

# **Consumers' online apparel purchasing decisions in Laos.**

**Created by: Ms Yuvady PHITHAK**

**Insider consultant:** Dr. Katalin Szendrő, PhD, associate professor

**Insider consultant's department:** MATE, Institute of Agricultural and Food Economics

BSc in Commerce and Marketing

Kaposvár

2024

## **Abstract**

This thesis investigates the determinants influencing online apparel purchasing decisions among consumers in Vientiane Capital, Laos. The motivation for this study lies in the rapidly growing e-commerce environment, where understanding the drivers of online shopping behavior is crucial for business success. Key factors examined in this research include convenience, price, shipping, trust, and quality, all of which are significant to the emerging digital economy in Laos.

A mixed-methods approach was applied, combining qualitative focus group discussions and an in-depth interview with a local online apparel seller, along with a quantitative survey of 102 participants. The qualitative findings highlighted convenience, trust, and quality as crucial to customer satisfaction. The quantitative survey provided insights into purchasing behavior, demographics, and motivational factors, enabling statistical analysis of key variables.

The results reveal that younger consumers, especially students and females, are frequent online apparel shoppers, placing high importance on product quality and secure payment options. Statistical analysis identified occupation ( $P=0.01$ ) as a significant influence on purchasing decisions, while gender and age were also notable factors in shopping frequency. Educational level and monthly income, however, showed no significant effect on shopping habits.

Based on these insights, this study provides recommendations for online apparel retailers in Laos, including a focus on quality, security, and targeted marketing through social media platforms. These strategies aim to increase consumer trust and loyalty, supporting the sustainable growth of online retail factors in Laos. This thesis contributes valuable insights into consumer behavior within a developing e-commerce landscape, serving as a reference for both businesses and policymakers aiming to strengthen the digital economy.