

Factors Influencing Consumer Behavior on Buying Products Online in Bangkok

Natjanan Lamaiin^{1*} Chinnaso Visitnitikija²

^{1,2} Graduate School of Business Administration, Kasembundit University, Bangkok

Abstract – The purposes of this study were to determine the factors influencing consumer behavior, the marketing mix factors, psychological factors, and social factor on buying products online. This was a quantitative research using questionnaire as a tool to collect 400 online customers and the data was analyzed for both descriptive and inferential statistics, namely percentage, mean, standard deviation, Chi Square, and multiple regression analysis were reported.

The results of the study showed that most of respondents were female, aged 21-30 years old, single status, bachelor or equivalent degree holders, worked for private industries, and earned a monthly income of 20,001-30,000 baht. The overall picture of the opinions on marketing mix factors, psychological factors, and social factor on buying products online at a high level consisted of conveniently to purchase, spent 1,400 baht 1-2 times during evening through Facebook at a time, and paying bill by using Internet banking. The results of hypothesis testing revealed that the different person factors, such as gender, age, level of education, and average monthly income affected consumer decision on purchasing products online, but the different personal factors as marital status was not affected. The factors of marketing mix, such as products, prices, distribution channel, marketing promotion, psychological factors, such as motivation, attitudes, perception, learning, Beliefs and social factors, such as family, social class and culture influenced the buying behavior through online shops at statistically significant 0.05 level.

Recommendations from the study results were that online marketing administrative officers should emphasize on variety of products, beautiful designed, fashionable, and choices of payment.

Keywords: Consumer Behavior, Marketing Mix, Products Online

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INTRODUCTION

Consumer buying behavior has changed dramatically in the past decade. Online trading has become a more effective channel. And the market environment has changed dramatically over the past decade as well. The sales ratio in online stores has increased exponentially as a result of the development of online communication technology and electronic marketing activities. However, the new online distribution channels also known as online stores, has started placing products in many categories in such stores. And can increase sales and market share quickly until it is considered the most important strategy, one of the strategies used by retailers to increase sales and expand the current market share in almost every country worldwide (Hong-Youl Ha.,2004)

At present, the online sales business is very popular. Also known as electronic commerce (E-commerce), which is the use of the internet as a trade medium between traders and customers. Electronic

commerce is becoming widely popular. (Zhe Qu, Youwei Wang, Shan Wang, Yanhui Zhang, (2013)

Because there is a return that is worthwhile. It is also a borderless trade. There is no limit of time and place. Enabling direct access to the target group. Internet technology has become increasingly active in everyday life. (Keengwe, Jared.,2015)

But interesting is that internet technology has been applied to increase the use of online trading products and services, easily accessible, convenient, fast and efficient. (Mohammed Rezaul, Karim.,2012)

In addition, the business of selling products online has no limitation on location, able to reach customers. Therefore, there is a lower operating cost than store sales (Sharon Yull., 2005)

General stores are flexible and quick to change products, information or methods of communication

with the target group, making it able to better respond to the market than selling in normal channels, thus resulting in the use of internet services of the people Expanding rapidly as well Entrepreneurs in Thailand have seen the benefits of electronic commerce. As can be seen from online stores that have increased continuously due to the intense competition of online businesses and the growth of online social networks, enabling business operations using marketing channels on social media. Is another channel that can increase sales to entrepreneurs (World Bank., 2012)

From the above, students are interested in studying the behavior of consumers buying products through online stores and marketing mix factors in purchasing products through online stores in order to bring results to develop products through the store. Online shopping

RESEARCH OBJECTIVES

To study the behavior of consumers buying products through online stores To study the marketing mix factors Psychological factors And social factors in purchasing products through online stores To compare the buying behavior of consumers through online stores classified by gender, age, family status Education level Average monthly income and occupation To study the relationship between marketing mix factors, psychological factors And social factors And the behavior of consumers buying products through online stores

Conceptual framework of research

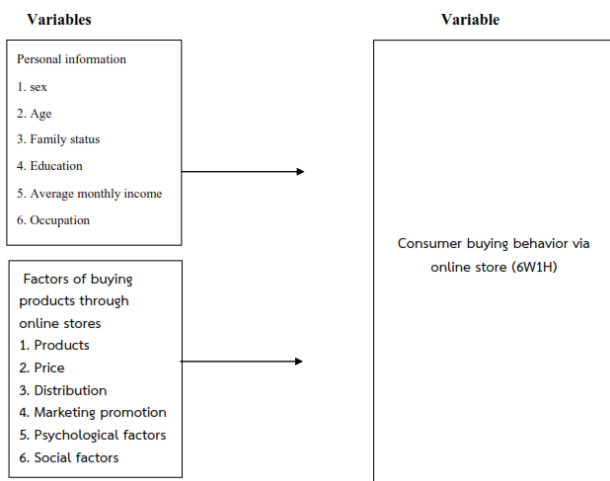


Illustration 1: Conceptual framework of research

RESEARCH HYPOTHESIS

Different personal information affects consumers' purchasing behavior through different online stores. Marketing mix factors Psychological factors And social factors influencing consumers' buying behavior through online stores

RESEARCH SCOPE

Content on the study of marketing mix factors affecting consumer buying behavior in online stores By using the concept of marketing mix theory which consists of Product, Price, Place, and Marketing (Promotion) Psychological factors and social factors Study the theory of consumer behavior (6W1H) which consists of Who is in the target market (Who) Consumers buy what (Why) Why buy (Why) Who is involved in the decision to buy (Who) When to buy (When) Consumers Where to buy (Where) Consumers buy How (How) The population is people who buy products through online stores in Bangkok. Select 400 samples. period December 2017 - March 2018

EQUIPMENT AND METHODS OF CONDUCTING RESEARCH

The research tools used by the researcher were questionnaires as a tool for collecting data

- Primary data is the data obtained from questionnaires for collecting data from consumers who buy products through online stores in Bangkok by allowing the respondents to choose the ones that correspond to the most respondents. Both in demography Behavioral science, social psychology and personal opinions The questionnaire consists of 4 parts. There are both closed-ended questions. And open-ended questions
- Secondary data (Secondary data) is information that is used for educational purposes. Which the students have studied and researched from texts Study report Related Documents And information from the internet

The tool used in this research is a questionnaire created by the researcher to study consumer buying behavior through an online store to study marketing mix factors. Psychological factors And social factors in purchasing products through online stores To compare consumers' buying behavior through online stores with gender, age, family status Education level Average monthly income and occupation and to study the relationship between marketing mix factors and psychological factors And social factors. Information from the study is used as a guideline to increase online sales channels. Which is divided into 4 parts as follows

- Part 1 is a questionnaire on personal information. Is a questionnaire about sex, age, family status Education level Average monthly income and career, creating question characteristics as Nominal Scale and Ordinal (Ordinal) is a measure of data

to be divided into groups. According to each property The question is a closed-ended questionnaires with multiple choice questions. The respondents choose the one that corresponds to only one answer. It is a checklist. (Checklist) Measured data at this level, using simple statistics for calculation is Percentage with a total of 6 questions

- Part 2 is a questionnaire on marketing mix factors 4P's psychological factors and social factors The question is a closed-ended question (Close-ended Questionnaires). The question type is the choice of the feedback of the respondents according to the level of importance by dividing the priority score into 5 levels according to the Likert form. Is a rating scale question type
- Part 3 is a questionnaire on the behavior of buying products through an online store. Is a questionnaire about Reasons for choosing to buy products through online stores, the amount of purchases each time through an online store, the person influencing the purchase decision through the online store, the time to shop through the online store, Which channels do you choose to buy products through an online store, payment channels from purchasing products through online stores, types of products you choose to buy? The online store is a question of creating a name coined (Nominal Scale) and order (Ordinal) is a measure of data to divide into groups. According to each property The question is a closed-ended questionnaires with multiple choice questions. The respondents choose the one that corresponds to only one answer. Looks like a checklist item (Checklist) Measured data at this level, using simple statistics for calculation is Percentage, with a total of 7 questions and questionnaires about the frequency of purchases through online stores is an open-ended question form. Use the ratio type gauge Allowing the respondents to specify the number of times to buy products through an online store And the value of the purchase through the online store is an open-ended question Use the type gauge to allow respondents to specify the amount of money to buy products through an online store. There are a total of 2 questions.
- Part 4 is the feedback information of the respondents as an open-ended question form for the respondents to express their opinions and provide useful suggestions.

The researcher used the questionnaire to test (Pretest) with the sample group that is similar to the group that will study 40 people by applying to

analyze the confidence as an item (Item Analysis) to find total confidence by using Cronbach's method (1984 ;: 161 referred to in Kalaya Wanichanchan, 2005) for clarity of questions By using the accepted criteria that are greater than 0.70 to show that this questionnaire has sufficient confidence by using Program SPSS to calculate the reliability using the Analyze Scale Reliability Analysis statement. The results of the test have the reliability of the entire questionnaire equal to .810 Processed data obtained from computer program queries by looking at percentages (Percentage) and Mean (Mean) Microsoft Excel, which is a ready-made program for creating pie charts and bar charts with explanations. Results And bring the results from the chart to present to analyze according to the characteristics of various variables (Tosaporn mahamud.,2018)

STATISTICS USED IN DATA ANALYSIS

Descriptive statistics. Statistics used are Percentage, mean and standard deviation to explain demographic data of respondents and various variables Inferential statistics are used for hypothesis testing. The statistics used were Chi-square and Multiple Regression Analysis.

RESEARCH RESULT

The results showed that most respondents were female, aged 21-30 years, single status, graduated with a bachelor's degree or equivalent. Average income per month 20,001-30,000 Baht and have a career in private company employees

Marketing mix factors Psychological factors And social factors affecting the purchasing behavior through online stores

According to studies, it has been found that The level of opinion on marketing mix factors Have a level of opinion At the agreed level, consisting of distribution channel factors, followed by product factors Price factor And marketing promotion factors The overall average level of opinion on marketing mix factors is at a very agreeable level with details as shown in Figure 2.

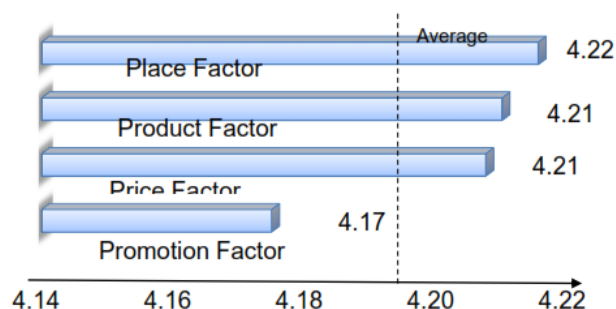


Illustration 2 shows the level of opinion on marketing mix factors

From the study, it was found that the level of opinions on psychological factors Have a level of opinion At the agreed level, consisting of motivation factors, followed by perceived factors Learning factors Belief factor Attitude factor And personality factors The overall average level of opinions on psychological factors is at the very agreed level with details as shown in Figure 3.

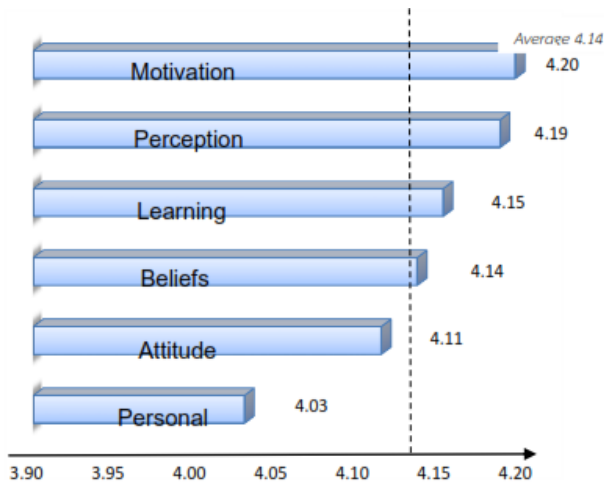


Illustration 3 shows the level of opinions on psychological factors

From the study, it was found that the level of opinions on social factors Have a level of opinion At the agreed level, consisting of social class factors, followed by reference group factors Cultural factors And family factors The overall average level of opinions on psychological factors is at the very agreed level with details as shown in Figure 4.

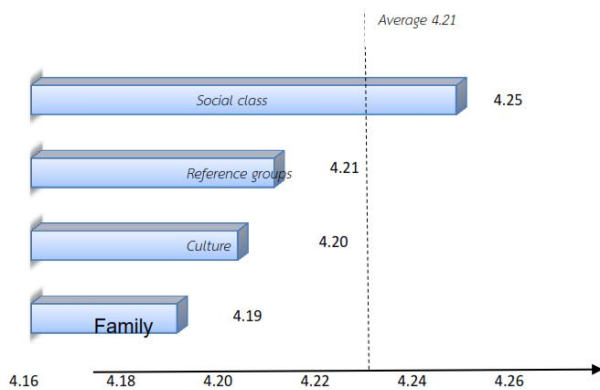


Illustration 4 shows the level of opinions on social factors

From the study, it was found that the level of opinions on marketing mix factors Psychological factors And social factors Have a level of opinion At the agreed level, consisting of psychological factors, followed by marketing mix factors And social factors The overall average level of opinions on psychological factors is at the very agreed level with details as shown in Figure 5.

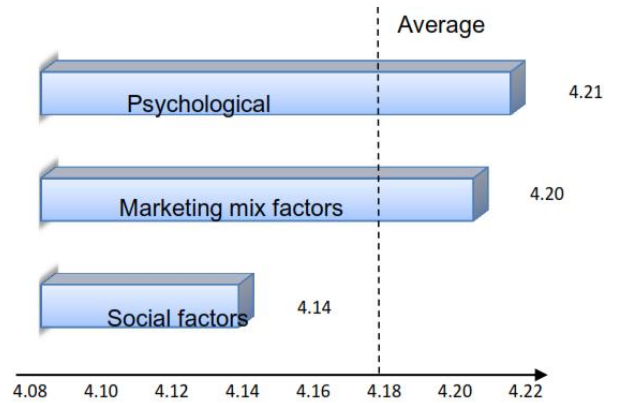


Illustration 5 shows the level of opinions on marketing mix factors. Psychological factors and social factors

SHOPPING BEHAVIOR VIA ONLINE STORES

From the study, it was found that the behavior of buying products through online stores Most respondents have a reason to shop online because of convenience. There is a quantity of products purchased through online stores 1–2 pieces / time. There is an individual who influences the decision to buy products through online stores. Choose to buy products through online stores in the evening from 14.01 - 17.00 hrs. Use Facebook to shop via online stores. Pay via Internet Banking. Shop for products. Clothing / apparel category there is an average frequency of buying products online at 2.27 times per month. And the value of buying products online at an average of 1,353.00 baht per time Compare the behavior of buying products through online stores with gender, age, family status. Education level Average monthly income and occupation

HYPOTHESIS

- **Hypothesis 1:** Different personal data affects consumers' buying behavior through online stores.

From the study, it was found that personal factors in terms of sex, age, education level Average monthly income and different occupations have different purchasing behavior through online stores. At the statistical significance level of 0.05 but personal factors in the status of different families have different purchasing behavior via online stores. Analysis of marketing mix factors Psychological factors And social factors that influence consumers' buying behavior through online stores

- **Hypothesis 2** The relationship between marketing mix factors Psychological factors Social factors Influencing consumers' purchasing behavior through online stores

Table 1 Comparison of marketing mix factors Psychological factors And social factors that influence consumers' buying behavior through online stores

Marketing mix factors	B	Std. Error	Beta	t	Sig.	test result
Psychological and social factors						
1. (Product)						
(Brand)	.104	.053	.085	1.945	.053	no
The product is unique.	.262	.067	.205	3.916	.000**	yes
The product is modern, popular.	.227	.060	.187	3.764	.000**	yes
The product has a beautiful design that is unique.	.198	.055	.187	3.581	.000**	yes
Products are useful for use.	.317	.063	.250	5.009	.000**	yes
Products with standardized production	.014	.058	.013	.250	.803	no
2. (Price)						
Price suitability and quality	.104	.064	.088	1.639	.102	no
Cheap price compared to other sales sources	.236	.075	.190	3.171	.002**	yes
With the same standard selling price	.246	.072	.204	3.397	.001**	yes
3. (Place)						
There is a way to find various and convenient product information.	.086	.065	.075	1.333	.183	no
There are various ways to order products.	.024	.059	.021	.410	.682	no
There are various payment channels.	.321	.057	.260	5.600	.000**	yes
There are many ways to contact employees. And can contact at any time	.071	.057	.063	1.245	.214	no
There are various ways to choose products.	.150	.069	.128	2.167	.031*	yes
4. (Promotion)						
There are advertisements through internet media. Reliable And true	.076	.067	.065	1.142	.254	no
There are promotions, promotions, marketing, discount, giveaway, such as in festivals or occasions.	.020	.044	.020	.450	.653	no
There is staff to help. And take care all the time Including the speed of response of employees	.374	.051	.378	7.340	.000**	yes
Continuously building relationships with customers such as Organizing activities for customers to have fun through the website	.286	.058	.213	4.909	.000**	yes
There is a follow-up of customer feedback, both positive and negative, after the customer orders.	.045	.021	.083	2.164	.031*	yes
5. Psychological factors						
Motivation						
Able to buy products easily and with variety	.296	.053	.226	8.478	.000**	yes
Easy buying process, saving time and fast.	.241	.064	.383	4.806	.000**	yes
Save costs and energy in buying products.	.248	.057	.372	4.918	.000**	yes
Online shopping is more fun and enjoyable than traditional stores.	.354	.068	.362	8.471	.000**	yes
Having products through an online store linked to						
Social media networks are one of the reasons for buying products through online stores.	.053	.025	.089	2.258	.024*	yes

5.2 Attitude						
Products in online stores are of better quality than traditional stores.	.182	.054	.175	3.345	.001**	yes
The online store cannot directly contact the product but is not considered a limitation in buying.	.057	.056	.049	1.014	.311	no
Products in online stores are not different from traditional stores, both brand and product quality.	.089	.067	.080	1.328	.185	no
The online store provides an alternative to buying more interesting than traditional stores.	.236	.055	.219	4.260	.000**	yes
Recognition						
Questioning or requesting details about products on online stores is more convenient than traditional stores.	.081	.060	.072	1.356	.176	no
In online stores, delivery of products to customers is an advantage over traditional stores.	.010	.058	.009	.173	.863	no
The online store is a selection of products that are reliable both in terms of product and product quality.	.106	.055	.094	1.920	.056	no
Online stores make life style easier, more convenient.	.365	.061	.328	5.954	.000**	yes
Learning						
Online stores provide information about materials used in the production of various products. So that buyers can use And know how to treat products Can be correct according to the type of product	.114	.067	.100	1.709	.088	no
Online stores use technology that helps make decisions easier, such as making videos or images demonstrating how to use the product.	.141	.061	.118	2.298	.022*	yes
Faith						
Believe that online stores are easy and convenient to buy	.005	.047	.004	.101	.919	no
Believe that online stores have a variety of products And more exotic	.127	.057	.106	2.216	.027*	yes
Believe that online stores provide fast service, both information and delivery	.154	.056	.139	2.770	.006**	yes
Believe that online stores have good quality products Suitable for the price	.120	.055	.105	2.155	.032*	yes
Personality						
Online stores are convincing to present and deliver products.	.084	.049	.076	1.722	.086	no
Online stores offer creative products.	.086	.059	.074	1.443	.150	no
Online stores can meet the needs of buying immediately.	.020	.065	.017	-.302	.763	no
6. Social factors						
Family						
Family members influence the decision to buy products in online stores.	.248	.059	.218	4.196	.000**	yes
Family members have introduced or told other family members to buy products in online stores.	.118	.066	.109	1.781	.076	no
6.2 Reference group						
Known people influence the decision to buy products in online stores.	.336	.072	.278	4.667	.000**	yes

Friends often recommend buying products in online stores.	.221	.064	.178	3.477	.001**	ü
Advertisers in the advertisement often influence the purchase of products in online stores.	.104	.063	.086	1.636	.103	üüü
The decision to buy products in an online store because the price is cheap, good quality is consistent with the cost of living and their income.	.285	.064	.249	4.473	.000**	ü

Social class						
Online stores are suitable for middle class people who are modern and popular with technology.	.041	.071	.036	.583	.560	üüü
Online stores are consistent with the lifestyle of modern people.	.273	.068	.227	4.017	.000**	ü

Culture						
The decision to buy products in online stores is believed that most of the new generation people prefer to shop online.	.628	.073	.509	8.587	.000**	ü
The decision to buy products in an online store because of the presence of an online social network, culture, social media, makes buying products online is interesting.	.145	.060	.129	2.430	.016*	ü

From the study, it was found that the comparison of marketing mix factors, psychological factors And social factors that influence consumers' buying behavior through online stores as follows

- **Marketing mix factors** found that the **product** The product is unique. The product is modern, popular. The product has a beautiful design that is unique. Products are useful for use. The price is cheap compared to other sales sources. With the same standard selling price Distribution channels there are various payment channels. There are various ways to choose products. Marketing promotion there are staff to help. And take care all the time including the speed of response of employees continuously building relationships with customers, such as organizing activities for customers to enjoy through the website. There is a follow-up of customer feedback, both positive and negative, after the customer orders. Influencing consumers' buying behavior through online stores At statistical significance at .05 level
- **Psychological factors** found that the incentives can be easily purchased and diverse. Easy buying process, saving time and fast. Save costs and energy in buying products. Online shopping is more fun and enjoyable than traditional stores. Having products through online stores linked to social media networks is one of the reasons for buying products through online stores. The attitude of products in online stores is better than traditional stores. The online

store provides an alternative to buying more interesting than traditional stores. Perception Online stores make life style easier, more convenient. Learning Online stores use technology that helps make decisions easier, such as making videos or images demonstrating how to use the product. Faith Believe that online stores have a variety of products And more exotic Believe that online stores provide fast service, both information and delivery Believe that online stores have good quality products Suitable for the price Influencing consumers' buying behavior through online stores At statistical significance at .05 level

- Social factors found that family members, family members had influence on the decision to buy products in online stores. Reference group Known people influence the decision to buy products in online stores. Friends often recommend buying products in online stores. The decision to buy products in an online store because the price is cheap, good quality is consistent with the cost of living and their income. Social class Online stores are consistent with the lifestyle of modern people in the culture. Judging the decision to buy products in online stores because they believe that most of the new generation people prefer to shop online The decision to buy products in an online store because of the presence of an online social network, culture, social media, makes buying products online is interesting. Influencing consumers' buying behavior through online stores At statistical significance at .05 level

Summary and discussion of research results Suggestions from the study From this study, the students have suggestions for the following benefits

- Products Sellers through online stores should focus on products that are not as diverse. The product is modern, popular. And the product has a beautiful design that is unique To meet the needs of customers to increase
- The price of the seller through the online store should pay attention to the cheap price compared to other sales sources To be a competitive price strategy with online merchants
- Distribution channels Sellers through online stores should pay more attention to the matter of having payment channels for

various products. To support the convenience of customers

- Marketing promotion Sellers through online stores should focus on having employees to help. And take care all the time Including the speed of response of employees Continuously building relationships with customers such as Organizing activities for customers to have fun through the website To meet the needs of customers and also to impress customers. In addition, it may make customers more loyal to the brand. And have more purchases with the store
- Psychological factors Sellers through online stores should pay more attention to the attitude of the online store, providing an alternative to buying more interesting than traditional stores. Perception Online stores make life style easier, more convenient. Learning Online stores use technology that helps make decisions easier, such as making videos or images demonstrating how to use the product. And faith Believe that online stores have a variety of products And more exotic Believe that online stores provide fast service, both information and delivery Believe that the online store has good quality products suitable for the price In order to meet the needs of customers and accommodate the convenience of customers and also provide useful information about products and applications And may impress customers towards the store
- Social factors Sellers through online stores should focus on family matters. Family members influence the decision to buy products in online stores. Reference group Known people influence the decision to buy products in online stores. Social class Online stores are consistent with the lifestyle of modern people. And culture The decision to buy products in online stores is believed that most of the new generation people prefer to shop online. And the decision to buy products in online stores because of having an online social network, culture, social media, making buying products online is interesting In order to meet the needs of customers with variety in the purchase and payment process And have attentive to every step towards the customers which creates confidence for the customers It is also an important part of being told and to attract more customers as well.

SUGGESTIONS FOR FURTHER RESEARCH

Study online shopping behavior via Facebook, Instagram

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Corresponding Author

Natjanan Lamaiin*

Graduate School of Business Administration,
Kasembundit University, Bangkok