

# SHOPPING BEHAVIOR OF SHOPEE APPLICATION USERS IN BANGKOK.

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## ABSTRACT

Abstract—This paper focus on marketing mix and integrated marketing communications that affect the shopping behavior of customer by using Shopee Application in Bangkok. The objectives are 1) to study customer shopping behaviors of Shopee application users in Bangkok. 2) To study the marketing mix factors and integrated marketing communications affecting their behaviors in shopping via Shopee application. This quantitative research is conducted and using questionnaire via online surveys as a tool for collecting 400 respondents. Percentages, means, standard deviations, and multiple regression analysis are used as research analyze.

The results show that most respondents use Shopee application are females with age group 21-35 years old. Employees/office workers are the most users, and earned more than 20,000 baht per month. Furthermore, the most interesting product is clothing because of discount offers, the consumers decided immediately. The product quality is the key decision for purchasing by using Shopee application. The application reputation is the key to the users' attention while price comparison among many shops is taken into account. Therefore, the product marketing mix has a significance positive impact on customer purchasing behavior. Moreover, integrated marketing communications has a significant positive impact on the users' behaviors in purchasing products and services correlatively at 0.05 levels.

Keywords—Marketing Mix, Purchase Behavior, Shopee application, Social Media Marketing

## INTRODUCTION

Technology can support manage the market, especially to increase distribution channels through the internet. Nowadays, Internet is used for marketing and increasing sales. The Internet plays a very important role in doing business resulting in electronic commerce is occurred (E-commerce). E-commerce is one of the channels for promoting to consumers. It is a low cost investment as well as being able to operate effectively and develop all the time. Furthermore, Covid-19 epidemic makes online selling more popular. This is because most people avoid traveling outside in order to reduce Covid-19 epidemic. However, today's shopping and online purchases are more convenient including the current commerce system by using Social Media to increase sales channels of goods and services. Therefore, social media can reach a large number of people. The store can respond to customers quickly and 24 hours a day.

Social media is a commerce form which is gaining popularity nowadays. The current commerce system uses various social media such as Facebook, Twitter, Instagram and Line to increase sales channels. Because of these media can reach a large number of people easily and quickly. Through a variety of methods such as sending messages, sharing photos or videos, etc., Shops can also interact and communicate in a timely manner. As a result, merchants use social media to promote marketing, display their products, as well as use as a channel to build relationships with customers or answer questions about products and services (Khanijoh et al., 2020). Shopee Application is an application in mobile phones that the general public can download and use easily and conveniently. Shopee Application consist of a variety of stores, such as men's and women's clothing stores, cosmetics, accessories and equipment that are required in daily life. In addition, Shopee (Thailand) Co., Ltd. has also determined the marketing mix for selling products via E-commerce. Therefore, it causes more trading, such as organizing special promotions for new prospects and customers all the time. In order to maintain customers target and make Shopee Application widely known (Hisyam & Suryani, 2020).

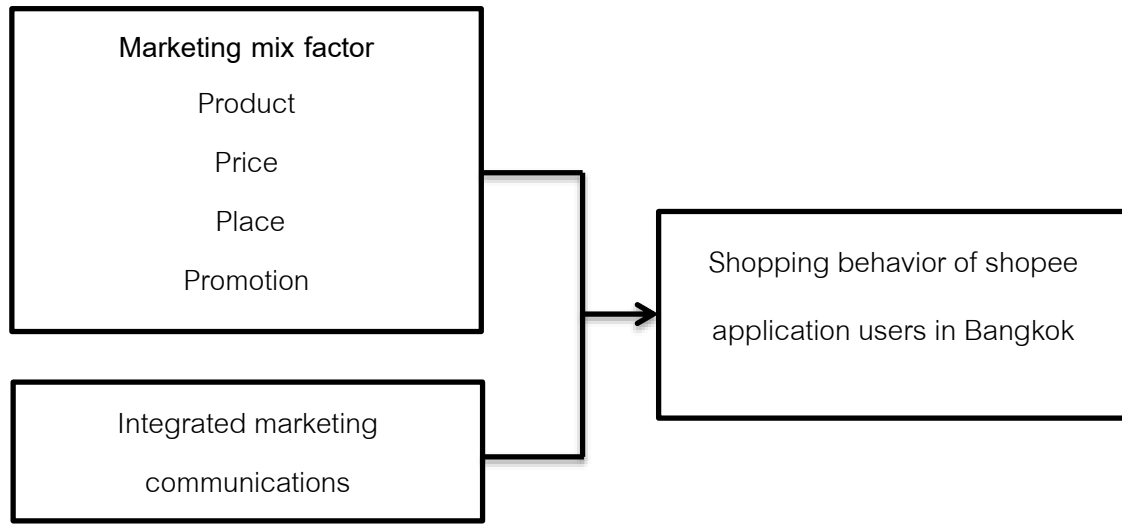
As a reason, this paper focuses on the study of marketing mix factors and integrated marketing communications that affect the consumer's behavior of using Shopee Application services in Bangkok. This will

be beneficial to those who run businesses or sellers and person who have applied for admission. Moreover, those who are interested in sell products through this Application. However, the results will enable such business groups to be used as a marketing guideline such as increased service. This also can affect the increasing demand of consumers that have increased.

**Research objectives**

- 1) To study shopping behaviors of Shopee application users in Bangkok.
- 2) To study the marketing mix factors and integrated marketing communications affecting shopping behaviors of customer via Shopee application in Bangkok.

**Conceptual framework**



**Fig.1** conceptual framework

**LITERATURE REVIEW**

**Internet Shopping** and traditional shopping are sharing many similarities, at the same time, it still exists some differences between them, such as the Internet shopping could provide convenience and interactive services (Klaus & Zaichkowsky, 2022) and the traditional shopping could give customers more comfortable shopping environment and good quality of products (Netsawang, 2021). Both aspect of shopping malls are trying to improving their services by learn commutatively from each other, such as traditional shopping malls provide more parking spaces, more counters, and closer to residential area in order to improve services in convenience; Internet shopping malls adopt virtual reality (Kookkaew & Duangjan, 2020) and 3D techniques (Loketkrawee & Bhatiasevi, 2018) to improve the presentation of products. In the following sections, the study would provide the nature of internet shopping at first, then the E-commerce web site will be indicated to comprehend the essence of internet shopping, after that, online security, privacy and trust will be discussed. All of these general overviews and discussions about the internet shopping will provide a background to the study and help to building the foundation of academic researches.

**E –Commerce** is the conduct of business via internet which relates to activities of information searching, information sharing, purchasing or exchanging products and services; also maintaining customer relationship without face to face meeting unlike transaction done in traditional way (Khanijoh et al., 2020). Often e-commerce is wrongfully perceived as a way of doing business between web retailers and web end customers but rather e-commerce encompasses an entire range on conducting online business whether it’s the interaction between business to business, business to customer, and business to government.

**Concept of Integrated Marketing Communication**, the process of marketing communications in general occurs when marketers or marketing communicators, which can be the same or different person, try to use market function that are part of the marketing mix to communicate to their targeted customers. The purpose of executing integrated marketing communication is to create awareness, recognition, perception of the customer who will follow by a purchase, repeat purchase, recommend, and being loyal customers. Therefore, marketers or market communicators have such duty to manage or choose such proper methods, tools, media, behavior survey, preferences, and change over time as to be accepted by target customers. Moreover, integrated marketing communication is also considered as a process which marketers try to integrate the flow of information through the various media as a tool or medium to reach targeted customers with the objective to increase profit or sales (Lerkjarjumpon, 2015).

**Marketing Mix** variables are the drivers of the revenue stream. Kotler (2005) states that the 4Ps model still provides a valuable framework for marketing planning. The main point beside selling and generating the revenue is that specific elements contained in the marketing mix should deliver more value, build a long-term and mutually profitability relationship with customers. McCarthy (1971) introduced the number of elements in the marketing mix to four basic ones and defines marketing mix as mix of four marketing variables (4Ps), namely, product, price, place, and promotion. Product considers both tangible (goods) and intangible (services) products which include services quality, service facilities, branding, packaging, standardization and grading. Price decisions affect both a firm's sales and profits, so price is always a consideration. Price is defined as any transaction in our modern economy can be thought of as an exchange of money-the money being the price-for something. The function of place is to match supply capabilities to the demands of the many target markets, moving goods wherever they are needed, including the factors that go into providing the time, and place, and possession utilities needed to satisfy target customers. Promotion considers that is communication between seller and buyer, including advertising, personal selling, sales promotion, tools of publicity, public relations, and various other forms of promotion. Promotion is vital, but not the only element of marketing strategy.

## METHODOLOGY

This quantitative research is conducted and using questionnaire via online surveys as a tool for collecting 400 respondents. Population is people living in Bangkok who have purchased products and services from Shopee Application. For the sample group is people in Bangkok who have purchased goods and services on Shopee Application by defining the sample group of W.G.Cochran, which is a sample group in case the exact population is unknown. The calculation resulted in a sample of 384 people. Therefore, 400 questionnaires are distributed by using purposive sampling which allows those who have used Shopee Application to purchase goods and services as a respondent.

## RESULTS

From the shopping behavior study of Shopee Application users in Bangkok, which study on the influence that affects the shopping behavior of Shopee Application users in Bangkok. It is a quantitative research by using a questionnaire as a tool uses to collect data in this research. The sample group used in the research is 400 Shopee Application users in Bangkok. There is online data collection only and data analysis by using a statistical package.

Part 1, general information of the respondents; most respondents are female (89.5%), age group 21-25 years (45.25%), occupation of the majority of users. Employees/employees accounted for 34.50 percent and the income of most users is 20,001 baht or more, representing 36.25 percent. If looking at the general information of the respondents separately, it is found that gender: female, 89.5% and gender. Male 10.5%, age: under 21 years 16.75 percent, age 21-25 years 45.25 percent, age 26-30 years 27.25 percent, age 31-35 years 6.50% and age 35 years and over. 4.25. Occupation: student / student / student 33.75%, government service / state enterprise employee 5.25%, employee / company employee 34.50%, self-employed 24% and other occupations 2.5%. The last is the income: 5,000 – 10,000 baht, 28.25 percent, 10,001 – 15,000 baht, 16.25 percent, 15,001 – 20,000 baht, 19.25 percent, 20,001 baht or more, 36.25 percent.

Part 2, information on purchasing behavior of goods and services through marketing mix factors and integrated marketing communications overall found that shopping behavior of Shopee Application users in term of the products, Shopee Application users are most interested in clothing and apparel products. The products are bought from Shopee Application as soon as there are discounts during various periods and the reason for buying is the products quality. Shopping channels show that most of the Shopee Application users purchase products from the Shopee Application on mobile phones. Those who contributed to the purchase of products are mainly due to the reputation of the Shopee Application, which affects the purchase of goods. For making a purchase decision, Shopee Application users make purchase decisions by comparing multiple product prices shop before making a purchase and payment. The most Shopee Application users pay via bank transfer. As for the marketing mix, it is found that the marketing factor is mostly influenced the Shopee Application users, the second is the price factor, the third is the distribution channel factor, and the fourth is the product factor.

For comprehensive marketing communication found that product reviews from people who have already purchased products which have an influence on purchasing behavior of goods and services. The second, the Shopee Application's promotional activities that make users more interested in buying products. Thirdly, the timing of the promotion of Shopee Application that is timed appropriately, the forth, Shopee Application offers products and promotions via other online media such as Instragram, Facebook. Fifth, Shopee Application advertisements are interesting and attract users to buy goods and services, sixth is users receive information via personal phone when there are promotions from Shopee Application. Seventh is Shopee Application is known by users through word of mouth from friends or acquaintances. Eighth, user is received advertising information from Shopee Application in other channels such as Facebook, Instagram and E-mail. Ninth, users see Shopee Application, there are booths showing products in various department stores to promote products and the tenth is that users are invited to participate in activities from the company, respectively.

Part 3, correlation analysis between variables, with Pearson's product moment correlation coefficient, data analyzes the relationship between individual marketing mix factors and unified marketing communications and purchasing behavior of the study found that the product marketing mix factor to be related to the purchasing behavior of goods and services with statistically significant is 0.67, which is related in the same direction and moderate. The price marketing mix factor to be related to the purchasing behavior of goods and services, statistically significant is 0.59, which is related in the same direction and moderate. The marketing mix factor in terms of distribution channels to be related to purchasing behavior of goods and services, statistically significant is 0.62, which is related in the same direction and moderate. The marketing mix factor of marketing promotion to be related to the purchasing behavior of goods and services, statistically significant is 0.50, which is related in the same direction and very low. The overall integrated marketing communication to be related to the purchasing behavior of goods and services, statistically significant is 0.39, which is related in the same direction and low.

## **Discussion**

Discuss the results of the study on the shopping behavior of Shopee Application users in Bangkok. Findings from this study divides into the following areas: shopping behavior of the Shopee Application users in Bangkok overall is at a high level. Consumers have a high level of shopping products that Shopee Application is sold. The reason for purchasing products is price, quality, service and payment. Including after sell service and customer satisfaction. This is consistent with Wipawan Manopramot (2013) study on factors influencing purchasing decisions via social media (Instagram) of the population in Bangkok. Consumers can search for stores on Instagram at any time. The products are up-to-date and the prices can be compared. Prices are clearly and product quality is exactly stated. Moreover, easily contact the seller causing consumers to be satisfied. Resulting in the decision to buy products via social media (Instagram) of the population in Bangkok is consistent with the concept of Siriwan Sereerat (1995) said that consumer behavior is the behavior in which consumers search for purchasing of goods, use, evaluation, use of products and services that will give consumers the most convenience and satisfaction which is expected to meet the needs of consumers as well.

The products are interested at a high level with an average 3.60 due to the wide variety of products are sold in the Shopee Application. It is a product that customers are interested in buying behavior of customers in various types of products. The products type that customers find most interested is a clothing product category. Probably because, there are many types of clothing and apparel sold in the Shopee Application for customers to choose. This is consistent with the research of Surachai Srinarong Aphawan Petch-ang and Saranupong Saipradit (2016)

study the behavior of purchasing goods and services via the internet among undergraduate students. Faculty of Applied Sciences King Mongkut's University of Technology North Bangkok found that the products and services that customers order via the Internet the most are clothing, followed by bags and shoes and mobile phones and electronic devices are used for shopping.

In terms of time to make purchases at a high level in which customers make purchases different times due to different work time which the customers make decision to purchase as soon as Shopee Application offers discounts. This may be due to the promotions that are set with similar to the idea of Chatchai Loiwuttikrai (1984) said that factors influencing the purchasing decision process come from external stimuli, i.e. the expressive behavior that results from the decision where consumers make decisions on issues such as what products to buy purchased goods place of purchase opportunity and purchase time and the quantity purchased, etc.

The reason for purchasing products is at a high level. There is because customers want to update fashion all the time, including the price is set to be cheap. There is a period of regular price reduction. Including, after-sales service that makes easily for customers to contact. The mostly reason to buy products is the product quality. Currently, there are many products quality is sold via Shopee Application that cause customers to make a thorough decision on the product. Therefore, the quality of the product is what customers want to receive the most. This is in line with the research of Wipada Chaichaow and SasiKan Sukreh (2016) studies on product quality and consumer acceptance of Lacoste brand in Bangkok. It is found that the most important reason for customers to buy brand name clothing. The quality is worth the price.

The channel for purchasing products is at a high level, because Shopee Application has two distribution channels, which are via Application on smartphones and via Website (www.shopee.co.th). Therefore, customers choose to buy products via Application on smartphones because it is convenient and can order at any time, which is consistent with the research of Wipawan Manopramot (2013) studying the factors influencing Making purchase decisions through social networks (Instagram) of the people in Bangkok found that ordering products via Instagram is the most convenient because 24 hours is operated.

For those who contributed to the purchase at a high level, due to the stories. Reputation and advertisements can result in good buying behavior of customers. In terms of the reputation of Shopee Application, it affects the purchase of products because customers want confidence. If buy products from Shopee Application, will receive discounts or products as advertised, consistent with research by Phisut Pat. (2013) study on the trust and nature of business through social media influenced purchase intentions via electronic media. Respondents gave their opinions on how companies or entrepreneurs doing business via social media can trust those who doing business through online media should be a company or entrepreneur that has a long-standing reputation and is widely known, such as Zalora Thailand selling fashion products via Facebook, Club 21 Thailand and OnitsukaThai Shop.

The purchasing decision aspect is at a high level because before making a decision to buy a product, the customer always compares the prices of the same products in different stores before placing an order. In order to get the lowest price and in terms of payment, customers choose to pay via bank transfer that is connected within the application. Because of it is more convenient than using a credit card to make payments. Consistent with the research of Weeranuch Raiyap (2013), a study on the behavior of shopping for clothes from the Internet among adolescents, found that most of the sample group had a payment method by bank transfer.

## **Suggestions**

1. Study research on organizational strategies is interested to collect information. In order to know the operation of the organization that how manages e-commerce is difficult and complicated.
2. Study about the company's marketing strategy that can make the company have more target customers to be analyzed for additional strategies for further organizational development.

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