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**A Study of the Relationship between Attitudes Affecting Loyalty
in Online Shopping Decision Making of Consumers in Bangkok**



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Abstract

This research aims to study (1) to study the attitudes of customers and Factors affecting Thai consumer buying decisions towards purchasing products and services online, (2) to study the behavior of online purchase of products and services customers in Bangkok Metropolis and (3) to study the relationship between attitudes and factors affecting the loyalty of customers in online shopping. This study collecting data from survey with questionnaires distributed to 400 parents or other customers familiar with online shopping. The data was analyzed statistically using frequency, standard deviation and using the Pearson Chi-square statistic analysis. The respondents in this study are mostly females aged 20 – 29 years old with bachelor's degree and work as corporate employees. The results showed that The respondents in this study was customers in Bangkok Metropolis that gender, age, education have difference. It was found that Demographically gender, age, education, had no effect on purchases in online shopping. The marketing mix influencing the online shopping at high level was safety for buying, save time, convenience, company's reputation, recognition and loyalty of customers in Bangkok Metropolis to online shopping had a significance positive impact on the customer behaviors in purchasing products and services correlatively at 0.01 level.

Keywords: Attitude, Loyalty, Consumers in Bangkok

1. Introduction

Up until now, the advancement and dramatic growth of computer, system, internet, and communication technologies have changed the life and business by becoming a part of the current human lifestyle. The society always change by the influence of technologies until reaching the boundless community where communication was not limited by time and place. Moreover, it is also an age full of information, making it impossible to deny that these technologies are playing more and more parts in human lifestyles including education, commercial, political, social, entertainment, science, and business.

The advancement of the current age has technologies as drivers of commercial system, making it different from the past where trading required a storefront in an area of the target group and would only grow by customers in the area. However, the current trades have e-commerce system as a channel between sellers and buyers where buyers could directly communicate with the buyers without the need of middlemen, making this method a virtual trading where goods and services are exchanged freely and quickly with anyone and anywhere on earth 24-hours. Thus, making the trends of this system to be continuously more popular each year. Trading through e-commerce then becomes an important option of current consumers as they could compare the price with other stores immediately because they did not have time to personally visit the storefront and they emphasize the importance of time.

While e-commerce is effective in reaching consumers, some groups of them are still lacking knowledge and understanding of the system so they were scammed, making them lose trust or reluctant to buy products through internet (Pisut Upatum, 2013). Moreover, exaggerated advertising, security of personal information and credit card information, and inability to see the item physically are the factors affecting the attitude of consumers toward online business and there are still no organization that research in this topic. Therefore, the researcher decided to study the attitude of consumers affecting the loyalty in the decision of buying things because there are no government organization that control online product standards or advertisement, making consumers lack trust in the products and advertisement.

Objectives

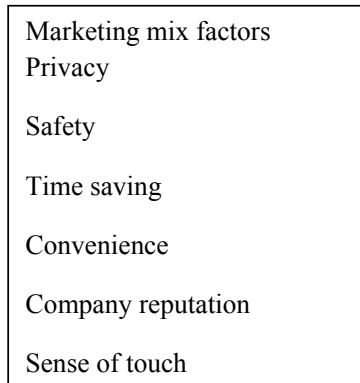
1. To study attitude affecting online purchase among consumers in Bangkok.
2. To study the behavior of online purchasing decision among consumers in Bangkok.
3. To study the relationship between attitude affecting loyalty in online purchase decision among consumers in Bangkok.

Research Hypothesis

1. Attitude is related with the loyalty in online purchase decision among consumers in Bangkok.
2. Privacy affects loyalty in online purchase decision.
3. Safety affects loyalty in online purchase decision.
4. Saving time affects loyalty in online purchase decision.
5. Facilitation affects loyalty in online purchase decision.
6. Company reputation affects loyalty in online purchase decision.
7. Sense of touch affects loyalty in online purchase decision.

Conceptual Framework

Dependent Variable



Independent Variable

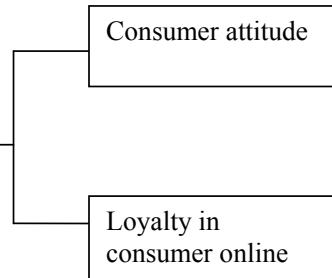


Figure 1 Conceptual Framework

2. Literature Review

Concepts of consumer attitudes

1. Wichit Uon (2001) mentioned that customer attitude is a customer factor, identified as an important factor for buying products online and other details, which includes privacy, security, time saving, ease of use, facilitation, enjoyment, past experience, and company reputation.

2. Patcharin Odaom (2015) mentioned that attitude is an assessment of personal satisfaction in the form of emotions and tends to affect the opinion or reaction toward certain things. Attitude influences beliefs, and beliefs also influence attitudes. Therefore, attitude affects decisions of people.

3. Warattha Wangsiriwet (2016) mentioned that attitude means satisfying and unsatisfying a certain thing or a reaction to a certain thing. Attitude affects the ability to indicate customer behavior toward a decision of buying a product.

4. Wipawan Manopramot (2013) mentioned that attitude means the relationship between feeling, belief, and recognition, affecting the behavior of reacting to the target in a certain way. Attitude in terms of mentality is the feeling, thought, expression, and recognition of situations that may appear either as positive and negative. It could be seen that attitude affects emotions, which will be expressed through actions.

Concepts of loyalty in online purchase decision

1. Aaker (1991) mentioned that brand loyalty is the thing representing the faith of customer towards a brand. Brand loyalty is the most important element of brand equity as customers would choose any other brands if they did not see any difference between each brand. However, if the customers have brand loyalty, they would continuously buy the products of that brand. It is also the main element that caused customer repurchase.

2. Nattaporn Dissaneewate (2016) mentioned that loyalty means a good attitude of customers toward a certain product that they have positive attitude on. A continuously satisfying service will create repurchase as they have learnt which product is good for them. Loyalty was increased by many means, including customer evaluation, likeness, and satisfaction.

3. Nattida Phoprasert (2013) mentioned that loyalty means the satisfaction of electronic market in Malaysia. Learning about the benefits of a certain service will increase loyalty, leading to better understanding in buying online products toward the target intention.

4. Chaipod Ruenmon (2015) mentioned that loyalty means an obligation to repeat purchase or service, creating satisfaction of repurchase and also extends toward long-term impression and relationship as well. Repurchase does not always mean loyalty as it may be caused by many factors such as their homes are near the store so it is convenient for them, as well as the relationship and impression of customers toward products or services.

5. Dittawat Thipadee (2008) mentioned that loyalty could be observed from the behavior of repurchase, number of repurchase, and frequency of repurchasing the products.

3. Research Methodology

This research investigated the relationship between consumer attitude affecting loyalty in online purchase decision among consumers in Bangkok. This study used a quantitative method through a survey research. Data were collected from the sample of 400 individuals.

Step 1 Population and sample

The population of this research was those aged between less than 20 years old to at least 50 years old. The population consisted of both males and females in Bangkok with attitude affecting the loyalty in online purchase decision.

Since there are more number of consumers in Bangkok with their attitude affecting their online purchase decision, the population size is unknown, leading to Taro Yamane's formula application to determine the sample size in case of unknown population with a given confidence level of 95% and error of 5%.

Step 2 Statistics used in analysis

1. Descriptive statistics were used to describe data on geographical characteristics of the respondents who have attitude affecting the loyalty in online purchase decision in Bangkok. The questionnaire can be analyzed as follows: Personal characteristics of the respondents, such as gender, age, occupation, marital status, monthly income, educational level of the respondents were analyzed through frequency and percentage and standard deviation.

2. Inferential statistics were used to analyze the relationship between variables. Pearson Chi-Square was used to study the relationship between attitudes affecting loyalty in online purchase decision among consumers in Bangkok.

Step 3 Results an online questionnaire

Results an online questionnaire was used as a research instrument to collect data from 400 samples. Data collected were then analyzed as follows:

1. Analysis of demographic information

The results of this study indicated that most of the respondents were female (n=264, 34.0%), 20-29 years old (n=81, 20.3%), graduated with a bachelor's degree (n=203, 50.7%), worked as a private employee (n=110, 27.5%).

Table 1 Total mean of marketing mix related with attitude affecting online purchase decision among consumers in Bangkok. Data were analyzed through frequency, mean, and standard deviation.

Marketing mix factor	\bar{X}	SD	Level
Privacy	3.52	0.97	High
Safety	3.90	0.87	High
Time saving	3.93	0.89	High
Convenience	4.10	0.80	High
Company reputation	4.17	0.82	High
Sense of touch	3.70	0.86	High
Loyalty in purchase decision	3.83	0.89	High

It was found that most of the respondents prioritize online marketing mix factors, attitude that affects loyalty in online purchase decision in 7 factors at the highest level. A factor with the highest mean was company reputation of 4.17, followed by convenience of 4.1, time saving of 3.93, safety of 3.90, loyalty in online purchase decision of 3.83, sense of touch of 3.60, privacy of 3.52, which was the lowest.

2. Analysis of Marketing Mix Data

It was found that people answering questionnaires who were pleased to provide data at medium level were 165 people or 41.3 percent, decided to buy at medium level are 161 people or 40.3 percent, safety at high level of 157 people or 39.3 percent, worried at high level of 142 people or 34.5 percentage, safety symbol at high level of 173 people or 43.3 percent, safety the most of 179 people or 44.8 percent, credibility at high level of 184 people or 46.0 percent, products comparison of 180 people or 45.0 percent, company's reputation at highest level of 168 people or 42.0 percent, real product at high level of 176 people or 44.0 percent, similar taste at high level of 167 or 41.8 percent, similar scent at high level of 152 or 40.5, product details at high level of 198 people or 4.5 percent, loyalty to use the service next time at high level of 201 people or 50.2 percent, deciding to buy at high level of 192 people or 48.0 percent, service from former website at high level of 195 people or 48.8 percent, suggestion at high level of 165 people or 41.3 percent, website recommendation at high level of 178 people or 44.5 percent, service from the same website only of 157 people or 39.5 percent.

3. Hypothesis Testing

Personal factors affect loyalty in online shopping decisions of consumers in Bangkok. Therefore Personal factors for income Occupations and education levels have an effect on loyalty in online shopping decisions of consumers in Bangkok. Gender factor Age does not affect consumer loyalty in online shopping decisions in Bangkok.

Privacy in the purchase decision.

Therefore, marketing mix factors are loyal in making online purchase decisions of consumers in Bangkok for privacy in making purchase decisions at statistical significance level of 0.01 And every marketing mix has a relationship Loyalty in online consumer purchasing decisions for privacy when making a purchase decision is at a statistical significant level of 0.01.

Safety in the purchase decision.

Therefore, the marketing ingredient factors are loyal in making online purchasing decisions of consumers in Bangkok for the safety in making the purchase decision at the statistical significance level of 0.01 And every marketing mix has a relationship Loyalty in online consumer purchasing decisions for privacy when making a purchase decision is at a statistical significant level of 0.01.

In saving time when making a purchase decision.

Therefore, the marketing mix factors are loyal in making online purchasing decisions of consumers in Bangkok in terms of convenience in making purchase decision at the statistical significance level of 0.01 And every marketing mix has a relationship Loyalty in online consumer purchasing decisions for privacy when making a purchase decision is at a statistical significant level of 0.01 The reputation of the company when making a purchase.

Therefore, the marketing mix factors are loyal in making online purchase decisions of consumers in Bangkok, with the reputation of the company in making the purchase decision at the statistical significance level of 0.01 And every marketing mix has a relationship Loyalty in online consumer purchasing decisions for privacy when making a purchase decision is at a statistical significant level of 0.01. Awareness in the purchase decision.

Therefore, the marketing ingredient factors are loyal in making online purchasing decisions of consumers in Bangkok in the aspect of perception of purchasing decision, perception of purchase decision at statistical significance level of 0.01 And every marketing mix has a relationship Loyalty in online consumer purchasing decisions for privacy when making a purchase decision is at a statistical significant level of 0.01. Goodness in making online purchasing decisions of consumers.

Therefore, the marketing ingredient factors are loyal in making online purchasing decisions of consumers in Bangkok in the aspect of perception of purchase decision at the statistical significance level of 0.01. And every marketing mix has a relationship Loyalty in online consumer purchasing decisions for privacy when making a purchase decision is at a statistical significant level of 0.01.

Conclude

In terms of personal factors affect loyalty in online purchase decision among consumers in Bangkok, it was found that personal factors including income, occupation and education affect loyalty in online purchase decision among consumers in Bangkok. However, gender and age do not affect loyalty in online purchase decision among consumers in Bangkok.

In terms of privacy in deciding to buy, safety, time saving, convenience, company reputation, sense of touch, loyalty in online purchase decision of consumers, it was found that marketing mix factors affect loyalty in online purchase decision of consumers in Bangkok, privacy in buying has statistical significance of 0.01 and every aspect marketing mix are related. Loyalty in online purchase decision of consumers, privacy in buying has statistical significance of 0.01.

Step 4 Discussion

Different personal factors, loyalty in online purchase decision of consumers in Bangkok found that consumers in Bangkok who have different gender, age, education, occupation have loyalty in online purchase decision of consumers in Bangkok with no difference in every aspect. Process of loyalty in online purchase decision of consumers in Bangkok vary in ages and loyalty in purchase decision of people in Bangkok is not different, different gender, education and occupation and loyalty in deciding to buy products of consumers in Bangkok are not different. It correlated with research of Kittiya Khwanjai (2016) entitled satisfaction, trust that affect loyalty in reserving a hotel room online of customers in Bangkok. Result of the study showed that different gender affect loyalty in reserving hotel room online with no difference. Consumers having different occupation, education affect loyalty in reserving hotel room online to visit instantly and convenience in reservation, choosing views and easily select interested hotel online have different result. Sensing of communication that affect loyalty in deciding to buy products online of consumers in Bangkok correlates with Natthaphorn Disneewet (2016) entitled factors affecting loyalty of customers towards brand of dessert shop in malls. Result of the research found that factors of population in loyalty of customers towards brand has effect on visiting dessert cafe.

In terms of marketing mix factors, the results found that privacy in deciding to buy products online of consumers in Bangkok said factors of safety in deciding to buy, time saving, sense of touch, loyalty in deciding to buy products online of consumers affect loyalty in buying products online of consumers in Bangkok. It was consistent with Chaiyaphot Ruenmol (2014) entitled factors affecting loyalty of car care business clients in Bangkok. Study of factors affecting loyalty of car care business clients in Bangkok found that factor regarding safety, time saving, sense of touch, loyalty in deciding to buy products online of consumers go according to planned factors. Then, consumers see importance of 5 factors according to Sutaphat Khongkerd (2015) entitled development of electronic loyalty model in buying products on website. The result found that seeing importance of safety, time saving, sense of touch, loyalty in deciding to buy products online of consumers are different.

8. Recommendations from this research

From research result, relationship between attitude affecting loyalty in buying products online of consumers in Bangkok are as follows.

There are 6 aspects of marketing mix which are privacy, safety, time saving, convenience, reputation, sense of touch is related to loyalty in deciding to buy products online of consumers in Bangkok. Data from this research can be used to do e-commerce business, developed e-commerce business to satisfy the needs of consumers.

9. Recommendations for next research

1. This research only studied in the area of Bangkok, there should be studies in other areas, such as, Nakhon Nayok, Udon Thani, Nan, to compare the result the results.
2. Future study should investigate the relationship between attitudes affecting loyalty in deciding to buy products online of consumers in Bangkok studied overview of online products. There should be a study about each type of products specifically, for example, watch, eyeglasses for the research to have interesting in-depth data.

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