

Consumer Behavior on Shopping for Cosmetics through Internet of Kasem Bundit University Chinese Students

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Abstract: *The purpose of this study is to determine marketing mix factors affecting consumer behavior on shopping for cosmetics through Internet of Kasem Bundit University Chinese Students. The samples were selected from 215 Kasem Bundit University Chinese Students by using a check list and rating scale questionnaire as a tool. Statistical application used for data analysis was percentage, mean, standard deviation, Chi Square, and regression analysis. Findings indicated that most of respondents were females, age 23-27 years old, single marital status, average monthly income 15,000-20,000 baht, average internet usage for the period of 3-4 hours, used internet service less than one year, products that purchased were skin care and cosmetics at the end of month when friends mentioned it. The average picture of the opinions of marketing mix factors were in high level which consisted of distribution channel aspect, prices aspect, marketing promotion, and prices. The factors of personal different such as type of products, quantity of products, reason to purchase, who persuade to buy, how often to buy, and distribution channel affected the consumer behavior on shopping for cosmetics. Factors of marketing mix such as products quality, prices cheaper than traditional channel, open 24 hours, promotion with free gift with purchased correlated with consumer behavior on shopping for cosmetics through Internet at significant level 0.05.*

Recommendations from the study were that Internet cosmetics suppliers should be given priority in the design of the Website to find it easy to shop for cosmetics on the Internet. For products, prices aspect, have a payment method in different ways, more channel of payments, ease of ordering merchandises, free shipment, 24 hours service operation, and promotion with discount and free gift, in addition, attractive advertising on the internet.

Keyword: *Consumer Behavior*

1. Introduction

Electronic commerce, commonly written as E-Commerce or ecommerce, is the trading or facilitation of trading in products or services using computer networks, such as the Internet or online social networks. Electronic commerce draws on technologies such as mobile, electronic funds transfer, supply chain management, marketing, online, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail.

E-commerce businesses may employ some or all of the following:

- Online shopping web sites for retail sales direct to consumers
- Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
- Business-to-business buying and selling

- Gathering and using demographic data through web contacts and social media
- Business-to-business electronic data interchange
- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
- Engaging in retail for launching new products and services
- Online financial exchanges for currency exchanges or trading purposes

Global trends, in 2010, the United Kingdom had the biggest e-commerce market in the world when measured by the amount spent per capita. As of 2013, the Czech Republic was the European country where ecommerce delivers the biggest contribution to the enterprises' total revenue. Almost a quarter (24%) of the country's total turnover is generated via the online channel.

Among emerging economies, China's e-commerce presence continues to expand every year. With 668 million internet users, China's online shopping sales reached \$253 billion in the first half of 2015, accounting for 10% of total Chinese consumer retail sales in the same period. The Chinese retailers have been able to help consumers feel more comfortable shopping online. E-commerce transactions between China and other countries increased 32% to 2.3 trillion yuan (\$375.8 billion) in 2012 and accounted for 9.6% of China's total international trade. In 2013, Alibaba had an e-commerce market share of 80% in China. In 2014, there were 600 million Internet users in China (twice as many than in the US), making it the world's biggest online market. China is also the largest e-commerce market in the world by value of sales, with an estimated US\$899 billion in 2016.

From introduction above, researcher is interested in studying of consumer behavior on shopping for Cosmetics through Internet of Kasem Bundit University Chinese students and use the results from the study for planning to start Internet business in the future.

From introduction above, researcher are interested in determining consumer behavior and marketing mix on shopping for cosmetics through Internet of Kasem Bundit University Chinese Students and use the results to plan for opening e-commerce in the future.

2. Purpose of the study

The purpose of this study is to determine consumer behavior and marketing mix on shopping for cosmetics through Internet of Kasem Bundit University Chinese Students.

3. Research Methodology

3.1. Sample selection

The samples were selected from 215 Kasem Bundit University Chinese Students

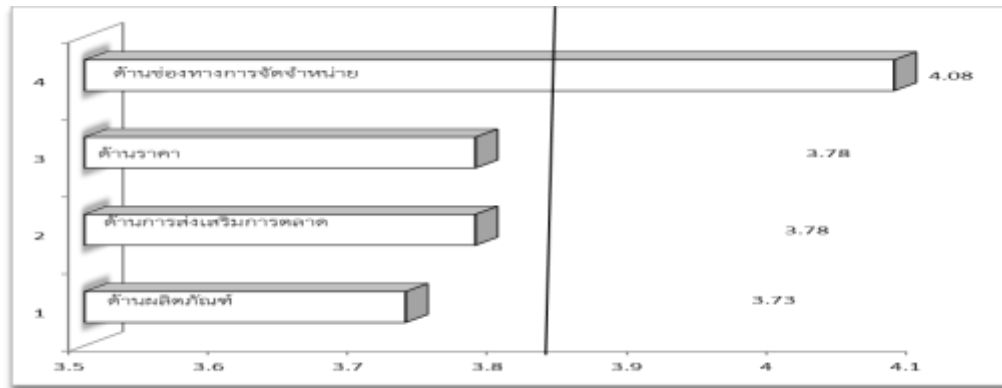
3.2. Data collection procedure

The questionnaires were distributed to sample of 215 Kasem Bundit University Chinese Students. A total of 215 usable questionnaires were returned back to the researcher, yielding a 100 percent response rate and no missing data.

3.3. Results of the study

The results of the study to determine marketing mix factors affecting consumer behavior on shopping for cosmetics through Internet of Kasem Bundit University Chinese Students.

Overview of marketing mix factors affecting consumer behavior on shopping for cosmetics through Internet of Kasem Bundit University Chinese Students.



The overall picture of the opinion of marketing mix factors

Findings indicated that the picture of the opinions of marketing mix factors as distribution channel aspect were in high level ($\bar{x}=4.08$), prices and marketing promotion aspect were at second level ($\bar{x}=3.78$), products aspect ($\bar{x}=3.73$), respectively.

Comparison of relationship between factors of marketing mix and consumer behavior on shopping for cosmetics through Internet of Kasem Bundit University Chinese Students.

Marketing mix and consumer behavior on shopping for cosmetics	B	Std. error	Beta	t	Sig.	results
(Constant)	.031	.156		.081	.936	Not related
Products aspect						
1. Variety of products	.058	.053	.071	1.099	.273	Not related
2. Modern products	-.026	.060	.030	-.425	.671	Not related
3. Quality products	.154	.058	.171	2.666	.008*	Related
4. Exchangeable products	.042	.044	.053	.960	.339	Not related
5. Service after sales	.065	.052	.082	.1249	.213	Not related
6. Users friendly website	.006	.050	.007	.123	.902	Not related
7. Additional information for products	.035	.054	.041	.646	.519	Not related
8. Easy to search for products	.040	.050	.046	.789	.431	Not related
9. Well-known suppliers	-.021	.051	-.023	-.400	.690	Not related
10. Level of important of products	.007	.048	.009	.153	.879	Not related
Prices aspect						
1. Prices are cheaper than other channel	.127	.049	.138	2.598	.010*	Related
2. Repayments with different methods	.067	.049	.071	1.379	.170	Not related
3. Secure payments	.011	.048	.012	.227	.821	Not related
4. Prices are accurate	.093	.059	.114	1.576	.117	Not related
5. Prices are stable	-.028	.061	-.032	-.462	.645	Not related
Distribution channel						
1. Open 24 hours	.135	.046	.157	2.915	.004*	Related
2. Save time to order products	.068	.055	.074	1.236	.218	Not related
3. Free delivery	.020	.055	.022	.366	.715	Not related
4. On time delivery	.076	.050	.038	.700	.485	Not related
Marketing promotion						
1. Multimedia advertising	.035	.050	.038	.700	.485	Not related
2. Attractive advertising on Internet	.011	.045	.013	.245	.807	Not related
3. Promotion event, such as free gift	.171	.054	.182	3.149	.002*	Related
4. Variety of promotion	.119	.052	.130	2.278	.024*	Related

*Significant 0.05

Comparison of relationship between marketing mix and consumer behavior on shopping for cosmetics through Internet of Kasem Bundit University Chinese Students revealed that products aspect are good

quality, prices aspect are cheaper than other distribution channel (Sig=.008*Sig=.010* Sig=.004*Sig=.002*Sig=.024*), distribution channels aspect are open 24 hours, marketing promotions aspect which are free gift, and discount prices correlated with consumer behavior on shopping for cosmetics through Internet with significant level 0.05.

4. Summary of Study Results

The purpose of this study is to determine marketing mix factors affecting consumer behavior on shopping for cosmetics through Internet of Kasem Bundit University Chinese Students. The samples were selected from 215 Kasem Bundit University Chinese Students by using a check list and rating scale questionnaire as a tool. Statistical application used for data analysis was percentage, mean, standard deviation, Chi Square, and regression analysis.

From the results of the data analysis can be summarized as follows:

In an overview of the marketing mix factors, the average picture of the opinions were in high level details as follows:

Products aspect such as easy to search on website, modern products, user's friendly website, products exchangeable, offer more information when customers' request, and service after sales.

Prices aspect such as a variety of payment methods, prices are cheaper when purchase products online, save time when making a payment, prices are the same on the website as the prices when paying for it.

Distribution channel such as purchasing with convenient and save time, free delivery, open 24 hours a day, delivery on the schedules.

Marketing promotion such as organize promotion campaign activities, reduce prices, free gifts, and sweepstakes, etc., attractive and interesting promotion webpages, and advertising through multimedia.

4.1. Suggestions from the study

Recommendations from the study were that Internet cosmetics suppliers should be given priority in the design of the Website to find it easy to shop for cosmetics on the Internet. For products, prices aspect, have a payment method in different ways, more channel of payments, ease of ordering merchandises, free shipment, 24 hours service operation, and promotion with discount and free gift, in addition, attractive advertising on the internet.

4.2. Suggestions for future research

Consumer behavior on buying merchandise through website in Bangkok.

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