Factors Relating Consumers' Intentions to buy Apparel via the Internet

By
Sarika Kumar

A Research Report
Submitted in Partial Fulfillment of the Requirements for the Degree of
Master of Science in Management
Assumption University of Thailand

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Research Project Title: Factors Relating Consumers' Intentions to buy Apparel via the Internet

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Level of Study: Master of Science in Management **Program of Study:** College of Internet Distance Education **Year:** 2009

ABSTRACT

This study focused on how to increase online apparel consumer's purchasing intention by determining the factors relating to consumer purchase intention that lead us to consumers' minds that expect to shop for clothes on the Internet. There were two objectives which were "to identify the factors relating online apparel consumer's purchasing intention" and "to determine the relationships between perceived usefulness, perceived ease of use, online shopping attributes and online apparel consumer's purchasing intention."

Questionnaires had been used as research instrument to collect data from 400 women who own the credit card in Bangkok. SPSS program was used to analyze data. The statistics used to analyze were frequency and percentage for demographics, mean and standard deviation for perception of respondents and Pearson correlation for finding out the relationship between perceived usefulness, perceived ease of use, online shopping attributes and purchase intention.

The perception of respondents, it had been revealed that the highest mean was perceived of usefulness followed by purchase intention of clothes on the internet, online shopping attributes and perceived ease of use consecutively. Those factors were located in the neutral level. Furthermore, perceived usefulness, perceived ease of use, online shopping attributes and purchase intention of clothes on the internet were tested correlation and it was found that all variables had strongly positive correlation with online purchase intention. The strongest association with online purchase intention was perceived usefulness followed by online shopping attributes and perceived ease of use respectively.

ACKNOWLEDGEMENT

I am heartily thankful to my advisor, Dr. Piyathida Praditbatuga, whose encouragement, guidance and support from the initial to the final level enabled me to develop an understanding of the subject.

Lastly, I offer my regards to all of those who supported me in any respect during the completion of the project.

Sarika Kumar

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CHAPTER 1

INTRODUCTION

1.1 Background of the Research

As we know the amount of trade online has grown significantly since the widespread of the Internet. The web delivers information and makes sales more efficiently and inexpensively than any other medium. And unlike any traditional media, marketing on the web or the Internet is decentralized and entrepreneur in nature. This means anyone can market on the Internet through the web without the high cost of advertising. Hence, online trading is so popular in some countries (Shop.org, 2002a).

Online shopping allows customers to make purchases online while viewing images of products and descriptions of features and benefits. While online trading is highly recognized in countries such as United States of America and Europe (Schaeffer, 2000), it is not as vastly accepted or recognized in Thailand. This may be due to people being unsure about the assurance of the sellers (www.nectec.or.th).

However, this trend seems to be changing and with this study the reader will find out how online shopping can benefit consumers and what measures can be taken to enhance online shopping.

1.2 Statement of the Problem

Online shopping is relatively new in Thailand. The present websites that operate are not as popular as they could be. This maybe the result of unsure attitudes towards online

purchases and unrepeatable sellers (www.nectec.or.th) and the fact that there are few products up for sale and thus less choice for consumers who may wish to purchase (ICT department of Thailand, 2007).

In some respects e-commerce purchases are made on trust. This is because, firstly, not having had physical access to the product, a purchase is made on an expectation of what that product is and its condition. Secondly, because supplying businesses can be conducted across the world, it can be uncertain whether or not they are legitimate businesses and are not just going to take your money. It's pretty hard to knock on their door to complain or seek legal recourse! Thirdly, even if the item is sent, it is easy to start wondering whether or not it will ever arrive.

This study will therefore focus on how to increase online apparel consumer's purchasing intention by determining the factors relating consumer purchase intention that will lead us to consumers' minds that expect to shop for clothes and other goods on the Internet.

1.3 Research Objectives

1. To identify the factors relating to online apparel consumer's purchasing intention.
2. To determine the relationships between perceived usefulness and online apparel consumer's purchasing intention, perceived ease of use and online apparel consumer's purchasing intention, and online shopping attributes and online apparel consumer's purchasing intention.

1.4 Research Questions

1. What are the factors that relate to online apparel consumer's purchasing intention?
2. What are the relationships between perceived usefulness and online apparel consumer's purchasing intention, perceived ease of use and online apparel consumer's

purchasing intention, and online shopping attributes and online apparel consumer's purchasing intention?

1.5 Significance of the Research

This research study mainly focuses on the factors relating online apparel consumer's purchasing intention. The results from this research may help entrepreneurs while developing their Internet websites of clothes to match with the demand and enhance consumer's purchasing intention to shop online. Moreover, further down the research there will be guidance about the next step of research.

1.6 Limitations

Firstly, this research has been done in the year 2009. The reason of this limitation is technology development that can lead to behavior change of the consumers. Technology grows faster than any other development we have seen and thus this research may not be suitable to be applied at some point of time.

Secondly, this study specifically focuses on online shopping of apparels; therefore the results from this research may not be generalized to other kind of products on the Internet.

Thirdly, since this research is based on the response from residents in Bangkok, it is not applicable to research study of any broader location.

1.7 Scope of the Research

Population

This research will use the sample in order to be the representative of the population from customer of purchase intention of apparel online to women who are interested in shopping via the Internet. Our Population is potential customers of online apparel.

Content issue

The overall content will be based on main concepts that are perceived ease of use, perceived usefulness, online shopping attributes for apparel products, and consumer's purchasing decision. By surveying customers who have previously bought apparel items online and also people who are potential customers of online purchase such as office workers, university students and also high school students since fashion plays an equally important role in their lives and they are highly influenced by trends from countries such as Japan. Some websites such as www.foreverfashionshop.com sell apparel and other items from various countries including Japan, which motivates youngsters buying behavior.

Moreover in this research, the researcher has also tried to study the personal characteristics of an individual such as age, sex, interests and whether they are employed or studying. These characteristics help the research in forming a base whether any online shopping will occur since it highly depends on a person's interests in clothes, and whether they have the monetary power to do so.

Variables issue

The study has two 2 main topics of variables that are independent variables and dependent variables.

Independent variable: factors influencing the consumer purchase intention to shop apparel online which are perceived usefulness, perceived ease of use and online shopping attributes.

Dependent variable: consumer purchase intention to shopping apparel online.

1.8 Definitions of terms

Apparel: It is defined as any apparel that protects the human body from extreme weather and other features of the environment. It is worn for safety, comfort and modesty and to reflect religious, cultural and social meaning. Some examples are dress, shirts, skirts suits and accessories such as jewelry, bangles, scarves and so on (www.answers.com).

Perceived ease of use: It is defined as the individual's perception that using the new technology will be free of effort. It means how a consumer can carry out a task with ease (Davis, 1989, 1993).

Perceived Usefulness: It is defined as an individual's perception that using the new technology will enhance or improve their performance, where safety and speed are the main factors of perceived usefulness (Davis, 1989, 1993).

Purchase Intention: It is defined as a plan to purchase a particular good or service in the future (businessdictionary.com). Also, the predisposition to buy a certain brand or product (highered.mcgraw-hill.com)

Online Shopping: Online shopping is the process consumers go through to purchase products or services over the Internet. An online shop, eshop, e-store, internet shop, webshop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping mall. (www.wikipedia.com)

CHAPTER 2

LITERATURE REVIEW

This chapter will be present the theoretical perspectives to understand the factors that influence consumer's buying intention of clothes and fashion accessories online. A background of online shopping and theoretical foundations including theory of reasoned action (TRA), theory of planned behavior (TPB), decomposed theory of planned behavior (DTPB), and technology acceptance model (TAM) will be presented.

2.1 Online Shopping

The Internet-based electronic commerce environment or online shopping for this research enables consumers to search for information and purchase products or services through direct interaction with the online store. That is, consumer-purchases are mainly based on the cyberspace appearance such as pictures, images, quality information, and video clips of the product, not on the actual experience (Lohse and Spiller, 1998; Kolesar and Galbraith, 2000). Shopping at an online store is like shopping through a paper catalog because both involve mail delivery of the purchases and in both cases customers cannot touch or smell the items (Spiller and Lohse, 1997). So the promise of electronic commerce and online shopping depends, to a great extent, on user interfaces and how people interact with computers (Hoque and Lohse, 1999; Griffith *et al.*, 2001). The online shopping environment enables consumers to reduce their decision-making efforts by providing vast selection, information screening, reliability, and product comparison (Alba *et al.*, 1997). Since the Internet provides screened and comparison information for alternatives, consumers may reduce the cost of information search and the effort in making purchasing decisions. However, since online shoppers mainly

interact with the Web-based computer system and cannot physically touch or feel actual products, they make decisions mainly with information provided electronically by the online store.

The phenomenal growth of Internet shopping is driven by greater emphasis on consumers' efficient use of time, as well as an increasing number of computer-trained consumers. Furthermore, security systems are rapidly improving, dispelling the notion that online shopping is a risky business. For instance, secure digital systems such as encryption tools, digital signatures and reassurance about security or privacy concern have reduced security inhibitors and thus have increased consumers' willingness to visit or purchase from sites (Ah-Wong, Gardhi, Patel, and Shah, 2001; Han and Maclaurin, 2002). More recently, the Web has drastically changed buyer-seller relationships, tipping the balance of power in favor of consumers through interactive features such as personalization, customized content and virtual communities (Detmer, 2002; Wind and Mahajan, 2002). This trend is creating an extremely competitive marketplace in which consumers have more shopping choices than ever before. This e-market environment poses special challenges for retailers, motivating them to perhaps radically revise their marketing strategies to secure more targeted customers.

2.2 Online Apparel Retailing

The success of online retailing depends to a large extent on the underlying characteristics of the products and services being marketed. Researchers (e.g. Hui and Chau, 2002; Li and Gery, 2000) have contended that the suitability of online retailing to consumers varied by the category of products, due to either the uniqueness of the product itself, the nature of the Internet, or the newness of the distribution channel. Fast-selling products on the Internet used to be those products about which the shopper already had sufficient information, such as books, computer products, travel, health and beauty products (Reda,

2001; Schaeffer, 2000). However, as technology improves, items previously thought to be saleable only in a touch-and-feel environment (e.g. apparel, jewelry) are enjoying more widespread sales. Online apparel retailers in the USA and Europe (e.g. Lands' End, J.C. Penney and Galleries Lafayette) have increased profitability by giving consumers access to interactive try-on sessions such as the "virtual dressing room", "digital supply chain" and "online fit prediction" (Abend, 2001; *Direct Marketing*, 2001). Furthermore, the recent integration of apparel manufacturers into direct Web selling, as well as the continuing incursion of traditional retailers into the online channel, has fueled the apparel surge (Schaeffer, 2000). Already, most revenues in the apparel sector are driven by multi-channel concepts with a strong brand appeal, such as Victoria's Secret, Lands' End, J.Crew, Liz Claiborne and L.L. Bean (Chevron, 1999; Hill, 2000; Tiernan, 2000). According to the "Multi-channel retail report", US shoppers who bought through all three channels of brick-and-mortar stores, catalogs and the Internet represent 34 percent of all shoppers and 78 percent of shoppers purchase from both Web sites and the brick-and-mortar stores (www.shop.org). In Europe, apparel retailing also is suffering from competition with other channels of distribution, which challenges apparel retailers to adopt a multi-channel strategy (Myers, 2002). Therefore, apparel retailers who want to expand their market share can merge three different retail channels as a way to reach customers and channel brands internationally (Tiernan, 2000; Welling, 2000).

With expanding online apparel retailing, researchers have studied important attributes and attitudes toward online shopping for apparel products. For example, (Kunz, 1997) reported that online apparel consumers valued merchandise quality, merchandise variety and customer service. According to (Taylor and Cosenza 2000), when shopping online for apparel, consumers rated the functional attributes such as price, ease of movement and ease of return as important.

2.3 Developments of Online Shopping in Thailand

Under the situation of development of the business, many companies use the Internet as a tool to communicate with their customers and their own staff inside the company. Therefore, the growth of the company that created the website is affected by the popularity and success of its client. These producers of website can help the investors in opening their own online shop without having much knowledge about creating one. These websites can be purchased from those professionals such as quickweb.tarad.com or www.yoursme.com.

Moreover the payment in the website is also improved to more flexible by credit card in each website. In the past if the web master would like to use this process, they would need to contact with bank with under many condition but nowadays it have the company that being the middle man between the web masters and banking such as http://www.ecommercepay.com, http://www.taradpay.com, http://www.thaiepay.com. With this service it is possible to motivate the investor to open the website and it will more comfortable for the non-professionals to have their own e-commerce business.

Apart from all of the above mentioned factors generating an increase of e-commerce in Thailand some offer company description online to increase the credibility for their own website and create visibility of the website. Right now 1,331 website that have these descriptions. In addition, a new method of payment has created more flexibility to customers such as M-pay of AIS, or a Papal account. All these are in order to allow for a comfortable purchase of the customer. As a result, a research from ICT department of Thailand (2007) revealed that the number of the online shoppers increased from 30% of the Internet users to 35.9% from year 2003 to year 2006.

2.4 Theoretical Foundations

Theory of Reasoned Action (TRA)

The theory of reasoned action was developed to explain how a consumer leads to a certain buying behavior (Fishbein, 1980). The theory of reasoned action asserts that attitude toward buying and subjective norm are the antecedents of performed behavior. The two antecedents (attitude and subjective norm) influence the purchase behavior additively, although a conceptual argument was developed earlier leading to an interaction as well as direct effects (Ryan and Bonfield, 1975). They report that operational measures of the constructs have been shown to have separate effects on the purchase behavior.

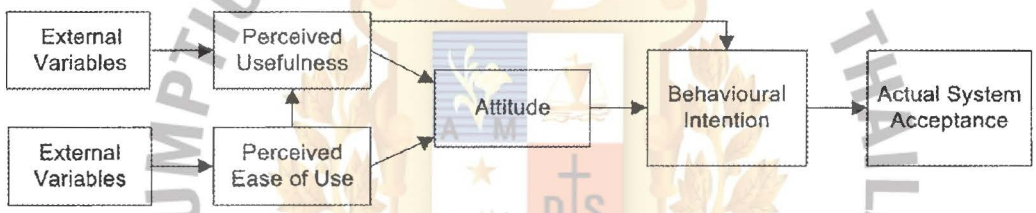


Figure 2.1: TRA (Theory of Reasoned Action)

Source: Fishbein, M., & Ajzen, I. (1975).

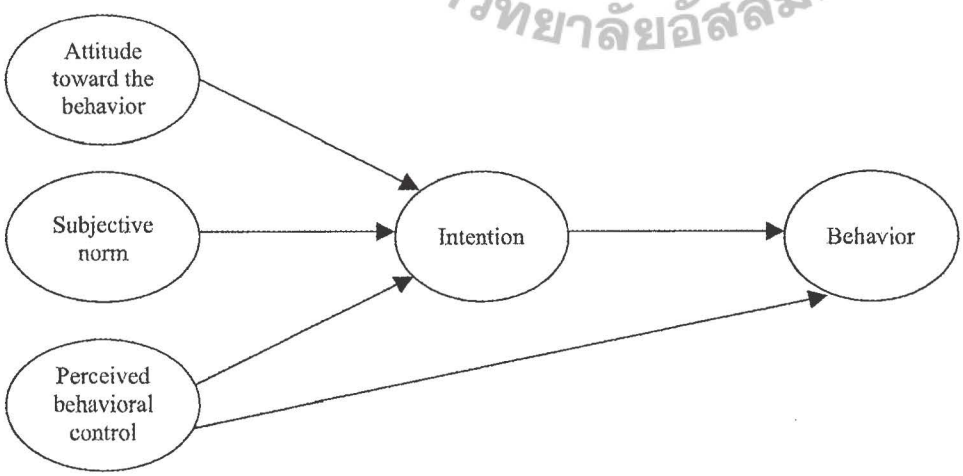
Lutz (1991) offered two important propositions underlying the theory of reasoned action. First, to predict a purchase behavior, it is necessary to measure a person's attitude toward performing that behavior, not just the general attitude toward the object around which the purchasing behavior is. For example, although a person's attitude toward clothes is favorable, yet the person may never buy the clothes by their own. Second, in addition to the attitude toward the behavior, TRA includes a second determinant of overt behavior: the subjective norm (SN). SN is intended to measure the social influences on a person's behavior (i.e., family members' expectations).

The theory of reasoned action is different from the traditional attitude theories in that it introduces normative influences into the overall model and a causal relationship between

the two antecedents and intention. In addition, the incorporation of normative influences explains the inconsistency between attitude and intention, and behavior as explained in the clothes example which may be able to apply with online shopping.

Theory of planned behavior (TPB)

TPB (Azjen, 1985, 1991) is an extension of the theory of reasoned action (TRA) (Azjen and Fishbein, 1980), made necessary by the latter model's inability to deal with behaviors over which individuals have incomplete volitional control. At the heart of TPB is the individual's intention to perform a given behavior (see Figure 2.1). For TPB, attitude toward the target behavior and subjective norms about engaging in the behavior are thought to influence intention, and TPB includes perceived behavioral control over engaging in the behavior as a factor influencing intention. TPB has been used in many different studies in the information systems literature (cf. Mathieson, 1991; Taylor and Todd, 1995a, b; Harrison, Mykytyn, and Riemenschneider, 1997). TRA and TPB have also been the basis for several studies of Internet purchasing behavior (Battacherjee, 2000; George, 2002; Jarvenpaa and Todd, 1997a, b; Khalifa and Limayem, 2003; Limayem, Khalifa, and Frini, 2000; Pavlou, 2002; Suh and Han, 2003; Song and Zahedi, 2001; Tan and Teo, 2000).



Source: From Azjen (1991)

Figure 2.2: TPB (Theory of planned behavior)

Source: Azjen, (1991)

According to TPB, an individual's performance of a certain behavior is determined by his or her intent to perform that behavior. Intent is itself informed by attitudes toward the behavior, subjective norms about engaging in the behavior, and perceptions about whether the individual will be able to successfully engage in the target behavior. According to Azjen (1985), an attitude toward a behavior is a positive or negative evaluation of performing that behavior. Attitudes are informed by beliefs, norms are informed by normative beliefs and motivation to comply, and perceived behavioral control is informed by beliefs about the individual's possession of the opportunities and resources needed to engage in the behavior (Azjen, 1991). Azjen compares perceived behavioral control to Bandura's concept of perceived self-efficacy (Bandura, 1997). TPB also includes a direct link between perceived behavioral control and behavioral achievement. Given two individuals with the same level of intention to engage in a behavior, the one with more confidence in his or her abilities is more likely to succeed than the one who has doubts (Azjen, 1991). As a general theory, TPB does not specify the particular beliefs that are associated with any particular behavior, so determining those beliefs is left up to the researcher.

Decomposed Theory of Planned Behavior (DTPB)

In the context of information technology, Taylor and Todd (1995) proposed a model known as the Decomposed Theory of Planned Behavior (DTPB), bringing together concepts from two distinct lines of research: Innovation Diffusion Theory and Theory of Planned Behavior.

According to Taylor and Todd (1995), Decomposed Theory of Planned Behavior (DTPB) offers a number of advantages: it renders more transparent and easier to grasp the relations among beliefs, attitudes and intentions, it enables application of the model to a

variety of situations and in managerial terms it is more relevant because it helps to determine specific factors that lead to adoption and use of new technology.

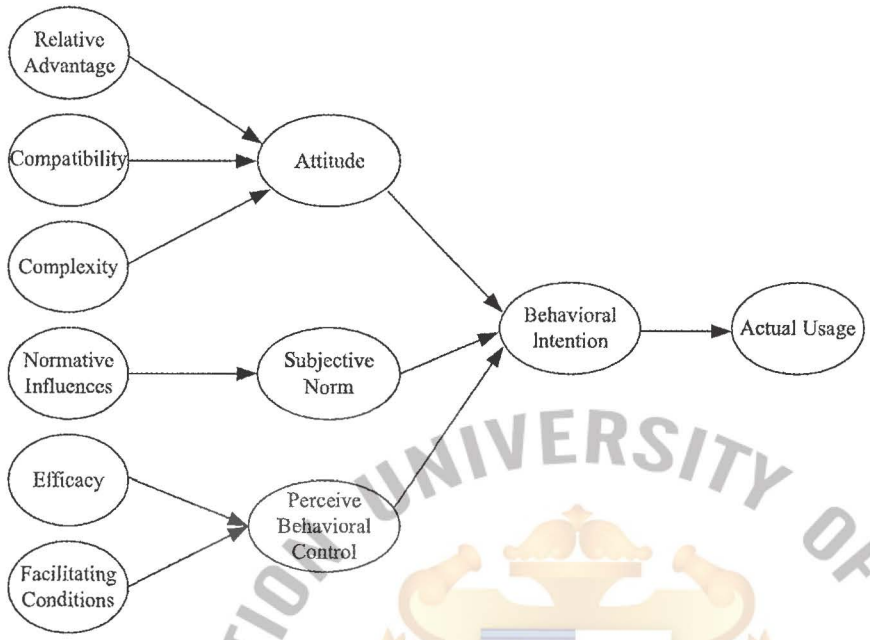


Figure2.3: Decomposed Theory of Planned Behavior

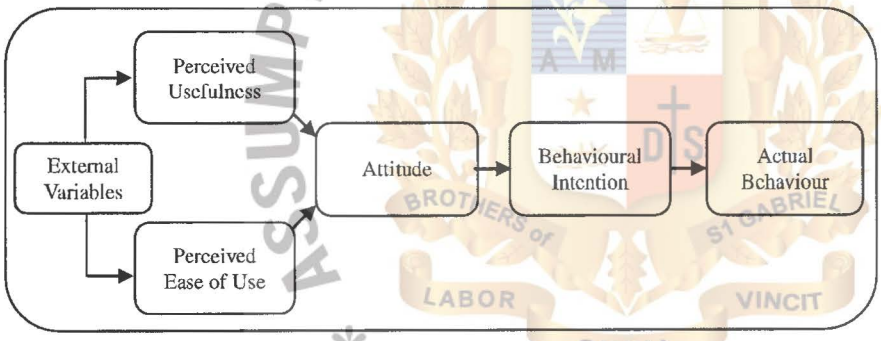
Sources: Taylor and Todd (1995)

Technology Acceptance Model (TAM)

From this stream of research, the TAM (Davis, Bagozzi, and Warshaw, 1989), an adaptation of the TRA, has emerged as a powerful and parsimonious model that "belongs" to the IS field and represents the antecedents of technology usage through beliefs about two factors: the perceived usefulness (PU) and perceived ease of use (PEOU) of a technology. Perceived usefulness in TAM is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989, p. 320). In TAM, ease of use is an important determinant of use of technology or systems, as is perceived usefulness (Davis, 1989, 1993; Davis *et al.*, 1992; Mathieson, 1991). The construct "perceived ease of use" in TAM coincides with "complexity" in Innovation and Diffusion

Theory (Rogers, 1995). Venkatesh and Davis (1996) reinforced the importance of ease of use in TAM, since many types of technology were rejected due to poor user interface design.

Hence, the TAM is specifically meant to explain computer usage behavior (Davis *et al.*, 1989, p. 983). The goal of TAM is to be capable of explaining user behavior across a broad range of end-user computing technologies and user populations, while at the same time being both parsimonious and theoretically justified A person's acceptance of a technology is hypothesized to be determined by his or her voluntary intentions towards using the technology. The intention, in turn, is determined by the person's attitude towards the use of the technology and his or her perception of its usefulness. Attitudes are formed from the beliefs a person holds about the use of the technology.



Source: Davis *et al.* (1989)

Figure 2.4: TAM (Technology Acceptance Model)

Source: Davis et al. (1989)

Reasons of Selecting TAM as a Theoretical Framework of this Research

This research will be applied as TAM in explaining apparel consumer's purchasing intention regarding the widespread popularity of the TAM that is broadly attributable to three factors:

1) It is parsimonious, IT-specific, and is designed to provide an adequate explanation and prediction of a diverse user population's acceptance of a wide range of systems and technologies within varying organizational and cultural contexts and expertise levels;

2) It has a strong theoretical base and a well researched and validated inventory of psychometric measurement scales, making its use operationally appealing;

3) It has accumulated strong empirical support for its overall explanatory power and has emerged as a pre-eminent model of users acceptance of technology (Chau, 1996a; Hu, Chau, Liu Sheng, and Tam, 1999; Mathieson, 1991; Szajna, 1996).

Replication of the original TAM study suggests that it holds across persons, setting, cultures, countries, and times, the last being a requirement for robust theories (Cook and Campbell, 1979).

As a result, TAM will be applied this research. However, the attitude construct of TAM model will be excluded in this research although it is included in the original formulation of TAM. This is because a subsequent study by Davis, Bagozzi, and Warshaw, (1989) conducted in a volitional environment demonstrated that the explanatory power of the TAM is equally good and it is more parsimonious without the mediating attitude construct. After that, it became the norm to exclude the attitude construct from the TAM (figure2.3). Later research on the TAM indicates that attitude may play a central mediating role for determining mandatory usage; however, its direct relationship to behavioral intentions was not supported (Jackson, C., Chow, S., Robert, A. (1997)); (Adams, Nelson, and Todd, 1992). Attitude, like many behavioral variables, may be a necessary but not sufficient condition for success (Jackson, Chow, and Robert, 1997). This would appear to support the contention of Davis *et al.* (1989) that attitude may not be a strong determinant of intentions in workplace settings when other factors such as usefulness are independently taken into account. The explanation for such findings is based on the fact that, in work-related settings, performance

is key, and intentions will be formed based on performance considerations rather than simply on personal likes or dislikes with respect to performing a behavior (Taylor and Todd, 1995). Moreover, attitudes toward online shopping were stronger for cognitive products such as books and computer software than for sensory experiential products such as apparel or accessories (Shim *et al.*, 2000). As a result, the attitude construct of TAM model will be excluded in this research.

In addition, purchase intentions for apparel products were found to be influenced by online shopping attributes according previous studies (Then and Delong, 1999; Verton's, 2001; Watchravesringkan and Shim, 2003; Shim, Eastlick, and Lotz, 2000). Consequently, different combinations of online shopping attributes including a convenient and secure system of ordering, returns policy, focus on product display, the offering of products that have a range of acceptable fits as opposed to a precise fit, various incentives, and virtual image technology which were found to be related to online purchase intentions for apparel products will be added to TAM model as one of independent variables.

2.5 Conceptual Framework

The conceptual framework is based on TAM and previous studies. This framework is used to examine the relationship between perceived usefulness and online purchase intentions for apparel products, perceived ease of use and purchase intentions for apparel products, and online shopping attributes and purchase intentions for apparel products.

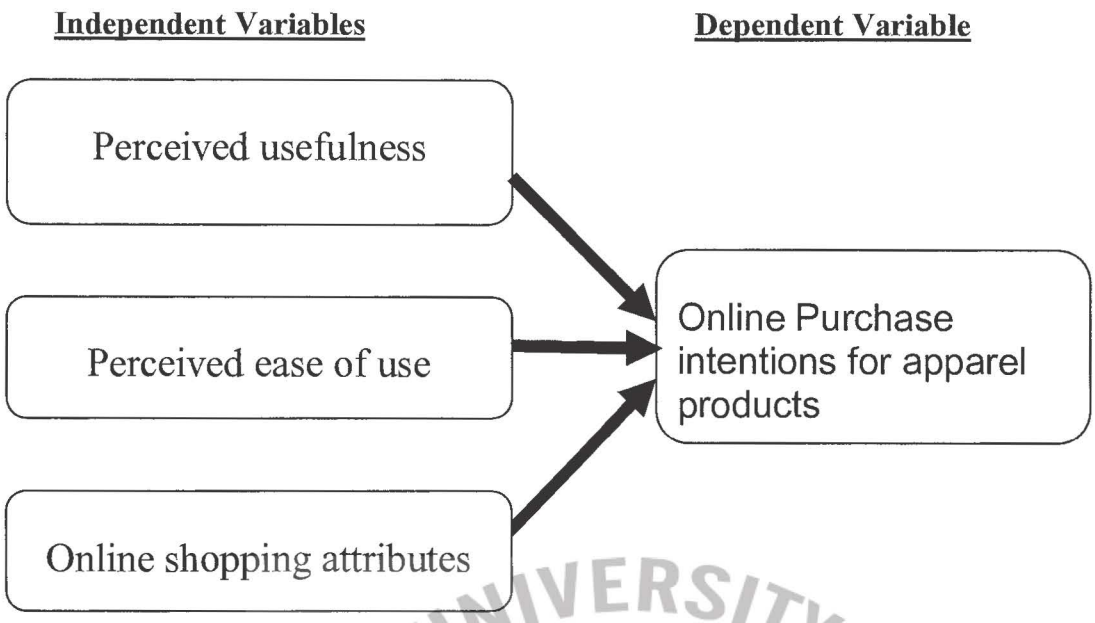


Figure 2.5: Conceptual Framework adapted from TAM

2.6 Research Hypotheses

From the conceptual framework in figure 2.5, three relevant hypotheses can be developed to examine relationships between independent variables and a dependent variable.

Ho1: perceived usefulness has no relationship with online purchase intentions for apparel products

Ho2: perceived ease of use has no relationship with online purchase intentions for apparel products

Ho3: online shopping attributes has no relationship with online purchase intentions for apparel products

2.7 Literatures Related to Independent Variables

Perceived usefulness

Perceived Usefulness is defined as the individual's perception that using the new technology will enhance or improve their performance (Davis, 1989, 1993). As the new

technology the researcher classifies shopping on the Internet, and as the individual's performance the outcome of the online shopping experience. Then, Perceived Usefulness refers to consumers' perceptions that using the Internet as a shopping medium enhances the outcome of their shopping experience. These perceptions influence consumers' attitude toward online shopping and their intention to shop on the Internet. TAM posits a weak direct link between Perceived Usefulness and attitude, and a strong direct link between Perceived Usefulness and intention (Davis et al., 1989). This was explained as originating from consumers intending to use a technology because it was useful, even though they did not have a positive affect toward using. Apart from this, Perceived Usefulness is also linked with "Perceived ease of use" to determine consumers' attitude toward online shopping. According to TAM, Perceived Usefulness is influenced by "Perceived ease of use", because the easier a technology is to use, the more useful it can be (Venkatesh, 2000; Dabholkar, 1996; Davis et al., 1989).

Perceived usefulness is defined as safety and speed as main factor of perceived usefulness (Then and Delong, 1999). After new century of 2000 the Internet has become a new part of working life and a crucial part in order to perform a better process in the service of Internet business. The shopper requires a safe cooperation with the service provider to guarantee no loss of money. This is followed by the need for speed for quick process while browsing the website.

In addition, according to Venkatesh (2000) it is supported that (Then and Delong, 1999) the main factor to determine perceived usefulness is safety and speed of the service provider. Moreover, Venkatesh, 2000 also adds trustfulness with explanation that base on consumer purchase intention. Venkatesh shows the study from 800 samples of consumer in eBay USA. The result shows that the factors toward consumer purchase intention in shopping via Internet are safety, speed and truthfulness.

Thus, this study supposed that perceived usefulness (safety, speed and trustfulness) affect purchase intentions for apparel products.

Perceived ease of use

"Perceived Ease of use" is defined as the individual's perception that using the new technology will be free of effort (Davis, 1989, 1993). Perceived Ease of use is the consumer's perception that shopping on the Internet will involve a minimum of effort. Whereas "Perceived usefulness" referred to consumers' perceptions regarding the outcome of the online shopping experience, "Perceived ease of use" refers to their perceptions regarding the process leading to the final online shopping outcome. In a simplified manner, it can be stated that "Perceived usefulness" is how effective shopping on the Internet is in helping consumers to accomplish their task, and "Perceived ease of use" is how easy the Internet as a shopping medium is to use. According to TAM, "Perceived ease of use" has a dual effect, direct as well as indirect, on consumers' intention to shop online. The indirect effect on intention is through "Perceived usefulness", as already explained in the previous section. The direct effect is explained by the fact that in behavioral decision making consumers attempt to minimize effort in their behaviors, as is also the case with consumers' perceptions regarding the "Perceived ease of use": the perception that online shopping will be free of effort (Venkatesh, 2000). The easier and more effortless a technology is, the more likely consumers intend to use this technology.

Based on the study of Venkatesh, 2000 it is clear that perceived ease of use is technology that is easy to perform according to the consumers. This study was conducted on 800 samples from eBay USA. The result concludes that the factors of perceived ease of use are; easy to perform, trial ability, help function and FAQ functions.

The more there is perceived ease of use the more it will lead to consumer purchase intention. This study also relates with the idea of Davis, 1989, 1993 that perceived ease of use can lead to consumer purchase intention. This purchase intention is also referring to not only in the period of purchasing but also after purchase is which can lead to intention of consumer.

This study therefore will apply easy to perform, trail or trial ability and help function as a measurement of perceived ease of use toward purchase intention via the Internet.

Online shopping attributes

An attractive attributes of online shopping include time- and money-saving; convenience or easy accessibility; the shopper's ability to screen and select a wide range of alternatives; and the availability of information for making purchasing or ordering decisions (Breitenbach and Van Doren, 1998; Crawford, 2000; Ray, 2001; Schaeffer, 2000; Then and Delong, 1999).

Besides attractive attributes online retailers have also faced challenges associated with e-marketing. Above all, security and privacy factors are critical for online companies in order to build long-term relationships between customers and sellers (Schoenbachler and Gorden, 2002; Yoon, 2002). Due to consumers' concern with regard to transaction security and privacy in e-transmission, retailers are now more involved in improving e-transmission security and broader protection policies by providing customized strategies including return policies, interactivity and personalization on Web sites (Detmer, 2002;Verton, 2001). For instance, the interactivity of the Web allows consumers to personalize and customize their experience through keyword search, dealer locator, comments and online ordering, and this experience has had a significant positive effect on the quality rating of Web sites (Ghose and Dou, 1998). More recently, European companies are considering investment in customer relationship management (CRM) strategies to increase higher sales and to provide the

intangible benefits of better customer service to their customers (*Business Europe*, 2003; Gillies *et al.*, 2002). Therefore, the interactive attributes can help by having a beneficial impact on e-satisfaction and enhanced customer relationships (Srinivasan *et al.*, 2002), sustaining e-loyalty or patronage (Lewis and Cockrill, 2002) through making customer interaction easier.

Moreover As a retail channel, the benefits and limitations of the Internet to consumers have been extensively discussed and documented in both the popular press and academic journals (Hoffman *et al.*, 1996; Krantz, 1998; Mardesich, 1999). It can be a valuable, interactive communication medium that facilitates flexible, non-linear search for up-to-date product information, simulated product/service testing, and assistance with comparison-shopping and decision-making.

More recently, Rosen and Howard (2000) examine actual and projected sales of different product categories on the Internet, and predicted that services such as travel, entertainment, and financial services would dominate business-to-consumer electronic commerce. In the goods sector, they give the advantage to standardized or homogeneous products such as books, music and video over differentiated or heterogeneous products. Further, they provide a product e-potential matrix to score the suitability of a product category to online retailing on a number of dimensions including tactility, importance of customization, shipping costs, importance of instant gratification, and information intensity.

Similar analysis is offered by De Figueiredo (2000), who suggests that products can be classified on a continuum basis on the ability of consumers to gauge the quality of products in a digital environment. Based on this classification, the author offers Internet marketing strategies for each type of product. Other proponents of the congruence concept include Jahng *et al.* (2000) who argue that the appropriateness of a shopping medium for a

specific product can be assessed by the fit between the levels of seller and product presence offered by the medium and those (levels) required by the product.

In conclusion, the key factors affecting online shopping for retailers are product and service information quality, security perception and site awareness. Furthermore, the researcher investigated whether information satisfaction and relational benefit play a significant mediating role on consumer's relationship purchase intention on online shopping. The information feature on a shopping website is an important factor in determining a consumer's loyalty and decision making in terms of whether they will return or buy something. This points out that information quality and user interface design in important. A popular website such as www.siambrandname.com is a perfect example of quality information, user interface and updated information. The website maintains its customer's loyalty by updating itself regularly and featuring new products or forums for shoppers to interact with each other.

Additionally, consumers' perceptions of Internet attributes have been reported to predict consumers' intentions to buy products or services via the Internet. online shopping has the potential to influence consumers' likelihood of purchasing if they perceive that the Internet saves time and effort; is easy to order; provides merchandise with good value for the price and merchandise of good quality; offers privacy or financial security; offers good site design; and provides relevant and rich information (Breitenbach and Van Doren, 1998; Shim *et al.*, 2000; Supphellen and Nysveen, 2001; Szymanski and Hise, 2000). Overall, convenience (e.g. availability of relevant information, richness of information, and ease of ordering) and competitive price or sales promotions play the most significant roles in predicting intention to revisit Web sites (Chiger, 2001; Supphellen and Nysveen, 2001).

More importantly, specific attributes related to transaction are significant determinants of online purchase behavior. For instance, costs for shipping appeared to be the

biggest deterrent to shopping online as expressed by 54 percent of French consumers and 53 percent of American consumers (Parker, 2000). According to Shim *et al.* (2001), transaction service such as payment security, privacy, safety, product guarantees, and minimal cost/time for return affected intention to use the Internet for purchasing. Han and Maclaurin (2002) discovered that US consumers' perceptions of information privacy and control affected willingness to visit or purchase from a Web site. A major reason why Europeans (i.e. 72 percent French consumers; 77 percent the UK consumers) are reluctant to use their credit or debit cards online is warier about privacy and security in e-commerce than traditional commerce (Cohen, 2000). Similarly, in Yoon's (2002) study, transaction security was also the most important antecedent of online purchase intention with a mediator of trust or Web-site satisfaction.

Especially for apparel "feel-and-touch" products, then and Delong (1999) suggested that consumers tend to buy more apparel if they perceive such features as a convenient and secure system of ordering, returns policy, focus on product display, and the offering of products that have a range of acceptable fits as opposed to a precise fit. According to Shim *et al.* (2000), for the sensory experiential products (e.g. apparel and accessories), consumers are less likely to be influenced by functional attributes such as fast transaction service and speedy shopping than they are for cognitive products (e.g. books, computer software, music and videos). This is supported by Verton's (2001) argument that a personalized shopping experience via various incentives and virtual image technology is more important to encourage apparel consumers to shop online. On the other hand, Watchravesringkan and Shim (2003) found that online purchase intentions for apparel products were predicted by attitudes toward secure transaction (e.g. payment security, consumer information privacy, return policy, minimal cost and time for return and product shopping guarantees) and speed process.

These findings are somewhat contradictory and lead to the proposition that online shopping intentions for apparel-related products (e.g. clothes, jewelry or accessories) will be predicted by different combinations of online shopping attributes. It can be concluded that time saving, cheaper price, convenience, able to screen and wide range of alternatives, security and privacy policy, relevant & rich information, guarantee and return policy, good site design, interactivity, fast transaction service, speedy shopping, various incentives and virtual image technology are the attributes of online shopping regarding to many previous research said above. Therefore, those said attributes are applied to operate in the questionnaire of this study under the topic online shopping attribute.

2.8 Literatures Related to the Dependent Variable

Purchase Intention

Purchase Intention is the person's motivation in the sense of his or her conscious plan to exert an effort to carry out a behavior. Therefore, purchase intention can be described as a person's conscious plan to exert an effort to purchase a product or brand (Spears & Singh, 2004). Purchase intention is a measure of the willingness to buy a product (Compeau & Grewal, 1998; Grewal, Monroe & Krishnan, 1998) and has also been considered as the probability that a consumer will buy a product (Dodds, Monroe & Grewal, 1991).

The purchase decision-making is a complex process. According to the information process model (Engel, Blackwell, & Miniard, 1986), after recognizing a need for goods or services, a consumer would gather relevant information, then conduct an evaluation before making the final purchase decision. In this process, the various attributes of the goods or services are important, since they direct the attention of information search and form the base for evaluation. Normally, various attributes have different importance in the consumer's mind and thus form the selection criteria in purchase decision-making.

The relation between purchase intention and purchase decision is the process in the consumer mind before making decision. Purchase intention is the process before making decision. It is the experience an information of each consumer in order to measure and lead to the purchase decision.

Chapter 3

Research Methodology

Research methodology is a method used in order to precede the research to a level that we may comprehend (http://www.languages.ait.ac.th/el21meth.htm). It explains the purpose of the study, common problems; the types of research used to achieve results, what methods were used, how our data was collected and generated and what analyses were made. It is very important to make clear of how to obtain the research results in order to have a credible research project.

3.1 Research Design

To reach a conclusion in any research project, it is needed to plan out the course of action needed to achieve it. Research design is the structure that we will follow to obtain answers to questions that occur in the process of writing a project. Often there are different ways to investigate, however, any way that we choose must make clear our reasons of choosing that particular method or design. Quantitative research which is the determination of the quantity or extent of some phenomenon in the form of numbers (Zikmund, 2003) is chosen in the research project. Questionnaires, which is one of the research methods is selected to collect all data at appropriate places and analyze to find out conclusions and propose recommendations in the chapter five. The sample size is 384 women who own the credit card in Bangkok, Thailand. After collecting data, SPSS program is used to analyze data.

3.2 Target Population

The target population in a research study comprises the participants that could make up the study group. We may narrow this group down to match our main point or particular goal that we want to achieve from doing this research. From the 4,157 respondents of the online purchasing behavior research in Asia and Australia of Master Card World Wide (2008) found that 78% of online customers were female and 57% of them purchased online twice a week. In addition, clothes and accessories were the most online purchased products accounted for 62% of them (Marter Card World Wide, 2008). In case of USA and Europe, shopping online became more common. Previous research shows that about 50 percent of Internet shoppers are female in USA (McIntosh, 2001) and 61.5 percent of women who have children in UK shopped online (Shop.Org, 2002b). Female shoppers are more likely to buy home furnishings, apparel, jewelry and gifts (Allen, 2001; Chiger, 2001; Elkin, 2001) Thus, the target population of this research study focuses on women who has credit card in Bangkok, Thailand because women have appropriate characteristic to collect data regarding the research of Master Card World Wide (2008), McIntosh, 2001 and Shop.Org, 2002b.

3.3 Sampling Procedures

Sampling allows the researcher to obtain information from a population by either asking all members of a population or only selected members of a population are questioned or tested. There are two sampling methodologies: probability sampling and non-probability sampling. In this study we have applied non-probability sampling because researcher are working on time constraints, limitation of budget and staff deficiency. The technique used in this research focuses on judgment sampling, which is designed to distribute questionnaires to women at downtown area, department stores, malls, markets, and office buildings in Bangkok. These are crowded places where there is an ease to collect data within the limited

time. These respondents must however be a woman who has a credit card, which is the heart of online shopping.

Sample Size

In this study, the number of population of the women who own a credit card in Bangkok is unable to be identified. The sample size is however determined by following formula

$$n = \frac{Z^2pq}{E^2}$$

Where n = number of items in sample (sample size)

Z^2 = square of the confidence level in standard error units

p = estimated proportion of success (50%)

q = 1-p, estimated proportion of failure (50%)

E^2 = square of the maximum allowance for error between the true proportion and the sample proportion

Suppose 50 percent of the respondents (p) have own credit card. The researcher wishes to estimate 95 percent confidence (Z^2 = 1.96) that the allowance for sampling error is not greater than 5 percentage points (E^2). Substituting these values into the formula above, it is found that

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} = 384$$

From the result above, it means that sample size of this research needed to be collected is 384 women who own credit card in Bangkok, Thailand.

3.4 Research Instrument

In this survey research, questionnaire is chosen as an instrument to gather data because it is an inexpensive way to gather data from a potentially large number of respondents. They are the only feasible way to reach large number of reviewers large enough to allow statistically analysis of the result. In this study the researcher has kept in mind the steps to design and administer a questionnaire, which includes

- Defining the objective of the survey
- Determining the sampling group
- Writing the questionnaire
- Administering the questionnaire
- Interpretation of the results

The researcher has divided the questionnaires into 3 parts which consists of the following:

Part 1: This part consists of questions, which will give us an insight about respondents' perceived usefulness of shopping at the online store. Second set of questions will determine a customer's view of perceived ease of use of shopping online. The last set of questions will identify the perception of respondents toward the online shipping attributes. The respondents will be asked to indicate their level of agreement from 5 to 1, with 5 being strongly agree and 1 strongly disagree.

Part 2: This part consists of one set of questions asking respondents on their purchase intentions on the Internet. The respondents will be asked to indicate their level of agreement from 5 to 1, with 5 being strongly agree and 1 strongly disagree.

Part 3: This part consists of demographics of the respondents who are involved in online purchase of clothes in Bangkok.

The Arrangement of questionnaire of this research presenting of question numbers and scale of measurement is shown in the table 3.1.

Table 3.1: The Arrangement of Questionnaire

Variables	Question Numbers	Scale
Perceived Usefulness	1 - 3	Interval
Perceived Ease of Use	4 - 7	Interval
Online Shipping Attributes	8 - 20	Interval
Purchase Intentions	21 - 24	Interval
Age	25	Ordinal
Income	26	Ordinal
Education Level	27	Nominal
Occupation	28	Nominal

The detail explanation of each variable is shown in the operationalization table below.

Table 3.2: Operationalization Table

Variables	Conceptual Definition	Operational Components	Question Numbers	Theories/Previous Studies
Part One: Technology Acceptance Model (TAM)				
Perceived Usefulness	Using of new technology to enhance or improve their	➢ Safety ➢ Speed ➢ Truthfulness	1 – 3	(Davis 1989, 1993), (Then and Delong, 1999), (Venkatesh, 2000),

	performance			(Dabholkar, 1996)
Perceived Ease of Use	Using the new technology will be free of effort	➢ Easy to Perform ➢ Trail Ability ➢ Help Function ➢ FAQ Functions	4 – 7	(Davis;1989, 1993), Venkatesh (2000)
Online Shopping Attributes	The key attributes affecting online shopping, the shopper's ability to screen and select a wide range of alternatives, and the availability of information for making ordering decisions	➢ Time Saving ➢ Cheaper Price ➢ Convenience ➢ Able to Screen & Wide Range of Alternatives ➢ Security & Privacy Policy ➢ Relevant & Rich Info. ➢ Guarantee & Return Policy ➢ Good Site Design ➢ Interactivity ➢ Fast Transaction Service ➢ Speedy Shopping ➢ Various Incentives ➢ Virtual Image Technology	8 – 20	(Breitenbach & Van Doren 1998; Crawford 2000; Ray 2001; Schaeffer 2000; Then & Delong 1999) (Schoenbachler and Gorden, 2002; Yoon, 2002) Detmer (2002) Verton (2001) Shim et al (2000, 2001) Supphellen & Nysvenn (2001) Szymanski & Hise (2000)
Part Two: Purchase Intention of Clothes on The Internet				
Purchase Intentions	Person's conscious plan to exert an effort to purchase a product or brand	➢ Interest to purchase on Internet ➢ Gather information on Internet ➢ Purchase via Internet ➢ Internet shopping motivate to buy next time	21 - 24	Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB) / Fishbein & Ajzen (1975) Azjen (1985,1991) Spears & Singh (2004) Engel, Blackwell & Miniard (1986)
Part Three: General Information				
Age	Age	➢ 20 yrs or	25	

		below ➢ 21 - 30 years ➢ 31 - 40 years ➢ 41 - 50 years ➢ 51 - 60 years ➢ Above 60 years		
Income	Income	➢ < 10000 baht ➢ 10001 – 20000 ➢ 20001 – 30000 ➢ 30001 – 40000 ➢ 40001 – 50000 ➢ > 50000 baht	26	
Education Level	Education	➢ Under bachelor ➢ Bachelor ➢ Master ➢ Doctorate ➢ Other	27	
Occupation	Job	➢ Student ➢ State's enterprise ➢ Housewife ➢ Private sector employee ➢ Business owner ➢ Other	28	

3.5 Collection of Data

Since the researcher has applied non-probability sampling technique, the sample will be collected on foundation of handiness and convenience. Women were approached for the survey because from the 4,157 respondents of the online purchasing behavior research in Asia and Australia of Master Card World Wide (2008) found that 78% of online customers were female and 57% of them purchased online twice a week. In addition, clothes and accessories were the most online purchased products accounted for 62% of them (Marter

Card World Wide, 2008). according to Respondents were approached at many locations in Bangkok which are Central Department store (pinklao branch), Sathorn Thani building, Emporium department store, office tower (sukhumvit) and U chu liang Building (RAMA 1V) because business or department store area have a large number of offices and high traffic rate. Their proximity to each other is not very close and therefore reliable information may be collected.

According to sample size of this research, there are 384 samples. Thus, more than 384 questionnaires were distributed to complete that amount. The respondents are asked to return the questionnaire to researcher once they have completed to ensure that no information is distorted or falsified once surveyed. This is the reason there is a 100% response rate because the questionnaires were not taken back or returned at a different day. Since the researcher is most proficient in English, only English questionnaires were distributed so that the researcher could assist a person who couldn't understand the question or was unclear about what it meant.

3.6 Proposed Data Processing and Analyses

This consists of three major parts, which are demographics, descriptive analysis and test of hypothesis. First part, demographics or general information is explained by frequency and percentage. Descriptive analysis consisting of perceived of usefulness, perceived ease of use of shopping online and online shopping attributes is assessed by mean and standard deviation to understand of respondents' perception, while hypothesis is assessed by Pearson correlation to find out the relationship between each variable to toward purchase intention. Data collected is further analyzed by Statistical Package for Social science (SPSS).

3.7 Pretest

This part is the testing of copy or research methodology before launching. Pretesting is commonly used for methods of gathering data, since questionnaires, interviewer instructions, and interviewer's instructions and capabilities are frequently prone to subjective interpretation and may invalidly skew results. In this study the researcher will distribute 30 copies of questionnaires to respondents to verify the reliability and accuracy of the test. Data collected is further analyzed by Statistical Package for Social science (SPSS). Nunnaly (1978) has indicated that 0.7 to be an acceptable reliability coefficient but lower thresholds are sometimes used in the literature. The result of reliability test shown below reveals that all variables are over 0.7 or acceptable variables.

Table 3.3: Reliability Test

Variables	Number of Items	Cronbach's Alpha
Perceived Usefulness	3	.919
Perceived Ease of Use	4	.969
Online Shipping Attributes	13	.983
Purchase Intentions	4	.973

CHAPTER 4

DATA ANALYSIS AND RESULT

This chapter presents the results of collected data by using SPSS program. All the collected data is transferred to tables that ease to analyze and report. Based on the calculation in the chapter three, the sample size of this research is 384 women who own a credit card in Bangkok. Thus, 400 questionnaires were distributed to complete that amount and to be more reliable than 384 questionnaires. All questionnaires were returned because respondents were asked to return completed questionnaire to ensure that no information is distorted or falsified once surveyed. Therefore, all completed questionnaires were valid. Before analyzing all data, the structured questionnaire was tested by Cronbach's coefficient alpha that is a test of the internal consistency between the questions within each factor consisting of perceived usefulness, perceived ease of use, online shopping attributes and online purchase intention for apparel products to ensure that they were reliable. The Cronbach's coefficient alpha has to exceed 0.7 according to Nanually (1978) stated that cronbach's coefficient alpha greater than 0.7 is satisfactory internal reliability. The 400 distributed questionnaires are tested reliability again to ensure that the internal consistency is still reliable when compares to pre-test. The table 4.1; showing below; presents reliability test.

Table 4.1: Reliability Test

Variables	Alpha (Pre-test = 30)	Alpha (Study = 400)	Number of Questions
Perceived Usefulness	.919	.871	3

Perceived Ease of Use	.969	.910	4
Online Shopping Attributes	.983	.950	13
Online Purchase Intention	.973	.931	4

From the result of reliability test table showed that all factors got alpha score greater than 0.7which means they are highly effective and acceptable when partial (30) and all questionnaires (400) were tested.

After checking an internal consistency, next is the presentation and explanation of results gotten from respondents. There are three main parts comprising of general information, descriptive and hypothesis testing. General information is age, income, educational level and occupation explains the characteristic of respondents. Descriptive analysis describes the perception of respondents consists of perceived usefulness, perceived ease of use, online shipping attributes and purchase intention of clothes on the Internet. Hypothesis test is finding out the association level of online purchase intention and perceived usefulness, perceived ease of use, online shopping attributes.

4.1 General Information

General Information or demographic was explained the characteristics of 400 respondents about their age, income, educational level and occupation. They were interpreted by frequency and percentage in the following table.

Age

According to table 4.2, 151 respondents or 37% of total respondents were 18 to 30 years old representing the majority of respondents. The second rank was 31 to 40 years old accounted for 122 respondents or 30.5% of total respondents. The third rank was 51 years old and above consisted of 84 respondents or 21.0% of total respondents. The minority of respondents was 41 to 50 years old consisted of 43 respondents or 10.8% of total respondents.

Table 4.2: Age

	Frequency	Percent
18 - 30 Yrs	151	37.8
31 - 40 Yrs	122	30.5
41 - 50 Yrs	43	10.8
51 Yrs and above	84	21.0
Total	400	100.0

Income

From the income table, the majority of respondents comprised of 175 respondents or 43.8% of total respondents and received 30,000 to 40,000 baht per month. The runner up consisted of 94 respondents or 23.5% of the total respondents that received 10,000 to 20,000 baht per month. The remaining groups were respondents who received less than 10,000 bath and 40,000 to 50,000 baht per month regarded as 67 and 64 respondents or 16.8% and 16.0% of total respondents respectively.

Table 4.3: Income

	Frequency	Percent
Less than 10,000 Baht	67	16.8
10,000 - 20,000 Baht	94	23.5
30,000 - 40,000 Baht	175	43.8
40,000 - 50,000 Baht	64	16.0
Total	400	100.0

Educational Level

As shown in the table 4.4, the educational level of main respondents was bachelor described as 237 respondents or 59.3% of total respondents. It was followed by Master 's degree forming 81 respondents or 20.3% of total respondents, under bachelor degree composing of 77 respondents or 19.3% of total respondents and the last one was doctorate degree consisting of 5 respondents or 1.3% of total respondents.

Table 4.4: Education Level

	Frequency	Percent
Under Bachelor Degree	77	19.3
Bachelor Degree	237	59.3
Master Degree	81	20.3
Doctorate Degree	5	1.3
Total	400	100.0

Occupation

There were six categories in the occupation table and the rank could be identified as following. The majority of respondents consisting of 94 respondents or 23.5% of total respondents worked in the private sector. The second largest portion forming of 90 respondents or 22.5% of total respondents worked for government. The third largest portion regarded as 88 respondents or 22.0% of total respondents were employed by state enterprise. The rest were students, housewives and others who accounted for 84, 24 and 20 respondents

or 21%, 6.0% and 5.0% of total respondents consecutively.

Table 4.5: Occupation

	Frequency	Percent
Student	84	21.0
State Enterprise	88	22.0
Private Sector	94	23.5
Housewife	24	6.0
Government Office	90	22.5
Others	20	5.0
Total	400	100.0

4.2 Descriptive Analysis

Descriptive analysis consisting of perceived of usefulness, perceived ease of use, online shopping attributes and purchase intention of clothes on the Internet was assessed by mean and standard deviation to understand of respondents' perception in this section. However, arbitrary level of mean interpretation was used to rate the respondents' level of agreement in table 4.6 or arbitrary level table.

Table 4.6: Arbitrary Level

Arbitrary Level	Descriptive rating
4.20 – 5.00	Strongly agree
3.40 – 4.19	Agree
2.60 – 3.39	Neutral
1.80 – 2.59	Disagree
1.00 – 1.79	Strongly disagree

Source: Heng, N., et al, (2007), Recycling and Reuse of Household Plastics. Int. J. Environ. Res., 2(1), pp. 33

Perceived of Usefulness

Table 4.7 presents the respondents' perception toward perceived usefulness variable, which refers to safe, speedy and trustfulness when shopping via Internet. Based on perceived usefulness table it was found that respondents expressed their perception by showing neutral attitude to perceive of usefulness with the mean of 3.37 and standard deviation of 1.324. In detail, respondents had positive agreement on "shopping via Internet is speedy" with the mean of 3.60 and standard deviation of 1.220 representing the highest mean score. The runner up was trustfulness when shopping via Internet. Respondents felt neutral to the trustfulness considering from the mean of 3.31 and standard deviation of 1.194. The lowest mean score was safe with the mean of 3.20 and standard deviation of 1.558 representing fair/neutral attitude of respondents.

Table 4.7: Perceived of Usefulness

	Mean	S.D.	Rating
Shopping via Internet is safe.	3.20	1.558	Neutral
Shopping via Internet is speedy.	3.60	1.220	Agree
Shopping via Internet is trustful.	3.31	1.194	Neutral
Perceived of usefulness	**3.37**	**1.324**	**Neutral**

Perceived Ease of Use

Table 4.8 shows that perceived ease of use composes of functions are easy to perform, trial ability, providing help for its customers and adding of frequency questions and answers. According to the table, it was found that the respondents showed neutral attitude toward perceived ease of use in accordance with the mean of 3.20 and standard deviation of 1.297. Moreover, the highest means score was "function are easy to perform" with the mean of 3.38 and standard deviation of 1.240. It was followed by adding of frequency questions and answers (mean=3.22; SD=1.333), providing help for its customers (mean=3.10; SD=1.298) and trial ability (mean=3.08; SD=1.317). Respondents had fair/neutral attitude to all statements.

Table 4.8: Perceived Ease of Use

	Mean	**S.D.**	**Rating**
I can use the functions in the online shop easily.	3.38	1.240	Neutral
The online shop cares about trial ability.	3.08	1.317	Neutral
The online shop also provides help for its customers.	3.10	1.298	Neutral
The online shop also adds frequency questions and answers.	3.22	1.333	Neutral
Perceived Ease of Use	**3.20**	**1.297**	**Neutral**

Online Shopping Attributes

Table 4.9 presented respondents' perception towards online shopping attribute. The online shopping attributes refers to time saving, cheaper price, convenience, ability to screen and select a wide range of alternatives, reliable security and privacy policy, relevant and rich information of products, guarantee and returnable policy, well organized and attractive website, adequate channel of interaction, fast transaction service, speedy shopping, various incentives offered and equipped virtual image technology.

When observing the table, it can be identified that online shopping attributes were located at neutral by respondents reckoning from the mean of 3.25 and standard deviation of 1.202. Furthermore, the highest means score of this variable was time saving at the mean of 3.69 and standard deviation of 1.195 followed by speedy shopping (mean=3.53; SD=1.180), well organized and attractive website (mean=3.50; SD=1.288), fast transaction service (mean=3.48; SD=1.206), convenience (mean=3.44; SD=1.145), various incentives offered (mean=3.26; SD=1.178), cheaper price (mean=3.21; SD=1.164), equipped virtual image technology (mean=3.14; SD=1.221), reliable security and privacy policy (mean=3.10; SD=1.254), ability to screen and select a wide range of alternatives (mean=3.07; SD=1.200), adequate channel of interaction (mean=3.02; SD=1.250), relevant and rich information of products (mean=3.97; SD=1.199) and guarantee and returnable policy (mean=2.83; SD=1.151) respectively. The respondents had positive agreement on time saving, speedy shopping, well organized and attractive website, fast transaction service and convenience while the rest were rated merely at neutral level.

Table 4.9: Online Shopping Attributes

	Mean	S.D.	Rating
It saves my time when shopping via Internet.	3.69	1.195	Agree
It is cheaper to shop apparel on the Internet.	3.21	1.164	Neutral
It is convenient to shop apparel on the Internet.	3.44	1.145	Agree
I am able to screen and select a wide range of alternatives.	3.07	1.200	Neutral
Financial security and privacy policy are reliable.	3.10	1.254	Neutral
It provides relevant and rich information of products.	2.97	1.199	Neutral
It offers product guarantee and is returnable.	2.83	1.151	Neutral
Website is well organized and attractive.	3.50	1.288	Agree
There is an adequate channel of interaction for customer.	3.02	1.250	Neutral

Online shop provides fast transaction service	3.48	1.206	Agree
Shopping online is speedy shopping.	3.53	1.180	Agree
There are various incentives offered via shopping online.	3.26	1.178	Neutral
An apparel virtual image technology is equipped.	3.14	1.221	Neutral
Online Shopping Attributes	**3.25**	**1.202**	**Neutral**

Purchase Intention of Clothes on the Internet

Table 4.10 presents the purchase intention of clothes on the Internet. The purchase intention refers to interest to purchase on Internet, gathering information on Internet, willing to purchase via Internet next time and Internet shopping motivates to buy apparel.

Respondents had fair/neutral attitude toward purchase intention of clothes on the Internet with the mean of 3.32 and standard deviation of 1.364. The interesting to purchase on Internet had positive agreement with mean of 3.42 and standard deviation of 1.324 followed by gathering information on Internet (mean=3.34; SD=1.260), Internet shopping motivate to buy apparel (mean=3.29; SD=1.448) and will purchase via Internet next time (mean=3.24; SD=1.425) respectively. Respondents generally had fair attitude except interesting to purchase on Internet.

Table 4.10: Purchase Intention of Clothes on the Internet

	Mean	S.D.	Rating
I am interested to purchase apparels from the Internet.	3.42	1.324	Agree
I gather apparel information from Internet.	3.34	1.260	Neutral
I will purchase apparel on Internet next time.	3.24	1.425	Neutral
Shopping on the Internet can motivate me to buy apparel.	3.29	1.448	Neutral
Purchase Intention of Clothes on the Internet	**3.32**	**1.364**	**Neutral**

Summary of Descriptive Analysis

As per table 4.11, showing the summary of descriptive analysis, identified that the highest mean was perceived of usefulness at the mean of 3.37 and standard deviation of 1.324 followed by purchase intention of clothes on the Internet (mean=3.32; SD=1.364), online shopping attributes (mean=3.25; SD=1.202) and perceived ease of use (mean=3.20; SD=1.297) consecutively. Respondents had fair attitude to all variables.

Table 4.11: Summary of Descriptive Analysis

Variables	Mean	SD	Rating
Perceived of usefulness	3.37	1.324	Neutral
Purchase Intention of Clothes on the Internet	3.32	1.364	Neutral
Online Shopping Attributes	3.25	1.202	Neutral
Perceived Ease of Use	3.20	1.297	Neutral

4.3 Hypothesis Test

Hypothesis is assessed by Pearson correlation to find out the relationship between each variable (perceived usefulness, perceived ease of use and online shopping attributes) and purchase intention of clothes on the Internet and also association level of them.

All hypotheses were tested with a 95 percent confidence level and a significant level of 0.05. P-value is analyzed in order to accept or reject the null hypothesis. Null hypothesis is rejected when sig. (2-tailed) or p-value is less than 0.05. The value of Correlation Coefficient and its interpretation were shown in Table 4.12 below.

Table 4.12: Pearson's Correlation Coefficient

Coefficient Range	Strength of Association
± .81 to ± 1.00	Strong
± .61 to ± 0.80	Moderate
± .41 to ± 0.60	Weak
± .21 to ± 0.40	Very Weak
± .00 to ± 0.20	None

Source: Burn & Bush (2005), Marketing Research4th edition, p. 534

Hypothesis 1

H_o1: Perceived usefulness has no significant relationship with purchase intention of clothes on the Internet.

H_a1: Perceived usefulness has significant relationship with purchase intention of clothes on the Internet.

According to Table 4.13, the null hypothesis was rejected since the P-value of 0.00 was less than the significance level of 0.05. Therefore, it could be concluded that perceived usefulness has significant relationship with purchase intention of clothes on the Internet. Furthermore, the Pearson's Correlation Coefficient of 0.838 implied strong positive relationship between the two variables.

Table 4.13: Association between Perceived Usefulness and Online Purchase Intention

		Online Purchase Intention for Apparel Products
Perceived Usefulness	Pearson Correlation	.838
	Sig. (2-tailed)	.000
	N	400

Hypothesis 2

H_o2: Perceived ease of use has no significant relationship with purchase intention of clothes on the Internet.

H_a2: Perceived ease of use has significant relationship with purchase intention of clothes on the Internet.

Regarding Table 4.14, the null hypothesis was rejected since the P-value of 0.00 was less than the significance level of 0.05. Therefore, it could be concluded that perceived ease of use has significant relationship with purchase intention of clothes on the Internet. Furthermore, the Pearson's Correlation Coefficient of 0.833 implied strong positive relationship between the two variables.

Table 4.14: Association between Perceived Ease of Use and Online Purchase Intention

		Online Purchase Intention for Apparel Products
Perceived Ease of Use	Pearson Correlation	.833
	Sig. (2-tailed)	.000
	N	400

Hypothesis 3

H_o3: Online shopping attributes has no significant relationship with purchase intention of apparel on the Internet.

H_a3: Online shopping attributes has significant relationship with purchase intention of apparel on the Internet.

Regarding to Table 4.15, the null hypothesis was rejected since the P-value of 0.00 was less than the significance level of 0.05. Therefore, it could be concluded that online shopping attributes has significant relationship with purchase intention of clothes on the Internet. Furthermore, the Pearson's Correlation Coefficient of 0.835 implied strong positive relationship between the two variables.

Table 4.15: Association between Online Shopping Attributes and Online Purchase Intention

		Online Purchase Intention for Apparel Products
Online Shopping Attributes	Pearson Correlation	.835
	Sig. (2-tailed)	.000
	N	400

Summary of Hypothesis Test

Perceived usefulness, perceived ease of use, online shopping attributes and purchase intention of clothes on the Internet were tested correlation and after test them, it found that all variables had strongly positive correlation with online purchase intention as shown in the table 4.16. The strongest association with online purchase intention was perceived usefulness (.838) followed by online shopping attributes (.835) and perceived ease of use (.833).

Table 4.16: Summary of Hypothesis Test

Hypotheses (H_o)	P-Value	Result	Associated Level	Rating
H_o1: Perceived usefulness has no significant relationship with purchase intention of clothes on the Internet.	.000	Reject H_o	.838	Strongly Positive
H_o3: Online shopping attributes has no significant relationship with purchase intention of clothes on the Internet.	.000	Reject H_o	.835	Strongly Positive
H_o2: Perceived ease of use has no significant relationship with	.000	Reject H_o	.833	Strongly Positive

purchase intention of clothes on the Internet.				

*Correlation is significant at the 0.05 level (2-tailed).

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This chapter concludes all previous chapters. The conclusions then are utilized to answer research questions and propose recommendations. The topics in chapter five are included of summary of the study, summary of finding, discussions, and implications for practice and recommendation for further research.

5.1 Summary of the Study

This research focuses mainly on how to increase online apparel consumer's purchasing intention by determining the factors relating to consumer purchase intention that lead to consumers' minds that expect to shop for clothes and other goods on the Internet. The selected factors to determine the purchase intention of consumer including perceived usefulness, perceived ease of use and online shopping attributes. Then, the objectives are to identify the factors relating to online apparel consumer's purchasing intention and to determine the relationships between perceived usefulness, perceived ease of use, online shopping attributes and online apparel consumer's purchasing intention.

For this research, questionnaires have been used to collect data from 400 women who own a credit card in Bangkok. SPSS program is used to analyze data. The statistics used to analyze are frequency and percentage for demographics, mean and standard deviation for perception of respondents and Pearson correlation for finding out the relationship between perceived usefulness, perceived ease of use, online shopping attributes and purchase intention.

5.2 Summary of Finding

Regarding the finding from 400 respondents, it could be explained that most of respondents were 18 to 30 years old (37%). Respondents principally had bachelor degree (59.3%) and worked in private sector (23.5%). Moreover, most of them got income between 30,000 to 40,000 baht per month (43.8%).

Base on the perception of respondents, it has been revealed that the highest mean was perceived of usefulness (mean=3.37) followed by purchase intention of clothes on the Internet (mean=3.32), online shopping attributes (mean=3.25) and perceived ease of use (mean=3.20) consecutively. And the mean of those factors were located in the neutral level. Therefore, it was meant that most of respondents had neutral attitude toward perceived usefulness, perceived ease of use, online shopping attributes and purchase intention.

Perceived usefulness, perceived ease of use, online shopping attributes and purchase intention of clothes on the Internet were tested correlation and it was found that all variables had strongly positive correlation with online purchase intention. The strongest association with online purchase intention was perceived usefulness (r=.838) followed by online shopping attributes (r=.835) and perceived ease of use (r=.833) respectively. In conclusion, it is explained that when consumer has more positive agreement on those factors. It is going to increase the chance of consumer's purchase intention.

5.3 Answers to Research Questions

After receiving the information, the first question is "What are the factors relating to online apparel consumer's purchasing intention?" can be answered that the factors which are perceived usefulness, perceived ease of use and online shopping attributes relate to online apparel consumer's purchasing intention.

And the second question is "What are the relationships between perceived usefulness and online apparel consumer's purchasing intention, perceived ease of use and online apparel consumer's purchasing intention, and online shopping attributes and online apparel consumer's purchasing intention?". It can be answered that those factors had strongly positive correlation to online apparel consumer's purchasing intention. By regarding to the finding, the strongest association with online purchase intention was perceived usefulness chased by online shopping attributes and perceived ease of use.

5.4 Discussion

Demographics

As the finding of Asch (2001) reported that most of online shoppers were high educated and female shopper from 30 to 50 years old because they had a high purchasing power and easier access to credit cards. As the result of this research, respondents primarily were 18 to 40 years old, had bachelor degree, and worked in private sector with income between 30,000 to 40,000 baht per month. It is found that the shoppers are younger nowadays comparing to the finding of Asch in the year 2001. It can be identified that young women today have high purchasing power than before regarding to income that they have

received per month. With high income, Internet and credit card are therefore easily accessible. Thus, it is the cause of the online shopping increase from 30% of the Internet users to 35.9% from year 2003 to year 2006 (ICT Department, 2007). Moreover, it is also found that most of shoppers were high educated that is consistent to finding of Asch (2001).

Purchase Intention of Clothes on Internet

Purchase intention is the person's motivation in the sense of his or her conscious plan to exert an effort to purchase a product (Spears & Singh, 2004). In this research, most of respondents had neutral attitude toward purchase intention of clothes on Internet. Respondents had positive agreement to the interesting to purchase clothes on Internet. It means that they interest to purchase clothes on Internet.

Dodds, Monroe & Grewal (1991) stated that purchase intention has been considered as the probability that a consumer will buy a product. And normally, after recognizing a need for goods or services, a consumer would gather relevant information, and then conduct an evaluation before making the final purchase decision (Engel, Blackwell, & Miniard, 1986). Nevertheless, respondents in this research expressed neutral attitude toward gathering clothes information from Internet, willing to purchase via Internet next time and Internet shopping motivate to buy clothes. Therefore, it can be implied that respondents were not certain that they will gather any information about clothes from Internet and purchase via Internet next time. These are the sign of the low intention to purchase clothes on Internet even though they interest to purchase clothes via Internet.

Moreover, shopping via Internet may not motivate to buy apparel. It is possible that perceived usefulness, perceived ease of use and some online shopping attributes might not be performed to motivate enough because purchase intention of clothes on Internet had positive relationship with perceived usefulness, perceived ease of use and online shopping attributes.

Perceived Usefulness

From the finding, it was found that perceived usefulness had strong positive relationship with purchase intention. It is consistent with TAM theory of Davis, Bagozzi, and Warshaw (1989) who found that there is strong direct link between perceived usefulness and purchase intention. In accordance with finding, respondents expressed their perception by showing neutral attitude to perceived of usefulness. Respondents had positive agreement on "shopping via Internet is speedy". While trustfulness and safety when shopping via Internet was located at neutral level. It means respondents perceived that shopping via Internet provided quick process while browsing the website and fast services but they were not sure that when they shopping via Internet, it was trustful and safe enough.

Regarding to Venkatesh's study of eBay case (2000) reported that factors relating to consumer's purchase intention in shopping via Internet are safety, speed and truthfulness. Thus, it can be explained that the combination of three main factors makes online shopping useful but in this case respondents have accepted only speed while another factors which are trustfulness and safety are seemingly unreliable in the respondents' point of view. As a result, the intention to purchase clothes online has been dropped down because shopper requires a safe cooperation with the service provider to guarantee no loss of money (Then and Delong, 1999).

Perceived Ease of Use

Based on the study of Venkatesh (2000), it is clear that perceived ease of use is technology that is easy to perform according to the consumers. As per the finding of this research, it found that perceived ease of use had strong positive relationship with purchase intention. It is in accordance with Davis' finding (1989) reported that the more there is

perceived ease of use the more it will lead to consumer purchase intention. But, it is the fact that respondents of this research showed neutral attitude toward perceived ease of use.

Respondents had neutral attitude to all attributes of perceived ease of use which are easy to perform, trial ability, help function and FAQ functions. It can be indicated that respondents were not certain about ease of use to purchase clothes online. It is because respondents felt that they could not use the functions in online shop easily, the online shop did not care much about trial ability, the online shop did not provide help for its customers and the online shop did not has frequency questions and answers. It implies that all attributes of perceived ease of use that were not performed well. Consumers' purchase intention finally would be low and then they kept away from purchasing clothes online next time because purchase intention is referring to not only when period of purchasing but also after purchased which can lead to intention of consumer in future (Davis, 1989).

Online Shopping Attributes

Online shopping attributes had strong positive relationship with purchase intention clothes online. With previous researches, there were a lot of online shopping attributes affect on purchase intention, purchase decision and purchase behavior. Those online shopping attributes found in previous researches comprise of various incentives offered, cheaper price, equipped virtual image technology, reliable security and privacy policy, ability to screen and select a wide range of alternatives, adequate channel of interaction, relevant and rich information of products and guarantee, returnable policy, time saving, speedy shopping, well organized and attractive website, fast transaction service and convenience (Breitenbach and Van Doren, 1998; Breitenbach and Van Doren, 1998; Crawford, 2000; Shim *et al.*, 2000; Szymanski and Hise, 2000; Ray, 2001; Supphellen and Nysveen, 2001).

From the finding it revealed that online shopping attributes were located at neutral by respondents. Most of shopping attributes were rated at neutral level forming of various incentives offered, cheaper price, equipped virtual image technology, reliable security and privacy policy, ability to screen and select a wide range of alternatives, adequate channel of interaction, relevant and rich information of products and guarantee, returnable policy. It can be explained that those attributes are either not well performed or not effective or not provided or all to have the highest customer's satisfaction. In the other hand, time saving, speedy shopping, well organized and attractive website, fast transaction service and convenience, those attributes were rated at agreement level. It can be concluded that shopping clothes online can save time because it is speedy shopping, fast transaction service, convenience and well organized and attractive website which are easy to find what they want.

5.5 Implications for Practice

Online marketing has been growing constantly in Thailand. With the development phenomenon, many company using the Internet as a one of the tool to help them increase sales volume but the operating websites are not popular as they could be. The clothes that are sold via Internet are also affected from this situation. It is the problem that needs to find out the solution. Thus, the findings from this research may help entrepreneurs while developing their Internet websites of clothes to match with the demand and enhance consumer's purchasing intention to shop online. As per the findings, it can be recommended as follow.

New generation refers to 18 to 40 years old has higher purchasing power to purchase clothes via Internet. Potential consumer is younger than before, the fashion clothes and well-design working clothes should be therefore focused because they may help to increase sales volume. The accessories, jewelry, gifts or any product related to women also should be

added into the website. It can influence consumer to visit the website and do not move to another websites because they can find everything they need in only a website (Allen, 2001; Chiger, 2001; Elkin, 2001). With ease of own credit card nowadays, every commercial websites need to provide online payment when consumer want to purchase product by their credit card because it is easier and more convenient than transferring via bank or even online bank.

Perceived usefulness, online shopping attributes and perceived ease of use had positive relationship with intention to purchase clothes online. It means that said factors effect to purchase intention and also purchase decision. The findings presented that those factors were situated in the place that was called "neutral". It is the sign of unpleasant when they purchase clothes online and lead to refusal of online shopping in the future.

Perceived usefulness refers to safe, speedy and trustful when shopping via Internet. The speed of transaction is satisfactory but safety and trustfulness need to be improved seriously to increase a number of buyers through commercial websites. It is recommended that the owner of website should guarantee the virus free and no program that track the password of consumer aiming to increase safety and trustfulness of website. Moreover, server should be guarded from any hackers by activating firewall and protective program. This may satisfy consumer and increase purchase intention.

Indifference on online shopping attributes consists of various incentives offered, cheaper price, equipped virtual image technology, reliable security and privacy policy, ability to screen and select a wide range of alternatives, adequate channel of interaction, relevant and rich information of products and guarantee and returnable policy. Moreover, competitive price or sales promotions play the most significant roles in predicting intention to revisit web sites (Chiger, 2001; Supphellen and Nysveen, 2001). It is thus suggested to website owner that to increase sales volume and the rate of revisit, it needs to offer various incentives and

cheaper price than common shop to motivate consumer. Usually clothes that sell online cannot touch and try. Virtual image technology therefore should be equipped (Verton, 2001) otherwise consumer may prefer to buy from normal department store.

Website should show wide range of alternatives, provide both up-to-date information and relevant information about selling products to make consumer enjoy to screen and select products. If consumer does not satisfy clothes that they purchased, website owner should set guarantee and returnable policy to satisfy them (Then and Delong; 1999; Shim, 2003). And all information of customer should be secured and private. So, security and privacy policy need to be reliable for online companies in order to build long-term relationships between shoppers and sellers (Cohen, 2000; Yoon's, 2002; Shim, 2003). Furthermore, it needs to have adequate channels to interact with website when consumer has question such as web board, telephone number, FAQ section and website's email address to communicate with customers who face any problems with the purchasing processes and all error systems and all responses need to be fast. It may make them feel more secure (Detmer, 2002; Verton, 2001). Those suggestions will increase intention to purchase clothes online if they are performed fast and seriously.

Although other attributes which are time saving, speedy shopping, well organized and attractive website, fast transaction service and convenience were perceived by the respondents at the agreed level that motivate shopper to visit website. It is suggested that those attributes should be maintained standard and improved to higher performance continually.

Beside of above, consumer has not percieved ease of use from website. Due to the fact that functions in the website did not easy to use and website did not provide help, frequency questions and answers either. It is advised that functions in the website's arrangement should be well-organized; important functions should be outstanding or easy to

see and size of letter should be visible and used language should be short and clear. If consumer has any questions or unclear about product. Help, FAQ and web board section should be provided to them if they want to ask about product, price of product and how to delivery. Arrangement of webmaster or administrator's email, it will be the fastest ways to respond to consumer. Moreover, trial ability should be added in the website too. This may help consumer shops clothes online with minimum of effort (Davis, 1989; Venkatesh, 2000).

In conclusion, the factors which are percieved usefulness, percieved ease of use and online shopping attributes relate to intention to purchase clothes on the Internet. The said suggestions may help to understand and solve the problems about shopping clothes on the Internet. Finally, improvement of those factors will increase purchase intention and may increase rate of purchase and revisit.

5.6 Recommendation for Further Research

The recommendations in this section provided for further research are presented in the following paragraphs.

The data of this research has been collected in the year 2009. At the moment of use this data, the behavior of consumer might be changed by another factors. Thus this research may not be suitable to be applied at some point of time. It is recommended that further research should collect data continually. It helps to understand the movement and change of consumer behavior clearly.

This research specifies only on the online shopping of apparel products. The finding of this research may not be generalized to other kind of products on the Internet. Therefore, the further research is recommended to study other products that sell online beside of apparel products such as perfume, accessories, purse, computer or any products that are interesting.

The data of this research is based on the respondents who are female and reside in Bangkok only. Then the data of further research should be collected from another gender and several locations such as Chaingmai, Phuket or etc.

This research focuses on three factors that are perceived usefulness, online shopping attributes and perceived ease of use only. It should be further searched on other factors to be tested with purchase intention for instance consumer's habit, social environment and etc.

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Appendix A: Pretest

Perceived Usefulness

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a List ise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.919	3

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded(a)	0	.0
	Total	400	100.0

a List ise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.871	3

Perceived Ease of Use

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a List ise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.969	4

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded(a)	0	.0
	Total	400	100.0

a List ise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.910	4

Online Shopping Attributes

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a List ise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.983	13

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded(a)	0	.0
	Total	400	100.0

a List ise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.950	13

Online Purchase Intention for Apparel Products

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a List ise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.973	4

Case Processing Summary

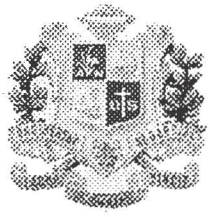
		N	%
Cases	Valid	400	100.0
	Excluded(a)	0	.0
	Total	400	100.0

a List ise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.931	4

Appendix B: Questionnaire



Online Purchase Intentions for Apparel Product

This questionnaire is a part of project that helps us in studying the course MS7000: Research project and collects the data for further analysis in marketing research processes. Please answers the following questions by marking x in the box given below and complete all questions. Your opinion is highly valuable to us; therefore please answer according to what you think.

Notice Please make x in the ( ) for your answer space

Screening Questions

Do you have a credit card?: ☐ Yes (Go to first part) ☐ No (End of process)

Part 1 Technology Acceptance Model (TAM)

Instruction: please indicate the degree to which the statement represents your agreement on each following statement (5 = strongly agree, 1 = strongly disagree).

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Perceived usefulness					

1. Shopping via Internet is safe	5	4	3	2	1
2. Shopping via Internet is speedy (a quick process while browsing the website)	5	4	3	2	1
3. Shopping via Internet is trustfulness.	5	4	3	2	1

Perceived ease of use

4. I can use the functions in the online shop easily	5	4	3	2	1
5. The online shop care more about trial ability	5	4	3	2	1
6. The online shop also provides help for its customers	5	4	3	2	1
7. The online shop also adds frequency question and answers					

Online shopping attributes

8. It saves my time when purchasing via the Internet	5	4	3	2	1
9. It is cheaper to shop apparel on the Internet	5	4	3	2	1
10. It is convenient to shop clothes on the Internet	5	4	3	2	1
11. I am able to screen and select a wide range of alternatives					
12. Financial security and privacy policy are reliable					
13. It provides relevant and rich information of products					
14. It offers product guarantee and returnable					
15. Web site is well organized and attractive					
16. There is adequate channel of interaction for customer					
17. Online shop provides fast transaction service					
18. Shopping online is speedy shopping					
19. There are various incentives offered via shopping online					
20. Apparel virtual image technology is equipped					

Part 2 Purchase intention of clothes on the Internet

Instruction: The question below expects the customer to focus on purchase clothes from Internet banking from your own experience.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Online purchase intention for apparel products					
21. I am interested to purchase clothes on Internet	5	4	3	2	1
22. I gather clothes information through Internet					
23. I will purchase clothes on Internet next time when I want to buy clothes	5	4	3	2	1
24. Shopping on the Internet can motivate me to buy clothes.					

Part 3 General Information

Instruction: please choose your appropreate answer

25. Age

☐ 18-30 yrs ☐ 31-40 yrs ☐ 41-50 yrs

☐ 51 and above

26. Income

☐ Less than 10,000 Baht ☐ 10,000 - 20,000 Baht ☐ 20,001 - 30,000 Baht

☐ 30,001 - 40,000 Baht ☐ 40,001 - 50,000 Baht ☐ More than 50,000Baht

27. Educational Level

☐ Under Bachelor Degree ☐ Bachelor Degree ☐ Master Degree

☐ Doctorate Degree ☐ Others (Please specify) _____.

28. Occupation

☐ Student ☐ State's Enterprise ☐ Housewife

☐ Private sector ☐ Government office ☐ Others (Please specify)

_____.

Appendix C: The Findings

Demographic

25. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 30 Yrs	151	37.8	37.8	37.8
	31 - 40 Yrs	122	30.5	30.5	68.3
	41 - 50 Yrs	43	10.8	10.8	79.0
	51 Yrs	84	21.0	21.0	100.0
	Total	400	100.0	100.0	

26. Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000 Baht	67	16.8	16.8	16.8
	10,000 - 20,000 Baht	94	23.5	23.5	40.3
	30,000 - 40,000 Baht	175	43.8	43.8	84.0
	40,000 - 50,000 Baht	64	16.0	16.0	100.0
	Total	400	100.0	100.0	

27. Educational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under Bachelor Degree	77	19.3	19.3	19.3
	Bachelor Degree	237	59.3	59.3	78.5
	Master Degree	81	20.3	20.3	98.8
	Doctorate Degree	5	1.3	1.3	100.0
	Total	400	100.0	100.0	

28. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	84	21.0	21.0	21.0
	State Enterprise	88	22.0	22.0	43.0
	Private Sector	94	23.5	23.5	66.5
	House ife	24	6.0	6.0	72.5
	Government Office	90	22.5	22.5	95.0
	Others	20	5.0	5.0	100.0
	Total	400	100.0	100.0	

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. Shopping via Internet is safe.	400	1	5	3.20	1.558
2. Shopping via Internet is speedy.	400	1	5	3.60	1.220
3. Shopping via Internet is trustfulness.	400	1	5	3.31	1.194
4. I can use the functions in the online shop easily.	400	1	5	3.38	1.240
5. The online shop cares about trial ability.	400	1	5	3.08	1.317
6. The online shop also provides help for its customers.	400	1	5	3.10	1.298
7. The online shop also adds frequency question and ans ers.	400	1	5	3.22	1.333
8. It saves my time hen shopping via Internet.	400	1	5	3.69	1.195
9. It is cheaper to shop apparel on the Internet.	400	1	5	3.21	1.164
10. It is convenient to shop apparel on the Internet.	400	1	5	3.44	1.145
11. I am able to screen and select a ide range of alternatives.	400	1	5	3.07	1.200
12. Financial security and privacy policy are reliable.	400	1	5	3.10	1.254
13. It provides relevant and rich information of products.	400	1	5	2.97	1.199
14. It offers product guarantee and is returnable.	400	1	5	2.83	1.151
15. ebsite is ell organized and attractive.	400	1	5	3.50	1.288
16. There is an adequate channel of interaction for customer.	400	1	5	3.02	1.250
17. Online shop provides fast transaction service	400	1	5	3.48	1.206
18. Shopping online is speedy shopping.	400	1	5	3.53	1.180
19. There are various incentives offered via shopping online.	400	1	5	3.26	1.178
20. An apparel virtual image technology is equipped.	400	1	5	3.14	1.221

21. I am interested to purchase apparels from the Internet.	400	1	5	3.42	1.324
22. I gather apparel information from Internet.	400	1	5	3.34	1.260
23. I ill purchase apparel on Internet next time.	400	1	5	3.24	1.425
24. Shopping on the Internet can motivate me to buy apparel.	400	1	5	3.29	1.448
Valid N (list ise)	400				

Hypothesis Testing

Correlations

		Perceived Usefulness	Online Purchase Intention for Apparel Products
Perceived Usefulness	Pearson Correlation	1	.838(**)
	Sig. (2-tailed)		.000
	N	400	400
Online Purchase Intention for Apparel Products	Pearson Correlation	.838(**)	1
	Sig. (2-tailed)	.000	
	N	400	400

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Perceived Ease Of Use	Online Purchase Intention for Apparel Products
Perceived Ease Of Use	Pearson Correlation	1	.833(**)
	Sig. (2-tailed)		.000
	N	400	400
Online Purchase Intention for Apparel Products	Pearson Correlation	.833(**)	1
	Sig. (2-tailed)	.000	
	N	400	400

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Online Shopping Attributes	Online Purchase Intention for Apparel Products
Online Shopping Attributes	Pearson Correlation	1	.835(**)
	Sig. (2-tailed)		.000
	N	400	400
Online Purchase Intention for Apparel Products	Pearson Correlation	.835(**)	1
	Sig. (2-tailed)	.000	
	N	400	400

** Correlation is significant at the 0.01 level (2-tailed).