

Organisational Studies and Innovation Review

Vol. 2, no.3, 2016

On-Line Purchasing Decision Behavior

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Abstract: This study is a survey research. The proposed of the study were (1) the on-line purchasing decision behavior (2) the factors that influence to the on-line purchasing decision behavior. This research is using not only quantitative research but also qualitative research (mixed method). The population was undergraduate students. A simple random sampling was obtained from a bachelor's degree students of Rajamangala University of Technology Suvarnabhumi. The questionnaire consists of both closed-ended, and open-ended questions. An in-depth interview conducted with five frequent users for exploration of their ideas, recommendations, and comments. The data collected from 400 correspondents who have experienced in on-line purchasing. Then analyzed using statistical software. The statistical techniques include frequency, percentage, arithmetic means, and standard deviation. The study found that, most of the respondents were female. Study in Faculty of Business and Information Technology. Their expense between 140-280 USD per month. The main reason for a decision to purchasing online is the services are available 24/7. The frequency of purchase is two times per month. Most of the purchase ordered are clothing and dressing. The average cost between 30-60 USD per ordered. They make the purchase decision by themselves. The most influence factor to the on-line purchasing decision is the product. Follow by the distribution, price, and promotion.

Keywords: *On-line, Purchasing, Decision, Behaviour.*

Introduction

Currently, Information and Communication Technology is essentially important in the 21st century. People can communicate around the globe through data communication network. In digital era, the dramatically growth of Internet and World Wide Web as an instrument for doing business especially in marketing activities. This is supporting by its higher efficiency, with lower capital when more responsive to customers' needs. Internet is considered to play an important role in everyday life, all professions and communities. In business and trade, on-line shopping and services through the websites Internet play a role in products consumes. Due to the transportation problems by traffic congestion.

Selling on the Internet then fashionable by its time saving, easily, and rapidly. In Thailand it tend to increasing dramatically not only online shopping but also Internet users.

Presently a new society called Online Social, to modernization of the business, then lead to do the marketing activities on the internet. By selling and buying on the web site, say E-Commerce. The sellers sell their products in various form including documents, still image, video and animation, etc. Lots of the details of the products are available for the consumers for looking, shopping and ordering the products conveniently. Ittiwat Ratanapongbo. (2015)

Scopes of the study

The duration of the study from January 2015 to January 2016. The data collected from June to July 2015

The research framework

The research framework for On-line Purchasing Decision Behavior has shown in figure 1.

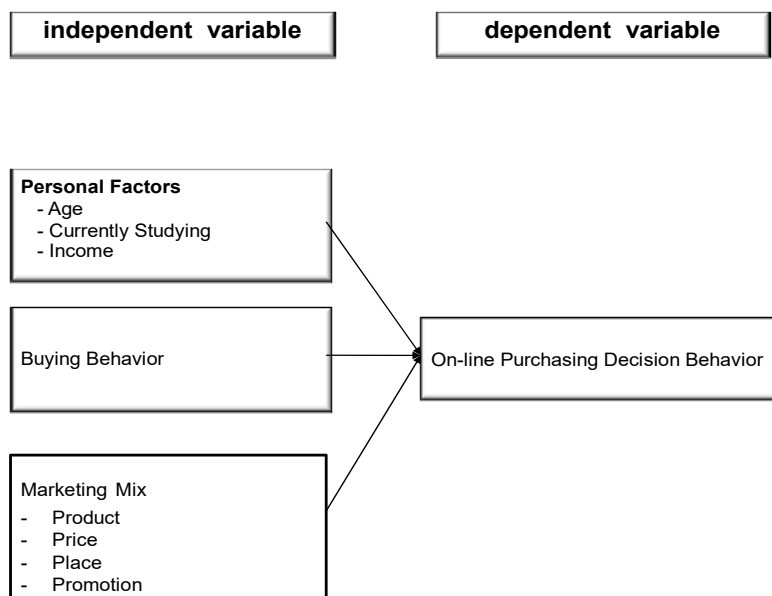


Figure 1: The research framework for On-line Purchasing Decision Behaviour

Literature Review

Kotler, P. and Keller, K. L. (2012: 40-41) found that the concept of marketing has evolved as following: the production concept, the product concept, the selling concept, the marketing concept, and the holistic marketing concept.

John, W. M. et al. (2013: 100) stated that Consumer buying decision process has five steps: 1) Problem identification 2) Information search 3) Evaluation of alternatives

4) Purchase 5) Post purchase evaluation. Lastly, the evaluation after buying effected to customer satisfaction or dissatisfaction in the product.

Kotler & Armstrong (2009) has said that product strategy will be involved in Consumer buying decision process including: product attribute, product mix, and product lines. The decision will be involved in 1) product concept 2) product attribute 3) product feature 4) product benefit.

Methodology

This study is a survey research, the research methodology as follows.

The population and samplings.

The population of the study were undergraduate students who are studying in Rajamangala University of Technology Suvarnabhumi which had experienced in online shopping.

There were 400 samples used in this study. The sample size calculation for estimate the proportion of the population using the Taro Yamane formula. The level of confidence was 95 percent, error less than .05.

Data analysis

The data were collected from the questionnaires and Interviews. Then analyzed data by used of a computer program. The statistics used in this study were Percentage, Mean and standard deviation.

Results and Discussion

The reason for the decision to online shopping were “It is available by 24 hours” by an average of 4.25. Mostly purchases 1 times per month, by an average of 4.41. Most of the purchase ordered are clothing and dressing, by an average of 4.15. The average cost between 30-60 USD per ordered, by an average of 4.04. They make the purchase decision by themselves, by an average of 3.96.

The data analysis found that, marketing mix to purchase online, in most cases. The most influence factor to the on-line purchasing decision is the product, by an average of 4.32. Follow by the distribution, price, and promotion, with an average of 4.16, 4.12 and 4.09 respectively.

Suggestion

This research was a study of online purchasing behavior only. For further study, the factors that affected to the business or service online should be concerned. By the way, there is a growing number of online purchases over time.

Acknowledgement

I wish to express my deep sense of gratitude to Rajamangala University of Technology Suvarnabhumi for the financial support, and would like to express my heartfelt thanks to all my friends and colleagues for their suggestions, and for assisting me to complete this research work in time. Finally, yet importantly, I would like to thank my beloved parents for their blessings and spiritual support.

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