

# A Survey on Online Shopping Behaviors of Undergraduate Students

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## INTRODUCTION

The survey was conducted by asking undergraduate students in Bangkok, Thailand in November. The survey's objective is to investigate online shopping behaviors among these students regarding shopping decision behaviors such as frequency, channel of distribution, product types and the reason to buy products online.

## METHODOLOGY

The data collection used closed-ended questionnaire through online survey using the Bristol University Online Survey tool. The links to the questionnaire were sent to the email addresses of the samples. The questionnaire consists of three main parts. The first section relates to personal information and the second one asks about online shopping decision behaviors and the third one contains questions relating to factors influencing online buying behaviors. The questionnaire in the survey is shown in the appendix A of this article.

## RESULTS

According to the survey results, it is found that the majority of the sampling population which accounts for 64.7% are females while 35.3% are males. 69.3% are studying in the first year whereas 30.7% are studying in the second year.

Interestingly, 95.4% have bought products online. The most popular products online are fashion clothing and accessories (22.28%), cosmetics (14.60%), food supplements (13.60%), books (12.92%) and bags (12.17%). Moreover, it is shown the online shopping period lasts between 1 and 3 hours a day (51.4%) and the buying frequency is once or twice a month (82.6%). The shopping channels are Facebook (44.2%), Line (33.52%) and shop websites (22.25%). Furthermore, 54.1% of the sampling population spends around 500–1,000 baht for each purchase. The reasons they choose to buy products online are no travel expenses to shopping malls (21.17%), many styles to choose from (17.85%), reasonable price (17.06%) and the ability to look around many shops at the same time (15.06%).

### **IMPLICATION**

From the survey, although internet shopping is convenient and free from travel expenses to shopping malls, the warning for shoppers is that “do not shop in public.” In other words, if you plan to do any shopping online, do it at home. At home, you can shop any time of the day or night. You also know who accesses your computer at home. If you are using a public computer—at the library, at a cyber café, or at work—to do your shopping, you have no control over who might be using that computer as well. You also do not have any control over what kind of spyware or malware might be infecting that computer. Therefore, wise shoppers just avoid it because online shopping at home is much safer.

## **Appendix A– Questionnaire**

### Online shopping decision behaviors

Gender

- Male
- Female

University Year

- 1
- 2
- 3
- 4

Have you ever bought products online?

- Yes
- No

What kind of products did you buy?

- Cosmetics
- Food supplements
- Fashion clothing and accessories
- Watches
- Bags
- Brand name products

- Accessories
- IT devices
- Books
- Others (Please specify).....

The average time you spend buying products online a day

- Less than an hour
- 1-3 hours
- 3-5 hours
- More than 5 hours

Which channel did you buy products through? (You can check more than one answer)

- Facebook
- Line
- Website (Please specify).....
- Others (Please specify)..... ..

Which device did you access the online media to buy products through? (You can check more than one answer.)

- Smart phones such as iPhone, Galaxy
- Tablets such as iPad, Galaxy Note
- Laptop computers
- Desktop computers
- Others (Please specify)..... ..

Why did you choose to buy products online? (You can check more than one answer.)

- Many brands to choose from
- Cheaper price
- Peer pressure
- Buying products online is popular
- Reliable shops
- Many styles to choose from
- No travel expenses to shopping malls
- It is convenient to look around many shops.
- The ability to express opinions and interact with shop owners through websites
- Others.....

7. How often do you buy products online?

- Once or twice a month
- 3-4 times a month
- More than 4 times a month

8. How many did you buy each time through online media and Facebook?

- 1 item each time
- 2 items each time
- 3 items each time
- 4 items each time

5 items each time

6 items or more

9. How much do you spend buying products online each time?

Up to 500 baht each time

500–1,000 baht each time

1,000–2,000 baht each time

2,000–3,000 baht each time

3,000–4,000 baht each time

4,000–5,000 baht each time

5,000 baht or more each time

## References

UTCC Survey. [URL: survey.utcc.ac.th](http://survey.utcc.ac.th)



