

Factors affecting online of shopping behavior in Bangkok

Arm Dejtsak and Watchara Yeesoontes

Abstract—The study of factors affecting online shopping behavior aims to study 1) to study the factors of marketing mix in online shopping 2) to study the behavior of online shopping 3) to compare the behavior of online shopping Classified by personal data 4) to study the marketing mix factors affecting online shopping behavior A sample of 400 people was selected using questionnaires as a study tool. The collected data were analyzed using percentage and mean t-test statistics. ANOVA analysis was performed using F-test, (One-way ANOVA), Correlation and Multiple Regression Analysis.

The results of the study found that most of the respondents were female, aged 30 years or below, family status, single, bachelor's degree. Occupation for hire/company employee The average monthly income is less than or equal to 20,000 baht. The study found that the marketing mix in online shopping The overall picture is at the very opinion level. The results of the comparison of online shopping behaviors classified by personal data regarding gender revealed that personal data of different sexes had an effect on online shopping behaviors. Types of online products purchased Applications used to shop online and the time period used to shop online is different. In terms of age, it was found that Different ages of personal data affect online shopping behavior. in terms of types of products purchased online Time spent shopping online Reasons for choosing an online channel to buy products And the most important factor that makes different online shopping decisions. In terms of status, it was found that.

Keywords— Factors affecting online of shopping.

I. INTRODUCTION

Personal data of different statuses affects online shopping behavior. in terms of types of online products purchased Applications used for online shopping The time it takes to shop online and the person who makes the most decisions when shopping online differ. In terms of education, it was found that Personal data with different educational levels influences online shopping behavior in terms of online shopping applications. And the most important factor that makes different online shopping decisions. (Demarque, Charalambides, Hilton, & Waroquier, 2015). The occupation was found Individuals with different monthly income levels have different online shopping behaviors in terms of the type

of online products they purchase. Applications used for online shopping Time spent shopping online and the people who make the most decisions in different online shopping choices.(Ahuja, Gupta, & Raman, 2003) The level of monthly income from the study found that Individuals with different monthly income levels had the same online shopping behavior. (Mallapragada, Chandukala, & Liu, 2016) From the study of marketing mix factors affecting online shopping behavior It was found that the marketing mix in marketing promotion Influence consumers' online shopping behavior The researcher has suggestions from the study as follows: 1.) Products The seller should choose a good quality product. Different from general stores Specify the complete details of the product. truthful The product image is clearly displayed. and there is a warranty that the product can be replaced Or can return the product. 2.) (Pourfarzi, Fouladi, Amani, Ahari, Roshani, & Alimohammadi, 2016) Price, the online seller should set the price of the product that is suitable for the quality. And it may be cheaper than offline stores. and choose a secure payment method 3.) distribution channel Online sellers should be able to sell their products in a variety of ways to reach consumers. Choose an application that is suitable for the product and behavior of the target customer group. There are several shipping options. such as normal delivery, express delivery and should choose an application that will be used as a distribution channel that is suitable for the product to be sold and target customers, (Horani, 2020) for example, if you want to sell clothing products costume The customer group is working women, should choose to use the Facebook Instagram Shoppe application or if wanting to sell electronic products. For male customers, working age should choose to use the Shopee application, etc. 4.) Marketing promotion Online sellers should have regular promotional activities. Free delivery is available. There is publicity on social media. And there is a return of profits to customers who buy products regularly. (Hanafizadeh,2012)

Trading is something that has been in tandem with human civilization since ancient times. with the development of different forms according to the development of human civilization in each era It started with a hand-to-hand exchange of goods. until the exchange of goods with currency from the traditional form of trade that is traded at the location or shop until it has evolved into a modern trade. through electronic media known as e-commerce or online business which has a starting point from trading through the website and it's not very

popular. Then after the production of smartphones and the development of Internet service providers has made accessing the Internet more convenient. Increased number of internet user's Various applications are being developed. make online business It is very popular and continues to grow. Online Shopping Behavior which is various behaviors Related to the consumer's online shopping habits, today's (Javadi, Dolatabadi, Nourbakhsh, Poursaeedi, & Asadollahi, 2012) consumer behavior online has begun to adjust to create more protective shields. Before the behavior of shopping for products or services, they will look for credibility marks that are affixed on the website to build their self-confidence. and to prevent problems that may occur such as the product does not meet the requirements Product quality is not up to standard or unable to contact the seller In addition, online shopping behavior refers to the buying behavior of final consumers who buy goods and services for their own consumption. (Cova, 1997) consumers around the world There are differences in demographic characteristics such as age, income, education level, religion, culture, tradition, values and tastes, etc., causing differences in eating behavior, use, purchase and consumer perceptions of products. go out causing the purchase of consumption of goods and many services different types

In addition to the aforementioned population There are other factors that lead to different consumption from the above information so it can be seen that that online business It is a business that continues to grow and is likely to become a mainstream channel for people to trade in the future. And it is an important revenue generating channel for merchants. The student wishes to Interested in studying the factors of marketing mix that affect online shopping behavior. Because such factors are factors that will help merchants to choose products. and suitable channels for selling products and the reason why the specific study chose to study the case of online merchants Refers to online merchants commerce via social media and various applications from the surrounding people of many students and family members of the students themselves Doing this business a lot. both as a main occupation and an additional occupation The study was therefore of the opinion that The information obtained from this study will be useful to entrepreneurs. have developed their business to grow up This will affect the economic development of the country in the future.

A. Study objectives

To study the factors of marketing mix in online shopping to study the behavior of online shopping to compare online shopping behavior Classified by personal information To study the factors of marketing mix that affect online shopping behavior

B. Concept, Theory

The study of factors affecting online shopping behavior The student has studied documents, concepts, theories and related research. to be used to formulate the conceptual framework and guidelines for the study as follows:

Marketing mix theory

Mention the theory of marketing mix that "The marketing mix is the heart and the tool for marketing management. This is a factor that can be controlled, changed, and improved accordingly. which is very important to many aspects, including people, economy and society, because marketing agencies or organizations It is a job creator that generates income for individuals. and the result is that the person who is the consumer who has been meet the needs until it is comfortable and the highest satisfaction for the business organization When production, investment and employment are improved, people earn more. And with more purchasing power, the country, economy and society will raise the standard of living. The marketing mix (4P's) consists of products, prices, distribution channels. and marketing promotion (Dominici, 2009)

elements of the marketing mix that It consists of four key components:

1. Product (Product) herein shall mean including goods and or services. including concepts, individuals, organizations, etc., by marketers to provide products to meet the needs of consumers.

2. Price (Price) of the product that the marketer has provided. to meet the needs of

consumers, as mentioned above. Must be under the price level that consumers will be satisfied and willing to pay. to buy that product. For this reason, the selling price of the product is set by marketers. Therefore, it should take into account the cost-effectiveness and expectations that the bricklayer wants to receive from the product and it must be appropriate. consistent with the image of that product as well

3. Distribution channels (Place) besides products and prices that must be able to respond to the needs and satisfaction of the target consumers Marketers also need to realize the importance of channel management. This means taking action to make the product available to the consumer under the right time and place. It is convenient for consumers to buy and most importantly, the distribution channel must be consistent with product management. and the price that has been set due to the distribution location affects trustworthiness in terms of the quality and price of the product as well

4. Marketing promotion (Promotion), although all three elements are dead. It will be an important part in responding to the demand and creating satisfaction in the product for consumers. But if there is a lack of communication to make customers aware of the benefits and features of products, price levels and various distribution channels and stimulate customer demand would not be able to cause the purchase decision of consumers, therefore, marketing promotions such as advertising and public relations Including sales promotion with various activities such as discounts, exchanges, giveaways, etc., therefore, it is another element that has The importance of the marketing mix (Işoraitè, 2016)

II. RESEARCH METHODOLOGY

n = 384.16.

The study of factors affecting online shopping behavior The objective is to study the factors of marketing mix. online shopping behavior Comparison of online shopping behavior classified by personal information and marketing mix factors affecting online shopping behavior The study authors have determined the methods in the study as follows:

A. Population and samples used in the study

The population used in the study was a group of online shoppers in the Bangkok area. A total of 400 samples were selected for this study. W.G.Cochran's (Sugden, Smith, & Jones, 2000) unidentified sample size was calculated at the 95% confidence level as follows:

$$n = (.50)(1-.50)(1.962)/(.052)$$

$$n = (.5)(.5)(3.8416)/.0025$$

$$n = .9604/.0025$$

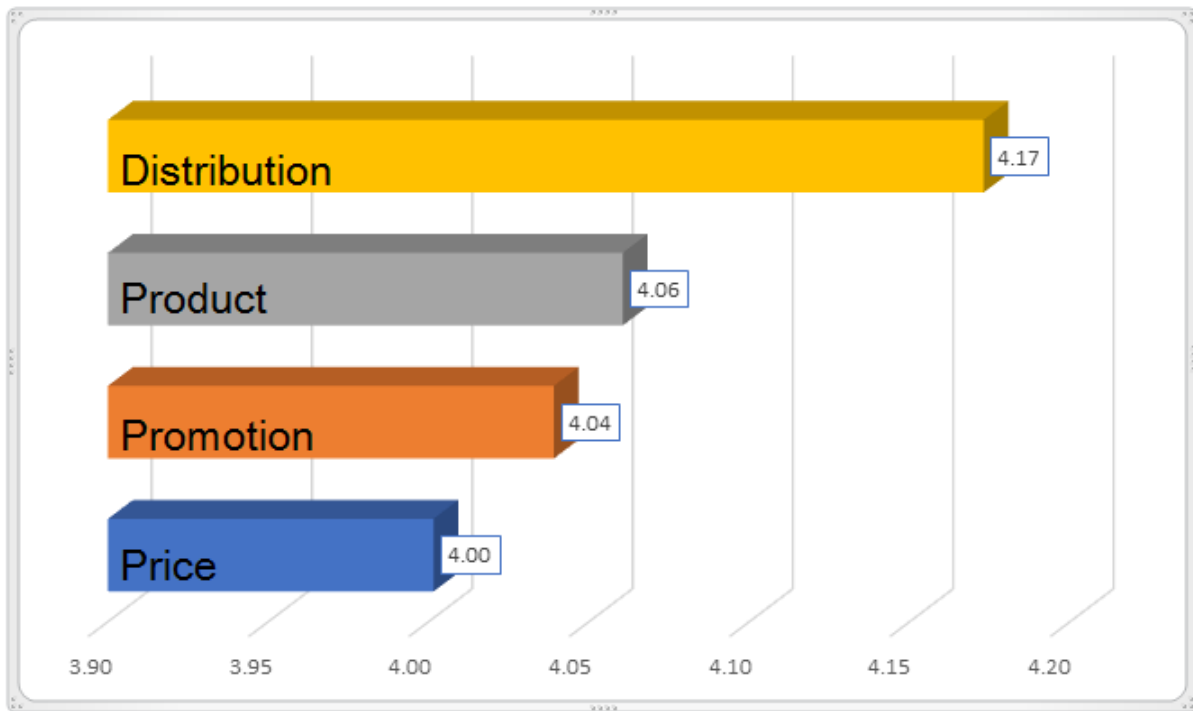
B. Statistics used in data analysis

Descriptive Statistics The statistics used are percentage (Mean) to describe the demographic data of the respondents and variables. Inferential Statistics are used for hypothesis testing. The statistics used are Chi-square and Multiple Regression Analysis.

C. study results

The study of factors affecting online shopping behavior The sample group studied were Consumers who buy online 400 sets of questionnaires were used as a tool for collecting data and 400 were returned, representing 100% of the questionnaire.

III. MARKETING MIX FACTOR



Shows the level of opinion on the marketing mix factor. (Constantinides, 2006)

The picture shows the level of opinion on the marketing mix factor. From the study of the data, it was found that the opinion level of the distribution channel marketing mix factor The average of the opinion level on the marketing mix factor was very important ($\bar{x} = 4.06$). All 4 items were in the very important level, consisting of distribution channels ($\bar{x} = 4.17$), products ($\bar{x} = 4.06$), marketing promotion ($\bar{x} = 4.04$), and prices ($\bar{x} = 4.00$), respectively.

A. Show the marketing mix factors influencing online shopping behavior

Marketing mix factor	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.300	2.143		0.607	0.545
Product	-0.980	0.701	-0.106	-1.398	0.163
Price	-0.071	0.703	-0.008	-0.101	0.920
Chanel of distribution	0.913	0.776	0.097	1.177	0.240
marketing promotion	1.174	0.553	0.147	2.122	0.034**

Compare the influence of marketing mix with the behavior of online shopping frequency per month. It was found that the marketing mix in marketing promotion (Sig = 0.034) had an influence on consumers' online shopping behavior. Statistical significance level 0.05

IV. SUMMARY, DISCUSSION, AND SUGGESTIONS

The study of marketing mix factors affecting online shopping behavior The objectives of this study were to study online shopping behavior and marketing mix factors affecting online shopping behavior. is a quantitative study (Quantitative Research) used a questionnaire of 400 sets as a tool to collect data and use statistics for data analysis such as Chi-Square and Multiple Regression Analysis.

V. MARKETING MIX FACTORS IN ONLINE SHOPPING

The study found that the marketing mix in online shopping The overall picture is at a high level, consisting of products, prices, distribution channels. and marketing promotion with details as follows

The overall product aspect is at a high level, consisting of products purchased online that meet demand. There is a complete description of the product. The product image is clearly displayed; the product is of good quality. as announced There is a guarantee of product quality. can change or return the product The products are different from general offline stores, respectively.

In terms of overall price, 4 items are at a high level, comprising of reasonable prices for product quality and able to

compare prices with other traders conveniently. Products sold online are cheaper than offline stores. Online products have a secure payment system. and there is 1 medium-important item, which is able to negotiate the price with traders that sell products online

The overall distribution channel is at a high level, consisting of saving time and travel expenses. Access to merchants through a variety of channels There are several delivery options available such as Standard Shipping, Express Shipping. Punctual in delivery time Traders pay attention to sales and give advice accordingly.

The overall marketing promotion is at a high level, consisting of free delivery service. even if ordering a small amount There are regular promotional activities. To attract new customers, such as discounts, exchanges, giveaways The news is notified directly to customers through various channels such as Line, email, Facebook Messenger. There is a continuous return of profits to loyal customers, such as giving special prices to regular buyers, respectively. (Seetanah, & Sannassee, 2015)

VI. DISCUSSION OF STUDY RECOMMENDATIONS

The study of marketing mix factors affecting online shopping behavior The students had issues to discuss the results as follows: The study's recommendations are as follows:

Product The seller should choose a good quality product. different from general stores and should specify complete

details of the product truthful There is a clear display of the product image. and there is a warranty that the product can be replaced or return the product In terms of price, the seller should set the price of the product that is appropriate for the quality. and may have a cheaper price than the store Offline and choose a secure payment method distribution channel There should be sales of products in a variety of channels to reach consumers. There are a variety of shipping options, such as standard shipping, express delivery. In terms of marketing promotion, the study found that marketing promotion influencing behavior frequency in consumer online shopping Therefore, online sellers should have regular promotional activities. Free delivery is available. There is publicity on social media. And there is a return of profits to customers who buy products regularly. (Seetannah, Sannassee, Teeroovengadam, & Nunkoo, 2019)

- [10] Mallapragada, G., Chandukala, S. R., & Liu, Q. (2016). Exploring the effects of "What"(product) and "Where"(website) characteristics on online shopping behavior. *Journal of Marketing*, 80(2), 21-38. <https://doi.org/10.1509/jm.15.0138>
- [11] Pourfarzi, F., Fouladi, N., Amani, F., Ahari, S. S., Roshani, Z., & Alimohammadi, S. (2016). Factors affecting preferences of iranian women for breast cancer screening based on marketing mix components. *Asian Pacific Journal of Cancer Prevention*, 17(8), 3939-3943.
- [12] Seetannah, B., & Sannassee, R. V. (2015). Marketing promotion financing and tourism development: The case of Mauritius. *Journal of Hospitality Marketing & Management*, 24(2), 202-215. <https://doi.org/10.1080/19368623.2014.914359>
- [13] Seetannah, B., Sannassee, R. V., Teeroovengadam, V., & Nunkoo, R. (2019). Air access liberalization, marketing promotion and tourism development. *International Journal of Tourism Research*, 21(1), 76-86. <https://doi.org/10.1002/jtr.2242>
- [14] Sugden, R. A., Smith, T. M. F., & Jones, R. P. (2000). Cochran's rule for simple random sampling. *Journal of the Royal Statistical Society: Series B (Statistical Methodology)*, 62(4), 787-793. <https://doi.org/10.1111/1467-9868.00264>

VII. SUGGESTIONS FOR THE NEXT STUDY

In the next study Students should study other theories. that affects online shopping behavior, such as trust, acceptance of technology, etc. for online sellers used as information in Continue selling products should have more studies in consumer behavior After the end of the COVID-19 outbreak, how has it changed? for the benefit of doing business further

REFERENCES

- [1] Ahuja, M., Gupta, B., & Raman, P. (2003). An empirical investigation of online consumer purchasing behavior. *Communications of the ACM*, 46(12), 145-151. <https://doi.org/10.1145/953460.953494>
- [2] Constantinides, E. (2006). The marketing mix revisited: towards the 21st century marketing. *Journal of marketing management*, 22(3-4), 407-438. <https://doi.org/10.1362/026725706776861190>
- [3] Cova, B. (1997). Community and consumption: Towards a definition of the "linking value" of product or services. *European journal of marketing*. <https://doi.org/10.1108/03090569710162380>
- [4] Demarque, C., Charalambides, L., Hilton, D. J., & Warquier, L. (2015). Nudging sustainable consumption: The use of descriptive norms to promote a minority behavior in a realistic online shopping environment. *Journal of Environmental psychology*, 43, 166-174. <https://doi.org/10.1016/j.jenvp.2015.06.008>
- [5] Dominici, G. (2009). From marketing mix to e-marketing mix: a literature overview and classification. *International journal of business and management*, 4(9), 17-24. <https://doi.org/10.5539/ijbm.v4n9p17>
- [6] Hanafizadeh, P. (Ed.). (2012). *Online Advertising and Promotion: Modern Technologies for Marketing: Modern Technologies for Marketing*. IGI Global. <https://doi.org/10.4018/978-1-4666-0885-6>
- [7] Horani, L. F. (2020). Identification of target customers for sustainable design. *Journal of Cleaner Production*, 274, 123102. <https://doi.org/10.1016/j.jclepro.2020.123102>
- [8] Išoraitė, M. (2016). Marketing mix theoretical aspects. *International Journal of Research-Granthaalayah*, 4(6), 25-37. <https://doi.org/10.29121/granthaalayah.v4.i6.2016.2633>
- [9] Javadi, M. H. M., Dolatabadi, H. R., Nourbakhsh, M., Poursaedi, A., & Asadollahi, A. R. (2012). An analysis of factors affecting on online shopping behavior of consumers. *International journal of marketing studies*, 4(5), 81. <https://doi.org/10.5539/ijms.v4n5p81>