

The Factors Influence Chinese Consumer Online Purchasing Thai-Cosmetics

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Abstracts: *The primary purpose of the study was to get insight into the influence factors of Chinese consumer online purchase Thai-cosmetics behavior. The samples were selected from 400 customers who are consumer live in China 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.*

On the basis of the results of this study, it could be concluded that most of respondents were females, age between 19-29 years old, earned high school or bachelor degree, average monthly income between 2000-6000 CNY, most of consumer purchased facial skin care and body skin care.

Marketing mix which effecting customer buying behaviors of purchasing Thai-cosmetics online was in high level, such as marketing promotion, discount price during new products offered, and offered discount prices when buying with large quantity. As for products aspect, such as purchased for the reason of high quality, product guaranteed, made in nature and modern design. Hypothesis testing revealed that factors of personal different, such as gender, age, level of education, and monthly income effected customer online purchasing Thai-cosmetics behavior, and factors of marketing mix correlated too. In regard to the pricing aspect, such as lower price, and reasonable, and sale promotion as for market promotion were in statistical significant 0.05 level.

Recommendations from this study were that entrepreneur should focus on modern product design as first priority, meet the needs of consumer preferred, comparable prices to other distributors, retail stores nationwide, discount prices when introducing new products, free gift with purchased, and advertising through all media channels.

Keywords: *Consumer online purchasing Behaviors*

1. Introduction

Cosmetic is a chemical product that is used on the human body for caring skin and can enhance personalities of people. Most of the cosmetic and skincare products are made from chemical ingredients but some products are made from natural substances. Nowadays, most people turn to care more about their face skin in order to protect it from ultraviolet, which is the main problem of the skin and some people prefer to follow the trend of the Thai-cosmetics, because they especially want to get the nature cosmetics. Based on the rapid increase of

China's economy, Chinese online retail market contains the huge potential business opportunities to the companies who attempt to expand into Chinese market. Nowadays internet has been extensively used all over the world, and it has created a paradigm shift of shopping behavior to people (Hasslinger et al. 2007). Chinese consumer purchasing online already change to become a common phenomenon in current society, and most of consumer like shopping through wechat and taobao. Wechat is an application, is a mobile text and voice messaging communication service developed by Tencent in China, first released in January 2011. Taoabo is an online shopping app which known by all Chinese consumers, is a Chinese website for online shopping similar to eBay, Amazon and Rakuten that is operated in China by Alibaba Group. Founded by Alibaba Group on May 10, 2003, Taobao Marketplace facilitates consumer-to-consumer (C2C) retail by providing a platform for small businesses and individual entrepreneurs to open online stores that mainly cater to consumers in Chinese-speaking regions (Mainland China, Hong Kong, Macau and Taiwan) and also abroad.

With around 760 million product listings as of March 2013, Taobao Marketplace is one of the world's top 10 most visited websites according to Alexa (For tAlexa.com Taobao Statistics". Alexa.com. Alexa.com. Retrieved 21 October 2013.) he year ended March 31, 2013, the combined gross merchandise volume (GMV) of Taobao Marketplace and Tmall.com exceeded 1 trillion yuan. Sellers are able to post goods for sale either through a fixed price or auction. Auctions make up a small percentage of transactions. The majority of the products are new merchandise sold at fixed prices. Buyers can assess seller backgrounds by information available on the site, including ratings, comments and complaints. ("Alibaba is building its Alipay payments service into the PayPal of the East". The Next Web. Retrieved 21 October 2013.)

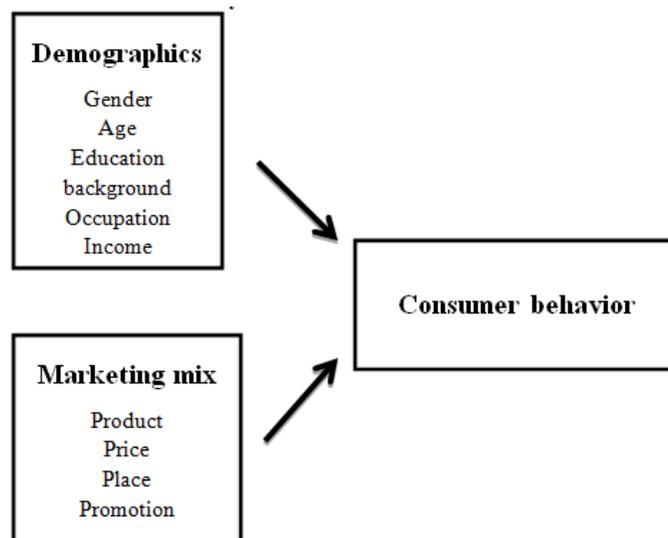
In this study, we choose wechat and taobao to be case study, due to the well-known of Chinese consumers, taobao is a very popular shopping site among consumers and most Chinese consumers also used it as a tool for assessing different goods' market value. And because we also make business through wechat and taobao by sending Thai-cosmetics from Thailand to China, so it's meaningful for to make the study of the influence factor of Chinese consumer online purchasing Thai-cosmetics.

2. The Purpose of the Study

To get insight into the influence factors of Chinese consumer online purchase Thai-cosmetics behavior.

To study the Chinese consumer purchase behavior.

1. Conceptual frameworks of the study



2. Research Methodology

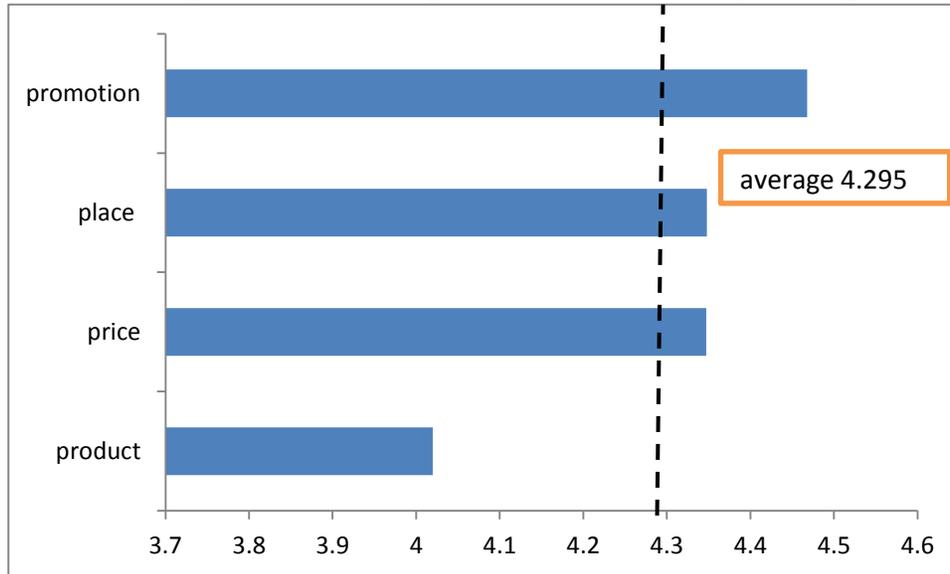
Sample selection

The samples were 400 consumers who purchased Thai-cosmetics online in China.

Data collection procedure

The questionnaires were distributed to sample of 400 consumers who purchased Thai-cosmetics online in China. A total of 400 usable questionnaires were returned back to the researcher, yielding a 100 percent response rate and no missing data.

Findings indicated that marketing mix factors effecting Chinese consumer online purchasing Thai-cosmetics.



Display the overall picture of marketing mix factors

The product average point is 4.02, the price average point is 4.347, the place average point is 4.348, the promotion average point is 4.468, and the average of all the four factors is 4.295. It found that all the factors are in high level.

TABLE I: hypothesis revealed the regression value, the important of marketing mix factors correlated with Chinese consumer online purchasing Thai-cosmetics.

The factors that influenced Chinese consumers online purchasing Thai-cosmetics	Unstandardized coefficients		standard coefficients	t	sig	result
	B	Std. Error	Beta			
constant	.500	.199		2.514	.014	constant
The product factors						
1.High quality	.088	.111	.095	.795	.429	no
2.Moderndesign	.012	.086	.014	.145	.885	no
3.made of nature	-.064	.147	-.073	-.437	.663	no
4.High quality	.307	.120	.347	2.558	.012*	Yes
5.Online service	.393	.173	.430	2.281	.025*	Yes

The price factors						
1.Lower price	.282	.087	.333	3.222	.002*	Yes
2.easier to accept	.119	.136	.135	.878	.383	No
3.reasonable	-.529	.148	-.582	-3.576	.001*	Yes
4.cheaper than the same quality brand	.217	.134	.245	1.620	.109	No
5.stable	-.146	.112	-.162	-1.308	.195	No
The place factors						
1.Easy to see	.196	.130	.227	1.511	.135	No
2.easy to buy	.240	.131	.282	1.832	.071	No
3.no time limited	-.038	.103	-.043	-.368	.714	No
4.convenient	-.467	.178	-.540	-2.624	.010*	Yes
5.save time	-.146	.112	-.162	-1.308	.195	No
The promotion factors						
1.Sale promotion	.222	.093	.291	2.393	.019*	Yes
2.send gift	.110	.083	.144	1.318	.191	No
3.free shipping	.124	.072	.139	1.706	.092	No
4.sale ad	-.101	.096	-.126	-1.054	.295	No

The factors that influenced Chinese consumers online purchasing Thai-cosmetics	Unstandardized coefficients		standard coefficients	t	sig	result
	B	Std. Error	Beta			
constant	.500	.199		2.514	.014	
5.make in-store marketing	-.079	.076	-.107	-1.048	.298	No

*sig<.05

From the table, we can see that high quality, online service, lower price, reasonable, convenient and sale promotion are sig.05, so this proved that the marketing mix has related with Chinese consumers online purchasing Thai-cosmetics behavior.

3. Summary of Study Results

The questionnaire part, collected data from 385 Chinese people, both male and female, who have online shopping experience. According to the result, we find that most of the consumers are female, and aged 19-29. And about education, most of them got degree include high school and above. And most of the consumers' income are between 2001-4000CNY. 89% of respondents are female, 11% are male. Among them, 6% respondents are younger than 18 years old, 42% respondents are between 19-24 years old, 40% respondents are between 25-29 years old, 9% respondents are between 30-34 years old, 2% respondents are between 35-39 years old, and 1% older than 40 years old. And 42% respondents get a high school degree or lower, 52% respondents

get a bachelor degree, 5% respondents get a master degree, and 1% respondents get a PHD or above. About the occupation, 14% respondents are student, 7% respondents are civil servant, 26% respondents are clerk, 6% respondents are teacher, 11% respondents are make individual business, and 36% respondents make the others. About income, 16% respondents' income is lower than CNY1000, 9% respondents' income is between CNY1001 to 2000, 42% respondents' income is between CNY 2001 to 4000, 23% respondents' income is between CNY4001 to 6000, and 10% respondents' income is more than CNY6000.

Product: there are 385 respondents answer the questionnaire, the questionnaire has five important events of product factors, and the importance degree of them are followed by this, effect obvious got 4.56 point, online service got 4.53 point, made of nature got 4.40 point, and high quality got 4.38 point.

Price: there are 385 respondents' answered the questionnaires, and the result are followed by here, lower price got 4.13 point, easier to accept got 4.08 point, cheaper than the other same quality brand got 3.96 point, and stable got 3.94 point.

Place: On the 385 respondents' feedback, the event of place factors got the importance level point are followed by here. Easy to see got 4.42 point, easy to buy got 4.42 point, no time limited got 4.36 point, convenient got 4.31 point, and save time got 4.23 point.

Promotion: On the 385 respondents' feedback, the event of promotion factors got the importance point are followed by here. Sale promotion got 4.53 point, send gift got 4.39 point, free shipping got 4.37 point, sale Ad got 4.32 point, and make in-store market got 4.26 point.

4. Summary of the study of Chinese consumer online purchasing Thai-cosmetics

After we analyze the questionnaires we got from the online consumers of China, we proved that:

hypothesis 1 the demographics has influenced Chinese consumer purchasing Thai-cosmetics. In our test, the factors of demographic have influenced customer behavior. The factor of customer behavior consumption frequency is related with demographics factor gender (Sig.001<.005). The age factor also related with consumption frequency because the mean Sig.000 which is lower than 0.005, and the factor education background also related with consumption frequency with mean Sig.000.

Hypothesis 2 : marketing Mix is important and has effect on Chinese consumer online purchasing Thai-cosmetics. And we find that there are 6 factors that are sig smaller than 0.05, they are followed by this.

Product: high quality sig.012, and online service sig.025, all of the two factors are less than sig.05.

Price: lower price sig.002, and reasonable sig.001, all of the two factors are less than sig.05.

Place: convenient sig.010, which is less than sig.05.

Promotion: sale promotion sig.019, which is less than sig.05.

So, the six factors proved that hypothesis 2 the marketing Mix is important and has effect on Chinese consumer online purchasing Thai-cosmetics.

5. Suggestions for Future Study

The research may discuss the factors influence Chinese consumer online purchasing behavior by using questionnaire and SPSS to analyze statistics. We pay more attention on marketing mix and demographics. For

instance, when consumer purchasing Thai-cosmetics, they may be affected by marketing mix, such as price, place, and promotion. But why they want to buy to purchasing Thai-cosmetics, this still need to learn more.

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