



THE INVESTIGATION OF SHOPPERS' INTENTION IN PURCHASING ONLINE GLOBAL BRAND



By

MISS Warissara VITONPHUN

A Master's Report Submitted in partial Fulfillment of Requirements
for Master of Business Administration (INTERNATIONAL BUSINESS) INTERNATIONAL
PROGRAM

International College Silpakorn University

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online global brand
By Warissara VITOONPHUN
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Advisor Keatkhamjorn Meekanon

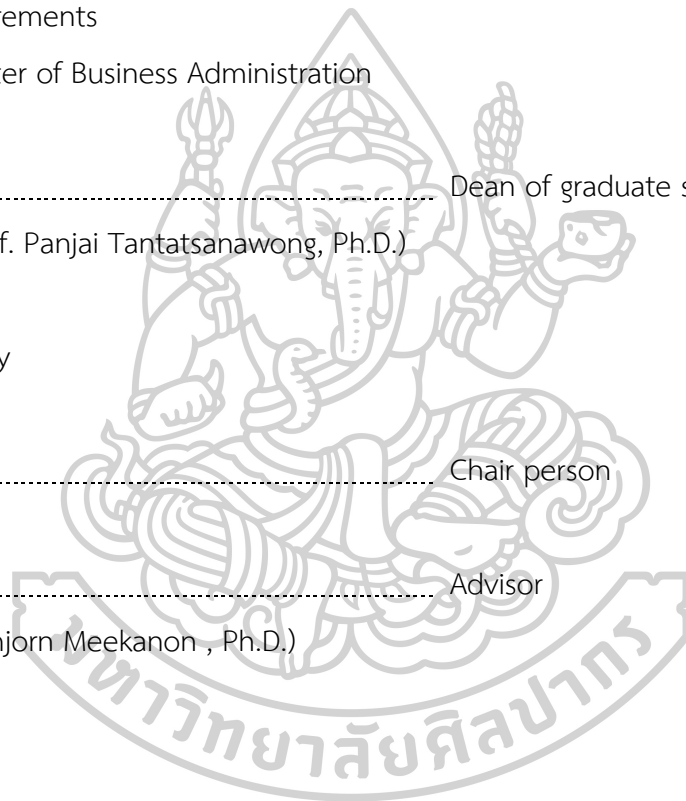
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This study aims to study about “The investigation of shoppers’ intention in purchasing online global brand” In this research, the researcher choose to use qualitative research to evaluate the investigation of shoppers’ intention in purchasing online global brand. This method can help to understand the intention of customer such as convenience, experience, attitude and safety. This method is easier than other technique to reach the customer intention in purchasing online global brand. The researcher use interview question to customer who use online global brand and customer who interested and have an intention in online global brand. This method will help researcher to measure and evaluate the investigation of shoppers’ intention in purchasing online global brand now and in the future.

Nowadays online global brand is evolving and appearing in human’s life more day by day. In the past, people use to go department stores to buy their things. But now Internet technology designs people's way of lives become easier. It’s convenient and useful for customer. People can communicate to the others by social networking services (SNSs). It’s basically being as a major part of human's life. One of the most popular social networking websites is web-shopping. Online shopping and web-shopping turn to be more popular.

ACKNOWLEDGEMENTS

This Independent Study has a main purpose on studying about shoppers' intention in purchasing online global brand. The study had achievement properly. I am sincerely thankful to my advisor Dr. Keatkhamjorn Meekanon who gave me a lot useful suggestions and information during the process of this Independent Study. And also I am very thankful to Silpakorn University International College for the opportunity to study here. Furthermore, I am very thankful to my family who inspiration and supported me so well on information and encouraged me to do this Independent Study. Besides, I am thankful to all my friends: all of my MBA classmates. They are always help me as much as possible.

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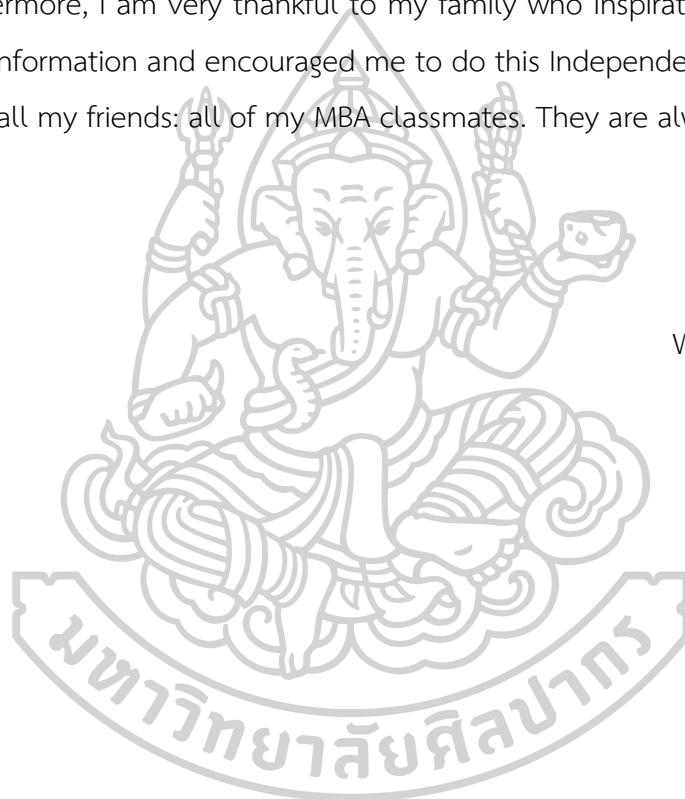


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CHAPTER 1

Introduction

Nowadays, the internet plays an essential role influencing people's life style. Communication among people in any part of the world, is getting more and more convenient (Bourlakis et al., 2008). By the usage of the internet, people can send text message, search information, play games and even buy products and services on line. (Butler and Peppard, 1998).

Web-shopping has been participated and accepted extensively as an alternative channel for consumers to shop online conveniently. Web-shoppings also provide consumers beneficial information, various choice of product items and price comparison. (Yu and Wu, 2007).

Besides, consumers, their family and friends who have experienced shopping online satisfyingly or unfavorably, influence the others to shop or avoid shopping on those web-shoppings.

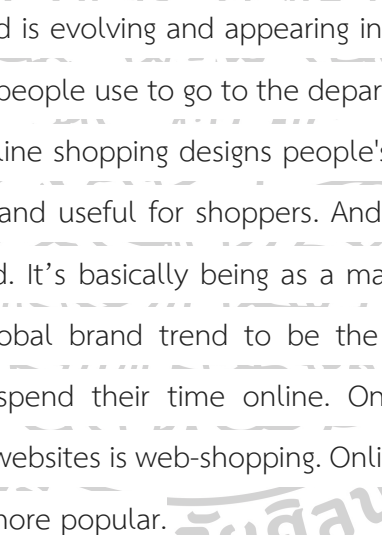
Consequently, good or bad shopping online experiences are liable to bring about to consumer's good or bad attitude. Positive or negative attitude influences on consumers' intention in purchasing online global brand, is significant for web-shopping administrators' major consideration. (Koo et al., 2008).

Furthermore, consumers also confront with the risk of information security (Comegys et al., 2009). In addition to going online purchasing, consumers are taking the risk as consumers are not able to inspect the products before purchasing or the risk of payment process that a consumer 's personal information has to be presented including with credit card number. (Wang et., al 2005). Safety problem is existed on

the stage of purchasing and then relatively connected to the post-purchasing stage. Personal information might be misused, certainly being concerned by consumers. (Seock and Norton, 2007).

Background

From the topic “The investigation of shoppers’ intention in purchasing online global brand”. In this generation online shopping global brand is a convenience way to do the shopping.



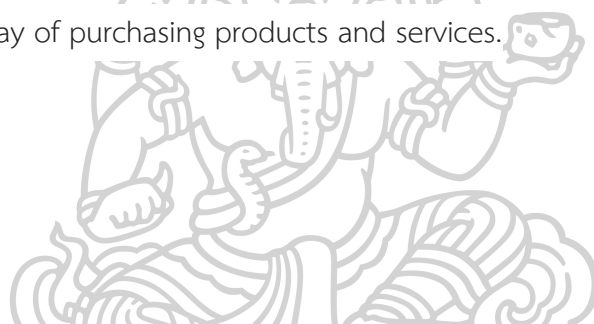
Global brand is evolving and appearing in human’s life more day by day. In the past, people use to go to the department stores to buy their things, but now online shopping designs people's way of life become easier. It’s convenient and useful for shoppers. And it’s easy to access with online global brand. It’s basically being as a major part of human's life. Online shopping global brand trend to be the interactive channel influences people to spend their time online. One of the most popular social networking websites is web-shopping. Online shopping and webs-shopping turn to be more popular.

Lifestyle of customer has been changed and online shopping global brand is becoming more and more attractive and popular way of buying for people, especially for young consumers. And it’s easy to help shoppers to find the products they want to buy quickly. Web-shopping seems to be an alternative to the shopping channel for shoppers to be online. It is a strategy that online sellers try to make competitive advantages of cost, time savings and serve more convenient to customer.

Web-shopping seems to be an alternative to the shopping channel for customers to be online. It is a strategy that online sellers try to make competitive advantages of cost, time saving and serve more and more convenience to the customers.

Online shopping provides more satisfy information and choices to compare products and prices for modern customers. There are more choices to find the items online conveniently and easily than going out shopping at the stores. So, online shopping has become popular and widely accepted as a way of purchasing products and services.

Problem



Even online shopping global brand is being more popular and facilitative to access and makes life become easier. However, there is also some point of problem related to this topic, for those who might not familiar with online shopping global brand web sites.

Consequently, this study keeps trying to focus the measurement on the factors of experience, convenience, attitude and safety which are the most important factors that influence shoppers' attention to make decision purchasing online global brand from the webs-shopping.

Shoppers who were dissatisfaction with past online-shopping experience, also affects their following purchasing decision. For example, they might not want the products they have bought because it was low quality one, the product they bought might not be

matched as the detail describe on the web or it was unexpected.

On the way delivery, the product may be fragile, out of order or wrong item was sent to the customer. So delivery is another key of dissatisfaction affects online purchasing intention. Slow or late shopping also makes customers walk away from online shopping.

Research objectives

- To study customer intention in purchasing online global brand.
- To study what factor effects customer intention in purchasing online global brand.

Research question

- How convenience affect shoppers' intention in purchasing online global brand.
- How experience affect shoppers' intention in purchasing online global brand.
- How attitude affect shoppers' intention in purchasing online global brand.
- How safety affect shoppers' intention in purchasing online global brand.

Significant of the study

It is significantly that the online shopping business owners should be aware, including unsecured payment, slow shipping, unwanted products, spam or virus, troublesome emails and technology problems. Credit card payment in online shopping is likely to make customers feel risky. So customers sometimes pay attention to the web-shopping information in order to protect themselves.

Customers tend to buy products and services from the web-shopping that they trust or brand that they are familiar with. So customer's safety feeling is one of the most critical issues that also effect the success or failure of online web-shopping.

Online retailers attempt to use high technology to improve their websites in order to influence consumers' perceptions of the web environment. Consumer experience with online shopping or skillful consumers are relevant to the knowledge of how online shopping works and services are, also influences online shopping intention.

Scope

To study about the investigation of shoppers' intention in purchasing online global brand. Although research finding provide some new understanding to researcher, these findings should be reviewed simple of some limitations. The study sample is comprised of university students group and group of shoppers whose higher education who are

working. The results from the study therefore could not be used to specify to present the Thai population. The study also focused on those respondents who have experienced in engaging in online purchasing. Therefore, the scope does not cover those potential customers who do not have experienced in online transaction but have intention to engage in online purchasing activities. In addition, the study does not explore the impact of gender differences in moderating the relationship between shopping direction and customer's online purchasing intention.

Research Structure

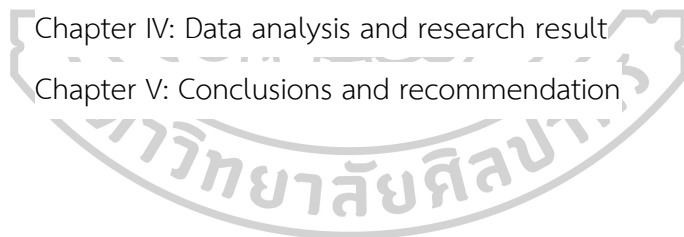
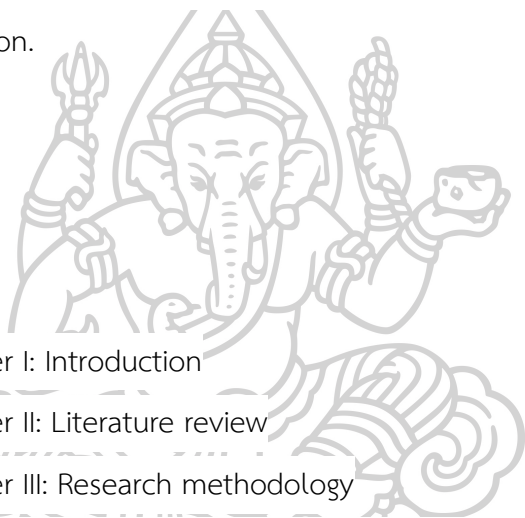
Chapter I: Introduction

Chapter II: Literature review

Chapter III: Research methodology

Chapter IV: Data analysis and research result

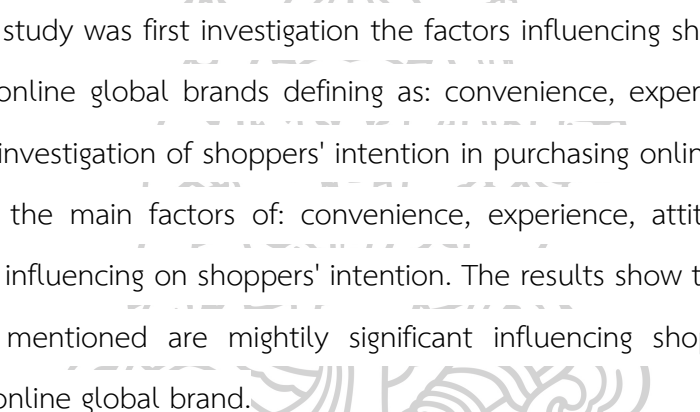
Chapter V: Conclusions and recommendation



CHAPETER 2

Literature review

Introduction



This study was first investigation the factors influencing shoppers' intention in purchasing online global brands defining as: convenience, experience, attitude and safety. The investigation of shoppers' intention in purchasing online global brand was focused by the main factors of: convenience, experience, attitude and safety to explore the influencing on shoppers' intention. The results show that the 5 factors as the above mentioned are mightily significant influencing shoppers' intention in purchasing online global brand.

The result of the investigation of shoppers' intention in purchasing online global brand shows that shopping online global brand is an alternative channel for brand lovers who have limited time during their busy day, they are able to go online searching brand products they want to buy and comparing prices online conveniently. Due to people lifestyle is reflected in shoppers' intention, they would expect being convenience while global brand web-shopping are developing to form shopper good attitude towards global brand products and global brand web-shopping.

As the investigation of shoppers' intention in purchasing online global brand found that convenience, experience, attitude and safety, the five major factors that

are focused to be investigated in this research define that those factors are strongly influenced shoppers' intention actively in purchasing online global brand.

Convenience

In consideration, the enlargement growing of internet access which is available to Thai consumers who are surfing the internet frequently to reach more information, entertainment and communication among others.

Thai consumers mostly accept that online applications are more convenient for online shopping environment. Webs-shopping expand investments in order to influence shoppers' purchasing intention.

The online shopping lists of Thai consumers have also expanded a great deal from the initial simple selection of books, music and video products to include a more extensive arrangement of product categories including apparel, handbags, shoes, accessories, housewares, digital products and many others. Thailand's online shopping market is very dynamic and highly competitive.

Online sales and logistics are available on various webs-shopping. Cash on delivery or money transferring, is accepted as payment processes for online shopping.

Exploring the factors that encourage consumers to shop online through analysis of such advantages as convenience, comparable prices, lower prices, wider product choices, product guarantee and returns, and safety webs-shopping.

The research explores how factors of convenience, experience, attitude and safety

affect participants' intention in purchasing online global brand separately by their gender, age, or occupation.

It is found that convenience is one of the main factors influencing shoppers to shop online. To analysis of sample demographical characteristics such as gender, it showed that men often shop online because of the lower prices, as it is convenience for them to compare prices online.

Most beneficial factor of shopping online is identified as it is convenience. Prices are possibility to be compared. Consequently, shoppers are able to buy the items that they want to buy at the low prices.

Impractical assumption: demographical characteristics are identified by this study is too valuable to assist business developers to form their marketing strategy, identify and relocate the main difficulty to recreate a higher convenience online shopping service to customers.

Online stores can offer valuable corporate resources to better draft of the online customers' behavior, future technologies and developments.

To understand how the consumers, change their needs and lifestyle, is one of the e-marketing strategies. To influence and motivate consumers in order to maintain online shopping, is extremely important for the webs- shopping.

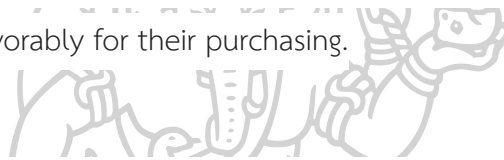
Shopping online is getting more convenient as Thai consumers rather attend to listen

to the recommendation from families, relatives, friends or even social media before making decision.

The main drivers of buying decision in developing countries are concerning of prices, quality, durability and other product-related aspects. But the consideration could be different from developed countries.



Consumers mostly expect to receive useful information and to browse through online shopping websites favorably for their purchasing.



The theory of Purchase Intention and Consumer Behavior stimulate people to perform to what their concentration and how they attempt to achieve their certain behavior.



Applying the theory of planned behavior (TPB) on Thai consumers can be indicated that the intention to shop online is mostly likely to be effected by perceiving behavioral control and subjective norm, together with the aggregate of the attitudes from the people surrounding them.

Meanwhile, the shopping intention being as a substitute role playing for purchasing behavior is needed to be explored.

2.3 Experience

As the investigation of shoppers' intention in purchasing online global brand, it was found that intentions relationship of past experience online purchasing possibility,

might be connected to consumer satisfaction. Satisfaction is the consumer's contentment reaction concerning with the enjoyable level of expenditure related to the act of consummating.

Satisfaction would be suited for supporting the probability of repeated behavior. Factors that affect online repurchase intention are shopping experiences and habit that would be adjusted to be an improvement of the expectations to online repurchase intention.



Online shopping habit being as a link between customer satisfaction and expectation adjustment, with the matter of fact, online shopping experience being a guideline to customer satisfaction. It is confirmed that customer satisfaction is an essential guideline for expectation adjustment and online repurchase intention.



Customer satisfaction plays as a role to affect customer retention. It is the important key to attribute the increasing of customer retention to profitability rating and it is stored a long-term of growth. Customer satisfaction is very importance related to repurchasing behavior. Customers are more likely to repurchase on webs-shopping that satisfied them in the next future.

The degree of interactivity that webs-shopping offered, is a strong factor in support of establishing this relationship because experience shoppers usually find more enjoyment in interactive environments than text contained environments. Therefore, the design of a website attracts experience shoppers' special attention. It provides that attitude towards online global brand is significant positively relationship to shoppers' intention in purchasing online global brand.

Attention to the online environment, customer satisfaction plays as a significant role in the decision making for online shoppers which is focused to affect repurchasing behavior and to increase repetitive purchasing.

The effect of online shopping habit on customer satisfaction and expectation adjustment on behavioral intention is related to auto responsibility. Specifying to an impact of particular usually being changed. The role of habit has been an issue of key in social psychology research on attitude-behavior model.

The external influence by famous people and the internal influence of family or friends have been signed to be the affection on purchasing to decision making. One of the interview respondents said that one of her friends influenced her to purchase the product she bought because her friend has good experience with the webs that the respondent was suggested.

Attitude

Attitude is used to explain the degree of favorability which a person likes or dislikes an object. Attitude plays an important role in inducing different choice behavior and behavioral intentions.

Promotion offering has been affected to boost sales volume, shoppers' intention becomes higher with those promotional offers. As the matter of fact, intention on purchasing has been influenced shoppers' attitude during the period of making decision.

To investigate shoppers' intention in purchasing online global brand in Bangkok, Thailand associated with shoppers' attention is classified as the following:

1. Factor characteristics: convenience, experience, attitude and safety

2. Product characteristics: brands, prices, promotion, free delivery, guarantee and returns

3. Web-shopping characteristics: information quality, services, privacy and security control

4. Web-shopping environment: exposure, market tools, market competition

Sales promotions are directly induced consumers to the intention of purchasing. Promotional offers are including with coupons, discount, free samples and bonus. Innovation adaptation of purchasing seems to offer more promotion, discount price, and good deal to consumers. It is an idea of marketing tool.

To identify the attitude to towards webs-shopping, it is found that web-search behaviors was a stronger factor. The effect of sales promotions, the brand, visual perception quality and prices are related to shoppers' affective and cognitive reaction.

Attitude towards the webs- shopping influences action behavior to go online

purchasing. Web-shopping has been considered to be a strong effect for shoppers to shop online.

Fashion Brands Asian Consumers Consumed Media criticized that inspiration from female celebrities and consumer information-seeking together with fashion brands discussion with friends are seriously enjoyable discussion. Webs-shopping target the value communication the brand to attract young women with an aspirational lifestyle. Result has showed that the luxury brands are focused to be motivated young consumers to online purchasing brands.

Enlarging on personal service, shoppers feel comfortable in purchasing online global brand. The explanation of motivation may be cultural, based on the concept of "face".

Paying for luxury brand online should be an exclusive service. The shopping experience makes shoppers feel that they are important and different from the others. Women admire their taste and style to shop or go window-shopping on luxury brands. It makes them feel good to earn their approval.

Safety

Security and privacy problems have been investigated. Shopping online safely is related to intention in purchasing online global brand. Safety is viewed as a set of specific beliefs dealing primarily with honesty, proficiency and totality of other dealers. Honesty is the belief of the opportunity to be safety. It does not act opportunistically against the one who feel safety. The ability to fulfill safety obligation as expected by the customer who believes in safety.

The low distribution networking and the lack of safe on unskillful online payment appliance can make webs-shopping inaccessibility to shoppers.

Technology acceptance model (TAM) the e-service quality dimensions on web-shopping such as safety and enjoyment, records of customer's intention to shop on webs-shopping, intention to return or loyalty.

One effective mental shortcut is safety. There are three main perspectives of safety as: online web-shopping characteristics, web site characteristics and customer characteristics and the complicated nature of safety. Reputation among webs-shopping, influence consumers included privacy, security, navigation, presentation, order fulfillment.

The connection between intention online purchasing and online shopping behavior was found strongest relationship. The high effect of shoppers' intention online global brand was consistent with previous studied. University students' intention in purchasing online global brand was influenced by perception of trust and safety recommendation by families, friends and media.

Prior research shows that safety plays as a central role for driving good attitude towards shopper repurchases intention. It is concluded that sense of safety to the online brand shopping websites is related to online repurchasing intention.

Deficiency of safety is demonstrated to shoppers' anxiety that online webs-shopping would transfer their personal information to the others without their permission.

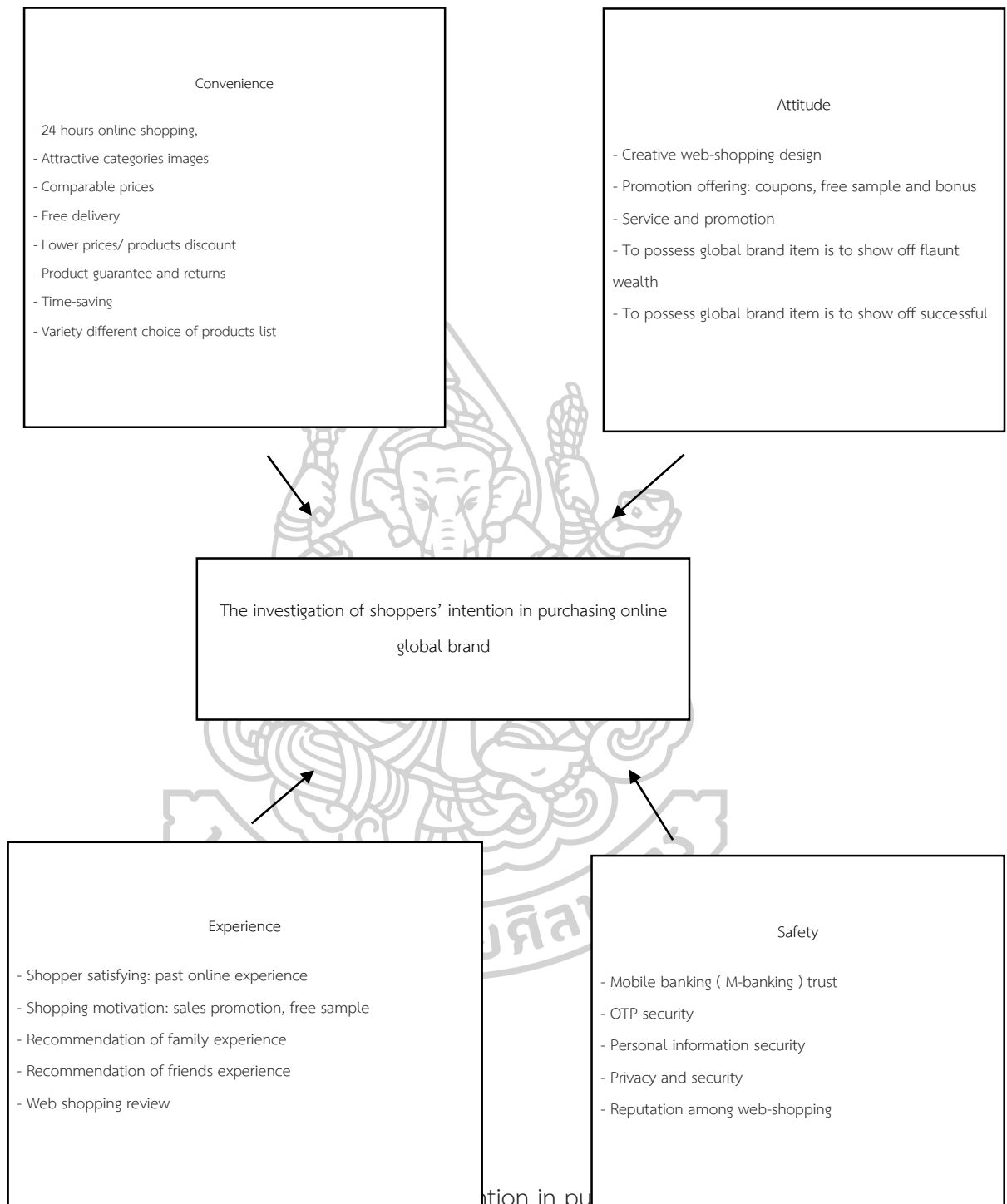
Shoppers then hesitate to shop online global brand when they are uncertain that their credit card information is secured and protected from the hackers.

As an online shopping context indicates that shoppers' perceptions of privacy is a significant and positive effect to safety online global brand webs-shopping. Good security improves the safety for shoppers and increase the use of electronic commerce. A conception that delineates for shoppers to be security and trust on the use of e-payment system.

The facility to shop online rather than buying at the stores likely to be influence shoppers attitude to go shopping easier. The online trend of shopping includes online payment is an available service of internet and software security credentials like PIN and account number of the users. PIN of most users are based on the personal information. Dishonesty performs different illegal activities like eavesdropping, man in the middle attack interrupts the communication of devices and get the requirement data like user account number and password to perform the illegal activities.

With the increasing and maximizing security issues is identified to the legitimate user to carry out the legal transaction. Mostly shoppers perform transaction from the same device like laptop and computers, in this case OTP (One Time Password) will be generated. OTP has been generated and sent to users' mobile number to confirm the user if OTP is provided correctly. During OTP is being generated however, user is carrying out the transaction from the same device, payment system will authenticate the user by machine physical/ MAC address (Media Access Control address) and OTP will not be generated.

Intention to buy global brand



focused by the main factors of: convenience, experience, attitude and safety; to explore the influencing on shoppers' intention. The results show that the 5 factors as

the above mentioned are mightily significant influencing shoppers' intention in purchasing online global brand as the model illustration.

Convenience motivated shoppers' intention in purchasing online global brand as the advantage that the shoppers are able to spend their time preferably shopping online 24 hours whenever they would like to shop. Shopping online is exactly, an alternative channel interactive which influences shoppers who have specific time but in-need to shop certain things they really want.



Actually, People can always go to a supermarket or shopping centre. Visiting a supermarket or shopping centre can be as frequent as everyday if necessary. But to search online global brand, people can shop even late at night after working hours.



Besides, shopping online global brand is beneficial to whom admire brand items such as hard working people, busy students, housewives and others who have to spend their daytime doing their routine of work. Online websites can help them manage their time shopping after the busy day pleasantly.

On the other hand, shopping at the malls or stores is really lost the time. First of all, driving there burning down gasoline, sometimes being caught in the traffic is stressful and waste the time, looking for the space for car parked. Walking around searching for a single right item, standing in a line waiting for scanning bar-quate at the cashier counter is annoying.

Furthermore, in case of the item a shopper bought being under the term of guarantee or returns, appears to be claimed, he or she has to take that item to the store for returning.

On webs-shopping shoppers who are global brand lovers can spend their time as much as they can at home, at work or any places, enjoying searching as many as different choice of global brand items, comparing prices to other different global brand webs-shopping by several attractive categories images on the webs.



The answer to the interview questions identified that shoppers are interesting in the images of the online products. However, they are also pleased with the chances to view figure of perspective separately, and display with cooperative items included.



Various stage models for the establishment of an Internet emerging for global brand webs-shopping page design have been offered to controlled shoppers' intention with a view to online connection and global brand type.

Web-shopping as an instructive tool, the most of the transactional online store, provides special products including clothing and accessories brand, to attract shoppers' intention in purchasing online global brand.

With the reference to the psychological and behavioral driving shoppers' intention in purchasing online global brand, an explanation being an adventurous online shoppers

and heavy catalogue shoppers, obtained the most productive on online global brand intention.

It is believed that people who plan to shop brand items on the web, are more likely to search for product information on the specific web. The relationship between web-searching and web-shopping intention is connected to be dominant shoppers on exploring through the list of products category.



Shopper who starts engagement or intention to purchase global brand through the online channel may seek to channel switch when they wish to complete a task or function that is supported by the online channel, such as customer service, advice and returns.



Time saving is one of the most productive influencing factors. Being convenience searching online global brand catalogues and comparing prices are available for shoppers to save their time shopping, during purchasing. It is also short time taken for delivery the products or services over web shoppings after making intention purchasing online global brand.

It was identified that most shoppers who have experienced satisfying the web-shoppings and having positive attitude towards those websites, preferably recommended family and friends to shop on those webs-shopping.

Conclusion

Shopping online is an alternative channel for brand shoppers who are busy during the day conveniently going online searching brand products they want to buy and comparing prices online.

As the investigation of shoppers' intention in purchasing online global brand is found that convenience, experience, attitude and safety strongly influenced shoppers' intention actively in purchasing online global brand.



The result shows that those 4 major factors are powerfully influencing shoppers' intention, it provides to support the proposed model of shoppers's intention in purchasing online global brand.



The result indicates as well that during customers are online searching unique global brand items from several brand web-shopping, web-shopping design and a number of attractive brand items selection similarly induce shoppers' intention.




Customers who are busy during the day, are able to shop online for global brand conveniently anywhere at any time they want. Besides comparable prices while exploring on brand webs-shopping, social media recommendation, social link application, comment and advertisement also encourage shoppers' intention.


A lack of safety prevents shoppers from engaging in online shopping, they are unlikely to transact with the webs-shopping that fail to convey a sense of trustworthiness. Mainly, they feel losing safety they trust initially. Online shopping is beneficial to

effectiveness shopping performance, shoppers will eventually visit the webs and believe in those useful webs online shopping.

Privacy is positively related to safety. Privacy refers to the degree of which the online shopping web sites, is safe and protects the customers' information. The primary reason why most shoppers hesitate to shop online or to be uncertain to provide their personal information to unknown online webs-shopping.



Online shopping involve the online payment, online transactions enhance the use of credit card or debit card. The opportunity of online payment provide a facility to recognize the legitimate user and keeps the fraudulent machines away from the system by saving the MAC address (Media Access Control address), during the payment OTP (One Time Password) will be generated and sent to user's mobile number to be confirmed that user has provided the correct OTP. This is to prevent the phishing attacks using user machine identification. It is convenience and safety for shoppers to shop online global brand.



Online global brand provides contact points, a lot of encouragement strategies seem to influence shoppers' intention. The use of tools to explicitly build brand relationships or brand communities are varying. Friend recommendation, loyalty schemes, customer surveys, price competition positively influence shoppers' intention in purchasing online global brand.

CHAPTER 3

Methodology

Introduction

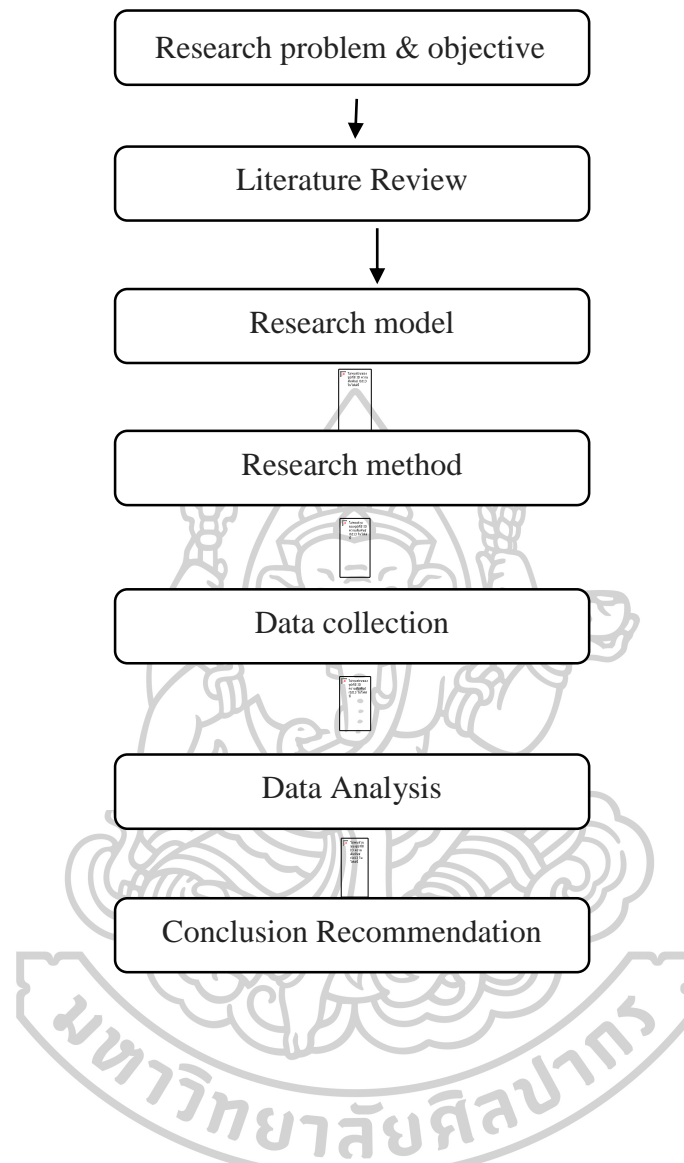
To gain higher reliability understanding of shoppers' intention in purchasing online global brand, qualitative method is used to collect data analysis.

In depth interview by 26 interview questions are rationally practiced to interview 20 respondents separated into 2 groups. First group of respondents is a group of students who are studying in high schools, colleges, universities and the students in higher education. The second group is a group of shoppers who were shopping during interviewing at the top shopping malls around Siam Squire where top global brand items are presented there.

The 26 Interview questions are provided possibly linked to the objectives of this research which is focused on main 4 factors as follows: experience, convenient, attitude and safety.

26 Preparation questions were designed and directly as the interview issues, 2 sections were divided. Section 1 composed of demographic information about gender and age. Section 2 composed of 4 significant factors (above mentioned), linking to the objective of this research with the aim to approach the intention of respondents toward shoppers' intention in purchasing online global brand.

Research process



The above diagram manifests the specific procedure of the research process.

Especially the identifying research objectives and evaluating all the concepts that related to the theories and studies which the researcher associates them with the research model.

Qualitative method is used to collect data. To study population, 26 interactive questions are interviewed 20 participants in the universities and top shopping malls in

Bangkok. It is to conduct focus the group interview in order to gain the higher reliability understandings of the answers to the interview questions by using the open-ended questions.

Research Design

In-depth interview is applied to collect data actively for the research objectives accomplishment. This is provided to approach the effectiveness for this research. The interview is conducted by using the 26 interview questions to be a guideline. It's facility to reach each respondent's personal answers through open ended questionings.

Qualitative research

In order to gain higher reliability understanding of shoppers' intention in purchasing online global brand, 20 participants in Bangkok are assorted to conduct focus group interview. The aim is, asking about their experiences and their attitudes of purchasing online global brand, questioning about their feeling of convenience and the safety they have when they intent to purchase online global brand. During the interview, the interviewer kept investigating the responses by questioning for further cooperation.

Research sample

The sample targeted in this research is working people and student in the university, department store and people who have an intention to use online global brand.

Target Population

The population targeted in this research is people living in Bangkok who have experienced in purchasing online global brand. Besides, these respondents are classified from variety group such as university students, students in higher education and working people.

Target sample

Target sample is the respondents who are studying in high schools, colleges or universities and the students in higher education. Together with the shoppers who were shopping in top shopping malls during collection data, are included to be the target sample. Both participants who are students and shoppers in the shopping malls, have experienced in purchasing online global brand.

The investigation is organized in Bangkok because focusing group of respondents mainly live in Bangkok. Moreover, there are many attractive shopping malls located in the central of Bangkok. A lot of most popular shopping malls at Siam Square where top global brand items are presented there. Those global brands motivate the shoppers' interest to shop. Those shopping malls are included; Central World, Siam Discovery, Siam Paragon and Siam Square One. Doing the investigation with the target sample above mentioned would provide higher reliability understandings and the better effectiveness results for the research.

Sample size

The sample of 20 respondents living in Bangkok are supposed to be interviewed. This is the suggestion of the scholars that the most effective sample size should be at least 20 participants.

26 interview questions are questioned. This is to conduct focusing group and to investigate the participants concerning about their experience in purchasing online global brand, the attitude about their purchasing online global brand, the feeling of how the convenience they have had when they intent to purchase online global brand and the feeling of how purchasing online global brand is safety for them.

Research Instrument

Firstly, the research used notebook (paper) to record all the answer from respondents and after come home to rewrite in the computer. And researcher used Microsoft program.

Secondly, the researcher took time about 30 minutes to one hour per one respondent. And the researcher divided the respondent into 2 groups first group is in the university area and contact the respondent by come and ask are they free to do an interview or not. For second group in the shopping mall such as Siam paragon or Central. After the researcher got the answer come back home directly and rewrite all the answer in the Microsoft words.

Data Collection

Collection data by in-depth 26 interview questions 26 are administrated. Focusing group interview is also made in order to certify an agreeable number of responses. 20 Respondents in Bangkok by the researcher and assistants. All 26 interview questions are inquired evenly and collected within a week. Data analysis finally was collected.

In-depth Interview Question Design

The 26 interview questions are conducted and provided into two sections, section 1 and section 2. The questions are directly linked to the objectives of this research. Section 1 consists of demographic information about gender and age. Section 2 is included with four main factors which aim to approach the intention of respondents toward shoppers' intention in purchasing online global brand. The interview questions focus on 4 factors which are: experience, convenience, attitude and safety that influence the shoppers' intention in purchasing online global brand.

CHAPTER 4

Data analysis and Discussion

Introduction

Analyzing 4 main factors: convenience, experience, attitude, safety, influenced shoppers' intention in purchasing online global brand is important to clarify the scientific approach to shopping online. (Verma Jain, 2015). To understand online shopping as individual's actions are limited relatively to intention in purchasing online global brand (Panda, Swar, 2014). Focusing on aspects influenced shoppers behavior was identified the relationship between intention in purchasing online global brand and the 4 main factors affecting the intention.



While analyzing sample demographics with the demographics questions provided, was found that the most important factors of intention in purchasing online global brand conducted the research identified certainly as a connection to shoppers' intention in purchasing online global brand.



The research shows that the 4 main factors: convenience, experience, attitude and safety are systemically influenced shoppers' intention in purchasing online global brand.

Sample Demographics

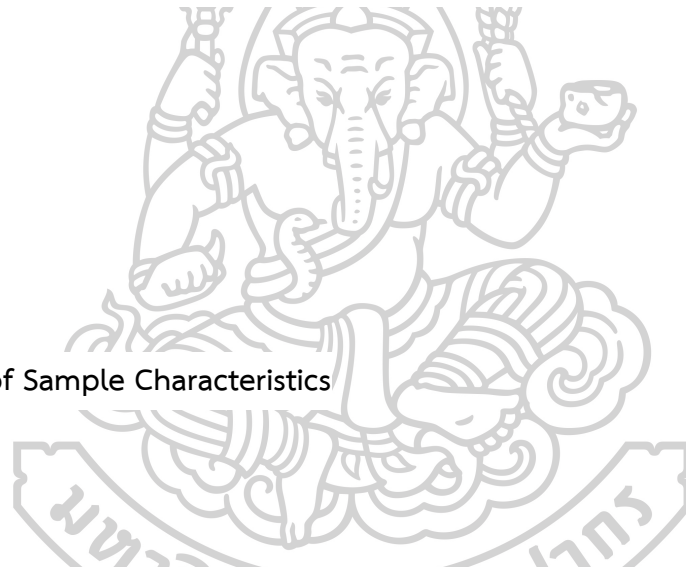
There are 26 interview questions provided to inquire the participants who live in Bangkok. The participants are divided into 2 groups of investigating areas. One is the group of university students. The other is the group of shoppers.

According to the groups divided, the researcher and assistants have spent a week to interview the students who were at the universities and the shoppers who were shopping in top shopping malls around Siam Square. The interview questions are totally consistent with sample identified in the research design.

Demographics questions were questioned in order to understand the participants' profile. The characteristics of shoppers' demographics were classified through the interview questions included gender, age, education and occupation as they are shown in Table 2.

Summary of Sample Characteristics

Gender



The first question was designed to find out the total amount of gender between males and females. As the Table 2 shown, the gender distribution among respondents is different.

Mainly, there are 14 females of the total and 6 males of total. Those numbers display the fact that, in Bangkok women intent to purchase online global brand than men do. While the group of people who are working, go online shopping more frequently than the group of students.

Age

There are 4 categories of age: A. less than 25 years old, B. from 25 - 34 years old, C. from 35 - 49 years' old, D. 50 years old and above. The sample is mainly from 25-34 years old (50%) and 35-49 years old (25%).

The result displays that the group of shoppers who are 25 to 35 years old and 35 to 49 years old are apparently, tend to purchase online global brand than the older and the younger groups. It is probably that most people who are aged 25 - 34 and 35 - 49 are probably obtain job stability with higher income. Certainly, they access their own mobile phones, laptops or personal computers. They would have better knowledge to be able to associate with the social connection and know how to shop online.

Education Level

With the reference to Figure 3 of the respondents intensifies on College or University level. The respondents whose education level higher than university. As the result, it is assumed that the higher education level is, the higher tendency in purchasing online global brand is, as well.

The reason probably is those people are educated. They are able to associate with social networking websites. Besides, with their higher education they likely to earn more income to spend for purchasing online global brand. Shopping online is convenience and time saving for them.

Occupation

Figure 4. Shows that working people group share the largest of occupation 65% while students group account for 35% in purchasing online global brand. The result shows that those people who obtain job stability and earn more income would have enough financial condition to purchase online global brand.

Significant answers to questions

A qualitative in-depth interview with 26 interview questions were totally designed and provided to inquire 20 respondents who have recently experienced and those who have been interested in purchasing online global brand, were selected as qualified respondents. The 26 face-to-face interview questions are divided in 4 major factors as following:

Experience

Most of 20 respondents enjoy online shopping appreciatively. One female respondent said "I always visit webs shopping 5-6 times a month and I usually buy global brand products once a month." While a man said "I visit webs shopping almost every day and I buy global brand items every 2 or 3 weeks."

And one of respondents said that she got an bad experience by got "color isn't the same as in the picture and next time before I but I try to find and read more review of that website to see the real color of item before I decided to buy it" but she still chose online shopping in the future.

Convenience

All 26 respondents agree that it is convenience to compare prices, checking different websites for the same items those offer the best price while they are online visiting webs shopping.

" It's very easy, there's a lot of items for me to select."

" It's convenience I can compare the prices and the items"

" Shopping online is very convenient for me I can stay home shopping online by my mobile phone through the night."

" I like the guide items on webs shopping. They help me to choose the right item that is matched me."

Attitude

The respondents seem to be pleased with purchasing online global brand. They can finally get the reasonable price of the brand item they want to buy.

" There are many choices of brand products to compare prices."

" I feel relax. There's no need to go out shopping".

" Attractive product and promotion from web shopping"

" I can visit as many as webs shopping as I can."

" I can go on difference webs shopping to select products that I'd like to buy."

" My life is changed. I can shop after midnight."

Safety

Most of the respondents trust to shop online global brand. Some of them

accept that they feel secure with the webs shopping. They enjoy going shopping online global brand. And few of the respondents doesn't trust paying online for global brand.

"I trust the webs shopping that I always shop. They're top webs shopping."

" I feel confident to shop on webs shopping."

" OTP is more convenient and very secure for me and I always use OTP."

" Of course it's quite secure."

"I feel more secure when I use online payment and make sure that no one can use my credit card"



CHAPTER 5

Conclusion and Recommendation

Introduction

Thai people, especially in Bangkok, Thailand, can always go online shopping in anytime and anywhere whenever they prefer to do. (Dickerson and Gentry, 1983; Bobbitt and Dabholkar, 2001). Visiting web-shopping as frequently as everyday or even several times a day, is possible for them.

As the matter of fact, most shops and shopping malls in Bangkok are closed 2 or 3 hours before **midnight** while some shoppers are busy working during the time mentioned. They can shop online after their working hours. Since the webs-shopping offer shoppers the opportunity of direct interaction to the shopping online. Actually, shoppers are possible interested how convenience shopping online is.

Apart from the reason mentioned about factors influencing shoppers' intention in purchasing online global brands, the result also identifies that convenience, experiences, attitude and safety, the main factors investigated by this research, is valuable. The researcher also considered the important and the obvious possibility influencing shoppers' intention among the target group and the general public in Bangkok, Thailand.

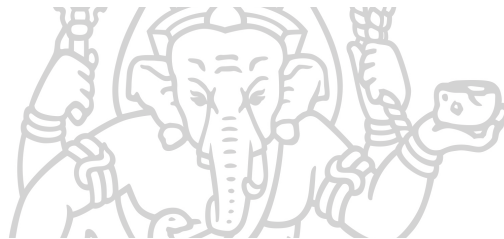
The results of the investigation of shoppers' intention in purchasing online global brand in Bangkok, Thailand, tends to be highly influenced by the factors of convenience, experiences, attitude and safety.

The researcher believes that the majority of potential webs-shopper in Bangkok, Thailand, are suitable at the stage of investigating the actions of the others' intention in purchasing online global brand in other city in Thailand.

The connection between purchasing intention and online shopping behavior showed the strongest relationship. The result implied that university students' intention in purchasing online global brand was influenced by perception of the families, friends and media.

The result shows that shoppers who have not experienced with the unknown webs-shopping, are more likely to reject those webs, for the reason that they intend to avoid of the security risk involved the unfamiliar webs-shopping transactions.

Finding



To investigate of shoppers' intention in purchasing online global brand, 26 interview questions were organized to interview 20 participants who lived in Bangkok, Thailand. Those 20 respondents were separated into 2 groups. First group was the group of students studying at universities, the other group was the group of shoppers who were shopping at the top shopping malls around Siam Square.

The 20 respondents of students and shoppers demographics, males and females, were classified thorough the interview questions. It was found out that 14 women (70%) in Bangkok, intended to shop online global brand than the men did. The result shows that people who are working go online shopping regularly while the group of students commonly shop online.

Four groups of age were categorized A: age less than 25 years old, B: age from 25 to 34 years old, C: age from 35 to 49 years old and D: age of 50 years old and

above. The result displayed that shoppers in group of 25 to 34 years of age evidently purchased online global brand more often than the other 2 groups of age.

The result confirmed that 55% of the respondents whose education level higher than university, were supposed to shop online global brand quite repeatedly. 72% of working people group who seemed to gain job stability and probably received higher earnings, enjoyed purchasing online global brand monthly.

Discussion

The model proposed in this study is the fact partly based on the framework suggested by Rogers (1995) that, first of all shoppers collect their knowledge about purchasing online global brand through personal experience on the webs to perform various activities.

Since web technology is also applied in webs-shopping, shoppers who have experienced purchasing items on webs-shopping, are more likely to keep their intention in purchasing other items on those webs-shopping they have had experience. (Dickerson and Gentry, 1983; Bobbitt and Dabholkar, 2001), which is agreed with this study.

The proposed positive relationship between shoppers past web-shopping experiences and shoppers' web-shopping intentions was significant supported in this study. The reason may be related to shoppers' satisfaction. Satisfaction is the shopper's delightful responded and it is concerned with the pleasurable level of consumption related-

fulfillment (Oliver, 1997). Satisfaction itself would become a reinforcing which may increase the probability of repeated behavior (Mowen and Minor,1998).

A shopper would be more likely to engage in webs-shopping activities when he or she satisfied with that web-shopping experience. In consideration the effect of past web-shopping experience, however, the overall shopper satisfaction with past web-shopping experiences was not considered in this study.



According to the model actively educating shoppers that obviously improve frequency of use and the knowledge gained, will in turn affect attitude formation. Investigation the way to realize shopper acceptance of web-shopping as showed in the results that web-search behavior significantly mediate the relationship between web-shopping attitude and web-shopping intentions is consistent with previous finding (Shim et al, 2001). The methods linking web-shopping attitude to shopping intentions being actually interconnected, are not considered in this study.



In term of worrying about safety and privacy and the perceived importance of safety issues, the respondents are similar to the respondents in other studies.

Truly, safely and privacy problems have long been similarly explored in the contexts by many authors e.g. Ranganathan and Ganapath (2002), Rosenbaum (2002) and Salisbury et. al. (2000) also suggest that perceived risk is an influencing factor which opposes shoppers in proceeding to adoption decisions. It is found that privacy

reference to the degree to which the online global brand websites are safe and protects consumers' information. Hoffman et al. (1999)

Policy Recommendation

Online connections with webs-shopping, become a better choice for shoppers to shop. Shoppers prefer to shop online over conventional webs-shopping. It is important to understand how convenient shoppers enjoy webs-shopping.

Additionally, attribution identified by this study could help e-business developers to form their marketing strategy, identify and remove the main difficulties to create a highly convenient online shopping service to shoppers. This is to help web shoppings to attract shoppers' intention in purchasing online global brand, in order to change their needs and lifestyles, as shopping online global brand is convenience for shoppers in any age, gender or occupation.

Shopping websites should be easy for shoppers to search products and services. Creative webs design, webs innovation and friendly webs atmosphere conditions, are keys to attract online shoppers.

Unfamiliarity with webs-shopping can also lead to inordinately worrying about safety and may even lead to a decision dismiss those webs-shopping that affect the evaluation and choice process in shoppers' intention in purchasing online global brand.

The arrangement of financial matter to protect shoppers from stealing personal information, includes various certificates or statements such as login, password and other information leads to identify theft ultimately, are also suggested.

Limitation

This study could not be supposed to be indicated standing for all Thai populations. Due to smaller sample size and sample areas. Caution should be taken when trying to interpret the results in a general context.

First, a statistically significant structure under the Attitude Construct, the relationship between the potential variable attitude and its observed variables indicators are not very strong.

Second, the measures of attitude towards shopper intention in purchasing global brand need to be further improved by developing more elaborate measures that allow for a valuable coverage of different web-shopping attributes.

Third, the link between behavioral intentions and actual behavior has not been considerate in this study. Finally, as the limitation of the scope of this research, consequently, the number of constructs selected for the study was rather limited.

Future Research Direction

This study is limited by several factors that need to be addressed in any further research. First, probability sampling methods could be used in consideration. The sample manipulated was composed of technically higher educated and graduated

students, which although appropriate for this study, but it may not be the population-wide representative, consequently limited summarizing would be defined.

Further studies should identify additional variables and include those variables in to the model in order to produce a better description of the processes, leading to shoppers' intention in purchasing online global brand. The agreement with online shoppers has a strong relationship towards the intention to shop online global brand.

To correctly evaluate shoppers' intention in purchasing online global band, a larger sample size is desirable. Future research needs to focus on a larger cross section of shoppers' intention and more diversified random samples to verify the findings of the current study. Moreover, to further studies clarity of the factors influence on intention toward online shopping, other behavioral model could be used. Future research, the larger the sample sizes and sample areas for the purpose should be reconsidered for more accurate findings

Suggestion

Since transition into a global interconnection networking share and deliver information, web-shopping is emerged as a useful marketing tool to serve shoppers to shop online conveniently.

To perceive a convenient way to explore and shop online at anytime and anywhere for shoppers to search products they want to buy and compare prices while they are going online easily. Attractive webs-shopping for brand styles should be designed to

influence the brand shoppers. Competitive prices and promotion offering are as the most important for brand name clothing and accessories purchasing.

Shoppers' intention in purchasing online global brand changed the world of selling and buying brand products. Trend of online shopping involved the online payment, online transactions enhance the use of credit cards or debit cards, should likely be more convenience and safety for shoppers.

To investigate the access through the customer's bank account for online payment transfer, is found that shoppers are secure with the procedure. Communicated through SMS needed to be confidential using OTP (One Time Password), is provided the highest level of safety for shoppers.

Suggestion to further studies as related to the investigation of shoppers' intention in purchasing online global brand, researcher believes that there are some more significant interview questions that suitable for further exploration, and a bigger size of respondents sample should be considered and developed methodically to understand clearly the intention in purchasing online global brand in the future.

Final conclusion

This study is concluded that shoppers who have previous online purchasing global brand experiences may feel more confident to purchase the items on web-shoppings which they have previous experiences. It is also possible that information quality, such as how description the information is or how easy the detail can be read, could be more important for webs-shopping to be considered.

The different various of information on the web-shoppings may not be perceived, as shoppers may not consider carefully the product information. That is because the experiment is not an actual purchase situation.

The findings of this study can be defined that the amount of information available on a websites may not be exactly important determinant for shoppers' intention in purchasing online global brand. Brand familiarity could be used as an internal information for shoppers' intention in purchasing online global brand.

Finally, researcher expects that these findings may benefit to other additional research related shoppers' intention on purchasing online global brand.



Appendix

Appendix part A

Table1: Table of Measurements

Factors	Code	Description
1	EXP1	I shop online global brand.
1	EXP2	I buy variety items and service on web-shopping.
1	EXP3	I often buy global brand products or service online.
1	EXP4	I always visit web-shopping.
1	EXP5	I have hardly ever got bad experience on web-shopping.
1	EXP6	Friends, Brands, Prices, Promotion influence me to shop online.
2	CON1	I have online websites membership.
2	CON2	I compare prices to other web-shoppings.
2	CON3	I prefer Lazada, Sephora, Central Online Shopping.
2	CON4	Shopping online is convenience.
2	CON5	Brands make me decide while shopping online.
2	CON6	Online shopping is more convenient.
2	CON7	I don't buy products only by attractive catalogues.
3	ATT1	Shopping online global brand is convenience.
3	ATT2	It saves time to shop online globe brand.
3	ATT3	I have never bought fashion items from unknown web-shopping.
3	ATT4	Buying luxury products is not important to me.
3	ATT5	Brands and prices encourage me to shop with new web-shopping.
3	ATT6	Lately, I have bought fashion brands online shopping.
4	SAF1	I feel insecure with unfamiliar web-shopping.
4	SAF2	I have visited unknown web-shopping.
4	SAF3	I don't think OTP checkout online payment is easy and secure.
4	SAF4	I consider online shopping in the next 6 or 12 months
4	SAF5	I consider brands first before buying online.

- 4 SAF6 Money transferring is more secure.
- 4 SAF7 I am confident to buy products or services online.

Appendix part B

Interview questions

This interview question is a part of Master's project. Silpakorn University International College (SUIC) major in International Business

The objective of this research is “The investigation of shoppers’ intention in purchasing online global brand”.

All of your answers would be very valuable for my research.

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาระดับปริญญาโท วิทยาลัยนานาชาติมหาวิทยาลัยศิลปากร คณะบริหารธุรกิจ สาขา ธุรกิจระหว่างประเทศ

จุดประสงค์ของการทำแบบสอบถามนี้คือ การหาปัจจัยสำคัญที่มีอิทธิพลต่อการตัดสินใจซื้อสินค้าออนไลน์แบรนด์ต่างชาติ

ทุกคำตอบมีส่วนสำคัญต่อการทำค้นคว้าชิ้นนี้

Direction: Please indicate in accordance to your information (PLEASE ANSWER ALL QUESTIONS) คำแนะนำ: กรุณาตอบคำถามลงในช่องว่าง (กรุณาตอบทุกคำถาม)

Part 1: Demographic information of the respondent

ส่วนแรก: ข้อมูลของผู้ตอบคำถาม

- Gender (เพศ) Male (ชาย) Female (หญิง)
- Age (อายุ) Less than 20 years (ต่ำกว่า 20 ปี) 21-30 years (ปี)
31-40 years (ปี) 41-50 years (ปี)

Over 50 years (มากกว่า50ปี)

3. Marital Status (สถานภาพ) Single (โสด) Married (แต่งงาน)

Divorced (หย่าร้าง) Widowed (ม่าย)

Living with partner (อยู่กับเพื่อน)

4. Education Level Bachelor's degree (ปริญญาตรี) Master's degree (ปริญญาโท)

(ระดับการศึกษา) Doctorate degree (ปริญญาเอก) other (อื่นๆ)

5. Employment Status Student (นักศึกษา) Self-employed (ธุรกิจส่วนตัว)

(สถานะการทำงาน) Unemployed (ว่างงาน) Government employees (รับราชการ)

Retired (เกษียณอายุ) Private employees (บริษัทเอกชน)

This interview question is a part of Master's project. Silpakorn University International College (SUIC) major in International Business. The objective of this research is “The investigation of shoppers’ intention in purchasing online global brand”.

All of your answers would be very valuable for my research.

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาระดับปริญญาโท วิทยาลัยนานาชาติมหาวิทยาลัยศิลปากร คณะบริหารธุรกิจ สาขา ธุรกิจระหว่างประเทศ

ทุกคำตอบมีส่วนสำคัญต่อการทำค้นคว้าชิ้นนี้

Experiences (ประสบการณ์)

Question 1. Do you shop online product global brand? (คุณซื้อสินค้าแบรนด์ต่างชาติหรือไม่?) Have you bought any products or services online global brand? (คุณเคยซื้อสินค้าแบรนด์นอกหรือใช้บริการแบรนด์ต่างชาติหรือไม่?)

.....

 Question 2. Which product groups or service do you buy on web-shopping? (สินค้ากลุ่มใดหรือบริการประเภทไหนที่คุณซื้อผ่านเว็บช้อปปิ้ง?)

.....

 Question 3. How often do you buy global brand products or services on online? (คุณซื้อสินค้าออนไลน์แบรนด์ต่างชาติบ่อยแค่ไหน?)

.....

 Question 4. How often do you visit the web-shopping searching some special offers and exclusive deal? (คุณเข้าไปเยี่ยมชมเว็บช้อปปิ้งเพื่อค้นหาข้อเสนอพิเศษ และข้อตกลงพิเศษในการซื้อบ่อยแค่ไหน)

.....

 Question 5. Have you ever got bad experience on web-shopping?

How? So how have you done? (คุณเคยมีประสบการณ์ที่ไม่ดีต่อเว็บช้อปปิ้งหรือไม่? อย่างไร? แล้วคุณแก้ปัญหาเหล่านั้นอย่างไร?)

.....

Question 6. Does anyone or anything influence you to the products online? (ใครหรืออะไรที่มีอิทธิพลต่อการตัดสินใจของคุณในการซื้อสินค้าออนไลน์)

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Convenience (ความสะดวก)



Question 7. Do you have membership for buying global brand online websites? (คุณเป็นสมาชิกเว็บออนไลน์เพื่อซื้อสินค้าแบรนด์ต่างชาติหรือไม่?)

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Question 8. How do you compare the price for the product when you are going to buy online? (คุณเปรียบเทียบราคาสินค้าอย่างไร เมื่อคุณจะไปซื้อสินค้าออนไลน์?)

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Question 9. Which web-shopping do you prefer going online for global brand? (เว็บช้อปปิ้งใดที่คุณชอบใช้เป็นช่องทางในการซื้อสินค้าแบรนด์ต่างชาติ?)

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Question 10. How do the web - shopping influence your attitude? (เว็บช้อปปิ้งมีอิทธิพลต่อทัศนคติของคุณอย่างไร?)

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Question 11. Please rate, how important the web-shopping make you decide while you are online? (เว็บไซต์ปัจจุบันมีความสำคัญต่อการตัดสินใจของคุณอย่างไร ขณะที่คุณใช้เว็บไซต์ออนไลน์ กรุณาจัดลำดับความสำคัญ)

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.....

.....



Question 12 Do you think online shopping is more convenient than buying goods in the store? How? (คุณคิดว่าการซื้อสินค้าออนไลน์สะดวกสบายกว่าการซื้อสินค้าในร้านค้าหรือไม่? อย่างไร?)

.....

.....

.....



Question 13. Do you decide to buy products only by the attractive catalogue? (คุณตัดสินใจซื้อสินค้าเพราะแค่ตาสลือกดึงดูดใจคุณใช้หรือไม่?)

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.....

.....

Attitudes (ทัศนคติ)

Question 14. How do you like shopping online global brand? (คุณชอบซื้อปออนไลน์สินค้าแบรนด์ต่างชาติอย่างไร?) Can you tell me how well shopping online global brand change your ways of life? (คุณบอกได้หรือไม่ว่าการซื้อปออนไลน์เปลี่ยนการใช้ชีวิตประจำวันของคุณอย่างไร?)

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Question 15. Can you tell me how good for you to shop global brand online? (คุณบอกได้หรือไม่ว่าคุณรู้สึกดีอย่างไรเมื่อซื้อสินค้าจากเว็บแบรนด์ต่างชาติ?)

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Question 16. Would you buy fashion items online from luxury brands on web-shopping that you have never had experience before? (คุณจะซื้อแฟชั่นออนไลน์จากแบรนด์หรูที่คุณไม่มีประสบการณ์ซื้อสินค้านมาก่อน หรือไม่?)

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Question 17. Is buying luxury products important to you? (การซื้อสินค้าหรู ฟุ่มเฟือยมีความสำคัญต่อคุณหรือไม่?)

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Question 18. What would encourage you to shop with a new online global brand?

(อะไรที่กระตุ้นให้คุณให้ซื้อสินค้าแบรนด์ต่างชาติผ่านเว็บออนไลน์ใหม่?)

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Question 19. Which fashion brands have you previously/lately bought from web-

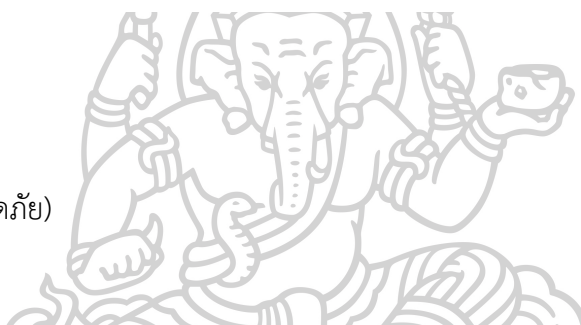
shopping? (สินค้าแฟชั่นแบรนด์ใดที่คุณซื้อจากเว็บช้อปปิ้งเมื่อไม่นานมานี้?)

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Safety (ความปลอดภัย)



Question 20. Do you feel insecure with the unfamiliar web-shopping? (คุณรู้สึกไม่มั่นใจ, ไม่ปลอดภัย ต่อ เว็บช้อปปิ้งที่คุณไม่คุ้นเคยหรือไม่?)

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Question 21. Have you ever visit any unknown web-shopping? (คุณเคยเข้าเว็บช้อปปิ้งที่ไม่รู้จักหรือไม่?)

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Question 22. Do you think OTP checkout during online payment is easy and secure?

How? (คุณคิดว่าการชำระค่าสินค้าตามขั้นตอนการกรอกรหัส OTP ง่ายและปลอดภัยหรือไม่?

อย่างไร?)

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 Question 23. Do you consider online shopping in the next 6 months/12 months? (คุณ
 คิดจะใช้บริการสินค้าออนไลน์ในอีก 6-12 เดือนข้างหน้าไหม?)

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 Question 24. What do you consider first before buying global brand online? (Product,
 brands, low prices, guarantee, service or security?) คุณคำนึงถึงอะไรเป็นอย่างแรกก่อนซื้อ
 สินค้าออนไลน์แบรนด์ต่างชาติ สินค้า, แบริด, ราคา, การันตี, หรือความปลอดภัย?)

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 Question 25. In your opinion which is more secure when compare to shopping online
 payment using OTP or money transferring to bank account number? (คุณคิดว่าการชำระ
 เงินค่าสินค้าออนไลน์แบบใดปลอดภัยกว่ากัน ระหว่างจ่ายเงินผ่านบัตรเครดิตโดยใช้ขั้นตอนการ
 ลงทะเบียนกรอกรหัส OTP กับการโอนเงินเข้าบัญชีเงินฝากธนาคารของผู้ขาย?)

Question 26. How confident would you say you are buying goods or services online global brand? (คุณมั่นใจในการซื้อสินค้าออนไลน์แบรนด์ต่างชาติมากแค่ไหน?)

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