

# Factors influencing online shopping behavior of the consumers of thailand - disse...

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## **Factors Influencing Online Shopping Behavior of the Consumers of Thailand**

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In the modern era of rapid globalization and advancement of technology, the firms all around the world are facing a tremendous competition in the domain of attracting the different markets, to be specific, attracting the customers. Every firm is thriving by the usage of various channels which helps them to reach their target customers. Today the entire world has become a local market place and the entire population of the world has become the target market for the marketers. The increased application of technology has made the task easier for both the customers and the marketers. The recent trend of using internet for the purpose of shopping is gaining popularity all across the world. The theme of our dissertation covers the topic, "The factors influencing the Thai consumers' decision regarding online shopping". The entire study discusses the various factors like Trust in online shopping, Consumer rights and security, Intentions in online shopping, Culture, personal values, Family and friend's reference regarding online shopping etc. which actually affects the consumer's perspective and action towards online shopping. For studying the further details we have conducted a survey on the Thai customers living in Thailand and in the UK with the help of a questionnaire. The data collected through the questionnaires helped us to conclude that the people staying in different countries exhibit almost similar characteristics with respect to online shopping. Chapter 5: Conclusion

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and recommendation 5. 1 Conclusion of the research As we can see in the introduction, the topic we are dealing with is the behavior of the shoppers in Thailand with respect to online shopping. The previous studies on this topic shows that online shopping have been already recognized as a popular trend among the customers of UK (Dijkman, 2010, pp. 82-83) however it's yet to gain heights of popularity in developing countries like Thailand (Information Resources Management Association, 2002, p. 443). The study conducted by the Thai National Electronics and Computer Technology Centre (NECTEC) reveals that the total number of shoppers in Thailand includes almost 23. 6% internet shoppers. Also their online shopping decision is influenced greatly by their friends, family and colleagues (Laohapensang, 2009). Thus its evident from previous studies that online shopping is already a familiar term in Thailand. The objective of our research was to study the relation between the behaviors of the online consumers staying at Thailand and staying at UK. The study shows some interesting factors that the influence of the local area, the internet facility and the consumer rights and security plays major role in differentiating the online shopper's behavior in both the countries. However most of the factors show that despite of staying in different countries, the people of Thailand majorly exhibit similar attitudes regarding online shopping. 5. 2 Recommendation for further studies We can see from the study that Thailand still needs to grow and develop on various dimensions in order to make the consumers feel confident about the online shopping structure of the country as most of the shoppers claimed that it's not safe to shop online. Thus to offer them a secured and trust worthy online shopping environment, the firms of Thailand should make major improvements in their

quality of services as well as technology. It can be recommended that for the purpose of establishing online shopping as a useful mode of shopping in Thailand the business houses can implement the business intelligence tools which help in restoring, preserving and processing the data. Business Intelligence can be defined as the tools, technologies and processes require for transforming raw data into information, processed information into knowledge and readily available knowledge into framework that guide lucrative business acts (Loshin, 2012, p. 7). It is the approach of getting the right access to the right information for making the right decision at the right time. (Stackowiak et al., 2007, p. 3). The business intelligence system can be achieved with the implementation of various idea processing systems. Idea processing systems are regarded to be associated with the decision support system (Thierauf, 2001, p. 95). In this context it is significant to discuss the importance of a decision support system. DSS is one of the significant technology solutions to the business sector which offers them a means of converting a rich source of business information into some concrete and beneficial outcome (Power, 2002, pp. 10-13). Knowledge Management tools prove to be equally useful for handling large amount of data (Christensen, 2003, p. 7). The OLAP tools are also useful as it gives a quick snapshot of the entire data but it doesn't recommend the solutions for some specific problems (Berson, 2000, p. 92). The application of CRM tools can also prove to be effective in providing fast and quality online service to the consumers (Buttle, 2012). By the application of these tools Thailand is expected to gain a greater market share in future with respect to the online shopping procedure. Reference 1. Berson, A. Smith, S. and Thearling, K. 2000. '

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