

Factors Affecting Consumers' Purchasing Decision toward Online Shopping In Thailand

Boonyarinn Soonthornpanich

Faculty of Business Administration, Stamford International University, Thailand.

E-mail: boonyarinn@hotmail.com

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Abstract

This research is to outline the most relevant consumers' purchasing decisions toward online shopping and examine the ways they find, compare and evaluate all information. With the advancement of the Internet Technologies in this era have created the new way of retail transactions such as electronic retailing (e-tailing), web-shopping, and online shopping. Thus, consumers' participation in online purchasing has become an important trend. Thus, online retailing became very vital to recognize the determinant of consumer online purchase purchasing decisions. The research aimed to examine and contribute to the business owner and marketer the key factors affecting consumers purchasing decisions toward online shopping in Thailand. Those factors would be demographics, convenience & time saving, website design, website feature, and security & privacy. A total number of 400 respondents of online shoppers who have experienced online purchasing and shopping participated in this research by answering the questionnaires. However, the questionnaire would distribute through a web board, online channels.

The summary of finding found that that convenience & time saving, website design, web features, and security & privacy are positively related to consumers' purchasing decisions toward online shopping in Thailand.

Keywords: E-tailing; Online shopping; Website Design and Features; Security & Privacy; Convenience & Time Saving; Good Navigator and Production Information

Introduction

In mid-1990, the Internet has grown dramatically worldwide. The world has been getting smaller by using the Internet. Nowadays, the Internet usages become part of our life and no longer limited to networking and social media. The purposed of the website have been using as information for consumer online shopping, selling and advertising both global and a local market as well. The revenue of the Online Retail & E-commerce industry have grown at an extraordinary rate, outperforming most segment and mortar retail industries for a past decade. The quantity of Internet consumers continued to expand which likewise signify that internet s is expanding worldwide. With the increasing of the online store or online retailer, it become very competitive edge among the online sellers. If they prefer to be recognized in the segment, the online own must understand their consumers need and want. Nevertheless, retailers should understand what kind of business opportunities and achievement could be able to derive from such indulging in online business. To set up a website, enormous investment required to consist web design, purchase a domain and its feature. On the onset, online business entity must ensure

their products and services offered to meet the consumer facet via online channel. Since online shopping has been one of the channel for e-tailing medium and online shopper. Therefore, the purchasing behaviors differed from conventional purchaser. It is an important to recognize what affected the online consumers.

According to Taweelappontong has shared her views on the trend towards online shopping at Money Channel Online about a retail online shopping trend in Thailand. The online shopping has increased 41 percent this year when compared to the last year growth of 28 percent. In addition, online shoppers could get a better price by getting coupon or discount via e-Mail, Facebook and SMS from Mobile through the online channel. Online shoppers could access more information on their favourite of products and with all these facilities have been giving so much variety benefits through online shopping. In Thailand, the online shopping still have more room to growth regarding to Vilaiporn Taweelappontong, Lead Partner of PwC Consulting (Thailand). However, there was a couple of challenges in online business. First limitation is the instability of the Internet technology which makes the web page browser became slow whereby online shoppers had impatience on this factor. Secondly, the varieties of product and price offered at the physical store was still better than online shopping. The branded name products provided the online catalogue with the discount to their consumer with a condition of self-service pickup at the ordered outlet shop through their own website. Online shopping trend in Thailand has started to implement online shopping called "OMNI channel". OMNI Channel is to gather the entire channel such as store shop, the Internet or online, mobile shopping and mail order channels into the one channel. There are still a lot of challenges to create the OMNI channel in Thailand. Perhaps, the offered from the physical store are still better than online shopping. Lastly, Vilaiporn said that the online shopping channels are trying to create the standard of user experience. The online shopper will do their shopping through physical front, or online shop by having customer services to serve consumers at anyway anytime. The above mentioned may be utilized conversely as part of this report.

Therefore, this study is to analyze 5 factors of independent variable of conceptual framework such as the convenience & time saving, website design and features, security and privacy. Those factors will have the affected on consumers' purchasing decision toward online shopping or E-commerce.

Research conducted by The Office of The National Broadcasting and Telecommunications Commission [8], the Internet subscribers have increased dramatically, from 30,989 subscribers in year 2003 to 21,105,067 subscribers in year 2014. From a positive view for the growth of the Internet subscription and Internet subscription have grown rate in Thailand. With reference to the above information, it showed that the development of the Internet in Thailand, likes numerous nation because of popularized applications which drew in youthful and easygoing consumers. For the entertainment and games shares, 50.33% of all web clicks each day. The usage of the Internet identified with getting data about social viewpoints, perusing news and business were among the second group which had 24.9 of the shares.

For the other research by NSO had a project to collect data during March to May 2012 by sending enumerators to gather information in more details by interviewing the registered entrepreneurs. Nevertheless, there was the limitation access of getting information from some group of people; as a result this survey based on statistical would be an average percentage. The entrepreneurs are engaged most in e-Commerce businesses in B2C with 79.7% and B2B with 19.3%. According to Laudon & Traver revealed about online shopping that an alternative used of the word of e-shopping or e-tailing (electronic retail) instead of online shopping do arises. However, online shopping is basically a part of electronic commerce (E-commerce) that allows consumers to purchase products or services from retailers via the Internet shop, website or online store. An online shop includes the physical analogy of procure goods or services at a retailer or shopping malls; the whole process called Business-to-Consumer (B2C) online shopping. In B2C

cycle activeness, consumers have been using the Internet for many reasons and purposes such as search for reviews and features of products. In addition, the user have used the internet access not only to compare pricing and select products and services. It could use to place an order, make a payment and logistic as a delivery of the order of the products through the Internet

Demographics Factor

From the study of Miller has focused on utilizing demographics to portray the profile of Internet users. Numerous other industry survey have concentrated on the demographic qualities of web surfers and purchasers. While demographics information were very helpful and useful that alone gave a minimal demonstrative data about web users. Studies have demonstrated that online customers predominantly comprise of individuals with higher education, income and working in middle class of senior management or professional/experts. This was to refer to Osman, Chan, and Bei the study background in term of gender and education had the direct influence toward online shopping behavior.

Gender: From a report by the Pew Research Center, the number of women who bought online products more than men. The number of women were 58 percent and number of men 42 percent which was the differences by 16 percent. Both genders still had the differentiation of decision-making such as men for value money and low pricing, on the hand, women for effective.

Age: From the studies of Sulaiman found that the younger consumers influenced on his or her online shopping behaviors. Perhaps, the younger generation used to adapt about on computer and software technology which opposed to the elder generation. With reference to Euromonitor report of consumer segmentation was breaking down all Thailand's consumer by category of age range groups. The age ranging started from babies to retirement group on the factors that influenced buying decisions and the greatest of demand in each segmentation

Education: The study found that the online shopper are mostly the educations of people who were the most significant targeted group. The major consumers in the market and especially predictors of online purchases were mostly higher education.

Income: Abdullah, Reshma and Faheem found that "*income level of female consumers is also increasing*". Therefore, the income became any importance part. The more income of women has affected on purchasing for the certain type of product that they wanted to buy as well such as clothing. etc. The most important consumers were the middle-income class who would be the target group of online shopping.

Occupation: Lim, Teo, Tan and Ng advised that the variable such as lifestyle, the occupation has brought up the attitude online shopping. Those attitudes had the strongest intentions to purchase online. From the study by Sudhakar and Rani found that the working people as employees were the middle management with higher income. This was the most important target group among all the major consumers.

Convenience & time saving

According to Swaminathan, Lepkowska-White and Rao, the real motivation for online shopper is to use online shopping because of convenience and time saving. Online shopping has been offering the convenience and time saving which these two factors would be affecting the online shopper. Robinson defined that "the most motivation for online shopping is a convenience in term of at any time and delivery. The product can deliver your purchased at the door step especially less physical effort". Rohm and Swaminathan revealed that new conceivable clarification that web or online shopping could able to save time during the purchase of products. It could reduce the travelling time because the traditional shopping needed to go to the store.

Websites Design and Features

Website design

From the study of Montoya-Weiss, Mitzi, Voss, and Grewal found that there were three main factors about the websites design. The first factor is information content, second factor is navigation structure and the third one is graphic style. All these three factor would influence consumers' decision and increase consumers' satisfaction for online shopping. "A well-developed website, in terms of content and functions, increases online shopping intention and customer satisfaction, and ultimately increases the return rate". According to Zeithaml define that the website design is one of a key success of online shopping and it depends on the efficiency of website design. The first thing of your top list should be the website design when you are going to start the new company or new e-retailing online store. Business's starting online appearance can be make-or-break for the future itself. For owners are to ensure whether they are on the right track. They should do whatever, they can do by reaping the most results out of the website. This is to draw in lots of potential consumers. The website interface would be a very vital factor to motivate consumers and it was rated as an importance for online shopping regarding to Reibstein.

Website Feature

The other study of Yasmin and Nik revealed that the relationship between online shopping and website feature as a motivation factor. The website features and the search engines could create positive or negative feelings toward the website. Therefore, the website features supposed to design in a profound quality, user friend, functional correctly and easy to browse. The presentation of the homepage or web page has an impact precedent of consumers' satisfaction as well as consumers' buying decision found. On the other hand, Ranganathan and Ganapathy [28] found that "*there were the four key dimensions of B2C website such as information content, feature & design*",

Security and Privacy

The security is one of the main keys factor that can limit consumers or online shoppers, who prefer not to buy online. Perhaps their perception of personal information might be leaking through online channel. However, the consumer's perception is the subject to risk which does not relevant for accepting E-commerce security of the electronic channel as a transaction medium.

Roman revealed that "privacy refers to the degree to which the online shopping website is safe and protect the consumer information". Security and privacy are the biggest barriers of online shopping to online buyers' purchasing behavior. Bhatnagar and Ghose defined that both security and privacy would support consumers to decide more precise and easier.

Consumers' Buying Decision Process

From Consumers' Buying Decision Theory in Principle of Marketing, it states that "the buying process starts long before the actual purchase and continues long after. In fact, it might result in a decision, not to buy. Therefore, marketers must focus on the entire buying process, not just the purchase decision". What is the most influence that affects the buyers magnifying on how consumers will make their consumers' buying decision process.

Need Recognition

The need recognition is the first and the most important step in the buying process. A purchase could not happen without it. However, the needs can happen either internal stimuli e.g. desire, feeling or external stimuli e.g. advertising, word-of-mouth.

Information research

Traditionally, consumers have received the information about products from the

commercial source which usually controlled by marketers. Otherwise, you can find more information from your own source such as from your friend who has an experience on the concerned information. Agwu suggested that *"value and respect personal sources more than commercial sources (the influence of "word of mouth"*.

Evaluation of Alternatives

Kotler and Armstrong defined that *"the stage of the buyer decision process in which the consumers have used the information to evaluate alternative brands in the choice set"*. At this stage, consumers seek to find out what benefit derives from their purchase. They could evaluate the different products or brands on the basis of varying product attributes. Whether that come from their own choice or friend's recommendation

Purchasing Decision

According to Kotler & Armstrong defined that *"the consumers' decision about which brand to purchase"*. Product branding plays an important role for consumer whom place importance on it but there are two other factors may sway the decision process

Post – Purchase Behavior

Final stage is very critical to retain consumer. One should place importance on sales after service since consumer may revert to choice they made earlier in recent purchase. Kotler & Armstrong defined that *"The post-purchase cognitive dissonance: No matter what choice they make, consumer feels at least some post-purchase dissonance for every decision"*.

However, Consumer purchase intention is considered as a subjective affection toward a product which related to buying decision process. Not only intention can be a part of buying decision process, customer satisfaction can be a part of Post Purchase Behavior as well.

Research Objectives

The objective of this study was to analyze the factors affecting consumers' purchasing decision toward online shopping in Thailand. Below is the research questions.

Research Questions

Q1: Do the demographics' characteristics (gender, age, educations, income and occupation) have any affected and any positive relationship on consumers' purchasing decision toward online shopping in Thailand?

RQ2: Do convenient and time saving has any affected and positive relationship on consumers' purchasing decision toward online shopping in Thailand?

RQ3: Does website design has any affected and positive relationship on consumers' purchasing decision toward online shopping in Thailand?

RQ4: Does website feature has any affected and positive relationship on consumers' purchasing decision toward online shopping in Thailand?

RQ5: Do security and privacy have any affected and positive relationship on consumers' purchasing decision toward online shopping in Thailand?

Hypothesis

The hypothesis have developed from the conceptual framework, whereby the model is built to investigate the relationship between five main factors as an independent variable (IV) and dependent variables (DV). The independent variables are demographic, convenience & time saving, website design, website feature, security & privacy. For the dependent variables are satisfaction as DV1 and Intention as DV2. However, I have compounded the DV1 and DVE2 by using **Transform Compute Variable** in order to get the dependent variable "purchasing decision". Thus, it would help in analyzing and finding the empirical result.

H1: The demographics' factors (gender, age, educations, occupation and income) have an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand

H2: Convenience & Time saving have an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

H3: Website Design has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand.

H4: Website Feature has an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand

H5: Security & Privacy have an affected and a positive relationship on consumers' purchasing decision toward online shopping in Thailand

As of the above hypothesis, this study seeks to understand consumers' purchasing decision toward online shopping in Thailand. Therefore, the business owners must utilize the significant importance time and money to come out with the development, designed, implementing, and maintain the website or web store.

Research methodology

The research methodology is to help the researcher to understand the main factors that affect consumers' purchasing decision toward online shopping in Thailand. In general, 2 main types of research methods are qualitative and quantitative. According to Saunders, Lewis and Thornhil stated that quantitative research is normally used to convert information into numerical data. However, this research used the quantitative method to generate data and used of samples from population to generalize results. In fact, the research design is the conceptual framework that the research is proceeded; it constitutes the blueprint for collecting, measuring and analyzing of the information. However, the researcher would use the quantitative method to quantify the data and generalized the result from the population sample of 400 respondents who has done online shopping before by answering 39 questionnaires. The questionnaires survey have divided into 3 parts as follows:

1st part used the multiple choices for general question about online shopping

2nd part Likert scales method which design to measure the relationship both independent (IV) and dependent variables (DV).

3rd part also use the multiple choices for demographic such as genders, ages, educations, incomes and occupations,

Both IV and DV would use the 4 point of "Likert Scale" to measure the level of agreements and disagreement have determined as 1 = Strongly Disagree, 2 = Disagree, 3 = Agree and 4 = Strongly Agree. In the market research, the researchers started to use 4 point Likert scale called a forced Likert scale. The forced Likert scale can get the more specific response from the respondent due to no safe 'neutral' option and it makes more sense. According to Shergill and Chen, one major category of sampling technique is called non-probability sampling. The researcher would use the convenience sampling due to the population examined is very board based centered on online shopping and can't be specified in order to use random sampling and it was quick, inexpensive and convenient. In addition, the researcher selected the convenience sampling in this paper to distributing the questionnaire in a group or person. As to reach out to public segmentation a survey monkey was used as a vehicle to gauge public response as well as which was posted on web board named "www.thaiseobaord.com" and other online channel such as Facebook. The researcher used compare means for testing gender by using independent sample T-Test and used One Way ANOVA to analyze more than 2 group such as age, educations, occupation and income. The other 4 of Hypothesizes testing used Multiple Linear regression method to find the relationship and main factor affecting consumers' purchasing decision toward online shopping in Thailand.

Research Results

Reliability Test: According to According to Cavana, Delahaye and Sekaran, the reliability of a measure shows the dependability and consistency with which the instrument measures the idea and serves to evaluate the measurement. The reliability test had been performed into 2 section-: 1. Independent variable (IVs) of 22 items and 2. Dependent variable (DVs) of 5 items of Cronbach's Alpha at "0.858" and "0.912" from 40 respondents. The result of reliability test showed that Cronbach's Alpha generally increases when the correlations between the items increase. In conclusion such basis of the said coefficient is ultimately the internal consistency reliability of the test being over internal consistency

Respondents' Demographics Profile: From the research finding of the different in demographics have no affected on consumers' purchasing decision toward online shopping in Thailand to the online shopping, the significant result of demographics (gender, age, educations, income and occupation) have shown as follows:

H1a the Sig=0.671>0.05 & T-Value =0.221

H1b) Sig.= 0.734*& F Value = 0.502, H1c) Sig.= 0.893* & F Value = 0.333,

H1d) Sig.= 0.129* & F Value = 1.796, H1e) Sig.= 0.500* & F Value = 0.892 .

However, the lowest p-value was income the sig. was 0.129 which there were a possibility according to Abdullah[19] stated that the most important consumers are the middle-income class who is the target group of online shopping.

Multiple Regression: Abdullah [19] stated that the most important consumers are the middle-income class who is the target group of online shopping. Based on the above analysis, the validity of the hypotheses tested is explained about **the mean value and standard deviation** as follows:

H. 2. \bar{x} = 3.2646 and SD = 0.46598 H.3 \bar{x} = 3.2142 and SD = 0.50557.

H.4 \bar{x} = 2.9792 and SD= 0.46259 H.5 \bar{x} = 2.5744 and SD = 0.42398.

Regression is explained that the highest level among adjusted R² square of Hypothesis 2 shows **Adjusted r² at 0.27 or 27%** means convenience & time saving factor has only affected 27% and followed by Hypothesis 3 of website design indicated **Adjusted r² at 42.5%**, as the highest level among variables. For Hypothesis 4 of website features indicated **Adjusted r² at 36.7%**. The lowest of the **Adjusted r²** is security & privacy at **7.5%**, the reason of this figure show that the researcher may use the inappropriate questions on the H4 [43]

For Correlation of all hypothesis, the result show that there are the relationship between convenience & time saving, website design, website features, security & privacy with consumers' purchasing decision toward online shopping in Thailand based on the P = (0.000) < 0.01 level as the 2-tailed.

Conclusions and Discussion

The purpose of this research was to study the key factors affecting consumers' purchasing decision toward online shopping in Thailand. It also investigated the relationship between the key factors of convenience & time saving, website design, website features and security & privacy and purchasing decision toward online shopping in Thailand.

Online shopping is more recognize and become a staple food for thought with online users. The increase usage of World Wide Web (www) is revolving every day in our daily life, consumers are now using the website to buy their products and services via the Internet. Online shopping market has been increased annually from 18% in year 2010 to 31.5% in year 2015. Moreover, Lead Partner of PwC Consulting (Thailand) has given the review of the market growth predicts at 41.5% in year 2015 when compared to year 2014 of the growth rate about

28%. By utilizing the result from this research, the online retailer, marketer and manager shall understand consumers' need. Results also shows there are so many factors that influence the online shopper and Thailand is one of the country still has the opportunity to grow for online business.

Discussions

The main purpose of this study is to analyze the main key of consumers' purchasing decision toward online shopping in Thailand. Therefore, the researcher would conduct the analysis by concentrating on convenience & time saving, website design, website features and security & privacy for online transactions and consumers' behavior and consumers' buying decision process theories.

According to the previous literature reviews and the conceptual framework, the research findings have brought the managerial discussion to the couple of hypothesis. In terms of managerial discussion, the research findings do provide some insights and feedbacks for purchasing decision toward online shopping in Thailand about the website design and website feature. The highest factor was hypothesis no.3 from this research and the results presented that the person correlation = 0.653 and adjusted $r^2 = 42.5\%$ with a positive relationship between independent and dependent. Based on my result, I certainly agreed with Andrew reveal that the first thing of your top list should be the website design, when you are going to start the new company or new e-retailing online store to draw in a lots of potential consumers. Moreover, Zeithaml defined that the website design is one of a key success of online shopping and it depends on the efficiency of the website design.

For the next important factor was the hypothesis no. 4 about website features and the result showed the person correlation value = 0.607 and adjusted $r^2 = 36.7\%$ with a positive relationship. The research finding discovered that the website features were the other main key which I agreed with the previous study as well. According to Yasmin and Nik defined that the relationship between online shopping and website feature as a motivation factor, revealed that the relationship between online shopping and website feature as a motivation factor. The website feature and the search engines could create positive or negative feelings toward the website. However, the online retailers must really have a better ideal to provide the product information and navigator on their website. Thus, it will increase the sales revenue.

Nevertheless, the result of hypothesis no. 2- Convenience & Time saving showed that this hypothesis was medium impact factor on consumers' purchasing decision due to the number of person correlation equaled to 0.525 and adjusted r^2 result showed 27.4%. Therefore, Convenience & Time saving were a positive relationship on consumers' purchasing decision toward online shopping in Thailand. According to Robinson [5], "the most motivation for online shopping is a convenience in term of shopping at any time according to convenience and deliver the purchased at your door step especially less physical effort". However, Thai people still prefer to shop at the physical store more than online shopping according to this research. Therefore, I do disagree with Robinson [5]. The low impact were hypothesis no. 5- Security & Privacy. According to Roman [30] revealed that "privacy refers to the degree to which the online shopping website is safe and protect the consumer information". I do agree with what Roman [30] from previous study. However, Based on the result of person correlation were 0.279 and adjusted r^2 were 7.5% which indicates a lower medium effect size with factors affecting consumers' purchasing decision toward online shopping in Thailand.

Limitations of the Study

There are a couple of limitations of this study as follows:

(1) Statistic of regularly online shopping to determine the population unavailable, therefore, it only can use the convenience sampling due to no number drawn to do the random

sampling.

(2) The researcher focused on the online shopper and not focused to get the number of non-online shopper experience in order to understand the other side of non-online shopper due to time constraint.

Recommendations for Future Research

According to this research study, the researcher is expected to provide the correct and useful information to provide the key points both Practitioners and Academic about the five main keys actors. The most main keys are Website design and Website feature that affecting on consumers' purchasing decision toward online shopping in Thailand.

Recommendations for Future Research for Practitioners

➤ This research would contribute to the business owner, marketer about the ideal how to design their website in term of user friendly and good navigator and products information.

➤ Marketers' need to investigate what WEBSITE DESIGN & FEATURES will attract their target consumers in order to market their brand and also

Recommendations for Future Research for Academics

➤ By extending this study to online trust and online payment, we can obtained better results and understanding about consumers' purchasing decision toward online shopping in Thailand.

➤ Investigating the differences between online shopping and shopping social media such as LINE, Instagram and Facebook

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