

Title of research: The Influence of Individual Overseas Purchasing

Author : Miss XUE PAN

Degree : Master Degree of Business Administration (International Program), International Marketing

Research advisor : Dr. Vijit Supinit.

Academic year : 2015

ABSTRACT

The objective of the study is to find out the influence of students abroad individual overseas purchasing. Since nowadays more and more people study abroad, individual overseas purchasing becomes more and more popular, which really impact international trade somehow? The researcher considered there are seven parts can be tested as the representative factors of the acceptable level in individual overseas purchasing rather than shopping on overseas websites online, which are lower price level of individual purchasing, faster update for products, personal consideration for customers, live talk able between buyer and seller, customize specialize consumption can be fulfilled, highly trusty with individual purchasing, and higher customer buying demand from abroad. Questionnaire was conducted to collect data in this study, and the questionnaires were randomly distributed to 400 youths with different demographic backgrounds and shopping habits in China. To analyze the data collected from respondents, the researcher has used SPSS program to calculate frequency, percentage, means, standard deviation, and the significant of independent-samples T-test and one-way ANOVA F-test.

The hypothesis testing showed that only different gender groups and different shopping preference groups have different attitude toward individual overseas purchasing, and other groups do not have different attitude toward individual overseas purchasing.

The results of data analysis showed that, youth deeply agree that individual overseas purchasing by students abroad should be more trusty and popular that the satisfied level is high for customers, while they have a high satisfaction with the shopping environment abroad especial

some limited collection could be bought easily in foreign countries. Compare with shopping abroad by individual purchasing and shopping local, overseas purchasing by customize is more popular. And the data also show that more than half respondents consider that the products from foreign countries would be better than local products.

Keyword: overseas purchasing, customize purchasing, students abroad