



**WOMEN CUSTOMERS BEHAVIOR IN PURCHASING
SHOES FOR HEALTH**

BY

MISS ARPATIP PETCHMUNEE

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF BUSINESS ADMINISTRATION PROGRAM IN
GLOBAL BUSINESS MANAGEMENT
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2018
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INDEPENDENT STUDY

BY

MISS ARPATIP PETCHMUNEE

ENTITLED

WOMEN CUSTOMERS BEHAVIOR IN PURCHASING SHOES FOR HEALTH

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the degree of Master of Business Administration (Global Business Management)

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Chairman



(Assistant Professor Dulyapak Preecharush, Ph.D.)

Member and Advisor



(Surapit Promsit, Ph.D.)

Dean



(Associate Professor Pipop Udorn, Ph.D.)

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Author	Miss Arpatip Petchmunee
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ABSTRACT

“Shoes transform your body language and attitude.” - Christian Louboutin

Louboutin’s words are as true today as when he spoke them. The essence of a message is “shoes” serve not only to protect one’s feet from detrimental, cold and heat but they also act as a social declaration for wearers which influences perceptions of others. Being item of fashion is important, but maintaining good health of wearers is also another essential function for shoes. With the health and wellness trend spread robustly around the globe, there are many products offering health benefits that become trendier in the last decade. Likewise, shoes for healthy feet are introduced and developed with more advanced technology by many footwear companies which foreseen this scenario as an opportunity to expand and gain competitiveness of bringing to the market their highly innovate products.

The common secret to more sales is as simple as understanding customers behavior. How customers reason and select between different alternatives? This study is an attempt to investigate, identify and synthesize all related factors by focusing on women who purchase shoes for their health. It is believed that demographic factors include age, education level, occupation, lifestyle, social and economic status can affect purchasing behavior and decision. The study participants are working-age women in Bangkok aging between 20 – 60 years old. By using a combination of online and offline questionnaire survey targeted on 450 participants, the interesting results have been

revealed. A questionnaire is comprised of several questions reflecting those working-age women's attitude toward marketing mix factors using SPSS software to summarize whether each factor influences their purchasing decisions.

The results of this study concluded that age, education, and economic status (i.e. income per month) have relationship with and marketing mix factors (i.e. product, price, place, and promotion) influence on working women's satisfactions on products' designed appearance and style that enhances uniqueness, modern and classy character of wearers. In addition, the results accomplish the purpose of the study which is to develop effective marketing mix strategy for work shoes for health. The product should have an attractive design, modern appearance and up-to-date style with softness and high-quality material that promote durability. The price should not exceed the preferred price of most customers which is 3,000 Thai Baht. Regarding the marketplace, apart from in-store shopping, official website and online shopping should be promoted and developed to grasp wider customers. Besides, the new advertising and sales promotion can be widely released through social media marketing to interact with customers at any time and any place. Also, it is important to gain more customers interaction with the brand by creating benefits to your customers, including offering special deals, campaigns, events discounts or gifts for online purchasing.

Keywords: Shoes for health, Footwear, Marketing mix, Customer purchasing behavior, Demographic Factor.

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LIST OF ABBREVIATIONS

Symbols/Abbreviations	Terms
S.W.O.T. analysis	Strength, Weakness, Opportunity, Threat analysis
4 Ps	Product, Price, Place, and Promotion



CHAPTER 1

INTRODUCTION

1.1 Background and significant of the study

This chapter introduces the background of the independent study focusing on the women customers behavior in purchasing shoes for health in Bangkok and the value of this study is enable for other marketing research involved. The current world trend of shoes for health is mentioned in this chapter to clarify its empowerment of women consumers decision and purchasing pattern which possibly have effect on this study's objectives.

The author emphasized about feet due to their substantial function. Feet are important part of human body that take roles in keep our body in balance and mobility (Whitman, 2009). Feet and toes are naturally designed to optimal balance, gait, comfort, and longevity because people spend a considerable amount of time on their feet in a weight- bearing situation (Hughes, 2015) . Consequently, footwear reveal their important functions for human's daily life in both health and disease. Their functions are protecting foot from injury, neuro- muscular abnormalities and serving other social demands depend on lifestyle such as working requirement, fashion trend or enhance the appearance (Williams, 2018). McRitchie et al. (2018) reveals that wearing wrong size of footwear associated with foot pain and foot disorders. Inferior footwear can be harmful to feet and toes. They cause toe deformities and pain, discomfort and disability to pursue cherished leisure activities (Kintec, 2017) . For instant, athletes, the wrong sport shoes can cause sudden impact or awkward movement that cause muscle sprain, tendinitis, and harmful to bone such as knee injuries. Sport shoes was designed for dynamic movement of body during activities. Moreover, poorly designed footwear causes health problems that can affect various part of bodies. The good footwear will eliminate stress from feet, ankles, leg, bone joints and back pain during daily physical activities. Consequently, the good footwear support healthy feet. And healthy feet relate to quality of life and wellness because of their effective function for human life.

Meanwhile, the author aimed to analyze all related factors influent on customers purchasing behavior on shoes for health, it appears that healthy living (Healthy living refers to living a life with minimum risk of severe illness including both physical and mental or early death. It includes both physical and mental health (World Health Organization, 2015) becomes trendy during this decade.

Healthy living lifestyle has had a huge impact to business environment around the globe including emerging market such as Thailand. Bangkok as a capital city of Thailand is not an exception for new business adaptation to this trend. Thereafter, health concern lifestyle gradually becomes common way of life for people in Bangkok due to the cultural changes; expansion of middle – class family working in urban area, higher education level and increasing number of internet users. The higher education and the ease of access to new information results in expansion of health awareness. Along with, an ease in access to international information of fitness trend, people in Bangkok are alerting and seeking for new available options in the market that can reflect and response their need for more sustainable healthy lifestyle. The result was shown in the increase number of new gym and fitness around Bangkok comparing to the past. Moreover, the survey from the BK Fitness shown the proportion of the frequency of people go to gym (Figure 1.1) which was 40% of respondents were going to gym 2-3 times per week followed by 37% going to gym 4-6 times a week, and only 6% never going to gym. The result of survey shows that people in Bangkok are often exercise. Exercise can promote healthy and decrease the risk of many chronic diseases such as type 2 diabetes, cardiovascular disease, Hypertension and malignancy. (Better Health Channel, n.d.). Not only the gym and fitness center widely operate with new strategy to response new lifestyle, the health-related products are also introduced in the market nowadays.

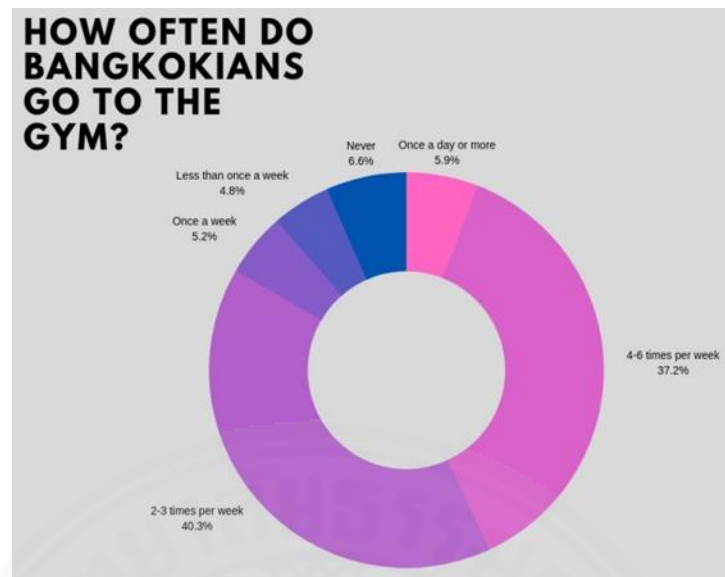


Figure 1.1 Frequency of Bangkok people go to the gym in percentage

Source: (Asia City Media Group, February 2018)

According to the emerging of healthy living trend, the effects on this trend has obviously shown in the new products and service related to health. For example, the gadget for health concern person; a smart watch that able to record and calculate walking distance in the day, the pre-calculated calories intake from diet, supplements and minerals. An innovative workout clothes “Athos” records and interprets muscle effort during exercise through smart phone. Herewith many shoes companies accomplish their products to health trend such as Digitsole, connecting with Bluetooth, they can analyze health, fatigue, posture, steps and calories and precise data to prevent injuries and improve health. In order to be healthy, shoes for health becomes one important item to support daily activities. Human wears shoes from childhood to senility, from day till night. Human and shoes have strong connection to each other. Working aged persons put on shoes for daily activities from home to work. Thai Labor law stipulated that the labor working hour should not exceed 8 hours per day (Thailand Ministerial Regulation, 2008). By this regulation workers; especially, whose work that always walking or standing such as nurse, salesmen, field engineers, need more comfortable and support from shoes. Shoes for health will be shoes of choice.



Figure 1.2 Digitsole product and Application

Source: (Digitsole, n.d.)

Generally, consumer has many factors to consider in purchasing products. The author aims to study women customer behavior in purchasing shoes for health in Bangkok and expect that the result will be advantage for market researcher.

1.2 Objectives

In order to achieve the explicit result of this independent study, the clear objectives should be fairly stated. The objectives are presented as followed;

1.2.1 To study and understand women customers behavior in purchasing shoes for health.

1.2.2 To determine factors influence on customers' purchasing behavior for shoes for health.

1.2.3 To identify marketing mix and develop marketing mix strategy based on customer's demographic segmentation.

1.3 Research questions

1. How is the present situation of women's shoes for health market?
2. What are consumers' purchasing behavior on women's work shoes and shoes for health in Bangkok?
3. What is the relationship between the demographic factors (age, occupation, and income) and attitude toward marketing mix factors influence on purchasing behavior on shoes for health?
4. What is an effective marketing mix strategy to enter the footwear market especially work shoes for health?

1.4 Expectation from the study

1. To gather general information of global footwear market and market in Thailand focusing on women's footwear in order to analyze current situation properly.
2. To evaluate strength and weakness of shoes for health' brand in order to enhance the marketing mix strategy for new product.
3. To understand working-age women purchasing behavior of shoes for health in Bangkok.
4. To propose marketing mix strategy for work shoes for health in Bangkok.

CHAPTER 2

REVIEW OF LITERATURE

This chapter will discuss on the 5 topics. The first one is theoretical background and related studies and research. Second is general information of footwear. Third is overview of global footwear market. In this topic, the Porter's Five Force model is used aiming at understanding the external marketing factors of the global footwear market. The fourth topic is overview of footwear market in Thailand which summarizes current footwear market. Also, the competitor analysis through S.W.O.T. analysis (i.e. Strength, Weakness, Opportunity, and Threat) was applied to evaluate shoes for health's brands in Thailand in order to gain coherent insight of the specific characters of potential competitors of footwear market in Thailand. And the last topic lays the conceptual framework of this study.

These topics aim at gathering information for readers in order to have correlated concept of customer behaviors and understand the factors affect customers in purchasing decision. The better understanding of buying behaviors from the related researches and studies of consumer behavior along with marketing mix assist in better marketing strategy. Moreover, the current market situation worldwide and in Thailand are summarized to identify and develop marketing strategy.

2.1 Theoretical background and related studies and researches

2.1.1 Understanding consumer behavior

In general, one product cannot satisfy all customers in the market. As a result, understanding customer behavior gains significant role in marketing planning. Identifying customers and finding the best solution to satisfy customers' needs becomes the most complex task. To develop an effective conjunction of customer behavior, the related theories are discussed. Moreover, theory of economic, psychology and human behaviors provide important information to understand customers and beneficial in conducting effective marketing strategy.

Schiffman and Kanuk (1997) defined consumer behavior as “the behavior that consumers display in searching for purchasing, using, evaluating and disposing of products, services and ideas.”. So, consumer behavior relates to the study of how individuals do research, seek for, and make decisions to spend their available resources (time, money, effort) on consumption-related products.

Autsanee Jittapalo (1997) described that consumer behavior is the reaction of a person that response to any kinds of products or services that involve in marketing activities and events economically and induce to decision making whether that reaction are affected by different factors as where or what kind of factor also the circumferences that affected to the behavior.

Prin Luksitanon (2001) stated that consumer behavior is the action that shown related directly in obtaining and finding products and services under any appeal marketing events and activities revealing the decision making of that person which are different in time and complexity.

Kotler (2014) described that customer behavior is the manner of customer showing in purchasing, consuming, using or assessing products or services that serve their needs, wants or their expectations, combines with the consideration on those economics' products or goods and services upon their demand before decision making processes (as cited in Alexander, Khonglah and Subramani, 2015). Kotler, Armstrong & Opresnik (2017) explained that consumer buying behavior referred to end users buying goods or services for their own consumption. Furthermore, with the various purchasing decision each customer made, the buyer's black box was studied to understand customers' reaction to the external factors affected their decision process.

The model of buyer behavior shown in Figure 2.1 shows the process of consumers buying behavior starting from the stimulators influence on buyers' decision process and response they made to those decisions.

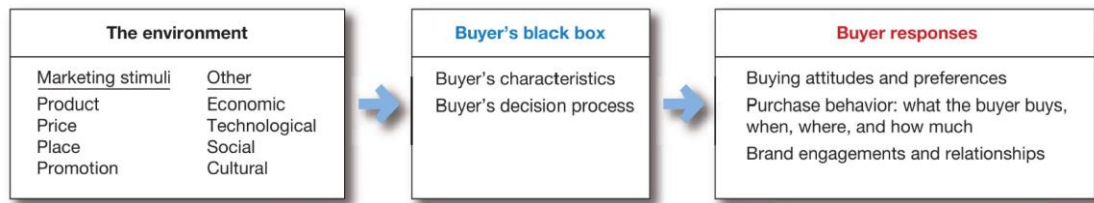


Figure 2.1 The model of buyer behavior

Source (Principles of Marketing, 2017)

Solomon (2018) stated that consumer behavior is a continuous process of individual starts finding for a product or service, purchases, and uses it to satisfy need. These three processes are crucial for marketer's perspective. The better the understanding of consumer behavior, the better the organization can satisfy the wants and needs of different consumers.

To sum up, consumer behavior consists of three processes individual response to stimuli and express through the behavior. The first one is the process before consuming certain product or service. The second is the process when the person is deciding to consume it or not. In this step, there are various factors have affected to consumer thinking or process of making decision which is called black's box. And the last one is when the person responses to that decision in the form of purchasing decision.

2.1.2 Factors affect consumer behavior

According to the previous mentioned concept of the "buyer's black box", before decision is made, there are environment stimuli on individual decision-making process such as marketing mix (i.e. 4P; Product, Price, Place, Promotion) culture, social, etc. In addition, the customers' characteristics themselves such as demographic forces (i.e. sex, age, education level, income, etc.), and psychological characteristics (Kotler et al., 2017) have affected on the response of individual to those stimuli. The effects of these factors are then reflected in customers purchasing decision. This study focuses on three main factors affecting purchasing behavior on shoes for health; demographic, psychographic and marketing mix.

2.1.2.1 Demographic

Demographic factors refer to population's characteristics that manifest the socioeconomic view statistically, such as age, sex, education level, income

level, marital status, occupation, religion, birth rate, death rate, average size of a family, average age at marriage. The demographic factors are one of internal influences on consumers' decision. Age brings about differentiation in lifestyle and preference and has impact on consumers' need. The younger age needs for fun and challenge whereas older age needs more health and security (Pratap, 2019). When the need was changed, the buying behavior also change as well. The demographic factors are important in market segmentation as well as to develop market strategy. (Perreault, et al. (2012).

2.1.2.2 Psychographic

Kotler et al. (2017) summarized that there are main four psychological factors involve in buying's option.

(1) Motivation

Stanton, J. W. (as cited by Ramya N., 2016) stated that "A motive can be defined as a drive or an urge for which an individual seeks satisfaction. It becomes a buying motive when the individual seeks satisfaction through the purchase of something". Motivation is a drive or an internal force of human being that leads individuals to behave and response with a certain action that is the most satisfying to them. Motivation possibly leads human to reach their goals.

Maslow (1943) suggested that human is motivated to fulfil a certain basic need before moving to higher level of need. Theory of motivation by Maslow divides human needs into 5 levels. The basic one is Physiological Needs, follows by Safety, then Social belonging, Esteem and the highest level is self-actualization. The hierarchy of needs is often depicted in pyramid as shown in Figure 2.2. Each level reflects different achievement ranking from physical to more social or psychological fulfilment. In general, the bottom level should be achieved first in order to lessen an offensive feeling or reaction. However, it is possible that more than one level of need can happen at the same time.

To conclude, the Maslow's hierarchy of needs is one among different psychological theory relates to marketers. It is used to describe how the product or service can satisfy which level of human needs and how the marketing communication and brand image can be adapted to serve different level of needs.

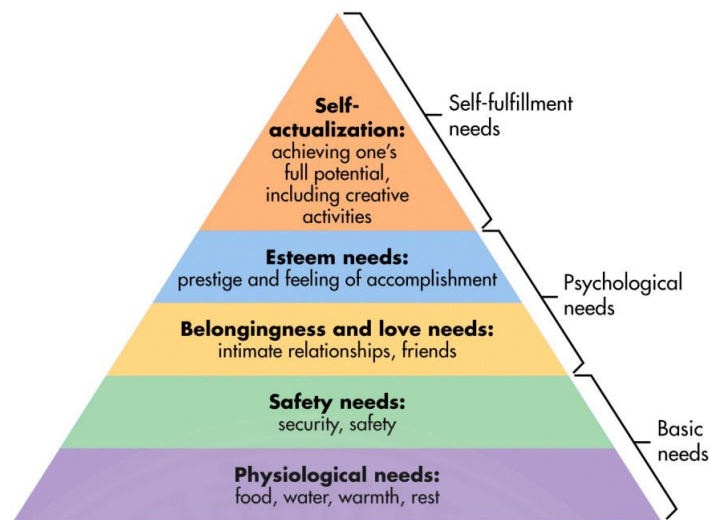


Figure 2.2 Maslow's hierarchy of needs

Source (McLeod, S., 2018)

(2) Perception

Perception is a process of collecting, interpreting the transmitter and then expressing in an action. Walters et al. (1989) stated that perception refers to a process when individual is aware of the external stimuli and analyze it by own experience and reference and then express in form of act. Perreault, Canon, & McCarthy (2012) described perception as how individual collects information and interprets it. Perception can reflex what consumers see and which is attractive for them. Due to the difference experience and background among consumers, an act of each consumer after interpretation also varied. As a result, consumer responses to a certain product or service differently.

(3) Learning

Learning is the acknowledgement of person in an act lead relatively permanent change in behavior through experience, instruction, study or analysis and correction of error (where an error refer to any mismatch between intentions and result happens). Learning can describe as the acceptance (idea after experience any information or situations. (Perreault, Canon, & McCarthy, 2012). In marketing relevant, customer learning may affect from marketing activity or any stimulation without any induction from marketer. There are three steps of learning processes, drive which means the provocativeness that pressure on a person to reach

intense desire. Cues are the objects such as products, ads, signs or surroundings that stimulate the person. Responses refer to manifestation occur to event, occurrence, or situation focus on its control or containment depend on cue or person's experience.

(4) Beliefs and Attitudes

Kotler et al. (2017) stated that beliefs can define as the credence of thought based on true knowledge, faith and opinion of person consequent by trust. Beliefs play an interesting role in constituting products or brand images which influent on purchasing behavior.

Attitude is a mental action that evaluate fact, idea or any objects such as products, services, advertisement. It can affect a person's behavior in positive or negative way as well as involve in the selective process, learning and purchasing decision.

2.1.2.3 Marketing mix

The concept of marketing mix is overwhelming to marketers. Borden, N. H. (1984) introduced the concept of marketing mix as a guideline to help marketers determine and assemble facts as well as dealing with marketing problems. Perreault, et al. (2012) stated that marketing mix is "the controllable variables the company puts together to satisfy this target group". Marketing mix is used to promote product or service aim at obtaining the right mixture of product, price, place, and promotion (known as 4 Ps (McCarthy, 1964)) which are best meet customers' need.

(1) Product

Product can define as the objects both tangible and intangible such as goods, idea, method, information or service produced in processes in order to serve a need or a want by mean of a seller offers a buyer for purchasing. According to Kotler et al. (2017), product comprised of its own value. It can classify to five levels as core product, generic product, expected product, augmented product and potential product. With these levels and customer's perception, marketer can rank the product value whether it is higher than the expected value.

(2) Price

Price is an exchange of money for a product or service that most satisfied payers. According to law of demand (Marshall, 2013) stated that when the price of product is decreasing, sales of that product will be higher and vice versa.

His theory also mentioned that when the products are essential and have fewer substitutes, their impact on change in price will be lower comparing with the products with many substitutes. The sensitivity level of consumers on price change will often be low in this circumstance. He indicated that consumers are willing to spend their money if the products generate the most satisfaction. Kotler et al. (2017) mentioned about price as an important element in marketing mix to raise sale revenue and cost representative. Price worth as the amounts of products, services and ideas stand for in exchange or offering. Considering price as one of four elements of 4 Ps assists marketers to create value to satisfy consumers.

(3) Place

Place or market channel is one important element of 4 Ps that marketers ensure the products are available at the right location at the right time for their target market. Place is where the customers meet the products or services offered by the organization. Kotler et al. (2017) stated that place also includes activities the organization made to ensure the target consumers meet products or service provided.

(4) Promotion

Promotion refers to communication and related process or method to attract customers to buy the product or service offered and persuaded to repurchase. Promotion relates to Personal selling, Mass selling, and Sale promotion. (Perreault et al., 2012). Nowadays, social media such as Facebook, Instagram, Twitter gradually serve important role as market communication to persuade existing customers as well as new potential customers to the product or service. Brassington & Pettitt (2000) determined sales promotion as the marketing technique that was created under the marketing strategy to add incremental value to product or service rather than normal offering. The purpose of sales promotion was to achieve marketing objectives and reach expected sales.

Belch & Belch (2017) suggested that each element helps marketers in identifying what is the best choice for potential consumers. The market analysis through suitable consumers' research will provide valuable information to flourish marketing strategy. The marketing mix (presented in Figure 2.3) is undoubtedly used to initiate or improve marketing strategy aiming at creating value to

the consumers. In order to satisfy the target consumers, it is important to consider what product consumers want, how much cost of the product offered and then what is the proper price for the target consumers, how to induce them and create awareness of the product through an appropriate promotion or communication and to which extend is the proper channel for those consumers.



Figure 2.3 The 4 Ps of marketing mix

Source (Kotler et al., 2017)

2.1.3 Studies and researches for consumer behavior

This topic presents brief summary of related studies and researches in which indicated the information and factors relevant to customers purchasing behaviors. The author gathered the useful evidence-based to acknowledge and find concepts for the study.

Banerjee, Bagchi & Mehta (as cited by Mehra, 2017) stated that consumer behavior in purchasing footwear was affected by intrinsic and extrinsic factors. They were attracted from price, designs, fit, quality, comfort and convenience for their shopping.

Alexander, Khonglah & Subramani (2015) studied the customer buying behavior toward casual branded shoes; Ayanavara, found out that the demographic factors (i.e. age group, gender) had less effect on customers' satisfaction.

Customer satisfaction was affected by the designs, durability, brand image, and variety. And brand loyalty was in a good circumstance.

From Aung (2016) studied about affecting factors of e-Commerce on consumer's attitude towards purchasing fashion product, found that as the e-commerce and online marketing become more advantage for both buyers and customers. Through an online shopping, the company can gather customers' information and preferences while the customers can search for variety products, compare price which is easier than the traditional commerce. Also (Gary & James, 2000) said that the on-line shopping is time saving and the available is anytime within 24 hours. The weak point of E-retailer is the slow response to customers about relevant products and services according to customers' need.

According to the insight on consumer purchase decisions of women's Footwear (Silva, Monteiro & Duarte, 2018), working women may focus their shopping on time (Knight 1995). They want to spend their time for shopping in the shop shortly. (Eure, 1991; Mason, 1992). Online shopping is one channel to focus on time saving opportunity for consumers (Bellman, Lohse, Johnson, 1999). The study by Dittmar, Long & Meek (2004) found that women's online shopping attitude showed significantly suffer variation. They felt less enjoyable toward online shopping in term of buying the need-for-touch (NFT) characteristic product. The preference in seeing and feeling the products before purchasing is obviously visible (Dittmar et al., 2004). Shoe can be categorized as experiential products which consumers want to have direct physical experience of touch (Lynd, Kent, Srinivasan, 2001). The main concern of the need-for-touch (NFT) displayed on shoes are the suitable size and to feel the comfort. In order to overcome this limitation, the online retailer's needs surpassing themselves (Workman, 2010) and launch the good return policy to gain trust and opportunities from customers.

For the services, many researchers (Finn & Lamb, 1991; Gaskill & Kunz, 1991; Parasuraman et al., 1988), found that customers required the excellent services (as cited in Knight; 1995). The retailers need to provide the premium services in order to maintain the business vitally. As well as Mellroy & Barnett (2000) stated that to retain customers, it is important to fulfill their desire. In order to do so the retailer

should enable what the customers want on time with the perfect delivery. This is an appeal service to the customer.

There is a study mention that branding have a great impact on consumer purchasing behavior. Sarwar (2014) stated that customer can alter from the local products to branded products. Mafini et al. (2014) defined about brand conscious customers that they are a group of people who focus on well-known brand and are generally willing to pay for high-price products. Kwan et al. (2015) summarized that brand conscious customers are more likely to purchase higher price global clothing brand. Brand royalty plays an important role on purchasing behavior. Hsieh et al. (2004) mentioned that brand image supports their customers' satisfaction and repurchase intention through the differentiation among other brands. As they aim to state their status as a high-class and wealthy. Somehow customer has a possibility to be more loyalty to specific brands because of their commitment. However, brand switching will arise with the age according to low income problem of aged customers. It shows positive correlation between branding and consumer purchasing behavior.

Alfred (2013) determined how price and quality has effect on the purchase of mobile phone. The study shown that both price and quality are considered important factor for consumers buying decision. Price is one element of marketing mix with dynamically change compare with others can change very easily as compared to other marketing mix.

Moreover, promotion is another interesting factor in purchasing behavior of customers. The customers are more enthusiastic to price-off promotions (Percy et al., 2001 as cited by Rizwan, et al., 2012). Price discount has a positive impact on consumer buying behavior during sales promotions. Numerous of promotion tools and strategies are used efficiently to discover customers preferences and increasing sales. This is an evident showing that customers can be allured easily after acknowledged the sale promotions or activities. Aghighi & Hamidi (2015) said that sales promotion impacts on customer purchasing behavior. Promotion has a light impact on purchasing behavior of the brand loyalty customers.

2.2 General information of footwear

2.2.1 Definition of footwear

Footwear means *Outer coverings for the feet, such as shoes, boots, etc.* (Oxford English Dictionary Third Edition, March 2016). The first invention of footwear was hypothesized to be during the Middle Upper Paleolithic period age (approximately 40,000 years ago) (Trinkaus, 2008) when Neanderthals wore footwear to protect their feet from cold weather as a thermal protectant. Trinkaus's suggestion was result of his study of change in Neanderthals' feet and toes' shape without evidence of a real footwear to prove his theory. However, the first complete footwear was discovered in Armenia. It was assumed to age around 5,500 years old. It was a leather shoe in moccasin style with no sole and stuffed with grass (Figure 2.4) ("Oldest Leather Shoe' Discover", 2010). This discovery of this shoe supports the main purpose of footwear as a protection of wearer's feet because of its simplicity.

Since human has learned and developed over time from Primitives to Moderns, the way of life and culture have also changed. Such development can be seen clearly from various things including shoes. At present, shoes do not only be a protection shield for feet but also use for other purposes such as to show social status, to imply ritual and religious (Hume Lynne, 2013), and to be a self-reflection as personal's accessory (McDowell, 1984). Shoe also has change and development. Because of technological advancement, shoe manufactures have continuously developed and introduced new shoes' feature to response demand in the market. The design of Athletic shoes and materials used are differentiated to fit various sport activities. For example, weightlifting shoes have developed over the year to keep lifters balance and help them positioning underneath the barbell effectively. The main purpose of these shoes is to position the kinematic links properly before lifting the barbell. (Charniga, 2018, August 07). Football boots or shoes serve different function to wearers. Due to football put a lot of stress on feet, particularly when wearer is playing on hard surfaces such as artificial football field. A well-fitting pair of boots is essential to football players because they will absorb and protect feet from pressure occurred after a game or training session. Tennis and Squad shoes are differentiated from the previous shoes. When playing racquet sports, which involve a lot of side-to-side

movement, it is necessary that weight and shape of these shoes need to be heavy enough for best performance. As a result, the shoes are heavy and stiffy than running shoes. On the contrary, running shoes need light and flexibility allowing feet to bend and flex through each step.

Nowadays, shoes become objects of self-expression; bold, business-like, laid back, sexy, sporty, etc. There is a variety of designed shoe to match these characters and some people is willing to own the stylish shoes and be proud of them and used them as a statement piece. The evolution of human being with the social changes as effects of internet, technology advance and globalization lead to demand shifts and then product differentiation.



Figure 2.4 Leather shoe from Areni-1, Armenia

Source (Pinhasi, R., Gasparian, B., Areshian, G., et al., 2010)

2.2.2 Types of footwear

For purpose of this study, the type of footwear is defined and categorized bases on author's review of related studies and researches which will benefit future study. From the researches, there are many types of shoes in market

people can choose to wear. Each of them is differentiated to fit different occasion and activities. The following are main types of shoe by style and characteristic.

1. Sandals are upper open type of footwear. The main structures consist of sole and straps; sometimes they offer back strap or ankle strap. In general, these shoes are a type of shoes that uncover most part of wearers' feet. The outstanding features are light weight and suitable for warm weather. Humans have been wearing sandals for a long time. The ancient Egyptians opted for sandals made from papyrus and palm leaves. Nowadays, it is common to find sandals in plenty of form; basic sandals or flip-flop (thongs), clog sandal, etc. Sandals are made from various materials such as leather, wood, cork, rubber or rope. And the heels may vary in height too. Their designs can be both fashionable and comfortable. Sandals can be worn for all kinds of occasions. Dress sandals are decorations with shiny, sparkling straps and heels. They are acceptable for a formal atmosphere.



Figure 2.5 Example of High-heeled sandal

Source (O'Keeffe, L., 1996)

2. Slippers are usually defined as indoor shoes that are perfect for casual wear and relaxing. Their soft soled and soft upper are comfortable for feet also the floor.

3. Dress shoes or Casual shoes are footwear use for smart casual, officially events, or special occasions such as parties, dancing, and meeting. They have different design and height. Materials that commonly used in manufacturing are leather,

synthetic leather, PVC. Mostly Dress shoes for women are fashionable shoes which can be in various forms such as Pumps, Loafers, Court Shoes, and Flat shoes

4. Boots are type of footwear with the appearance of covering the entire foot of wearer. The height is extended to cover ankle bone. Sometimes height is up to calf or thigh. Boot is good for protecting foot and leg. It is also a particular sport gear such as horse riding.

5. Athletic shoes are shoes made and designed for sports or physical exercise related activity. They normally have special features such as flexible, light weight and non-slippery. Sneakers may be categorized as athletic shoes. But they are more stylish. The materials that used for sneaker can be fabric, synthetic fabric composed with rubber sole. They are worn in casual occasion.

6. Special shoes are referred to medical shoes or orthopedic shoes. This type of shoes is a kind of footwear that was specially designed and customized for wearer who has an underlying medical condition such as diabetes, severe arthritis or afflictions. The characteristics of this shoe distinguish them from regular shoes. Mainly they are designed to alleviate pain and medical condition through the special pattern.

2.2.3 Characteristics of shoes for health

As described previously each type of shoes is different in both design and occasion to wear. Women have more choices than men to choose shoe for daily activity. Several types can replace each other depending on personal preference. They can wear either high-heel sandal or leather loafer for working day. Mostly women are more selective and always prefer to look feminine. They prefer high heels for confidence and high heels are a necessity in some places and some occasions in order to express professions (Linder, 1997). However, with the increasing popularity of health and wellness trend. Shoes for health are advertised widely in the market. This section aims to understand what shoes for health are. And which characteristics should shoe for health have. However, the exact meaning of shoes for health are not clearly defined.

Ratcliffe (2016) stated that correct fitting shoes should have no or less negative impact on wearers' health. An inappropriate design of shoes results in unbalance movement and numbness which have effect on consequent mental, emotional and physical implications.

Hughes and McClanahan (n.d.) stated about a shoe for health as its quality should consist of flexible sole which support movement like bend and twist and capable in strengthen foot. And the foot healthy shoe should have a wide toe box that allow toes to move naturally; especially at the end of toes, not at the ball of foot.

Among studies, author interviewed with some Thai physical therapists. They stated that shoe for health is a type of shoe that helps wearer walking with stability, keep body alignment in proper position. A shoe for health will promote efficient motor muscle activity and reduce excessive movement which cause muscle strain and stress. About tendon, joint, bone and vertebra, shoe for health will help these parts of body work in normal way.

DiGiovanni (2019) compared human feet as vehicles. They will actively run human's lifestyle as long as they are healthy. On the contrary, if feet are weak, they also lead other body parts to weakness as well.

In summary, the ideal meaning of "shoe for health" in medical term is undefinition. The shoe for health must conduce the sense of harmless, comfort and healthy to wearer. In the opposite way, shoes that have negative impact to wearers should exclude from shoe for health. At present the health consciousness and wellbeing lifestyle is now trendy. Many shoe manufacturers and retailers are immersed in producing "shoe for health" and becomes an exquisite selling point.

2.3 Overview of global footwear market

The current situation of global footwear market is analyzed in order to understand the overall world footwear market's trend. Thereafter the insight market competitiveness of global footwear market is mentioned and identified using Porter's Five Forces model in order to seek for business opportunity in footwear industry through effective marketing strategy. The Market line's statistic report as of 2017 is the

most available up-to-dated information for this study. Therefore, the figure and number show in the following topic will be used as representative for each circumstance.

2.3.1 Analysis of global footwear market

The global footwear market comprises of men's, women's and children's shoes excluding sports shoes. And the largest sales volume generates from Women's shoes which contributes to 53.2% of total value, follows by Men's shoes at 27.6% (Figure 2.6).

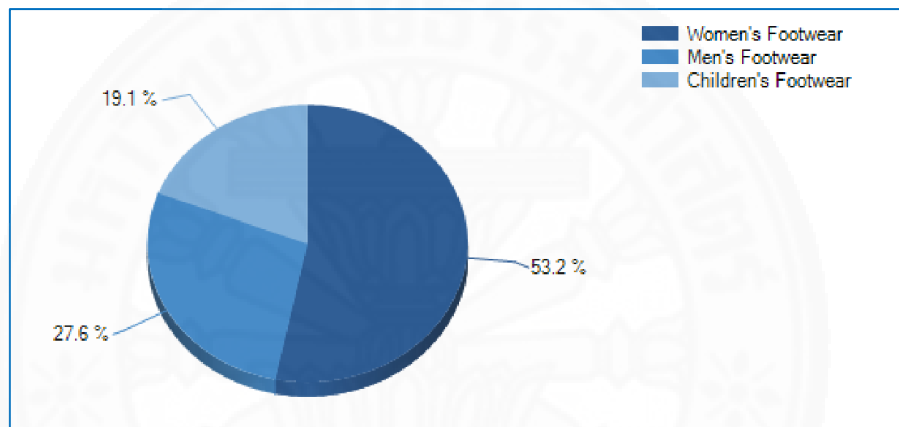


Figure 2.6 Global Footwear Market Categories Segmentation by value, 2017

Source (MarketLine, 2018)

Overall the market experiences growth of 5.4% reaches \$311.1billion in 2017 (Figure 2.7). The major cause of current growth in this global footwear market comes from Asia – Pacific countries which had the largest population and strong growth; especially, China and India. Even though China growth rate is 6.7% lower than average growth during 2005 – 2015 of 9.8%, the rising in household consumption level as a result of higher purchasing power of Chinese buyers has a positive effect on the overall market. However, the US footwear market as one of mature market worldwide has lower growth than the Asia-Pacific countries. The US macroeconomic conditions including lower unemployment level and higher wages result in better financial power of US customers and leads to positive impact in this market. In addition, European market as the third largest footwear market (shown in Figure 2.8); where Italy after Russia and Germany, faces slight growth due to poor macroeconomic conditions.

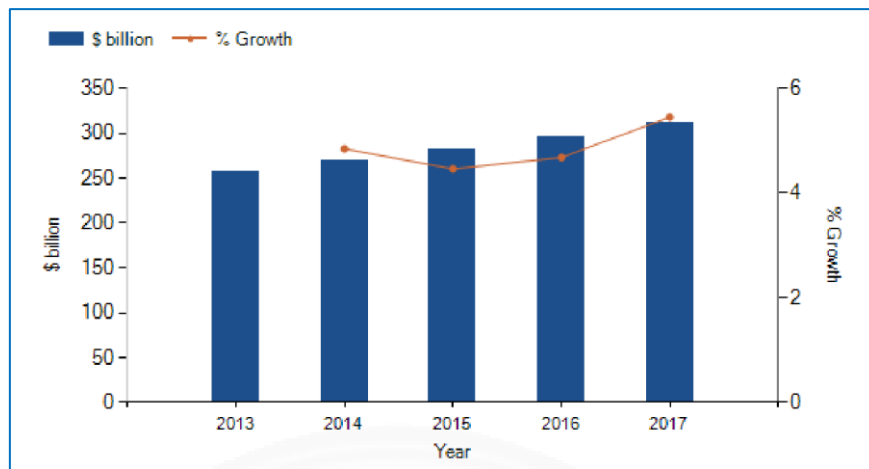


Figure 2.7 Global Footwear Market Value during 2013 – 2017 in \$ billion

Source (MarketLine, 2018)

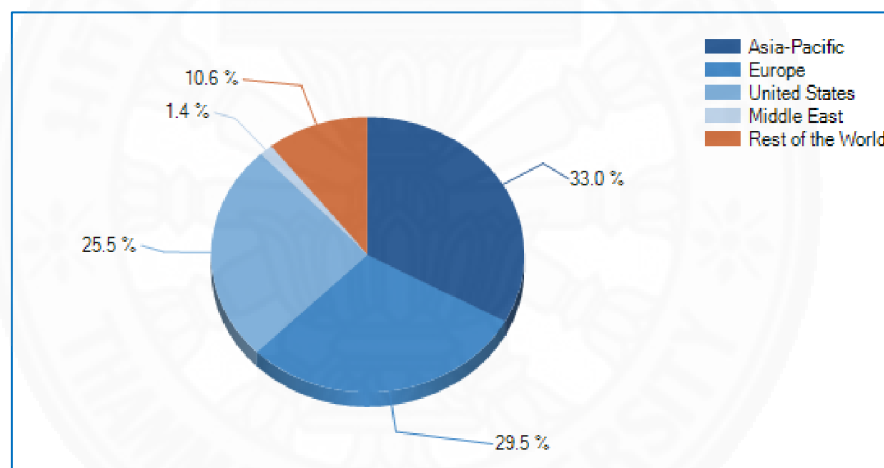


Figure 2.8 Global Footwear Market Geography Segmentation % share, by value, 2017

Source (MarketLine, 2018)

The shift in demand due to the wide spread of “athleisure” trend globally drives growth in the footwear market; especially, the casual footwear designed for both daily activity and for exercise gain benefit from this trend. Furthermore, the health - conscious lifestyle is booming, many people focus on exercises and sports as that, athletic footwear becomes more everyday wear and affects the dynamic of the footwear market. As a result, the manufactures seize the opportunity producing varieties of sport models shoe using the new innovations to produce the perfect sport shoe. The main objective is to serve wearers’ needs in all dimensions such as protection from

bone and joint injuries, supportiveness, comfortableness, in addition with luxuriance and reasonable price.

With this culture shift, many brands expedite the demand for sneakers through the Celebrity partnership. For example, Adidas' s first collaboration with Pharrel Williams; American musician and producer, in 2014 for the brand's classic Stan Smith shoes (Winstons, 2014) became the successful race in sneaker market. After that in 2017 the brand offered new collaboration with Pharrel for its NMD model. The dominant features were prime knit upper, the two-piece upper detailed with bold printed slogans and a signature "Clouds" and "Moon" were embroidered on each upper side differently to outstanding its new special collaboration. Other outstanding feature of this edition is the ultra-light weight. This sneaker not only focuses on style but also feature. Meanwhile, Nike woman designers developed Air Max 97 to a stylish sparkling sport shoe (see Figure 2.9). Using crystal fabrics from Swarovski, additional with durability. The Air max 97 becomes more attractive. The crystal fabrics is containing with tiny densely clustered cut and uncut crystals, showing the signatures shine of Swarovski and the comfortable Nike sport innovative feature (Carnivalbkk, n.d.). Also, some luxury fashion brands such as Supreme, Fendi offer special collection through the collaboration with sport brand in order to gain more market share from the rising demand of sneakers. The collaboration is anticipated to seize market share of casual and dress shoes. As shown that new era of modern shoes for health will be in trend towards health awareness lifestyle combine with fashionable lifestyle. The consumers are increasingly purchasing footwear of choice which suitable for daily activity. The new features of shoes for health look different from the old day shoe. Their desirable quality attracted the investors.



Figure 2.9 Nike Air Max 97 X "Swarovski"

Source (Carnivalbkk, n.d.)

According to the growth trend from 2013 – 2017, the market value is forecasted to be increased and reached \$414 billion with the compound annual growth rate (CAGR) of 5.9% in the next five years (see Figure 2.10). Growth in this market is anticipated to be affected by the shift of the global power base to Asia-Pacific countries. India will have higher GDP in the future. Population growth, urbanization, and the increasing in middle class citizens in Asia-Pacific countries will also affect the growth in this market. Moreover, the increasing in online retail that offers online shop, same day delivery and convenient exchange and return policy is expected to continue in the forecasted period.

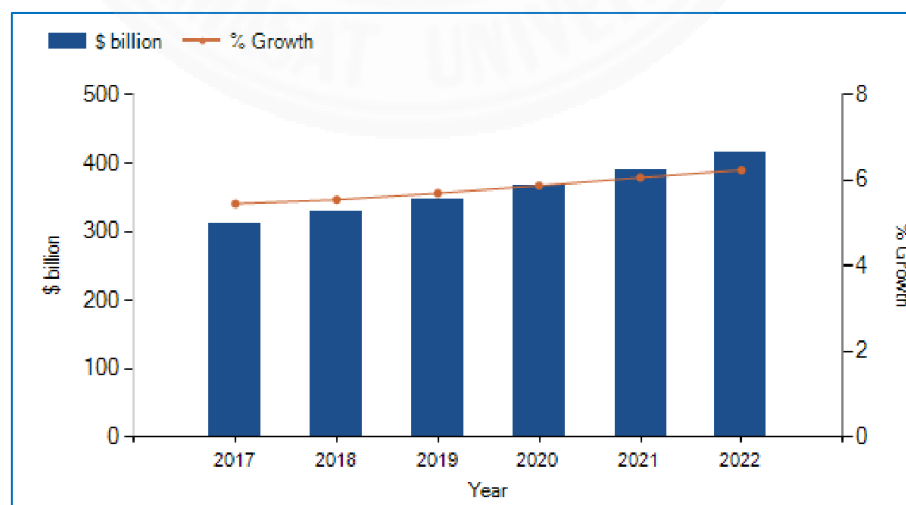


Figure 2.10 Global Footwear Market Value forecast 2017 – 2022 in \$ billion

Source (MarketLine, 2018)

To sum up the intense competition in the footwear market arises from increasing number of new entrances of foreign retailers and footwear specialist. Due to the high competition, the rivalry on price is also increased. However, the stable growth in the market can lessen the competition level and possibly alleviate price war. In addition, the urbanization causes the living pattern changes and more work force transfers to cities. Consumers become more accustomed to the diversified culture, products and trends related to footwear. As a result, consumption pattern changes focusing more on fashion rather than function and necessity. Furthermore, the online channel gradually play an important role and gain popularity among customers. This new available channel does not affect only brick and mortar domestic retails but also bring more international purchase to the market and recently becomes threat for domestic retailers. In addition, the main raw material used in making shoes are pricier results in declining sales and product mix in the market. Five Forces Model is applied to understand the industry components. The five competitor forces gauge the level of competition and profitability in the industry (Porter, 1998) as follows;

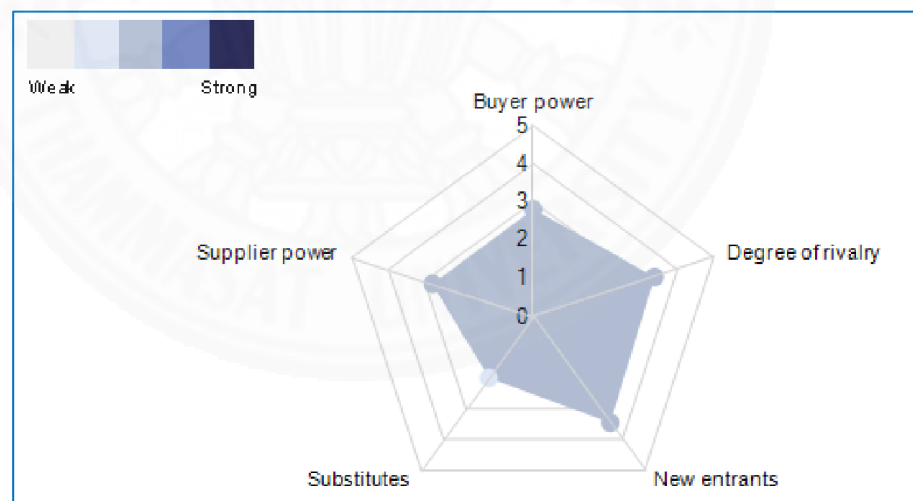


Figure 2.11 Forces driving competition in the global footwear market, 2017

Source (MarketLine, 2018)

1) Bargaining power of customers – Moderate

Footwear is one of necessary things for human so purchases of shoes are normal and essential. In the US and Asia-Pacific; especially, China and India,

where the populations are higher than other regions, sales volumes also high. However, consumers do not buy shoe in large quantities. As a result, buyers' power is low. Also, a varied geographic in US and China causes declining in customers' power because consumers need specific shoes. For example, in area with cold weather, consumers normally purchase boots rather than sandal or other type of footwear that cannot protect feet low temperature. This condition empowers sellers or retailers as consumers cannot switch to substituted products.

However, the fast fashion industry is growing, consumers nowadays change their consumption pattern. Footwear becomes a seasonal accessory. Consumers tend to focus in fashion more than features the retailers offered. The rapid change in fashion requires the fast move of sellers. The faster the products sell in the market; the more profit earns. As a result, buyers' power increases in this circumstance. Moreover, the larger number of players in shoes offer similar products so that customers have more choice to purchase. Along with the Athleisure trend, the normal dress shoes or casual shoes are possibly substituted by sandals or lifestyle sneakers or any shoes with more reasonable price or attractive incentive. Furthermore, the wide spread of online information can also demolish sellers' power due to consumers can seek for the best price they desire and wait for bargains, supported by increased price competition, which also reinforce the buyer's power.

2) Bargaining power of suppliers – Moderate

Most footwear sold worldwide nowadays came from manufacturers in South-East Asia which provide lower cost. They embark lower selling price. As a result, the price competition in the market rises and undermines the competitiveness of some Western suppliers; especially in Italy. The manufacturers in low-cost manufacturing regions leads to products switch and deviate the economic advantage of Western retailers and wholesalers, means that supplier power is declined. On the contrary, Western suppliers need to change their strategies by focusing on differentiated products or higher quality product instead. As a result, Italy can create competitive behavior through the high-quality shoes which are recognized as a high-end footwear and defeat other competitors in term of value.

Meanwhile France, where the calf-leather are supplied, has faced the difficulty due to lower meat consumption combines with the spread of ringworm

has subsided the quality of rawhide and unable to use them in leather processing. The cost of manufacturing goes upward, the selling prices of leather shoes also increase. So, consumers adjust to the change in price by purchasing fewer leather shoes or try to extend the useful life of their own shoes. The shoes care service or products and repair business can take advantage from change in consumers' behavior.

Furthermore, the announcement of PETA (People for the Ethical Treatment of Animals) about the use of leather as well as exotic animal skins in making shoes, bags and other accessories has effect on leather industry. Along with the environment and sustainable living concern of governments around the world have put more rigid laws and regulation on leather industry and tannery business. India; as a second leather exporter in the world, faces the limitation from under supply of rawhide due to government banned the sale of cattle for slaughter (Chitnis, 2017). The sellers' power is diminishing. Even though, consumers gradually aware of green products and put more interest on environmental concern (Gam 2011; Meyer 2001; Kim & Damhorst 1998), they rarely find green materials in the shoes industry nowadays. Currently, the effect on suppliers remains small but suppliers still need to change the way of production.

3) Threat of new entrants - High

The multinational competition increases from popularity of e-commerce. The Euromonitor report show the number of global internet users equates to half of the world population or 3.6 billion and 31% of connected consumers prefer online communication rather than other means. Smartphone becomes necessity in pooling emerging- market consumers to broader market and provides greater convenience to existing (Euromonitor, 2019). Online sales channel is dramatically crucial in lowering the barriers to entry the market. However, it can be both benefit and threat for new players. The newcomers with online channel can gain benefit from lower retail operation and faster supply. The higher turnover, the faster the profit obtains. However, the chance of taking advantage in the market remains jeopardize because of the poorer know-how and technological knowledge comparing to the large retailers. These newcomers possibly take risk of loss brand awareness. Whereas, the large existing retailers can overcome the speed through their reputation and high-quality products as well as bulk purchasing.

In the emerging market such as Asia-Pacific and South America, online channel grows drastically but there still be a room for business penetration before reaching its peak. Moreover, the rising in income and the higher urbanization among these regions result in increasing number of young adults to workforce. And that lead to the demand of affordable items rather than luxury brand footwear. The emergence of fast fashion brand such as H&M, Zara, and Uniqlo in these regions reduces the competitiveness of large well-known retailers in term of faster product shelf cycle. To sum up, brand recognition in the footwear market is low; except, high-end designer shoes because consumers tend to follow the updated trend and willing to purchase new shoes to reflect their personalities.

With the compound annual growth rate of 4.9% reaching \$311 billion in 2017 as mentioned previously, US market is relatively mature market unlike the strong growth from Asia-Pacific countries such as China and India. However, the US footwear market can recovery from lower unemployment rate and rising income. American buyers gain better financial health and enjoy shopping. Then the healthier industry encourages new entrants similarly to Asia-Pacific region.

4) Threat of substituted products - Low

Footwear is one of necessary outfit for people. Basically, consumers tend to find the best function fit their needs. So, the threat of substituted products is relatively low. However, the substitute to footwear is sport-inspired footwear or known as lifestyle sneakers can be substituted by athletic shoes for using in specific activity which does not increase level of threat of substituted products. Considering footwear as one important item of woman outfit and woman is a great shoe shopper. The footwear brands take advantage on woman shopping habit by releasing new models with luxurious style consequently. Woman will buy shoes for herself by inspiration, trend and fashion. There are many high-end brands that had designed shoe as pieces of treasure for example “Diamond Dream Stilettos by Stuart Weitzman”, the two-band shoe studded with 1420 jewels. This pair of shoe cost \$500,000. Furthermore, some designers have developed their product to a unique custom design. For example, FrancisUniqueDesign, the designer creates a high-performance footwear by collaborate two high-end brands together. Air Jordan Retro1xLV2.0, Inspired custom design, the

special character of this shoe is the multiple coats of high-quality paint and different types of materials to achieve a unique custom design.

On the contrary, the less developed regions with lower economic growth generally have a low sales growth also low substituted products because customers tend to use second-handed shoes or try to extend their shoes' life through repairment. Then the threat of substituted products remains low.

Nevertheless, the major threatens of the footwear is counterfeit products which is majority manufactured in Putian, China due to many of the top sneaker brands, including Nike and Adidas, have factories in the area (Schlemmer, August 24, 2018). The fake shoe market is growing profitably from the higher demand of inexpensive brand shoes. These fake goods are exported and sold through illegal channels such as street markets as well as through retail chains.

5) Competitive Rivalry – Moderate to High

The footwear market encounters with many new international competitions due to globalization. New specialties and foreign retailers enter the market both in form of online- store and a physical traditional store. The high competition leads to the price competition in this industry among players. However, the technological advancement benefits consumers because players compete each other by offering differentiated products and new features to capture more demand. In addition, the growth of fast fashion brand, which fuels by social and digital media, the large retails such as H&M, Zara, Adidas, Crocs expand their branches to capture more sales. 2.3.2 Analysis of global women's footwear market

According to Future Market Insights (2018), the women sport shoes segment contributes highest sales among others because healthy and wellness trend are robust worldwide. As most women consumers are more aware of their looks, so they put attention on dressing and footwear. The spending on apparel and footwear worldwide is also risen. The purchasing decision on footwear varies from price, design, brand, as well as comfort level. In addition, the women customers tend to be influenced by advertisements, influencers, movies, social media trend, and another channel. Therefore, many women's footwear brands chose the celebrity endorsement to stimulate customers' demand and reiterate brand image. Along with competition in women footwear market now is dense as evidence of new technology and research

development. To alleviate the constraint in the market, manufacturers avert to made-to-order or customized footwear instead.

Large number of regional and multinational companies shape the global women footwear market. Women consumers have specific need for their look and feel of the products they purchased. As a result, the availability of their favorite shoes has positive impact on purchasing behavior. With the higher number of specialty stores and more alliance between footwear brands and various retail stores positively support the demand of new shoes.

2.4 Overview of footwear market in Thailand

The current situation of footwear market in Thailand is analyzed in order to understand the overall footwear market situation. Moreover, analysis of women's footwear in Thailand will benefit in gathering information on this market and finding factors influence women purchasing behavior.

2.4.1 Analysis of footwear market in Thailand

Thailand footwear market has a slightly growth of 6% in 2018 and reach \$2.89 billion (THB 92.12 billion) from analysis of Euromonitor on Footwear in Thailand (Euromonitor, March 2019). The majority sales growth derives from women's footwear at the end of year 2018. And the sales in next five years as shown in Figure 2.12 is forecasted to growth with constant rate and reaches \$3.82 billion.

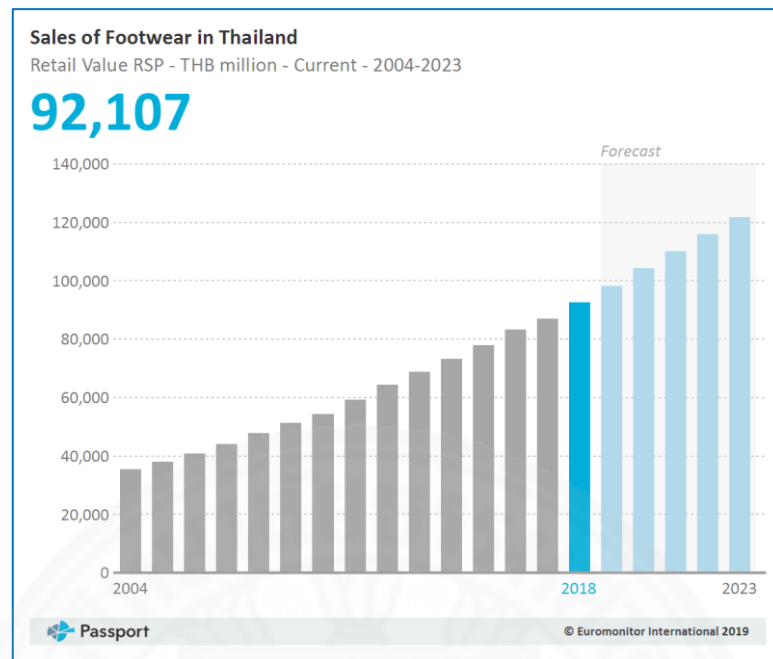


Figure 2.12 Sales of Footwear in Thailand Value 2004 - 2023

Source (Euromonitor, 2019)

Thai economy has a growth in 2018 due to higher private consumption and private investment in the region. With the lower unemployment rate and raising in minimum wage, consumers' confidence increases (World Bank, 2018). Even though, Thai consumers concern in budget when it is a non-essential shopping such as spending on apparel accessories and footwear, Young adults tend to grasp fashion trend and mindfully spend on new products. In addition, the athlete style prevalence affects growth in the Thai footwear market as well. Consumers seek for sport-style casual footwear that can wear both for daily activities and workout. They look for shoes as everyday wear more than a specific athletic footwear. Supported by the marketing communication from footwear brands becomes more emotional focusing on product's function aspect. Consumers' recognition to sport-inspired footwear as a fashionable and trendy rise as well as demand for new pairs of shoes. Furthermore, the growing popularity of health and wellness trend causes demand shifts toward healthier and comfortable footwear design. Customers incline to purchase more sport-style shoes.

Form the increasing number of internet users in Thailand as shown in Figure 2.13, 57 million of Thai population can access internet or equals to 80%. And 93.6% of internet users use internet for social media and 51.3% of them enjoys online shopping as shown in Figure 2.14. Then the digital marketing is crucial tool for retailers. Central, one of large retailer in Thailand adapts to the digital trend by renewing not only shop online via central.co.th but also providing new feature; Central Chat & Shop through Line application. This new omni channel aims at creating a new shopping experience which influence customers purchasing behavior as well as underlining customers relationship. Central also partners with JD.com the second large e-commerce in China and launches “JD Central” in order to improve Thai e-commerce in digitalization and enhance e-commerce growth in the global market (JD Central, 2018). Moreover, with the social media has notably impact on customers purchasing decision because of the explosion of customers’ experience to a specific product on Facebook, Instagram, YouTube or Website such as Pantip. Consumer perceptions about a brand or products are influenced by those reviews and may have positive or negative response. As a result, brand royalty is swayed and competitiveness in the market rises.



Figure 2.13 Number of internet users in Thailand, 2018.

Source (Marketeer, 2019)

Since consumption pattern has changed, the competition in this market shifts from pricing competition to new marketing strategies. The large footwear brands expedite their product cycle through add-on feature, after-service attached, special collection, new product line, and new distribution channel; offline to online to response customers demand. They want to put their product on shelf as fast as possible so that they do not left behind their rivals. As a result, the competition in the market becomes radical. Customers enjoy benefit from more available choices and better products.



Figure 2.14 Percentage of internet users in Thailand by activity, 2018.

Source (Electronic Transactions Development Agency, 2018)

2.4.2 Analysis of women's footwear in Thailand

According to Euromonitor report as of 2019, sales of women's footwear reaches \$1.69 billion or contributes to 58% of total sales of footwear in Thailand in 2018 which is the largest portion in the market. Whereas sales of men's footwear are \$1.03 billion or 36%. And sales of children's footwear are only \$0.17 billion or 6% in 2018.

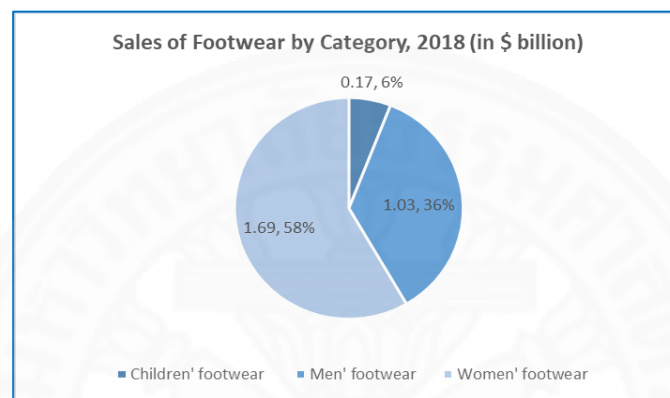


Figure 2.15 Sales of footwear by category in Thailand, 2018.

Source (Euromonitor, 2019)

In addition, the statistical data in Figure 2.15 shows women's footwear sales in Thailand was \$1.69 billion or THB 53,794 million in 2018 and was expected to grow constantly to \$2.85 billion in 2023 in Figure 2.16. Like global women's footwear market, growth in women's footwear market in Thailand comes from urbanization, tremendous e-commerce and online shop in Thailand, increasing of Thai women's power in workplace, and spread of healthy trend.

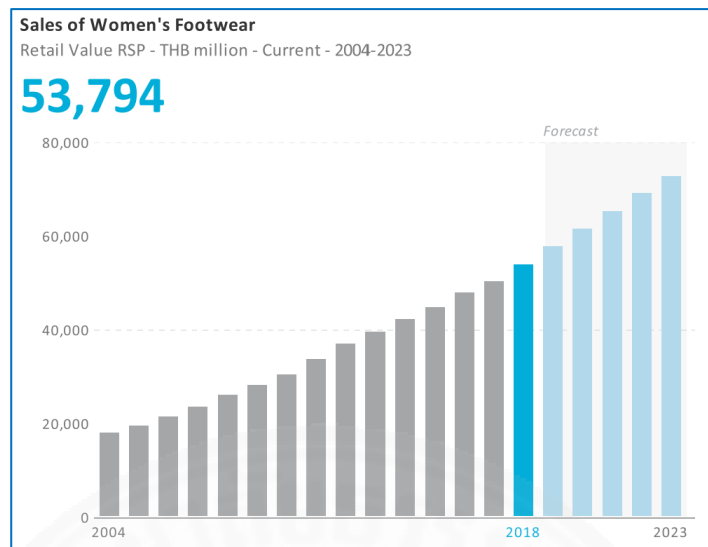


Figure 2.16 Sales of women's footwear in Thailand, 2018.

Source (Euromonitor, 2019)

Women customers play important role in shaping the market. Brand Buffet (2017) summarizes that Thai women have higher education and higher position in business. They earn higher income which results in increasing of their purchasing capacity. The research results of Samsung Thailand (as cited WP, 2017) shows that women earn 13.7% more income than in the past 7 years. As a result, women's roles in household increase because they can plan on grocery shopping as well as decide on what to buy for household consumption. So, the market is affected by this group's buying behavior. And marketing strategy possibly need to adjust to suit characteristics of women customers. Moreover, the proportion of online shopping between female and male in Thailand are 74% and 26% respectively. The most popular shopping categories are Fashion related products and Electronic goods. Thai women consumers are also alerted and influenced by celebrities, social media influencers, as well as updated reviews and opinions of other consumers. The Nation (2015) revealed that consumers' decisions were increasingly influenced by other customers' experience on a certain product or service they look for. The Wave consumer studies from IPG Mediabrands (as cited by Nation, 2015) shown 15% increase in Thai customers who admitted that their decision was influenced by online reviews of other users. Also, Rataya Mahasamut and Warat Karuchit (2016) indicated that consumers tend to concern others' opinion such as friends, other customers, etc. when they decide on purchasing things.

In addition, many footwear retailers jump into this competition. Euromonitor report presents that the large top three leading company share in this market are Adidas Thailand, Bata Shoe of Thailand Plc. and Central Group. Whereas the top three brands are Adidas, Marie Claire, and Payless Shoesource. However, the report shows that the majority of share both in term of company share and brand shares is others category with the percentage of 83% and 85% respectively.

% Share (NBO) - Retail Value RSP - 2009-2018

Company	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
adidas Thailand Co Ltd	1.0	1.1	1.2	1.2	1.3	1.4	1.6	2.2	3.0	3.6
Bata Shoe of Thailand PCL	2.5	2.7	2.8	3.0	3.4	3.3	3.3	3.0	2.8	2.7
Central Group	-	-	-	0.1	0.8	0.9	1.2	2.0	1.8	2.0
Jaspal Co Ltd	1.4	1.5	1.6	1.7	2.2	2.2	2.1	2.2	2.1	2.0
SSL Healthcare Thailand Co Ltd	2.9	2.4	2.8	3.4	3.5	2.6	2.1	2.0	1.9	1.7
Minor Corp, The	0.4	0.4	0.6	0.8	1.1	1.3	1.2	1.4	1.5	1.5
Nike Inc	1.1	1.1	1.0	1.0	1.1	1.2	1.4	1.4	1.3	1.4
Thai Top Sport Co Ltd	0.6	0.7	0.7	0.6	0.6	0.7	0.9	0.9	0.9	1.0
FitFlop Ltd	-	0.5	1.0	1.5	1.4	1.2	1.0	1.0	0.9	0.9
Others	90.0	89.6	88.4	86.6	84.4	85.1	85.0	84.0	83.8	83.3

Figure 2.17 Company share performance in women's footwear in Thailand

Source (Euromonitor, 2019)

% Share (LBN) - Retail Value RSP - 2009-2018

Brand	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
adidas	1.0	1.1	1.2	1.2	1.3	1.4	1.6	2.2	3.0	3.6
Marie Claire	2.0	2.2	2.2	2.4	2.3	2.3	2.3	2.1	2.0	1.9
Payless ShoeSource	-	-	-	0.0	0.7	0.8	1.1	1.9	1.7	1.9
Scholl	2.9	2.4	2.8	3.4	3.5	2.6	2.1	2.0	1.9	1.7
Charles & Keith	0.4	0.4	0.6	0.8	1.1	1.3	1.2	1.3	1.5	1.5
Lyn	1.2	1.2	1.3	1.3	1.3	1.3	1.4	1.4	1.4	1.3
Nike	1.0	1.0	0.9	0.9	1.0	1.1	1.3	1.3	1.2	1.3
Reebok	0.6	0.7	0.7	0.6	0.6	0.7	0.9	0.9	0.9	1.0
FitFlop	-	0.5	1.0	1.5	1.4	1.2	1.0	1.0	0.9	0.9
Others	90.9	90.5	89.4	87.8	86.7	87.3	87.0	85.9	85.6	84.9

Figure 2.18 Brand share performance in women's Footwear in Thailand

Source (Euromonitor, 2019)

2.4.3 Competitors' analysis

As shown that new era of modern shoes for health will be in trend towards health awareness life style combine with fashionable life style. The consumers are increasingly purchasing footwear of choice which suitable for daily activity. The new features of shoes for health look different from the old day shoes. In Thailand,

there are many brands both international and local brands promote their products as a shoe for health. In order to develop effective marketing strategy, the S.W.O.T. analysis is applied to analyze strength, weakness, opportunity, and threat of possible competitor in this market. With this analysis, the strength and opportunity will be used to improve the product offer while weakness and threat will be lessen or possibly avoided in order to develop competitiveness among competitors. Besides, 4 Ps support in positioning the brand and appeal target consumers.

Dortmuend



Figure 2.19 Brand logo of Dortmund

Source (Dortmund website, n.d.)

Dortmuend is Thai premium footwear. The brand offers handmade products with brand special design that unadorned by trending. Most of products are created to prevent and solve foot problems during daily activities. The high quality of outer sole is designed in order to disseminate shock also support foot arche. The genuine leather upper is function as a cover to held and protect wearers' feet properly. The natural rubber foot bed leads wearer to walk confidently in all situations and circumstances. Dortmund loafers are well known as nurse shoe. The other model was designed for motherhood, for diabetic customers.



Figure 2.20 Unique design of Dortmund

Source (Dortmuend website, n.d.)

Dortmuend shoes are now distributed at shopping malls, in many provinces in Thailand. Customer also can order from online either. Products are for woman. Price are varied by models and characteristics from THB 1,400 – THB 5,000.

In summary, the strength of this brands is its outstanding model which is hand-made genuine leather loafer; Pro Series. This model is unique and durable. It is famous as nurse uniform shoe and widely used by the physicians. The important characteristics are arch support, cushion sole and protective outer. The brand's product is suitable for diabetic patient as well. In addition, the brand offers new product line; the Smart Mom Series, was designed for physiological changes in pregnant women whose commonly swollen legs and feet. The others are suitable for many occasions such as “Flat comfort”, Orthotics sandals and Sport sandal. These high qualities products are presented at the shopping mall with reasonable price. Dortmuend has its own aspect to be simple without fancy decoration. However, this may bring less attraction from woman customers. The limited products for woman only will cause minimal market segment. By this information, Dortmuend obtains great chances to manufacture men and kids' products and expand the business to be worldwide not only in Thailand and online purchasing. With this movement it's important to be aware of increasing in raw materials cost and fluctuation of leather product industrial business include the competition with the international brand in the same products' features.

Dr. Kong



Figure 2.21 Brand logo of Dr. Kong

Source (Dr. Kong website, n.d.)

Dr. Kong Footwear Limited is a corporation established in Hongkong by Dr. Kong Jiang in 1999. He devoted himself to educate Chinese people on foot and spine health. He used his scientific knowledge and created an innovative technique for his customers with “check and fit” foot examination and insole fitting services. This

technique will bring the perfect shoes to match with the customers feet in different foot problems. This is the main objective of Dr. Kong Health shoes, keep foot and spine healthy. With his enthusiastic and sincere of public, he promoted public health continuously by enlighten the importance of foot and spine to Chinese citizen and serve the society with the cooperate citizenship awareness.

The vision of Dr. Kong is to bring foot and spine health into every family, build a family health shoe service brand, move towards the goal of “Foot and Spine Health guardian” and create the Chinese dream of foot and spine health. Dr. Kong health shoe stores expand in many countries such as Australia, Europe, Middle east and Asian. Currently there are around 550 branches located dispersedly over the world. In Thailand, customers can find Dr. Kong retail shops at Silom Complex, The Mall, and many Central Department Store

Dr. Kong’s products serve family’s members in variety ages. Starting from toddler to elderly person. The main products are consisting of shoes, backpacks and accessories. The range of price is starting from 1,400 THB to 5,200 THB.



Figure 2.22 Dr. Kong’ retail shop

Source (Dr. Kong website, n.d.)

The strengths of the brand are the products and special service offers to customers. The products are promoted as medical grade shoes for health that help

protecting foot and spine to the family in various ages. The “Check and Fit technique” is a high technology using in measurement of the appropriate insole for customers; especially, for flat foot and Vulgus. The designs of its products are both for health and for beauty but still not as fashionable as high - end brand. Furthermore, there are over 550 distributors in many countries including Thailand. The distribution channels are varied from offline store to online shop. Customers can purchase online and at the shop located in the shopping malls around Bangkok. Nevertheless, Dr Kong Shop’s decoration and atmosphere are not much attractive and interesting for customers. And the inadequate advertisement has limited the customers’ awareness of the brand. So, to gain more customer, the company may improve the designs by collaborate with the high - end brand or find new business partners. With its expertise in shoes for health for long time, the chance to develop new technology for others foot and spine problems besides existing models. At present there many competitors in shoes for health market that can affect the business. Moreover, the factor involved is the customer’s brand royalty. And economics crisis results in less purchase of new shoe.

MediFeet



Figure 2.23 Brand logo of Medifeet

Source (MediFeet website, n.d.)

This brand offers a medical health shoe which first manufactured in 2014. After MSW (Newzealand) was in conjunction with Tian Sl Co. LTD.(China) who was responsible in producing “Stepcare”, its’ pioneer medical health shoe. Head quarter of MediFeet footwear is located in Malaysia. There are some distributors in the countries nearby such as Singapore and Thailand. In Thailand, ATN Care Tech Co., Ltd. Is the only one distributer and manufacturer.

MediFeet footwear is specialized in medical foot problems such as diabetic, arthritic and other types of medical conditions. The outstanding characteristics of MediFeet footwear are high technology designed to feel like cloud soft, maximum shock absorption and durability. Breathable material was used to reduce humidity.



Figure 2.24 Products of MediFeet

Source (MediFeet website, n.d.)

The products are consisted of men and women shoes, kid shoes (school uniform shoe), and accessories. And shoes were classified to health comfy shoes and medical grade shoes.

The price of shoe is varied from THB 2,450 – THB 3,500. This is not included the customized shoes which will cost more.

MediFeet footwear is mostly presented in the shopping malls such as at JJ mall, The Icon Siam, The Mall shopping Center (Bangkapi) and the health shops of the famous hospitals for examples in Health choice by Samitivej and chained, Health Club at Viphavadee Hospital and chained, at Bumrungrad hospital and also at Theptharin hospital. Besides these shops, there some distributors located in provinces. The customers can order the products from websites. The brand has worldwide shipping option for international customers.

The strengths of the brand are its products and distribution channels. The important characteristic of Medifeet is a shoe for health suitable for diabetic, arthritic and some of foot bone problems. The other quality is light weight and breathable material made. The products are available in retail shops at the famous shopping mall and at the hospital. With these concepts, the diabetic and arthritic customers will trust in this brand. The online purchasing is also available. The disadvantage of online

purchasing is “no return policy” which will cause the customer’s hesitation on purchasing. As well as the unfashionable designs will influence on the customer’s decision. In this point the company has possibility developing the designs to be more stylish and producing more models in order to obtain wider market segment such as shoe for toddler. In addition with e-commerce marketing, the business can be worldwide. Considering in business competitors, now a day there are many brands promote similar concept as shoes for health, cause fluctuation of market share.

Scholl



Figure 2.25 Brand logo of Scholl

Source (Scholl website, n.d.)

Dr. Scholl’s company was found by Dr. William Scholl in the 60’s. In his childhood he learned about foot care and the biomechanics of foot and shoe. He also interested in Podiatry. He graduated from Chicago medical school. With his knowledge and expertise about foot and shoe, in 1904 he invented his first arch support. After he founded the company, he designed a simple wood sandal with colorful strap inspired by a vintage clog. He aimed that his shoe will be good for one’s health. During his life time, he helped bring more than 1,000 foot care products to people around the world.

At present Dr. Scholl’s is a company registered by Bayer trademark. The products are distributed by Caleres, Inc. Its vision is to create innovative footwear with uncomplicated, playful style for a healthier life. Dr. Scholl’s strive to make active feel at ease. Moreover, Dr’s Scholl’s aspect is the combination of perfect function and fashion. Dr. Scholl’s products and lines of product are numerous which suitable for children, men and women at various ages. Brand has many shoes type such as casual shoes, sneakers, dress shoes, work boots, sandals etc.

Moreover, in the US customers can measure the custom inserts by following the instructions from smart phone. The advanced foot scanning technology

will map the contours of feet at over 400 points, building 3D inserts with unique support for each person. The product will be conveyed to buyers within 14 days after purchased. Customers will feel at ease with money back guarantee. The other one of innovative product is custom fit kiosk locator. It's a convenient method for buyers to measure and match a custom fit orthotics by themselves in the Custom Fit kiosk. The methods are step on the kiosk, the 2,200 pressure sensors will create the unique foot map especially at foot arch, length of foot and pressure points. Customers will get the insert recommended in 2 minutes after purchased. The advance technology from Dr. Scholl's Company can assure that Dr. Scholl's shoe will be the perfect one under the technology of Biomechanics, Bioprint Technology, Comfort Sandals, Memory Cushions and Massage.

In Thailand the distributor of Dr. Scholl shoes is H and F Shoes (Thailand) Company Limited under brand "Scholl". And the company distributes Scholl through department stores such as The Mall, Central Department store, etc.

For Scholl, the most strength is it has continuous research and development programs to bring up new innovations into its product range. The characteristics show high quality and advance technology of the changeable insoles. Scholl's shoes are both stylish and functional with affordable prices. Also, refund and return options are available through purchase via distributors. These properties influenced Scholl to be shoe of choices. In opposite way marketing events and promotion is settled in few occasions complied with its distributors, this is the disadvantage to attracted consumers. Since it is old brand found in the 60's. Scholl presents its image as the shoe for old age. The younger generation who fascinate in trendy brand prefers seeking for a new - modern brand. However, Scholl gains the opportunities to launch its new technology allowing for much greater health support, technological advancement from US to Thai market such as self – measurement for the custom inserts through smart phone application. The advertisement of brand to introduce to a new customers base should be conducted. In the view of inconstant situations that affected on the business such as customers' knowledge in health shoes are inadequate to consider shoe that promote health but focus on some factors for example price and style instead. In addition, competition from local and international brand with similar or better designed shoes in the market is quite high. And customers' brand royalty will be able to decline from the

fact that the brand has less attractive advertising. These are the positive and negative factors the brand should be aware of.

Hush Puppies



Figure 2.26 Brand logo of Hush Puppies

Source (Hush Puppies website, n.d.)

Hush puppies is the American footwear company under the concepts of leading casual lifestyle revolution. The products' highlights are relaxed soft footwear that produced by patented technologies. Shoes structures are consisted of worry-free suede. It has water resistance property, scuff and stain free upper. The bounce technology is for reducing stress while walking. The mid sole, Zero G, is combination of the lightweight and shock absorption with the athletic structures make shoe more comfort. WaveReflex® is designed to combine natural latex rubber and unique reverse action waves for complete freedom of movement for feet. Moreover, the comfort system provides the ultimate in comfort and durability for shoe. For woman shoe, a special technology at heel called Incline is a revolutionary technology with three-levels of comfort - a shock-absorbing heel pad, flexible insole cushioning and ultra-flexible tread design.

Hush puppies' products are for man, woman and kids. Many categories are available for family members for example sneakers sandals dress shoes and boots. The distributors and retailers are worldwide. Online purchasing is also available. In Thailand, Hush puppies' products are distributed by Central Marketing Group (CMG). Customers can purchase from Central Department Stores and via central online website.

The strengths of the brand arise from its products' quality and various product lines; for man, woman and kids. The brand also offers different footwear's styles which are available for family members for example sneakers sandals dress shoes and boots. Also, the brand is famous and trustworthy since it was found in 1958 and

sole distributed by exclusive distributor and licensee. Besides, the accessibility is convenient for customers through retail shop and online purchasing. These are the outstanding properties of Hush Puppies products. However, there are some negative effects on the brand such as traditionally image of brand cannot attract young generation. Migration among price conscious customers to other brands with lower price. The promotion is not much attractive and has to comply with promotion from its distributors. To eliminate the negative effects, brand can process and develop new technology for new innovative products and then promote others category of product such as medical grade shoe, sport shoe. With its expertise, it can expand to others region to maximize market segment. Moreover, the external events have effect on the brand are customers' brand royalty and strong competitions among brands that offered the same quality and price to customers.

Even though most of key players in Thai women's shoes for health market are large international footwear brands, there are some local brands offer similar products' categories and be able to stand out among high competition in this market. Klas & Sylph offers a medical spec for its own products with more stylish design. In the beginning, the company is OEM/ ODM medical shoes for many local and international companies. With its expertise in shoe manufacturing, it starts its own brand. Customers can buy products via online channel such as Facebook, Instagram and website. Moreover, from the observation around the office areas around Bangkok such as Silom – Sathon, Pathunwan, Rama 9, Ari. There are many local weekday markets for office workers where various products including shoes for health. The main characteristics of the products sell in these local markets are no brand, cheap price with various up-to-date style and design to attract office workers. These products can undermine the price competitiveness of branded shoes.

To sum up, S.W.O.T. analysis provide more insightful information of well-known shoes for health brands in footwear market in Thailand. And then the questionnaire as a method for this study is constructed with clear perspective bases on information gains from this analysis in order to achieve objectives of the study.

2.5 Conceptual framework

This study focuses on relationships of consumer demographic factors; age, income level, and occupation and consumer behaviors in purchasing decision focusing on marketing mix.

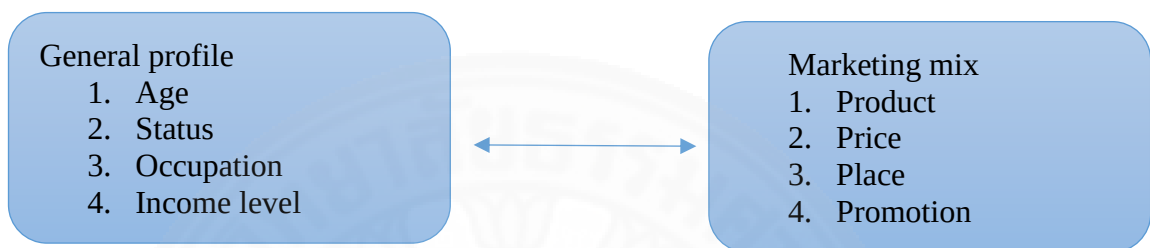


Figure 2.27 Conceptual framework

CHAPTER 3

RESEARCH METHODOLOGY

This research purposely designs to explore women customers' behavior in purchasing shoes for health. The study is a survey research aims to study buying behavior and marketing mix influence on purchasing decision for shoes for health. In order to achieve the objectives of the study, the research is conducted systematically as described below;

3.1 Population and sample

For this study, the population is working- aged women in Bangkok. However, the exact number is not available. As a result, National Statistical Office (2017) provided the number of females with age between 20 – 60 years old in Bangkok in 2017 of 1,818,005 which is the most updated data. Therefore, the number in 2017 is used as a population to calculate sample size for this study.

The sample size uses in this study is determined using Yamane' s formula (Yamane, 1967)

$$n = \frac{N}{1 + N(e)^2}$$

n = sample size required

N = population size (the universe)

e = sampling error (usually 0.05 acceptable error)

Then substituting the number to the formula

$$n = \frac{1,818,005}{1 + 1,818,005 (0.05)^2} = 399.91$$

The sample size is 399.91. In order to reduce an error and increase the confident level, the sample size totally 400 samples are applied instead. The minimum of 400 respondents of working- age women age between 20 – 60 years old with restricted their domicile in Bangkok are target sample of this study.

3.2 Research methodology

3.2.1 Secondary research

This study aims at understanding behavior of women customers in purchasing shoes for health, the general knowledge regarding consumers behavior is discussed and studied. The academic journal, research, and reliable publication as well as online articles are reviewed and analyzed to understand purchasing behaviors of women in Bangkok for the shoes for health. These secondary data are collected mainly from online sources such as website, social medias, and web board both from Thai and, international sources relate to footwear market which are benefit to this study. Moreover, official website of footwear brands providing public up-to-date information and business overview were also analyzed.

3.2.2 Primary research

To collect data about the characteristics of customers, customers insight and attitude towards marketing mix that have influence on purchasing shoes for health, the questionnaire survey is a key instrument. The design of the questions was derived from the information collected from the secondary research. The surveyor designs the questionnaire in Thai language with clear instruction aims to capture actual answer. The questionnaire is divided into 4 parts as shown in Table 3.1.

Table 3.1

Questionnaire design

Part	Detail
1	Customers purchasing behavior for women's work shoes
2	Customers purchasing behavior for shoes for health
3	Marketing mix (4 Ps) of shoes for health
4	General information of respondents

The questionnaire was launched as a trial to 30 respondents at Soi Lalai Sap next to Bangkok Bank, Silom road in order to make sure of the respondents understanding about the questions. A few corrections were made on some unclear

questions. After that the purposive sampling is applied. Thereafter, all 30 responses were used for reliability analysis through Cronbach's Alpha Coefficient. The higher consistency between the internal questions, the higher Cronbach's alpha and the higher reliability as indicated by Nunnally (1978). And the Cronbach's Alpha of this questionnaire is 0.91 which can be inferred that the questionnaire is reliable and suitable for actual public survey.

3.3 Data collection

For the objective of this study, the non-probability sampling is applied. Surveyor distributed 25 questionnaires to women who were looking for shoes at women shoe section at Central Plaza Rama 2 shopping mall, 25 questionnaires at Central Silom Complex, 25 questionnaires were distributed at The Mall Tha Phra shopping center and 25 questionnaires at Siam Paragon shopping center. Moreover, surveyor selected target respondents from the employed women which companies located in Bangkok and vicinity such as Bangpakok 9 International hospital at Rama 2 road, Deloitte Thailand at South Sathorn road, KPMG Thailand at Sathorn road, and Central Pattana Public Company Limited at Rama 1 road, Architects 49 Limited at Sukhumvit road. About 25 questionnaires were distributed at each company. The online survey was conducted parallelly with the offline forms. For the online survey, surveyor used social media for collecting data by posting the questionnaires on 3 Facebook pages whereas the purpose and members focus on health awareness which are “Food & Health ความรู้เรื่องอาหารและสุขภาพ”, “วิ่งไหนดี”, and “Long Yung”. The questionnaire has been posted from 15 May 2019 to 23 May 2019.

3.4 Hypothesis

In order to develop marketing strategy based on customer's demographic segmentation for shoes for health, the hypotheses are proposed as follows;

Hypothesis 1

The demographic data; especially, (a) age and (b) income have statistically significant association between marketing mix; product, price, place, and promotion

(a) Age

H₀ There is no statistical significance between the relationship of age and product factor 1-12, price factor 1-4, place factor 1-3, and promotion factor 1-4.

H₁ There is a statistical significance between the relationship of Age and product factor 1-12, price factor 1-4, place factor 1-3, and promotion factor 1-4.

(b) Education

H₀ There is no statistical significance between the relationship of education and product factor 1-12, price factor 1-4, place factor 1-3, and promotion factor 1-4.

H₁ There is a statistical significance between the relationship of education and product factor 1-12, price factor 1-4, place factor 1-3, and promotion factor 1-4.

(c) Income

H₀ There is no statistical significance between the relationship of income and product factor 1-12, price factor 1-4, place factor 1-3, and promotion factor 1-4.

H₁ There is a statistical significance between the relationship of income and product factor 1-12, price factor 1-4, place factor 1-3, and promotion factor 1-4.

Hypothesis 2

H₀ There is no statistical significance between the relationship of age and the most convenient channel to receive the information.

H₁ There is a statistical significance between the relationship of age and the most convenient channel to receive the information.

Hypothesis 3

H₀ There is no statistical significance between the relationship of channel to receive the information and the shopping place for work shoes

H₁ There is a statistical significance between the relationship of channel to receive the information and the shopping place for work shoes

Hypothesis 4

The extent of women customers' purchasing power in term of price they are willing to pay for a pair of shoes for health varies across different (a) occupation, and (b) income demographic groups.

(a) Occupation

H₀ The mean price of shoes for health that women customers are willing to pay is statistically equal across the four type of occupation.

H₁ At least one mean price of shoes for health that women customers are willing to pay is not statistically equal across the four type of occupation.

(b) Income

H₀ The mean price of shoes for health that women customers are willing to pay is statistically equal across the four range of income per month.

H₁ At least one mean price of shoes for health that women customers are willing to pay is not statistically equal.

3.5 Data analysis

Total 450 responses are collected and analyzed how each factor relate to marketing mix has influenced on the purchasing behavior of women customers in Bangkok on shoes for health using SPSS software. The responses are interpreted to generate most relevant result to achieve the objectives and construct the key findings and recommendations.

The Descriptive statistical analysis includes mean comparison, frequency, and percentage are applied to categorize demographic data and related factors for this study. Moreover, the chi-square analysis, and analysis of variance (ANOVA) are applied to analyze association between the women customers' behavior for work shoes and shoes for health and demographic data.

In addition, Part 3 of the questionnaire survey composes of market mix factors; product, price, place, and promotion. Each of them also divided into subtopic to reveal related factors on customers purchasing decision toward shoes for health. The

Likert scale is measured, and inferential statistics are applied for this part. The mean score and their meaning will be discussed in next chapter. The Likert scale are outlined for Part 3 as follows;

- Liker scale
- (1) Not at all important
 - (2) Not important
 - (3) Neutral
 - (4) Important
 - (5) Very important

The interpretation of the above Likert scale is using the formula below;

$$\begin{aligned}\text{Range of class interval} &= (\text{Max} - \text{Min}) / \text{Number of intervals} \\ &= (5 - 1) / 5 \\ &= 0.8\end{aligned}$$

Mean score meaning for each factor can be interpreted as follows;

Table 3.2

Mean score meaning

Mean score	Meaning
4.21 – 5.00	Very important
3.41 – 4.20	Important
2.61 – 3.40	Neutral
1.81 – 2.60	Unimportant
1.00 – 1.80	Not at all important

CHAPTER 4

RESULTS AND DISCUSSION

The results of 450 responses were analyzed using descriptive statistic method in SPSS software to reveal demographic characteristics of respondents and summarize women customers purchasing behaviors for shoes for health. Moreover, the inferential statistics were applied to demonstrate relationship between independent variables; demographic data, and the dependent variable, marketing mix factors influence on purchasing behavior. The results of questionnaire survey separately shown as follow;

4.1 Analysis of demographic data from respondents' profile

Due to this study focuses on female behavior on purchasing shoes for health, all respondents are female. According to the result from descriptive research, Table 4.1 shows that, the largest number of respondents to the questionnaire survey are female age between 31 – 40 years old which are accounted for 46%. And 307 persons or 68% of respondents are single. There are 260 respondents or 58% of total respondents held a bachelor's degree. Most of them or 58% is office workers. Their personal income is mainly in range of 15,000 - 35,000 Baht per month.

Table 4.1

Demographic data of respondents

Demographic data		
Age	Frequency	Percentage
20 - 30 years old	168	37%
31 - 40 years old	206	46%
41 - 50 years old	24	5%
51 - 60 years old	52	12%
Total	450	100%

Status	Frequency	Percentage
Single	307	68%
Married/ Living in a marriage-like relationship	143	32%
Total	450	100%
Highest education	Frequency	Percentage
Under bachelor's degree	10	2%
Bachelor's degree	260	58%
Higher than bachelor's degree	180	40%
Total	450	100%
Job	Frequency	Percentage
Self-employed/ Merchant	96	21%
Office worker	262	58%
Government/ State enterprise officer	76	17%
Freelance	16	4%
Total	450	100%
Income	Frequency	Percentage
Less than 15,000 Baht	16	4%
15,000 - 35,000 Baht	140	31%
35,001 - 50,000 Baht	119	26%
50,001 - 75,000 Baht	93	21%
75,001 - 150,000 Baht	70	16%
More than 150,000 Baht	12	3%
Total	450	100%

4.2 Analysis of customer purchasing behavior

In order to achieve the objective of this research to study the purchasing behaviors of women in Bangkok for shoes for health, the questionnaire survey includes sections asking customers purchasing behavior toward work shoes and shoes for health.

4.2.1 Purchasing behavior towards work shoes

According to the survey result, 150 respondents or 33% of total 450 respondents prefer flats style shoes when they go to workplace. And social media such as Facebook, Instagram, and Twitter are the most popular channel for 269 respondents, contributing 60%, to update news and information. The top three shopping destination for the work shoes are mall, official stores, and local shoes shop at shopping area such as Siam Square, Chatuchak market, Pratunam, with accounted for 46%, 13%, and 10% respectively. About half of the respondents or 53% prefer to spend at 1,001 – 3,000 baht per a pair of casual shoes for work purpose. For the top three of the most selected shoes are no branded fashion shoes, followed by sneakers or sport shoes' brands, and branding fashion shoes sold in Department Store such as Aldo, Charles & Keith, Nine west, etc. which were accounted for 25%, 18% and 12% respectively. Moreover, the reasons of selecting the brand are their “Design and appearance”, “Softness”, and Quality of material and product”, which were contributed of 20%, 16% and 15% respectively.

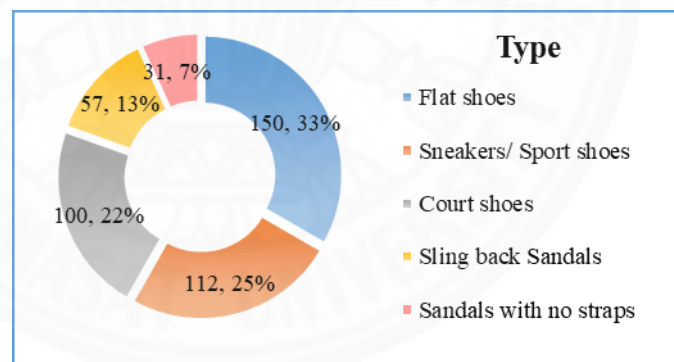


Figure 4.1 Type of work shoes

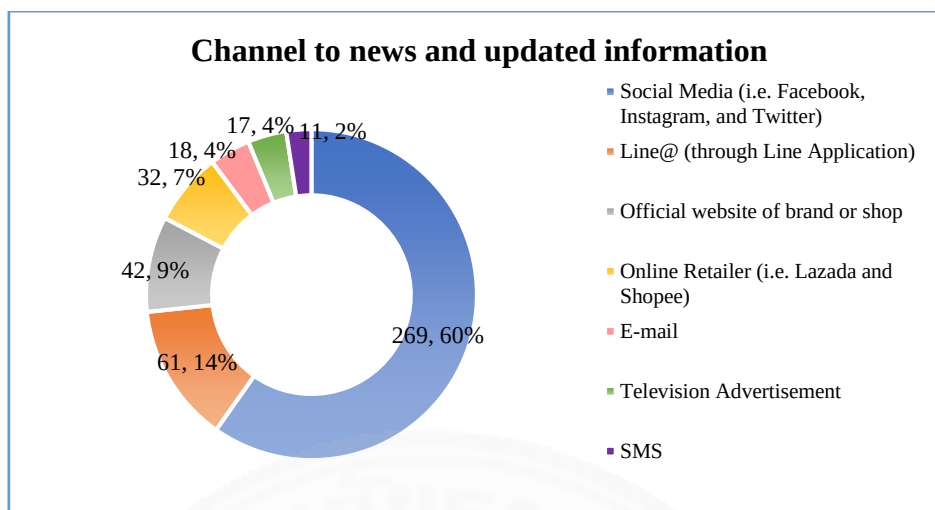


Figure 4.2 Channel to receive the information

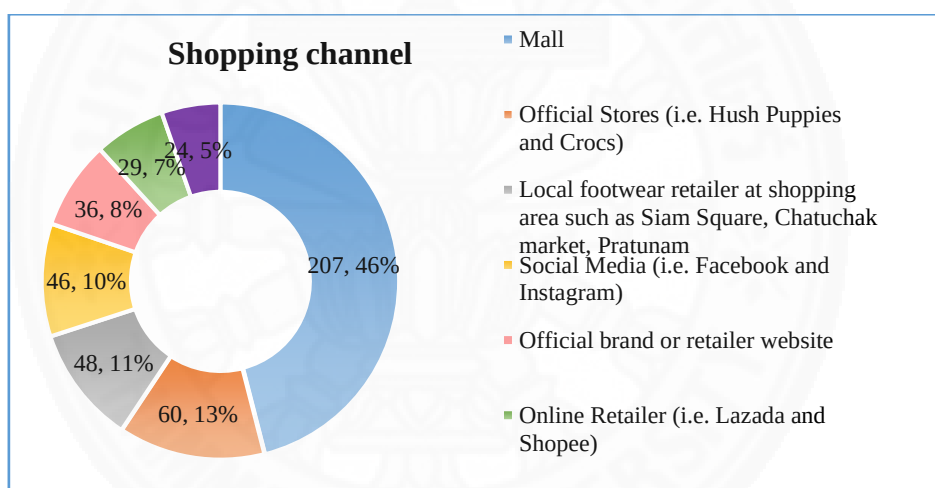


Figure 4.3 Shopping destination

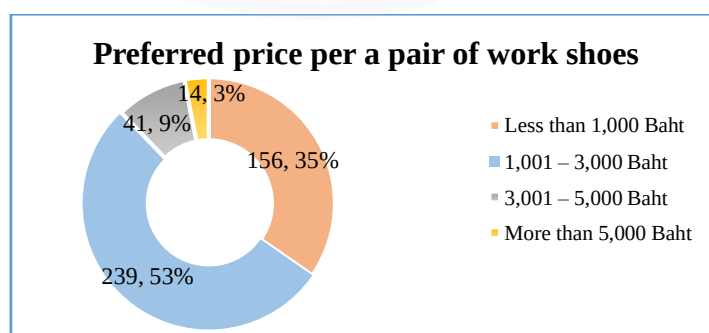


Figure 4.4 Preferred price per a pair of work shoes

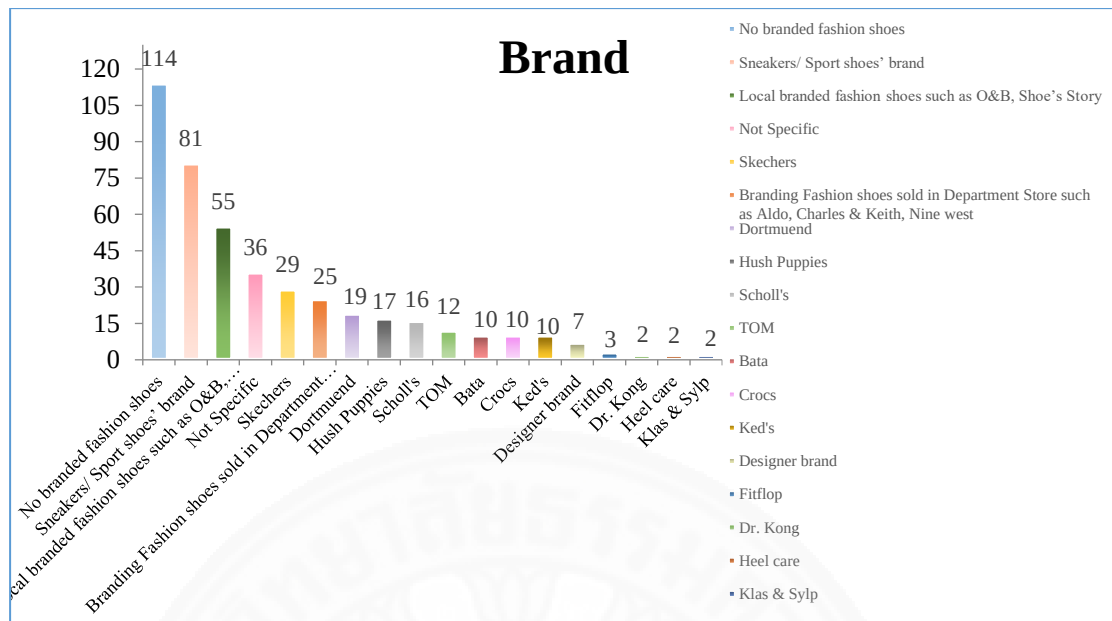


Figure 4.5 Work shoes brands of respondents

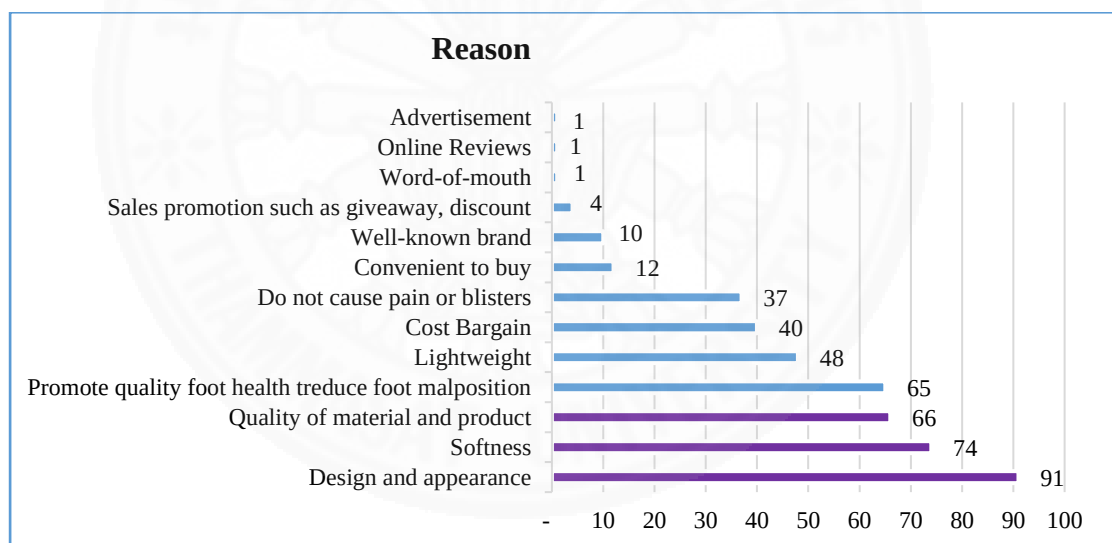
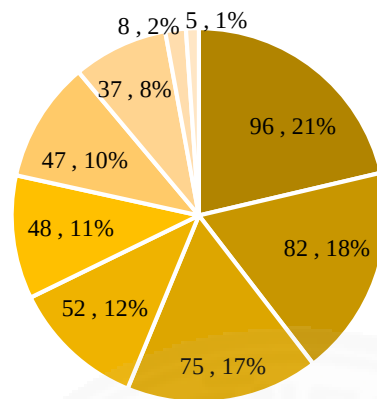


Figure 4.6 Reason for purchasing selected brand of work shoes

4.2.2 Purchasing behavior towards shoes for health

From the survey targeting working- age women in Bangkok, respondents were asked to select top three most desired feature they are looking for in their shoes for health. The result showed that the most desirable feature is their “Softness” and the second feature, they are looking for is “Fashionable design and appearance”. And the last characteristic is “Quality of material and product”.

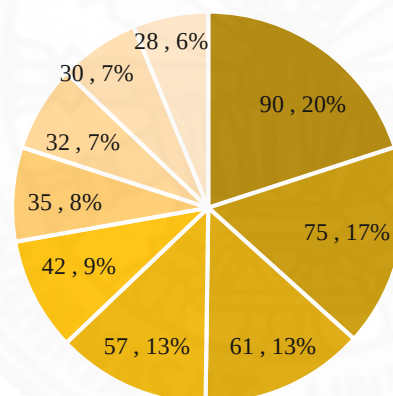
Most desired feature



- Softness ***
- Do not cause pain or blisters
- Promote quality foot health treduce foot malposition
- Allows customization that trailer tspecific types of foot
- Lightweight
- Fashionable design and appearance
- Quality of material and product
- Well-known brand
- Easy to clean and store

Figure 4.7 The most desired feature of shoes for health

Second desired feature



- Fashionable design and appearance **
- Softness
- Do not cause pain or blisters
- Lightweight
- Quality of material and product
- Well-known brand
- Easy to clean and store
- Allows customization that trailer tspecific types of foot
- Promote quality foot health treduce foot malposition

Figure 4.8 The second desired feature of shoes for health

Third desired feature

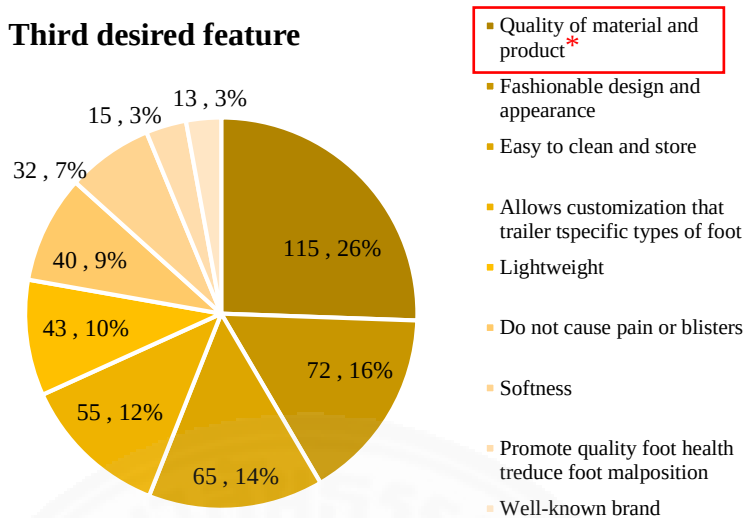


Figure 4.9 The third desired feature of shoes for health

However, the survey results show that 21% or 94 respondents have never bought shoes for health. And 35% of them have ever bought 1 – 2 pairs of shoes for health. The rest are groups of persons who have purchased 3-4 pairs of shoes for health and more than 4 pairs equally at 22%. With the exception of 21% respondents who had no experience purchasing shoes for health, the results reveal that 173 respondents, which accounted for 38%, purchase shoes for health once in more than 12 months. And Malls are the favorable place for shopping. Besides, official stores are ranked second destination for shopping, and following by online retailers such as Lazada and Shopee which accounted for 8% and 6% respectively. For most of them or 45% of total respondents are willing to pay at 1,001 – 3,000 baht per a pair of shoes for health. Unforeseen, brands of shoes for health purchased by respondents are diverse. The survey results show that 171 respondents selected other brands out of provided options such as Skechers, Fitflop, Birkenstock, Naturalizer, Crocs, and Klas & Sylp, etc., which account for 38%. Moreover, 56 respondents or 12% purchase Hush puppies, followed by Scholl with 12% and Dortmeund 9%. When respondents were asked for the reason for selecting the brand, the results show that the main reason is “Promote quality foot health to reduce foot malposition”, which accounted for 18%, followed by “Quality of material and product” with 13% and their “Softness” with 12%.

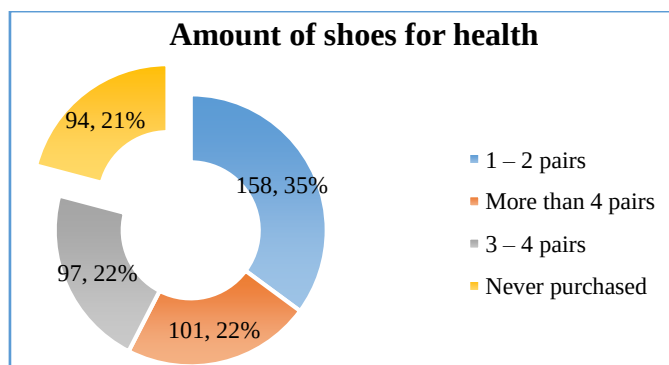


Figure 4.10 Number of shoes for health purchased

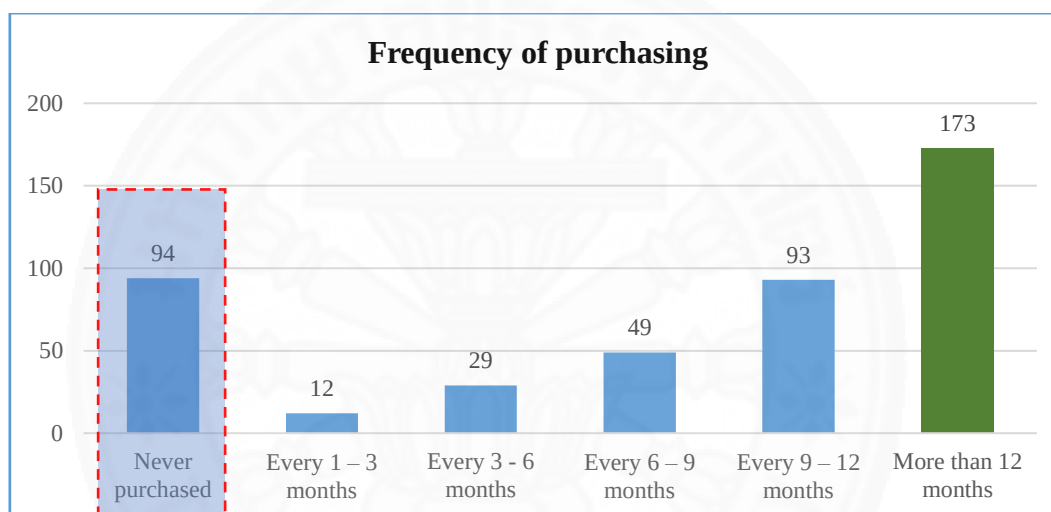


Figure 4.11 Frequency of shoes for health purchased

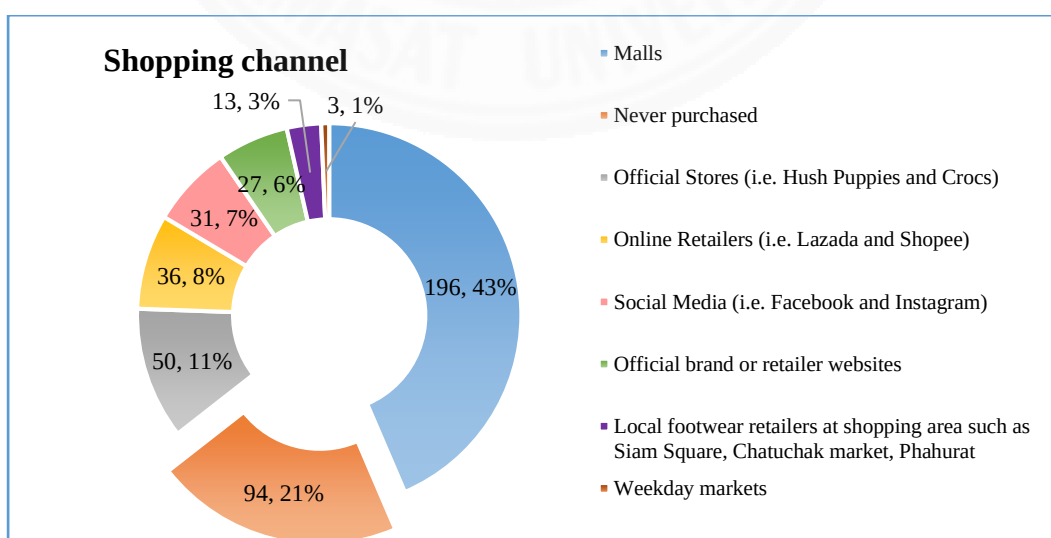


Figure 4.12 Place to go to purchase shoes for health

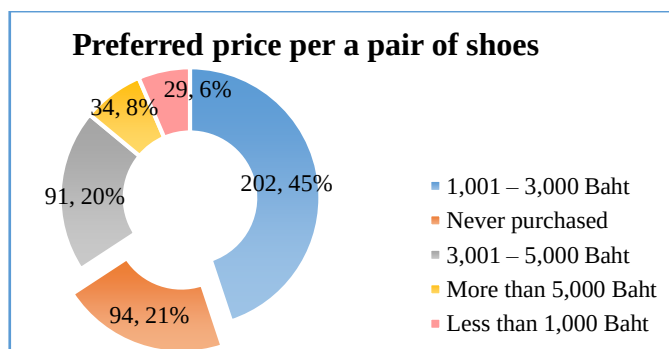


Figure 4.13 Preferred price of one pair of shoes for health

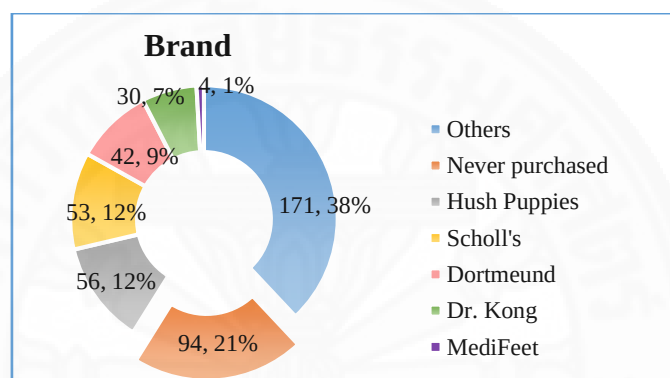


Figure 4.14 Shoes for health brands of respondents



Figure 4.15 Reason for purchasing selected brand of shoes for health

4.3 Analysis of customers' attitude towards marketing mix (4Ps) influence on purchasing decision on work shoes for health

The analysis of 450 respondents' attitude on marketing mix consists of product, price, place, and promotion, and their influence on purchasing work shoes for health are presented in term of mean and standard deviation (S.D) show in Table below.

Table 4.2

*Summary level of influence toward purchasing decision on work shoes for health (*Top five factors that influence on purchasing decision on work shoes for health)*

	Mean	S.D.	Interpretation
1. Marketing mix Product			
1.1) The product is well designed and has modern appearance and up-to-date style.	4.15*	0.815	Important
1.2) Various products are available to select.	3.76	0.868	Important
1.3) The product is manufactured under high technology in order to promote quality foot health, solve foot problem such as reduce smell, support arch in flat foot.	4.01	0.898	Important
1.4) The product is made of soft material to feel soft and comfort.	4.26*	0.786	Very important
1.5) The product is light weight.	4.11	0.841	Important
1.6) The product caused no pain or blisters.	4.42*	0.763	Very important
1.7) The product is easily clean and care.	3.87	0.845	Important
1.8) The product and material used have high quality	4.23*	0.757	Very important
1.9) Customers can design and choose materials' color as a customized shoe.	3.35	1.053	Neutral
1.10) The product offers the unique, modern and classy character of the wearer.	3.89	0.888	Important
1.11) The product belongs to the well-known brand and acceptable in society.	3.39	0.998	Important
1.12) The product is under accreditation by famous health organization.	3.38	0.999	Neutral

	Mean	S.D.	Interpretation
Summary	3.90	0.511	Important
2. Marketing mix Price			
2.1) The product is reasonably priced.	4.3*	0.755	Very important
2.2) There is an installment payment option.	2.69	1.135	Neutral
2.3) There is differentiate price depends on style and model.	3.46	1.032	Important
2.4) There is a bargainable price option.	3.04	1.096	Neutral
Summary	3.37	0.718	Neutral
3. Marketing mix Place			
3.1) The stores locate in various area, and convenient for purchasing.	3.8	0.906	Important
3.2) There is an official website, and registered distributors.	3.58	1.055	Important
3.3) The product can be purchased by online shopping store such as Lazada, Shopee.	3.5	1.115	Important
Summary	3.63	0.821	Important
4. Marketing mix Promotion			
4.1) There is an attractive advertising publication through social media, media such as television, radio, and line application.	3.62	0.976	Important
4.2) Discount campaigns, such as free gifts on terms and conditions are available.	3.85	0.951	Important
4.3) Marketing or events are conducted to continuously attract customers.	3.78	0.944	Important
4.4) There is occasionally a trade fair or show or stand.	3.56	1.026	Important
Summary	3.70	0.757	Important

According to the total 23 factors related to marketing mix (1.1 – 1.12 for product, 2.1 – 2.4 for price, 3.1 – 3.3 for place, and 4.1 – 4.4 for promotion), respondents were asked to rate each factor from (1) Not at all important to (5) Very important as explained in Chapter 3. The results of overall mean indicate the top five factors (as shown in Table 4.2) are product factor 6 “The product caused no pain or blisters” has the highest mean which is very important for customers when they are deciding to

purchase work shoes for health. The second is price factor 1 “The product is reasonably priced” with overall mean score of 4.3 so this factor is also very important to customers. The third one is product factor 4 “The product was made of soft material to feel soft and comfort” which has mean 4.26 so this factor is also very important to customers. The fourth is product factor 3 “The product and material used have high quality” which has mean 4.23. Respondents thought this factor is very important toward their decision making on purchasing work shoes for health. And the last one is product factor 1 “The product is well designed and has modern appearance and up-to-date style” which has mean of 4.15 then it is important to respondents in purchasing work shoes for health.

In conclusion, focusing on each component of marketing mix, the highest mean of each factor can be summarized as follow;

- For product, the highest mean is 4.42 from product factor 6, the respondents concern in the feature that “The product caused no pain or blisters.”
- For price, the highest mean is “The product is reasonably priced” with mean score of 4.3. Respondents think this feature is very important.
- For place, the highest mean is 3.80 from place factor 1 “The stores locate in various area, and convenient for purchasing. ” . Respondents think this factor is important.
- For promotion, the highest mean within this topic is promotion factor 2 “Discount campaigns, such as free gifts on terms and conditions are available.” With mean of 3.85, respondents think this factor is important.

4.4 Hypothesis testing results and discussions

4.4.1 Hypothesis 1 testing result

Descriptive statistic is applied to explore the association of demographic data focusing on (a) age (b) education and (c) income and attitude towards marketing mix (4Ps). The results of testing are summarized in The Table 4.3.

Table 4.3

Statistical independence test result between demographic data and each factor relate to marketing mix

Factors	Description	Age	Education	Income
Product factor 1	The product is well designed and has modern appearance and up-to-date style.	√	√	√
Product factor 2	There are variety of products for choosing.	√	×	×
Product factor 3	The products are manufactured under high technology in order to solve foot problem such as reduce smell, support arch in flat foot.	×	√	×
Product factor 4	The product was made of soft material to feel soft and comfort.	×	√	×
Product factor 5	The product is light weight.	×	√	×
Product factor 6	The product caused no rubbing skin.	×	√	×
Product factor 7	The product is easily clean and care.	×	×	×
Product factor 8	The product and material used have high quality	×	√	×
Product factor 9	Customers can design and choose materials' color as a customized shoe.	×	×	×
Product factor 10	The product offers the unique, modern and classy character of the wearer.	√	√	√
Product factor 11	The product belongs to the well-known brand and acceptable in society.	√	×	×
Product factor 12	The product is under accreditation by famous health organization.	×	×	×
Price factor 1	The product is reasonably priced.	×	√	×
Price factor 2	There is an installment payment option.	×	×	×
Price factor 3	There is differentiate price depends on style and model.	×	√	×

Factors	Description	Age	Education	Income
Price factor 4	There is a bargainable price option.	×	×	√
Place factor 1	The stores locate in various area, and convenient for purchasing.	×	×	×
Place factor 2	There is an official website, and registered distributors for purchasing.	√	√	√
Place factor 3	The product can be purchased through online retailers such as Lazada, Shopee.	√	×	√
Promotion factor 1	There is an attractive advertising publication through social media, media such as television, radio, and line application.	√	√	×
Promotion factor 2	Discount campaigns, such as gifts on terms and conditions are available.	×	×	×
Promotion factor 3	Marketing activity or events are conducted to continuously attract customers.	√	×	√
Promotion factor 4	There is occasionally a trade fair or show or stand.	×	×	√

Note

The Chi-square's significance is less than the significance level ($\alpha = 0.05$), there is statistically significant between variables.

×

The Chi-square's significance is greater than the significance level ($\alpha = 0.05$), there is no statistically significant between variables.

The Chi-square test for statistical independence of demographic information and influence of marketing mix can be interpreted as follows;

(a) Age

There is a statistic significance between the relationship of age and product factor 1 “The product is well designed and has modern appearance and up-to-date style.”, product factor 2 “There are variety of products for choosing.”, product factor 10 “The product offers the unique, modern and classy character of the wearer.”, and product factor 11 “The product belongs to the well-known brand and acceptable in society.”

Furthermore, there is a statistic significant association between age and place factor 2 “There is an official website, and registered distributors for

purchasing.”, place factor 3 “The product can be purchased through online retailers such as Lazada, Shopee”

In addition, the result of independent test can be summarized that age and promotion factor 1 “There is an attractive advertising publication through social media, media such as television, radio, and line application.” are dependent. Also, age and promotion factor 3 “Marketing activity or events are conducted to continuously attract customers.” are dependent too.

(b) Education

The Chi-square test results reveal that education has statistic significant relationship between education and product factor 1 “The product is well designed and has modern appearance and up-to-date style.”, product factor 3 “The products are manufactured under high technology in order to solve foot problem such as reduce smell, support arch in flat foot.”, product factor 4 “The product was made of soft material to feel soft and comfort.”, product factor 5 “The product caused no rubbing skin.”, product factor 8 “The product and material used have high quality.”, and product factor 10 “The product offers the unique, modern and classy character of the wearer.”

Furthermore, the association test results also indicate that education and price factor 1 “The product is reasonably priced.” as well as price factor 3 “There is differentiate price depends on style and model.” are statistical significant associated.

However, only relationship between education and place factor 2 “There is an official website, and registered distributors for purchasing.” is statistical significant.

And there is a statistical significant relationship between education and promotion factor 1 “There is an attractive advertising publication through social media, media such as television, radio, and line application.”

(c) Income

According to the Chi square test, the results indicate that income and product factor 1 “The product is well designed and has modern appearance and up-to-date style.”, product factor 10 “The product offers the unique, modern and classy character of the wearer.” have statistic significant relationship

Besides, the result of independent test between income and price effect 4 “There is a bargainable price option.” shows p-value less than 0.05. So, there is a statistic significance between the relationship between income and a bargainable price option.

Similarly, to demographic factor; age, there is a statistic significant association between income and place factor 2 “There is an official website, and registered distributors for purchasing.”, place factor 3 “The product can be purchased through online retailers such as Lazada, Shopee.

Moreover, there is statistic significant association between income and promotion factor 3 “Marketing or events are conducted to continuously attract customers.”. And income and promotion factor 4 “There is occasionally a trade fair or show or stand.” are dependent.

Discussion on relationship between demographic information and attitude towards marketing mix

From the result of hypothesis 1, there are a total of 3 marketing mix factors of which the results show that all demographic information (age, education, and income) have statistical significance relationship. Therefore, these 3 factors are chosen to discuss and propose the finding as follows;

Hypothesis 1

Result

Product
factor 1 The product
is well designed and
has modern
appearance and up-
to-date style

- **Age** and “**The product is well designed and has modern appearance and up-to-date style.**” are dependent.
- **Education** and “**The product is well designed and has modern appearance and up-to-date style.**” are dependent.
- **Income** and “**The product is well designed and has modern appearance and up-to-date style.**” are dependent.

Most respondents of each age range chose “important” for products’ design and modern appearance with up-to-date style equals to 203 responses. 46% of them were women with age between 31 – 40 years old and followed by age 20 - 30

years old which accounted for 36%. However, only 6% of 41 – 50 years old' women thought the product's design, modern appearance, and up-to-date style are important to them.

In term of education level and the influence of product's design and its modern appearance and up- to- date style towards work shoes for health, 203 respondents agreed that they are important for their purchasing decision; which contributed for 45% of total respondents. Furthermore, for those who thought as important, 60% of them which equals to 121 respondents hold bachelor's degree. The rest or 40% of respondents had higher education than bachelor's degree. And 44% of those who had higher than bachelor's degree agreed that "The product is well designed and has modern appearance and up-to-date style" was the most important factor for their purchasing decision. Whereas, 50% of those who had lower education level than bachelor's degree thought of product's design and modern appearance and up-to-date style had moderate influence on their purchasing decision.

In addition, respondents who had income per month at 15,000 – 35,000 baht per month are the highest group that concerned "The product is well designed and has modern appearance and up- to- date style" as important which accounted for 32% of total 203 respondents. And the following is the group of respondents whose income were 35,001 – 50,000 baht per month which accounted for 25%. However, among this group, 43% of them selected "very important" for product's design, modern appearance, and up-to-date style. Furthermore, 58% of the group of income more than 150,000 baht also thought of this product factor as important to them.

Hypothesis 1

Product
factor 10 The
product offers the
wearer's unique,
modern and classy
character

Result

- **Age** and “**The product offers the wearer's unique, modern and classy character**” are dependent.
- **Education** and “**The product offers the wearer's unique, modern and classy character**” are dependent.
- **Income** and “**The product offers the wearer's unique, modern and classy character**” are dependent.

For product factor 10 “The product offers the wearer's unique, modern and classy character”, total 192 respondents agreed that it is important to their purchasing decision toward work shoes for health; and accounted for 43% from total 450 respondents. The crosstabs table shows that half of people between ages of 31 – 40-year-olds agreed to this feature at an important level and contributed to 54% of total respondents who agreed with this feature. The second large group is the 21 – 30-year-olds which accounted for 33% and followed by the group of 51-60-year-olds. Besides, the result presents that most people of each age range agreed with important level; except, people with age range 41 – 50 years old who considered this feature as a neutral level.

In addition, there was a similar attitude towards product factor 10 among the different levels of education that was important for the decision to buy work shoes for health. For those who thought as important, 54% of them which equals to 104 respondents hold bachelor's degree, 43% hold a higher education than bachelor's degree, and the remaining 3% was less than bachelor's degree. Furthermore, this factor was also an important factor of product to be purchased in the majority of each group, followed by very important level; which accounted for 27% and neutral of 24%.

Besides, respondents who had income per month at 15,000 – 35,000 baht per month are the highest group that concerned “The product offers the wearer's unique, modern and classy character” as important factor which accounted for 32% of total 192 respondents. And the following are the group of respondents whose income were 35,001 – 50,000 baht and 50,001 - 75,000 per month which accounted for 24% each.

Hypothesis 1**Result**

Place
factor 2 There is an
official website,
and registered
distributors for
purchasing

- **Age** and “**There is an official website, and registered distributors for purchasing.**” are dependent.
- **Education** and “**There is an official website, and registered distributors for purchasing.**” are dependent.
- **Income** and “**There is an official website, and registered distributors for purchasing.**” are dependent.

As for the result of crosstab, between age and place factor 2 “There is an official website, and registered distributors for purchasing.”, 170 respondents which accounted for 38% of total respondents agreed that it was important to their purchasing decision toward work shoes for health. Respondents with age range 31 – 40 years old accounted for 55% of total respondents whose attitude toward this factor as importance. Following with age range 20-30-year-olds group, they considered an official website, and registered distributors as important to their purchase decision. Whereas group of 41-50 years old and 51 – 60 years old were both accounted for 5%. Moreover, 40% of women aged 51 – 60 years old thought an official website, and registered distributors to purchase products had neutral influence on their purchasing decision.

For the education level and influence of an official website, and registered distributors for purchasing, total 170 respondents or 38% agreed that it was important to their purchasing decision toward work shoes for health. By which, 53% of respondents hold bachelor’s degree agreed which equals to 90 respondents, 44% hold a higher education than bachelor’s degree, and the remaining 3% was less than bachelor’s degree. Even though, this factor was ranked important by majority of respondents, 26% of all respondents thought that an official website, and registered distributors for purchasing had neutral impact on their purchasing decision.

Furthermore, respondents who had income per month at 35,000 – 50,001 baht per month are the highest group that concerned “There is an official website, and registered distributors for purchasing” as important which accounted for 29% of total 170 respondents. And the following is the group of respondents whose

income were 15,001 – 35,000 baht per month and 50,001 – 75,000 baht per month which accounted for 26% and 24% respectively. The crosstab result shows that an official website, and registered distributors were important for majority of each income level. However, most of respondents whose income was more than 150,000 baht per month or 33% of them thought differently. They rated neutral for place factor 2 “There is an official website, and registered distributors for purchasing” as well as 33% of them thought that an official website, and registered distributors were unimportant to them.

4.4.2 Hypothesis 2 testing result

Referring to the Chi-square test result with the p-value equal 0.000 which is less than the chosen significant level of 0.05, then the null hypothesis (H_0) is rejected. There is a statistical significant association between age and the most convenient channel to receive the information.

Discussion on relationship between age and the most convenient channel to receive updated products' information

There is a statistic significant association between age and the most convenient channel to receive information. According to the questionnaire survey results, 269 respondents; which accounted for 60% selected social media as the most convenient channel to update news and information of products. Within this channel, there were 46% of both women aged 20 – 30 and 31 – 40 years old. Whereas 3% of respondents were women aged 41 – 50 years old and 6% were women customers aged 51 – 60 years old. Although the percentage of women aged 41 – 60 within similar channel seem to be less than other groups, comparing among the age group of 41 – 50 and 51 – 60, they were majority. Moreover, the second convenient channel to update news and products' information was Line@ (through Line Application). This channel was most selected by women aged 31 – 40 years old which accounted for 56% of total 61 respondents. And the third convenient channel to receive updated news and information of products was official website of brand or shop.

4.4.3 Hypothesis 3 testing result

According to the Chi-square test, result shows that the Chi-square's significance is 0.001 which is less than our chosen significance level ($\alpha = 0.05$). So, there is a statistic significance between the relationship between channel to receive the information and the shopping place for work shoes.

Discussion on relationship between most convenient channel to receive the information and the shopping place for work shoes

From the statistic test of questionnaire survey found that 47% of respondents who preferred social media as the best way to update news and information was the biggest group who preferred shopping for shoes for health from malls, contributing 62% of the respondents who were shoppers in malls. Moreover, social media (i.e. Facebook and Instagram) of the brand or retail shop itself was the second channel to purchase work shoes, contributing 14% as well as 13% of respondents who received information via social media (i.e. Facebook, Instagram, Twitter) chose to go to local footwear retailers at shopping area such as Siam Square, Chatuchak market, Pratunam.

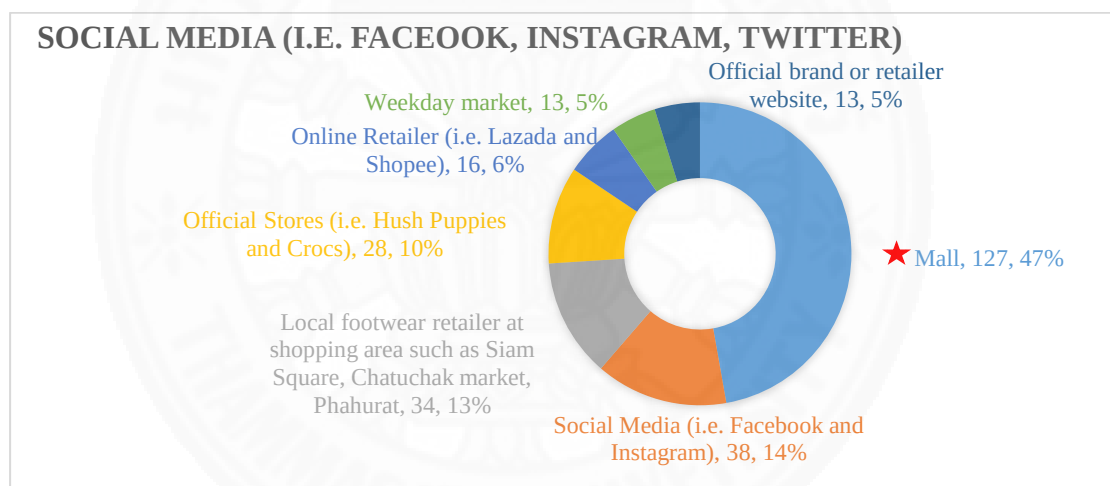


Figure 4. 16 Proportion of respondents who were convenient in receiving information from social media and the place they went for shopping

Whereas most or 43% of the group of respondents who preferred Line@ as the most convenient channel to update information; which accounted for 14% of total respondents, went to malls to purchase work shoes also they were the second largest group who purchase shoes from malls.

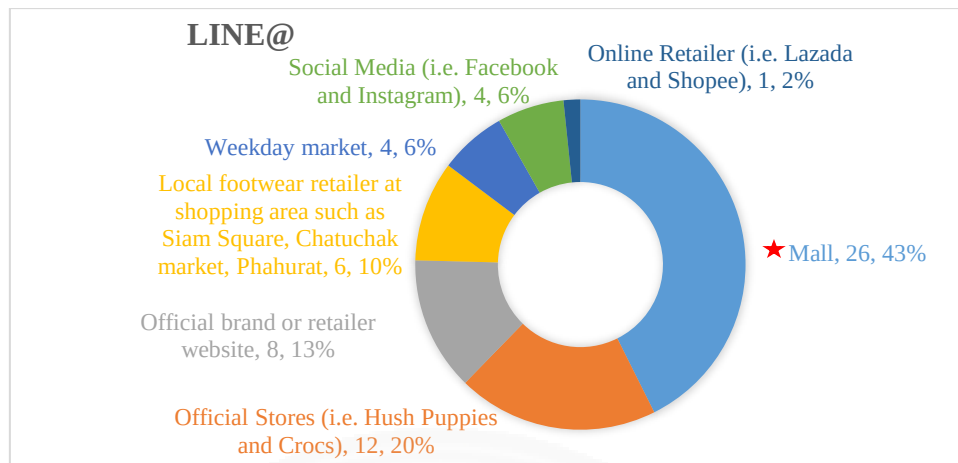


Figure 4. 17 Proportion of respondents who were convenient in receiving information via Line@ and the place they went for shopping

Furthermore, 42 respondents who thought official website of brand or shop was the best choice to receive information of product; contributing 10% of total respondents, among this group, 52% of them went to malls to purchase work shoes, 14% shopped through official stores (i.e. Hush Puppies and Crocs) and 12% purchased from official brand or retailer website.

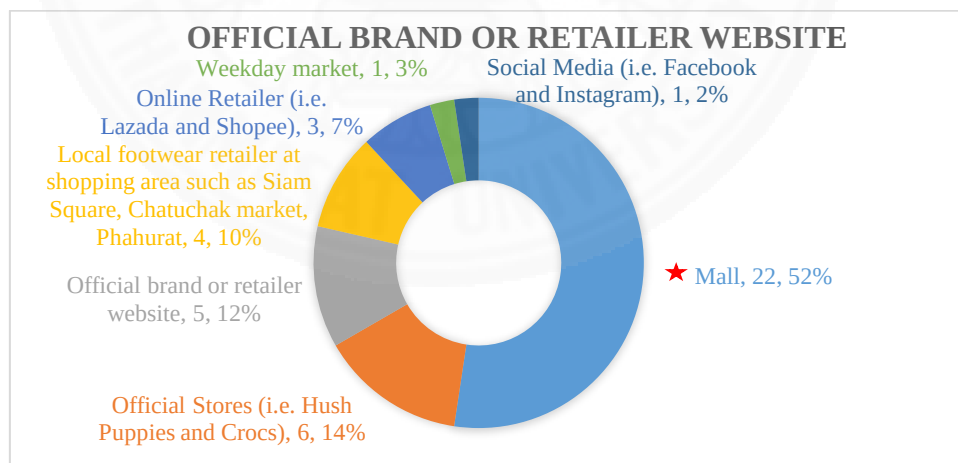


Figure 4. 18 Proportion of respondents who were convenient in receiving information via official brand or retailer website and the place they went for shopping

4.4.4 Hypothesis 4 testing result

The One - Way ANOVA is applied in order to determine whether there is statistical evidence that the mean of independent variables; demographic data (a) Occupation and (b) Income and dependent variable which is price that women customers are willing to pay for a pair of shoes for health's mean are significantly different.

(a) Occupation: Reject null hypothesis (H_0).

At least one mean price of shoes for health that women customers are willing to pay is not statistically equal across the four type of occupation.

(b) Income: Reject null hypothesis (H_0).

At least one mean price of shoes for health that women customers are willing to pay is not statistically equal across the range of income.

Discussion on occupational distinction and the different preferred price of shoes for health.

Different occupations had different mean score of preferred price per pair of shoes, according to the test result. It had a statistic difference between preferred price per a pair of shoes for health between self-employed or merchant and office worker but not with the preferred price of shoes for health of government/ state enterprise office and freelance. Moreover, there was difference in preferred price between office worker and self-employed or merchant as well as government/ state enterprise officer. Even though, the preferred price per one pair of shoes of office worker and freelance was not difference. In addition, between group of government/ state enterprise office and group of office worker the preferred price of shoes for health was different. Other occupations, however, did not differ.

Table 4.4

Different occupations and different mean score of preferable prices per one pair of shoes for health

Occupation/preferred price	Self-employed or merchant	Office worker	Government/ state enterprise officer	Freelance
Self-employed or merchant	-	√	×	×
Office worker	√	-	√	×
Government/ state enterprise officer	×	√	-	×
Freelance	×	√	×	-

Discussion on income difference and different preferred price of shoes for health.

According to the test result, at least a group of respondents' income ranges had different mean score of preferable price of shoes for health. There was a difference of mean score of preferred price per a pair of shoes for health of respondents with income less than 15,000 baht per month and those earned 15,000 – 35,000 baht per month. While there was no difference in mean score of preferred price per a pair of shoes for health with another income ranges; 35,001 - 50,000 baht, 50,001 - 75,000 baht, 75,001 - 150,000 baht, and higher than 150,000 baht. However, the mean score of preferred price of shoes for health of those income range 15,000 – 35,000 baht had a statistic difference with whose income were less than 15,000 baht, 35,001 – 50,000 baht, 50,001 – 75,000 baht, and 75,001 – 150,000 baht. Moreover, the shoes for health's mean score of preferred price of respondents' income range 35,001 – 50,000 baht per month only varied from those income were 15,000 – 35,000 baht. Also for respondents with income range 50,001 – 75,000 baht, 75,001 – 150,000 baht and more than 150,000 baht per month had different mean score of preferred price with respondents who earned less than 15,000 - 35,001 baht per month only.

Table 4.5

Different income ranges and different mean score of preferable prices per one pair of shoes for health

Income per month /preferred price	Less than 15,000 baht	15,001 - 35,000 baht	35,001 - 50,000 baht	50,001 - 75,000 baht	75,001 - 150,000 baht	More than 150,000 baht
Less than 15,000 baht	-	√	×	×	×	×
15,001 - 35,000 baht	√	-	√	√	√	×
35,001 - 50,000 baht	×	√	-	×	×	×
50,001 - 75,000 baht	×	√	×	-	×	×
75,001 - 150,000 baht	×	√	×	×	-	×
More than 150,000 baht	×	√	×	×	×	-

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This chapter includes a summary of the conclusions and recommendations based on a review of literature and questionnaire results analysis. A study of the purchasing behavior of women customers in shoes for health and their attitude toward influence of marketing mix (4 Ps; product, price, place, and promotion) seeks to comprehend purchasing behavior in order to provide practitioners and market researchers with results and recommendations when applying a marketing mix strategy in future.

5.1 Conclusion

According to the objective to study purchasing behaviors of women customers for shoes for health, certain important information of the respondents has been discovered as follows;

For demographic background, most of respondents were female aged 31 – 40 years old. Majority of them were single. They had a bachelor's degree. And they were office workers. For the income level, most of them earned 15,000 - 35,000 baht per month.

Regarding work shoes, the result of questionnaire survey shown that most of them wore no branded fashion shoes, with flat style type when they went to work. The highest amount they were willing to pay was between 1,001 – 3,000 baht. For shoes of their choice, product's design was the most important reason for selection followed by softness and product's quality and material. Furthermore, the most convenient channel to receive information was via social media such as Facebook, Instagram, and Twitter. And most of respondents went to malls to purchase work shoes. Mall was the most popular place to purchase shoes which is consistent with the study of Dittmar et al. (2014) explained about the need-for-touch (NFT) characteristic product of women customers. Their preference in seeing and feeling the products before purchasing was obviously visible. Also, the study of Kamonwan (2017) about key factors affecting

customers towards shopping center indicated that female tended to go to shopping centers more than male.

However, for the customers' behaviors for shoes for health surprisingly found that 21% of total respondents had never purchased shoes for health. And the most desirable feature of shoes for health was asked from both respondents who had experience purchasing shoes for health and those who had not. The result had demonstrated that softness is the first important feature that respondents need, followed by fashionable design, modern appearance and up-to-date style, and the last was quality of material and product. For those who had experience purchasing shoes for health, the three top brand they purchased most was Hush Puppies, Scholl and Dortmeund. The brand of work shoes and shoes for health were various and differentiate. Since, most of respondent wore unbranded fashion shoes when they went to work, shoes for health brand that they had purchased were deviated. The result shown that they purchased Hush Puppies, Scholl, Dortmeund, FitFlop, and Skechers. Furthermore, most of them purchase shoes for health once more than 12 months. They preferred to pay between 1,001 – 3,000 baht per one pair of shoes. And the best place to shop for shoes for health was malls just as the respondents went to purchase work shoes. Differently from work shoes, the reason they purchased shoes for health were the product promote quality foot health to reduce foot malposition, followed by quality of material and product and their softness. People concerned the products promote quality foot health to reduce foot malposition the most which is consistent with the result of the study of Kingpai and Pichai (2014) that customers purchased shoes for health because they took care of their external and internal health and then they needed products' qualification that support their health.

Besides, the results of this study portray customers' attitude toward marketing mix influence on customers' buying decision to attain the objective of this study in determining factors that influence the buying behavior of the shoes for health. Many product factors were considered important to very important to women customers. Place and promotion factors were concerned as important influence on purchasing decision. Whereas price factors in overall considered neutral influence.

From the test result, the factors that were very important for respondents were that product caused no pain or blisters, product is made of soft material to feel soft and comfort, and product and material used have high quality.

Considering price, the product is reasonably priced was very important and differentiate price depends on style and model was also important to their decision making on purchasing work shoes for health too.

Moreover, the result identified that women customers thought that the stores locate in various area, and convenient for purchasing was important to them. Also, they concerned online an official website, and registered distributors as important as online retailers such as Lazada, Shopee. The result is consistent with the study of Srivicha (2010) stated that customers agreed to purchase goods and service on the internet because of convenience and less expensive comparing to traditional store.

In term of promotion, discount campaigns, gift were important for those who had experience purchasing shoe for health. Also, regular marketing or events could attract them to purchase as well as an attractive advertising publication through social media, media such as television, radio, and line application was important to them. The result appears to agree with study of Patsaraporn (as cited by Kamonwan, 2017) that sales promotion and marketing activity had high level of influence on customers' behavior.

The results of the questionnaire surveys shown the important level of each factors vary among age, education, and income which are agreeable with Thanawan (1989) explained the appropriate health behavior varied. Also, it was difficult to happen because not only knowledge, but also persuasive and supportive factors should be gained. Consequently, the behavior of the customers varied to best fit.

Furthermore, to develop marketing mix strategy based on customer's demographic segmentation described previously, the results of the survey are applied, and proposed marketing mix strategy as follows;

5.1.1 Product

From the review of literature and questionnaire survey result, to attract more women customers aged 31 – 40 on purchasing shoes for health, the most important factor influences on purchasing work shoes for health is the product's

softness and comfortable materials should be used. The soft material to feel soft and comfort is not only a very important factor that influence on purchasing decision, it is the most desirable feature for customers. Moreover, another important factor the customers consider when they make purchasing decision is quality of material and product which is awarded as desirable feature too. Therefore, the proper research and development on material used and durability test for work shoes for health should be considered by brand owners or marketers. Not only the quality is important for customers, the products' design and style are also important factor that influence purchasing decision. Along with the research result that most of respondents chose flat style for work shoes. Consequently, the recommendation to better product design that suit customers' taste and flat style shoes could be applied to work shoes for health which should have been benefit in attract more customers. In addition, most customers purchased shoes for health in more than 12 months, thus the product design and style should be more stylish and classier to support positive self-presentation in order to persuade more purchasing.

From the review of literature and competitors' analysis found that product positioning in shoes for health market in Thailand is not clear enough. Even international brand such as Hush Puppies and Scholl did not communicate on their strengths as an expert in producing shoes for health enough. They both owned a technology that promote health of wearer but less communication on this benefit. As a result, for new brand with new product, it is necessary for marketers and brand owners to think about the product and brand's strength, positioning in the market as well as how to effectively communicate to the customers.

5.1.2 Price

According to the demographic data that most of shoes for health's customers were women office worker aged 31 – 40 years old, most of them shown the acceptable price for both work shoes and shoes for health are between 1,001 – 3,000 baht. The questionnaire survey results indicated that price factors had neutral influence on customers' purchasing decision. Only “the product is reasonably priced” was very important to most respondents. And, “the differentiate price depends on style and model” was concerned as importance to them. Moreover, the research result shown that different occupation and income per month had different preferred price. Then, brand

owners or marketers should clarify properly who is the target customer and how much should the product be priced. However, suggested price for work shoes for health could be at lower price or same as the existing shoes for health' brands in order to gain competitiveness in introducing new product in the market.

5.1.3 Place

The attitude of customers towards place factors influence on purchasing decision had proved to be important. Respondents thought the stores' location should easily find and convenient for purchasing. Therefore, the brand owners or marketers should start from selling at famous department store or mall first. Even though the competition is high, the opportunity to reach target customers is wider than open its own shop. After the brand or product becomes well known, then its own flagship or specialty store should be built in order to provide more service and has better sales assistant who can give direct and proper products' information to customers. Moreover, an official website, and registered distributors as well as online retailers such as Lazada, Shopee were another important marketing mix factor influence on purchasing decision. Creating own website or having official shop in online retailers should increase the brand's creditability in online shopping therefore allows customers more opportunity to get through the products.

5.1.4 Promotion

From the customers purchasing behavior part, found that social media was the most convenient channel for customers to update and receive product's information. And attitude towards promotion factors influence on purchasing decision had shown important. Customers thought an attractive advertising publication through social media, and media, discount campaigns, such as free gifts on terms and conditions as well as marketing event had effect on their purchase decision. Brand owners or marketers should invest more in online activities such as ads, promotion, discount online, etc. to promote strong impact and attract more clients to purchase choices. Even though, social media became the most popular channel to receiving information, most customers still purchased products at malls. Thus, developing online - to - offline marketing promotion or campaign could enhance customers' attraction and increased opportunity for more online shopping in the future. Furthermore, a trade fair or show or stand on special occasion such as Mother day, Songkran festival, etc. at malls or

shopping centers should have been considered because people tend to go spend their vacation time there as that special marketing campaign and promotion should be attractive for shoppers.

Table 5.1

Summary of marketing mix strategy

Marketing Mix	Description
Product	1. The soft material to feel soft and comfort. 2. Quality of material and product. 3. Well-designed product and has modern appearance and up-to-date style.
Price	1. Reasonable price. 2. Price range lower or same as existing brand in the market.
Place	1. Easily access and convenient purchase such as Mall. 2. Own website or official shop at online retailers.
Promotion	1. Promote online- to- offline marketing campaign or promotion. 2. A trade fair or show or stand on special occasion.

In conclusion, the demographic information and customers purchasing behaviors for work shoes and shoes for health convey the clearer picture of customers' characteristic in shoes for health market in Bangkok. Moreover, during the literature reviews, the analysis of the competitors helps to segment the market for shoes for health in Bangkok. As a result, the marketing mix strategy could be developed properly from the result received.

5.2 Research difficulties and limitations

Firstly, most of information was obtained through online survey which has high possibility of misunderstanding and vague response. Even though researcher tested the reliability and got approval from counselor in order to give the best questionnaire as much as possible to meet the objective of this study, some necessary information remain unclear and need further study and in-depth interview with experts on shoes for health and real customers who wear shoes for health regularly.

Second, there is a time limit for the launch of online and offline questionnaire surveys (during 15 May – 23 May 2019). Then, respondents to these questionnaires may not be widely distributed. There is a chance of approximation error. Therefore, practitioners and market researchers or those who could use this research for further study should be careful to use the demographic information

5.3 Recommendations for further research

Overall the objectives of this study have been achieved which are to better understand of women' attitude toward marketing mix (4 Ps; product, price, place, and promotion) influence on purchasing behavior for work shoes for health in Bangkok and to develop marketing mix strategy based on customer's demographic segmentation. However, during the exploratory process and the data collected from respondents there are some recommendation the future research could applied and conduct more precise research.

1. According to an unclear definition of shoes for health, the study for clear definition of shoes for health from customers' viewpoint should be included. So that it could possibly extent the understanding on customers' behavior for purchasing shoes for health.

2. Customers perceived about shoes for health differently, then further study on why they think the shoes they purchased are shoe for health and why not. The future research should discuss about the influence of marketing communication of the brand on customers' perception toward shoes for health.

3. Moreover, the further research on purpose of purchasing shoes for health should have been done in order to know the target market precisely. For example, why respondents selected Birkenstock or FitFlop but not Scholl or Hush Puppies.

4. Customers' attitude toward brand image of shoes for health should have been discussed more along with the reason of selecting those brands in order to clarify whether brand image or quality of product was important for customers in this market.

5. The traditional marketing mix may not enough to run business successfully. New marketing mix concept as propose, process, people, and perception need to be applied for this digital disruption age. Brand owners, practitioner, marketers should be aware of purpose. From exploratory study, found that there was the contradiction between what customers desired and what should have in shoes for health. Fashionable design and up-to-date style are the most desirable feature on shoes for health but most design of shoes for health that support and solve feet problem are not compatible to the design customers' need. As a result, considering further study on brand or product's purpose with advanced technology should have been applied to attract more customers.

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The seal of Thammasat University is a circular emblem. It features a central five-tiered umbrella (parasol) with a sword resting on top. The sword's hilt is on the left, and the blade points towards the right. The entire emblem is encircled by a border containing the university's name in Thai script at the top and "THAMMASAT UNIVERSITY" in English at the bottom.

APPENDICES

APPENDIX A

QUESTIONNAIRE

Factor that influence women' customer behavior in purchasing shoes for health

This questionnaire is part of the course GEMBA of Thammasart University. The purpose of this survey is to study women's purchasing behavior towards shoes for health, including factors that affect buying preferences. Please fill out this survey completely to help improve the quality of the research. Thank you for your contribution.

Part 1 Consumer purchasing behavior on work shoes

Instructions Please complete the survey as honestly as possible.

Definition Work shoes refer to a type of footwear that is appropriate for work or events, such as client meeting.

1.1) Which types of work shoes do you often purchased?

☐ Sandals with no straps



☐ Sling back Sandals



☐ Court shoes



☐ Sneakers/ Sport shoes



☐ Flat shoes



☐ Other (please specify) _____

1.2) What is the most convenient channel to receive the information?

- ☐ Television Advertisement
- ☐ Text Messages (SMS)
- ☐ Radio
- ☐ E-mail
- ☐ Social Media (i.e. Facebook, Instagram, and Twitter)
- ☐ Line@ (through Line Application)
- ☐ Official website of brand or shop
- ☐ Online Retailers (i.e. Lazada and Shopee)

- 1.3) Where do you purchase work shoes?
- ☐ Weekday market
 - ☐ Local footwear retailer at shopping area such as Siam Square, Chatuchak market, Pratunam
 - ☐ Official Stores (i.e. Hush Puppies and Crocs)
 - ☐ Official brand or retailer website
 - ☐ Mall
 - ☐ Online Retailer (i.e. Lazada and Shopee)
 - ☐ Social Media (i.e. Facebook and Instagram)
- 1.4) What is the highest amount that you are willing to pay?
- ☐ Less than 1,000 Baht
 - ☐ 1,001 – 3,000 Baht
 - ☐ 3,001 – 5,000 Baht
 - ☐ More than 5,000 Baht
- 1.5) Which brand do you often wear to work?
- | | |
|---------------------------------------|---|
| ☐ Aldo | ☐ Scholl |
| ☐ Bata | ☐ Shoe's Story |
| ☐ Crocs | ☐ Skecher |
| ☐ Dortmuend | ☐ TOM |
| ☐ Dr. Kong | ☐ O&B |
| ☐ Hush Puppies | ☐ No branded fashion shoes |
| ☐ Jelly Bunny | ☐ Sneakers/ Sport shoes' brand |
| ☐ Ked's | ☐ Other (please specify) _____ |
| ☐ MediFeet | |
- 1.6) Based on the previous question, what is the reason that influences your brand preferences?
- | | |
|---|---|
| ☐ Design and appearance | ☐ Cost Bargain |
| ☐ Promote quality foot health to reduce foot malposition | ☐ Sales promotion such as giveaway, discount |
| ☐ Softness | ☐ After Services |
| ☐ Lightweight | ☐ Word-of-mouth |

- | | |
|--|---|
| ☐ Do not cause pain or blisters | ☐ Online Reviews |
| ☐ Quality of material and product | ☐ Advertisement |
| ☐ Well-known brand | ☐ Convenient to buy |
| | ☐ Other (please specify) _____ |

Part 2 Consumer purchasing behavior on shoes for health.

Instructions Please complete the survey as honestly as possible.

Definition Shoes for health refer to a type of footwear that strive to promote the wellness of foot health or prevent foot malposition through lightweight, soft touch, comfort, and supportive shoes innovation.

2.1) What is the **first** feature you are looking for in the shoes for health?

- ☐ Promote quality foot health to reduce foot malposition
- ☐ Softness
- ☐ Lightweight
- ☐ Do not cause pain or blisters
- ☐ Fashionable design and appearance
- ☐ Well-known brand
- ☐ Easy to clean and store
- ☐ Quality of material and product
- ☐ Allows customization that trailer to specific types of foot

2.2) What is the **second** feature you are looking for in the shoes for health?

- ☐ Promote quality foot health to reduce foot malposition
- ☐ Softness
- ☐ Lightweight
- ☐ Do not cause pain or blisters
- ☐ Fashionable design and appearance
- ☐ Well-known brand
- ☐ Easy to clean and store
- ☐ Quality of material and product
- ☐ Allows customization that trailer to specific types of foot

2.3) What is the **third** feature you are looking for in the shoes for health?

- ☐ Promote quality foot health to reduce foot malposition
- ☐ Softness
- ☐ Lightweight
- ☐ Do not cause pain or blisters
- ☐ Fashionable design
- ☐ Well-known brand
- ☐ Easy to clean and store
- ☐ Quality of material and product
- ☐ Allows customization that trailer to specific types of foot

2.4) How many shoes for health you have purchased in the past?

- ☐ Never (if “Never” move to the part 3)
- ☐ 1 – 2 pairs
- ☐ 3 – 4 pairs
- ☐ More than 4 pairs

2.5) How often do you purchase shoes for health?

- ☐ Every 1 – 3 months
- ☐ Every 3 - 6 months
- ☐ Every 6 – 9 months
- ☐ Every 9 – 12 months
- ☐ More than 12 months

2.6) Where is the most frequent channel of purchase shoes for health?

- ☐ Weekday Market
- ☐ Local footwear retailer at shopping area such as Siam Square, Chatuchak market, Pratunam
- ☐ Official Stores (i.e. Hush Puppies and Crocs)
- ☐ Official brand or retailer website
- ☐ Mall
- ☐ Online Retailers (i.e. Lazada and Shopee)
- ☐ Social Media (i.e. Facebook and Instagram)

- 2.7) What is the highest amount that you are willing to pay?
- ☐ Less than 1,000 Baht
 - ☐ 1,001 – 3,000 Baht
 - ☐ 3,001 – 5,000 Baht
 - ☐ More than 5,000 Baht
- 2.8) Which brand of shoes for health do you often purchase?
- ☐ Dortmeund
 - ☐ Scholl
 - ☐ Hush Puppies
 - ☐ Dr. Kong
 - ☐ Medifeet
 - ☐ Other (please specify) _____
- 2.9) Based on the previous question, what is the reason that influences your brand preferences?
- ☐ Design and appearance
 - ☐ Cost Bargain
 - ☐ Promote quality foot health to reduce foot malposition
 - ☐ Sales promotion such as giveaway, discount
 - ☐ Softness
 - ☐ After Services
 - ☐ Lightweight
 - ☐ Word-of-mouth
 - ☐ Do not cause pain or blisters
 - ☐ Online Reviews
 - ☐ Quality of material and product
 - ☐ Advertisement
 - ☐ Convenient to buy
 - ☐ Other (please specify) _____
 - ☐ Well-known brand

Part 3 Marketing mix (4 Ps) influence on purchasing decision to buy a pair of work shoes for health

Instructions The level of each influenced factor will affect the decision making on purchasing work shoes for health in both who use to buy and never use to buy shoe for health. The answers consist of 5 scales of the influenced factor from (1) Not at all important to scale (5) Very important.

Please put $\checkmark$ into the statements which indicate the influence of marketing mix over decision making on purchasing work shoes for health.

Definition Work shoes for health are shoes that are designed to best respect the health of wearer. They can reduce foot malposition, provide weighted support, conduce the sense of harmless, comfort and have appropriate design for work purpose.

Marketing mix and influence level	(1) Not at all important	(2) Unimportant	(3) Neutral	(4) Important	(5) Very important
Product					
The product is well designed and has modern appearance and up-to-date style.					
Various products are available to select.					
The product is manufactured under high technology in order to promote quality foot health, solve foot problem such as reduce smell, support arch in flat foot.					
The product is made of soft material to feel soft and comfort.					
The product is light weight.					
The product caused no pain or blisters.					
The product is easily clean and care.					
The product and material used have high quality					
Customers can design and choose materials' color as a customized shoe.					
The product offers the unique, modern and classy character of the wearer.					
The product belongs to the well-known brand and acceptable in society.					
The product is under accreditation by famous health organization.					

Marketing mix and influence level	(1) Not at all important	(2) Unimportant	(3) Neutral	(4) Important	(5) Very important
Price					
The product is reasonably priced.					
There is an installment payment option.					
There is differentiate price depends on style and model.					
There is a bargainable price option.					
Place					
The stores locate in various area, and convenient for purchasing.					
There is an official website, and registered distributors for purchasing.					
The product can be purchased through online retailers such as Lazada, Shopee.					
Promotion					
There is an attractive advertising publication through social media, media such as television, radio, and line application.					
Discount campaigns, such as gifts on terms and conditions are available.					
Marketing activity or events are conducted to continuously attract customers.					
There is occasionally a trade fair or show or stand.					

Part 4 General profile

4.1) What is your gender?

☐ Male

☐ Female

4.2) Age

☐ Less than 20 years old

☐ 20 – 30 years old

☐ 31 – 40 years old

☐ 41 – 50 years old

☐ 51 – 60 years old

4.3) Marital status

☐ Single

☐ Married/ Living in a marriage-
like relationship

4.4) Highest education

☐ Under bachelor's degree

☐ Bachelor's degree

☐ Higher than bachelor's degree

4.5) Occupation

☐ Student

☐ Self-employed/ Merchant

☐ Office worker

☐ Government/ State enterprise officer

☐ Other (please specify) _____

4.6) What is the range of your income per month?

☐ Less than 15,000 baht

☐ 15,001 - 35,000 baht

☐ 35,001 - 50,000 baht

☐ 50,001 - 75,000 baht

☐ 75,001 - 150,000 baht

☐ More than 150,000 baht

Thank you very much

แบบสอบถาม

เรื่อง ปัจจัยที่มีผลต่อพฤติกรรมในการเลือกซื้อรองเท้าลำลองเพื่อสุขภาพสำหรับใส่ทำงานของสตรี (Women customers behavior for shoes for health)

แบบสอบถามชุดนี้เป็นเป็นส่วนหนึ่งของโครงการพิเศษ หลักสูตรบริหารธุรกิจมหาบัณฑิต การจัดการธุรกิจสากล (หลักสูตรนานาชาติ) คณะพาณิชยศาสตร์ และการบัญชี มหาวิทยาลัยธรรมศาสตร์ โดยมีวัตถุประสงค์เพื่อศึกษาพฤติกรรมการซื้อรองเท้าลำลองเพื่อสุขภาพสำหรับใส่ทำงานของสตรี รวมถึงปัจจัยที่ส่งผลต่อการเลือกซื้อรองเท้าลำลองเพื่อสุขภาพ ดังนั้นจึงใคร่ขอความร่วมมือจากท่านกรุณาตอบแบบสอบถามให้สมบูรณ์ ข้อมูลทั้งหมดที่ท่านตอบมาจะเป็นประโยชน์อย่างยิ่งสำหรับงานวิจัยครั้งนี้ ขอขอบคุณที่ท่านให้ความร่วมมือในการตอบ แบบสอบถามครั้งนี้

ส่วนที่ 1 ข้อมูลพฤติกรรมการเลือกซื้อรองเท้าลำลองสำหรับใส่ทำงาน (Buying Behaviors toward work shoes)

คำแนะนำ กรุณาตอบแบบสอบถาม โดย ✓ ลงใน ☐ ที่ตรงกับความเป็นจริงของท่านมากที่สุด(* เลือกตอบได้คำตอบเดียว)

1.1 ประเภทของรองเท้าลำลองสำหรับใส่ทำงานที่ซื้อบ่อยครั้งที่สุด*

☐ รองเท้าแตะไม่มีสายรัดส้น (มีส้น หรือไม่มีส้นก็ได้) (Sandals)



☐ รองเท้าแตะมีสายรัดส้น (sling back sandals)



☐ รองเท้าคัทชู (Court Shoes)



☐ รองเท้าผ้าใบ (Sneakers)



☐ รองเท้าส้นแบน (Flats)



☐ อื่นๆ (โปรดระบุ)_____

1.2 ช่องทางที่สะดวกที่สุดในการรับรู้ข้อมูลผลิตภัณฑ์ของท่าน*

- ☐ โทรศัพท์
- ☐ วิทย์
- ☐ อีเมลข่าวสาร
- ☐ สื่อสังคมออนไลน์ เช่น Faceook, Instagram, Twitter
- ☐ Line@ ของร้านค้า หรือแบรนด์ต่างๆ
- ☐ เว็บไซต์ของร้านค้า หรือแบรนด์ต่างๆ
- ☐ ร้านค้าออนไลน์ (On-line shopping website) เช่น Lazada, Shopee
- ☐ อื่นๆ (โปรดระบุ)_____

1.3 ปกติท่านเลือกซื้อรองเท้าลำลองสำหรับใส่ทำงานจากช่องทางใดมากที่สุด*

- ☐ ตลาดนัด
- ☐ ร้านขายรองเท้ารายย่อยตามย่านการค้า เช่น จตุจักร ประตูนํ้า สยามสแควร์ ฯลฯ
- ☐ ร้านค้าปลีกของแบรนด์ เช่น ร้านHush Puppies ร้านCrocs
- ☐ เว็บไซต์ของร้านค้า หรือแบรนด์ต่างๆ
- ☐ ห้างสรรพสินค้า
- ☐ ร้านค้าออนไลน์ (On-line shopping website) เช่น Lazada, Shopee
- ☐ ช่องทางสื่อสังคมออนไลน์ของแบรนด์ เช่น Facebook, Instagram
- ☐ อื่นๆ (โปรดระบุ) _____

1.4 ช่วงราคาสูงสุดที่ยอมรับได้ของรองเท้าลำลองสำหรับใส่ทำงาน*

- ☐ น้อยกว่า 1,000 บาท
- ☐ 1,001 - 3,000 บาท
- ☐ 3,001 - 5,000 บาท
- ☐ มากกว่า 5,000 บาท
- ☐ อื่นๆ (โปรดระบุ) _____

1.5แบรนด์ของรองเท้าทำงานที่ใส่บ่อยที่สุด*

- | | |
|---------------------------------------|--|
| ☐ Aldo | ☐ Scholl |
| ☐ Bata | ☐ Shoe's Story |
| ☐ Crocs | ☐ Skecher |
| ☐ Dortmuend | ☐ TOM |
| ☐ Dr. Kong | ☐ O&B |
| ☐ Hush Puppies | ☐ รองเท้าแฟชั่น ไม่มีตราสัญลักษณ์ |
| ☐ Jelly Bunny | (No Brand) |
| ☐ Ked's | ☐ รองเท้าผ้าใบ/ รองเท้ากีฬา |
| ☐ MediFeet | ☐ อื่นๆ (โปรดระบุ) _____ |

1.6จากข้อก่อนหน้า อะไรเป็นสาเหตุหลักที่ทำให้เลือกใช้แบรนด์ข้างต้นเป็นประจำ*

- | | |
|---|--------------------------------------|
| ☐ ดีไซน์และรูปลักษณ์ | ☐ ราคาคุ้มค่า |
| ☐ มีกิจกรรมส่งเสริมการขายเป็นประจำ เช่น มีส่วนลด, ของแถม | |

- | | |
|--|---|
| ☐ ดูแลสุขภาพเท้าได้ดี เน้น
แก้ปัญหาความผิดปกติทาง
กายภาพของเท้า | ☐ มีรับประกันหลังการขาย |
| ☐ มีความนุ่ม | ☐ การบอกต่อของคนรู้จัก |
| ☐ น้ำหนักเบา | ☐ รีวิวจากสื่อออนไลน์ |
| ☐ ไม่มีการเสียดสีกับเท้า | ☐ โฆษณา |
| ☐ คุณภาพของวัสดุ และสินค้า | ☐ หาซื้อได้ง่าย ผ่านร้านค้า หรือสาขา
หรือช่องทางออนไลน์ |
| ☐ แบรินด์เป็นที่รู้จักหรือมีชื่อเสียง | ☐ อื่นๆ (โปรดระบุ) _____ |

ส่วนที่ 2 ข้อมูลพฤติกรรมการเลือกซื้อรองเท้าเพื่อสุขภาพ (Buying Behaviors toward shoes for health)

คำแนะนำ กรุณาตอบแบบสอบถาม โดย ✓ ลงใน ☐ ที่ตรงกับความเป็นจริงของท่านมากที่สุด (* เลือกตอบได้คำตอบเดียว)

คำจำกัดความ รองเท้าเพื่อสุขภาพ คือ รองเท้าที่สวมใส่สบาย มีน้ำหนักเบา ถูกออกแบบมาเพื่อช่วย
ถนอมสุขภาพเท้า หรือปรับรูปเท้าที่ผิดปกติ หรือลดแรงกระแทกของการลงน้ำหนักเวลาเดินหรือเดิน
เป็นต้น

2.1 คุณสมบัติที่ท่านอยากให้มีในรองเท้าเพื่อสุขภาพ อันดับ 1*

- ☐ สินค้าเน้นแก้ปัญหาความผิดปกติทางกายภาพของเท้า ดูแลสุขภาพเท้าได้ดี
- ☐ สินค้ามีคุณสมบัตินุ่ม
- ☐ สินค้ามีน้ำหนักเบา
- ☐ สินค้าไม่ทำให้เกิดการเสียดสีกับเท้า
- ☐ สินค้ามีดีไซน์และรูปลักษณ์ที่ทันสมัย
- ☐ แบรินด์เป็นที่รู้จักหรือมีชื่อเสียง
- ☐ สินค้าดูแลรักษาได้ง่าย
- ☐ วัสดุที่ใช้ทำรองเท้าและรองเท้ามีคุณภาพ
- ☐ สามารถออกแบบให้เหมาะกับรูปเท้า หรือปัญหาเท้าของแต่ละบุคคล

2.2 คุณสมบัติที่ท่านอยากให้มีในรองเท้าเพื่อสุขภาพ อันดับ 2* (กรุณาตอบไม่ซ้ำกับข้อก่อนหน้า)*

- ☐ สินค้าเน้นแก้ปัญหาความผิดปกติทางกายภาพของเท้า ดูแลสุขภาพเท้าได้ดี
- ☐ สินค้ามีคุณสมบัตินุ่ม
- ☐ สินค้ามีน้ำหนักเบา

- ☐ สินค้าไม่ทำให้เกิดการเสียดสีกับเท้า
- ☐ สินค้ามีดีไซน์และรูปลักษณ์ที่ทันสมัย
- ☐ แบรินด์เป็นที่รู้จักหรือมีชื่อเสียง
- ☐ สินค้าดูแลรักษาได้ง่าย
- ☐ วัสดุที่ใช้ทำรองเท้าและรองเท้ามีคุณภาพ
- ☐ สามารถออกแบบให้เหมาะกับรูปเท้า หรือปัญหาเท้าของแต่ละบุคคล

2.3 คุณสมบัติที่ท่านอยากให้มีในรองเท้าเพื่อสุขภาพ อันดับ 3* (กรุณาตอบไม่ซ้ำกับข้อก่อนหน้านี้)*

- ☐ สินค้าเน้นแก้ปัญหาความผิดปกติทางกายภาพของเท้า ดูแลสุขภาพเท้าได้ดี
- ☐ สินค้ามีคุณสมบัตินุ่ม
- ☐ สินค้ามีน้ำหนักเบา
- ☐ สินค้าไม่ทำให้เกิดการเสียดสีกับเท้า
- ☐ สินค้ามีดีไซน์และรูปลักษณ์ที่ทันสมัย
- ☐ แบรินด์เป็นที่รู้จักหรือมีชื่อเสียง
- ☐ สินค้าดูแลรักษาได้ง่าย
- ☐ วัสดุที่ใช้ทำรองเท้าและรองเท้ามีคุณภาพ
- ☐ สามารถออกแบบให้เหมาะกับรูปเท้า หรือปัญหาเท้าของแต่ละบุคคล

2.4 ท่านเคยซื้อรองเท้าเพื่อสุขภาพทั้งหมดกี่คู่*

- ☐ ไม่เคย (หากตอบไม่เคย กรุณาข้ามไปทำส่วนที่ 3)
- ☐ 1-2 คู่
- ☐ 3-4 คู่
- ☐ มากกว่า 4 คู่

2.5 ความถี่ในการซื้อรองเท้าเพื่อสุขภาพ*

- ☐ ทุก 1 - 3 เดือนครั้ง
- ☐ ทุก 3 - 6 เดือนครั้ง
- ☐ ทุก 6 - 9 เดือนครั้ง
- ☐ ทุก 9 - 12 เดือนครั้ง
- ☐ มากกว่า 12 เดือนครั้ง

2.6 ปกติซื้อรองเท้าเพื่อสุขภาพจากช่องทางใดมากที่สุด*

- ☐ ตลาดนัด
- ☐ ร้านขายรองเท้ารายย่อยตามย่านการค้า เช่น จตุจักร ประตูนํ้า สยามสแควร์ ฯลฯ
- ☐ ร้านค้าปลีกของแบรนด์ เช่น ร้านHush Puppies ร้านCrocs
- ☐ เว็บไซต์ของร้านค้า หรือแบรนด์ต่างๆ
- ☐ ห้างสรรพสินค้า
- ☐ ร้านค้าออนไลน์ (On-line shopping website) เช่น Lazada, Shopee
- ☐ ช่องทางสื่อสังคมออนไลน์ของแบรนด์ เช่น Facebook, Instagram
- ☐ อื่นๆ (โปรดระบุ) _____

2.7 ช่วงราคาสูงสุดที่ยอมรับได้ของรองเท้าเพื่อสุขภาพ (เลือกตอบได้คำตอบเดียว)

- ☐ น้อยกว่า 1,000 บาท
- ☐ 1,001 - 3,000 บาท
- ☐ 3,001 - 5,000 บาท
- ☐ มากกว่า 5,000 บาท

2.8 แบรินด์ของรองเท้าเพื่อสุขภาพที่ท่านซื้อครั้งล่าสุด*

- | | |
|---------------------------------------|---|
| ☐ Dortmeund | ☐ Scholl |
| ☐ Hush Puppies | ☐ Dr. Kong |
| ☐ MediFeet | ☐ อื่นๆ (โปรดระบุ) _____ |

2.9 จากข้อก่อนหน้า อะไรเป็นสาเหตุหลักที่ทำให้เลือกใช้แบรนด์ข้างต้นเป็นประจำ*

- | | |
|--|---|
| ☐ ดีไซน์และรูปลักษณ์ | ☐ มีกิจกรรมส่งเสริมการขายเป็นประจำ เช่น มีส่วนลด, ของแถม |
| ☐ ดูแลสุขภาพเท้าได้ดี เน้นแก้ปัญหาความผิดปกติทางกายภาพของเท้า | ☐ มีรับประกันหลังการขาย |
| ☐ มีความนุ่ม | ☐ การบอกต่อของคนรู้จัก |
| ☐ น้ำหนักเบา | ☐ รีวิวจากสื่อออนไลน์ |
| ☐ ไม่มีการเสียดสีกับเท้า | ☐ โฆษณา |
| ☐ คุณภาพของวัสดุ และสินค้า | ☐ หาซื้อได้ง่าย ผ่านร้านค้า หรือสาขา หรือช่องทางออนไลน์ |
| ☐ แบรินด์เป็นที่รู้จักหรือมีชื่อเสียง | ☐ อื่นๆ (โปรดระบุ) _____ |
| ☐ ราคาคุ้มค่า | |

ส่วนที่ 3 ข้อมูลเกี่ยวกับความคิดเห็นต่อปัจจัยส่วนประสมทางการตลาดที่มีผลต่อการซื้อสินค้ารองเท้า
ลำลองสำหรับใส่ทำงานเพื่อสุขภาพ ในเขตกรุงเทพมหานคร

คำแนะนำ ระดับความมีอิทธิพลของปัจจัยมีผลต่อการตัดสินใจซื้อสินค้ารองเท้าลำลองเพื่อสุขภาพ
สำหรับใส่ทำงานของสตรี สำหรับผู้ที่เคย และไม่เคยซื้อรองเท้าลำลองเพื่อสุขภาพ

มีคำตอบ 5 แบบ คือ (1) มีอิทธิพลน้อยที่สุด (2) มีอิทธิพลน้อย (3) มีอิทธิพลปานกลาง (4) มีอิทธิพล
มาก และ (5) มีอิทธิพลมากที่สุด

**โปรด ✓ ลงในช่องที่ตรงกับระดับความมีอิทธิพล/ความสำคัญต่อการซื้อของท่านมากที่สุด (*
เลือกตอบได้คำตอบเดียว)**

ปัจจัยส่วนประสมทาง การตลาด	ระดับอิทธิพล/ความสำคัญ				
	(1) น้อย ที่สุด	(2) น้อย	(3) ปาน กลาง	(4) มาก	(5) มาก ที่สุด
ปัจจัยด้านผลิตภัณฑ์ (Product)					
สินค้ามีดีไซน์และ รูปลักษณ์ที่ทันสมัย					
สินค้ามีให้เลือกหลาย ประเภท					
สินค้ามีเทคโนโลยีที่ช่วย แก้ปัญหาสุขภาพเท้า เช่น ลดกลิ่น, รองรับเท้าแบน เป็นต้น					
สินค้ามีความนุ่ม					
สินค้ามีน้ำหนักเบา					
สินค้าไม่ทำให้เกิดการ เสียดสีกับเท้า					
สินค้าดูแลรักษาได้ง่าย					
คุณภาพของวัสดุ และ สินค้า					

ปัจจัยส่วนประสมทาง การตลาด	ระดับอิทธิพล/ความสำคัญ				
	(1) น้อย ที่สุด	(2) น้อย	(3) ปาน กลาง	(4) มาก	(5) มาก ที่สุด
สามารถออกแบบด้วย ตัวเอง ให้เหมาะกับแต่ละ บุคคลได้					
สินค้าเสริมภาพลักษณ์ของ ผู้สวมใส่ สะท้อนถึง บุคลิกภาพที่สง่างาม มุ่งมั่น ทนสมัย					
เป็นแบรนด์ที่มีชื่อเสียง เป็นที่นิยมและมีการ ยอมรับจากบุคคลรอบข้าง					
เป็นแบรนด์ที่มีการรับรอง คุณภาพของรองเท้าจาก สมาคมเวชศาสตร์ที่ น่าเชื่อถือ					
ปัจจัยด้านราคา (Price)					
ราคาเหมาะสมกับคุณภาพ ของสินค้า					
สามารถผ่อนชำระเป็นงวด ได้					
มีราคาหลายระดับให้เลือก					
สามารถต่อรองราคาได้					
ปัจจัยด้านช่องทางจัด จำหน่าย (Place)					
มีร้านค้าสาขาครอบคลุม ทุกพื้นที่ สามารถหาซื้อได้ ง่าย สะดวก					

ปัจจัยส่วนประสมทาง การตลาด	ระดับอิทธิพล/ความสำคัญ				
	(1) น้อย ที่สุด	(2) น้อย	(3) ปาน กลาง	(4) มาก	(5) มาก ที่สุด
สามารถสั่งซื้อผ่านเว็บไซต์ ของบริษัท หรือผู้แทน จำหน่ายได้					
สามารถสั่งซื้อผ่านร้านค้า ออนไลน์ (On-line shopping store) เช่น Lazada, Shopee					
ปัจจัยด้านการส่งเสริม การตลาด (Promotion)					
การโฆษณาสินค้าผ่านทาง ช่องทางสื่อต่างๆ เช่น โทรทัศน์, วิทยุ, เว็บไซต์, Line @ เป็นต้น					
การให้ส่วนลด หรือของ แถมต่างๆ ตามเงื่อนไขที่ กำหนด					
การสะสมแต้มจากบัตร สมาชิก (Member Card) เพื่อแลกของรางวัล, สิทธิ พิเศษ					
มีการจัดรายการส่งเสริม การขายอย่างต่อเนื่อง เช่น การโฆษณา, การให้ ส่วนลด, มีของแถม					
มีการออกร้าน เปิดบูธขาย ตามโอกาสต่างๆ					

ส่วนที่ 4 ข้อมูลทั่วไป

คำแนะนำ กรุณาตอบแบบสอบถาม โดย ✓ ลงใน ☐ ที่ตรงกับความเป็นจริงของท่านมากที่สุด (* เลือกตอบได้คำตอบเดียว)

4.1 เพศ*

☐ ชาย

☐ หญิง

4.2 อายุ*

☐ น้อยกว่า 20 ปี

☐ 41 - 50 ปี

☐ 20 - 30 ปี

☐ 51 - 60 ปี

☐ 31 - 40 ปี

☐ 60 ปี ขึ้นไป

4.3 สถานภาพ*

☐ โสด

☐ สมรส/ อยู่ด้วยกัน

4.4 ระดับการศึกษา*

☐ ต่ำกว่าปริญญาตรี

☐ ปริญญาตรี

☐ สูงกว่าปริญญาตรี

4.5 ข้อมูลเกี่ยวกับอาชีพ*

☐ นักเรียน/นักศึกษา

☐ ธุรกิจส่วนตัว/ ค้าขาย

☐ พนักงานบริษัทเอกชน

☐ รับราชการ/ พนักงานรัฐวิสาหกิจ

☐ อื่นๆ (โปรดระบุ) _____

4.6 ช่วงรายได้ต่อเดือน*

☐ น้อยกว่า 15,000 บาท

☐ 15,000 - 35,000 บาท

☐ 35,001 - 50,000 บาท

☐ 50,001 - 75,000 บาท

☐ 75,001 - 150,000 บาท

☐ มากกว่า 150,000 บาทขึ้นไป

ขอบคุณทุกท่านที่กรุณาใช้เวลาอันมีค่าในการตอบแบบสอบถามฉบับนี้ หากมีคำถาม หรือข้อสงสัยประการใดเกี่ยวกับแบบสอบถาม กรุณาติดต่อมายัง p.arpatip@gmail.com

BIOGRAPHY

Name	Miss Arpatip Petchmunee
Date of Birth	July, 1987
Educational Attainment	2008 Bachelor of Business Administration, Assumption University
Work Position	Senior Consultant Deloitte Touche Tohmatsu Jaiyos Audit Co., Ltd.
Work Experiences	2018 – Present Senior Consultant, Deloitte Touche Tohmatsu Jaiyos Audit Co., Ltd. 2015 – 2018 Supervisor Finance and Account Reporting, Central Pattana PCL