THAI CONSUMERS AND THEIR GROCERY PURCHASES VIA DIGITAL CHANNELS

BY

MISS THITIRAT ISSARIYAPRACHA

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

THAI CONSUMERS AND THEIR GROCERY PURCHASES VIA DIGITAL CHANNELS

BY

MISS THITIRAT ISSARIYAPRACHA

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

THAMMASAT UNIVERSITY
FACULTY OF COMMERCE AND ACCOUNTANCY

INDEPENDENT STUDY

BY

MISS THITIRAT ISSARIYAPRACHA

ENTITLED

THAI CONSUMERS AND THEIR GROCERY PURCHASES
VIA DIGITAL CHANNELS

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	THAI CONSUMERS AND THEIR GROCERY PURCHASES VIA DIGITAL CHANNELS
Author	Miss Thitirat Issariyapracha
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor K. Douglas Hoffman, Ph.D.
Academic Year	2016

ABSTRACT

A study on Thai consumers and their grocery purchases via digital channels is a contemporary topic in applied marketing pertaining to societal and technological issues. The first objective of this study is to investigate existing digital grocery shopping channels of Thailand's major grocery retailers, including their product/service offerings and marketing activities. The second objective is to identify digital grocery shopper segments and their decision making criteria. The third objective is to analyze key success factors in achieving and sustaining online grocery sales growth.

Grocery retailing is one of the most competitive industries in Thailand. In an attempt to increase sales volume, grocery retailers are trying to expand their outlets across the country. However, not only do costs of setup and maintenance rise rapidly, consumers nowadays also demonstrate less brand loyalty as they tend to shop where it is most convenient for them. This has given way to the emergence of internet grocery retailing.

With the advancement in technology and infrastructure, many firms have started to launch online platforms selling grocery and FMCG products in order to capitalize on this promising trend. However, while an average online basket size is larger than that at the physical store, online sales contribution still remains a very small portion of the overall sales.

This study aims to explore Thai consumer perception, behavior, and factors driving online purchases of grocery products. Primary and secondary research had been conducted in order to obtain information and further analyze the existing offerings of online grocery retailers. A qualitative research, such as in-depth interviews, was also done to obtain insights before conducting a quantitative research to generalize the findings to the target population. The results would indicate whether online grocery retailers are catering to their target customers' needs and identify room for improvements. This will facilitate readers who are in grocery/FMCG product industry wishing to go into e-commerce to set their direction and marketing strategies in order to achieve and sustain growth in the future.

Keywords: Online Grocery Shopping, Digital Grocery Channels, Attitude toward Online Grocery Purchases

ACKNOWLEDGEMENTS

This independent study has been a significant learning and accomplishment for me not only on an academic level, but also on a personal level. Therefore, I would like to take this opportunity to reflect on the people who have supported and guided me throughout this period.

First and foremost, I would like to express my deepest gratitude to my advisor, Prof. Dr. K. Douglas Hoffman, for his greatest supervision and continuous support throughout my research and study. This independent study was successfully completed with his valuable guidance and wonderful encouragement. It is with great pleasure working under his supervision.

Apart from my advisor, I also would like to express my sincere appreciation to Assoc. Prof. Dr. James E. Nelson and Prof. Dr. Kenneth E. Miller for providing their time, effort, knowledge, and guidance.

In addition, the results and findings of this study would not have been completed without the help and support of all respondents who provided their time, insights, and information during the in-depth interviews and survey.

I also would like to acknowledge all staffs at MIM office for all the generous support and assistance throughout my academic years and independent study.

Last but not least, a special thanks to all friends and family for always supporting and encouraging me throughout my years of study.

Miss Thitirat Issariyapracha

TABLE OF CONTENTS

APPENDICES

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1
INTRODUCTION

1.1 Introduction to the Study

Technology has fundamentally transformed how businesses operate in a significant way. This is no exception for grocery retailing, an industry with a reported value of 1.8 trillion Baht in 2016 (Euromonitor International 2016). Competition is intense, while consumers have shown little to no brand loyalty to any of the grocery retailers. Striving to maximize profitability, grocery retailers have now started to offer their products and services on digital platforms in order to capitalize on the growth of e-commerce in Thailand.

However, despite the growth in value of e-commerce and grocery retailing, an online grocery sales contribution to the total sales of each major grocery retailer in 2015 is no larger than 1% (Euromonitor International 2016). Even so, grocery retailers are expecting online sales to grow exponentially in the near future. In order to be successful online, grocery retailers need to know who their target customers are and understand online customer perception and shopping behavior. This would allow online grocery retailers to design their product and service offerings that best serve their customers' needs and also communicate effectively to their target audiences.

A study on Thai consumers and their grocery purchases via digital channels, which is a contemporary topic in applied marketing pertaining to societal and technological issues, would attempt to provide the information to fill those gaps.

1.2 Problem Statement

This study aims to identify target segments of online grocery shoppers and their purchasing behavior. The study would also investigate digital channels of Thailand's major grocery retailers and their product/service offerings in order to answer a strategic question of "How should internet retailers of grocery products design their product/service offerings and marketing communication that would allow them to sustain growth in the long run?"

1.3 Research Objectives

1.3.1 To investigate existing digital grocery shopping channels of Thailand's major grocery retailers, their product/service offerings, and their marketing activities

1.3.2 To identify digital grocery shopper segments and their decision making criteria

1.3.3 To analyze key success factors in achieving and sustaining online grocery sales growth

Consumers nowadays are seeking solutions that save them time and effort. This is why when it comes to purchasing grocery, convenience is key. Online channels are believed to be the channel that will drive growth of grocery retailing in the future. Many major grocery retailers in Thailand are now offering their products and services online. However, this is not yet widely known to their customers. The percentage of their online sales still remains a single digit as compared to their overall sales. The results from this study would allow grocery retailers to understand more about their target customers so that they can develop and adjust their offerings to better cater to their target customer's needs. It would also allow them to communicate effectively to their target audiences in order to increase awareness, attract online visitors, and converting visitors into paying customers to grow sustainably the future.

CHAPTER 2
REVIEW OF LITERATURE

2.1 Thais' Behavior and Perception toward Internet Consumption

A survey on Thai Internet users conducted by Electronic Transactions Development Agency (Public Organization) reported that, in 2016, Thai people spend on average 4.6 hours per day on the Internet (ETDA 2016). The finding also revealed that online activities of Thai Internet users include using social media such as Facebook, Line, and Instagram (96.1%); viewing video clips via YouTube (88.1%); searching for information (79.7%); reading e-Books (76.7%); and corresponding through emails (75.8%). More than 59% of Internet users bought goods and services online, while 33.8% sell goods and services online. The survey also showed that Internet users concern more about internet delay, annoying advertisements, high Internet service prices, and spam mails rather than privacy offense and phishing issues.

2.2 E-Commerce in Thailand

According to the Value of E-Commerce Survey in Thailand 2016, the expected value of e-commerce in Thailand for the year 2016 is 2.5 trillion Baht, or 4.08% of the total value of sales of goods and services (ETDA 2016). This represents a growth in value of 12.42% from the year 2015. B2B transactions accounted for 54.74% of the total value of e-commerce, while B2C and B2G transactions accounted for 28.89% and 16.37% of the total value respectively. Growth of transactions from B2C is expected to be as high as 43%, followed by the growth of transactions from B2B of 3.5% and B2G of 3.21%. The highest share in value of e-commerce in 2016 comes from the transactions from retail and wholesale industry (34.54%), followed by accommodation industry (30.35%), manufacturing industry (16.23%), news and media industry (13.30%), and transport industry (3.32%).

In an interview with DEALSTREETASIA, Mr.Pawoot Pongvitayapanu, Thai E-Commerce Association's president, stated that Thailand is the fastest growing e-commerce market in Southeast Asia, with more than 500,000 e-commerce users

(Ekvitthayavechnukul 2016). “Thai people will become more active with online shopping. And, 4G will be a factor to drive the growth of e-commerce, as well as to turn offline businesses into online,” he said. Mr.Pawoot, also a founder of Tarad.com, pointed out that online sales of fresh food are rapidly growing as it serves the needs of people living in the urban areas, while online sales of fashion and consumer products are still expanding as well. However, Mr.Pawoot also concerned that online businesses would start competing on prices, which would harm the growth of e-commerce. He suggested that online businesses focus on customer relationship management for a sustainable growth in the future.

Internet retailing in Thailand is dominated by urban consumers (Euromonitor International 2016). However, sales from consumers living in non-urban areas are also increasing as a result of the continuous development of Internet infrastructure in Thailand. Nevertheless, sales are mostly limited to younger generations. It is also found that consumers are not just making their purchases via computers, but also via their mobile phones and tablets. As mobile commerce is expected to grow, potential new customers are likely to shift more toward mobile purchase in the coming years. Online retailers should develop mobile platforms that make customers’ online purchases easy and convenient. The challenge faced by online retailers is how to present the products and web pages in an attractive and user-friendly way. Moreover, other services such as delivery and service hotlines are critical to online retailers. Flexibility in payment is another important factor. Cash on delivery is found to be very attractive to Thai consumers living outside of Bangkok. Delivery method also plays a significant role. These are the factors that can create trust, increase consumer confidence, and lead to brand loyalty.

2.3 Grocery Retailing Industry in Thailand

In 2015, the value of grocery market was reported at 1.8 trillion Baht (Euromonitor International 2016). The priority of grocery retailers is to expand the number of outlets across the country in order to increase sales volume. Metropolitan areas and provinces are key targeted areas for outlet expansion. However, as the costs of setup and maintenance are rising, retailers are trying hard to optimize store layout in order to maximize sales per square meter. In addition, consumers nowadays demonstrated less brand loyalty as they tend to shop where it is most convenient regardless of the size of the outlets. This has given way to the emergence of internet grocery retailing. Even so, grocery retailers' sales value over digital channels still remained at a minimal percentage as compared to overall sales of grocery retailers.

Although food is still the primary growth engine of online grocery sales, specialty needs and stock-up products such as personal care and household products are actually well suited for online grocery retailing because it can offer deeper product assortments than physical grocery stores (Nielsen 2015). Online or mobile coupons and mobile shopping lists are the most commonly used in-store digital engagement tools. According to Nielsen global survey, Generation Y (ages 21-34) and Generation Z (ages 15-20) will be the driving force of FMCG products' online sales growth because they grew up with digital technology. Therefore, it is critical to understand how they are using technology as they will be the generations that shape the economy in the future. Even though physical grocery stores would still dominate the grocery shopping experience, online stores are on the rise. In order to capitalize on this opportunity, it is important for grocery retailers to understand their target market, make the online platform easy to use, establish credibility, and exceed expectations.

A market research on E-Commerce Landscape done by Nielsen Thailand in 2015, as reported by Positioning Magazine (Lertwiram 2016), showed that Thai consumers mainly receive information regarding digital channels for purchasing grocery or FMCG products via mass media such as Facebook, TV commercial, and magazine advertisements. Factors that affect their purchasing decision include product variety, convenience or ease of transportation, product quality, and reliability of delivery services. Therefore, in order to successfully capture on consumers who shop for grocery or FMCG products via digital channels, firms should leverage their offline assets or physical stores, offer product variety and convenience, use mass media as a marketing communication tool, and ensure reliable and timely delivery.

Ms.Wanna Swuddigul, a digital and online business director at Tesco Lotus, revealed to The Nation that Tesco, the UK-based hypermarket chain, is now aiming to double its online sales in Thailand every year for the next 3-5 years (Rungfapaisarn 2016). She said that Tesco Lotus was the first retailer in Thailand to pioneer the digital platform in 2012. There are 2 key components to its digital platform. First are the e-commerce channels, Tesco Lotus Shop Online, which offers more than 20,000 products, including fresh food, and Tesco Lotus Shop on Lazada, where more than 9,000 products are available. Second is Digital Connection, which Tesco has established by utilizing social media and other online communication channels to communicate with its customers. Even though online sales contribution to the overall sales is still in the single digits, Tesco Lotus sees a rapid growth in an online sector. The average online basket size is 3.5 times as large as at the physical stores. Tesco believes customer insight, expertise and potential offline channels, supply chain, and logistics are its key success factors. According to Tesco's data collected by Dunnhumby, its online customers are mostly living in Bangkok or other key cities, with female customers representing 77% of all online customers. The majority of its online customers are in the age between 25-44 years old, with middle to high level of income. It is also revealed that the best-selling product categories are cold beverages, household chemicals, and cooking needs, such as seasonings.

2.4 Factors Influencing Online Purchases

Investing more in pay-per-click campaign, adding new marketing channels, and doing more promotional activities can draw more customers and increase online sales. However, to be successful, there are a few factors to consider when investing in such activities (Buchalova 2016). First, online retailers need to know who their customers are and how much their average order value is. Trying to increase online store traffic can be costly. Instead, increasing average order value would be more profitable. This can be done by using cross-selling method such as upselling, free shipping with higher order value, quantity discount, and discount coupons for next purchase. Second, the gap between the time the order is placed and when it is delivered directly affects customer experience. It is important to make sure products are available and delivered to customers timely and fast. Third, know why orders are cancelled. This could be caused from the retailer's side or customer's side. For retailer's side, purchase process should be seamless. Information must be sufficiently provided. Delivery and payment method should be convenient. Last but not least, know customers' shopping habits. By knowing frequency and time of purchases, online retailers would be allowed to adapt all associated activities in order to effectively and efficiently improve the process and operations, strengthen customer service, and manage marketing campaigns.

Offline and online consumer decision making process are very similar. However, there are some major differences in the shopping environment and marketing communication (Katawetawaraks & Wang 2011). Several motivations lead customers to make online purchases. First is convenience. Customers can look for products and online services 24 hours day. Some customers also use online platforms to avoid face-to-face interaction with salespeople. Second, not only can customers get the product information from the store site, they can also ask more specific details from online customer service center and read the product reviews by other customers. Third, customers have access to a more variety of products and services which might not be available at offline channels. Moreover, online channels often provide more payment options to customers than offline channels. Fourth, online channels offer cost and time efficiency. Customers can compare cost, find the best offer, and have the products delivered to their house without having to wait in checkout lines. However, there are some factors that discourage customers from making online purchases. These factors include unsecured payments, slow delivery, intangibility of products, lack of social contact, and dissatisfaction with previous online purchase experiences.

2.5 Summary of Literature Review

In conclusion, due to the improvement in Internet infrastructure, Thai people spend more time on the Internet purchasing goods and services. As a result, the value of e-commerce is growing healthily every year even though online sale transactions are usually limited to purchasers in Generation Y. At the same time, while the value of grocery sales is expanding, grocery retailers are forced to find a way to reduce cost per square meter and provide more convenience to their customers. By offering online channels, not only can they give customers convenience, but also deeper product assortment. Online mass media is believed to be an effective tool to communicate to online grocery customers. Even though offline and online consumer decision making process are generally similar, there are a few differences to take into account. The findings from this study will help determine specifically the perception, behavior, and decision making criteria of target customers of online grocery retailers. It will also evaluate the attractiveness of product/service offerings, identify effective marketing communication and promotion for the target audiences, and suggest areas of improvements.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Methodology

A study on Thai consumers and their grocery purchases via digital channels focuses mainly on the behavior and perception of Thai consumers between the ages of 21 to 65 years old who purchase grocery products on a regular basis. Research was conducted using both qualitative and quantitative methods. A qualitative method was employed to investigate current online channels for purchasing groceries and their marketing communication and activities, explore Thai consumer behavior when purchasing grocery products both from online and offline channels, learn more about their perception toward purchasing grocery products via digital channels as opposed to offline purchases, and obtain insights regarding online grocery purchases. A quantitative research was later conducted using the information collected from the qualitative method. A quantitative research would look more into consumer behavior and decision making criteria when purchasing grocery products from digital channels.

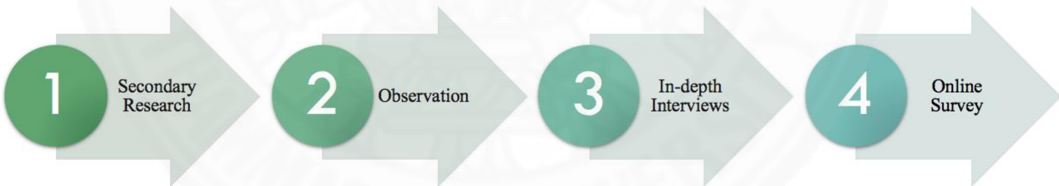

Figure 3.1: Research Methodology

3.1.1 Secondary Research

Secondary research was conducted in order to obtain an overview of Thai consumers' behavior and perception toward internet consumption, e-commerce in Thailand, grocery retailing industry in Thailand, and factors influencing online purchases. Information was gathered from both reliable Thai and international sources, including published statistical reports from Electronic Transactions Development Agency (Public Organization), Euromonitor International, and Nielsen;

news and articles regarding e-commerce and online grocery retailing in Thailand; and research paper regarding online shopping behavior.

3.1.2 Primary Research

In-depth Interviews

In-depth interviews were conducted in order to explore behavior and perception of target population. Respondents recruited were Thai males and females in the age between 25 to 57 years old who purchase grocery products either for themselves or their family members. The focus was to study their current grocery shopping behavior and experience, awareness of current online channels for grocery purchases, and perception toward online grocery purchases. Findings were used as a guideline to further design an online survey.

Online Survey

Based on the findings from qualitative research, an online survey was formulated using both close-ended and open-ended questions in order to explore consumer behavior and decision making criteria. The format of close-ended questions included multiple choices, Likert scale, and checklists. Questions were divided into 6 different parts. Screening questions were asked at the beginning of the survey to ensure that respondents would be of the population of interest. Respondents who passed the screening section would then be directed to the next parts of the survey, which include questions regarding perception and behavior toward grocery purchases, online grocery channel awareness and trial, and perception and behavior toward online grocery purchases. Psychographic and demographic questions were asked at the end of the survey. A pilot survey was also conducted to test the survey on a small sample in case any corrections were needed to be made before launching.

3.2 Sampling Plan

Target population are Thai Internet users between the age of 21 to 65 years old who reside in Thailand and purchase grocery products for either themselves and/or their family members from physical and/or online stores based in Thailand. Even though Generation Z (ages 15 to 20) is expected to be the driving force of e-commerce in the future, for the purpose of this study, Generation Z was excluded from the target population due to the lack of earnings.

3.3 Data Collection

Given the limited time and resources, respondents within the population of interest were collected using a non-probability sampling technique based on a convenience method. Data from primary sources were obtained using both qualitative and quantitative methods. For qualitative method, in-depth interviews were conducted in order to obtain insights, perception, and behavior of respondents of interest. Respondents were acquired through personal connection. Seven respondents were recruited for in-depth interviews. Information gathered from the interviews were then used to formulate a structured quantitative survey, which was distributed online using a snowball sampling technique through different social media platforms. A total of 291 responses were collected. However, only 185 responses were complete and could be used for further analysis.

3.4 Data Analysis

Data obtained from in-depth interviews were studied and analyzed in order to formulate a guideline for a questionnaire design. Results from the questionnaire distributed online were analyzed using Statistical Package for the Social Science Program (SPSS) and other statistical analyzing methods. Percentage, frequency, and measures of central tendency and variability were used for analyzing respondents' demographic information, psychographic information, behavior, and purchase intention. Pearson Chi-Square Tests and Analysis of Variance, or ANOVA, were used to identify characteristics of consumers in each segment, determine decision making criteria, and identify factors influencing purchases via digital channels.

Findings from qualitative and quantitative research were analyzed and compared in order to determine whether current product and services offerings match with consumer needs, how effective the current marketing communication and promotional activities are, and what improvements can be done to ensure a sustainable growth in the future.

3.5 Theoretical Framework

Independent Variables

Independent variables include consumer's demographic data such as gender, income, education, occupation, personal income, household income, accommodation, and types of personal vehicles; psychographic data such as shopping behavior and lifestyles; attitudes toward online grocery purchases; and responsiveness to marketing and promotional activities.

Dependent Variables

Dependent variable in this study was identified as the intention to purchase grocery products via digital channels.

3.6 Limitations of the Study

Although the present study has generated some important preliminary findings that could facilitate online grocery retailers and those in grocery/FMCG product industry wishing to go into e-commerce to effectively set their direction and marketing strategies, due to limited time and resources, there are some limitations to the study. The followings are the limitations that need to be noted in this study.

a) Respondents of in-depth interviews were recruited through personal connection using a non-probability sampling technique based on a convenience method. Therefore, selected interviewees might not be good representatives of the whole target population.

b) Respondents of quantitative research of this study were recruited online via social media platforms only using a non-probability sampling based on a snowball technique. The sample size is 185.

c) The analysis in this study used 90% confidence interval in Pearson Chi-Square Tests and Analysis of Variance, or ANOVA.

d) The focus of this study is on major online grocery retailers in Thailand, including, but not limited to, Tops Shop Online, Tesco Lotus Shop Online, and Big C Shopping Online

CHAPTER 4
RESULTS AND DISCUSSION

4.1 Secondary Research Key Findings

Grocery Retailing Industry Overview

Even though online grocery sales contribution of every grocery retailer in Thailand still remains a small portion as compared to the overall sales, there is a great potential for online sales. Growth in online grocery sales is a result of changes in lifestyle of Thai people.

Specialty needs and stock-up products such as personal care and household products are well suited for online grocery retailing because it can offer deeper product assortments than physical grocery stores (Nielsen 2015). Online or mobile coupons and mobile shopping lists are the most commonly used in-store digital engagement tools. Apart from that, mass media such as Facebook, TV commercial, and magazine advertisements are also effective tools for communicating to consumers.

Factors such as product variety, convenience or ease of transportation, product quality, and reliability of delivery services are important to consumers shopping for groceries online. As a result, it is crucial for grocery retailers to leverage their offline assets or physical stores, offer product variety and convenience, use mass media as a marketing communication tool, and ensure reliable and timely delivery.

Grocery Retailers and Their Products and Service Offerings

There are several grocery retailers who are now offering their products and services via digital channels. This includes Tops Shop Online, Tesco Lotus Shop Online, and Big C Shopping Online. These online grocery retailers offer the same grocery products as those available at the physical stores on websites, mobile sites, and mobile applications.

For Tops Shop Online, customers can shop for groceries on website and mobile application. Deliveries are free of charge for orders over 888 Baht and made on the same day if the orders are placed before 1 pm. Tops Shop Online offers a variety of promotional schemes, including buy one get one free, promotional discounts, buy more for cheaper prices, and loyalty program that offers points to collect for money redemption and other privileges.

Tesco Lotus Online is now operating in some provinces only. This includes Bangkok, Chonburi, Nonthaburi, Pathum Thani, Phuket, SamutPrakan, and Chiangmai. Customers can choose to make their purchase through Tesco Lotus' website, mobile application, or call center. Orders can be delivered on the next day at the appointed time between 10 am to 10 pm or collected at the designated stores, namely Rama 4, Srinakarin, and Chiangmai, on the appointed date and time. Payment can be made online or on delivery. In addition, Tesco Lotus also offers a loyalty program that offers discount codes/coupons, points that can be redeemed for discount coupons, and lucky draw for customers.

Big C Shopping Online offers a choice for customers to choose whether to make payment online or pay on delivery. It also promises to deliver orders within 24 hours free of charge when customers purchase 1,500 Baht or more. Delivery is made every day from 10 am to 8 pm, otherwise customers can choose to pick up the orders themselves at designated branches if the purchases are 500 Baht or more. Big C has a customer call center that operates from 8 am to 10 pm to facilitate its customers. Apart from that, Big C also offers discount codes/coupons and loyalty program that offers points for customers to collect and convert into discount coupons or other benefits.

4.2 In-depth Interview Results

In-depth interviews with 7 respondents of the population of interest were conducted in order to explore target population insights and behavior in the first stage. Three of the respondents are singles who live alone. Four of the respondents live with their family. One out of these 4 respondents is married. Two respondents do not own any personal vehicles.

Findings from the in-depth interviews revealed that all respondents perceive online grocery channels as a convenient alternative to physical grocery stores. All respondents are aware of online grocery channels. Up to 5 respondents could recall online grocers without any assistance. However, only 2 out of 7 respondents have made grocery purchases via digital channels. These 2 respondents share the same characteristics as they are both regular online shoppers. For the rest 5 respondents who have never made an online grocery purchases, 3 respondents expressed an intention to try purchasing grocery products via digital channels. Nevertheless, when they need to make grocery purchases, online channels have never come to their mind before. The remaining 2 respondents showed little to no interest in the online grocery platforms at all.

Respondents who have made online grocery purchases revealed that they were attracted to online channels because of price promotions and delivery service. One respondent indicated that purchasing grocery products from online channels is more convenient since there is no need to drive to the physical store, go through the trouble of finding the parking spot, and carry heavy groceries from the store back to the car. However, another respondent expressed the concern over the delay in delivery as it could interrupt other schedules.

As for respondents who expressed their intention to try purchasing grocery products via digital channels, delivery cost was found to be an important factor that affects their decision making. All three respondents mentioned that if the delivery costs were not higher than the cost of making the trip to the supermarkets, they would purchase grocery products from digital channels. In addition, 2 out of 3 respondents stated that if promotional discounts were provided to them, they would start purchasing grocery products from digital channels right away. However, one respondent also concerned about the delivery lead time and delivery hours as she would not be available to receive the parcels during work hours.

For respondents who showed no interest in online grocery platforms, it was found that these respondents prefer to make their trips to supermarket themselves to ensure the products that they purchase are fresh and up to their standard. One respondent also mentioned that it is enjoyable and relaxing to walk around the store and shop for groceries personally.

In summary, convenience was found to be the key factor that attracts consumers to make their grocery purchases via digital channels. Therefore, it is important to design service offerings to ensure convenience, especially in terms of delivery services, is delivered to customers. In order to promote first trial, marketing tools such as promotional discounts were found to be effective among those who display an intention to try purchasing grocery products via digital channels as well.

4.3 Qualitative Research Results

4.3.1 Summary of Respondent Profile

A total of 185 respondents completed the survey. All respondents' data were analyzed using Statistic Package for Social Sciences (SPSS). A summary of respondents' demographic information is shown in the table on the next page (See Table 4.1):

Table 4.1: Summary of Respondents' Demographic Information (n = 185)

Respondents' Demographic Information		n	%
Gender	Male	49	26.50%
	Female	136	73.50%
Age	21-35	74	40.00%
	36-50	44	23.80%
	51-65	67	36.20%
Number of Family Member	1 person	8	4.30%
	2-3 persons	62	33.50%
	4-5 persons	79	42.70%
	More than 6 persons	36	19.50%
Occupation	Civil Servant	11	5.90%
	Business Owner	39	21.10%
	Private Employee	87	47.00%
	Freelance	9	4.90%
	Homemaker	24	13.00%
	Student	4	2.20%
	Unemployed	6	3.20%
	Retired	5	2.70%
Household Income per Month	Less than 10,000 Baht	5	2.70%
	10,001 – 30,000 Baht	20	10.80%
	30,001 – 50,000 Baht	28	15.10%
	50,001 – 70,000 Baht	22	11.90%
	70,001 – 90,000 Baht	17	9.20%
	90,001 – 110,000 Baht	18	9.70%
	More than 110,000 Baht	75	40.50%

4.3.2 Segmentation for Online Grocery Shoppers

In order to identify the right communication and marketing tools for attracting and retaining online grocery shoppers, respondents were segmented into 3 different groups according to their adoption intention for further analysis. The first segment is online grocery shopper. Respondents classified in this segment are those who have purchased grocery products via digital channels. The second segment is potential online grocery shoppers. This segment contains respondents who have never purchased grocery products via digital channels before but displayed an intention to purchase via online platforms. The third segment is non-online grocery shoppers. These are the respondents who have no interest in online grocery channels at all. Details regarding the number and percentage of respondents classified into each segment are summarized below *(See Table 4.2)*:

Table 4.2: Segmentation for Online Grocery Shoppers (n = 185)

Segment	n	%
Online Grocery Shopper (Purchased)	37	20%
Potential Online Grocery Shopper (Intend to purchase)	67	36%
Non-online Grocery Shopper (No intention)	81	44%
Total	185	100%

4.3.3 Characteristics of Each Online Grocery Shopper Segments

In order to identify the differences in demographic characteristics of each segment, Chi-Square Tests were conducted to test whether there was a significant difference in relationship between each segment and different demographic characteristics. Using a 90% confidence interval, only household income per month was found to be significantly different among all 3 segments (p-value = 0.058). Other factors such as gender, marital status, occupation, education, personal income, accommodation, and types of personal vehicles were found to have no significant differences among the segments *(See Appendix C: Relationship between Segments and Characteristics).*

When comparing the level of household income among each segment, it was found that online grocery shoppers and potential online grocery shoppers tend to have higher household income per month than those who are non-online grocery shoppers. This can be concluded that online grocery shoppers and potential shoppers' household financial statuses are relatively better than non-online grocery shoppers. Detailed information was summarized in a table below *(See Table 4.3)*:

Table 4.3: Summary of Household Income Level across Segments

Household Income Level across Segments							
		Online Grocery Shopper		Potential Online Grocery Shopper		Non-online Grocery Shopper	
		n	%	n	%	n	%
Household Income per Month	Less than 10,000 Baht	2	5.40%	1	1.50%	2	2.50%
	10,001 – 30,000 Baht	1	2.70%	7	10.40%	12	14.80%
	30,001 – 50,000 Baht	8	21.60%	6	9.00%	14	17.30%
	50,001 – 70,000 Baht	4	10.80%	5	7.50%	13	16.00%
	70,001 – 90,000 Baht	2	5.40%	4	6.00%	11	13.60%
	90,001 – 110,000 Baht	4	10.80%	7	10.40%	7	8.60%
	More than 110,000 Baht	16	43.20%	37	55.20%	22	27.20%

In addition, Chi-Square Tests and Analysis of Variance or ANOVA were also conducted in order to test for the significant differences in lifestyle and behavior of each segment. The findings revealed that there is a difference in hours spent on internet per day *(See Appendix D: Differences in Internet Usage per Day among Segments)*. Online grocery shoppers tend to have a higher internet usage per day. A summary of internet usage across all segments is shown in the table on the next page *(See Table 4.4)*:

Table 4.4: Summary of Internet Usage per Day across Segments

Internet Usage per Day							
		Online Grocery Shopper		Potential Online Grocery Shopper		Non-online Grocery Shopper	
		n	%	n	%	n	%
Hours Spent on Internet per Day	<3 hours	8	21.6%	14	20.9%	24	29.6%
	3-5 hours	8	21.6%	31	46.3%	30	37.0%
	6-8 hours	12	32.4%	17	25.4%	16	19.8%
	>8 hours	9	24.3%	5	7.5%	11	13.6%

There is also a significant difference in how often consumers in each segment carry out online activities (See Appendix E: Differences in Online Activities among Segments). The result showed that online grocery shoppers are those who tend to shop for products or services online more often that potential online grocery shoppers and non-online grocery shoppers. A mean comparison of online activities carried out by each segment is summarized in the table below (See Table 4.5):

Table 4.5: Mean Comparison of Online Activities across Segments

Online Activities				
		N	Mean	Std. Deviation
Purchasing Products/Services Online	Online Grocery Shopper	36	3.14	1.046
	Potential Online Grocery Shopper	63	2.63	1.097
	Non-online Grocery Shopper	67	2.43	1.144
	Total	166	2.66	1.131

4.3.4 Attitude Toward Online Grocery Purchases

An Analysis of Variance or ANOVA test was conducted in order to identify consumer attitudes toward online grocery purchases *(See Appendix F: Differences in Attitudes Toward Online Grocery Purchases)*. Using a 90% confidence level, the results showed that consumers who are current and potential online grocery shoppers perceive online grocery purchases to be more convenient and time-saving than off-line grocery purchases. They also perceive that it is better off for them to purchase their groceries online since the delivery costs are deemed to be lower than travelling expenses to and from the physical stores, whereas non-online grocery shoppers perceive that product deliveries are not fast and timely. Non-online grocery shoppers also believe that product information listed on the website might not be as accurate as the information provided at the physical stores. Nevertheless, current and potential online grocery shoppers had expressed a strong intention to purchase grocery products via digital channels right away if prompted with promotions. A mean comparison for consumer attitudes toward online grocery purchases is summarized in the table below *(See Table 4.6)*.

Table 4.6: Mean Comparison for Consumer Attitudes Toward Online Grocery

Consumer Attitudes toward Online Grocery				
		N	**Mean**	**Std. Deviation**
Online purchases are more convenient	Shopper	37	3.89	0.658
	Potential Shopper	67	3.67	0.842
	Non-shopper	81	3.05	0.789
	Total	185	3.44	0.859
Delivery costs are cheaper than travelling expenses	Shopper	37	3.62	0.828
	Potential Shopper	67	3.42	0.819
	Non-shopper	81	2.9	0.831
	Total	185	3.23	0.875
Online purchases save time	Shopper	37	3.65	0.857
	Potential Shopper	67	3.45	0.84
	Non-shopper	81	3.1	0.875
	Total	185	3.34	0.882
Online channels contain more accurate product information	Shopper	37	2.89	0.966
	Potential Shopper	67	2.9	0.873
	Non-shopper	81	2.52	0.776
	Total	185	2.73	0.868
Online purchases are delivered fast and timely	Shopper	37	3.08	1.164
	Potential Shopper	67	3.04	0.806
	Non-shopper	81	2.62	0.83
	Total	185	2.86	0.92
If prompted with promotions, I will try purchasing groceries online	Shopper	37	4.08	0.983
	Potential Shopper	67	3.73	0.665
	Non-shopper	81	3.11	0.775
	Total	185	3.53	0.873

Even though the results of the ANOVA test on attitudes such as ‘there are more promotions online’, ‘it is easier to find products online’, and ‘I prefer application to mobile site’ can be seen to be statistically significant ($p\text{-value} < 0.1$), the results from Posthoc Multiple Comparisons that compared the mean difference among each segment are not significant at the 0.1 significance level.

Apart from this, findings also revealed factors that potential online grocery shoppers and non-online grocery shoppers concern regarding online grocery purchases *(See Appendix G: Factors That Consumers Concern Regarding Online Grocery Purchases)*. Being unable to personally choose the products and being unfamiliar with making grocery purchases online are the factors that potentially keep potential online grocery shoppers and non-online grocery shoppers from making online grocery purchases *(See Table 4.7)*.

Table 4.7: Summary of Factors Consumers Concern Regarding Online Grocery Purchases

		Factors Consumers Concern Regarding Online Purchases					
		Online Grocery Shopper		Potential Online Grocery Shopper		Non-online Grocery Shopper	
		n	%	n	%	n	%
Unable to Personally Choose the Products	No	18	48.60%	20	29.90%	17	21.00%
	Yes	19	51.40%	47	70.10%	64	79.00%
Unfamiliar with Making Grocery Purchases	No	33	89.20%	43	64.20%	47	58.00%
	Yes	4	10.80%	24	35.80%	34	42.00%

4.3.5 Effective Marketing Communication for Target Segments

In order to identify the effective promotional activities and extra services that would attract target consumers, an Analysis of Variance or ANOVA test was conducted. Attractiveness of activities and services such as price promotions, premium products, delivery services, customer service, and product return/refund was tested for the significance among all segments. The result revealed that there is a significant difference between current/potential online grocery shoppers and non-online grocery shoppers regarding the delivery services, namely free delivery (p-value = 0.0004) and same day delivery for orders before noon (p-value = 0.0001). For other activities and services, no significant difference among each segment was found *(See Appendix H: Attractiveness of Promotional Activities and Extra Services)*.

Attractiveness of Promotional Activities

In terms of attractiveness of promotional activities, consumers are most attracted to price promotion coupons, followed by premium products, online only special offer, and extra X2 points respectively. A mean comparison was conducted in order to compare the attractiveness of each promotional activity. A detailed summary can be found in the table below *(See Table 4.8)*.

Table 4.8: Mean Comparison for Attractiveness of Promotional Activities

Attractiveness of Promotional Activities				
		N	**Mean**	**Std. Deviation**
Price Promotion Coupons	Shopper	37	3.86	.822
	Potential Shopper	67	3.76	.761
	Non-shopper	81	3.53	.882
	Total	185	3.68	.835
Premium Products	Shopper	37	3.70	.845
	Potential Shopper	67	3.61	.797
	Non-shopper	81	3.44	.880
	Total	185	3.56	.846
X2 Points When Purchasing Online	Shopper	37	3.22	1.205
	Potential Shopper	67	3.51	.746
	Non-shopper	81	3.25	.845
	Total	185	3.34	.901
Online Only Special Offer	Shopper	37	3.41	.956
	Potential Shopper	67	3.70	.697
	Non-shopper	81	3.49	.853
	Total	185	3.55	.827

Attractiveness of Extra Services

Apart from promotional activities, extra services are also an important factor that could attract or retain online customers. By comparing the means for current and potential online grocery shoppers' perception on the attractiveness of each service, the result showed that delivery services are the most important element, followed closely by product return/refund. In addition, an option for customers to pay cash when products are delivered was found to be attractive to target consumers as well. A detailed summary can be found in the table below *(See Table 4.9)*.

Table 4.9: Mean Comparison for Attractiveness of Extra Services

Attractiveness of Extra Services				
		N	Mean	Std. Deviation
Cash Payment at Delivery	Shopper	37	3.62	.924
	Potential Shopper	67	3.70	.921
	Non-shopper	81	3.53	.823
	Total	185	3.61	.878
Free Delivery	Shopper	37	4.43	.647
	Potential Shopper	67	4.45	.610
	Non-shopper	81	4.01	.829
	Total	185	4.25	.748
Next Day Delivery	Shopper	37	3.51	1.261
	Potential Shopper	67	3.78	.902
	Non-shopper	81	3.22	.987
	Total	185	3.48	1.043
Same Day Delivery for Orders Before Noon	Shopper	37	4.35	.633
	Potential Shopper	67	4.36	.667
	Non-shopper	81	3.86	.862
	Total	185	4.14	.788
Online Chat with Customer Service Staff	Shopper	37	3.27	.962
	Potential Shopper	67	3.19	.802
	Non-shopper	81	3.05	.789
	Total	185	3.15	.831
Return/Refund	Shopper	37	4.38	.758
	Potential Shopper	67	4.37	.693
	Non-shopper	81	4.11	.837
	Total	185	4.26	.779

Effective Communication Channels

In order to identify the effective communication channels for the target customers, a mean comparison was conducted on the preferences of marketing communication channels. According to the findings, customers most often receive news and promotions from grocery retailers through point of purchase medias such as leaflets, wobblers, and posters. They also receive information through social medias such as Facebook and Instagram, TV advertising, internet advertising, and mail advertising. A summary of mean comparison for communication channel preferences can be found in the table below *(See Table 4.10)*.

Table 4.10: Mean Comparison for Communication Channel Preferences

Communication Channel Preferences				
Communication Channels		**N**	**Mean**	**Std. Deviation**
Point of Purchase Medias	Shopper	36	3.22	1.29
	Potential Shopper	62	3.24	1.263
	Non-shopper	72	3.19	1.109
	Total	170	3.22	1.199
Mail Advertising	Shopper	34	2.68	1.364
	Potential Shopper	60	2.47	1.308
	Non-shopper	71	2.56	1.262
	Total	165	2.55	1.294
TV Advertising	Shopper	33	2.7	1.237
	Potential Shopper	63	2.63	1.182
	Non-shopper	73	2.85	1.232
	Total	169	2.74	1.211
Radio Advertising	Shopper	31	1.74	1.182
	Potential Shopper	56	1.8	0.942
	Non-shopper	61	1.85	0.98
	Total	148	1.81	1.006
Internet Advertising	Shopper	35	2.63	1.262
	Potential Shopper	63	2.57	1.241
	Non-shopper	68	2.72	1.37
	Total	166	2.64	1.293
Social Medias	Shopper	35	2.86	1.309
	Potential Shopper	63	2.79	1.393
	Non-shopper	66	2.92	1.293
	Total	164	2.86	1.329
Email or SMS	Shopper	33	2.12	1.139
	Potential Shopper	57	1.96	1.18
	Non-shopper	65	2.06	1.223
	Total	155	2.04	1.184

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

5.1.1 Online Grocery Channels' Products/Service Offerings

In Thailand, there are still a limited number of grocery retailers who offer their products and services on digital platforms. The platforms include website, mobile site, and mobile application. Due to limited capability and infrastructure, some of the retailers provide their online services in some areas only.

There are slight differences in how each retailer designed its service offerings. For example, Big C offers a choice for its customers to pick up their grocery purchases at any branches, while Tesco Lotus allows customers to choose to pick up their groceries among 3 branches. Tops does not provide this service. Apart from that, Tops Shop Online and Big C Online offer free shipping to customers when orders exceed 888 Baht and 1,500 Baht respectively. However, Tesco Lotus Online charges delivery fees.

In terms of promotions, all online grocery retailers offer promotional discounts on different terms and conditions. They also have loyalty programs to provide benefits to their customers as a mean for customer retention.

5.1.2 Online Grocery Shopper Segments and Their Decision Making Criteria

Segmentation of online grocery shoppers were conducted according to the adoption intention. Shoppers were divided into online grocery shopper: those who have already adopted online grocery channels, potential online grocery shoppers: those who have the intention to use online grocery channels, and non-online grocery shoppers: those who have no intention to use online grocery channels at all.

Online grocery shoppers and potential online grocery shoppers were found to have a higher household income per month than non-online grocery shoppers. Online grocery shoppers tend to have a higher internet usage per day and shop for products and services online more often than those in the other 2 segments.

In terms of attitude toward online grocery purchases, online grocery shoppers and potential online grocery shoppers perceive online grocery purchases to be more convenient and time-saving. They also believe that delivery costs are lower than travelling expenses that would incur when making a trip to the physical stores. These 2 groups of customers had expressed a strong intention to purchase grocery products online if any promotions were offered to them. However, non-online grocery shoppers tend to have a more negative attitude toward online grocery purchases. They perceive product deliveries to be slow and not timely. In addition, they also concern that product information listed on the website might not be accurate. Therefore, online grocery retailers should try to increase online grocery shoppers' consumption level and retain them in the long run, and make an effort to convert potential online grocery shoppers into online grocery shoppers.

In terms of promotional activities, consumers are attracted to price promotion coupons, followed by premium products, online only special offer, and extra X2 points respectively. As for services, delivery services are the most important element, followed closely by product return/refund. In addition, an option for customers to pay cash when products are delivered was found to be attractive to target consumers as well.

Regarding the communication channels, customers most often receive news and promotions from grocery retailers through point of purchase medias such as leaflets, wobblers, and posters. They also receive information through social medias such as Facebook and Instagram, TV advertising, internet advertising, and mail advertising.

5.2 Recommendation

5.2.1 Free Delivery Service Should Be Provided

For online grocery shoppers and potential online grocery shoppers, free delivery service was perceived to be very important for online grocery purchases. Therefore, it is recommended that grocery retailers allocate their marketing budget wisely. Instead of spending the budget on services that are not perceived to be as important, such as lucky draw or product pickup at designated branches, online grocery retailers should allocate those budget to provide free delivery service when orders exceed a certain amount of Baht.

5.2.2 Discount Coupon Should Be Provided to Trigger First Trial

Since potential online grocery shoppers had displayed a strong intention to purchase grocery products via digital platforms when prompted with promotions and discount coupon is perceived to be most attractive, it is recommended that discount coupon should be provided for any first purchase via digital channels. This is to attract potential online grocery shoppers to try making their purchases via digital platforms and convert them into regular online grocery shoppers. Since potential online grocery shoppers still shop for groceries at physical stores and receive news and promotions mostly at the point of purchase, discount coupon can be provided to them at the stores during checkout.

REFERENCES

Electronic Media

Buchalova, A. (2016). *Four e-commerce metrics that can help increase ROI*. accessed December 14, 2016, at https://www.internetretailer.com/2016/09/23/four-e-commerce-metrics-can-help-increase-roi

Business Wire (2016). *With over 84% market share, the grocery segment will continue to dominate the Thailand retail market until 2020*, reports Technavio. accessed December 10, 2016, at http://www.businesswire.com/news/home/20160711005631/en/84-Market-Share-Grocery-Segment-Continue-Dominate

Ekvitthayavechnukul, C. (2016). *Thailand e-commerce market is set for booming growth in 2016*. accessed December 7, 2016, at http://www.dealstreetasia.com/stories/thailand-2016-top-trends-look-nascent-fast-growing-e-commerce-market-24059/

ETDA. (2016). *Thailand Internet User Profile 2016 (1st ed.)*. accessed November 28, 2016, at https://www.etda.or.th/publishing-detail/thailand-internet-user-profile-2016.html

ETDA. (2016). *Value of E-Commerce Survey in Thailand 2016 (1st ed.)*. accessed November 28, 2016, at https://www.etda.or.th/publishing-detail/value-of-e-commerce-survey-2016.html

Euromonitor International. (2016). *Grocery Retailers in Thailand*. accessed December 11, 2016, at http://www.portal.euromonitor.com/portal/analysis/tab

Euromonitor International. (2016). *Internet Retailing in Thailand*. accessed December 11, 2016, at http://www.portal.euromonitor.com/portal/analysis/tab

Hastings, N. (2016). *Bangkok's best online supermarkets & grocery stores*. accessed December 7, 2016, at http://www.thebigchilli.com/features/bangkoks-best-online-supermarkets-grocery-stores

Katawetawaraks, C., & Wang, C. L. (2011). *Online shopper behavior: Influences of online shopping decision*. *Asian Journal of Business Research*, *1*(2), . doi:10.14707/ajbr.110012

Lertwiram, P. (2016). "*How to* พิชิตใจนักชอปสินค้าอุปโภคบริโภคออนไลน์," Positioning Magazine by positioningmag.com, accessed November 28, 2016 at http://positioningmag.com/1096746.

Nielsen. (2015). *The Future of Grocery*. accessed December 13, 2016, at https://www.nielsen.com/content/dam/nielsenglobal/vn/docs/Reports/2015/Nielsen%20Global%20E-Commerce%20and%20The%20New%20Retail%20Report%20APRIL%202015%20(Digital).pdf

Rungfapaisarn, K. (2016). *Tesco Lotus aims to double online shopping every year – The Nation*. accessed December 07, 2016, at http://www.nationmultimedia.com/news/business/corporate/30289260

APPENDICES

APPENDIX A
IN-DEPTH INTERVIEW QUESTIONS

Shopping Behavior and Experience:

1. What kind of products do you normally purchase in supermarket?
2. Are products purchased from the supermarket for your personal use or for your family member?
3. Which supermarkets do you normally shop at? How often?
4. On average, how many products do you purchase per one time visit?
5. How do you travel to supermarkets?
6. Are there any difficulties or dissatisfactions with your grocery shopping experience?
7. How much is your spending budget per one time visit?
8. When selecting products, do you normally purchase products that you have used before and are satisfied with? Why? If you tend to switch the brand or SKU, please also state your reasons.
9. Have you ever purchased any products via digital channels? If yes, what kind of products do you purchase?
10. Have you ever purchased grocery products via digital channels? Why?

Awareness:

1. Are you aware that you can now purchase grocery products via digital channels at the same price as sold in the physical stores?
2. Which online grocery retailers do you recall? Any of which have you made a purchase from? [Unaided Awareness]
3. Do you know or have you ever purchased grocery products from the following stores? [Aided Awareness]
   a) Tops Shop Online
   b) Tesco Lotus Online
   c) Big C Shopping Online

Perception:

1. What is your opinion on purchasing products via digital channels?
2. What is your opinion on purchasing grocery products via digital channels?
3. Would you like to try purchasing grocery products via digital channels? In which scenarios would you try?

Demographic:

1. Gender
2. Age
3. Occupation
4. Personal income per month
5. Number of family member
6. Highest degree of education

APPENDIX B
ONLINE SURVEY QUESTIONS

A Survey on Thai Consumers and Their Grocery Purchases via Digital Channels

Dear respondents,

This survey was conducted by Thammasat University's student pursuing a Master Degree in Marketing. The purpose is to study Thai consumers' behaviors and attitudes toward purchasing grocery products via digital channels. Your truthful answers are crucial to this research and would be highly appreciated.

This survey takes approximately 15 minutes to complete. Your information will be kept confidential and strictly used for educational purpose only.

In case there are inquiries regarding the survey, please contact k.Thitirat at thi-itsa@hotmail.com.

Thank you for your time and information. As a token of appreciation, Hokka's Moomin Valley Biscuit from Japan worth 670 Baht each will be provided to 5 lucky respondents. The lucky draw will be done on February 28, 2017. The result of the lucky draw will be sent out by email to the lucky respondents.

Section I: Screening Questions

1. Where do you currently reside?
    a. Bangkok
    b. In municipal areas in other provinces
    c. Outside municipal areas in other provinces
    d. Abroad
2. Do you purchase grocery products either for yourself or other members in your families?
    a. Yes
    b. No

Section II: Consumer Behavior and Attitude toward Grocery Purchases Questions

3. What kind of grocery products do you normally purchase from supermarkets?
   a. Fresh produces e.g. vegetables, eggs, and meat
   b. Packaged food e.g. canned/jarred food and packaged confectionery products
   c. Beverages e.g. water, milk, and liquor
   d. Personal care products e.g. soap, toothpaste, and sanitary pads
   e. Household essentials e.g. toilet paper, garbage bags, clothes hangers, and insecticide products
   f. Cleaning supplies e.g. laundry detergent and bathroom cleaners
   g. Pet products e.g. pet food and pet toys
4. Which of these factors have an influence on the choice of supermarkets where you would like to shop at?
   a. Product variety
   b. Product freshness and quality
   c. Spacious outlet
   d. Customer service availability
   e. Competitive prices
   f. Price promotions
   g. Membership program
   h. Convenience and comfort of travelling
   i. Sufficient parking spaces

5. On the scale of 1 to 7, please rate the factors that have an influence on the choice of supermarkets where you would like to shop at. (1 = least important, 7 = most important, N/A = no influence)

	1	2	3	4	5	6	7	N/A
Product variety								
Product freshness and quality								
Spacious outlet								
Customer service availability								
Competitive prices								
Price promotions								
Membership program								
Convenience and comfort of travelling								
Sufficient parking spaces								

6. How do you travel to and back from supermarkets?
   a. Personal car
   b. Public transportation e.g. buses, sky train, and subway
   c. Taxi services e.g. taxicab and Uber
   d. Motorcycle
   e. By foot
7. How often do you purchase grocery products?
   a. Less than once a month
   b. Around 1 time per month
   c. Around 2-3 time per month
   d. Around 1 time per week
   e. More than once a week
8. How much do you normally spend per one time purchase?
   a. Less than 500 Baht per time
   b. 501 – 1,000 Baht per time
   c. 1,001 – 1,500 Baht per time
   d. 1,501 – 2,000 Baht per time

e. 2,001 – 2,500 Baht per time
f. 2,501 – 3,000 Baht per time
g. More than 3,000 Baht per time

9. Do you normally purchase the same brand of grocery products?
   a. Yes
   b. No
10. On the scale of 1 to 5, how often do you receive news and promotions from supermarkets from the following sources? (1 = least often, 5 = most often, N/A = do not receive)

	1	2	3	4	5	N/A
Point of purchase medias e.g. leaflets, wobblers, and posters						
Mail advertising e.g. leaflets and coupons						
TV advertising						
Radio advertising						
Internet advertising						
Social Medias e.g. Facebook and Instagram						
Email or SMS messages						

11. What are the difficulties that you face when making grocery purchases?
    a. Out-of-stock problems
    b. Ambiguous price tags
    c. Locating products
    d. Poor/out-of-reach product location on the shelves
    e. Long checkout lines
    f. Poor customer services
    g. Limited parking spaces
    h. Inconvenience of travelling
    i. Heavy groceries handling

Section III: Online Grocery Purchases Awareness and Trial Questions

12. Are you aware that grocery products can now be purchased via online channels?
    a. Yes
    b. No
13. Have you ever purchased grocery products via online supermarkets before?
    a. Yes
    b. No
14. Have you ever purchased any products online?
    a. Yes
    b. No
15. Would you like to try making grocery purchases online?
    a. Yes
    b. No
16. What makes you unwilling to try making grocery purchases via online channels?
    a. Travelling to physical stores is not a problem
    b. Some products need to be personally picked at the physical stores
    c. It is inconvenient having to wait to receive the products
    d. There is an extra delivery cost
    e. Products might not be fresh
    f. Online payment is not preferable
    g. It is preferable to see or feel the products before making the purchase
    h. Products might not be in good condition

17. Do you know/have you purchased grocery products from any of these online channels?

	Do not know	Know	Have Purchased
Top Shops Online			
Tesco Lotus Shop Online			
Big C Shopping Online			
Food Glorious Food (Choice Food)			
Delishop			
HappyFresh			
Passiondelivery.com			

18. Have you ever received any news or promotions from online supermarkets?
    a. Yes
    b. No
19. Have you ever received any news or promotions from the following online supermarkets?

	Yes	No
Top Shops Online		
Tesco Lotus Shop Online		
Big C Shopping Online		
Food Glorious Food (Choice Food)		
Delishop		
HappyFresh		
Passiondelivery.com		

20. On the scale of 1 to 7, how often do you receive news and promotions from online supermarkets from the following sources? (1 = least often, 7 = most often, N/A = no consumption)

	1	2	3	4	5	6	7	N/A
Point of purchase medias e.g. leaflets, wobblers, and posters								
Mail advertising e.g. leaflets and coupons								
TV advertising								
Radio advertising								
Internet advertising								
Social Medias e.g. Facebook and Instagram								
Email or SMS messages								

Section IV: Consumer Behavior and Attitude toward Online Grocery Purchases Questions

21. What kind of grocery products do you think are suitable for purchasing online?
    a. Fresh produces e.g. vegetables, eggs, and meat
    b. Packaged food e.g. canned/jarred food and packaged confectionery products
    c. Beverages e.g. water, milk, and liquor
    d. Personal care products e.g. soap, toothpaste, and sanitary pads
    e. Household essentials e.g. toilet paper, garbage bags, clothes hangers, and insecticide products
    f. Cleaning supplies e.g. laundry detergent and bathroom cleaners
    g. Pet products e.g. pet food and pet toys

22. On the scale of 1 to 5, how much do you agree with the following statements?
(1 = strongly disagree, 5 = strongly agree)

	1	2	3	4	5
Online purchases are more convenient					
Delivery costs are cheaper than travelling expenses					
Online purchases save time					
Online channels contain more accurate product information					
There are more promotions online					
It is easier to find products online					
Online purchases are delivered fast and timely					
If prompted with promotions, I will try purchasing groceries online right away					
There is more product variety at the physical stores					
Products purchased online are not as fresh					
Website is easy to use					

23. On the scale of 1 to 5, how attractive are the following services or promotions offered by online grocery channels? (1 = least attractive, 5 = most attractive)

	1	2	3	4	5
Price promotion coupons					
Premium products					
X2 points when purchasing online					
Lucky draw					
Online only special offer					
Cash payment at delivery					
Free delivery					
Next day delivery					
Same day delivery when placing orders before noon					
Product pickup at designated branches					
Product pickup at designated locations					
Online chat with customer service staff					

24. On which devices would you prefer to make online grocery purchases?
    a. Computer
    b. Mobile phone
    c. Tablet
25. Which of these factors concern you when making online grocery purchases?
    a. Delivery costs
    b. Unavailable to receive the products
    c. Unable to personally choose the products
    d. Product condition
    e. Product freshness
    f. Privacy/personal information leakage
    g. Personal finance information leakage
    h. Internet phishing
    i. Unfamiliar with making grocery purchases online
    j. Inaccurate product details

Section V: Psychographic Questions

26. How many hours do you normally spend on internet per day?
    a. Less than 3 hours
    b. 3-5 hours
    c. 6-8 hours
    d. More than 8 hours
27. Where do you normally access internet at?
    a. Home/Accommodation
    b. Workplace
    c. Educational Institution
    d. Internet Café
    e. Public Places
    f. While commuting e.g. in the car/on bts
28. On the scale of 1 to 5, how often do you access internet using the following devices? (1 = least often, 5 = most often, N/A = no access)

	1	2	3	4	5	N/A
Desktop computer						
Laptop computer						
Tablet						
Smart phone						
Smart TV						

29. On the scale of 1 to 5, how often do you carry out the following online activities? (1 = least often, 5 = most often, N/A = no activity)

	1	2	3	4	5	N/A
Using social medias e.g. Facebook, Instagram, Line						
Watching YouTube VDOs						
Watching TV/movies online or listening to radio online						
Email						
Information search						
News update or reading e-books						
Internet banking e.g. money transfer, e-payment, credit card payment						
Online shopping						
Selling products/services online						

30. On the scale of 1 to 5, how often do you use the following social medias? (1 = least often, 5 = most often, N/A = no activity)

	1	2	3	4	5	N/A
Facebook						
Twitter						
Instagram						
Line						
YouTube						

31. On average, how many hours do you spend working?
    a. Less than 40 hours per week
    b. 40-50 hours per week
    c. 51-60 hours per week
    d. 61-70 hours per week

e. More than 70 hours per week
f. Not working

32. What are your hobbies?
    a. Watching movies/listening to music
    b. Reading
    c. Exercising
    d. Travelling
    e. Shopping
    f. Socializing
    g. Playing games
    h. Relaxing

Section VI: Demographic Questions

33. Gender
    a. Male
    b. Female
34. Age
35. Marital status
    a. Single
    b. Married
    c. Living together
    d. Divorced
36. Number of family member
37. Occupation
    a. Civil servant, employee of public agency/state enterprise/independent organization
    b. Business owner
    c. Private employee
    d. Freelance
    e. Homemaker
    f. Student
    g. Unemployed

h. Retired

38. Highest level of education

a. Below high school
b. High school
c. Vocational certificate/higher vocational certificate/technical diploma/associate degree
d. Bachelor’s degree
e. Master’s degree
f. Above master’s degree

39. Personal income per month

a. Less than 10,000 Baht
b. 10,001 – 30,000 Baht
c. 30,001 – 50,000 Baht
d. 50,001 – 70,000 Baht
e. 70,001 – 90,000 Baht
f. 90,001 – 110,000 Baht
g. More than 110,000 Baht

40. Household income per month

a. Less than 10,000 Baht
b. 10,001 – 30,000 Baht
c. 30,001 – 50,000 Baht
d. 50,001 – 70,000 Baht
e. 70,001 – 90,000 Baht
f. 90,001 – 110,000 Baht
g. More than 110,000 Baht

41. Current accommodation

a. House
b. Townhouse
c. Condominium
d. Commercial building
e. Flat/apartment
f.

42. Personal vehicle
    a. Car
    b. Motorcycle
    c. Unavailable

APPENDIX C
RELATIONSHIP BETWEEN SEGMENTS AND CHARACTERISTICS

Pearson Chi-Square Tests		
		Segments
Gender	Chi-square	1.846
	df	2
	Sig.	0.397
Marital Status	Chi-square	5.335
	df	6
	Sig.	.502[a]
Occupation	Chi-square	13.709
	df	14
	Sig.	.472[a,b]
Education	Chi-square	13.153
	df	10
	Sig.	.215[a,b]
Personal Income per Month	Chi-square	6.962
	df	12
	Sig.	.860[a]
Household Income per Month	Chi-square	20.541
	df	12
	Sig.	.058[a,b]
Accommodation	Chi-square	8.124
	df	8
	Sig.	0.421
Type of Vehicle	Chi-square	6.723
	df	6
	Sig.	0.347

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

b. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

APPENDIX D

DIFFERENCES IN INTERNET USAGE PER DAY AMONG SEGMENTS

Pearson Chi-Square Tests		
		Segments
Hours Spent on Internet per Day	Chi-square	11.947
	df	6
	Sig.	.063*

Results are based on nonempty rows and columns in each innermost subtable.

*. The Chi-square statistic is significant at the .1 level.

APPENDIX E

DIFFERENCES IN ONLINE ACTIVITIES AMONG SEGMENTS

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Using Social Medias	Between Groups	1.723	2	0.861	0.711	0.492
	Within Groups	218.048	180	1.211		
	Total	219.77	182			
Watching YouTube VDOs	Between Groups	10.702	2	5.351	4.074	0.019
	Within Groups	236.446	180	1.314		
	Total	247.148	182			
Watching TV/Movies Online or Listening to Radio Online	Between Groups	6.111	2	3.055	1.92	0.15
	Within Groups	278.412	175	1.591		
	Total	284.522	177			
Email	Between Groups	4.509	2	2.255	1.423	0.244
	Within Groups	280.441	177	1.584		
	Total	284.95	179			
Information Search	Between Groups	1.996	2	0.998	1.2	0.304
	Within Groups	150.564	181	0.832		
	Total	152.56	183			
News Update or Reading E-Books	Between Groups	4.233	2	2.117	2.003	0.138
	Within Groups	190.237	180	1.057		
	Total	194.47	182			
Internet Banking	Between Groups	17.583	2	8.791	5.676	0.004
	Within Groups	257.127	166	1.549		
	Total	274.71	168			
Purchasing Products/Services Online	Between Groups	11.752	2	5.876	4.804	0.009
	Within Groups	199.356	163	1.223		
	Total	211.108	165			
Selling Products/Services Online	Between Groups	8.517	2	4.259	2.691	0.071
	Within Groups	229.456	145	1.582		
	Total	237.973	147			

APPENDIX F
DIFFERENCES IN ATTITUDES TOWARD ONLINE GROCERY PURCHASES

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Online purchases are more convenient	Between Groups	23.508	2	11.754	19.075	0
	Within Groups	112.146	182	0.616		
	Total	135.654	184			
Delivery costs are cheaper than travelling expenses	Between Groups	16.794	2	8.397	12.304	0
	Within Groups	124.211	182	0.682		
	Total	141.005	184			
Online purchases save time	Between Groups	9.012	2	4.506	6.111	0.003
	Within Groups	134.209	182	0.737		
	Total	143.222	184			
Online channels contain more accurate product information	Between Groups	6.428	2	3.214	4.429	0.013
	Within Groups	132.058	182	0.726		
	Total	138.486	184			
There are more promotions online	Between Groups	4.618	2	2.309	3.631	0.028
	Within Groups	115.728	182	0.636		
	Total	120.346	184			
It is easier to find products online	Between Groups	4.2	2	2.1	2.438	0.09
	Within Groups	156.794	182	0.862		
	Total	160.995	184			
Online purchases are delivered fast and timely	Between Groups	8.863	2	4.432	5.496	0.005
	Within Groups	146.758	182	0.806		
	Total	155.622	184			
If prompted with promotions, I will try purchasing groceries online right away	Between Groups	28.166	2	14.083	22.901	0
	Within Groups	111.921	182	0.615		
	Total	140.086	184			
There is more product variety at the physical stores	Between Groups	0.22	2	0.11	0.157	0.855
	Within Groups	127.542	182	0.701		
	Total	127.762	184			
Products purchased online are not as fresh	Between Groups	2.626	2	1.313	1.597	0.205
	Within Groups	149.612	182	0.822		
	Total	152.238	184			
Website is easy to use	Between Groups	5.784	2	2.892	4.488	0.013
	Within Groups	117.276	182	0.644		
	Total	123.059	184			
I prefer to make online purchases on computers rather than on mobile phones or tablets	Between Groups	1.321	2	0.66	0.74	0.479
	Within Groups	162.517	182	0.893		
	Total	163.838	184			
I prefer application to mobile site	Between Groups	3.766	2	1.883	3.619	0.029
	Within Groups	94.688	182	0.52		
	Total	98.454	184			

Posthoc Multiple Comparisons

Attitudes Toward Online Grocery Purchases			Mean Difference (I-J)	Std. Error	Sig.	90% Confidence Lower Bound	90% Confidence Upper Bound
Online purchases are more convenient	Shopper	Potential Shopper	0.22	0.161	0.359	-0.11	0.55
		Non-shopper	.843*	0.156	0	0.52	1.16
	Potential Shopper	Shopper	-0.22	0.161	0.359	-0.55	0.11
		Non-shopper	.622*	0.13	0	0.35	0.89
	Non-shopper	Shopper	-.843*	0.156	0	-1.16	-0.52
		Potential Shopper	-.622*	0.13	0	-0.89	-0.35
Delivery costs are cheaper than travelling expenses	Shopper	Potential Shopper	0.204	0.169	0.452	-0.15	0.55
		Non-shopper	.720*	0.164	0	0.38	1.06
	Potential Shopper	Shopper	-0.204	0.169	0.452	-0.55	0.15
		Non-shopper	.517*	0.136	0.001	0.23	0.8
	Non-shopper	Shopper	-.720*	0.164	0	-1.06	-0.38
		Potential Shopper	-.517*	0.136	0.001	-0.8	-0.23
Online purchases save time	Shopper	Potential Shopper	0.201	0.176	0.489	-0.16	0.56
		Non-shopper	.550*	0.17	0.004	0.2	0.9
	Potential Shopper	Shopper	-0.201	0.176	0.489	-0.56	0.16
		Non-shopper	.349*	0.142	0.039	0.06	0.64
	Non-shopper	Shopper	-.550*	0.17	0.004	-0.9	-0.2
		Potential Shopper	-.349*	0.142	0.039	-0.64	-0.06
Online channels contain more accurate product information	Shopper	Potential Shopper	-0.004	0.174	1	-0.36	0.36
		Non-shopper	.373*	0.169	0.072	0.02	0.72
	Potential Shopper	Shopper	0.004	0.174	1	-0.36	0.36
		Non-shopper	.377*	0.141	0.022	0.09	0.67
	Non-shopper	Shopper	-.373*	0.169	0.072	-0.72	-0.02
		Potential Shopper	-.377*	0.141	0.022	-0.67	-0.09
There are more promotions online	Shopper	Potential Shopper	0.169	0.163	0.554	-0.17	0.51
		Non-shopper	.403*	0.158	0.031	0.08	0.73
	Potential Shopper	Shopper	-0.169	0.163	0.554	-0.51	0.17
		Non-shopper	0.234	0.132	0.181	-0.04	0.51
	Non-shopper	Shopper	-.403*	0.158	0.031	-0.73	-0.08
		Potential Shopper	-0.234	0.132	0.181	-0.51	0.04
It is easier to find products online	Shopper	Potential Shopper	0.184	0.190	0.600	-0.209	0.576
		Non-shopper	.391*	0.184	0.088	0.011	0.772
	Potential Shopper	Shopper	-0.184	0.190	0.600	-0.576	0.209
		Non-shopper	0.208	0.153	0.366	-0.109	0.524
	Non-shopper	Shopper	-.391*	0.184	0.088	-0.772	-0.011
		Potential Shopper	-0.208	0.153	0.366	-0.524	0.109
Online purchases are delivered fast and timely	Shopper	Potential Shopper	0.036	0.215	0.998	-0.43	0.5
		Non-shopper	.464*	0.212	0.097	0	0.92
	Potential Shopper	Shopper	-0.036	0.215	0.998	-0.5	0.43
		Non-shopper	.427*	0.135	0.006	0.14	0.72
	Non-shopper	Shopper	-.464*	0.212	0.097	-0.92	0
		Potential Shopper	-.427*	0.135	0.006	-0.72	-0.14
If prompted with promotions, I will try purchasing groceries online right away	Shopper	Potential Shopper	0.35	0.181	0.165	-0.04	0.74
		Non-shopper	.970*	0.183	0	0.57	1.37
	Potential Shopper	Shopper	-0.35	0.181	0.165	-0.74	0.04
		Non-shopper	.620*	0.118	0	0.37	0.87
	Non-shopper	Shopper	-.970*	0.183	0	-1.37	-0.57
		Potential Shopper	-.620*	0.118	0	-0.87	-0.37
Website is easy to use	Shopper	Potential Shopper	0.367	0.175	0.112	-0.01	0.74
		Non-shopper	.474*	0.159	0.012	0.13	0.82
	Potential Shopper	Shopper	-0.367	0.175	0.112	-0.74	0.01
		Non-shopper	0.107	0.134	0.81	-0.18	0.39
	Non-shopper	Shopper	-.474*	0.159	0.012	-0.82	-0.13
		Potential Shopper	-0.107	0.134	0.81	-0.39	0.18

*. The mean difference is significant at the 0.1 level.

APPENDIX G

FACTORS THAT CONSUMERS CONCERN REGARDING ONLINE GROCERY PURCHASES

Pearson Chi-Square Tests		
		Segments
Delivery Costs	Chi-square	3.305
	df	2
	Sig.	.192
Unavailable to Receive the Products	Chi-square	1.697
	df	2
	Sig.	.428
Unable to personally Choose the Products	Chi-square	9.303
	df	2
	Sig.	.010*
Product Condition	Chi-square	1.063
	df	2
	Sig.	.588
Product Freshness	Chi-square	2.146
	df	2
	Sig.	.342
Privacy/Personal Info Leakage	Chi-square	4.315
	df	2
	Sig.	.116
Personal Finance Information Leakage	Chi-square	0.886
	df	2
	Sig.	.642
Internet Phishing	Chi-square	2.247
	df	2
	Sig.	.325
Unfamiliar With Making Grocery Purchases Online	Chi-square	11.322
	df	2
	Sig.	.003*
Inaccurate Product Details	Chi-square	1.553
	df	2
	Sig.	.460

Results are based on nonempty rows and columns in each innermost subtable.

*. The Chi-square statistic is significant at the .1 level.

APPENDIX H
ATTRACTIVENESS OF PROMOTIONAL ACTIVITIES AND EXTRA SERVICES

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Price Promotion Coupons	Between Groups	3.508	2	1.754	2.56	0.08
	Within Groups	124.676	182	0.685		
	Total	128.184	184			
Premium Products	Between Groups	2.014	2	1.007	1.414	0.246
	Within Groups	129.64	182	0.712		
	Total	131.654	184			
X2 Points When Purchasing Online	Between Groups	3.143	2	1.572	1.958	0.144
	Within Groups	146.078	182	0.803		
	Total	149.222	184			
Lucky Draw	Between Groups	4.638	2	2.319	2.764	0.066
	Within Groups	152.713	182	0.839		
	Total	157.351	184			
Online Only Special Offer	Between Groups	2.566	2	1.283	1.896	0.153
	Within Groups	123.196	182	0.677		
	Total	125.762	184			
Cash Payment at Delivery	Between Groups	1.073	2	0.536	0.693	0.501
	Within Groups	140.905	182	0.774		
	Total	141.978	184			
Free Delivery	Between Groups	8.424	2	4.212	8.1	0
	Within Groups	94.636	182	0.52		
	Total	103.059	184			
Next Day Delivery	Between Groups	11.299	2	5.649	5.443	0.005
	Within Groups	188.885	182	1.038		
	Total	200.184	184			
Same Day Delivery for Orders Before Noon	Between Groups	11.004	2	5.502	9.69	0
	Within Groups	103.342	182	0.568		
	Total	114.346	184			
Product Pickup at Designated Branches	Between Groups	1.325	2	0.662	0.711	0.493
	Within Groups	169.616	182	0.932		
	Total	170.941	184			
Product Pickup at Designated Locations	Between Groups	0.054	2	0.027	0.028	0.973
	Within Groups	177.384	182	0.975		
	Total	177.438	184			
Online Chat with Customer Service Staff	Between Groups	1.482	2	0.741	1.074	0.344
	Within Groups	125.577	182	0.69		
	Total	127.059	184			
Return/Refund	Between Groups	3.172	2	1.586	2.663	0.072
	Within Groups	108.374	182	0.595		
	Total	111.546	184			

Posthoc Multiple Comparisons							
Promotional Activities and Services			Mean Difference (I-J)	Std. Error	Sig.	90% Confidence Interval	
						Lower Bound	Upper Bound
Price Promotion Coupons	Shopper	Potential Shopper	0.104	0.164	0.896	-0.25	0.46
		Non-shopper	0.334	0.167	0.14	-0.03	0.69
	Potential Shopper	Shopper	-0.104	0.164	0.896	-0.46	0.25
		Non-shopper	0.23	0.135	0.247	-0.06	0.52
	Non-shopper	Shopper	-0.334	0.167	0.14	-0.69	0.03
		Potential Shopper	-0.23	0.135	0.247	-0.52	0.06
Lucky Draw	Shopper	Potential Shopper	-0.305	0.2	0.349	-0.74	0.13
		Non-shopper	-0.427	0.199	0.104	-0.86	0
	Potential Shopper	Shopper	0.305	0.2	0.349	-0.13	0.74
		Non-shopper	-0.123	0.145	0.782	-0.43	0.19
	Non-shopper	Shopper	0.427	0.199	0.104	0	0.86
		Potential Shopper	0.123	0.145	0.782	-0.19	0.43
Free Delivery	Shopper	Potential Shopper	-0.015	0.148	0.994	-0.32	0.29
		Non-shopper	.420*	0.143	0.01	0.12	0.72
	Potential Shopper	Shopper	0.015	0.148	0.994	-0.29	0.32
		Non-shopper	.435*	0.119	0.001	0.19	0.68
	Non-shopper	Shopper	-.420*	0.143	0.01	-0.72	-0.12
		Potential Shopper	-.435*	0.119	0.001	-0.68	-0.19
Next Day Delivery	Shopper	Potential Shopper	-0.263	0.235	0.608	-0.77	0.25
		Non-shopper	0.291	0.235	0.524	-0.22	0.8
	Potential Shopper	Shopper	0.263	0.235	0.608	-0.25	0.77
		Non-shopper	.554*	0.155	0.001	0.22	0.89
	Non-shopper	Shopper	-0.291	0.235	0.524	-0.8	0.22
		Potential Shopper	-.554*	0.155	0.001	-0.89	-0.22
Same Day Delivery for Orders Before Noon	Shopper	Potential Shopper	-0.007	0.154	0.999	-0.33	0.31
		Non-shopper	.487*	0.15	0.004	0.18	0.8
	Potential Shopper	Shopper	0.007	0.154	0.999	-0.31	0.33
		Non-shopper	.494*	0.124	0	0.24	0.75
	Non-shopper	Shopper	-.487*	0.15	0.004	-0.8	-0.18
		Potential Shopper	-.494*	0.124	0	-0.75	-0.24
Return/Refund	Shopper	Potential Shopper	0.005	0.158	0.999	-0.32	0.33
		Non-shopper	0.267	0.153	0.191	-0.05	0.58
	Potential Shopper	Shopper	-0.005	0.158	0.999	-0.33	0.32
		Non-shopper	0.262	0.127	0.102	0	0.53
	Non-shopper	Shopper	-0.267	0.153	0.191	-0.58	0.05
		Potential Shopper	-0.262	0.127	0.102	-0.53	0

*. The mean difference is significant at the 0.1 level.

BIOGRAPHY

Name	Miss Thitirat Issariyapracha
Date of Birth	April 13, 1989
Educational Attainment	2011: Bachelor of Business Administration
Work Position	Executive Assistant to Managing Director Prairie Marketing Ltd.
Work Experiences	2014-2017: Executive Assistant to Managing Director Prairie Marketing Ltd. 2011-2012: Financial Accounting Analyst ExxonMobil Limited