



**EFFECTIVENESS OF ONLINE STORE PLATFORM  
FOR BABY TOILETRY PRODUCTS TOWARDS  
MILLENNIAL THAI MOTHER**

**BY**

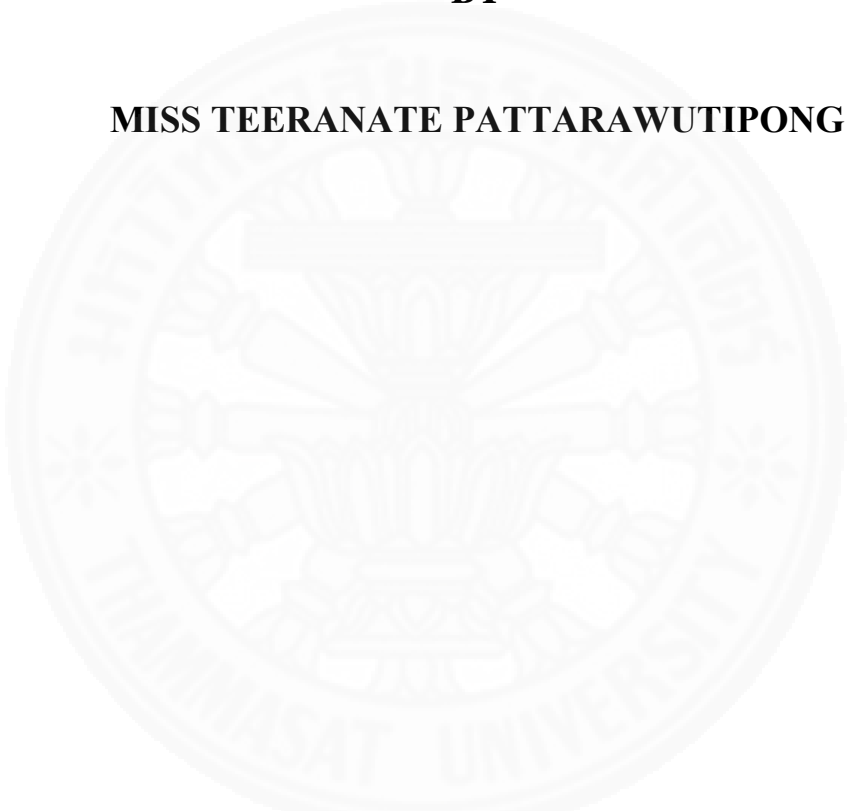
**MISS TEERANATE PATTARAWUTIPONG**

**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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MISS TEERANATE PATTARAWUTIPONG

ENTITLED

EFFECTIVENESS OF ONLINE STORE PLATFORM FOR BABY TOILETRY  
PRODUCTS TOWARDS MILLENNIAL THAI MOTHER

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



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Member and Advisor



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Independent Study Title	EFFECTIVENESS OF ONLINE STORE PLATFORM FOR BABY TOILETRY PRODUCTS TOWARDS MILLENNIAL THAI MOTHER
Author	Miss Teeranate Pattarawutipong
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor Malcolm C. Smith, Ph.D.
Academic Year	2016

## **ABSTRACT**

Thailand is expected to be one of the most attractive business-to-consumer markets in Southeast Asia for electronic commerce, or so called E-commerce (Research and Marketing, 2015). The baby and child-specific market has had a high growth rate in terms of sales at 9% in 2015. Baby toiletries is the most dominant subcategory driving growth in the baby and child-specific market. This research studied how effective an online store platform is, and who the millennial Thai mother is in respect to demographics, behavior, and lifestyle, in order to improve marketing performance and sales growth in the baby toiletry business.

This research studied a contemporary technology topic in applied marketing, aiming:

1. To identify key behaviors that reinforces millennial Thai mothers making a purchase of baby toiletry products from online store platform.

2. To determine millennial Thai mothers' profile in baby toiletry products in online store platform.
3. To evaluate effectiveness of online-store platform in baby toiletry products among millennial Thai mothers.

The research was conducted by using in-depth interviews and a questionnaire for data collecting (n = 100). In-depth interviews helped to explore insights in order to develop the questionnaire, which quantified characteristics of the millennial Thai mothers' profiles as well as their behaviors. In addition, it measured the level of effectiveness of online store platform in aspects of level of customers' satisfaction, repeat purchase, and friend referral.

Key independent variables are demographics, behavior, and lifestyle. Dependent variables are level of overall satisfaction, tendency to repeat purchase, and recommendation by friends.

In conclusion, the study is of benefit to any marketing managers who would like to embark on an online channel strategy of baby toiletry products, in order to determine the right target customers, improve sales growth rates, and increase opportunities to grow in the industry.

**Keywords:** Baby toiletry product, Online store platform, Millennial Thai mothers

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Miss Teeranate Pattarawutipong

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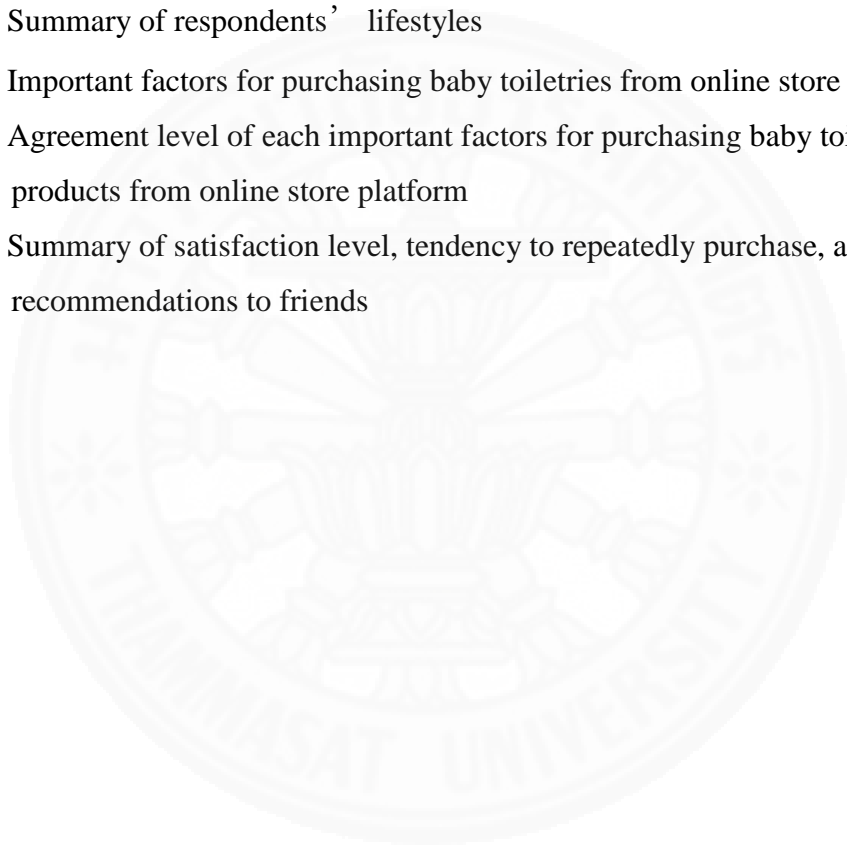
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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction to the study

Thailand is expected to be one of the most attractive business-to-consumer market in Southeast Asia for electronic commerce, or so called E-commerce (Research and Marketing, 2015). Due to the fact that there is significant room to grow online sales in Thailand, it continuously attracts new comers such as Line Shop, Tesco Lotus, and so on, to be in the market year after year. The increase of social media usage for information accessibility also facilitates online shoppers to make a purchasing decision through online channels.

In 2016, Thai government supported the roll out 4G service nationwide in order to promote Thailand as a digital hub. Consequently, it has had an impact on the advancement of online retail business. Furthermore, 24 projects related to information and communication technology and valued THB 3.76 billion, are planned to develop a digital sector (Oxford Business Group, 2016). This could also improve the competency of Thai people in a digital context.

The top-three ranked online purchase categories among Thai people are home electronic appliances, airline travel, and apparel, including accessories (Fernquest, 2016). However, it does not mean other categories are not interesting. The baby and child-specific market has had a high growth rate in terms of sales value at 9% in 2015, which already reached THB 4.1 billion. In addition, it is forecasted to spur to THB 5.1 billion in 2020 (Euromonitor, 2016). Baby toiletries are the most dominant subcategory driving growth in the baby and child-specific market. This research studied how effective an online store platform is, and who the millennial Thai mother is with respect to demographics, behavior, and lifestyle, in order to improve marketing performance and sales growth in the baby toiletry business.

Thus, this research is a study in a contemporary technology topic in applied marketing to help a marketing manager who works in a baby personal care company developing marketing strategies.

The study was conducted with a literature review focusing on digital infrastructure factors driving an online business, characteristics of the baby toiletry market, general behavior of millennial Thais' mobile purchases, millennial Thai mother's profiles, and relevant studies. All secondary data was incorporated with qualitative data from in-depth interviews, in order to be a framework developing a questionnaire for quantitative surveys. The research focused on millennial Thai mothers who have a child between up to 9 years old. Her age is 21 years old or older, who is living in Bangkok metropolitan area.

## **1.2 Research objectives**

A major purpose of this research is to study key factors, and millennial Thai mothers' profiles which drive the baby toiletry market growth in an online store platform. It also may help marketing managers understand their customers, so that they can develop an integrated marketing plan in a digital-driven context. The objectives of the research are described as below:

### **1.2.1 To identify a key behavior that reinforces millennial Thai mothers making a purchase of baby toiletry products from online store platform**

1.2.1.1 Key behavior of millennial Thai mothers in baby toiletry products; internet usage rate

1.2.1.2 Key behavior of millennial Thai mothers in baby toiletry products; frequency of online purchase in a period of time

1.2.1.3 Key behavior of millennial Thai mothers in baby toiletry products; preferences to promotions

1.2.1.4 Key behavior of millennial Thai mothers in baby toiletry products; buying budget per time

### **1.2.2 To determine millennial Thai mothers' profile in baby toiletry products in online store platform**

1.2.2.1 Profile of millennial Thai mothers in baby toiletry products; demographics

1.2.2.2 Profile of millennial Thai mothers in baby toiletry products; lifestyle

**1.2.3 To evaluate effectiveness of online store platform in baby toiletry products among millennial Thai mothers**

1.2.3.1 To evaluate level of satisfaction with respect to price of millennial Thai mothers who buy baby toiletry products in online store platform

1.2.3.2 To evaluate level of satisfaction with respect to promotion of millennial Thai mothers who buy baby toiletry products in online store platform

1.2.3.3 To evaluate level of satisfaction with respect to online store platform features of millennial Thai mothers who buy baby toiletry products in online store platform

1.2.3.4 To evaluate level of satisfaction with respect to online store platform delivery of millennial Thai mothers who buy baby toiletry products in online store platform

1.2.3.5 To evaluate level of satisfaction with respect to marketing communication of millennial Thai mothers who buy baby toiletry products in online store platform

1.2.3.6 To evaluate level of intention of repeat purchase of millennial Thai mothers who buy baby toiletry products in online store platform

1.2.3.7 To evaluate level of intention of friend referral of millennial Thai mothers who buy baby toiletry products in online store platform

The next chapter will discuss published literature in order to understand a business context, supporting digital infrastructure, nature of an online store platform, brief of millennial Thai mothers' profiles, and so on. This will be followed by Chapter 3 which discusses the research methodology, including a sampling plan, data

collection plan, and data analysis plan. Respectively, Chapter 4 presents the results of the study, and lastly, Chapter 5 provides a conclusion, and recommendations.



## **CHAPTER 2**

### **REVIEW OF LITERATURE**

#### **2.1 Digital hub in Thailand**

With effort to develop Thailand as a digital hub of Asia, Thai government has injected a significant budget to develop a digital infrastructure and a digital program to elevate the nation's competency (Oxford Business Group, 2016). Online retailing has also received positive effects because the private sector has started being active and investing in online businesses leading to an expansion of the overall retail market. In addition, a 4G rollout plan has been a strategic tool to encourage online businesses because people are enabled to stay connected longer. It leads to an increase of internet-consuming time and tendency of online shopping.

#### **2.2 Baby toiletry market**

Even though Thailand's birth rate has slowed continuously year after year, the baby and child-specific market has not been negatively impacted. (Euromonitor, 2016). Its sales growth has kept growing by 9% in 2015. Toiletries are a dominant segment in the industry with a market contribution of THB 1,516.10 million or 37% of total sales. In 2015, it could reach a sales growth rate of 11 – 12%. Baby shower gel, shampoo, wet tissue, and baby diapers are included in this segment. Thai parents, who are knowledgeable, search for new and innovative products. They consider products which are made of natural ingredients. They would like to ensure that the products are sufficiently gentle and mild for their babies. Consequently, this subcategory is a potential market for any baby-focused companies such as Johnson & Johnson (Thailand), Colgate-Palmolive Thailand, or other companies.

#### **2.3 Millennial Thais with mobile purchase**

The research shows that Thai consumers tend to use social media for purchasing purposes (PwC's Research to Insight, 2016). An interesting segment is the millennials who are between 18 – 34 years old. A quarter of them make online purchases through mobile devices that drive online sales. They prefer to be engaged in

a membership program for receiving special privileges such as sales discounts, reward points, or special promotions. Exclusive services such as personalized products are also a key interest that drive them to join a membership program. There are lucrative opportunities for retailers to grow using a variety of consumer experiences, no matter if it is from mobile devices itself, or other technology aids such as tablets, or wearable devices.

#### **2.4 Millennial Thai mothers**

In Thailand, there are currently approximately 28.5 million women in the stage of motherhood (Kanchanakarn, 2016). Among those mothers, 8 million are between 21 – 35 years old, and they are called “millennial mothers”. They are pregnant or some have a baby aged up to 9 years. They prefer to raise their babies by themselves. Due to their hard working life, they let their grandparents help take care of their babies during working hours. They always stay connected with the internet and consider it a useful medium to access information that is beneficial for raising a baby. However, they primarily buy baby toiletry products from physical retail stores such as Tops Supermarket, Tesco Lotus, or so on. In addition, there is a purchase tendency for online shopping. This is a big opportunity for E-commerce to grow its business by attracting millennial Thai mothers to buy baby toiletry products online.

#### **2.5 Power of recommendation in online platform**

Product recommendations are a powerful way to increase yield per customer through online platforms. If it is used the right time, and for the right product, brands or companies are able to trigger customers to make a purchase (Zorzini, 2016). Interactive customers with recommendations tend to generate a higher revenue per visit to a company’s website by 180%, and increase an average order value by 1.20 times. In order to optimize recommendations, cross selling is highly recommended to increase units per transaction, and conversion rate. Lastly, personalization by automated algorithms, which analyzes information based on historical data, can benefit the companies by to increasing revenue per visit by 2.80 times.

## **2.6 Influential factors of consumers' purchase in Instagram**

Instagram is ranked in the top-three list of the most popular social media applications for both Android and iOS operating systems. Unsurprisingly, Instagram in Thailand has evolved to become a channel for a commercial purpose. There are many purchase transactions generated through the social media. Influential factors which drive sales volume via Instagram are merchant reliability, review pictures from real consumers, high frequencies of product pictures posted in Instagram, celebrity endorsement, and a powerful hashtag (Bamroong, 2014). However, the research did not study any specific area of business. Hence, there is a limitation to apply this to specific businesses.

## **2.7 Factors affecting purchasing decision of apparels in online stores**

The attractive potential of having online business drives many new merchants to enter into the business-to-customer retail market, and this increases the level of competition. There are low barriers to entry to this market, especially in the apparel business. Some merchants undergo financial difficulties which causes them to leave the business. Some are very successful in terms of financial outcomes and branding (Popraithong, 2013). However, there are limited studies to explore key factors that drive the baby toiletry market growth in an online store platform.

## **2.8 Factors influencing a purchasing decision in online among women**

Due to the rising trend of social networks in Thailand, women immediately adopt it as part of their social community. Furthermore, social networks have also been developed for a purpose of commerce and it was called "Social Commerce" (Punchangtong, 2015). The dominant social network related to commerce is Facebook. Research has shown that there are a set of factors that influence a purchasing decision for fashion and accessory products in Facebook, which is a combination of comfort, time saving, and travel expense. In addition, payment security is a key concern for online shoppers.



To summarize a literature, (1) the digital infrastructure supported by the government stimulated internet usage among Thais to make online purchases, (2) the baby toiletry market is a dominant segment that has a sales growth rate of 11% - 12%, which is above the industry average sales growth rate, (3) there is a potential to grow online sales because a quarter of the millennial segment of the population make mobile purchases, (4) Thai women between 21 – 35 years old, with at least a baby ages up to 9 years old are classified as millennial Thai mothers, (5) E-commerce companies have a big opportunity to earn more yield from millennial Thai mothers, (6) for online purchases, product recommendation is the powerful tool to increase sales revenue per visit by 180%, and increase average order value by 1.20 times, (7) merchant reliability, review pictures from real consumers, high frequencies of product pictures posted in Instagram, celebrity endorsement, and powerful hashtag are key influential factors driving sales volume via Instagram, (8) studies of factors driving sales growth of the baby toiletry market in online store platform are limited. The proposed study would provide contributions.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

The research was conducted by using two research designs, which were exploratory research and descriptive research with convenience samples.

#### **3.1 Exploratory research design**

The research design is focused on current characteristics of the baby toiletry industry, external factors related to both the industry, and the online store platform, including general behaviors, and profiles of millennial Thai mothers. The results obtained from the exploratory research were used as the framework for developing key questions to quantify insights in the descriptive research. Secondary data and in-depth interviews are the methodologies for exploring insights.

##### **3.1.1 Secondary data**

Secondary data was collected from credible references such as syndicated marketing research (e.g. Euromonitor, and PWC research), business newspapers, online articles, and academic marketing and economic research. These data described external contexts that drive business growth of online store platforms, and general behaviors of online purchases of millennial people, and millennial Thai mothers.

##### **3.1.2 In-depth interviews**

Results from in-depth interviews were analyzed to develop key questions in the descriptive survey. It focused on millennial Thai mothers' behaviors, and lifestyles such as internet usage rate, frequency of online purchases in a period of time, preferences of promotion, buying occasions, buying budget per time, interested activities, or specific interests which lead to level of satisfaction, intention to repeat purchase, and intention to recommend.

Questions listed for in-depth interviews were validated by preliminary interviews of three target consumers, prior to being conducted with eight respondents for 15 – 20 minutes (see APPENDIX A).

### **3.2 Descriptive research design**

The purpose of descriptive research was to describe and quantify characteristics of millennial Thai mothers' profiles as well as their internet usage, frequency of online purchases, preferences of promotion, buying occasions, and buying budget toward baby toiletry products in Thailand. In addition, it measured the level of online store platform effectiveness with respect to customers' satisfaction, repeat purchase, and friend referral.

The method was conducted by using questionnaires, maximum 15-minute in length, to obtain a total of 100 completed respondents (see APPENDIX B). Prior to distributing the questionnaires, pilot tests were required to validate the set of questions. It was conducted with five respondents. The data from the descriptive research was interpreted and analyzed to be a guideline for marketing managers or others who are interested, in order to improve an integrated marketing strategy in digital context.

### **3.3 Identification of key research variables**

#### **3.3.1 Independent variables of the study**

- 3.3.1.1 Target customer's demographics such as age, marital status, household monthly income, education level, and occupation
- 3.3.1.2 Target customer's behaviors toward baby toiletry purchases via online store platform, and general internet usage such as internet usage rate, frequency of baby toiletry purchases online, baby toiletry buying budget, preferences of promotion, and buying occasions
- 3.3.1.3 Target customers' lifestyles such as attitudes toward online purchase users, and personal interests
- 3.3.1.4 Influential marketing mix of online store platforms toward purchasing decision of millennial Thai mothers such as price

point, promotion, marketing communication, online-store features, and delivery

### 3.3.2 Dependent variables of the study

3.3.2.1 Level of satisfaction with respect to price point, promotion, online store platform features, marketing communications, and delivery for millennial Thai mothers toward online store platforms

3.3.2.2 Level of intent to do repeat purchase of millennial Thai mothers who buy baby toiletry products via online store platforms

3.3.2.3 Level of intent to refer other millennial Thai mothers who buy baby toiletry products in online store platforms

The questionnaire was divided into four parts: first, screening; second, behavioral and lifestyle; third, level of satisfaction, intention to repeat purchase, and friend referral; and lastly, demographics (see Table 3.1)

**Table 3.1 Questionnaire structure in four parts**

Parts	Questionnaire Types
Part I: Screening Questions	Single-selected choices
Part II: Behaviors of general internet usage, and baby toiletry purchase online, and lifestyle	Single-selected choice, Multiple-selected choices, and Likert scale
Part III: Level of satisfaction with respects to online-store marketing mix, intention of repeat purchase, and friend referral	Likert scale
Part IV: Demographics	Single-selected choices and Multiple-selected choices

### **3.4 Sampling plan**

The sampling plan was divided into two parts; exploratory, and descriptive research. Convenience sampling was used to obtain data due to time limitations as well as specific qualifications of respondents. All respondents in both exploratory and descriptive research were screened by primary screening questions to ensure that they were qualified as target respondents.

All respondents had a primary profile as below.

Target population:	Women with a baby or toddler up to the age of 9 years old
Age:	21-35 years
Buying Channel:	Purchase baby toiletry products via online store platform within past twelve months

### **3.5 Data collection plan**

#### **3.5.1 Exploratory research**

The researcher recruited eight respondents in Bangkok through personal contacts. They are mothers who actively buy baby toiletry products from online store platform within the past twelve months, and were supplied an incentive in return for their participation.

#### **3.5.2 Descriptive research**

The questionnaires were distributed to obtain a total of 100 respondents covering all socio-economic statuses (SES) through online channels during February to March 2017.

Questionnaires were distributed through Facebook of NG Store which is an online retailer who sells products related to mothers and baby care, including baby toiletry products. In addition, the researcher generated a post in Facebook, and did a post boost in order to reach Thai women who have infants or kids up to 9 years old that are living in Bangkok.

In summary, the in-depth interviews were the preliminarily tested with three respondents, and was conducted with eight respondents through personal connections,

and referrals. The pilot tests of the questionnaires were conducted with five respondents, and the final version of the questionnaire was distributed through Facebook and Line with a target number of respondents set at 100 (see

Table 3.2)

**Table 3.2 Summary of data collection plan**

Type of research	Methodologies	Pilot test	Sample Size	Collection Plan
Exploratory research	In-depth Interview	3 people	8 people	One-on-One
Descriptive research	Questionnaire Survey	5 people	100 people	Online

### 3.6 Data analysis plan

#### 3.6.1 Exploratory research

Secondary data, and in-depth interviews were conducted. The data was collected and analyzed in order to determine the framework the questionnaire survey. The exploratory research recorded the following.

### **3.6.1.1 Profiles and general questions**

3.6.1.1.1 Demographics data: age, marital status, household monthly income, education level, and occupation

3.6.1.1.2 Behavior data: internet usage rate, frequency of online purchase, buying budget, preferences of promotion, and buying occasions

3.6.1.1.3 Lifestyle data: attitude towards online shopping, personal interests

### **3.6.1.2 Key factors causing online shopping**

3.6.1.2.1 Key triggers to initiate online shopping

3.6.1.2.2 Key factors to keep consumers buying online.

## **3.6.2 Descriptive research**

The questionnaires were developed and distributed to collect quantitative data. The quantitative data was analyzed by using the Statistical Package for the Social Sciences (SPSS), which included frequencies, correlations, cross tabulations, relationship among variables, and other analyses as appropriate.

## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1 Data analysis**

Qualitative and quantitative data were collected through credible references, in-depth interviews, and questionnaires. Insights and data derived from the in-depth interviews were used to develop and identify key factors, as well as to formulate the questions for the questionnaire. Respectively, the questionnaires were distributed to respondents through online channels such as Line, the Facebook page of a baby toiletry retailer, and the personal Facebook page of the researcher, which initiated post boosts to reach millennial Thai mothers living in Bangkok. When the total number of respondents reached 100 people, all data was encoded for input into the SPSS program. Descriptive and mean statistic tools were used regularly. In addition, cross tabulations, correlations, and t-Tests were conducted.

#### **4.2 Results from exploratory research**

##### **4.2.1 Overview of millennial Thai mothers**

Due to the support of digital infrastructure and the rise in popularity of social media for commercial purposes, millennial Thai mothers, whose ages range between 21 and 35 years, tend to stay connected longer on the internet. Although they purchase groceries primarily from traditional channels such as supermarkets, modern trade, and so on, they tend to purchase specific products such as apparel from online channels (Kanchanakarn, 2016). When women generally purchase things from online store platforms such as Facebook, significant concerns include comfort, time savings, travel expense, and payment security (Punchangtong, 2015).

##### **4.2.2 Results from in-depth interviews**

In-depth interviews were conducted with eight participants in order to gather insightful qualitative data. Respectively, the data guided the identification of key factors and the development of the questions for the questionnaire survey.

All qualified respondents were within the age range of 21 – 35 years and had children ranging in age from birth up to 9 years old. All respondents were female



and lived in Bangkok. All respondents used online store platforms as a channel to purchase baby toiletries within the previous twelve months.

Three out of eight participants were triggered to purchase baby toiletries from an online store platform, referred by friends who also had babies and kids. These three participants expressed the same reasons for making their online purchases. The first reason was convenience. As mothers, the participants did not have sufficient time to spend outside of their homes. They did not want to leave their kids alone. Consequently, they purchased baby toiletries from online store platforms. Secondly, competitive prices were impulsive incentives for them to make purchases. “Buy one, get one” promotions and bundle packages were cited. These types of sales promotions stimulated them to purchase baby toiletries more readily.

Two of the other participants preferred to purchase baby toiletries from online channels because of specific product demands, such as organic shampoo. They looked for mild and gentle toiletries for their babies. The participants disregarded the price for special products due to unavailability from traditional channels such as supermarkets, modern trade, and so on. They explored new brands and new products by reading reviews from international websites. However, they still purchased their personal care products from conventional stores.

The purchase budget per transaction ranged from THB 1,000 to THB 3,000. The largest ticket value of THB 3,000 was a purchase for stocking purpose. They typically bought once a quarter and would replenish when there were sales promotions or when buying an item that was usually out of stock. The smallest tickets with a value of THB 1,000 were for impulsive purchases. When purchasing toiletries for their babies, they found impulsive promotions by chance such as “Buy one, get one” promotions, bundle packages, and so on. Hence, they could not resist and made purchases as a result.

Lazada.com and Central.com were cited during the interviews. They were aware of the website names because of advertising banners on Facebook, which attracted participants with appealing promotions. Only one out of all participants mentioned purchasing via Line group. Members in Line group would consolidate orders and purchase a large lot for maximum discount. Respectively, they did bulk breaks for individual orders.

In summary, the researcher found that the major triggers to purchase baby toiletries from online stores platform were convenience, competitive price, and availability of specific products. They would start purchasing small ticket items valued at approximately THB 1,000 before increasing the amount of each ticket, with increased value once they felt confident about the particular merchants. Furthermore, attractive promotions are powerful tools to attract millennial Thai mothers to make initial and repeated purchases.

### **4.3 Results from descriptive research**

#### **4.3.1 Summary of respondents' profiles**

100 qualified respondents did the online survey. The majority of respondents were from NG store's Facebook. NG store is an online retailer that sells baby toiletries. NG store has its own website as well as a Facebook account for commercial and communication purposes. 72 respondents were from NG store, with the remaining 28 respondents from boost posts in the researcher's personal Facebook page. All data from survey was collected and analyzed through the Statistic Package for Social Sciences (SPSS). From 100 respondents, 100% comprised females with infants or kids up to 9 years old. 15% of the respondents were aged between 21 – 25 years old, while 36% of the respondents were in the age between 26 – 30 years old. The majority of respondents were aged between 31 – 35 years old, accounting for 49% of all respondents. Respondents had purchased baby toiletries from online store platforms within the last twelve months. The monthly household income consists of two major groups of respondents, accounting for approximately 72% of all respondents. The first group included people with monthly household incomes between THB 30,000 – THB 49,999, while the second group comprised of people with monthly household incomes greater than THB 60,000. 98% of all respondents were married, with 83% of respondents having graduated with a bachelor's degree or higher. Most of the respondents were gainfully employed, accounting for 71%, while 29% of the respondents were either housewives or students (see Table 4.1).

**Table 4.1 Summary of respondents' demographics**

<b>Respondents' Demographics</b>		<b>n</b>	<b>%</b>
<b>Gender</b>	Female	100	100%
	Male	0	0%
<b>Age</b>	Less than 21 years old	0	0%
	21 - 25 years old	15	15%
	26 - 30 years old	36	36%
	31 - 35 years old	49	49%
	More than 35 years old	0	0%
<b>Living with kids</b>	Yes	86	86%
	No	14	14%
<b>Age of youngest baby</b>	Less than 10 years old	100	100%
	10 years old or older	0	0%
<b>Monthly household income</b>	Less than THB 30,000	20	20%
	THB 30,000 - THB 49,999	37	37%
	THB 50,000 – THB 59,999	8	8%
	THB 60,000 or higher	35	35%
<b>Online purchases of baby toiletry products</b>	Yes	100	100%
	No	0	0%
<b>Marital Status</b>	Single	2	2%
	Married	98	98%
	Divorced	0	0%
<b>Education</b>	Less than bachelor's degree	17	17%
	Bachelor's degree	61	61%
	Master's degree	22	22%
<b>Occupation</b>	Business owner	13	13%
	Specialist	8	8%
	Employee	42	42%
	Government Officer	8	8%
	Housewife	28	28%
	Other	1	1%

### 4.3.2 Summary of respondents' behaviors and lifestyles

In terms of behavior, the results showed that internet usage rate was approximately 6.29 hours per day. 97% and 93% of respondents used the internet for shopping and socializing, respectively. Primarily, 94% of all respondents purchased baby toiletries from websites. 70% - 75% of all respondents continued purchasing baby toiletries from supermarkets and modern trade. Typically, they purchased baby toiletry items from online store platforms 9.83 times in a year (mean = 9.83), following a purchase budget of THB 1,118.10 per transaction (mean = 1,118.10). The most attractive promotions among respondents were discounted price (mean = 4.82), "Buy one, get one" promotion (mean = 4.79), markdown offer (mean = 4.71), free premium (mean = 4.34), free sample (mean = 4.30), and bundle package (mean = 4.17). Most respondents purchased baby diapers through online store platforms; 88% of respondents contributed to baby diapers purchases. 55% - 57% of respondents purchased baby wash and baby shampoo from online store platforms. Interestingly, no respondents were interested in purchasing baby lotion online. When discussing the purpose of their purchases, it was apparent that 85% of all respondents made purchases due to impulsive promotions (see Table 4.2).

**Table 4.2 Summary of respondents' behaviors**

Respondents' Behaviors		n	%	Mean	Std. Deviation
<b>Internet usage rate (hours per day)</b>				6.29	4.467
<b>Purpose of internet use</b>	Work	56	56%		
	Shopping	97	97%		
	Learning	16	16%		
	Socializing	93	93%		
	Entertainment	7	7%		
<b>Buying channel for baby toiletry</b>	Supermarket	70	70%		
	Modern trade	75	75%		

Respondents' Behaviors		n	%	Mean	Std. Deviation
<b>products</b>	Mom and pop shop	18	18%		
	Website	94	94%		
	Instagram	11	11%		
	Line shop	22	22%		
<b>Frequency of online purchases for baby toiletry products (times per year)</b>				9.83	9.177
<b>Purchase budget (THB per ticket)</b>				1,118.10	814.058
<b>Attractive promotion</b> Maximum = 5 Minimum = 1	Discounted price			4.82	0.386
	Markdown offer			4.71	0.518
	Free premium			4.34	0.768
	Free Sample			4.30	0.745
	Buy 1 get 1			4.79	0.478
	Bundle Pack			4.17	0.853
<b>Purchase item</b>	Baby lotion	0	0%		
	Baby wash	57	57%		
	Baby shampoo	55	55%		
	Baby wet tissue	57	57%		
	Baby diapers	88	88%		
<b>Purpose of purchase</b>	Trial of new product	36	36%		
	Stock	59	59%		
	Impulsive promotion	85	85%		

78% of the respondents were interested in economical pricing. 52 -54% of the respondents were interested in organic and superior quality products. Imported brands were less interesting among the majority of respondents, with only 15% of

respondents expressing any priority for certain types of brands. The results also showed respondents' attitudes towards online shoppers. They strongly agreed that online shoppers did not have much time for shopping (mean = 4.64) and liked anything that helped them to save time (mean = 4.53). Respondents also agreed that online shoppers wanted to look trendy (mean = 4.33), and loved to try new things (mean = 4.14) (see Table 4.3).

**Table 4.3 Summary of respondents' lifestyles**

Respondent's lifestyles		n	%	Mean	Std. Deviation
<b>Interests</b>	Organic products	54	54%		
	Imported brands	14	14%		
	Superior quality products	52	52%		
	Economical price	78	78%		
<b>Attitude towards online shoppers</b>	They are smart.			3.94	0.763
	They are trendy.			4.33	0.739
	They are price-sensitive.			3.95	0.809
	They like anything that helps them save time.			4.53	0.611
	They love to try new things.			4.15	0.757
	They do not have much time for shopping.			4.64	0.595
	They trust others easily.			3.51	0.980

#### **4.3.3 Summary of respondents' level of satisfaction, intention to repeat purchase, and friend referral**

To understand the factors in influencing respondents' level of satisfaction, they were asked to assign a level of importance for each factor. According to the survey, security of payment gateway was the most important factor (mean = 4.75). However, it was a preliminary factor that respondents from in-depth interviews did

not cite. The second important factor was merchant reliability (mean = 4.73), followed by reasonable price (mean = 4.72), punctual delivery (mean = 4.66), fast delivery (mean = 4.62), friendly interface (mean = 4.57), sales promotion availability (mean = 4.54), product variety (mean = 4.53), visibility of channel advertisement (mean = 4.08), and recommendation from friends or family (mean = 4.06) (see



Table 4.4 **Error! Reference source not found.**)

With regards to the education level of respondents correlated with their purchases, the researcher used one-way ANOVA to analyze data and found significant differences between the groups for six important factors. There were significant differences between groups toward merchant reliability at  $p < .05$  level for the conditions ( $F_{(2,97)} = 4.47$ ,  $p = 0.014$ ), followed by fast delivery at  $p < .05$  level for the conditions ( $F_{(2,97)} = 5.53$ ,  $p = 0.005$ ), reasonable price at  $p < .05$  level for the conditions ( $F_{(2,97)} = 5.39$ ,  $p = 0.006$ ), sales promotion availability at  $p < .05$  level for the condition ( $F_{(2,97)} = 4.13$ ,  $p = 0.019$ ), product variety at  $p < .05$  level for the condition ( $F_{(2,97)} = 6.67$ ,  $p = 0.002$ ). Last was security of payment at  $p < .05$  level for the condition ( $F_{(2,97)} = 4.63$ ,  $p = 0.012$ ). Merchant reliability was significantly different between master's degree and bachelor's degree respondents. Secondly, fast delivery and reasonable price were significantly different among respondents with lower than a bachelor's degree and bachelor's degree respondents, as well as among lower than bachelor's degree and master's degree respondents. Thirdly, sales promotion availability and product variety were also significantly different between respondents with lower than a bachelor's degree and master's degree respondents, as well as between bachelor's degree and master's degree respondents. Lastly, security of payment gateway was significantly different between bachelor's degree and master's degree respondents. (see APPENDIX C).



**Table 4.4 Important factors for purchasing baby toiletries from online store platforms**

Factors	n	Minimum	Maximum	Mean	Std. Deviation
Merchant reliability	100	1	5	4.73	0.446
Fast delivery	100	1	5	4.62	0.488
Punctual delivery	100	1	5	4.66	0.497
Reasonable price	100	1	5	4.72	0.451
Sales promotion availability	100	1	5	4.54	0.610
Product variety	100	1	5	4.53	0.611
Friendly interface (in online platform)	100	1	5	4.57	0.573
Visibility of channel advertisement	100	1	5	4.08	0.787
Security of payment gateway	100	1	5	4.75	0.479
Recommended by friends and family	100	1	5	4.06	0.814

For the level of agreement among respondents with respective important factors, the top priority among all factors was merchant reliability (mean = 4.78), followed by security of payment gateway (mean = 4.72). Punctual delivery and reasonable price were in the same rank (means = 4.69), followed by fast delivery (mean = 4.68), product variety (mean = 4.55), sales promotion availability (mean = 4.54), friendly interface (mean = 4.25), and visibility of channel advertisement (mean = 4.25) (see

Table 4.5).



**Table 4.5 Agreement level of each important factor for purchasing baby toiletry products from online store platforms**

Factors	n	Minimum	Maximum	Mean	Std. Deviation
Merchant reliability	100	1	5	4.78	0.440
Fast delivery	100	1	5	4.68	0.548
Punctual delivery	100	1	5	4.69	0.506
Reasonable price	100	1	5	4.69	0.506
Sales promotion availability	100	1	5	4.54	0.593
Product variety	100	1	5	4.55	0.592
Friendly interface (in online platform)	100	1	5	4.49	0.628
Visibility of channel advertisement	100	1	5	4.25	0.809
Security of payment gateway	100	1	5	4.72	0.533

With regards to overall satisfaction, the results showed that respondents were likely to be satisfied with purchasing baby toiletry products from online store platforms (mean = 4.40), while there was a tendency to repeat purchases from online store platforms (mean = 4.73). As for the potential to recommend friends and family, it was interesting that they tended to give recommendations (mean = 4.61) (see Table 4.6).

**Table 4.6 Summary of satisfaction level, tendency to repeat purchases, and recommend to friends**

Factors	n	Minimum	Maximum	Mean	Std. Deviation
Overall satisfaction	100	1	5	4.40	0.586
Tendency to repeat purchases	100	1	5	4.73	0.468
Recommend to friends	100	1	5	4.61	0.567

## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Conclusions**

##### **5.1.1 Total of respondents' profiles**

From the total of 100 respondents, the majority lived with kids, worked as employees or business owners, and so on. The majority had education levels of at least a bachelor's degree with monthly household incomes higher than THB30,000. The researcher used education level to measure the level of importance for factors among different groups, which found that there were significant differences.

##### **5.1.2 Total of respondents' behaviors and lifestyles**

All respondents usually used the internet an average of 6.29 hours per day. They used the internet mainly for the purposes of shopping and socializing. They continued to shop at physical stores such as supermarkets and modern trade. They also did baby toiletry shopping on websites. Respondents frequently purchased baby toiletries ten times a year with average spending per transaction at THB 1,118.10. The most attractive sales promotions among respondents included discounted price and "Buy one, get one". Baby diapers were the most popular product for purchase. In addition, respondents were likely buy baby toiletries more when there were impulsive promotions.

Most respondents were interested in economical prices. All respondents believed that millennial Thai mothers are busy and have little time for shopping. They desire anything that helps them to save time. Hence, they alternatively purchased baby toiletry items from online store platforms.

##### **5.1.3 Summary of respondents' level of satisfaction, intention to repeat purchase, and offer referrals to friends or family**

In summary, education level provided significant differences in terms of key factors to purchase online. For merchant reliability, respondents with a bachelor's degree gave a higher importance level than respondents with a master's degree. Respondents with lower than a bachelor's degree cared more about fast delivery and reasonable price than respondents with a master's degree or a bachelor's degree.

When comparing the importance of sales promotion availability and product variety, respondents with a master's degree gave a lower level of importance than respondents with lower than a bachelor's degree or bachelor's degree. Surprisingly, respondents with lower than bachelor's degree gave a higher level of importance towards security payment gateway, rather than master's degree respondents.

All respondents were satisfied with purchasing baby toiletry items via online store platforms. They tended to repeat purchases and give recommendations to their family and friends.

## **5.2 Recommendations**

According to the research conclusion, millennial Thai mothers potentially increase their baby toiletry purchases from online store platforms when there are sales promotions. Pricing and sales promotions always play significant roles in any aspect of their purchase, their interests, and the online key purchasing factors.

Marketing managers may be able to use online store platforms as a strategic distribution channel to deplete slow-moving products by offering discounted prices or promotions such as "Buy one, get one". In order to stimulate millennial Thai mothers' to purchase, marketing managers should segment their target customers by education level and deliver value matching with importance levels among each target group.

## **5.3 Limitations of the study**

### **5.3.1 Time**

Within five months of the study, data collection, research design, and analysis, time became an important issue. Because of the time constraint and convenience sampling method with a target of 100 respondents, the research might not be representative of a more sizable or reasonable population sample.

### **5.3.2 Application**

Due to the fact that samples were collected only in Bangkok, the results cannot be generalized to represent the total population of Thailand. Therefore, further applications of this study should only include people who belong in the target group or are in a similar category.

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**APPENDICES**

## **APPENDIX A**

### **QUESTION LIST FOR IN-DEPTH INTERVIEW**

#### **Part I: Screening questions**

1. Do you have any babies, or kids, whose age are below or equal nine years old?
2. Have you ever purchased baby toiletry products such as baby wash, baby wet tissue, baby diapers, and so on from online store platform within twelve months?
3. How old are you?

#### **Part II: Questions guided to in-depth interview**

1. Why do you purchase baby toiletry products from online store platform?
2. What do you usually purchase from online store platform?
3. How often do you purchase baby toiletry products in a month?
4. Which online store platform did you use to purchase baby toiletry products from?
5. Which marketing activities, or promotions do you like when purchase baby toiletry products from online store platform?
6. What does keep you purchasing baby toiletry products from online store platform?

#### **Part III: Demographic**

1. Occupation
2. Marital status
3. Education



## **APPENDIX B**

### **QUESTIONNAIRE**

I am a student currently studying a course on Marketing Research with Master's Degree Program In Marketing, Thammasat Business School, Thammasat University. I am conducting a marketing research project, as per course requirement. This survey is a part of the research project which we would kindly request for your time to take part in the survey.

The topic of this research project is about effectiveness of online-store platform for baby toiletry products towards millennial Thai mother. I highly appreciate your time and information and would like to ensure that your information provided will be kept with confidential.

For any queries or suggestion, please feel free to contact at Khun Teeragate at 080-231-7317.

Sincerely yours,

Teeragate Pattarawuttipong

Current Student of Master's Degree Program In Marketing, Thammasat University

### Part I: Screening Questions

1. Kindly specify your gender? (Single Answer)

1	Female	Continue
2	Male	Terminate

2. May I ask your age? (Single Answer)

1	Less than 21 years old	Terminate
2	21 – 25 years old	Continue
3	26 – 30 years old	Continue
4	31 – 35 years old	Continue
5	More than 35 years old	Terminate

3. May I ask your **youngest** baby's or kid's age?

1	Less than 9 years old	Continue
2	More than 9 years old	Terminate

4. Have you purchased baby toiletry products such as baby shampoo, baby diaper, baby wipe, and so on from online channels within 12 months? (Single Answer)

1	Yes	Continue
2	No	Terminate

**Part II: Behavior of general internet usage, and baby toiletry purchase online, and lifestyle**

5. Do you use an internet? (Single Answer)

1	Yes	Continue
2	No	Terminate

6. How long do you usually play an internet in daily? (Opened-end Answer)

\_\_\_\_\_ (hours/day)

7. What is your purpose for internet usage? (Multiple Answer)

1	Working
2	Shopping
3	Learning
4	Socializing
5	Entertaining
6	Others (Please specify _____ )

8. For baby toiletry products, which channels you ever purchase with in 12 months? (Multiple Answer)

1	Supermarket such as Villa Market, Tops Supermarket, or Foodland
2	Modern trade such as Tesco, or Big C
3	Mom and Pop shop
4	Website
5	Instagram

6	Line Shop
7	Others (Please specify_____ )

9. How many times do you purchase baby toiletry products from online channels such as website, Instagram, or Line Shop within 12 months? (Opened-end Answer)

\_\_\_\_\_ time(s) in a year

10. How much do you spend per time for purchasing baby toiletry products from online channels? (Opened-end Answer)

\_\_\_\_\_ THB/time

11. What occasions a year do you purchase baby toiletry products from online channels? (Multiple Answer)

1	Trial new products
2	Store baby toiletry stock
3	Hunt for the cheapest price
4	Others (Please specify_____ )

12. What type of baby toiletry products do you usually purchase from online channels? (Multiple Answer)

1	Baby Lotion
2	Baby Wash
3	Baby Shampoo

4	Baby wet tissue
6	Diapers

13. For baby toiletry products, what is you specially interested in? (Multiple Answer)

1	Organic product
2	Imported brand
3	Superior quality
4	Economy price
5	Others (Please specify _____ )

14. What if these activities are to be implemented, please rate how you find each of them attractive with score 1 -5; 5 being very attractive and 1 being least attractive

Activities	Very Attractive	←————→			Least Attractive
		4	3	2	
Discounted price	5	4	3	2	1
%Markdown offer	5	4	3	2	1
Free premium products	5	4	3	2	1
Free sampling	5	4	3	2	1
Buy one, get one	5	4	3	2	1
Bundle pack	5	4	3	2	1



Factors	Most Important	←————→			Least Important
		4	3	2	
Merchant reliability	5	4	3	2	1
Fast delivery	5	4	3	2	1
Punctual delivery	5	4	3	2	1
Reasonable price	5	4	3	2	1
Sales promotion availability	5	4	3	2	1
Product variety	5	4	3	2	1
Friendly interface (in online platform)	5	4	3	2	1
Visibility of channel advertisement	5	4	3	2	1
Security of payment gateway	5	4	3	2	1
Recommended by friends and families	5	4	3	2	1

17. When talking about online channel where you purchase baby toiletry products, how much do you **agree or disagree** that it possesses the following factors?
- Please rate your agreement from 1 – 5; 5 strongly agree with a factor, and 1 strongly disagree with a factor.

Factors	Strongly Agree	←————→			Strongly Disagree
		4	3	2	
Merchant reliability	5	4	3	2	1
Fast delivery	5	4	3	2	1
Punctual delivery	5	4	3	2	1
Reasonable price	5	4	3	2	1

Sales promotion availability	5	4	3	2	1
Product variety	5	4	3	2	1
Friendly interface (in online platform)	5	4	3	2	1
Visibility of channel advertisement	5	4	3	2	1
Security of payment gateway	5	4	3	2	1

18. In overall, how much are you satisfied with the latest purchase of baby toiletry products from online channels? (Single Answer)

1	Very satisfied
2	Quite satisfied
3	Neither nor
4	Not quite satisfied
5	Not satisfied at all

19. How are you likely to continue purchasing baby toiletry products from online channel in the future? (Single Answer)

1	Very likely to continue purchasing
2	Quite likely to continue purchasing
3	Neither nor
4	Not quite likely to continue purchasing
5	Not likely to continue purchasing at all



20. How are you likely to recommend others to purchasing baby toiletry products from online channel? (Single Answer)

1	Very likely to recommend others to purchase
2	Quite likely to recommend others to purchase
3	Neither nor
4	Not quite likely to recommend others to purchase
5	Not likely to recommend others to purchase at all

#### Part IV: General Information

21. May I know your marital status? (Single Answer)

1	Single
2	Married
4	Divorced

22. What is your highest education? (Single Answer)

1	Undergraduate or lower
2	Bachelor's degree
3	Master's degree
4	Higher than Master's degree

23. What is your current occupation? (Single Answer)

1	Business owners
2	Professionals such as doctors, architects
3	Executives/ Middle management
4	Office workers
5	Civil agents/ State enterprise officer
6	Housewives
7	Others (Please specify_____ )

24. How much is your monthly household income before deducting all the expenses? (Single Answer)

1	Less than THB 30,000
2	THB 30,000 – 49,999
3	THB 50,000 – 59,999
4	More than THB 60,000

25. Do you have babies or kids currently living with you? (Single Answer)

1	Yes
2	No

Thank you for your time filling this questionnaire

## APPENDIX C

### THE DIFFERENCES OF IMPORTANT FACTORS FOR PURCHASE BABY TOILETRY PRODUCTS FROM ONLINE STORE PLATFORM BETWEEN EDUCATION GROUPS

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Merchant reliability	Between Groups	1.664	2	0.832	4.47	0.014
	Within Groups	18.046	97	0.186		
	Total	19.71	99			
Fast delivery	Between Groups	2.41	2	1.205	5.53	0.005
	Within Groups	21.15	97	0.218		
	Total	23.56	99			
Reasonable price	Between Groups	2.017	2	1.008	5.39	0.006
	Within Groups	18.143	97	0.187		
	Total	20.16	99			
Sales promotion availability	Between Groups	2.89	2	1.445	4.13	0.019
	Within Groups	33.95	97	0.35		
	Total	36.84	99			
Product variety	Between Groups	4.462	2	2.231	6.67	0.002
	Within Groups	32.448	97	0.335		
	Total	36.91	99			
Security of payment gateway	Between Groups	1.984	2	0.992	4.63	0.012
	Within Groups	20.766	97	0.214		
	Total	22.75	99			

Post hoc – Multiple Comparisons								
	(I) Educational level	(J) Educational level	Mean Difference (I- J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Merchant reliability	Lower than Bachelor	Bachelor	-0.114	0.118	0.603	-0.4	0.17	
		Master	0.206	0.139	0.306	-0.13	0.54	
	Bachelor	Lower than Bachelor	0.114	0.118	0.603	-0.17	0.4	
		Master	.320*	0.107	0.010	0.06	0.57	
	Master	Lower than Bachelor	-0.206	0.139	0.306	-0.54	0.13	
		Bachelor	-.320*	0.107	0.010	-0.57	-0.06	
	Fast delivery	Lower than Bachelor	Bachelor	.351*	0.128	0.020	0.05	0.66
			Master	.487*	0.151	0.005	0.13	0.85
Bachelor		Lower than Bachelor	-.351*	0.128	0.020	-0.66	-0.05	
		Master	0.136	0.116	0.475	-0.14	0.41	
Master		Lower than Bachelor	-.487*	0.151	0.005	-0.85	-0.13	
		Bachelor	-0.136	0.116	0.475	-0.41	0.14	
Reasonabl e price		Lower than Bachelor	Bachelor	.295*	0.119	0.038	0.01	0.58
			Master	.455*	0.14	0.004	0.12	0.79
	Bachelor	Lower than Bachelor	-.295*	0.119	0.038	-0.58	-0.01	
		Master	0.159	0.108	0.304	-0.1	0.42	
	Master	Lower than Bachelor	-.455*	0.14	0.004	-0.79	-0.12	
		Bachelor	-0.159	0.108	0.304	-0.42	0.1	
	Sales promotion	Lower than Bachelor	Bachelor	0.099	0.162	0.814	-0.29	0.49

Post hoc – Multiple Comparisons							
	(I) Educational level	(J) Educational level	Mean Difference (I- J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
availability		Master	.479*	0.191	0.037	0.02	0.93
	Bachelor	Lower than Bachelor	-0.099	0.162	0.814	-0.49	0.29
		Master	.379*	0.147	0.030	0.03	0.73
	Master	Lower than Bachelor	-.479*	0.191	0.037	-0.93	-0.02
		Bachelor	-.379*	0.147	0.030	-0.73	-0.03
	Product variety	Lower than Bachelor	Bachelor	0.083	0.159	0.860	-0.29
Master			.570*	0.187	0.008	0.12	1.01
Bachelor		Lower than Bachelor	-0.083	0.159	0.860	-0.46	0.29
		Master	.487*	0.144	0.003	0.14	0.83
Master		Lower than Bachelor	-.570*	0.187	0.008	-1.01	-0.12
		Bachelor	-.487*	0.144	0.003	-0.83	-0.14
Security of payment gateway	Lower than Bachelor	Bachelor	0.246	0.127	0.134	-0.06	0.55
		Master	.455*	0.149	0.008	0.1	0.81
	Bachelor	Lower than Bachelor	-0.246	0.127	0.134	-0.55	0.06
		Master	0.209	0.115	0.171	-0.07	0.48
	Master	Lower than Bachelor	-.455*	0.149	0.008	-0.81	-0.1
		Bachelor	-0.209	0.115	0.171	-0.48	0.07

## BIOGRAPHY

Name	Miss Teeranate Pattarawutipong
Date of Birth	September 3, 1987
Educational Attainment	2006: Bachelor's Degree of Business Management in Marketing
Work Position	Brand Manager (Longchamp) PP Luxe Company Limited
Scholarship	2015: Kasikorn Bank Scholarship
Work Experiences	Present - 2015: Brand Manager (Longchamp)  PP Luxe Company Limited 2015: Buyer (Charles and Keith)  Armin Systems Limited 2014 – 2012: Brand Manager Star Fashion (2551) Co., Ltd. 2012- 2010: Marketing Officer We Do Asia (Thailand) Co., Ltd.