

CHAPTER 4

RESEARCH RESULT AND FINDING

This chapter presents results of the study according to purpose of the research. This is shown by the following sequence.

1.1 Data Analysis

The analysis of the data for a study of factors affecting “**The Influence of Individual Overseas Purchasing**” The researcher has collected the data that had gathered from the 226 respondents in order to analyze and present result of the data analysis by divided into 2 parts as follows:

1. Part one analyze about the demographic background and diet habit of the sample.
2. Part two analyze about the shopping habits

1.2 Result of the data analysis

Part One: The personal information of the respondent that collected through the first part of the questionnaires as shown in table 1 to table 5

Table 1: Number and percentage of the respondents classified by gender

1.	Gender	Frequency	Percent
Valid	Male	85	37.6
	Female	141	62.4
	Total	226	100.0

table 0-1 Number and percentage of the respondents classified by gender

Table 1 shows the gender distribution of the respondents, which is the sample group in this study. There are female respondents more than male respondents, a total of 85 male respondents or 37.6 percent and a total of 141 female respondents or 62.4 percent.

Table 2: Number and percentage of the respondents classified by age

2. Age		Frequency	Percent
Valid	16~25	144	63.7
	26~30	64	28.3
	31~40	16	7.1
	41~50	2	0.9
	Total	226	100.0

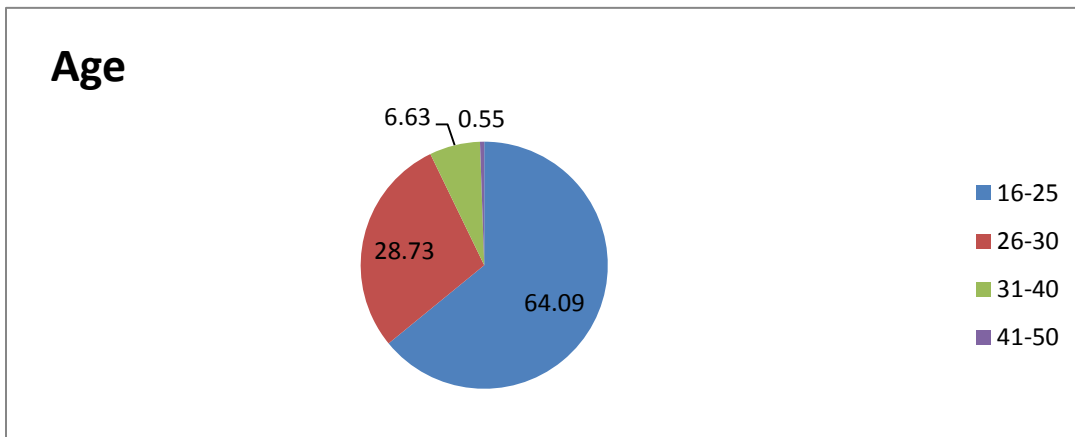


table 0-2 Number and percentage of the respondents classified by age

Table 2 shows the age distribution of the respondents. The age between 16 and 25 are the majority, which are 144 persons or 63.7% of the total respondents. The age 26~30 are the second largest group that has 64 persons or percentage of 28.3. The third one are age group 31~40 that has 16 persons in the percentage of 7.1%. And the last group are age 41~50, which has only 2 persons by 0.9% of the total respondents participated in the survey.

Table 3: Number and percentage of the respondents classified by monthly income (after taxation)

3.Monthly Income(after taxation)		Frequency	Percent
Valid	NO INCOME	50	22.1
	1000~2000 (included) Yuan	23	10.2
	2000~3000	51	22.6

	(included) Yuan		
	Above 3000 Yuan	102	45.1
	Total	226	100.0

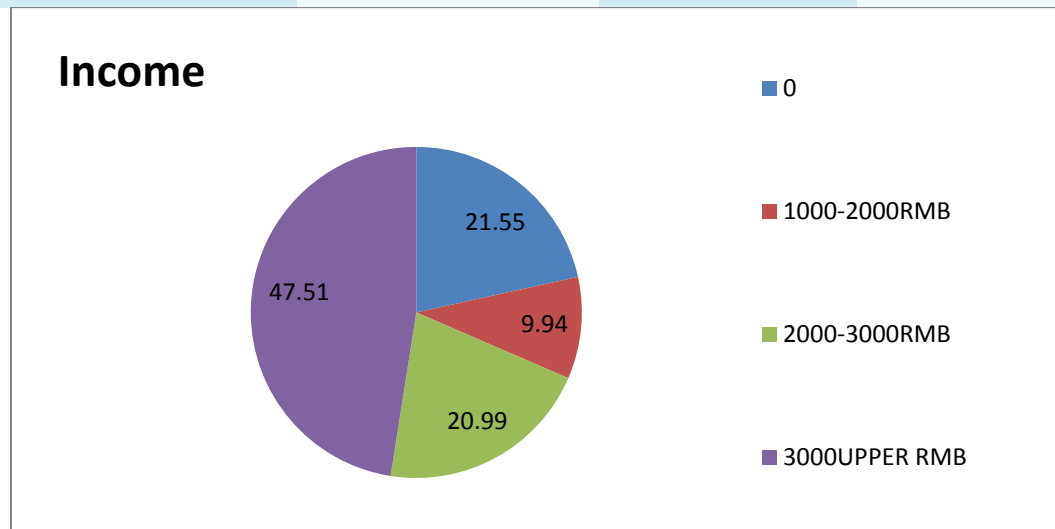


table 0-3 Number and percentage of the respondents classified by monthly income (after taxation)

Table 3 shows the monthly income distribution of the respondents. After taxation, 50 or 22.1% respondents get no income per month, 23 persons at the percentage of 10.2 get a monthly income of 1000~2000 (included) Yuan, and between 2000 and 3000 Yuan there are 51 respondents, 20.8% of all while there are 102 respondents at the percentage of 45.1% can get income over 3000 Yuan per month.

Table 4: Have you ever shopping overseas

4.Ever shopping overseas		Frequency	Percent
Valid	YES	158	69.9
	NO	68	30.1
	Total	226	100.0

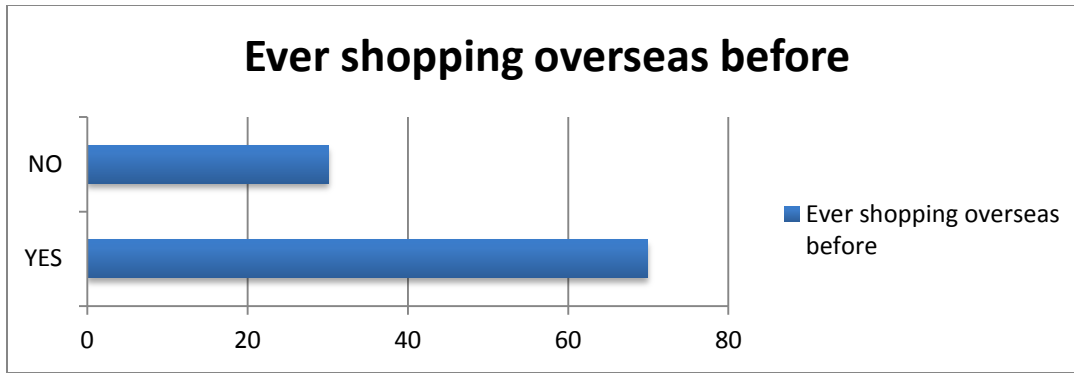


table 0-4 The number of shopping overseas before

Table 4 shows the number which have ever shopping overseas, data shows there is 158 candidates or 69.9 percent have been shopped overseas already, and 68 of 226 candidates or 30.1percent have ever not shopped overseas.

Table 5: Average shopping amount

5.Average shopping amount		Frequency	Percent
Valid	0~500	141	62.4
	500~1000	57	25.2
	1000~2000	12	5.3
	Above 2000	16	7.1
	Total	226	100.0

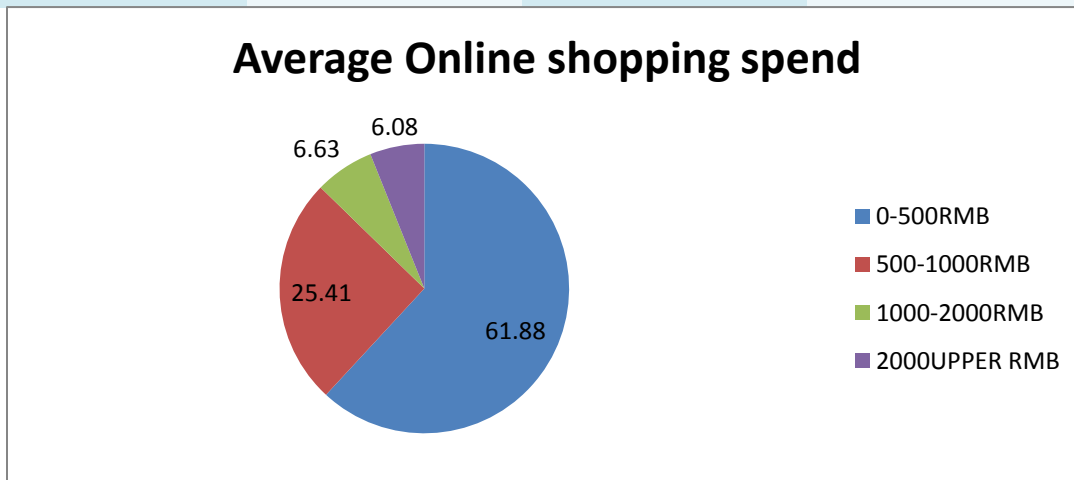


table 0-5 The average spend on each consumption

Table 5 shows the average shopping amount for each purchasing, the majority is spend 0~500 which has 141 respondents or 62.4%, the second is spend 500~1000 for each purchase with 57 respondents or 25.2 percent, the least is spend 1000~2000 with 12 respondents or 5.3%, and there are 16 respondents spend above 2000 each time with 7.1 percent.

Part two The result of the analysis about the shopping habits that collected through the second part of the questionnaires as shown in table 13 to table 23

Table 6: channels of purchasing overseas (MULTIPLE CHOOSE)

6.Channels of purchasing		Frequency	Percent
Valid	Friends	181	51.7
	Social network	62	17.8
	Shopping website	42	12
	TAOBAO.COM	65	18.5
	Total	350	100.0

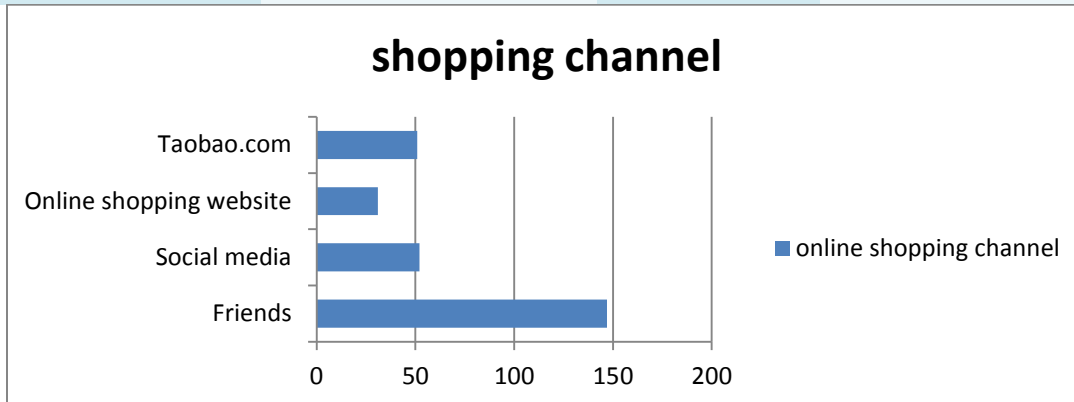


table 0-6 The channels of purchasing overseas

Table 6 shows the channel for purchasing, according to the data, there are 181 respondents choose friends which is majority with 51.7percent, and 62 respondents or 17.8 percent choose social network for shopping, 42 respondents or 12 percent shopping on websites, and 65 respondents with 18.5 percent respondents choose TAobao.COM.

Table 7: The reason why you purchase overseas (MULTIPLE CHOOSE)

7.The reason you purchase overseas		Frequency	Percent
Valid	Diversification brand select	101	44.7
	Diversification style select	88	38.9
	Lower price	129	57.1
	Better quality	124	54.3
	Total	442	195

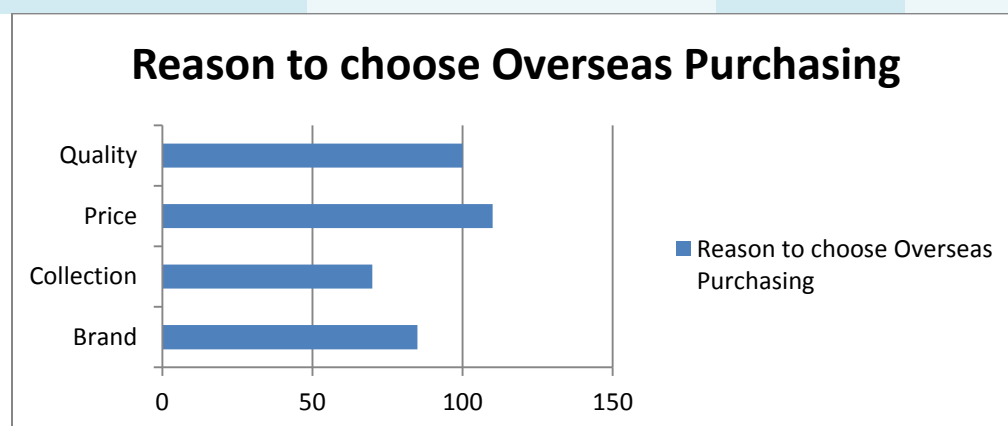


table 0-7 The reason to choose overseas purchasing

Table 7 shows the reason why respondents choose purchase overseas, the majority is 129 respondents choose lower price with 57.1 percent, the second large is better quality with 124 respondents or 54.3 percent. Diversification brand select get 101 respondents with 44.7 percent, the last one is diversification style select which has 88 respondents or 38.9 percent.

Table 8: The benefits of overseas purchasing (MULTIPLE CHOOSE)

8. The benefits of overseas purchasing		Frequency	Percent
Valid	Know more brands	62	27.4

Get more friends	24	10.6
Get special goods	148	65.5
Get better goods with the same price	142	62.8
Buy luxury goods with lower price	94	41.6
41	32	14.1
Total	502	222

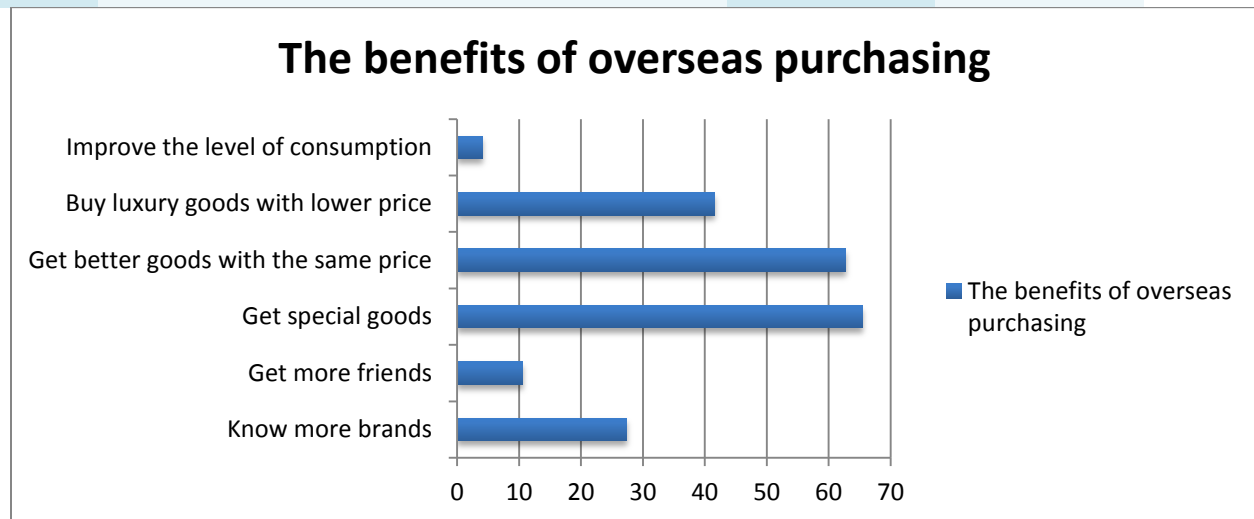


table 0-8 The benefit of overseas purchasing

Table 8 shows The benefits of overseas purchasing of the respondents. 148 respondents think purchase overseas could get special goods with 65.5 percent. 142 respondents or 62.8 percent think shopping overseas could get better goods with the same price, the third large factor is 94 respondents or 41.6 percent think they could buy luxury goods with the lower price than domestic. And 62 respondents or 27.4 percent think know more brands is also benefit. Improve the level of consumption has 14.1 percent or 32 respondents choose. The last one is 24 respondents or 10.6 percent think purchasing overseas could get more friends.

Table 9: Disadvantages of overseas purchasing (MULTIPLE CHOOSE)

9. Disadvantages of overseas purchasing		Frequency	Percent
Valid	Long logistic time	142	62.8
	Custom risk	75	33.2

False trading risk	88	38.9
Trouble for return goods	151	66.8
Fakes goods risk	132	58.4
High risk consumption	78	34.5
Total	666	295

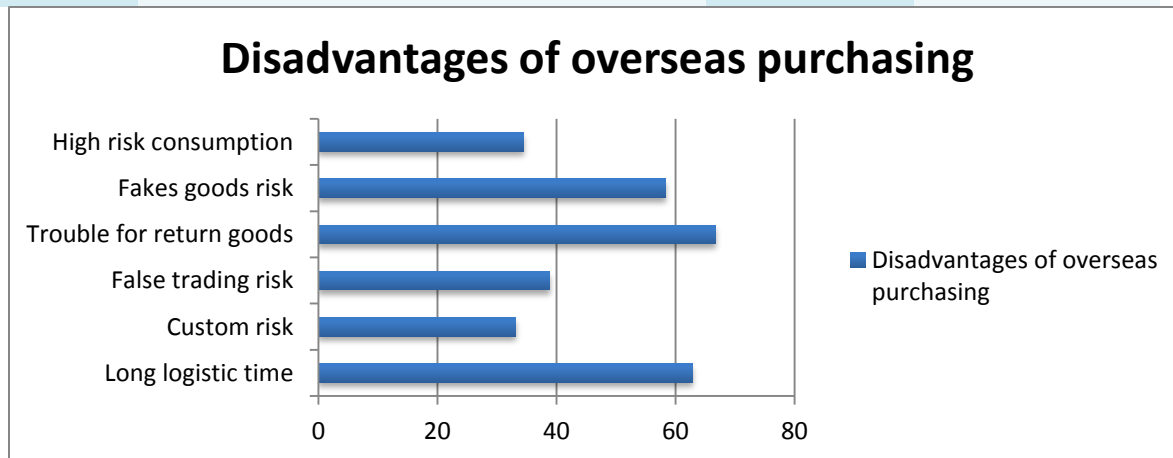


table 0-9 The disadvantages of overseas purchasing

Table 9 shows that, 142 respondents or 62.8 percent candidates think the logistic time too long, and 33.2 percent or 75 respondents worried about custom risk. 88 respondents or 38.9 percent think risk of false trading is a disadvantage. There is 66.8 percent or 151 respondents think there will be trouble if the goods need return. Another 58.4 percent or 132 respondents worried about the fake goods. 34.5 percent or 78 respondents think overseas purchasing is high risk consumption.

Table 10: Product categories (MULTIPLE CHOOSE)

10. Product categories		Frequency	Percent
Valid	Health products	46	20.4
	Luxury goods	63	27.9
	Fashion products	105	46.5
	Electronic products	71	31.4
	Jewelry	10	4.4
	Food	44	19.5

Make up	142	62.9
Total	481	213

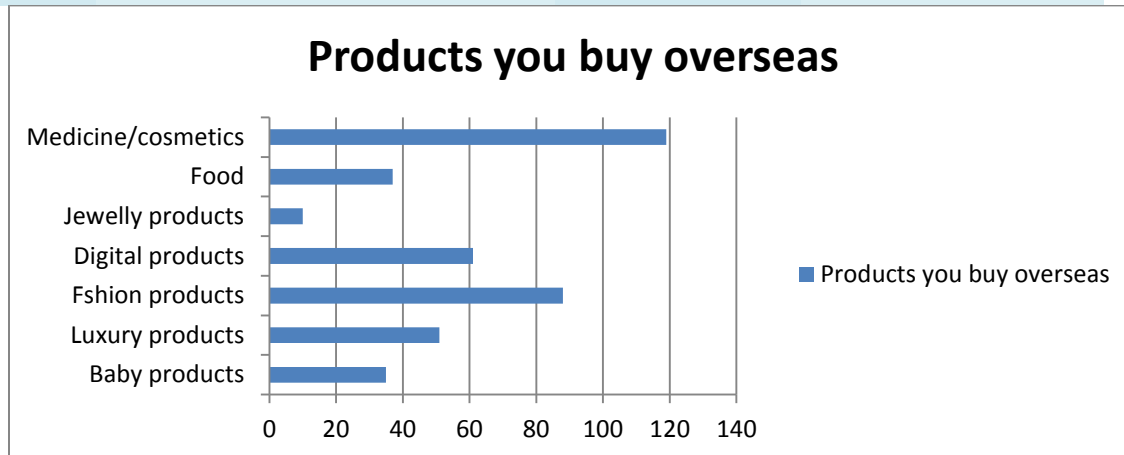


table 0-10 The products customers choose to buy

Table 10 shows that, respondents choose majority on make up products which has 142 respondents or 62.9 percent, the second large is fashion products which has 105 respondents or 46.5 percent, electronic products get 71 respondents or 31.4 percent, luxury goods chosen by 63 respondents or 27.9 percent, health goods get 20.4 percent or 46 respondents, the last one is food chosen by 44 respondents or 19.5 percent.

Table 11: Consumption trend

11. Consumption trend		Frequency	Percent
Valid	Domestic shopping	167	73.9
	Overseas purchasing	59	26.1
	Total	226	100

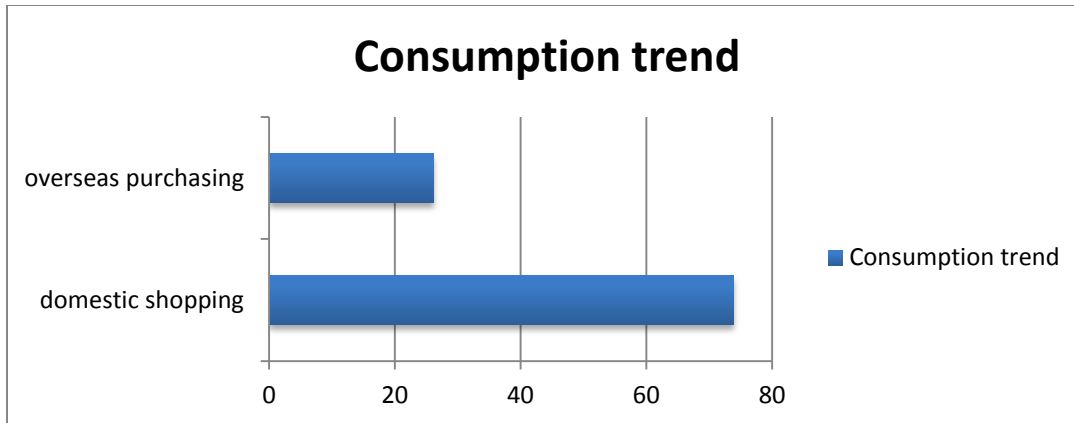


table 0-11 The consumption trend

Table 11 shows that 73.9 percent or 167 respondents prefer shopping domestic and 59 respondents or 26.1 percent choose overseas purchasing.

Table 12:Choice between domestic and overseas with the same product

12. Choice between domestic and overseas with the same product		Frequency	Percent
Valid	Domestic shopping	149	65.9
	Overseas purchasing	77	34.1
	Total	226	100

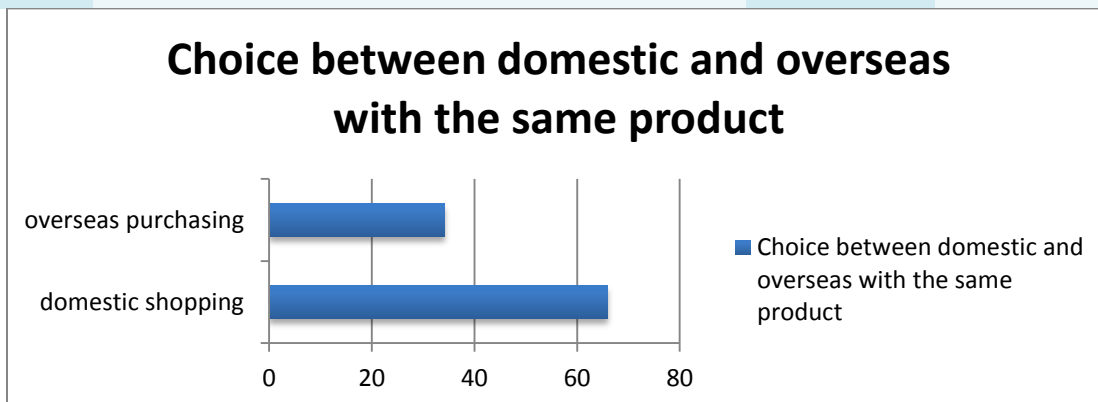


table 0-12 Choice between domestic and overseas with the same product

Table 12 shows that the choice between overseas and domestic with the same product, 149 respondents or 65.9 percent choose the domestic shopping and 77 respondent or 34.1 percent prefer overseas shopping.

Table 13: The credibility of the first transaction

13. The credibility of the first transaction		Frequency	Percent
Valid	None	19	8.4
	50%	201	88.9
	Totally	6	2.7
	Total	226	100

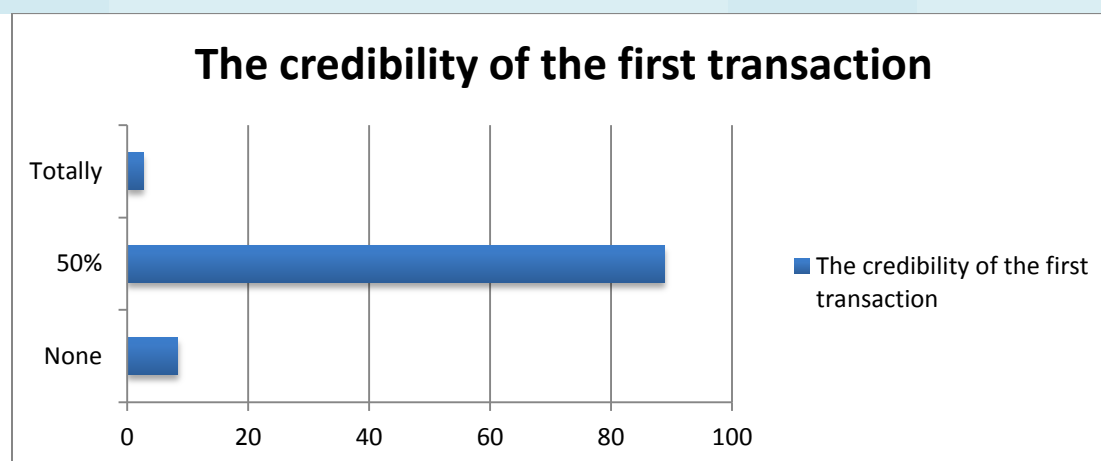


table 0-13 The credibility of the first transaction

Table 13 shows that the majority 201 respondents or 88.9 percent think 50% credibility of the first transaction, 19 respondents or 8.4 percent think there is no credibility of the first transaction, and only 6 respondents or 2.7 percent think they could totally trust.

Table 14: The attitude of false trading

14. The attitude of false trading		Frequency	Percent
Valid	Regard as experience, next time would change seller	158	69.9
	Never trust oversea purchasing anymore	23	10.1
	Never mind	45	19.0

Total

226

100

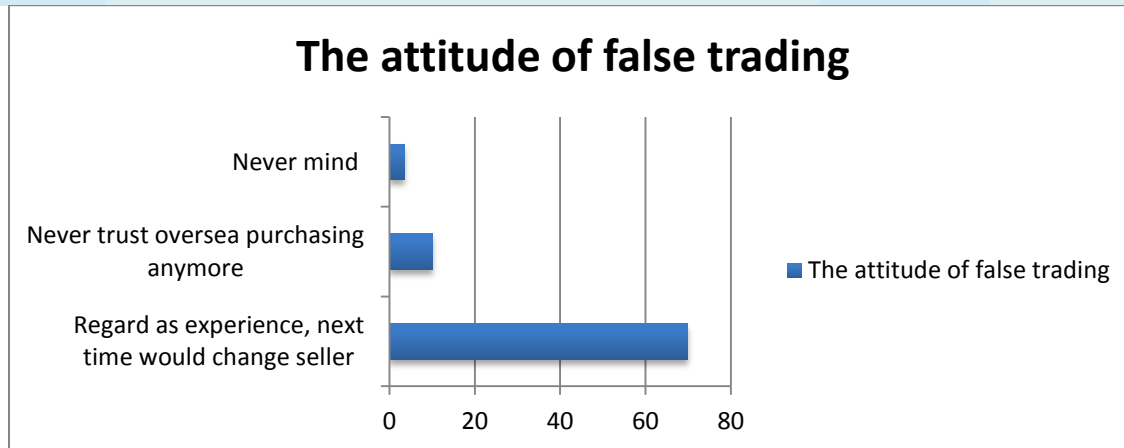


table 0-14 The attitude of false trading

Table 14 shows that 158 respondents or 69.9 percent would regard false trading as experience and would change seller next time. And 23 respondents or 10.1 percent would never trust overseas purchasing any longer, 45 respondents or 19 percent thought never mind.

Table 15: Do you have many friends shopping overseas

15. Do you have many friends shopping overseas		Frequency	Percent
Valid	Many	158	69.9
	Never	23	10.1
	Not much	45	19.0
	Total	226	100

Do you have many friends shopping overseas

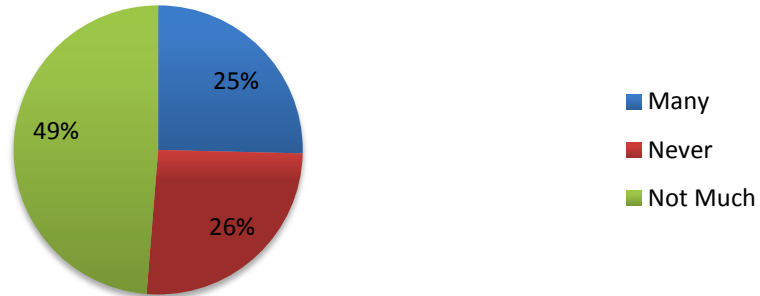


table 0-15 The number of the shopping overseas around respondents

Table 15 shows that, 158 respondents or 69.9 percent have many friends shopping overseas which is majority. 23 respondents or 10.1 percent never have friends shopping overseas. 45 respondents or 19.9 percent have not many friends purchasing oversea.

Table 16: Purchasing overseas makes your life more convenience or not

16. Purchasing overseas makes your life more convenience or not		Frequency	Percent
Valid	YES	191	84.5
	NO	35	15.5
	Total	226	100

Purchasing overseas makes your life more convenience or not

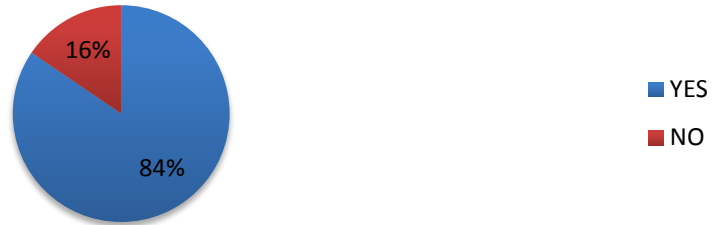


table 0-16 The overseas purchasing make your life change or not

Table 16 shows that, 191 respondents or 84.5 percent thought purchasing overseas make life become more convenience, 35 respondents or 15.5 percent thought there is no change at all.