ONLINE CHANNEL, A NEW CHANNEL FOR STUDENT UNIFORM MARKET IN THAILAND

BY

MR. THANAPOL CHUNRUKSA

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

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ENTITLED

ONLINE CHANNEL, A NEW CHANNEL FOR STUDENT UNIFORM MARKET
IN THAILAND

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	ONLINE CHANNEL, A NEW CHANNEL FOR STUDENT UNIFORM MARKET IN THAILAND
Author	Mr. Thanapol Chunruksa
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Independent Study Advisor	Professor K. Douglas Hoffman, Ph.D.
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ABSTRACT

The study of "Online Channel for student uniform market in Thailand" has been chosen to be an independent study topic that focuses on the issue of society in Thailand. This study is a contemporary topic in applied marketing. Objectives are to understand the important criteria to make a decision to buy student uniform. In addition, the Internet using behavior of Gen Y is very important for business sector to adapt their strategy to match with lifestyle change. The result of this study will show the tendency whether the Gen Y customer is likely to adopt to buy student uniform through online channel or not, the preference of their online platform and how entrepreneur can set the right tools to optimize and drive conversions.

Secondary data was gathered from many sources such as newspaper, Internet, Research article etc. The data is used to understand about key selection criteria of student uniform, market size and Gen Y online purchasing behavior. Qualitative analysis was gained from six in-depth interviews including 2 students, 2 business owners and 2 office workers to gain insight and factors that each group used to consider before purchasing online. Quantitative analysis was completed by conducting online surveys of 116 respondents, distributed by parents who already have their kid and prospect user who haven't have kid by now but intend to have soon. Finally, statistical procedures by SPSS were used to summarize outcomes form quantitative survey.

Keywords: Student Uniform, Social media, E-commerce, Influencing factors.

ACKNOWLEDGEMENTS

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CHAPTER 1
INTRODUCTION

1.1 Introduction to the study

Normally, the Gen Y used to buy student uniforms from either school provider or traditional store. This study would propose the new channel to buy student uniform which is online channel since the Internet usage of Gen Y is significantly growing and the behavior of shopping through online channel are sky rocket. This study focuses on understanding the important criteria to make a decision to buy student uniform. In addition, using Internet behavior of Gen Y is very important for business sector to adapt their strategy to match with lifestyle change. The result of this study will show the tendency that a Generation Y customer is likely to adopt to buy student uniform through online channel or not, what's the preference of their online platform, how entrepreneur can set the right tools to optimize and drive conversions.

The study is a contemporary topic in applied marketing in society and technology area. The first objective is to provide the information and characteristics of Gen Y online purchasing behavior. Moreover, this study will describe the key purchasing criteria of student uniform. Lastly, to provide business implications for entrepreneur, retailers and e-commerce as a tool for developing marketing strategy to align with lifestyle change.

1.2 Objectives of Proposed Study

1.2.1 To study the information and characteristics of Gen Y online purchasing behavior

- To understand perception and attitude of consumers toward purchasing apparel online
- To understand the factors which will influence consumers to purchase online
- To identify purchase decision journey of consumer
- To identify key selection criteria influence consumer intention to buy

- To identify the most critical source that influence consumer intention to buy

- To identify the most effective communication channel

1.2.2 To study the key purchasing criteria of student uniform

- To test the market of student uniform is appropriate for online channel or not

- To identify key selection criteria influence consumers to buy student uniform

- To identify information which consumer needs before make a purchase

- To identify the price premium that consumer willing to pay for this service

- To identify additional service is needed to satisfy consumer

- To study the promotional program which consumer are attracted

1.2.3 To provide business implications for entrepreneur, retailers and e-commerce as a tools for develop marketing strategy align with lifestyle change

Results of findings will use to identify and analyze characteristic, behavior, perception and attitude of people who buy apparel online. This report will be helpful for both garment industry and entrepreneur who seek a new channel to expand market. In additional these findings will help entrepreneur develop a right marketing strategies suit to Gen Y shopping behavior.

CHAPTER 2
REVIEW OF LITERATURE

2.1 Literature Review

- According to ETDA, E-commerce value is 2.2 billion baht in 2015 and continuously growing for more than 10% every year, even though the value of fashion & apparel segment are not so big but the growth rate are spectacular around 36%. On the Internet user profile side stated that Gen Y have the highest average Internet usage at around 53.2 hr. /week. Moreover timing in 16.01-20.00 is the most popular time when people access to Internet accounted around 68.4 %.(ETDA, 2016) - According to Prachachart Newspaper, Since Thailand face economic struggling. As a result the purchasing power are lower than normal. In general parent will buy 3-5 set in 1 time but it's seems they reduce to 2-4 set by 2 times per child in order to save cost (Prachachart Newspaper, 2015)

- According to Manager Newspaper, The market value of student uniform in 2014 is around 5-6 billion baht. Even though Thailand have been facing economic recession, it does not affect much in student uniform market because student uniform is still a necessary item for student. And the market are expected to come in normal and beginning to grow 5-7% due to positive factors, In addition unravel political issues, effect on consumer have more confident and purchase intention. (Manager Newspaper, 2015)

- According to Netonomy, the five reasons why people love to buy things online are (1) It is convenient for both buyer and seller to trade anywhere anytime. (2) It is easier, less stress and have more fun browsing. (3) Shopper can shop product which is unavailable in their area. (4) It is easier to compare the price with many suppliers. (5) Shopping online is a lot conversation worthy. (Dragan, 2013)

- According to Cotton Incorporated Lifestyle Monitor™, there are many issues that could happen when buying apparel online. For example, size and fitting problem, shrinking, wrinkling, and fading. From this research analysis, more than 260,000 customer reviews are analyzed. It shows that "71% say that clothing review are influential to their decision to purchase clothing", and "65% say that they are likely to

refrain from purchasing a clothing item with negative reviews". In conclusion customer's reviews are critically influence information. To maximize customer satisfaction and minimize issue related, company should improve quality control and be prepared to handle with negative review. (Cotton Incorporated Lifestyle Monitor™, 2010-2013)

- According to Cotton Incorporated Lifestyle Monitor™, "Brands and retailers can win a part of the growing childrenswear market" by learning a shopping habit of back to school apparel and adapt their strategy and communication. Among with 6,000 U.S. consumers' survey, this research show that fitting is the most critical purchase driver when parents shopping for childrenswear (97%), follow by comfort is considering for kid's ease of play (95%), follow with durability (92%) and lastly quality compare to price (92%). (Cotton Incorporated Lifestyle Monitor™, 2015)

- According to Services Marketing (4th ed.), "Service quality (SERVQUAL) is an attitude formed by a long-term, overall evaluation of a firm's performance." The Gap model in SERVQUAL is the distance between a customer's expectation of a service and perception of the service actually delivered; consist of knowledge gap, standard gap, delivery gap, communication gap and service gap. The Gap model explains the lesser gap the better service performance. Moreover five SERVQUAL dimensions reliability, responsiveness, tangibles, assurance, empathy allow companies to take a much more in-depth look at what is driving customer satisfaction and dissatisfaction. (John E. G. Bateson, K. Douglas Hoffman, 2011)

2.2 Summary for a Literature Review

As a summary of literature, (1) E-commerce value is 2.2 billion baht in 2015 and still continuously growing every year, (2) Gen Y have the highest average Internet usage estimated at 53.2 hr. /week, (3) 16.01-20.00 is the most popular time when people access to Internet accounted around 68.4 %, (4) Purchasing power of parents are lower due to economic struggle, behavior has changed from buy 3-5 sets in 1 time to 2-4 sets by 2 time per child in order to save cost, (5) The market value of student uniform in 2014 is around 5-6 billion baht and expected to grow around 5-7% in next year, (6) There are five reasons why people love to shopping online consist of convenient, easier

and less stress, can shop unavailable product in the area, easy to compare price and lastly conversation worthy, (7) Customer review become more important since most of new customers read other customer reviews before the make a purchase, (8) Purchase driver when parents buy a childrenswear consist of fitting, comfort, durable and quality, (9) Gap model in SERVQUAL is the distance between a customer's expectation of a service and perception of the service actually delivered. If company can reduce the gap, it will gain better company performance.

Findings from this study will help determine the perception, attitude, behavior, and decision making criteria of consumers who purchase apparel online.
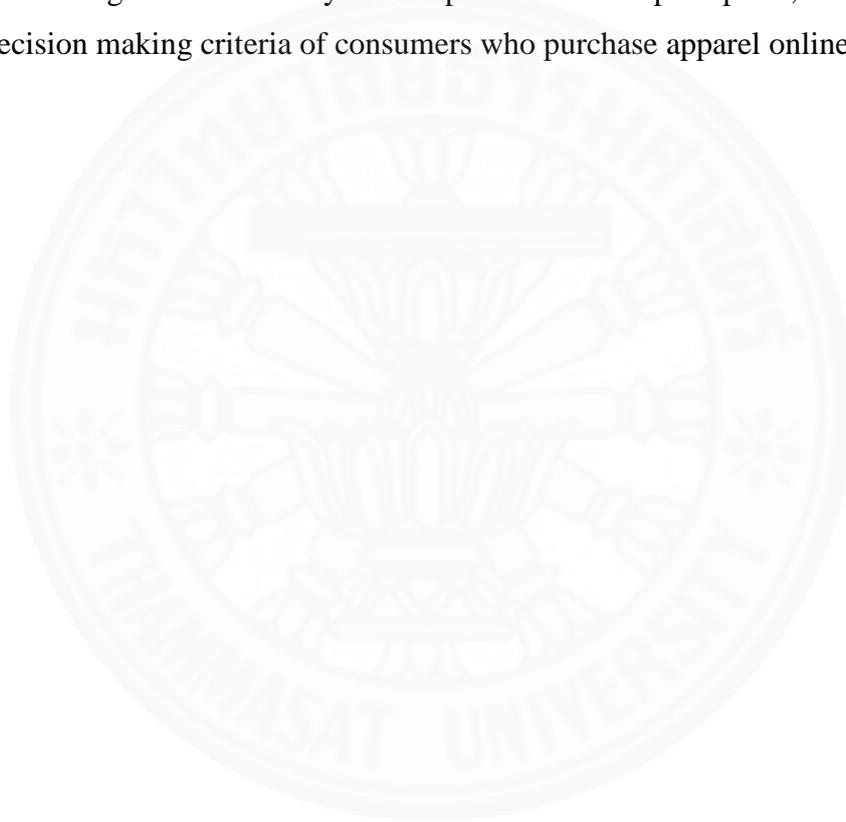
CHAPTER 3
RESEARCH METHODOLOGY

The research will be conducted both exploratory and descriptive research method. For exploratory, primary data and secondary data had been collected in order to understand better consumers' insight and construct the concept of online purchasing behavior and student uniform purchase decision criteria through questionnaire survey in descriptive research method.

3.1 Exploratory Research Methodology

In order to understand more about the Gen Y online purchasing behavior, perception and attitude during their online journey which will use as a guideline to design the questionnaire in quantitative research later. Secondary data and in depth interview are included in this stage.

3.1.1 Secondary Research

Secondary data will be obtained from Internet, newspapers, articles, magazines and books. This data is gained to understand overview of value and trend of e-commerce in Thailand, the market size of student uniform, Insights of student uniform industry, Thailand internet user profile.

3.1.2 In-depth Interview

For in-depth interview, the objective is to explore the opinion the information on possible customers individually. This is the important part in order to get insightful information from possible consumers. The results will use to design the questionnaire in later stage. The areas of questions include Online purchase decision journey, the problems encounter during the past and post purchase of apparel via online, Influence in intention to buy, preference on payment method, key selection criteria in buying uniform online, functions or service do you needs, promotion which attractive, shopping experience in online store which respondents has found even good or bad or suggestion will be noted.

3.2 Descriptive Research Methodology

Questionnaire survey is a tool used to collect the data. This design of questions is mainly based on the results from in-depth interview and secondary data. In questionnaire include both open-ended question and close-ended question with multiple choices and Likert scale. This research will be conducted to describe characteristics of online buyer what is their preference in online shopping, key influencer, experience in online shopping, perception and attitude toward buying apparel online. The questionnaire design is shown in Appendix B. The content of questionnaire consists of six sections as follows;

Section	Content	Respondent(online apparel purchaser)
Section 1	- Screening questions	All
Section 2	- Online Shopping behavior	Only user
	- Purchase decision journeys	
Section 3	- Problems during past purchase of apparel via online	User and non-user
Section 3	- Problems during post purchase of apparel via online	Only user
Section 4	- Factor influence the use of service	Only user
Section 5	- Purchase criteria of student uniform	Only user
Section 6	- Personal information	User and non-user

This research will gather the information from respondents in order to explain characteristic of each segment of people who buy apparel online. By these three independent variables which are demographic, behavior, psychology. The result of this research is to predict dependent variable which are online purchasing behavior and purchasing student uniform decision criteria.

Independent Variable

Demographic

Age
Gender
Monthly income
Education
Occupation

Behavior

Frequency
Day & Time
Shopping habit
Information search
Communication channel
Payment Method

Psychology

Perception
Attitude
Purchase intention
Purchase criteria
Factor influence to buy

Dependent Variable

Online Purchasing Behavior

Time & Frequency
Channel of advertising
Channel of payment
Channel to communicate

Purchasing Student Uniform Decision Criteria

Refund policy
Customer service
Delivery Service
Embroiled service

Figure 3.1: Theoretical model

3.2.1 Target Population

The primary data will be collected by collecting online survey and depth interview from the people in Gen Y aged between 16-35 years old. The sample will be selected using convenient sampling (non-probability sampling) and referral method (snowball). The target respondents of the surveys are characterized as follow:

Students	Office workers & Business owner

Figure 3.2: Screening questions diagram

3.3 Data Collection Plan

3.3.1 Qualitative data

In-depth interviews conducted on October 18 – December 10 2016, 2 female aged 27 and 34 working as an business owner and white collar worker respectively, 2 male aged 29 and 32 working as an office worker and business owner respectively, and 1 female 1 male who studying in university. All of them buying things online and intend to have kid in upcoming year (except 2 students who are in university), and living in Bangkok area. The respondents will be recruited through personal connection and

referral method (snowball). The objective of the interview is to explore the behavior and purchasing criteria toward buying things online and purchasing student uniform before designing the questionnaire. They also have different pattern in online purchasing journey of apparel. Each interview is one-by-one interview was estimate about 20-30 minutes. A set of in-depth interview questions are in Appendix A.

3.3.2 Quantitative data

Questionnaire surveys will be distributed via Google Form online expecting for 100 respondents before 15 February 2017. Each respondent will pass screening questions before respondents answering questionnaire in order to collect data from the right target group. First phase will distributed through friends, family and workmate of the researcher via Facebook, Line application. Then second phase will distributed through LINE groups of the Nursing mother community, Kid shop for mom in order to get more variety of respondents.

70% of respondents will be office worker and business owner who are expecting a child or already have a baby. And another 30% will be students who study in high school or university. All of them have to buy apparel via online channel at least once. The reason behind with this 70:30 portion is to predict behavior of persons who becoming possible customer soon. A set of questionnaires are in Appendix B.

3.4 Data Analysis Plan

Source of data would be secondary and primary data using both qualitative and quantitative research. Secondary data would be found mainly in the internet. For primary data, Qualitative information will be gained mainly from in-depth interview. While quantitative information will be obtained from questionnaire surveys analyzed by using Statistical Package for the Social Science (SPSS) and other statistical methods such as frequency, mean, mode, ANOVA, Crosstab, t-test, z-test, chi-square, etc. The variables of this study are 1) Gen Y users both male and female characteristics such as demographic, psychographics, education, occupation and income. 2) Internet using behavior of Gen Y. 3) Purchasing criteria when buying student uniform.

CHAPTER 4
RESULTS AND DISCUSSION

4.1 Secondary data

A summary of key finding from secondary data are shown in Literature reviews part.

4.2 Result of In-depth interviews (see Appendix A for a set of questions)

- 6 interviewees are interviewed in this stage including 2 students, 2 business owners and 2 office workers.
- All of them are in Gen Y (age 16-35) and used to buy apparel online at least once.
- All of them said "I want one stop shopping place that I do not have to go out".
- All of them said "It would be great, if there are a name embroiled in the service for free".
- All of them are not familiar with paying via credit card and PayPal but prefer to use transfer method into bank account.
- All of them would love to see picture of fitting post from real customer.
- Four of them said "I'll only buy the brand that I know and use to touch fabric".
- Four of them said "shipping cost does not matter at all".
- Four of them read prior customer feedback as a criteria before buying from online store which they never purchase before.
- Four of them start searching from Google and then go to Facebook page.
- Three of them said "website is reliable but no one use it at all since they quite hard to browse & navigate by smartphone"
- Three of them will be attracted by free of charge product if buy more than 1,000 baht. Ex. sock, belt, pencil case.
- Three of them said even though they do not require the product immediately but the delivery time should be less than 7 days including name embroiled service.
- Two of them want a 24 hr. customer service which could be in telephone or even chat form.

- Two of them are not interested in this service since they are not sure about sizing and fabric quality.

4.3 Result from descriptive research survey

Data that have been collected by survey method was analyzed by using Statistic Package for Social Sciences (SPSS). From 410 respondents before screening out, after screening out (only respondents that interest to buy student uniform online will allow to do questionnaire) there are only 116 respondents passed screening question of age; only respondents who age between 16 to 35 years old. All of them have to buy apparel online and also interested to buy student uniform via online channel.

4.3.1 Summary of respondent profile & Segmentation

The 116 respondents are divided to two groups; Current users and Prospect users. Current users are people, who have kids and currently buy clothes from online channels. Prospect users are people, who planned to have kids, currently buy clothes from online channels and interested to buy student uniform from online channels. Majority of respondents are female and live in Bangkok area for both segments.

4.3.1.1 Current User (n=40, 34.5% of total respondents)

According to Table 1, 95% of current user is female. Most of them aged between 30 to 35 years old and has a Bachelor's degree. 37.5% of them are an employee of private company followed by housewife. 35% of them have income higher than 50,000 THB per month. Current users tend to be more price sensitive than prospect users, the reason is they are becoming motherhood and needs to save money for their kids, As Table 2 shows, current user prefers to compare price before making a purchase and thinks that price reflects quality of product. This group are Loyal customers they always makes a purchase from the same store and since they are working women and have to take care of their child so that they prefer to shop online more than traditional way.

4.3.1.2 Prospect User (n=76, 65.5% of total respondents)

According to Table 1, 73% of prospect user is female. Most of them aged between 23 to 29 years old and and has aBachelor's degree. 53.9% of them are an

employee of private companies, 27.6% are business owners and followed by students. Their income is above 20,000 THB per month. As Table 2 shows that prospect users think that design is more important than price and always ask their friends before making a purchase. They also prefer to touch the product before buying. And they prefer to buy via Online Shop which also have a physical store in order to make sure that they will not be cheated.

Table 4.1: The customer segmentation profile by Demographic in each group (n=116) (Current user n=40) (Prospect User n=76)

Demographic		Segment			
		Current user		Prospect user	
		n	%	n	%
Gender	Male	2	5.0%	21	27.6%
	Female	38	95.0%	55	72.4%
Age range	16-22 year	1	2.5%	3	3.9%
	23-29 year	11	27.5%	56	73.7%
	30-35 year	28	70.0%	17	22.4%
Education Level	Less than high school	0	0.0%	1	1.3%
	High school	1	2.5%	0	0.0%
	Diploma	1	2.5%	0	0.0%
	Bachelor Degree	20	50.0%	50	65.8%
	Master degree	17	42.5%	22	28.9%
	Above master degree	1	2.5%	3	3.9%
Occupation	Goverment sector	8	20.0%	2	2.6%
	Entrepreneur	7	17.5%	21	27.6%
	Private company	15	37.5%	41	53.9%
	Freelance	2	5.0%	1	1.3%
	Student	0	0.0%	8	10.5%
	Housewive	8	20.0%	1	1.3%
	No job	0	0.0%	2	2.6%
Monthly Income	Less than 10,000	4	10.0%	4	5.3%
	10,001-20,000	6	15.0%	8	10.5%
	20,001-30,000	10	25.0%	16	21.1%
	30,001-40,000	5	12.5%	12	15.8%
	40,001-50,000	1	2.5%	17	22.4%
	Above 50,000	14	35.0%	19	25.0%

Table 4.2: The result of the comparison Mean Value, Standard Deviation, Standard Error Mean between 2 groups on Online Purchasing Behavior. See significant value in Appendix 1 (n=116) (Current user n=40) (Prospect User n=76) (95% Significant Level)

Statements	Mean (S.D.) of Current user	Mean (S.D.) of Prospect user	t	Sig. (2-tailed)	Interpretation
2.4.1 I always compare price before making a purchase.	4.20 (0.823)	4.00 (0.673)	1.322	0.191	NS
2.4.2 I think quality of clothes is more important than price.	4.15 (0.736)	4.03 (0.711)	0.88	0.381	NS
2.4.3 I think design of clothes is more important than price.	3.80 (0.648)	4.04 (0.642)	-1.904	0.059	NS
2.4.4 I always seek advice from friends when I purchase apparel.	2.68 (0.829)	2.86 (0.989)	-0.984	0.327	NS
2.4.5 I would rather shopping online than going to stores.	3.40 (0.744)	2.99 (0.887)	2.516	0.013	S
2.4.6 I always try new things earlier than others.	3.25 (0.809)	3.03 (0.783)	1.446	0.151	NS
2.4.7 I believe apparel online has good quality.	2.95 (0.714)	2.86 (0.687)	0.696	0.488	NS
2.4.8 I like to purchase goods that is on sale promotion.	4.20 (0.608)	4.08 (0.707)	0.918	0.36	NS
2.4.9 I like to purchase from stores I used to purchase	4.20 (0.608)	4.09 (0.677)	0.845	0.4	NS
2.4.10 I think price reflects quality of the product	3.93 (0.656)	3.62 (0.783)	2.235	0.028	S
2.4.11 I prefer bank transfer over payment on credit card	3.50 (0.961)	3.28 (1.040)	1.129	0.261	NS
2.4.12 I feel that shopping on the internet is not risky	3.03 (0.660)	3.12 (0.711)	-0.689	0.492	NS
2.4.13 I like to buy online store which have a physical store	3.43 (0.874)	3.59 (0.867)	-0.984	0.327	NS
2.4.14 I prefer to touch the product before purchased	3.38 (0.667)	3.72 (0.759)	-2.449	0.016	S

4.3.2 Result of Source of social media search for information

Table 4.3: The result of the comparison frequency between 2 groups on social media searching information for apparel product. (n=116) (Current user n=40) (Prospect User n=76) (95% Significant Level)

Social media search information	Segment			
	Current user		Prospect user	
	n	%	n	%
2.1.1Official website	11	**27.5%**	42	**55.3%**
2.1.2Facebook Fanpage	36	90.0%	69	90.8%
2.1.3Instagram	18	45.0%	48	63.2%
2.1.4 Review from blogger ex.Pantip, blogs	21	52.5%	26	34.2%
2.1.5 Search engine ex. google, Yahoo	19	47.5%	35	46.1%
2.1.6Youtube	5	12.5%	6	7.9%
2.1.7 Friend Recommend	24	60.0%	36	47.4%

According to table 3, A Pearson Chi-Square Tests was conducted to compare on social media usage, the significant finding is the Prospect users tend to use official website more than the Current user on searching information for apparel product. It shows a significant value of 0.014 (Appendix 2). Top 3 of searching information for Current user uses Facebook Fan page 90%, Friend recommendation 60% and 53% for review from blogger, while Prospect user uses Facebook Fan page rank no.1 90%, Instagram 63%, and official website 55%.

4.3.3 Result of key selection criteria influence intention to buy

Table 4.4: The result of the comparison frequency between 2 groups on key selection criteria influence intention to buy online apparel. (n=116) (Current user n=40) (Prospect User n=76) (95% Significant Level)
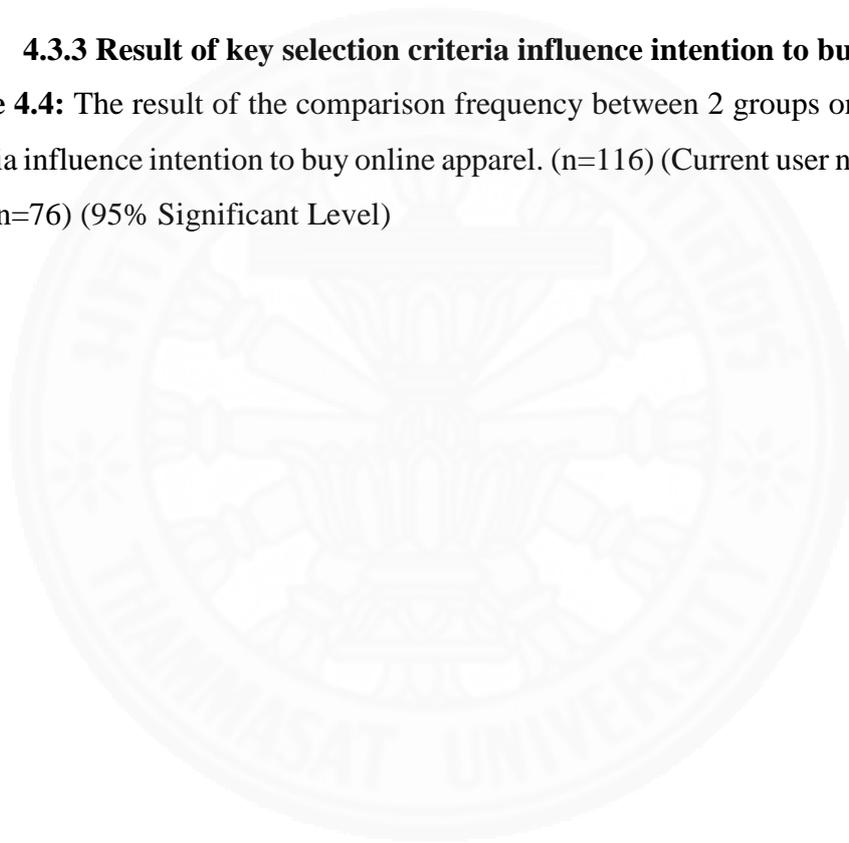
Key selection criteria influence intention to buy online apparel	Segment			
	Current user		Prospect user	
	n	%	n	%
2.5.1 Price	31	77.5%	65	85.5%
2.5.2 Promotion	22	55.0%	37	48.7%
2.5.3 Variety of product	18	45.0%	31	40.8%
2.5.4 Return Policy in 7 days	10	25.0%	11	14.5%
2.5.5 Quality of fabric	29	72.5%	49	64.5%
2.5.6 Free Shipping	10	25.0%	25	32.9%
2.5.7 Payment when receive good	1	2.5%	3	3.9%
2.5.8 Fast shipping in 3 days	2	5.0%	15	**19.7%**
2.5.9 Positive word of mouth	7	17.5%	20	26.3%
2.5.10 Review's rating	18	45.0%	30	39.5%
2.5.11 Friend recommend	5	12.5%	14	18.4%
2.5.12 Design	12	30.0%	31	40.8%
2.5.13 Don't have to go out	13	32.5%	19	25.0%
2.5.14 Need to have a physical store	9	22.5%	9	11.8%
2.5.15 Easy to make a payment	13	32.5%	21	27.6%
2.5.16 Other, please specify	0	0.0%	0	0.0%

According to Table 4, Pearson Chi-square has been used to test the difference of key criteria that influence to buy apparel from online between each segment. The only significant difference between two groups is the 3-day fast shipping which shows significant value of 0.033 (Appendix 3) which is 19.7% of Prospect user compare with 5% of Current user. The top three key criteria that can influence both Current user and Prospect users to buy apparel from online channels are price, followed by quality of fabric and promotion, respectively.

4.3.4 Result of preference on pricing approach

Table 4.5: The result of the comparison frequency of preference between 2 groups on pricing approach on student uniform online. (n=116) (Current user n=40) (Prospect User n=76) (95% Significant Level)

Preference on Pricing Approach		Segment			
		Current user		Prospect user	
		n	%	n	%
4.5 Assume there is store A, B, C selling student uniform same brand. Which store will you buy? If ….	Buy 50% discount	9	22.5%	35	**46.1%**
	Buy 20% discount	5	12.5%	11	14.5%
	Buy net price	26	**65.0%**	30	39.5%
4.6 Assume there is store A, B, C selling student uniform same brand. Which store will you buy? If you have to buy student uniform 4 set	Charge delivery fee each item	11	27.5%	14	18.4%
	Free shipping	24	60.0%	53	69.7%
	buy XXX baht free shipping	5	12.5%	9	11.8%
4.7 Assume there is store A, B, C selling student uniform same brand. Which store will you buy? If ….	Charge embroided fee each item	16	40.0%	22	28.9%
	Free embroided	24	60.0%	54	71.1%

The top three preferences on pricing approach of Current user is to "Buy at net price" at 65% of respondent even all choices in questionnaire are the same amount of money that they will pay. For the shipping, both Current user and Prospect user prefer to buy from a store that offers "Free shipping" at 60%same as "Free embroidered" even though total amount of money they pay are the same. For Prospect user who has a different result on Pricing on retail sell price, they prefer to buy a product from store who set the price and then give 50% discount later. Pearson Chi-square has been used to test the difference of pricing approaches between each segment. The significant difference were tested base on two-sided tests assuming equal variances with significance level at 0.05. Prospect user are more interested in "Buy 50% discount" at 46% significantly different from Current users who prefers to buy at net price 65% with significant value of 0.024 (Appendix 4).

4.3.5 Result of attractive promotion for student uniform online

Table 4.6: The result of the comparison Mean Value, Standard Deviation, Standard Error Mean between 2 groups on attractive promotion for student uniform online. (n=116) (Current user n=40) (Prospect User n=76) (95% Significant Level)

Statements	Mean (S.D.) of Current user	Mean (S.D.) of Prospect user	t	Sig. (2-tailed)	Interpretation
4.12.1 Early bird program get 10% discount	3.33 (0.797)	3.34 (0.974)	-0.095	0.924	NS
4.12.2 Buy 3 set get free pencil box set	3.53 (0.679)	3.29 (0.797)	1.589	0.115	NS
4.12.3 Buy 3 set get free 3 pair of sock	3.85 (0.864)	3.87 (0.754)	-0.119	0.906	NS
4.12.4 Buy 3 set get 10% discount	3.93 (0.888)	3.95 (0.586)	-0.163	0.871	NS
4.12.5 0% 3 month for credit card	3.35 (1.050)	3.42 (0.883)	-0.385	0.701	NS
4.12.6 Buy 900 baht or more get free tote bag	2.78 (1.050)	2.93 (0.998)	-0.802	0.424	NS
4.12.7 Coupon 100 baht for order above 1000 baht	3.70 (1.067)	3.55 (0.870)	0.801	0.425	NS
4.12.8 Referal program get 10% discount	3.33 (1.047)	3.26 (0.998)	0.312	0.756	NS
4.12.9 Buy 1000 baht or more get 10% discount	3.75 (0.981)	3.83 (0.855)	-0.449	0.654	NS
4.12.10 Old cloth exchange for 100 baht coupon	4.08 (0.971)	3.70 (0.980)	1.979	0.05	S

According to table 11, an Independent Sample Test was conducted to compare the attractive promotion among these two groups, the significant finding is "Old clothes exchange for 100 baht coupon" Show significant value of 0.050 (Appendix 5). There are a significant difference between Current user and Prospect user. Table 11 shows that Current user tends to be attracted to these promotions with mean value 4.08 and standard deviation value of 0.971. In contrast, Prospect user is less attractive to these promotions with mean value of 3.70 and standard deviation value of 0.980. Top 3 of attractive promotions for Current user are Old clothes exchange, buy 3 set get a 10% discount and buy 3 set get a sock, respectively. While Prospect user is attracted by buy 3 set get a 10% discount, buy 3 set get a sock and buy 1,000 Baht or more get a 10% discount.

4.3.6 Result of Important factor of student uniform

Table 4.7: The result of the comparison ranking 1-5 between 2 groups on important factor of student uniform. (n=116) (Current user n=40) (Prospect User n=76)

Important factor of student uniform		Segment			
		Current user		Prospect user	
		n	%	n	%
4.8.1 Quality	Rank1	24	**60.0%**	45	**59.2%**
	Rank2	13	32.5%	16	21.1%
	Rank3	3	7.5%	7	9.2%
	Rank4	0	0.0%	3	3.9%
	Rank5	0	0.0%	5	6.6%
4.8.2 Durable	Rank1	2	5.0%	4	5.3%
	Rank2	8	20.0%	21	27.6%
	Rank3	16	**40.0%**	26	**34.2%**
	Rank4	5	12.5%	16	21.1%
	Rank5	9	22.5%	9	11.8%
4.8.3 Comfortable	Rank1	10	25.0%	13	17.1%
	Rank2	15	**37.5%**	26	**34.2%**
	Rank3	9	22.5%	26	34.2%
	Rank4	6	15.0%	8	10.5%
	Rank5	0	0.0%	3	3.9%
4.8.4 Design	Rank1	2	5.0%	5	6.6%
	Rank2	0	0.0%	11	14.5%
	Rank3	8	20.0%	12	15.8%
	Rank4	21	52.5%	28	36.8%
	Rank5	9	22.5%	20	26.3%
4.8.5 Brand	Rank1	2	5.0%	9	11.8%
	Rank2	4	10.0%	2	2.6%
	Rank3	4	10.0%	5	6.6%
	Rank4	8	20.0%	21	27.6%
	Rank5	22	55.0%	39	51.3%

According to table 7, a custom table was conducted to compare on important factor of student uniform. The result shows that Quality is the most important factor for choosing student uniform with 60% of respondents in Current user and 59.2% in Prospect user. Followed by Comfortable in rank no.2 with 37.5% of respondents in Current user and 34.2% in Prospect user. The third rank is Durable with 40% of respondents in Current user and 34.2% in Prospect user.

4.3.7 Result of Communication Method which often use

Table 4.8: The result of the comparison Mean Value, Standard Deviation, Standard Error Mean between 2 groups on Communication Method. (n=116) (Current user n=40) (Prospect User n=76)

Communication Method	Mean (S.D.) of Current user	Mean (S.D.) of Prospect user	t	Sig. (2-tailed)	Interpretation
2.3.1Facebook	4.08 (0.917)	3.99 (0.643)	0.603	0.547	NS
2.3.2Instagram comment	2.43 (1.318)	2.63 (1.253)	-0.829	0.409	NS
2.3.3LINE	4.33 (0.859)	4.39 (0.818)	-0.429	0.669	NS
2.3.4Call	3.58 (1.279)	3.37 (1.394)	0.78	0.437	NS

According to table 8, An Pearson Chi-Square Tests was conducted to compare on Communication Method which seller and online purchaser use to contact each other, there is no significant test result between Current user and Prospect user. The test result can conclude that LINE application is the most frequent use with mean value of 4.33 and standard deviation value of 0.859 in Current user group and for the Prospect user group show mean value of 4.39 and standard deviation value of 0.818, followed by Facebook with mean value of 4.08 and standard deviation value of 0.917 in Current user group and for the Prospect user group shows mean value of 3.99 and standard deviation value of 0.643.

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of Finding and Implication

From the analysis there are two groups that are interested in buying student uniform from online channel. The first group is Current user who is parent and buys apparels from online channel. This group prefers to compare price before making a purchase, thinks that price reflects quality of product, always makes a purchase from the same store and prefers to shop online more than traditional way. Another group is Prospect user who currently buys apparels from Online; interested to buy student uniform online when they have kids. Both groups have the same key selection criteria that they use when buying apparel online which are price, promotion and quality of fabric.

In terms of buying student uniform, both groups consider quality, comfort and durability of the uniforms as the most important factors. In terms of quality, comfort and durability for current user are; fabric color not fade, good quality of fabric and it has to be correct according to the school regulation. In contrast of prospect user, fabric does not leave yellow stain on collar, fabric does not fade and good cutting, are the meaning of quality, comfort and durability for them.

At the decision making stage, when current user is considering buying student uniform from online platform, they are looking for platform that sellers are; full detail of the product (size, color and price), advise from sellers and fast response from sellers when they have questions. On the other hand, prospect user is looking for the picture of the real product without any retouch, full detail of product (size, color and price) and also advises from sellers.

In terms of pricing, the two groups have different perspective. With the same product and the same price that they have to pay, for current user prefers to buy at the net price, in contrast with prospect user, like to see the discount at 50%. Moreover both groups, they prefer free shipping and free embroidered. Therefore the student uniform sellers can set the price that included shipping fee and embroidered fee to capture

customers, or do a promotion related to shipping fee and embroidered fee to tackle them.

Not only the free shipping and free embroidered fee that can help to capture customers, but also the cheaper price and product trial are the important factor that can influence customer to switch from the previous brand to try new brand.

In terms of promotion, the two groups are interested in the same promotion approaches, which are Buy 3 sets of student uniforms get 3 pairs of sock free and followed by Buy 3 sets of student uniforms get 10% discount. At the rank number three of promotion that they interested in, current user prefers 10 old clothes exchanged with cash coupon value 100 Baht. In contrast with prospect user, prefers Purchase up to 1,000 Baht get 10% discount. Therefore student uniform seller could apply the first two approaches more than the last approach to capture both groups.

For the communication part, from the analysis, Facebook and Line is the main communication channel of both groups. When the current user searches for some information, they use Facebook Fanpage, review from blogger (Pantip) and asks from friends, while prospect user use official website, followed by Facebook Fanpage and Instagram. Facebook Fanpage, Blog (Pantip) and recommendation from friend are the main sources that can influence current user. In contrast of prospect user that can be influenced from Official website, Facebook Fanpage and recommendation from friend. Therefore, store official website and social media like Facebook, LINE@ and Instagram should be set up to reach to customers. And also creating awareness of the brand is the important thing for student uniform seller to do. As well as creating word of mouth among the group, therefore communication activities should be applied to stimulate it by merging with the idea from pricing approaches and promotion tactic. For example, the campaign that encourage buyer to share purchasing experience (customer review) that they got from the shop in social media or website to trade with something that they value for example free shipping and free embroidered.

5.2 Limitations

As the sample was recruited by using non-probability sampling and convenience sampling method for both in-depth interview and questionnaire, the result may not generalize to the entire population. This study was focusing on Thai Gen Y consumers (age 16-35) who buy apparel from online. The age range that the researcher picked up to study can be wider or narrower as there are very subjective. In addition, since in-depth interview uses convenience sampling and referral method, the interviewee may be bias because some of them work in marketing field. Not only that but most of online apparel buyers are female causing the result bias. Moreover, during the period of study, a questionnaire survey was distributed through snowball effect that can generate similar clusters of respondents. The respondents might not be scattered enough, especially for the middle-age group who both have baby and buy apparel online which might be harder to find. Another limitation is the time limitation, the author only have around six months to plan the study, gather the data, analyze the data, and also having to study for other courses in the program.

5.3 Significance of the Study

The findings from this study will benefit directly to Thai student uniform storeowners. The increasing value of e-commerce in Thailand indicates that they are needed an effective marketing campaign in every element in order to serve a new channel effectively and efficiently.

5.4 Suggestion for Future Research

This study was focused mostly on people in Bangkok; however, it can be done nationwide since buying apparel online becomes a growing trend. With the online purchasing behavior and key selection criteria might not be the same result. For the future research, researcher should be studied in local market also. Moreover, Current user respondents who already have a child and also buy apparel online is quite hard to find, in order to segment by the lifestyle, Researchers should collect more than 100 persons in this group to see the significant test among the cluster.

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APPENDICES

APPENDIX A
QUESTION OF IN-DEPTH INTERVIEW

Gen Y online purchasing behavior

1. What is the purpose of using social media or google to search for information for apparel?

2. Generally, how do you begin your online search for information for apparel?

3. Tell me about Purchase online decision journey?

4. What problem have you face via buying apparel online?

5. How is your preference interface in online channel? Example page or Instagram you like.

6. What factors in the social media that influence your intention to buy? (Numbers of Likes, number of shares, positive comment, negative comments, photo etc.)

7. What social media will have an influence on your intention to buy online?

8. What do you think about the information from (1) personal sources such as friends and family (2) commercial sources such as websites and advertising (3) public sources such as the press, consumer rating websites, and bloggers. Among the three sources, what sources of information do you trust information the most?

9. On average, how much time per day do you spend on using social media? What time do you usually searching?

10. On average, how often per week do you search for information for apparel through online channel?

11. When you make a purchase, what social media app that you often use?

12. In your opinion why people don't buy things from website but mostly go to instragram and then LINE application. Do you think it need to have website or just nice to have?

13. Tell me what you like / don't like about online platform, what needs to be fix?

14. Which function do you like the most? Impress? Or you think it's suppose to have?

15. If you could change one thing about a product or service, what would it be?

16. How much does price play into your decision-making?

17. Which Channel do you think is the most convenience and secure payment?

18. Have you known PayPal or Alipay do you think it's secure? Are you going to use it?

The key purchasing criteria of student uniform

1. What do you think about selling student uniform through online channel?

2. Will you buy it's for your children? Why? Which channel is most proper?

3. What are key selection criteria that influence your intention to buy a student uniform? (Price, promotion and offers, variety of choices, free shipping, free name embroiled etc.)

4. What functions or service you needs to be confident when buy online? (change, return, customer service 24 hr., free delivery, free name embroiled)

5. What information you needs when you make a purchase online? (ex. no. of cotton thread per sq.cm, picture, feedback from other customer)

6. What type of promotional campaign that you like? (1.student uniform set 2.BOGO 3. 2forXX baht 4.Buy 1500 get free shoe or 10%discount)

7. For shipping How do you feel about free shipping and additional shipping cost?

8. If it's the same brand same product and you find out that online price is higher what do you think about it?

APPENDIX B
QUESTIONS OF QUESTIONAIRE

Dear Participant:

This survey is conducted by student from Master's Degree Program in Marketing of Thammasat University. This is a research project under the subject of "Independent study: MK 701". The research topic is "**Online channel, A new channel for student uniform market in Thailand**". This questionnaire will take approximately 10-15 minutes to be completed. Your name will not be asked in this questionnaire. All of your answers will be confidential and only be used for educational purposes only. You have a right to stop answering the questionnaire at any time.

SECTION 1:

Screening Questions

1.0 Your age is in 16-35 range?

□ Yes *(Directed to question 1.1)*   □ No *(End of Questionnaire)*

1.1 Do you have a child?

□ Yes, I have *(Directed to question 1.2)*   □ No, I don't have *(Directed to question 1.6)*

1.2 Your child use student uniform?

□ Use or will use in upcoming year *(Directed to question 1.3)*

□ Don't use it anymore *(End of Questionnaire)*

1.3 Are you a shopper of online apparel products?

□ Yes *(Directed to question 1.4)*   □ No *(Directly skipped to SECTION 7 (7.1,7.2))*

1.4 Have you ever buy student uniform online?

□ Yes *(Directly skipped to SECTION 2)* □ No *(Directed to question 1.5)*

1.5 Are you interesting to buy student uniform online?

□ Yes *(Directly skipped to SECTION 2)* □ No *(Directly skipped to SECTION (7 7.3,7.4))*

1.6 Are you a shopper of online apparel products?

□ Yes *(Directed to question 1.7)* □ No *(End of Questionnaire)*

1.7 Assume you have child in the future who have to use student uniform will you interest to buy student uniform online?

□ Definitely not *(End of Questionnaire)* □ Not sure *(End of Questionnaire)*

□ Yes *(Directed to SECTION 2)* □ Absolutely yes *(Directed to SECTION 2)*

SECTION 2:

Online Shopping Behavior , Consumers' perception & attitude toward using social media to find information on apparel product

2.1 When you search for online information on apparel, what social media websites that you often use? (Multiple checkbox)

( ) Official website ( ) Facebook ( ) Instagram ( ) Pantip, Blog

( ) Google ( ) YouTube ( ) Friend recommend ( ) Other, please specify.....................

2.2 Which source of information are influence you to buy apparel online? (Multiple checkbox)

( ) Official website ( ) Facebook ( ) Instagram ( ) Pantip, Blog ( ) Google ( ) YouTube ( ) Result in first page from google ( ) Friend recommend ( ) Other, please specify.....................

2.3 I use ………… to communicate to seller when shopping apparel online. (5 is strongly agree and 1 is strongly disagree)

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
Facebook					
Instragram comment					
LINE					
Call					

2.4 Please choose the number that is reflect your online purchasing behavior. (5 is very true and 1 is very untrue)

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
I always compare price before making a purchase.					
I think quality of clothes is more important than price.					
I think design of clothes is more important than price.					
I always seek advice from friends when I purchase apparel.					
I would rather shopping online than going to stores.					
I always try new things earlier than others.					
I believe apparel online has good quality.					
I like to purchase goods that is on sale promotion.					

I like to purchase from stores I used to purchase					
I think price reflects quality of the product					
I prefer bank transfer over payment on credit card					
I feel that shopping on the internet is not risky					
I like to buy online store which have a physical store					
I prefer to touch the product before purchased					

2.5 What are key selection criteria that influence your intention to buy online apparel? (Please select only 5 answers)

( ) price ( ) promotion and offers ( ) variety of choices ( ) return policy in 7 days

( ) quality of fabric ( ) free shipping ( ) Payment when receive good ( ) fast shipping in 3 days

( ) positive word of mouth ( ) review's rating ( ) friend recommend ( ) design ( ) don't have to go out ( ) need to have physical store ( ) easy to make payment ( ) other, please specify……….

SECTION 3 (user):

Problem during Past Purchase & Post Purchase

3. 1 To what extent do you agree that the following issues are a problem before making an online purchasing of apparel? (5 is Strongly Agree and 1 is Strongly Disagree)

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree

Worry that product design would not match yourself as expected.					
Worry that size of product would not fit on yourself well.					
Not sure about quality of fabric					
Afraid got cheated by seller					

3.2 To what extent do you agree that the following issues are a problem after making an online purchasing of apparel? (5 is Strongly Agree and 1 is Strongly Disagree)

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
Size does not actually fit yourself.					
Doesn't like the product and only use a few times or never used once.					
Don't like fabric / not comfortable					
Real product not match to advertising					

SECTION 4 (user):
The key purchasing criteria of student uniform influencing consumers in purchasing

4.1 Talking about student uniform, What is the first brand you can think of?

□ Samho □Nomchit □Somjainuk □Mammoth □ Top □ other (Please specify)…………………

4.2 When you use student uniform, Which brand do you like the most?

□ Samho □Nomchit □Somjainuk □Mammoth □ Top □ other (Please specify)…………………

4.3 Assume there is student uniform brand A which have same quality and design compare to the brand in 4.2, But the price is lower around 15-20%. Will you try student uniform brand A or not?

□ Definitely not purchase □ Probably not purchase □ Probably purchase but for trail only, if it good will buy more □ Definitely purchase □ other (Please specify)…………………

4.4 What are criteria that influence you to switch to other brand ? (Multiple answers)

( ) cheaper price ( ) trial ( ) celebrity ( ) friend recommend ( ) popular in school

( ) other (Please specify)…………………

4.5 Assume there is store A, B, C selling student uniform same brand. Which store will you buy? If ….

□ Store A sell student uniform at 500 baht but give 50% discount, net price is 250 baht

□ Store B sell student uniform at 310 baht but give 20% discount, net price is 250 baht

□ Store C sell student uniform at 250 baht net

4.6 Assume there is store A, B, C selling student uniform same brand. Which store will you buy? If you have to buy student uniform 4 set

□ Store A sell student uniform at 200 baht but charge for shipping fee 50 baht each set

□ Store B sell student uniform at 250 baht but shipping is free

□ Store C sell student uniform at 250 baht, If buy for 1,000 baht or more get free shipping

4.7 Assume there is store A, B, C selling student uniform same brand. Which store will you buy? If ….

□ Store A sell student uniform at 200 baht but charge for name embroiled fee 50 baht each set

□ Store B sell student uniform at 250 baht but name embroiled is free

4.8 Talking about student uniform, Which factor do you care the most? (Please rank 1-5)

( ) quality ( ) durability ( ) comfortable ( ) design ( ) brand

4.9 Factors make influence your intention to buy student uniform? (5 is Extremely influential and 1 is Not at all Influential)

	Not at all Influential	Slightly Influential	Moderately Influential	Very Influential	Extremely influential
Easy to wash					
Easy to iron					
Not leave yellow stain at collar					
Fabric color not fade					
Good cutting					
Good quality fabric/ comfortable					
Correct from school regulation					

4.10 What are key selection criteria that influence your intention to buy student uniform online? (Please select only 5 answer)?

( ) price ( ) promotion and offers ( ) variety of choices ( ) return policy in 7 days

 ( ) quality of fabric ( ) free shipping ( ) Payment when receive good ( ) fast shipping in 3 days

( ) positive word of mouth ( ) review's rating ( ) friend recommend ( ) design

( ) don't have to go out ( ) need to have physical store ( ) easy to make payment

( ) other, please specify................................

4.11 Factors make influence your intention to buy student uniform online? (5 is Extremely

influential and 1 is Not at all Influential)

	Not at all Influential	Slightly Influential	Moderately Influential	Very Influential	Extremely influential
Trust in brand					
The picture of cloth is the same as real one					
Given full detail such as size, color, and price					
Given the size of clothes the model wearing on along with model's body shape detail as a caption					
Seller gives advice					
Fast Responsive of seller					
Reasonable price					
Fast shipping					
Free shipping					
Return policy in 7 days					
Payment after receive good					

4.12 Factors make influence your intention to buy student uniform online? (5 is Extremely

influential and 1 is Not at all Influential)

	Not at all Influential	Slightly Influential	Moderately Influential	Very Influential	Extremely influential
Early bird program get 10% discount					
Buy 3 set get free pencil box set					
Buy 3 set get free 3 pair of sock					
Buy 3 set get 10% discount					
0% 3 month for credit card					
Buy 900 baht or more get free tote bag					
Coupon 100 baht for order above 1000 baht					
Referal program get 10% discount					
Buy 1000 baht or more get 10% discount					

Old cloth exchange for 100 baht coupon					

4.13 How likely you will recommend this service to your friends or colleague?

(Please rate 0-10)

SECTION 5 (user):

Personal Information

5.1 Sex?   □ male □ female

5.2 What is your age?   □ 16 – 22 years old   □ 23 – 29 years old   □ 30 – 35 years old

5.3 What is your highest education level?

□ Less than high school □ High School or equivalent □ Bachelor's degree

□ Master's degree □ Doctoral degree

5.4 What is your occupation?

□ Student □ Architecture □ Legal association □ Doctor □ Art and Media □ Management association □ Computer and IT □ Educational association □ Actor/Actress □ Air hostess □ Sales and related occupation □ Engineering □ Night worker □ other (Please specify)_____

5.5 What is your monthly income?

□ Less than 1000 Baht □ 10001 – 20000 Baht □ 20001 – 30000 Baht □ 30001 – 40000 Baht

□ 40001 – 50000 Baht □ More than 50000 Baht

5.6 Where do you live?

SECTION 6 (user):

Reward and lucky draw

6.1 Please provide name, address, telephone, email in text box below

SECTION 7 (non-user):

7.1 Reasons why you are not buy from online Stores (5 is Strongly Agree and 1 is Strongly Disagree)

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
Quality Lower Expected					
Got Cheated					
Hard to Browse the Product					
No Product that Is Needed					
Cannot try the product					
Expensive price					
Bad service					
Do not want to wait for the shipment					
Not be sure if the product they order will be the same as in picture					

7.2 What will make you to buy from online Stores (5 is Strongly Agree and 1 is Strongly Disagree)

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
Price cheaper than physical store					
Return policy in 7 days					
Payment after receive goods					
Shipping within 3 days					
Review from real customers					
Size guide are provide clearly					

7.3 Reasons why you are not buy student uniform online (5 is Strongly Agree and 1 is Strongly Disagree)

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
Quality Lower Expected					
Got Cheated					
Hard to Browse the Product					
No Product that Is Needed					
Cannot try the product					
Expensive price					
Bad service					
Do not want to wait for the shipment					
Not be sure if the product they order be the same as in picture					

7.4 What will make you to buy from online Stores (5 is Strongly Agree and 1 is Strongly Disagree)

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
Price cheaper than physical store					
Return policy in 7 days					
Payment after receive goods					
Shipping within 3 days					
Review from real customers					
Size guide are provide clearly					

End of Questionnaire for User

APPENDIX C
LIST OF APPENDICES

APPENDIX 1

The result of Independent Sample Test between 2 groups on Online Purchasing Behavior.

2.4 Online Purchasing Behavior

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Lower	Upper
2.4.5 I would rather shopping online than going to stores.	Equal variances assumed	.310	.579	2.516	114	.013	.413	.164	.088	.739
	Equal variances not assumed			2.656	92.278	.009	.413	.156	.104	.722
2.4.10 I think price reflects quality of the product	Equal variances assumed	6.385	.013	2.116	114	.037	.307	.145	.020	.594
	Equal variances not assumed			2.235	92.379	.028	.307	.137	.034	.579
2.4.14 I prefer to touch the product before purchased	Equal variances assumed	.416	.520	-2.449	114	.016	-.349	.142	-.631	-.067
	Equal variances not assumed			-2.549	88.761	.013	-.349	.137	-.621	-.077

APPENDIX 2

The result of Pearson Chi-Square Tests between 2 groups on social media searching information for apparel product.

2.1.1 Official website

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.141[a]	1	.004		
Continuity Correction[b]	7.060	1	.008		
Likelihood Ratio	8.379	1	.004		
Fisher's Exact Test				.006	.004
Linear-by-Linear Association	8.070	1	.004		
N of Valid Cases	116				
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.28.					
b. Computed only for a 2x2 table					

APPENDIX 3

The result of Pearson Chi-Square Tests between 2 groups on key selection criteria influence intention to buy online apparel.

2.5.8 Fast shipping in 3 days

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.550[a]	1	.033		
Continuity Correction[b]	3.448	1	.063		
Likelihood Ratio	5.285	1	.022		
Fisher's Exact Test				.051	.026
Linear-by-Linear Association	4.511	1	.034		
N of Valid Cases	116				
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.86.					
b. Computed only for a 2x2 table					

APPENDIX 4

The result of Pearson Chi-Square Tests between 2 groups on pricing approach on student uniform online.

4.5 Assume there is store A, B, C selling student uniform same brand. Which store will you buy? If ..

Chi-Square Tests

|	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.444[a]	2	.024
Likelihood Ratio	7.646	2	.022
Linear-by-Linear Association	7.351	1	.007
N of Valid Cases	116		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.52.			

APPENDIX 5

The result of Independent Sample Test between 2 groups on attractive promotion for student uniform online.

4.12 Attractive promotion for student uniform

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**	**Mean Difference**	**Std. Error Difference**	**95% Confidence Interval of the Difference**		
									Lower	**Upper**	
4.12.10 Old cloth exchange for 100 baht coupon	Equal variances assumed	.552	.459	1.979	114	.050	.378	.191	.000	.756	
	Equal variances not assumed			1.984	80.061	.051	.378	.190	-.001	.756	
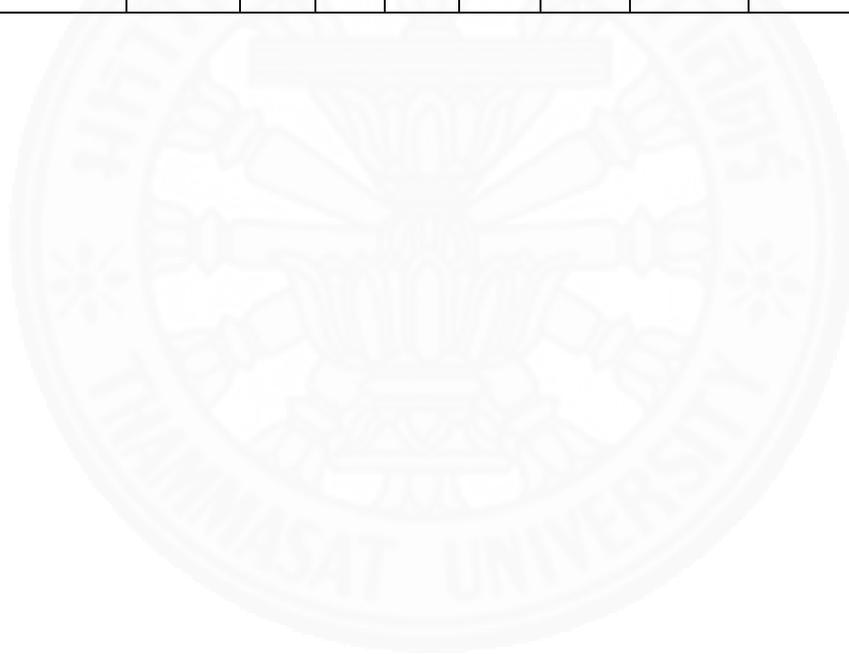
BIOGRAPHY

Name	Mr. Thanapol Chunruksa
Date of Birth	September 6th , 1988
Educational Attainment	Bachelor of Business Administration
	Human resource and organization management
	Thammasat University
Work Experiences	- Customer Development Manager
	(Consumer goods product)
	DKSH (Thailand) Limited
	- Business Development Manager
	RATTANAPORN Wholesale & Retails store