# STUDY OF FACTORS INFLUENCING PURCHASE DECISION OF BANGKOK PEOPLE WHO PURCHASE SMARTPHONE ONLINE
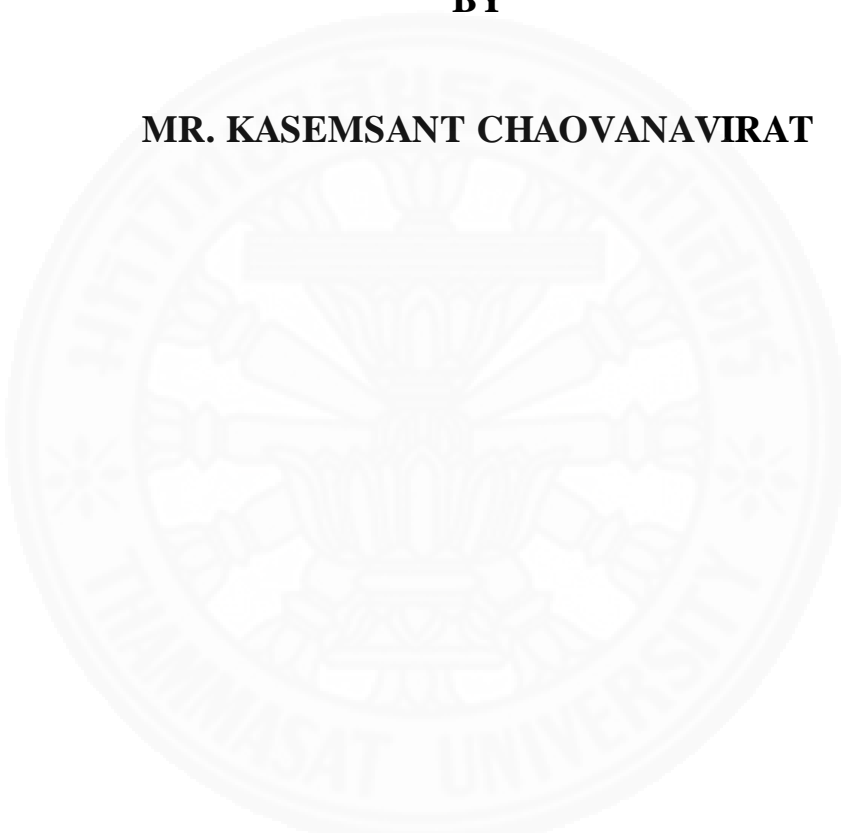
BY

MR. KASEMSANT CHAOVANAVIRAT

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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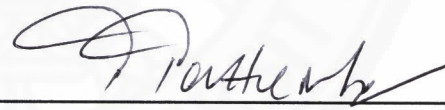
MR. KASEMSANT CHAOVANAVIRAT

ENTITLED

STUDY OF FACTORS INFLUENCING PURCHASE DECISION OF BANGKOK
PEOPLE WHO PURCHASE SMARTPHONE ONLINE

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 Paul G. Patterson, Ph.D.)

Member and Advisor _____

(Professor K. Douglas Hoffman, Ph.D.)

Dean _____

(Associate Professor Pipop Udorn, Ph.D.)

| | |
|---|---|
| Independent Study Title | THE FACTORS INFLUENCING PURCHASE DECISION OF BANGKOK PEOPLE WHO PURCHASE SMARTPHONE ONLINE |
| Author | Mr. Kasemsant Chaovanavirat |
| Degree | Master of Science Program in Marketing (International Program) |
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| Independent Study Advisor | Professor K. Douglas Hoffman, Ph.D. |
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# ABSTRACT

Smartphone is one of the necessary equipment that people around the world from students, employees and business owners owned at least one in their pocket. First smartphone was designed by IBM company in 1992 and named "Simon". Simon was first present as a prototype in computer trade show of COMDEX (Rouse 2007).

In the past year, the smartphone market in Thailand growth 47% from 2015 (Veedvil 2016). There were approximately 2 million devices sold in 2015. More than 69% of Thai people searched and compared information online, but decided to purchase product offline stores. There are numbers of limitation in online market which created unsecure to customer in Thailand, therefore, only few numbers of customers trust the online stores.

Samsung is the market leader in smartphone market in Thailand with market share of 30% of the total market. As there are huge variety in smartphone models for Samsung compared to other brands. Apple ranked as a second brand of smartphone with market share of 17% due to the limited model of the brand as well as the operating system which can only use with Apple devices. Moreover, android has the biggest operating system among others operating systems like iPhone Operating System (iOS), Personal Digital Assistant (PDA) and Window Operating System.

This independent study of "Factors influencing purchase decision of Bangkok people who purchase smartphone online" was selected as a contemporary topic in applied marketing to understand customers' behavior towards purchasing smartphone via online channel and to identify the factors that influence purchasing smartphone. To achieve the objectives, both qualitative and quantitative research were conducted. The sampling of both research was selected as non-probability sampling due to the convenient of the data collected. Secondary research was first gathered form online and local library and followed with the in-depth interviewed of 10 respondents. Data from in-depth interviewed was collected as primary data for develop the questionnaire. In addition, 200 questionnaires will send out through online and offline channels to gather variety of users in Thailand.

(3)

# ACKNOWLEDGEMENTS

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Mr. Kasemsant Chaovanavirat

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# CHAPTER 1
# INTRODUCTION

## 1.1 Research overview

Over the past 8 year, shopping is much easier for Bangkok people by E-commerce which helps shoppers, to be easier to buy product and has fully changed the way of shopping product without traveling to the retailer. With this strong benefit of E-commerce, number of people shifted to buy product through E-commerce are increasing continuously. Moreover, smartphone owner in Thailand in 2016 is accounted 23.7 million smart phone users in Thailand which count as 34.8% of 68.05 million total population (Veedvil 2016). On the other hand, feature phone owner in Thailand in 2016 is accounted 26.7 million feature phone users in Thialand which count as 39.2% of 68.05 million total population. According to smartphone users survey, it shows that 69% of smartphone users buy offline and 31% buy online.

According to Total Retail survey conduct in 2016 by PWC, 51% of total Thailand population has ever shopping online (ThaiPublica 2016). However, E-commerce total value in 2015 is only 1% (42,000 MB.) compared to Retail total value 2015 (4,200,000 MB) (Marketing Oops Admin 2015). Top 3 online shopping categories are Fashion product, Electronic device and Beauty product. Major smartphone seller who has offline shop in Thailand is Ais, Dtac, True and JAYmart which accounted around 35%, 18%, 11% and 5% share respectively (Piamsomboon 2015). The major smartphone online seller in Thailand is Lazada, Tarad, Wemall, JIB, Weloveshopping and Advice (Prachachat 2015).

Therefore, it is interesting to know what is influencing purchase decision of Bangkok people who purchase smartphone online. This research topic is important for Thai society as smartphone selling company can know the key barrier of people who not purchase smartphone online and use data to generate future strategy to reach their customer. This research will surely benefit for all smartphone online and management team would be able to understand the customer behavior.

The study of "Factor influencing purchase decision of Bangkok people who purchase smartphone online" was selected as contemporary topic in applied marketing in this independent study. It is related to both society and technology dimensions of Thai people. Furthermore, literature reviews are provided in this research to allow readers understand the overview of the industry. This study covered qualitative and quantitative research to interpret results that will be provide in the summary and recommendations.

Key variable of the study were 1) consumer's charater such as age, gender, income 2) intention of purchasing smartphone online 3) source of information 4) Advertising 5)Activity on smartphone 6) Type of payment

## 1.2 Objective of the study

The purpose of this study is to identify factors influencing purchase decision of Bangkok people who purchase smartphone online. There are 2 mains objectives as listed below:

1. To understand customers' behavior towards purchasing smartphone via online channel.
   a. To identify target customer's lifestyle
   b. To identify customers' perception towards online stores
   c. To identify online customers of smartphone
2. To identify the factors that influence purchasing smartphone via online channel.
   Purchase decision making process, information search, alternative evaluation, product purchase, post purchase, will be used to scope key factors in this part.

## 1.3 Project scope

Source of data were secondary and primary data that gathered from in-depth interviews and quantitative through an online survey. Target respondents were men and women lived in Bangkok who have ever bought smartphone and own smartphone.

Important questions that this study aims to answer were : Who is the customer which purchase smartphone online, what is the perception of customer towards online store, which factor that influence purchasing smartphone online, which source of information that customer search before purchase smartphone, and which factor is important to customer in post purchase evaluation.

Key variable of the study were 1) consumer's character such as age, gender, income 2) intention of purchasing smartphone online 3) source of information 4) Advertising 5) Activity on smartphone 6) Type of payment

## 1.4 Glossary

- **Purchase smartphone online**: For the purpose of this study, purchase smartphone online refer to consumers who purchased smartphone by using smartphone, computer and laptop as an intermediate and smartphone needed to be delivery to consumers' house.
- **Purchase smartphone offline:** For the purpose of this study, purchase smartphone offline refer to consumers who purchased smartphone by going to physical store by themselves and get the product immediately.

# CHAPTER 2
# REVIEW OF LITERATURE

## 2.1 Review of the industry

Thailand has 68.05 million people (Tana 2016) and has the mobile number registered 82.8 million which more than the total population in Thailand. Internet users in Thailand has 38 million people and social media users of 34 million people. There are 43.5 million smartphone users in Thailand which count as 64% of total population.

## 2.2 Review of literature

### 2.2.1 The changing roles of father Trend of mobile phone purchasing behavior

One of the online article (BrandInside admin 2016) elaborate the dying of traditional mobile phone retailers in Thailand and summarized the research of Siam Commercial Bank on the mobile phone market in the United States. In the past 3 years, there was only 0-3% of growth in traditional mobile phone retailers in Thailand compared to the year before which had 25% growth. Besides, customers purchasing behavior were shift from traditional stores to online market and mobile operators. There was a forecasting that in the near future more than 70% of customers will purchase mobile phone from mobile carriers as they provide better promotion especially though their online channel. Economic Intelligence Center of Siam Commercial Bank are promoting the strategy called "Renew Blue" which widely use in the United States today.

### 2.2.2 Benefits of online channel

According to an eBook (Electronic Transactions Development Agency (Public Organization) Ministry of Information and Communication Technology (2015), the rate of purchased electronic devices online is 27.5% which ranked as a second among eleven categories. More than 70% of customers who purchased electronic devices online were males. Most of the online customers are

aged below 50 with and averaged income between 15,000 to 30,000 Thai Baht. In additional, there were plenty of factors which lead customers to purchase products online such as free shipping, available 24 hours, accept credit cards, longer warrantee and others

### 2.2.3 Smartphone  definition and background

Smartphone is one type of telephone that use cellular data to connect people from different locations to each other.   In addition, smartphone is considered as a mixture of traditional Personal Digital Assistant (PDA) and cellular phone which has additional features that allow it to work more similar to computer. For examples, internet connection, electronics mails, wireless synchronization, web browsing, camera and applications.

The first smartphone was presented in 1992 at computer industry trade show named 1992 COMDEX (Rouse 2007). It was designed by IBM company and was called 'Simon'.

### 2.2.4 Smartphone  versus cellphone

They are both classify under the category of mobile devices (Beal 2008). It could be slightly difficult to identify the differences between these 2 products as some cellphones offer similar features compared to smartphone. However, there are several basic features that not exist in the original cellphone. The original cellphone has main features which is connection, texting, low resolution camera and 2D games. On the other hand, smartphone has more advance features which is internet connectivity, edit documents, third party applications, Wi-Fi, and QWERTY keyboard.

### 2.2.5 Operating  systems of smartphone

Operating System (OS) is an important software program that runs as a main hub to support smart device like computer and smartphone (Christensson 2016). OS also allow smartphones to run all applications on the device. Smartphones are mainly powered by software such as iPhone OS, Windows Mobile, Google's Android and Palm's WebOS (Fendelman 2016).

### 2.2.6 World ranking smartphone

In Q2 2016, Samsung is the world leading smartphone company in term of market share of 22.8% followed by Apple with 11.7% market share. However, both company sales were dropped in that quarter due to Huawei P9 and P9 Plus entered the market. Huawei hold the third rank of smartphone market in the world.

In Thailand, proportion of Thai people tend to use Samsung more than any others smartphone brand as their competitive price and variety of models. In 2015, Samsung hold market share of 30% over others competitors in the market while apple only hold 17% of market share in Thailand. Thai residents are more familiar with android phone, with 77% of total market, over any other operating systems.

### 2.2.7 New E-Commerce trends continue to take hold in Thailand

The way people think about shopping is shifting towards online (Bangkokpost 2015). In Thailand, there are huge number of small entrepreneurs which begun to go online by selling their product through Facebook, Instagram and other social networks and those channel has no cost for applying. The big players also has huge opportunity in this market because there are many pitfalls for small entrepreneurs which cannot meets customers expectation such as non-secure payment and lack of standardized delivery methods.

### 2.2.8 Summary of the literature review

The key finding and important factors, gathered from the literature review, which can be applied to this research study as the factor that influencing purchase decision of Bangkok people who purchase smartphone online are discussed below.

First, there are many benefit of purchasing online such as 24 hours shopping and delivery to customer's place. Second, most of online customer are male and like to purchase electronic category. Lastly, there are several barriers which is the reason why people afraid to purchasing online such as non-secure payment and unstandardized delivery.

# CHAPTER 3
# RESEARCH METHODOLOGY

## 3.1 Research design

Main source of data analysis in this research including secondary research and primary data through both quantitative through an online survey and qualitative through in-depth interview. (Refer to Figure 1 shown below).
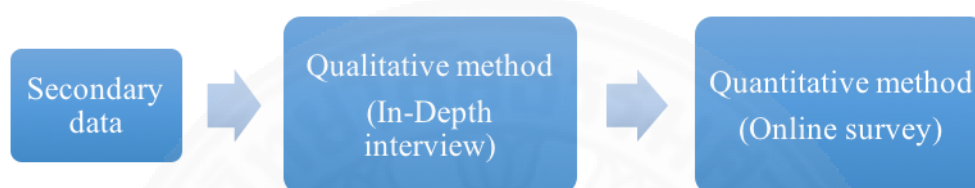


Figure 1 Research framework

### 3.1.1 Secondary Research

Secondary research was conducted to find population of smartphone user in Thailand, benefits of online channel, different of smartphone compared to cellphone and share among top smartphone brand.

### 3.1.1 In-depth interviews

After receiving information from secondary research, in-depth interviews will be conducted in order to explore consumer's perception towards purchasing smartphone online, price in online store compared to offline store, activity on smartphone, behavior before and after purchase smartphone. In order to uncover the real insight with distracted by external environment, participants would be given 30 minutes each to respond with questions related to their behavior when purchasing smartphone, influence factor to purchase smartphone online, their purchase decision process, barrier to purchase online, trigger to recommend, etc.

**3.2 Descriptive research**

Descriptive research was conducted after gained insight in formation from in-depth interview and was used to draft questionnaire. The questionnaire was designed to have four parts which are screening, main, experiment, and demographic.

### 3.2.1 Quantitative Research

A questionnaire survey was designed based on data gathering of customer insight. Questionnaire surveys were distributed online to 150 respondents, both male and female who lived in Bangkok and bought themselves a smartphone. There are some screening questions that was placed at the beginning of questionnaire, in order to that only target respondents are include and to separated respondent into to group which is online customer who purchased smartphone online and offline customer who purchased smartphone offline.

A questionnaire was tested with 10 respondents to make sure the questions in the questionnaire are correction and understandable. The convenience sampling method (non- probability sampling) were used to collected 75 respondents who purchase smartphone online and 75 respondents who purchase smartphone offline which total of 150 respondents.

**3.3 Identification of research variables**

- Dependent variables
  - Consumers' intention of purchasing smartphone online.
- Independent variables
  - Demographic
  - Lifestyle
  - Referral
  - Advertising
  - Branding
  - Activity on smartphone
  - Type of payments
  - Electronic gadget ownership
  - Social Status

**3.4 Data collection plan**

        **3.4.1 In-depth interview plan**

            In-depth interviews were conducted with 10 males and 10 females who live in Bangkok and bought themselves a smartphone. The respondents consisted of people aged 15 - 45 years old These respondents have different occupations and mixed between online customer and offline customer. The objective of in-depth interviews was to explore consumer's perception toward purchasing smartphone online compared to purchasing smartphone offline. The findings from the in-depth interviews will be used to draft the questionnaire.

        **3.4.2 Questionnaire recruitment plan**

            Questionnaires were distributed through online channels (i.e., via social media and webpages) to a total of 150 respondents which separated in consumer who purchase smartphone online 75 respondents and consumer who purchase smartphone offline 75 respondents.

        **3.4.3 Research sample**

            The sample were selected using convenience sampling method (non-probability sampling). The target respondents of the surveys can be characterized as follow:

        o     Male or Female

        o     Living in Bangkok

        o     Bought smartphone for themselves

Table 1 Research respondents

| Type of research | Methodology | Pre-test | Sample size |
|---|---|---|---|
| Qualitative | In-depth interview | 5 people | 20 people |
| Quantitative | Questionnaire survey | 10 people | 150 people |

**3.5 Data analysis plan**

       This independent study, both exploratory and descriptive research methods were applied .Exploratory research consisted of both primary and secondary research . Descriptive research consists of primary research which obtained from the questionnaire surveys analyzed by the Statistical Package for Social Science (SPSS).

# CHAPTER 4
# RESULTS AND DISCUSSION

## 4.1 Key findings from secondary research

In Thailand, online channel is still new to Thai society. In the past 8 years, online stores become one of options for customers to purchase product with more convenient and faster process has been developed. Moreover, revenue of traditional stores of smartphone has dropped due to more competition in service provider enter the market

## 4.2 Key findings from in-depth interview

From users that purchased smartphone online, key findings show that they are mostly focused on the convenient of their daily routine and the shorten process. They all have smartphone and use them in daily routine. The most popular application is Line chatting application and Facebook. They love to shopping but once smartphone being a part of their life they like to scroll and search for more product to shopping through online channel. They like online channel because they can shopping 24 hours as they work everyday and after work they are tired and have no intention to go to department store to shopping so online shopping is solving their pain as they can even shopping in bed before their bedtime. Moreover, the online website also allows them to use the credit cards or pay upon receive. They all agree that Thailand post is not reach standard of product safety, therefore, most stores that sell electronic devices are using other transportation service, such as Kerry Express and Lalamoves. Some of online customer mentioned that they are afraid that product that they will get may not match as seller's state in the website. Before they purchase the product, they will search information in mobile carrier's website, website of mobile's brand, blogger and friend. In their perception, smartphone price in online channel is cheaper than offline channel. After purchasing smartphone, if they satisfy with the product and service they like to review and post in the website to share with other customer.

From users that not purchase smartphone online, key findings show that they are mostly concerned about the defected and ability of the product followed by the

after service and warrantee. They did not trust in online world and safety of credit cards details. Most of them need assistant to teach and guide them on how to use the product. Moreover, for them smartphone is expensive and didn't purchase frequently so they want to go and get smartphone by themselves at the retail shop

## 4.3 Key findings from quantitative analysis

The sample size for the questionnaire is 150 respondents which separated into 2 groups which is consumers who purchase smartphone online 75 respondents and consumers who purchase smartphone offline 75 respondents. The research focused only on consumers who purchased smartphone and living in Bangkok. The findings were generated and presented with testing by applying custom table analysis. The testing standard was set at 95% confident level. Key findings are summarized as below:

Table 2 Frequency counts of total respondents from questionnaire survey

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Male | 72 | 48% |
| Female | 78 | 52% |
| Total | 150 | 100% |

Table 3 Custom table of respondent's gender –vs- Type of customer

| | | Online customer (n=75) | | Offline customer (n=75) | |
|--------|--------|-------|------------|-------|------------|
| | | Count | Column N % | Count | Column N % |
| Gender | Male | 42 | 56.0% | 30 | 40.0% |
| | Female | 33 | 44.0% | 45 | 60.0% |

Table 3 illustrates that the respondents' gender from the questionnaire were equally share about half between male and female. Despite, when comparing between online and offline customer result presents that male respondents were purchased smartphone online rather than offline

Table 4 Age range –vs- Type of customer

| | | Online customer (n=75) | | Offline customer (n=75) | |
|---|---|---|---|---|---|
| | | Count | Column N % | Count | Column N % |
| Age | Below 18 | 0 | 0.0% | 0 | 0.0% |
| | 18-22 | 0 | 0.0% | 2 | 2.7% |
| | 23-27 | 33 | 44.0% | 31 | 41.3% |
| | 28-32 | 24 | 32.0% | 25 | 33.3% |
| | 33-39 | 18 | 24.0% | 14 | 18.7% |
| | above 40 | 0 | 0.0% | 3 | 4.0% |

Analyzed data in Table 4 presenting that the majority of smartphone users are ages between 23 to 27 years old followed by a group of 28 to 32 years old. The ratio between online and offline smartphone customers are almost the same.

According to data in Table 5, the most of respondents have an occupation as a private employee followed by business owner.

Analyzed data in Table 6 presenting that majority of respondent's education level of smartphone users in this independent study are holding either Bachelor's degree and Master's degree.

Table 5 Summary of respondent's occupation

| Occupation | Online customer (n=75) | | Offline customer (n=75) | |
|---|---|---|---|---|
| | Count | Column N % | Count | Column N % |
| Student | 2 | 2.7% | 7 | 9.3% |
| Private Employee | 54 | 72.0% | 52 | 69.3% |
| Business owner | 14 | 18.7% | 14 | 18.7% |
| Public employee | 3 | 4.0% | 0 | 0.0% |
| Freelance | 2 | 2.7% | 2 | 2.7% |
| Others | 0 | 0.0% | 0 | 0.0% |

Table 6 Summary of respondent's education

| Education | Online customer (n=75) | | Offline customer (n=75) | |
|---|---|---|---|---|
| | Count | Column N % | Count | Column N % |
| Below Bachelor's degree | 0 | 0.0% | 2 | 2.7% |
| Bachelor's degree | 43 | 57.3% | 38 | 50.7% |
| Master's degree | 32 | 42.7% | 35 | 46.7% |
| Above Master's degree | 0 | 0.0% | 0 | 0.0% |

Table 7 Summary of respondent's income

| Income | Online customer (n=75) | | Offline customer (n=75) | |
|---|---|---|---|---|
| | Count | Column N % | Count | Column N % |
| below 15,000 | 0 | 0.0% | 4 | 5.3% |
| 18,000-30,000 | 15 | 20.0% | 25 | 33.3% |
| 30,001-50,000 | 38 | 50.7% | 28 | 37.3% |
| 50,001-80,000 | 13 | 17.3% | 12 | 16.0% |
| 80,001-150,000 | 6 | 8.0% | 5 | 6.7% |
| above 150,000 | 3 | 4.0% | 1 | 1.3% |

According to Table 7, it was found that for those who has income of 30,0001-50,000 Baht, purchase smartphone online is more preferable. However, for those with a monthly income of 18,000-30,000 Baht, purchase smartphone offline is more preferable.

According to Table 8, the Pearson Chi-square tests represent factors which influenced smartphone customers via online and offline channels are significantly different at 95% confidential interval (p-value < 0.05). Online consumers are likely influenced by friends, advertising and review rather than those shoppers who purchased product offline. However, both group of respondents were strongly driven by promotion to both online and offline channels.

Table 8 Summary of influenced factors to purchase smartphone from online or offline channel

| | Online customer | | Offline customer | | Chi-square | Sig. |
|---|---|---|---|---|---|---|
| | Count | Column N % | Count | Column N % | | |
| Promotion | 72 | 96.0% | 67 | 89.3% | 2.453 | .117 |
| Ads from website | 4 | 5.3% | 8 | 10.7% | 1.449 | .229 |
| Friend | 33 | 44.0% | 7 | 9.3% | 23.045 | **.000** |
| Ads TV Radio billboard | 16 | 21.3% | 5 | 6.7% | 6.700 | **.010** |
| Review from customer | 21 | 28.0% | 11 | 14.7% | 3.972 | **.046** |

Table 9 Summary of source of information search

| Source of information search | Online customer | | Offline customer | | Chi-square | Sig. |
|---|---|---|---|---|---|---|
| | Count | Column N % | Count | Column N % | | |
| Website brand | 27 | 36.0% | 34 | 45.3% | 1.354 | .245 |
| Carrier website | 27 | 36.0% | 39 | 52.0% | 3.896 | .048 |
| Friend | 19 | 25.3% | 26 | 34.7% | 1.556 | .212 |
| Sale man | 2 | 2.7% | 4 | 5.3% | .694 | .405 |
| Blogger | 27 | 36.0% | 29 | 38.7% | .114 | .736 |
| Magazine | 0 | 0.0% | 1 | 1.3% | 1.007 | .316 |
| Others | 6 | 8.0% | 1 | 1.3% | 3.746 | .053 |

Smartphone customers normally do information search about the product before they visit the store or website to purchase one. Table 9 representing the source of information that customers could seek for reliable information. The Pearson Chi-square tests show that there is significantly different at 95% confident interval (p-value < 0.05). Carrier website is first choice for both online and offline, however, even though offline customers made a purchase at the physical store, but during the information search process. They strongly go online rather than offline channels. Moreover, review from bloggers is what people try to search for as currently there are lots of specialist bloggers who review products and services based on categories and their interest in order to set their positioning and being an influencer. From the analyzed, also present that offline media such as magazine is no longer popular like old days. The trend has changes and keep on changing every moment. Even sale person who suppose to be specialist about product. They also no longer popular for customers to gather information as well.

Analyzed data illustrates in Table 10 presented summary of influenced factors that have impact on smartphone owner who purchased via online channel. Top 2 reasons are online channel save their time from travelling to the stores and stuck in traffic. Another reason is the websites are available 24 hours for non-stop. The automatic systems have been generated to provide most convenient method to customers. Moreover, the online channel allows customers to visit their page from anywhere around the world as long as you have accessibility device and internet. Promotion is another factor that drives traffic to online channels as some product or website positioning their price slightly lower than others competitors in the market.

Table 10 Summary of factor that influenced customer to purchase smartphone online

| Factor influenced customer to buy online | Online customer | |
|---|---|---|
| | Count | Column N % |
| Save time and travelling | 52 | 69.3% |
| 24 hours shopping | 31 | 41.3% |
| Fast delivery | 13 | 17.3% |
| Cheaper than offline | 18 | 24.0% |
| Variety of product | 0 | 0.0% |
| Compare price | 10 | 13.3% |
| Promotion | 17 | 22.7% |
| Return money service | 2 | 2.7% |
| Exclusive product for online | 3 | 4.0% |
| Others | 2 | 2.7% |

Table 11 Summary of website that online customer chooses to buy

| | Online customer | |
|---|---|---|
| | Count | Column N % |
| LAZADA | 9 | 12.0% |
| AIS | 24 | 32.0% |
| DTAC | 16 | 21.3% |
| TRUE | 4 | 5.3% |
| Jaymart | 2 | 2.7% |
| Wemall | 0 | 0.0% |
| Others | 20 | 26.7% |

According to table 11, The question regarding where customer purchasing smartphone from which website. The result shown that AIS is the most popular website that online customer like to shopping and the second popular website is DTAC which also mobile operator same as AIS. The third rank popular website is Apple Store which accounted 15 persons out of 20 persons in Others.

Table 12 Summary of barrier of offline customer to purchase smartphone online

| Barrier of offline customer | Offline customer | |
| --- | --- | --- |
| | Count | Column N % |
| Don't trust | 37 | 50.7% |
| No trial | 53 | 72.6% |
| Product Not Available | 2 | 2.7% |
| Like to shopping offline | 8 | 11.0% |
| No face to face interaction with sellers | 20 | 27.4% |

On the other hand, Table 12 represent analyzed data of possible barriers towards offline customers of smartphone. The first reason are there are no product trial and checking the product when purchase smartphone same as purchase from offline that customer can check the device that are there any problem of smartphone before payment. The second reason is customer do not trust online channel that if they purchase online they will get smartphone as they expected or not. The third reason is there is no face to face interaction with seller.

According to Table 13, Most of the respondent will go to three main mobile operator's retail shop which is AIS Shop, DTAC Shop and TRUE Shop rather than other retail shop. The most popular shop is AIS Shop. The least popular shop is Jaymart.

Table 13 Summary of Thai place where customer purchase smartphone offline

| | Offline customer | |
|---|---|---|
| | Count | Column N % |
| MBK | 7 | 9.3% |
| AIS Shop | 20 | 26.7% |
| Dtac shop | 14 | 18.7% |
| True shop | 17 | 22.7% |
| Samsung shop | 5 | 6.7% |
| iStudio | 6 | 8.0% |
| Jaymart | 1 | 1.3% |
| Powerbuy | 3 | 4.0% |
| Traditional shop | 0 | 0.0% |
| Others | 2 | 2.7% |

Table 14 Summary of smartphone price

| | Online customer | | Offline customer | |
|---|---|---|---|---|
| | Count | Column N % | Count | Column N % |
| below 5,000 baht | 2 | 2.7% | 1 | 1.3% |
| 5,000-10,000 baht | 4 | 5.3% | 3 | 4.0% |
| 10,001-15,000 baht | 5 | 6.7% | 5 | 6.7% |
| 15,001-20,000 baht | 14 | 18.7% | 7 | 9.3% |
| above 20,000 baht | 50 | 66.7% | 59 | 78.7% |

Analyzed data illustrates in Table 14 presented summary of smartphone price that customer purchase both online and offline. Online customer and offline customer mostly own smartphone price more than 20,000 baht.

Table 15 Summary of activity on smartphone

| Activities on smartphone | Online customer | | Offline customer | | Chi-square | Sig. |
|---|---|---|---|---|---|---|
| | Count | Column N % | Count | Column N % | | |
| Chat (Line,We Chat) | 68 | 90.7% | 68 | 90.7% | 0.000 | 1.000 |
| Games | 25 | 33.3% | 28 | 37.3% | .263 | .608 |
| Surfing Internet | 63 | 84.0% | 49 | 65.3% | 6.908 | 0.009 |
| Take a picture | 46 | 61.3% | 48 | 64.0% | .114 | .736 |
| Social Media | 62 | 82.7% | 62 | 82.7% | 0.000 | 1.000 |
| Online Shopping | 24 | 32.0% | 32 | 42.7% | 1.824 | .177 |
| News | 30 | 40.0% | 36 | 48.0% | .974 | .324 |
| Others | 3 | 4.0% | 2 | 2.7% | .207 | 0.649 |

According to Table 15, the Pearson Chi-square tests represent activities on smartphone comparing online and offline customers are significantly different at 95% confidential interval (p-value < 0.05). Offline consumers are like to surfing internet more than online customer. Moreover, chat is the most popular activity on smartphone for both online and offline customers. Followed by social media which is the second rank popular activity for both online and offline customers.

Table 16 Summary of type of payment when purchasing smartphone

| Type of payment | Online customer | | Offline customer | | Chi-square | Sig. |
|---|---|---|---|---|---|---|
| | Count | Column N % | Count | Column N % | | |
| Credit/Debit | 56 | 74.7% | 57 | 76.0% | | |
| Cash | 4 | 5.3% | 18 | 24.0% | | |
| Bank Transfer | 15 | 20.0% | 0 | 0.0% | 23.918 | .000[*,b] |
| Others | 0 | 0.0% | 0 | 0.0% | | |

According to Table 16, the Pearson Chi-square tests represent activities on smartphone comparing online and offline customers are significantly different at 95% confidential interval (p-value < 0.05). Offline customer like to pay by cash more than online customer significantly.

Table 17 Summary of perception towards smartphone's price in online channel

| Perception toward price | Online customer | | Offline customer | | Chi-square | Sig. |
|---|---|---|---|---|---|---|
| | Count | Column N % | Count | Column N % | | |
| Cheaper than offline | 40 | 53.3% | 24 | 32.0% | | |
| Expensive than offline | 2 | 2.7% | 5 | 6.7% | 7.425 | .024 |
| Same price as offline | 33 | 44.0% | 46 | 61.3% | | |

Refers to Table 17, Online customer has different perception towards smartphone's price in online channel compared to offline customer. 53.3% of Online customer thinks that smartphone in online channel price cheaper than offline channel. On the other hand, offline customer thinks that smartphone in online channel price same as offline channel.

Table 18 Summary of post purchase feeling and action

| | Online customer | | Offline customer | | Chi-square | Sig. |
|---|---|---|---|---|---|---|
| | Count | Column N % | Count | Column N % | | |
| Satisfy | 73 | 97.3% | 65 | 86.7% | 5.797 | .016 |
| Will recommend | 70 | 93.3% | 57 | 76.0% | 8.679 | .003 |

According to Table 18, the Pearson Chi-square tests represent feeling and action of online and offline customers are significantly different at 95% confidential interval (p-value < 0.05). It found that online customer satisfies with purchasing smartphone at 97.3% which is significantly more than offline customer which satisfy in purchase smartphone offline. Moreover, online customer tends to recommend their current smartphone purchasing more than offline customer.

Table 19 Summary of channel that will recommend the shop that purchased smartphone

| | Online customer | | Offline customer | | Chi-square | Sig. |
|---|---|---|---|---|---|---|
| | Count | Column N % | Count | Column N % | | |
| Facebook | 7 | 10.0% | 4 | 7.0% | | |
| Instragram | 0 | 0.0% | 0 | 0.0% | | |
| Line | 24 | 34.3% | 16 | 28.1% | | |
| Face to face | 39 | 55.7% | 37 | 64.9% | 1.152177 | 0.562 |
| Pantip | 0 | 0.0% | 0 | 0.0% | | |
| Others | 0 | 0.0% | 0 | 0.0% | | |

Analyzed from Table 19, Both of online and offline customer will recommend the shop that purchased smartphone by face to face and followed by Line (chatting application).

According to Table 20, the most important factor that trigger customer to spread the WOM to their friend or relation is when their get a good experience with that shop.

Table 20 The main criteria to purchased online (From1; least – 7; most important)

| | Ever buy phone online | |
|---|---|---|
| | Online customer | Offline customer |
| | Mean | Mean |
| Recommend when friend ask only | 5.1 | 5.2 |
| Recommend when receive good experience | 5.5 | 5.7 |
| Recommend when that shop has sweepstake | 4.0 | 3.9 |
| Recommend when that shop has variety of product | 3.4 | 4.0 |
| Recommend when that shop has discount | 4.3 | 4.4 |

# CHAPTER 5
# CONCLUSIONS AND RECOMMENDATIONS

## 5.1 Summary and conclusion

E-Commerce business in Thailand is growing rapidly because the lifestyle and needs of customers has been changed from the past. Technology and smartphone has playing important role in the part of every day life. Nowadays, customer can shopping any where and any time with a variety of choice. The key factor that has been block customer to purchase smartphone online in the past already been solved by some of key players in the market such as standardized delivery, payment method that allow customer to pay upon received the product and warranty of product that can be return within 14 days. The even more trust that seller can created to customer, the even more numbers of customer that will shifted to purchase smartphone online.

Number of smartphone users in Thailand is 23.7 million people which count as 34.8% of total population in Thailand. The competition between three major mobile operators and big key online retailer such as LAZADA are continue to be more intense. It's very important that company are aware of opportunity in online market regarding to the needs of online customers are different from offline customer in several aspects.

The research focused only Bangkok people who bought smartphone for themselves.

The findings are summarized below for each of the research objective.

### 5.1.1 Study of the research objective 1: To understand customers' behavior towards purchasing smartphone via online channel.

a. To identify target customer's lifestyle

Online customer more than 80% like to chat with their friend via Line or We Chat, use social media via Facebook or Instagram and surfing internet.

b. To identify customer's perception towards online stores.

Online customers perceived that purchasing smartphone via online channel is saving cost and additional expenses that sales person could offer.

Offline customers think that price of smartphones selling on online channel are exactly same as offline stores, therefore, they would like to try the product and check all features before make the payment.

c.  To identify online customers of smartphone.

Males respondents were purchased their smartphone through online channels more than females. Results show that the highest age range of smartphone users is between 23 and 27 years old. In addition, in this study most of the respondents are working as private employees, thus, the educational level is above the Bachelor's Degree. More than 50% of the respondents are earning about 30,000 – 50,000 Thai Baht.

**5.1.2 Study of the research objective 2**: To identify the factors that influence purchasing smartphone via online channel. Purchase decision making process, information search, alternative evaluation, product purchase, post purchase, will be used to scope key factors in this part.

To purchase a smartphone, customers from online and offline channels had different purchasing decision process and behaviors. At stage of information search, online customers collected data from website of interested smartphone brand as well as their recent mobile carrier. They also seek for product reviewed from online bloggers. Offline customers had the same behavior.

Furthermore, according to the in-depth interviewed, respondents mentioned that once they received data from different sources. Customers compare the product features, promotion, warranty period, price and after services. Each individual had different benchmarking standard based on their lifestyle and reason to own a smartphone. Top recalled criteria for product evaluations were mobile carriers,

smartphone brand and promotion.

Before make the payment, most of the offline customers are able to have a product trial, while those online were not able to, besides, some of

online customers did went to check out the product and try it at the stores before make purchase after made the decision.

Most of the online customers often received messages to write a comments on services and review the products while offline customers have very low post purchase rate unless their smartphone get into trouble and need to meet the customer services of the stores they have bought the product from. Results from survey showed that online customers are happier with the product that their purchased due to that they did made an online review of product

## 5.2 Recommend for action

Due to the increasing of smartphone user in Thailand, the research results showing a key important factors of marketing stimuli towards purchasing smartphone online. With the main objective of this study is to understand customer's behavior towards purchasing smartphone online and to identify the factor influence purchasing smartphone online, the recommend is listed as below.

The key factor which influence purchasing smartphone online, specially to those who are living in Bangkok are:

1. Promotion

The most impact factor to trigger the purchase decision is promotion. Both online and offline are seeking for promotion of smartphone. Smartphone seller should do promotion to attract customer to buy from their shop or website especially top three mobile carrier which is the most recognize choice in customer's mind. It's good to bundle the package of monthly fees and discount the price of smartphone to attract customer from another channel.

2. Friend & Customer Review

This influence factor is very hard to control but it's not all uncontrollable. To make the good WOM, the smartphone seller must has good service during purchasing and good service after purchasing to make customer spread positive WOM to their friend or even write the customer review in the website. Moreover, the smartphone seller can launch promotion to create the recommendation amongst their friend and relations such as when suggest friend to buy both of them

will get discount for 1,000 baht. This is the another way to create the recommendation.

      3. Trust

        Trust is the most important barrier for those who afraid to purchase online. A smartphone seller can solve this problem by providing more location to returning the defective product which can be occur such as partner with convenience store like 7-11 and Family mart to be the location that customer can return the product. Moreover, increase guarantee days that can return the product to be 14days is the influence the customer to purchase online because at the offline store providing only 7days guarantee.

      4.Face to face interaction

        Some of offline customer afraid to buy online because there is no face to face interaction so why don't provide sale assistance which will pop-up automatically and customer can choose whether they want to video call with sale assistance or keep shopping by themselves.

## 5.3 Limitations

In this independent study, there are limitation to the research as there is time and budget, therefore, listed below are the limitation towards this research:

- Time for data collection
- Size of sampling
- Budget allocated for research
- Sampling are non-probability as they were collected per researcher convenient.

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# APPENDIX

# APPENDIX A

# QUESTIONNAIRE SURVEY QUESTIONS

**Part 1 – Screening Questions**

Q1. Are you living in Bangkok?

☐Yes          ☐No    If No, Skip to End

Q2. Are you currently using smartphone?

☐Yes          ☐No    If No, Skip to End

Q3. Have you ever purchase smartphone online?

☐Yes (Skip topart2A)                ☐No (Skip to part2B)

**Part 2A – Main Questions for respondents who purchase smartphone online**

Q1. Which website did you make the purchase? **(Single Answer)**

☐www.lazada.co.th

☐www.ais.co.th

☐www.dtac.co.th

☐store.truecorp.co.th/

☐www.jaymart.co.th

☐www.wemall.com

☐others……….

Q2. How do you find information of smartphone before you decided to purchase?

☐Website of that mobile's brand

☐ Mobile carrier's website such as AIS, DTAC, TRUE

☐Friend

☐Salesman of any retailer

☐Magazine

☐Blogger

☐others……….

Q3. What is the cost of your smartphone? **(Single Answer)**

☐below 5,000 THB ☐5,001-10,000 THB ☐10,001-15,000 THB

☐15,001-20,000 THB ☐ over 20,000 THB

Q4. What is your smartphone model? **(Single Answer)**

☐iPhone ☐Samsung ☐Huawei ☐Asus

☐HTC ☐Sony ☐Oppo ☐Vivo

☐OTHER: _____

Q5. Please give score to criteria below base on your concern.

(1-Least important, 7-Most important)

| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|---|
| | | Least important | | | Neutral | | | Most important |
| 4.1 | Ease to use | | | | | | | |
| 4.2 | Design | | | | | | | |
| 4.3 | Innovative | | | | | | | |
| 4.4 | Social Status | | | | | | | |
| 4.5 | Functions | | | | | | | |
| 4.6 | Price | | | | | | | |
| 4.7 | Trend | | | | | | | |

Q6. What kind of activity you daily do on smartphone? **(Multiple Answers)**

☐Chats ☐Games ☐Surfing Internet ☐Photo-shoot

☐Social Media ☐Shopping ☐News update ☐Share story

☐Others: _____

Q7. How did you make payment? **(Single Answer)**

☐ Credit/ Debit Card ☐Cash ☐ Bank Transferred

☐Other:_____

Q8.What is the reason you purchased smart phone online? **(Multiple Answers)**

☐Convenience          ☐24 hours          ☐Fast delivery

☐Cheaper than offline   ☐Variety of product   ☐Compare price

☐Promotion            ☐Return money guarantee   ☐Exclusive product

☐Trust payment method   ☐Others.....

Q9.What is influence you to purchase smartphone from online channel?
**(Multiple Answers)**

☐ Promotion

☐Advertising from other website

☐Friend's recommended

☐Advertising from TV, Radio, Newspaper and Billboard.

☐Review from other customer

Q10.What do you think of the price of purchasing smart phone online?
**(Single Answer)**

☐Cheap      ☐Same as offline      ☐Expensive

Q11.Did you satisfied with purchase mobile online? **(Single Answer)**

☐Yes              ☐No

Q12.Will you recommend your friend to purchase smartphone online? **(Single
Answer)**

☐Yes              ☐No

Q13.Which channel that you will recommend to your friend? **(Single Answer)**

☐Facebook

☐Instagram

☐Line

☐Face to face

☐Pantip

☐Others……

Q.14 Please give score to criteria below base on your concern.

(1-Least important, 7-Most important)

| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|---|
| | | Least important | | | Neutral | | | Most important |
| 4.1 | Recommend when friend ask only | | | | | | | |
| 4.2 | Recommend when receive good experience | | | | | | | |
| 4.3 | Recommend when that shop has sweepstake | | | | | | | |
| 4.4 | Recommend when that shop has variety of product | | | | | | | |
| 4.5 | Recommend when that shop has discount | | | | | | | |

**Part 2B – Main Questions for respondents who not purchase smartphone online**

Q1. Where did you purchase your current smartphone? **(Single Answer)**

☐MBK ☐AIS Shop ☐DTAC Shop ☐True shop

☐SAMSUNG Shop ☐ISTUDIO ☐JAY MART Shop ☐POWERBUY

☐Traditional shop in department store ☐OTHER: _____

Q2. How do you find information of smartphone before you decided to purchase?
**(Multiple Answers)**

☐Website of that mobile's brand

☐ Mobile carrier's website such as AIS, DTAC, TRUE

☐Friend

☐Salesman of any retailer

☐Magazine

☐Blogger

☐others……….

Q3. What is the cost of your smartphone? **(Single Answer)**

☐below 5,000 THB ☐5,001-10,000 THB ☐10,001-15,000 THB

☐15,001-20,000 THB ☐over 20,000 THB

Q4. What is your smartphone model? **(Single Answer)**

☐iPhone ☐Samsung ☐Huawei ☐Asus

☐HTC ☐Sony ☐Oppo ☐Vivo

☐ OTHER: _____

Q5. Please give score to criteria below base on your concern.

(1-Least important, 7-Most important)

| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|---|
| | | Least important | | | Neutral | | | Most important |
| 4.1 | Ease to use | | | | | | | |
| 4.2 | Design | | | | | | | |
| 4.3 | Innovative | | | | | | | |
| 4.4 | Social Status | | | | | | | |
| 4.5 | Functions | | | | | | | |
| 4.6 | Price | | | | | | | |
| 4.7 | Trend | | | | | | | |

Q6. What kind of activity you daily do on smartphone? **(Multiple Answers)**

☐Chats ☐Games ☐Surfing Internet ☐Photo-shoot

☐Social Media ☐Shopping ☐News update ☐Share story

☐Others: _____

Q7. How did you make payment? **(Single Answer)**

☐ Credit/ Debit Card ☐Cash ☐ Bank Transferred

☐Other:_____

Q8.What is the reason you not purchased smart phone online? **(Multiple Answers)**

☐Don't trust          ☐No trial          ☐Product not Available

☐Like to shopping offline      ☐No face to face interaction with sellers

Q9. What do you think of the price of purchasing smart phone online?
**(Single Answer)**

☐Cheap          ☐Same as offline          ☐Expensive

Q10.What is influence you to purchase smartphone from offline channel?
**(Multiple Answers)**

☐ Promotion

☐Advertising from other website

☐Friend's recommended

☐Advertising from TV, Radio, Newspaper and Billboard.

☐Review from other customer

Q11.Did you satisfied with purchase mobile offline? **(Single Answer)**

☐Yes

☐No

Q12.Will you recommend your friend to purchase smartphone offline?
**(Single Answer)**

☐Yes

☐No

Q13.Which channel that you will recommend to your friend? **(Single Answer)**

☐Facebook          ☐Face to face

☐Instragram          ☐Pantip

☐Line          ☐Others……

Q.14 Please give score to criteria below base on your concern.

(1-Least important, 7-Most important)

| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|---|
| | | Least important | | | Neutral | | | Most important |
| 4.1 | Recommend when friend ask only | | | | | | | |
| 4.2 | Recommend when receive good experience | | | | | | | |
| 4.3 | Recommend when that shop has sweepstake | | | | | | | |
| 4.4 | Recommend when that shop has variety of product | | | | | | | |
| 4.5 | Recommend when that shop has discount | | | | | | | |

**Part 3 – Personal Details**

Q.1 What is your gender? **(Single Answer)**

☐Male          ☐Female

Q.2 What is your age? **(Single Answer)**

☐below 18

☐18-22

☐23-27

☐28-32

☐33-39

☐Above 40

Q2. What is your current professional status? **(Single Answer)**

☐Student          ☐Private Employee          ☐Business owner

☐ Public employee          ☐Freelance          ☐Others: _____

Q3. Education Level: **(Single Answer)**

☐ Below Bachelor's degree ☐ Bachelor's degree

☐ Master's degree ☐ Above Master's degree

Q4. Income: **(Single Answer)**

☐below 15,000 ☐80,001-150,000

☐18,000-30,000 ☐above150,000

☐30,001-50,000

☐50,001-80,000

# BIOGRAPHY

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