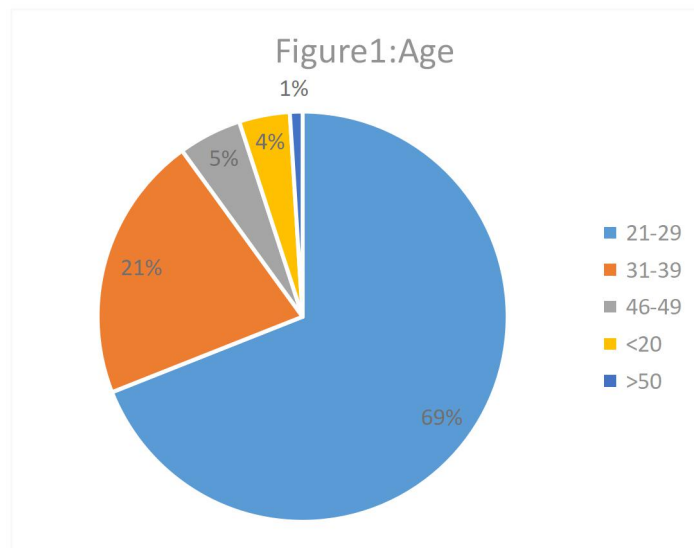


**CHAPTER5**  
**A QUESTIONNAIRE-BASED PURCHASING IMPACT FACTOR FOR**  
**THAILAND CONSUMER MARKET**

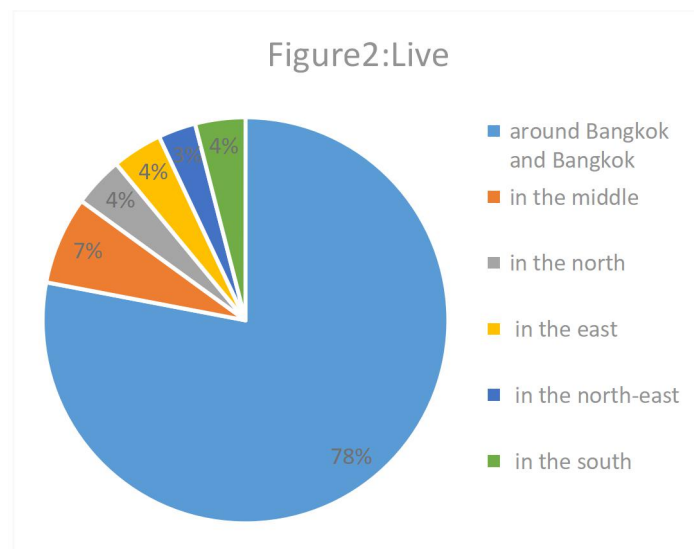
**5.1 Study on the Online shopping Behavior of Thailand**

In this paper, 2581 Thai Internet users are interviewed using an analysis of 2,500 individuals. The interviewee was 960 boys and 1540 girls, respectively.

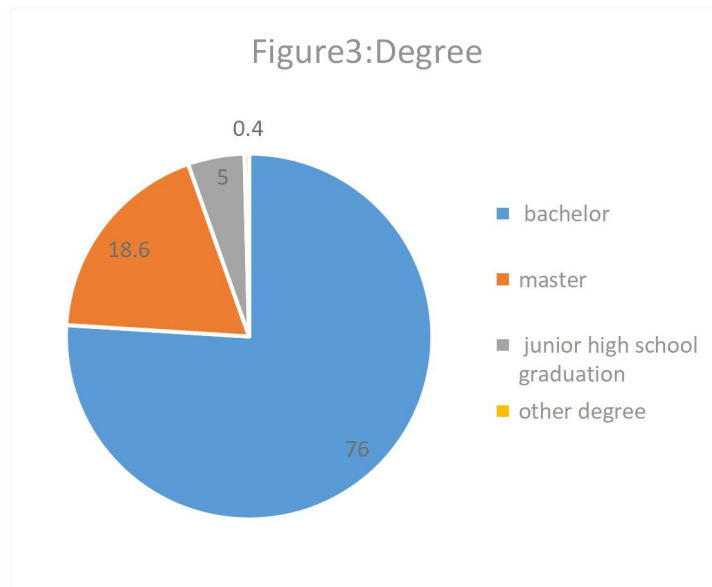
Age: 69% is 21-29 years old, 21% is 31-39 years old, 5% is 40-49 years old, 4% is 20 years old and below, 1% is over 50 years old(Figure1);



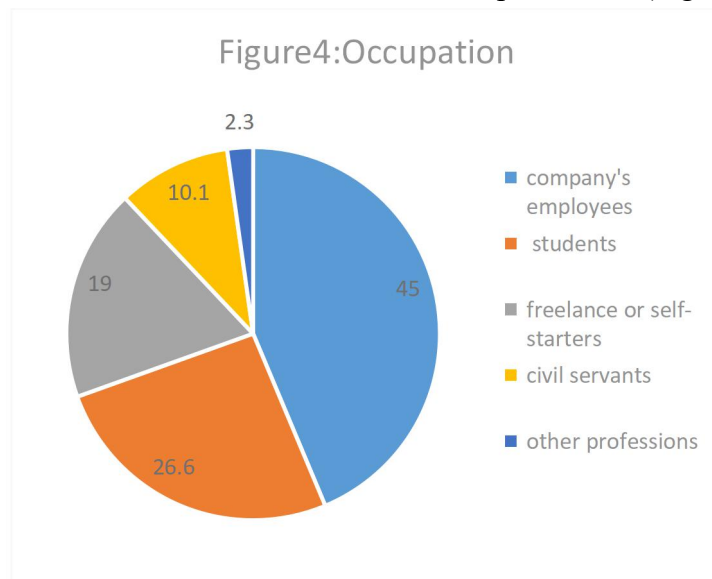
78% of respondents were around Bangkok and Bangkok, 7% in the middle, 4 per cent in the north, 4% in the east and 3% in the north-east and 4% in the south(Figure2);



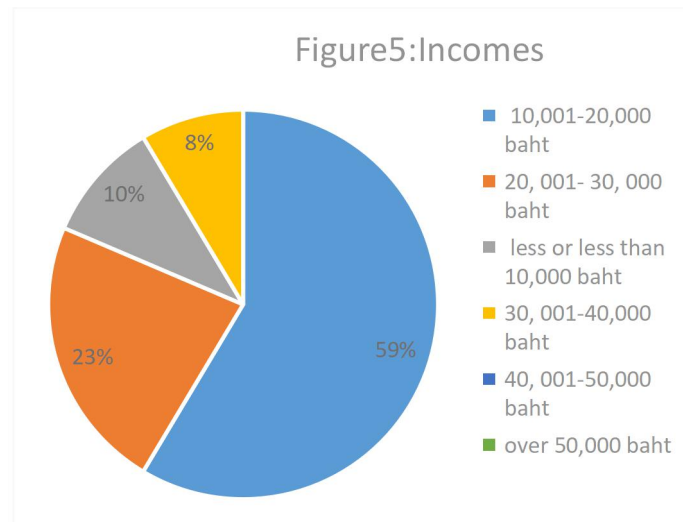
The highest degree is 76% bachelor's degree, 18.6% is master's degree, 5% is junior high school graduation, 0.4% is other degree(Figure3).



45% of the company's employees, 25.6% are students, 19% are freelance or self-starters, 10.1% are civil servants, 2.3% are other professions(Figure4).



The monthly incomes of the respondents were: 37% in 10,001-20,000 baht, 22.3% in 20, 001- 30, 000 baht, 11.5% less or less than 10,000 baht, 9.9% is 30, 001-40,000 baht, 8.8% is 40, 001-50,000 baht, 10.5% is over 50,000 baht(Figure5).



Respondents generally surf the Internet, such as mobile phones (92%), laptops (55%), desktop computers (30%), tablets (25%).

More than 80% of consumers have bought online, but more than 60% of consumers do not have cross-border netting, only 40% of cross-border net purchases. Through cross-border e-commerce shopping, 53% bought 1-3 times a year, 19% for 4-6 times. It is worth noting that 39.5% of those surveyed through net purchases, 39.2% bought online through Facebook, and 20.8% went online through Instagram.

The top five products were clothing (68%), bags (36.9%), shoes (26%), cosmetics (40%) and electronic products (25.8%). For a year, the survey was conducted in China at a number of times: 33.5%, 1-3 times, 24.9%, 4-6 times, 10.1%, 7-9 times, 7.7%, 10-12 times, 23.8% for more than 12 times.

## 5.2 A Study on the Factors Affecting the Cross-Border Online shopping of Consumer Market in Thailand

It is clear from above data that Thailand's consumers are mainly engaged in online shopping at home and less cross-border net purchases. And then I'm going to answer this. "Why don't you make cross-border netting?" The reason is that fear of flawed products, fakes or not as much as online description(54.6%), fear that payment has been forfeited to the product(52.7%), insufficient confidence and understanding about the cross-border payment system(47.3%), the lack of confidence in the product transport system, Concerns about damaged product sellers on the way will not be responsible(43%), before payment can not see the product(37%), worry about product clearance and tax return(39.3%), do not want to wait for the product's transport process, feel like to buy more convenient(39.5%), I think cross-border freight should

be big(33.2%), the after-sales service system lacks confidence(24.7%), buy something before you want to try before(15.3%), Previous experience in cross-border online shopping has been 6.8%.

So how can Thailand consumers use cross-border e-commerce platform to buy online. In this paper, seven factors are summed up in this paper to influence the consumers' choice of cross-border e-commerce platform. One of the main consideration platform sales product quality 2. Safety of the platform's credit and payment systems 3. The price of the sales in the platform 4. The platform's product diversification 5. Transportation Method and Speed, 6. Quick and convenient communication with sellers 7. Promotion.

Key Success Factors(KSF) for long-term growth after entering the Thai market are designed according to the 4P 's marketing theory, which is based on the product, price and distribution channel. The promotion campaign has identified how the e-commerce market in Thailand can obtain the competitive edge and achieve good results, including what; I can be a key success factor in actually competing for a favorable position, which is a number of specific factors that the business needs to focus on. Then through SPSS software calculation and analysis, the results of the questionnaire were divided into four aspects, the product price sales channel, sales channel, sales promotion activity, which found the average of each factor and compared, the result is as follows: product factors most important is the product quality is good, reliable; The most important price factors are price and quality. In the purchase page, you can check the product price and freight. The most important factor in the channel factor is to check the order process; the most important of the promotional activities is the free shipping service.

### **5.3 Questionnaire Survey findings**

Thailand's consumer-buying practices and habits differ widely from other countries, with a high rate of 80% of consumer-purchase consumers, but only 40% of them have cross-border online purchases. Thai consumers typically purchase social networking tools such as Facebook and Instagram, followed by domestic platforms such as Lazada and weloveshopping, most of which are clothing, bags, shoes, chemical products and electronic products.

Many consumers do not have cross-border net purchases because of concerns for defective products or fakes; they are concerned about the receipt of products after payment; there is not enough confidence and understanding about the cross-border

payment system, product transportation is not sufficient; they are concerned that the damaged product sellers on the way will not be able to see the product; worry about product clearance and tax return; don't want to wait for the transportation process of the products, feel like to buy more convenient; feel that cross-border transportation costs should be too expensive; Have no faith in after-sales service system; try before buying something; Previous experience in cross-border online shopping has experienced fraud. To overcome these problems, flatters must make consumers feel secure about every aspect of their concerns.

The factors influencing Thai consumers' choice of cross-border e-commerce platform are the safety and price of product quality, platform credit and payment system. Therefore, the platform business must pay attention to the quality of the products sold in the platform, guarantee the safety of quality, credit and payment system, but also have the price advantage.

In addition, for the key success factor of long-term growth after entering the Thai market, the important factors in four aspects are identified according to the 4P 's (product, price, sales channel and promotion). The results are as follows: the consumers value the product quality to be good, reliable; The price and quality are appropriate, and the price and freight can be clearly displayed on the purchase page; the order process can be checked; there is no freight service.