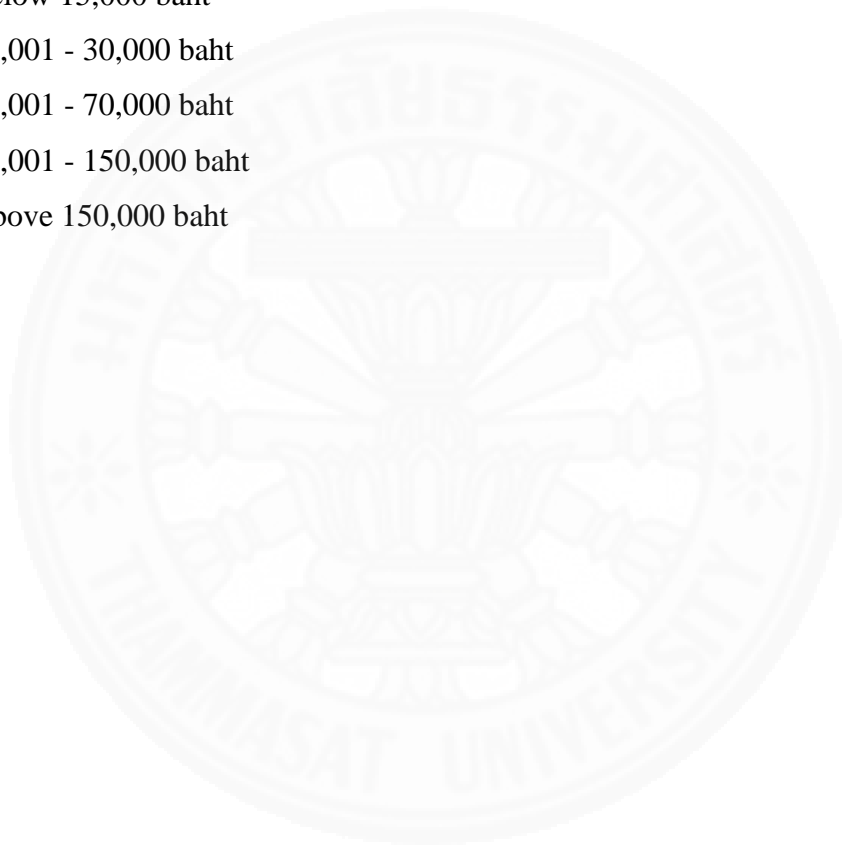
APPENDIX C

THE FREQUENCY OF THE IMPACT OF PERCEIVED FINANCIAL RISK TOWARDS PURCHASE INTENTION

**Impact of Perceived Financial Risk Towards Purchase Intention
(Credit Card Number May Not Be Secured)**

Level of Purchase Intention	Frequency (N)	Percent
Will not buy	94	62.7
Uncertain to buy	42	28.0
Willing to try/buy	9	6.0
Have a plan to buy soon	4	2.7
Intend to buy	1	0.7
Total	150	100.0

**Impact of Perceived Financial Risk Towards Purchase Intention
(High-Price Products)**

Level of purchase intention	Frequency (N)	Percent
Will not buy	58	38.7
Uncertain to buy	56	37.3
Willing to try/buy	25	16.7
Have a plan to buy soon	8	5.3
Intend to buy	3	2.0
Total	150	100.0

**Impact of Perceived Financial Risk Towards Purchase Intention
(Unrealiable Website)**

Level of Purchase Intention	Frequency (N)	Percent
Will not buy	122	81.3
Uncertain to buy	28	18.7
Willing to try/buy	-	-
Have a plan to buy soon	-	-
Intend to buy	-	-
Total	150	100.0

**Impact of Perceived Financial Risk Towards Purchase Intention
(Has No Return Policy)**

Level of Purchase Intention	Frequency (N)	Percent
Will not buy	62	41.3
Uncertain to buy	53	35.3
Willing to try/buy	31	20.7
Have a plan to buy soon	3	2.0
Intend to buy	1	0.7
Total	150	100.0

**Impact of Perceived Financial Risk Towards Purchase Intention
(Unrealiable Payment Method)**

Level of Purchase Intention	Frequency (N)	Percent
Will not buy	82	54.7
Uncertain to buy	42	28.0
Willing to try/buy	19	12.7
Have a plan to buy soon	4	2.7
Intend to buy	3	2.0
Total	150	100.0

Impact of Perceived Financial Risk Towards Purchase Intention
(Has No Customer's Review)

Level of Purchase Intention	Frequency (N)	Percent
Will not buy	46	30.7
Uncertain to buy	72	48.0
Willing to try/buy	28	18.7
Have a plan to buy soon	4	2.7
Intend to buy	-	-
Total	150	100.0

Impact of Perceived Performance Risk Towards Purchase Intention
(Uncertain In Product Quality)

Level of Purchase Intention	Frequency (N)	Percent
Will not buy	58	38.7
Uncertain to buy	68	45.3
Willing to try/buy	18	12.0
Have a plan to buy soon	6	4.0
Intend to buy	-	-
Total	150	100.0

Impact of Perceived Performance Risk Towards Purchase Intention
(The First Time Buying This Product)

Level of Purchase Intention	Frequency	Percent
Will not buy	58	38.7
Uncertain to buy	68	45.3
Willing to try/buy	18	12.0
Have a plan to buy soon	6	4.0
Intend to buy	-	-
Total	150	100.0

Impact of Perceived Performance Risk Towards Purchase Intention
(Bad Delivery Might Damage The Goods)

Level of purchase intention	Frequency	Percent
Will not buy	68	45.3
Uncertain to buy	53	35.3
Willing to try/buy	20	13.3
Have a plan to buy soon	5	3.3
Intend to buy	4	2.7
Total	150	100.0

Impact of Perceived Performance Risk Towards Purchase Intention
(Had Not Try The Product Before Purchase)

Level of purchase intention	Frequency	Percent
Will not buy	65	43.3
Uncertain to buy	55	36.7
Willing to try/buy	26	17.3
Have a plan to buy soon	3	2.0
Intend to buy	1	0.7
Total	150	100.0

Impactof Perceived Psychological Risk Towards Purchase Intention
(Privacy Invasion)

Level of purchase intention	Frequency	Percent
Will not buy	115	76.7
Uncertain to buy	29	19.3
Willing to try/buy	3	2.0
Have a plan to buy soon	3	2.0
Intend to buy	-	-
Total	150	100.0

Impact of Perceived Psychological Risk Towards Purchase Intention (Personal Data Tracking)

Level of Purchase Intention	Frequency	Percent
Will not buy	63	42.0
Uncertain to buy	51	34.0
Willing to try/buy	34	22.7
Have a plan to buy soon	2	1.3
Intend to buy	-	-
Total	150	100.0

Impact of Perceived Time/Convenience Risk Towards Purchase Intention (Buying Process Complexity)

Level of Purchase Intention	Frequency	Percent
Will not buy	56	37.3
Uncertain to buy	82	54.7
Willing to try/buy	8	5.3
Have a plan to buy soon	4	2.7
Intend to buy	-	-
Total	150	100.0

Impact of Perceived Time/Convenience Risk Towards Purchase Intention (Insufficient Information)

Level of Purchase Intention	Frequency	Percent
Will not buy	97	64.7
Uncertain to buy	37	24.7
Willing to try/buy	14	9.3
Have a plan to buy soon	2	1.3
Intend to buy	-	-
Total	150	100.0

**Impact of Perceived Time/Convenience Risk Towards Purchase Intention
(Delivery Take A Long Time)**

Level of Purchase Intention	Frequency	Percent
Will not buy	76	50.7
Uncertain to buy	48	32.0
Willing to try/buy	24	16.0
Have a plan to buy soon	1	0.7
Intend to buy	1	0.7
Total	150	100.0

**Impact of Perceived Time/Convenience Risk Towards Purchase Intention
(Unclear Communication With The Seller)**

Level of Purchase Intention	Frequency	Percent
Will not buy	95	63.3
Uncertain to buy	49	32.7
Willing to try/buy	5	3.3
Have a plan to buy soon	1	0.7
Intend to buy	-	-
Total	150	100.0

BIOGRAPHY

Name	Miss Rachataporn In-odd
Date of Birth	November 2, 1987
Educational Attainment	2010: Bachelor of Arts
	Thammasat University
Work Position	Public Relations
	Honda Automobile (Thailand) Co., Ltd.
Work Experiences	2014 - Present
	Public Relations Executive
	Honda Automobile (Thailand) Co., Ltd.
	2012 – 2014
	Communication Manager
	Media Plus Connection Co., Ltd.
	2011 – 2012
	Marketing Communication Executive
	Plan Creations Co., Ltd.
	2010 – 2011
	Account Executive
	Project No.143 Co., Ltd.