

FACTORS AFFECTING ONLINE SHOPPING BEHAVIOR OF THAI AND VIETNAMESE FEMALE STUDENTS

Wisit Rittiboonchai¹

Management Science, Nakhon Pathom Rajabhat University

E-mail: mbakru1@gmail.com

Penpicha Kriwuttisom²

Management Science, Nakhon Pathom Rajabhat University

Thi Minh Trang Ngo³

Management Science, Nakhon Pathom Rajabhat University

Abstract

This research aimed at 1) studying the personal factors that affect the female students to purchase clothes online, 2) comparing the online shopping behavior of clothes between Thailand and Vietnam female students, and 3) studying influence of marketing mix on online shopping behavior of female students in purchasing clothes. The samples used in the study were 400 female students purchasing the clothes through the Internet divided into 200 for Vietnamese and 200 for Thais Vietnam and Thailand. The quota sampling and questionnaire survey were used in data collection. The data analysis included percentage, frequency, mean, standard deviation, independent sample t-test, One-way ANOVA, and multiple regression analysis.

The results showed that 1) female students from different studying faculty had different online shopping channel selection between Facebook and Shopee, 2) female students from different nationality, Thai and Vietnamese, had different online shopping channel selection, and 3) the marketing mix had influence on female students' online shopping channel selection. The Facebook was influenced by product ($\beta = 0.27$) and price ($\beta = 0.13$). The Lazada was influenced by promotion ($\beta = 0.12$). However, the Shopee was not influenced by any marketing mix factors at the statistically significant level as of 0.05.

Keywords: Purchase Behavior, Online Clothes, Thai and Vietnamese Students

¹ Nakhon Pathom Rajabhat University, 85 Malaiman Road, Muang, Nakhon Pathom, 73000 Thailand

² Nakhon Pathom Rajabhat University, 85 Malaiman Road, Muang, Nakhon Pathom, 73000 Thailand

³ Nakhon Pathom Rajabhat University, 85 Malaiman Road, Muang, Nakhon Pathom, 73000 Thailand

1. Introduction

Clothing or apparel is one of the four factors that human uses in everyday life. It is helpful in preventing cold, heat, and protect against external dangers. Clothing and apparel also enhances the personality, indicating the users' taste, image and social status. Therefore, the dress has a key value for all people. Nowadays, the clothes have been developed in both quality and style, and are available according to the needs of the users.

Clothing business is an interesting business, especially, the female clothing market because female customers are the big market and there is a high fashion trend. In addition, the female clothing market has a higher growth rate than the male clothing market because most of women are fascinated in costumes and emotional outfit. Meanwhile, men decide to buy for a reason and consider the price. Furthermore, some of studies found that the student group, the teenagers, are the most powerful sector in purchasing things since they are so sensitive and can be easily persuaded for variety of spending. In addition, they are also the group that has used the Internet extensively.

The Internet has played a very important role in the daily life. With being comfortable by the speed quickness and convenient access by users, the Internet is not used only for communication; but, it has also been used as the shopping channel. Many business implemented Internet in marketing strategies, they also included the online clothing business. Previously, the clothing and apparel had been sold on the traditional channels including the mall or shopping center. However, the technology, such as Internet, nowadays has been so advanced in offering the fastest services and selling channel. Many business owners have brought it to sell the products.

Thailand was one of the fastest-growing regions in the world in terms of business development. Nevertheless, many years ago, Thailand's business was slowly developing which it can be seen from the indicators identifying the less development of Thailand comparing to Vietnam. There are several reasons including the information technology, contributing the key issues that change business of Vietnam and Thailand. According to Internet World Stats (2017), Vietnam has 64,000,000 internet users; while, Thailand has 57,000,000 internet users. Therefore, the Internet usage has a great impact for the business in implementing the information technology into the online business.

However, there are other aspects sequencing the success of the online business which it include the marketing strategies. For marketing strategies, the business owners can prepare the appropriate strategies to reflect the need of the customers, regarding what product, price, place and promotion should be. The successful marketing strategies will be implemented. As a result, the researchers then are interested in studying about the marketing strategies and compare with Vietnam which has high number of successful online clothing business. In addition, the study also focuses on online female cloth business because it has high impact on current business.

2. Objectives

- 2.1 To study the personal factors of female students that affect the online purchase of clothes.
- 2.2 To study the comparison of online shopping channel selection between Thai and Vietnamese female students.
- 2.3 To study online marketing strategies for the clothing business of female students.

3. Hypotheses

- 3.1 Different personal factors affect the female students' behavior in selecting online shopping channels.
- 3.2 Female students with different nationalities, Thai and Vietnamese, had the different selection of online shopping channels.
- 3.3 Marketing mix factors affect female students' online shopping channel selection.

4. Literature Reviews

The researchers studied various related researches to create a research framework. The detail are as follows.

4.1. Concepts of Customers Behaviors

Customers refers to a person expressing the right to want and consume products offered in the marketplace. He or she may need products that are not yet available in the market and is satisfied only when the company recognizes the need and offers the products as needed. Also, he or she may purchase products that meet their own needs and families (Chaturongakul, 2000). Furthermore, Taechasawad (2006) refers the definition of purchasing behavior, defined by the American Marketing Association, that it is the exchange behavior that occurs in human life reflecting the environment, behavior, expression and human knowledge which always change. In other words, the customer behavior refers to purchasing units and the process of exchange which is related to the acquisition, consumption and disposal of products, services, experiences and ideas. The purchase unit will cover both individual and group.

From the definition of behavior mentioned above, it can be concluded that customer behavior refers to the individual's behavior in demanding, searching, purchasing, using, evaluating, or managing the goods and services which the customers are expected to meet their needs.

4.2. Theory and Concept of Marketing Mix

Marketing mix is an important element in marketing operations and is also a factor that control the business. The businesses must create the right marketing mix for marketing strategy (Sereerat et al., 1998: 35-36)

Elements of Marketing Mix

Marketing mix consists of product, product, place, price and promotion. In other word, it can be called as 4'Ps. All four "P" components are equally important, but depending on the marketing executives, each one is strategically placed. The weight of P is greater than that. Meet the needs of the marketing target is the customers.

4.2.1 Product is the first factor to show that a business is ready to do business. The business must have something to offer. This may be a tangible product, a service or an idea that will satisfy the customer's needs. For the study regarding product, the marketers often study about the products in the form of total products, which means about the product, plus the satisfaction and other benefits which customers receive from the purchase. With this, the marketing managers need to improve their products or services to meet the needs of the target customers (Sereerat, et al, 1998). Recently, the online marketing can help the customers to customize their products responding to their needs. Thus, the online marketers must provide product more flexible and configured (Kalyanam & McIntyre, 2002).

4.2.2 Pricing is the second factor of marketing strategy. When the business has developed the product and find distribution channels and distribution methods of the product, they must be then able to create the right price for the offered products. Before the price is set, the business must consider what the created price aims about, profit or market share expansion. Indeed, the price must be appropriately set in order to get the target customers' interest and be competitive. The components of pricing setting consist of (1) value perceived in the customer's perception by considering the degree of customer's acceptance on higher product value product price, (2) cost of goods and related expenses, (3) competition and (4) other factors (Sereerat et al., 1998). The concept of online marketing in terms of price is similar to the traditional marketing in terms of price which it must be responding the accessibility of the customers (Kalyanam & McIntyre, 2002).

4.2.3 Distribution is the third factor, and it is important for transferring the product from the manufacturers to the customers. No matter the product quality is good and the price is competitive, the customers do not know where the product is sold and the good product with desirable pricing is useless. Therefore, the marketers need to consider where and when to sell their products. However, the distribution is complex, it is necessary to study (Sereerat et al., 1998). In terms of online marketing, the online channel pushing the products to be seen vividly can be many ways, such as social media. It can make the product available obviously to the customers (Blackshaw, 2006; Jotikasthira & Onputtha, 2018). Moreover, the online marketing can also generate the availability of product delivery more directly and quickly from the business to customers (Kalyanam & McIntyre, 2002).

4.2.4 Publicity and public relation is the fourth and final factors to be discussed. For the business, publishing and doing public relations is important and necessary because most of the business is often interested in the corporate image. The business has spent a great deal of money to build corporate reputation and good image. They do not focus solely on profit maximization, but they also emphasize on serving the society service because it is believed that the survival of business depends on

the acceptance of the customer society (Sereerat et al., 1998). Recently, the online marketing, importance to cyber world, requires the entrepreneurs to provide the product with more information on social media (Blackshaw, 2006; Jotikasthira & Onputtha, 2018). In addition, the customers seem to compare the information of the product utilized by the search engine technology (Henzinger, 2007).

4.3 related Researches

There are many researches that have investigated the personal factors of female students affecting their buying behaviors. For example, the research of Phithakraktham (2013) studying about the factors related to customers' online shopping decisions. The study indicated that online shopping behavior of customers varies by gender, age, education level, occupation, income per month, and marital status. In addition, the research conducted by Yamsri (2015) studying about the new marketing mix concept with customers buying online clothing in Muang district, Chiang Rai province by comparison of customers characteristics including age, by status, by education level, occupation and by income. The study found that online clothing customers place an emphasis on different marketing mix concepts. The research model can be derived from the literature and written in the below figure.

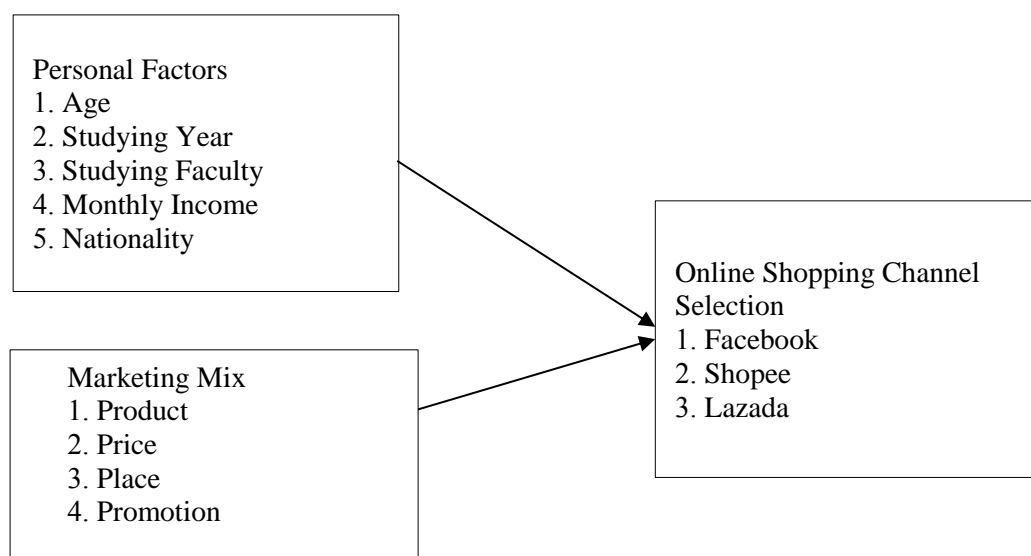


Figure 1 Conceptual Framework

5. Research Methodology

This research is based on quantitative research. It had been conducted by using survey questionnaire to collect data of the study from teenagers in Bangkok and its vicinity.

5.1 Population and Samples

The population in this study is 57,000,000 Thai internet users and 64,000,000 Vietnam internet users. The total population is equal to 121,000,000 (Internet World Stats, 2017).

Researchers employed the Yamane's sampling calculation (1967) to design the number of data collection. Then, the researcher used quota sampling assigned to 200 Thai female students and 200 Vietnamese female students. The questionnaire was constructed under the examination of the content validity in order to determine the consistency between the questions and the measured variables. After the questionnaire was modified, there were 30 try-out samples being collected in order to investigate the reliability. The reliability of the questionnaire was determined by Cronbach's alpha coefficient. The score displays below:

Table 1: Cronbach's alpha coefficient of the marketing mix analysis

Marketing Mix	Cronbach's alpha
1. Product	0.86
2. price	0.81
3. Place	0.91
4. Promotion	0.91

The Table 1 showed that the Cronbach's alpha coefficient of the marketing mix analysis were higher than 0.80 which it means that the obtained data can be utilized for data analysis (Hajiar, 2014).

5.2 Statistics for Data Collection

The data analysis employed descriptive statistics and inferential statistics. The descriptive statistics included frequency, percentage, mean and standard deviation. Meanwhile, the inferential statistics included independent sample t-test, One-way ANOVA and multiple regression analysis.

6. Results

Part 1 Respondents Characteristics

Most respondents aged 22 years old (30.50 percent), studied at the Management Science or Business Administration (32.30 percent), were in the fourth year (44.0%), were single (98.30%), and gained monthly income less than 4,000 baht (33.30%).

Part 2 Hypothesis Testing

Hypothesis 1 : Different personal factors affect the female students' behavior in selecting online shopping channels.

Table 2 Female students' behavior in buying online clothes, categorized by personal factors.

Personal Factors	ANOVA	sig
Age	1.08	0.37
Studying Faculty	2.60*	0.03
Studying Year	1.74	0.14
Monthly Income	0.46	0.77

The research found that female students studying in different faculty had different purchase of online clothes at the significant level as of 0.05.

Hypothesis 2: Female students with different nationalities, Thai and Vietnamese, had the different selection of online shopping ordering channels.

Table 3 Online shopping behavior among Thai and Vietnamese female students

Channels	Nationality	N	Mean	S.D.	t	Sig.
1. Facebook	Thai	200	4.05	1.19	1.98*	0.05
	Vietnamese	200	3.85	0.78		
2. Shopee	Thai	200	2.42	1.35	-3.21**	0.00
	Vietnamese	200	2.85	1.34		
3. Lazada	Thai	200	2.40	1.34	0.04	0.97
	Vietnamese	200	2.39	1.22		

From the study, it is found that female students with different nationality, Thai and Vietnamese, had different online shopping channels which are Facebook and Shopee because Sig. value is equal to 0.05 and 0.00, respectively. In the meantime, female students with different nationality, Thai and Vietnamese, did not have different online shopping channel which is Lazada because Sig. value is equal to 0.97 at the statistically significant level as of 0.05.

Hypothesis 3: Marketing mix factors affect female students' online shopping channel selection the online clothes purchase behavior of female students.

The result of the study displayed in below table from Table 4-6.

Table 4 Online marketing mix factors of Facebook channel

Marketing Mix	B	S.D.	Beta	t	Sig.
(Constant)	1.75	0.33		5.35	0.00
1. Product	0.46	0.11	0.27	4.27**	0.00
2. Price	0.19	0.10	0.13	1.94*	0.05
3. Place	0.02	0.11	0.01	0.19	0.85
4. Promotion	0.07	0.08	0.05	0.92	0.36

From the study of online marketing mix for female student clothing business, it found that shopping behavior through Facebook channel was influenced by marketing mix factors in terms of product factors ($\beta = 0.27$) and price ($\beta = 0.13$).

Table 5 Online marketing mix factors of Shopee channel

Marketing Mix	B	S.D.	Beta	t	Sig.
(Constant)	2.20	0.47		4.70	0.00
1. Product	0.07	0.15	0.03	0.43	0.67
2. Price	0.19	0.14	0.10	1.38	0.17
3. Place	0.14	0.15	0.07	0.91	0.36
4. Promotion	0.12	0.11	0.07	1.08	0.28

From the study of online marketing mix for female student clothing business, it found that shopping behavior through Shopee channel was not influenced by any marketing mix factors.

Table 6 Online marketing mix factors of Lazada channels

Marketing Mix	B	S.D.	Beta	T	Sig.
(Constant)	1.00	0.44		2.29	0.02
1. Product	0.07	0.14	0.04	0.52	0.61
2. Price	0.04	0.13	0.02	0.28	0.78
3. Place	0.16	0.14	0.08	1.12	0.26
4. Promotion	0.19	0.10	0.12	1.95*	0.05

From the study of online marketing mix for female student clothing business, it found that shopping behavior through Lazada channel was influenced by marketing mix factors in terms of promotion ($\beta = 0.12$).

7. Conclusion, Discussion and Recommendations

7.1 Conclusion and Discussion

The selection of online female's clothing classified by personal factors was significantly different at the 0.05 level. Particularly, Thai and Vietnamese female students had a significant influence on the selection of shopping channels via Facebook and Shopee at the 0.05 level. The study found that personal factors including studying faculty and nationality affecting online shopping behavior of female students. The research findings are in conflict with the research of Phithakraktham, (2013) studying about the factors related to customers' online shopping decisions which the result found that customers' online shopping behaviors vary by gender, age, education level, occupation, monthly income, and marital status. In addition, the findings also is in contrast with the study done by Yamsri (2015) who studied about the new marketing mix concept with customers buying online clothing in Muang district, Chiang Rai province. His study found that online clothing customers focus on new marketing mix. In comparison of customer characteristics including age; status; education level; occupation and income, the study found that online clothing customers place an emphasis on different marketing mix concepts. This may be because the target customer is unique, it focuses only the female students in the university. The variety in terms of general personal information does not yield the different result.

Online marketing mix for the clothing business for female students found that shopping online clothes through Facebook was influenced by product and price factors. In the meantime, the purchase of online clothing through Lazada was influenced by promotion factor. However, it can be seen that the place (distribution channel) factor did not influence any other online channel because when the distribution channel of the product was no different when it is in the online world.

7.2 Recommendations

7.1.1 Recommendations from research

From the study of factors affecting online shopping behavior of Thai and Vietnamese female students, the researchers can provide the recommendation as follows:

1) The entrepreneurs should focus on marketing mix, especially the product factor. The product to be sold online must be looked different from the product that can be purchased in the general store. Also, the entrepreneurs should focus on the quality of products.

2) The entrepreneurs should provide more information about the electronic commerce for the customer because the customers will have more confidence in shopping the product from online.

3) The entrepreneurs should manage the distribution of the products in order to deliver the product to the customer quickly and reach the customer's satisfaction. This will lead to create further purchase from the customers.

4) The entrepreneurs should have more promotions, such as reducing the price for the regular customer, buy-one-get-one-free promotion, as for instance. This also can encourage customers to trend to purchase the next round.

5) The entrepreneurs should post the pictures of clothes on the web and provide price detail in order to convince the customer to purchase.

7.1.2 Recommendations for future research

1) In addition to studying the behavior of online shopping for female students, the future research should study the factors that do not affect the shopping behavior of clothing online or factors that affect the behavior of online clothing in order to understand the positive and negative attitude of female customers.

2) According to the sample of this study limited to female students, then the future research should expand the study to other teenagers such as male students. It may result in behavior of shopping clothes online differently.

8. References

- Blackshaw, P. (2006). *The customers-generated surveillance culture*. Retrieved October 13, 2008.
- Chaturongakul, A. (2000). *Customers Behavior (6th Edition)*. Bangkok: Thammasat University Press.
- Hajiar, S. (2014). "A statistical study to develop a reliable scale to evaluate instructors within higher institution". *WSEAS Transactions on Mathematics*, 13: 885-894.
- Henzinger, M. (2007). Search technologies for the Internet. *Science*, 317(5837), 468-471.
- Internet World Stats. (2017). *Asia Marketing Research, Internet Usage, Population Statistics and Facebook Subscribers*. Accessed on 6 September 2017 from www.internetworldstats.com/stats3.htm.pdf.
- Jotikasthira, C., & Onputtha, S. (2018). Factors Associating with Purchasing Decision of Gems and Jewelry and Possible Implication of Online Marketing to Empowering Entrepreneur's Sale Performance. *International Journal of Applied Computer Technology and Information Systems*, 7(2), 47-55.
- Kalyanam, K., & McIntyre, S. (2002). The e-marketing mix: a contribution of the e-tailing wars. *Journal of the academy of marketing science*, 30(4), 487-499.

- Phithakraktham, C. (2013). *Factors relating to customers' buying decision for online product. Master's Degree in Business Administration in Marketing*. Rajamangala University of Technology Phra Nakhon.
- Sereerat, et al. (1998). *Marketing Strategy Marketing Management and Case Studies*. Bangkok: Teera Film and SITEX.
- Taechasawad, A. (2006). *Customers Behavior*. Bangkok: CCTV Printing.
- Yamane, T. (1967). *Statistic: An introductory analysis. (2nd Ed)*. New York: Harper & Row.
- Yamsri, R. (2015). *New marketing mix concept with customers buying online clothes in Muang district, Chiang Rai province*. Master's Degree in Business Administration in Management. Mae Fah Luang University.