

# THESIS

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

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## 1. INTRODUCTION

Clothing, being the classic instance of an experienced product, defines an important portion of online commerce activities (Lu & Chen, 2021). Every human being possesses an assortment of needs, start with clothing, along with their nourishment and living arrangements. Clothing is a significant factor, and the fashion sector is currently experiencing growth. The current trends in clothing are changing lightning-fast and tend to be extremely variable. The purchasing of clothing is related with humanity since it is a necessary need for virtually every culture of humanity. The process in peoples' clothes depends on their own personality and uniqueness. Shopping turned into a way of raising emotions after a challenging day at work and entertainment on weekends. With the recent development of the internet, people today can shop online through websites, providing as a channel to access retailers' online stores. Typical retailers build their own online platforms to increase competition and attract a larger customer base. People could shop wherever and whenever they want because then can just access to the stores' websites directly. When shopping online, consumers basically need to search for products directly on e-stores, place their orders, make the payment, fulfil any requirements from the contact person, and then wait for the product to arrive safely at their home or another address. Those showcase a variety of behaviours that drive them to spend money in shopping either in physical stores or through online shopping sites.

Lao citizens, especially teenagers, are known worldwide for their leading role in fashion trends. They are exploring the trends in fashion, not just in physical stores, but Lao citizens also engage with virtual stores. Online shopping has proven to be more effective and efficient than going to an actual store, which is why people who are busy most of the day like it. Young people in Vientiane City (the Capital of Laos), especially those attending college, usually like online shopping since trends in fashion first begin in online marketplaces before spreading out into actual stores. Online shopping offers a significant level of convenience to consumers. The number of customers choosing for online shopping continues to increase as well with recent advances in technology. The thesis investigates the factors that drive Lao customers to engage in online shopping. Understanding the key factors that influence consumers in Vientiane, Laos, when it comes to online shopping, especially with respect to clothing, is important. This research is conducted as a description analysis the factors influence consumer buying decision on online shopping clothing for consumer in Vientiane, specifically in the apparel sector.

Discussion topics:

- Factors influencing online purchase.

- Trust and reliability.
- Quality and product information.
- Security and privacy concerns.

Therefore, there is a need to conduct research to better understand the factors that affect consumer purchasing behaviour in online shopping in Laos and how these factors impact their online buying decisions. The study will also examine the limitations and difficulties related to using online technologies in the context of a developing country.

## **2. LITERATURE REVIEW**

### **2.1. Internet penetration**

The Internet represents as an exclusive thing for businesses (Yannopoulos, 2011). Recently, several important have come out. The methods that are discussed include social networking sites, blogs, online motion pictures, mobile apps, and current websites. With almost half of the world's population using social media, the number of people using the internet is growing every day (Figure 1) (Statista, 2024). According to Kedia (2020), 58% of the global population now has access to the Internet, allowed by improvements in information and communication technology that support remote involvement in various activities. In the same way, the count of internet users in Southeast Asia has increased by 53.9 million since 2019, at which point 54.0% of the population had online connectivity (Cheung, 2022).

Both Asia and Europe have a substantial amount of internet users. The huge population of China enables Asia to have a larger number of netizens compared to Europe. Asia has a large number of internet users due to the sizable Chinese population, leading to a big number of online sales in this part of the world (Business Startups, 2014).

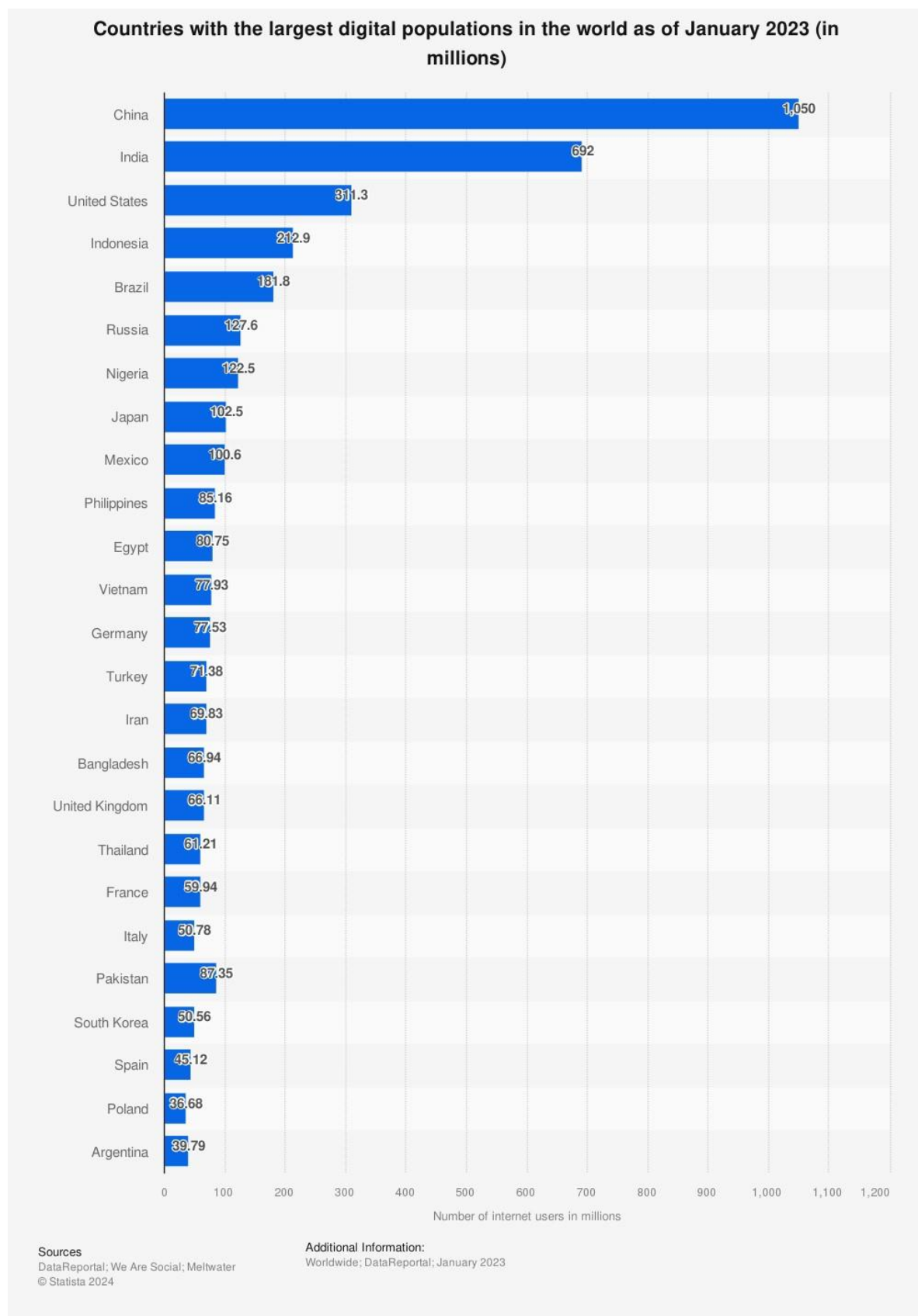


Figure 1: Number of internet users in millions

Source: Statista, 2024

## **2.2. Online shopping trends in Asia**

As confidence in the internet keeps growing, the growth of e-commerce resulted in a change towards online shopping, as people find it increasingly convenient to access the internet. This leads to a competition among various online shopping platforms that aim to improve the accessibility of shopping and convince consumers of their choices (Sinurat & Ali, 2020). In Asia, online purchasing is growing more rapidly than in Europe. According to eMarketer, the online shopping penetration rate in Asia hit 56.8% in 2020, while Europe showed at 45.8%. The difference may stem from Asia's younger population, recognised for their proficiency and talent in technology (Siregar, 2023).

The top product categories for online shopping in Southeast Asia were fashion, electronics, and cosmetics. Consumers tend to buy things through online marketplaces that provide brand clothes, on social media, or on websites with non-brand stores (Statista, 2024).

The volume of the e-commerce market in certain Southeast Asian nations, including data from 2021 to 2022 and projected figures for 2030, indicates (Figure 2).

By 2030, the Indonesian e-commerce sector is expected to reach about 160 billion U.S. dollars in sales from online retailers, marking an impressive increase from 58 billion U.S. dollars in 2022. Indonesia is expected to represent more than 42 percent of the e-commerce market in Southeast Asia, driven by an expanding middle class and increased internet accessibility. Additional emerging markets include Malaysia, the Philippines, Thailand, and Vietnam.



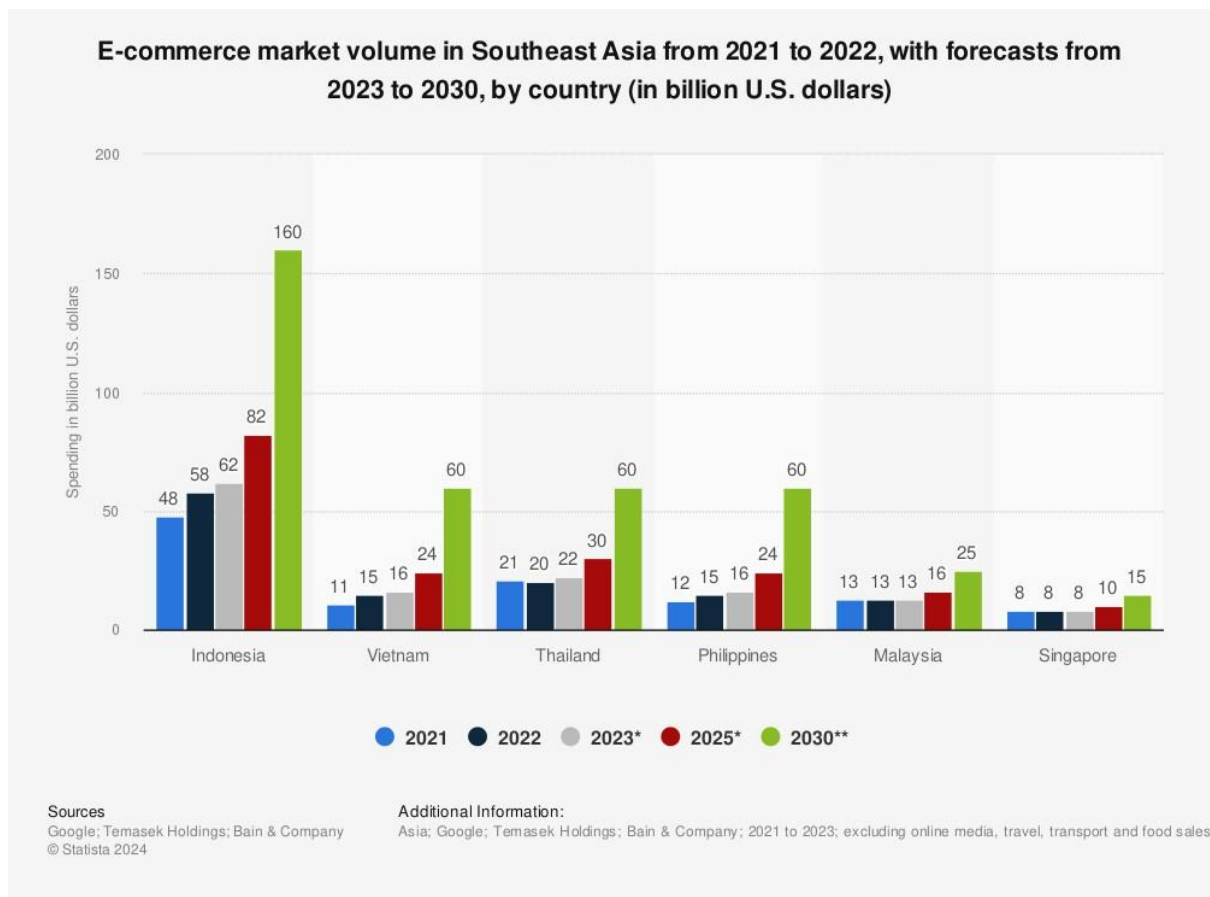


Figure 2: E-commerce market volume in Southeast Asia from 2021 to 2022, with forecasts from 2023 to 2030, by country (in billion U.S. dollars)

*Source: Statista, 2024*

Currently, online commerce is growing as an important issue for businesses globally (Adam, Alhassan, & Afriyie, 2020), and this includes companies in Laos. The Lao People's Democratic Republic, as a member of ASEAN, ran into difficulties in maximizing the opportunities presented by the digital economy. Wearesocial.com reports that there are currently 3.8 million internet users in Lao PDR, representing 51% of the population, with a yearly increase of 7.5% as of 2022 (Putri, et al., 2023)

In 2018, the market share in this area was increased by that of Malaysia. Malaysia, Indonesia, Singapore, and Thailand are expected to see rapid double-digit economic growth in the years into the future. Even though their total market share in local markets will be expected to decrease to under 30% by 2023, compared to 40% in 2018, the overall market size is forecast to double during that time period (Chen & Kimura, 2020). At the beginning of 2023, there were 2.88 million people living in Laos who did not use the internet, indicating that about 38 percent of the population had stayed offline (Kemp, 2023).

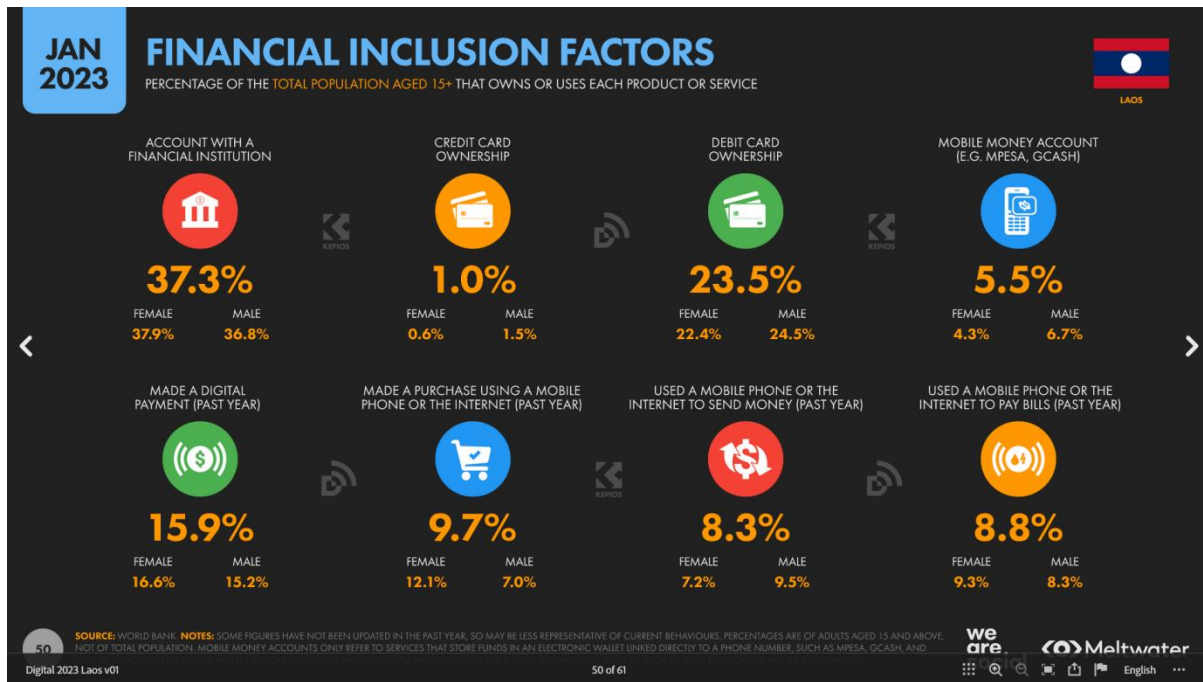


Figure 3: Financial Inclusion Factors (January 2023)

Source: Datareportal, 2023

The above figure show Laos has shown significant growth in e-commerce in recent years, related to the growing appeal of smartphones, social media, and online payment options. Electronics & Media is the dominant sector in e-commerce in Laos, making up 37.3% of the overall market. Hence, it is crucial to analyze and comprehend the elements that impact the buying decisions and behaviors of online consumers in Laos.

### 2.3.Consumer online purchase intention

Buying interest refers to the phase when the respondent has a desire to take action before making the purchase decision (Arpah & Nabella, 2023). Purchase intention entails collecting and evaluating different pieces of information to compare various options before making a selection (Hidajat & Islam, 2022). Previous research indicates that the concept of "consumer online purchase intention" relates to the willingness or preparedness of consumers to participate in online buying activities (Tan, 2023). Studies have been conducted by researchers to gain a deeper understanding of the factors influencing consumers' intentions to make online purchases.

## **2.4.Consumer decision making**

*"All marketing decisions are based on assumptions and knowledge of consumer behaviour."*  
(Song, Tao, & Wen, 2021)

These objectives include collecting information about shop owners, comparing products or services, and accessing online service. The process of making online purchase decisions may be organised into three distinct stages: making trust, the experience of shopping online, and post-purchase requirements. Minh, Duong, & Ha (2023) researched and built a scale of beneficial elements in online shopping and proposed four factors affecting online shopping decisions: Convenience, product choice, shopping comfort, and shopping enjoyment (Minh, Duong, & Ha, 2023).

## **2.5.Information collecting**

After customers have become aware of an immediate need and have developed a desire to purchase what they are looking for, they often start the process of information gathering using different methods to simplify decision-making. When connecting in online shopping, consumers could draw on search engines to make comparisons between different shopping websites, as well as access shopping social networks and other tools that effectively gather information.

When it comes about complicated purchases, many customers have restricted knowledge, which drives them to put in considerable time to collect information and conduct detailed evaluations and comparisons (Acosta-Prado & Tafur-Mendoza, 2021).

Uncertainty related to the process of sharing information is known as information risk. (Alrawad, Lutfi, Almaiah, & Elshaer, 2023)

According to GWI's research, social networks rank as the second most popular online platform when people are seeking information about companies, products, and services (GWI 2023). Recent data from GWI indicates an interesting difference in internet search frequency based on age. Searching for information is one of the main reasons for people globally to go online, with more than 60% of those aged 16 to 64 identifying it as a key factor for using the internet (GWI, 2023).

## **2.6.Objective factors**

Objective factors that affect online purchase include convenience, price, trust, quality and security. These factors will be detailed in the following subchapters.

### **2.6.1 Convenience**

Convenience is a key factor in reducing stress along with improving efficiency. This is clearly shown by the growing trend of online shopping. No need to go out or spend a lot of time shopping. Online shopping allows customers to easily make purchases from anywhere that has internet access, following a simple process. According to data by Djan & Adawiyyah (2020), 52% of customers agreed that an important part of their purchases is motivated by convenience. The increase of e-commerce is mainly motivated by the convenience it offers, impacting consumer choices (Rosário & Raimundo, 2021). Customers consider shopping convenience to be a key factor when deciding whether to make a repeat purchase (Zeqiri, Ramadani, & Aloulou, 2023).

### **2.6.2 Price**

Researchers often examine two key factors that influence consumer satisfaction and play an extremely important part when it comes to business growth: price and trust. Latter will be discussed in the next subchapter.

Price is offered in return when purchasing a product or service. The pricing factor in the marketing mix relates to both strategic as well as tactical decision-making processes. These decisions refer to setting price levels, coming up with discount structures, which define conditions for payment, and deciding the extent of discrimination in prices that should be provided to different consumer groups (Susanto, Muamar, Prasetyo, Purnomo, & Riyadi, 2023). Experts have explained that price maintains an important place in the marketing process. Researchers seek to find out whether price can be reliable data in studies of consumer satisfaction and how it impacts marketing strategies throughout the buying process (Susanto, Muamar, Prasetyo, Purnomo, & Riyadi, 2023).

Online shopping is highly preferred by netizens in Asia due to its appealing features, easy to use design, excellent service quality, and low prices (Siregar, 2023). Consumers may be more likely to search for lower prices in order to minimise shopping risks and maximise transaction cost, thanks to the reduced cost of price information search (Lii, Ding, & Hung, 2023).

In a recent study, Salem & Alanadoly (2022) found that the perceived price and the online shopping experience were significant factors in influencing the online purchasing behaviour of fashion products (Salem & Alanadoly, 2022). Furthermore, with the accessibility of price information on the Internet, online shoppers may become more attuned to price variations. Price is certainly a crucial factor, but trust also plays a significant role in determining whether consumers will have a satisfactory online shopping experience (Wijaya, Sudipa, Waas, & Santika, 2022).

### **2.6.3 Trust**

Trust towards consumers in online shopping depends on their willingness to accept the risks associated with online purchases. This trust involves an expectation that online shopping platforms will keep their promises while providing acceptable products or services (Fatikah, Setiani, Sukmawati, Fahmi, & Astuti, 2022).

Raman (2019) examined the influence of trust on online shopping and its impact on influencing customer behaviour within the digital marketplace (Raman, 2019). Trust is extremely important in online shopping, strongly impacting the consumer's connection with a brand and what they decide to buy (Wong & Haque, 2022). On the other hand, people who specialise in shopping for beauty and fashion products online tend to have a greater sense of trust when making online purchases (Woo & Ramkumar, 2018).

### **2.6.4 Quality**

In the definition provided by Kotler and Keller (2009), a product is defined as anything that can be offered to a market to satisfy a demand or need. All products must be made according to quality standards to satisfy consumer expectations. The quality of a product is important for evaluating and improving customer satisfaction (Kotler & Keller, 2009). Highlighting quality is the important factor for winning trust and respect from the surrounding community (Cahaya, Siswanti, Putra, & Pattiwael, 2023).

Every customer brings their differing character to the experience of online shopping. Online shoppers thoughtfully consider and compare prices and quality among various online retailers, while also checking the safety processes implemented by each shop. A digital marketplace that provides high-quality goods while making a secure and seamless shopping experience is likely to capture the interest of online consumers. Furthermore, these users can easily represent for the sellers' products and digital services (Siregar, 2023).

### **2.6.5 Security**

Security may be different in definition for each person, particularly in the context of how an internet-based shopping site handles and protecting data transactions throughout ongoing online activities (Listiani & Wulandari, 2023). Customers have many different options to verify their security. For instance, it can refer to the steps that are taken by an e-commerce platform to protect the safety and trustworthiness of data during online transactions (Susanti, 2021). Consumers are becoming aware of their concerns about online purchases, driven mainly by challenges associated with security (Abu-AlSondos, Alkhwaldi, Salhab, Shehadeh, & Ali, 2023).

### **3. MATERIAL AND METHODS**

For my thesis, first I focused on secondary literature reviews where my most important sources were online from google scholar and offline journals. As primary research, a focus group interview, an in-depth interview and an online questionnaire were done.

#### **Focus group interview**

Five participants took part in the focus groups, made up of three females aged 21–23 and two males aged 19–23, all of whom are regular online shoppers. The study conducted with the focus group was focused on finding the online shopping habits of consumers, consuming methods such as word association, storytelling, and role-playing.

#### **In-depth interview**

Additionally, a detailed in-depth interview was held with a 23-year-old female who sells products online. The in-depth interview with the online seller gave useful information into operating an online clothing store in Laos. We discussed ways to attract and keep customers, maintain transaction security, handle feedback, and find the right balance between cost and quality.

#### **Online questionnaire**

In the process of my quantitative research used a structured questionnaire to collect data on consumer online shopping habits, motivations, barriers, and demographic characteristics. The survey included 15 questions set up into five sections: general perception of shopping, online shopping behaviour, motivations for online shopping, factors that contribute to online shopping, and demographic information.

The beginning part examined how participants relate to shopping, whereas the next part concentrated on how often and in what ways they participate in online shopping activities. The third section examined why consumers choose to shop online, including factors like convenience, lower prices, product variety, and fast shipping. The fourth section highlighted the key challenges to online shopping, including higher shipping costs, concerns about product quality, distrust in online platforms, and an increasing trend to choose in-store shopping experiences. The last part collected demographic information such as gender, age, education level, occupation, and monthly income. The analysis of the responses focused on identifying trends and connections between demographic factors and online shopping habits. The main

areas of focus were the frequency of online purchases, the types of products that are most commonly bought online, and the key motivations and deterrents that influence online shopping behaviour.

This study's quantitative aspect included a survey conducted with 102 participants in Vientiane Capital, which was analysed using SPSS software and Excel for data analysis.



## 4. RESULTS AND EVALUATION

### Summary of Research on Consumers' Purchasing Decisions in Online Shopping in Vientiane Capital

#### 4.1. Focus group interview result.

Key findings revealed that **product quality, trust, security, and price** are the most significant factors affecting online purchases. Consumers expressed a strong preference for high-quality products, often prioritizing quality over price. Interestingly, if the quality is good enough, they did not have any problems with price. One of the focus groups said.

*"The reason why I choose quality because when we think to buy a product, we want to get a good quality for the price we pay". (Lina, 21)*

*"Most of the time I look at the price, but it's about the brand quality too". (Tor, 19)*

Some thought, customers will repeat their purchase again because of they are trust in the shop those include quality and security.

**Trust and security** were highlighted as crucial, especially among female shoppers, who showed a greater concern for the safety of their personal information and the reliability of sellers. Below are some of the related comments.

*"Yes, we should look at the product quality, because for me when I need to buy something I have to think about it carefully, and I will compare to the other products, just for make sure we get a good quality for the price we pay ". (Linda, 22)*

Participants shared their experiences regarding challenges with payment methods, highlighting the limitation of QR code payments in Laos, as well as problems with product discrepancies where the products did not align with the online description. Even with this concern, customers typically use their steps, such as checking reviews and selecting creditable sellers, to avoid risk. An important element of communication is to show the most attractive online site or platforms based on their opinion. Advertising such as promotion, seasonal price, discount those show on the internet, information, especially on social media platforms (Facebook, Instagram, etc.).

I asked the participants to formulate striking and effective messages, and the following thoughts were: (free shipping and related to something modern).

According to customers, on focus group interview, we should refer to the name and brand of the product, as it is a well-established, quality brand. One female participant suggested: *"For*

*me the most attractive tool is social media post, if the shop sell the product on social media or website, I think social media are more attractive, because we can find the overall image of the shop or product, the main platform is Instagram, it's easy but, if I click on the application or website it could be more difficult than social media because I use it regularly“.*

The results also highlighted such as payment methods and product quality discrepancies. Participants indicated they would engage with sellers to resolve issues, but negative experiences could deter future purchases. Strategies for effective communication and advertising, particularly on social media platforms, were discussed.

#### **4.2.In-depth interview**

In this chapter, I outline the summary results obtained during the in-depth interview. When presenting each topic, I used 20 questions to ask the participant. For all of questions interview we discussed about what and why questions to understand deeply as the part of online seller

After the introduction of the participants, we first talked about “Can you describe your journey into online selling in Laos? “in general. Overall, we are focusing on their experience in the apparel market. The seller highlights their motivation to start online selling for additional income and the convenience it offers. They have been utilizing digital platforms for selling for about 5 years. Key factors influencing apparel purchase decisions include quality, reasonable pricing, and promotional offers. While online shopping is preferred for its convenience, some customers still prefer physical stores due to concerns about product suitability or trust. Challenges faced include inflation affecting product pricing. Adaptation strategies for customer attraction and retention include following trends and offering promotions.

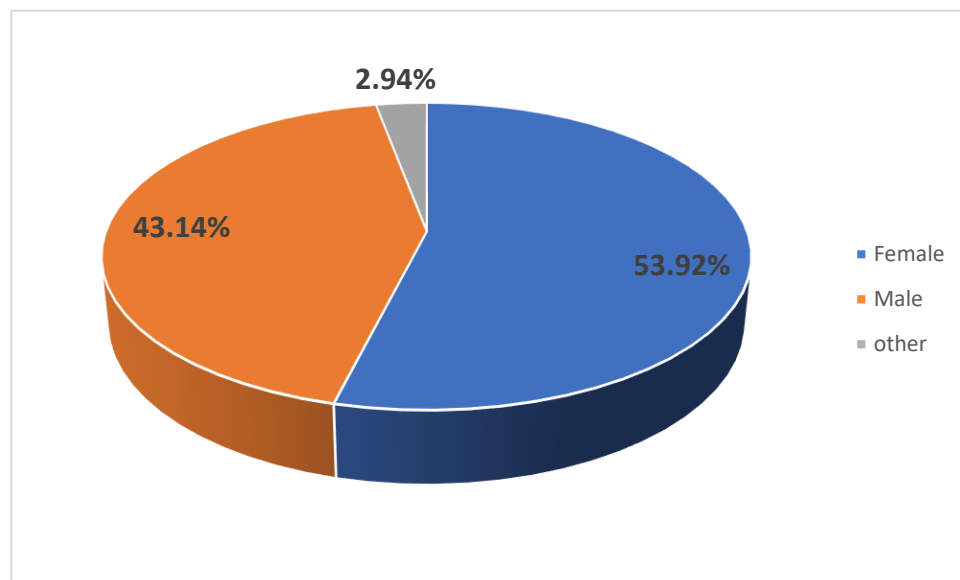
In-depth interviews with an online seller gave suggestions for forming customer feedback, attracting and keeping new customers, and maintaining transaction security. The seller recommended the use of social media sites, especially Facebook and Instagram, for customer service and marketing. One of the next growth strategies is to create a specific brand application.

#### **4.3.Questionnaire survey result**

In the questionnaire survey, entitled as Research on Consumers' Purchasing Decisions in Online Shopping in Vientiane Capital,

### Profile of respondents

The study aimed to collect data on consumer perspectives, preferences, and behaviours in relation to online shopping. The proportion of male, female respondents was 43% and 54%, while the other was 3%, respectively (Figure 4).

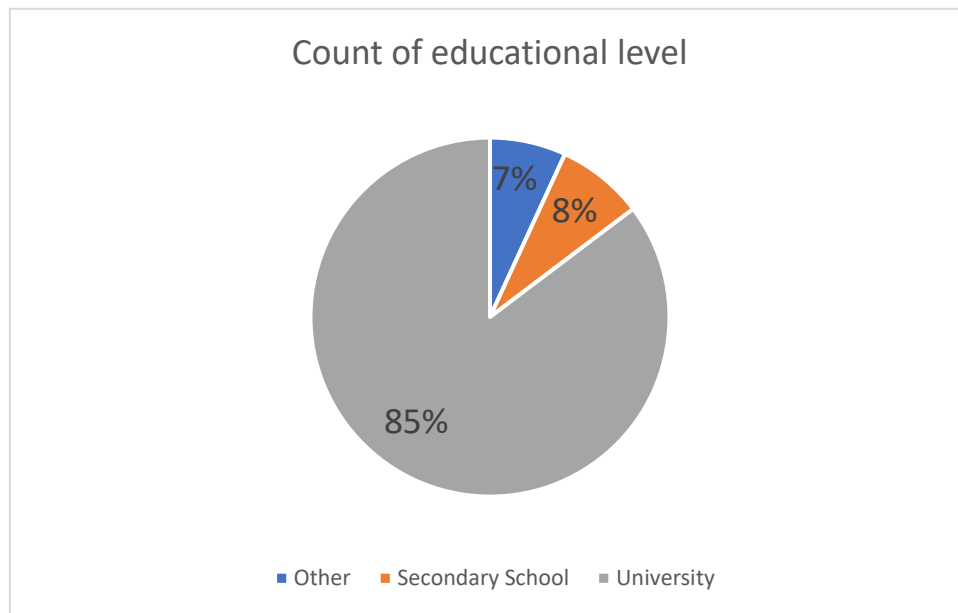


*Figure 4: distribution of the sample, % (N=102)*

The majority of the sample were age groups 18-29 (**91,18%**), 30-39 (2.94%), 40-49 (0.98%), and less than 18 (4.90%).

More than half of the respondent's (51.96%) mentioned monthly income to be "just enough but cannot set any money aside", followed by "not enough for proper living" (24.51%); a smaller group is financially stable (9.8%) "**Live very well and with a high enough income to set money aside**"; while 5.88% "have difficulty meeting daily costs"; and "do not know/no answer". Some respondents were uncertain or chose not to disclose their financial situation.

Figure 5 shows the distribution of respondents based on their educational level. The majority, 85%, have a university-level education. A smaller proportion, 8% have completed secondary school, and 7% fall into the "Other" category, which may include vocational training or other forms of education. This indicates that most of the respondents have pursued higher education.



*Figure 5: Distribution of Respondent based on the Educational Level s, % (N=102)*

### **Results of the survey**

The survey results of the question **"Did you shop online?"** and all visible responses are **"Yes"** revealing a significant trend toward online shopping, with **100% of respondents** indicating that they have shopped online.

In the next question "What does the word "Shopping "mean? The variety of answers shows different perspectives on shopping activities. Here are the main points based on the responses: (buying products, spending money, relaxation and happiness, buying specific goods, online and physical shopping...), most of respondents associated shopping with the act of purchasing goods and there are some emotional answers such as relaxation, enjoyment and specific product types.

Most respondents reported shopping online for apparel **1-3 times per month**. This indicates that online shopping for clothing is becoming a routine activity for many consumers in Vientiane, especially among younger generations (Figure 6).

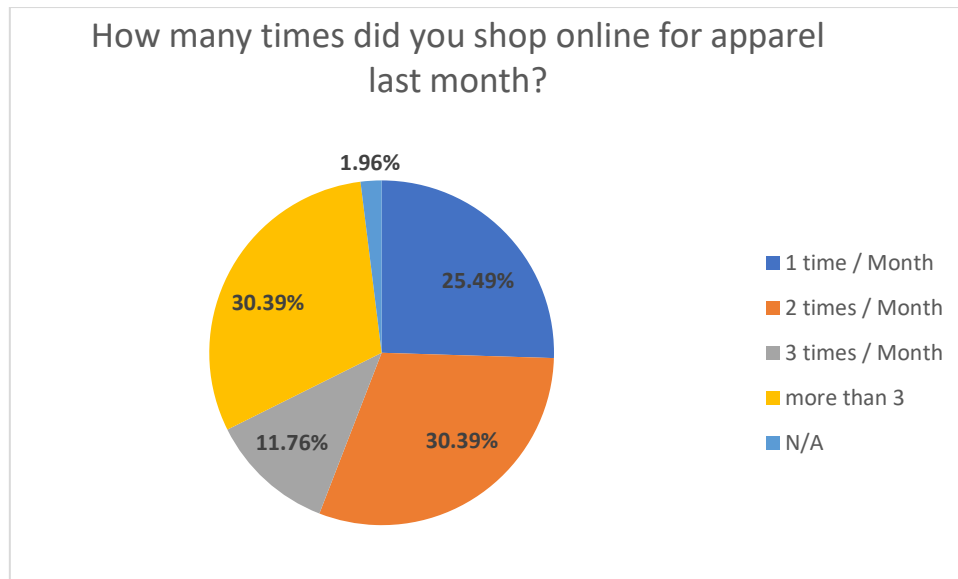


Figure 6: The distribution of Frequency of Online Apparel Purchases Last Month, % (N=102)

The survey data highlights the frequency of online shopping for apparel among respondents. The breakdown of responses reveals diverse shopping habits; three-quarters of respondents shop online in the last month at least 2 times, with a significant portion doing so more than three times per month.

Respondents were asked to specify the types of products they most frequently purchased online. The results showed a strong preference for **fashion items**. According to the research, online buyers are most interested in t-shirts and jeans, followed by sportswear and shorts. This fits the current trends in which online clothing sales are mostly driven by the need for casual and comfy fashion (Figure 7).

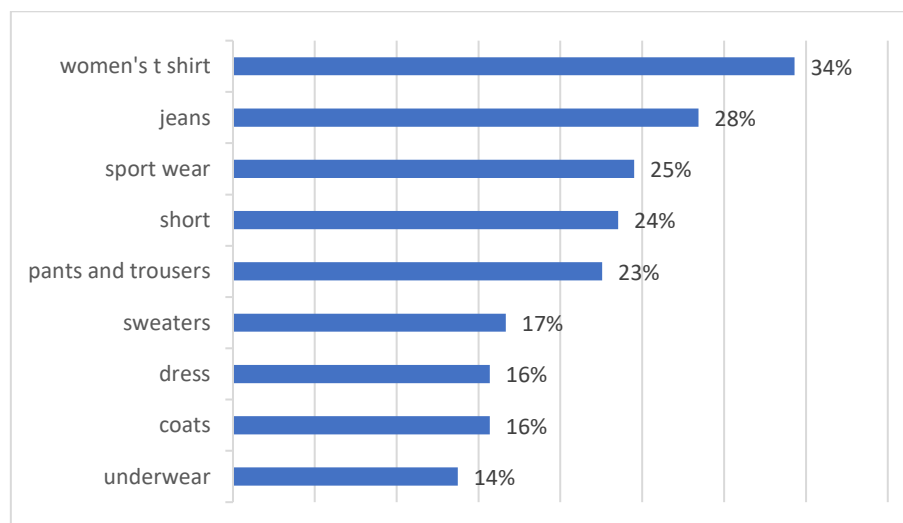


Figure 7: Most Frequently Purchased Apparel Categories

According to the question” How important are the following reasons when it comes to shopping online?” including subject factors such as convenience, price, shipping, trust, wide selection, product availability and product reviews (Table 1).

	Mean	St. Deviation	Median	Mode
<b>Convenience</b>	4.38	0.74	5	5
<b>Can find products that are not available</b>	4.23	0.82	4	5
<b>Product Reviews</b>	4.23	0.86	4	5
<b>Wide selection</b>	4.17	0.86	4	5
<b>Price</b>	3.68	0.82	4	3
<b>Trust</b>	3.66	0.89	4	3
<b>Shipping</b>	3.44	0.84	3	3

*Table 1: The descriptive statistics for various factors that influence online shopping*

For **female respondents**, convenience, wide selection, and product reviews are highly rated with median and mode values of 4 and 5, respectively. Price and shipping receive slightly lower ratings. Trust, while important, also shows a lower mean compared to other factors. Similar trends are seen for male respondents, who gave high ratings to product evaluations and convenience. But shipping is often rated higher by men than by women. The evaluations for many different things and trust match those of the female group.

The **other gender category** shows some notable differences, particularly with trust and wide selection, where the mean values are higher compared to male and female groups. Product reviews are rated the highest in this group, with both median and mode values at 5.

<b>Price</b>	Mean	Standard D	Median	Mode
I will not purchase a product when the price is not acceptable to me when I shop online	4.07	0.94	4	4
Product price is important to me when I shop online	3.89	0.87	4	4
discount or promotion	3.72	0.99	4	4
limited edition when I shop online.	3.46	0.96	3	3
I shop online because of the cheaper price than solid shops	3.43	0.83	3	3
I am willing to pay a higher price for product(s) that is/are	2.9	0.89	3	3

*Table 2: Price Factors Influencing Online Shopping Decisions*

The table results show price plays an important role in influencing online shopping decisions, as shown by the highest mean score of 4.07 was "I will not purchase a product when the price is not acceptable to me when I shop online". This importance of pricing strategies for online retailers, as consumers are highly likely to abandon a purchase if they perceive the price to be too high. Additionally, Product price in general is considered important, with a mean score of 3.89, Also discounts and promotions significantly impact shopping behaviour, with a mean score of 3.72. showing that while shoppers care about the cost, they may also look at things such as quality or trust. In contrast, respondents were less inclined to pay a higher price for limited edition products(mean=2.90), online shoppers are more interested in good deals and competitive pricing rather than paying extra for rare or exclusive items.

Quality	Mean	Standard D	Median	Mode
Product quality is important to me when I shop online	4.25	0.87	4	5
I will consider all comprehensive factors to choose the best products when I shop online	3.97	0.801	4	4
When I shop online, more variety of products sold indicates better quality of products	3.87	0.81	4	4
Higher price indicates better products quality when I shop online	3.6	0.95	4	3
I do not mind the real products have difference between the photos of the products when I shop online	2.85	1.22	3	3

*Table 3: Quality Factors Influencing Online Shopping Decisions*

Based on the top table, the results highlight several important factors related to product quality. "Product quality is important to me when I shop online" with a mean score of 4.25 and a mode of 5, indicating that consumers place a high level of importance on the quality of products when shopping online. The low standard deviation (0.87) further suggests that respondents were largely consistent in their views on this factor. Consumers also consider multiple factors when selecting the best products by a mean score of 3.9. Interestingly, the variety of products was considered a moderate indicator of product quality, but not universally held. A notable finding is the relatively lower tolerance for discrepancies between product photos and the actual product received, with a mean score of 2.85. The higher standard deviation (1.22) indicates that

opinions varied widely on this issue, with some consumers more accepting of differences and others expecting a close match between images and reality.

<b>Trust</b>	<b>Mean</b>	<b>Standard D</b>	<b>Median</b>	<b>Mode</b>
The payment method of an online store can increase my trust towards the store	4.01	0.97	4	5
The more details and descriptions on the seller's website, the higher creditability of the online store to me.	4.0	0.93	4	5
When I shop online, the more the positive comments indicate the higher the credibility of the seller	4.0	0.86	4	4
Online Platform indicates	3.9	0.85	4	4
The pictures attached to the products in the seller's website increase my trust towards the store	3.8	0.95	4	4

*Table 4: Trust Factors Influencing Online Shopping Decisions*

The finding results shows the **payment method** offered by the online store significantly affects trust levels. With the highest **mean score of 4.01** and a **mode of 5**, and **positive customer reviews** playing the most significant roles. **Product pictures** and the overall **trust in the platform** are also important, but they are slightly less influential compared to other factors.

Despite asking “What are the main barriers which keep you away from shopping online?” “There is no participant submitted results because all of respondents might not have any challenges or negative experiences in their online shopping.

Following this, **Table 5: Crosstabulation of Online Shopping Frequency by Gender** illustrates the distribution of how often respondents shop online for apparel in relation to their gender.



**3. How frequently do you buy online? How many times did you shop online for apparel last month? \* 7. what is your gender? Crosstabulation**

% within 7. what is your gender?

		7. what is your gender?			Total
		Female	Male	other	
3. How frequently do you buy online? How many times did you shop online for apparel last month?	1 time / Month	16,4%	38,6%		25,5%
	2 times / Month	30,9%	31,8%		30,4%
	3 times / Month	10,9%	9,1%	66,7%	11,8%
	more than 3	40,0%	18,2%	33,3%	30,4%
	never	1,8%	2,3%		2,0%
Total		100,0%	100,0%	100,0%	100,0%

*Table 5: Crosstabulation of Online Shopping Frequency by Gender.*

Chi-square test was conducted to evaluate the relationship between gender and online shopping frequency. The following were the test's hypotheses:

**Null hypothesis ( $H_0$ ):** There is no association between gender and online shopping frequency.

**Alternative hypothesis ( $H_1$ ):** There is an association between gender and online shopping frequency.

Based on the chi-square test results, the p-value for the Pearson Chi-Square test is 0.018, which is less than the significance level of 0.05. Therefore, we reject the null hypothesis and conclude that there is a statistically significant relationship between gender and the frequency of online shopping for apparel. This means that gender plays a role in influencing how frequently respondents shop online, indicating that these two variables are not independent of each other. Results show that there are significant differences between genders ( $P=0.018$ ), females tend to shop online more frequently than males, with 40% of female respondents shopping online for apparel more than three times per month.

3. How frequently do you buy online? How many times did you shop online for apparel last month? * 8. what is your age? Crosstabulation						
		8. what is your age?				Total
		18-29	30-39	40-49	Less than 18	
3. How frequently do you buy online? How many times did you shop online for apparel last month?	1 time / Month	26.88%	0%	0%	20%	5.49%
	2 times / Month	33.33%	0%	0%	0%	30.39%
	3 times / Month	9.68%	66.67%	0%	20%	11.76%
	more than 3	29.03%	33.33%	100%	40%	30.39%
	never	1.08%	0%	0%	20%	1.96%
Total		100%	100%	100	100%	100%

Table 6: Crosstabulation of Online Shopping Frequency by age, (N=102).

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23.146 <sup>a</sup>	12	.027
Likelihood Ratio	17.021	12	.149
N of Valid Cases	102		

Table 7: Chi-Square test results.

The results of the analysis examine the relationship between ages and their online shopping frequency for apparel in the last month, there is a significant difference in online purchasing decisions across different age groups ( $P=0.027$ ), In other words, age plays a meaningful role in how consumers behave when shopping for clothes online as it means age is a factor that significantly impacts online shopping deductions for clothes.

3. How frequently do you buy online? How many times did you shop online for apparel last month?						
* 9. what is your occupation? Crosstabulation						
		9. what is your occupation?				Total
		Employee	Self-employed	Student	unemployed	
3. How frequently do you buy online? How many times did you shop online for apparel last month?	1 time / Month	20.69%	38.46%	25.42%	0%	25.49%
	2 times / Month	44.83%	0%	28.81%	100%	30.39%
	3 times / Month	10.34%	15.38%	11.86%	0%	11.76%
	more than 3	24.14%	46.15%	30.51%	0%	30.39%
	never	0%	0%	3.39%	0%	1.96%
Total		100%	100%	100%	100%	100%

Table 8: Crosstabulation of Online Shopping Frequency by Occupation, (N=102).

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.468 <sup>a</sup>	12	.409
Likelihood Ratio	16.739	12	.160
N of Valid Cases	102		

Table 9: Chi-Square test results.

The Chi-square test results indicate that there is no statistically significant relationship between the frequency of online shopping for apparel and the occupation of respondents, as evidenced by the p-value (0.409) being greater than the conventional significance level of 0.05. To determine the differences in shopping frequency across occupation groups calculated. Specifically, students tend to shop more frequently compared to other.

**3. How frequently do you buy online? How many times did you shop online for apparel last month? \* Educational level Crosstabulation**

		Educational level			Total
		Other	Secondary School	University	
3. How frequently do you buy online? How many times did you shop online for apparel last month?	1 time / Month	28.57%	25%	25.29%	25.49%
	2 times / Month	42.86%	37.5%	28.74%	30.39%
	3 times / Month	14.29%	12.5%	11.49%	11.76%
	more than 3	14.29%	12.5%	33.33%	30.39%
	never	0%	12.5%	1.15	1.96%
Total		100%	100%	100%	100%

*Table 10: Crosstabulation of Online Shopping Frequency by Education level, (N=102).*

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.294 <sup>a</sup>	8	.505
Likelihood Ratio	5.300	8	.725
N of Valid Cases	102		

*Table 11: Chi-Square test results*

Following my analysis results of the Chi-square based on the question revealed p-values greater than 0.05 for all other examined factors of education level (P=0.505). there is no statistically significant relationship between the frequency of online shopping for apparel and the educational level.

**3. How frequently do you buy online? How many times did you shop online for apparel last month? \* Monthly income: Crosstabulation**

		Monthly income:							Total
		(Do not know/No answer)	Have difficulty in meeting daily costs	Just enough but cannot set any money aside	Live very well and with a high enough income to set money aside	Not enough for proper living	other	Trader and part time	
3. How frequently do you buy online? How many times did you shop online for apparel last month?	1 time / Month	16.67%	33.33%	28.30%	10%	28%	0%	0%	25.49%
	2 times / Month	16.67%	33.33%	35.85%	0%	36%	0%	0%	30.39%
	3 times / Month	16.67%	0%	13.12%	10%	8%	0%	100%	11,76%
	more than 3	50%	33.33%	20.75%	80%	24%	100%	30.39%	30.4%
	never	0%	0	1.89%	0%	4%	05	0%	1.96%
Total		100%	100%	100%	100%	100%	100%	100%	100%

*Table 12: Crosstabulation of Online Shopping Frequency by Monthly income, (N=102).*

### Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	28.534 <sup>a</sup>	24	.238
Likelihood Ratio	27.374	24	.287
N of Valid Cases	102		

*Table 13: Chi-Square test results*

The Chi-square test results reveal a p-value of 0.238, which is greater than the conventional significance level of 0.05. This indicates that there is no statistically significant relationship between the frequency of online shopping for apparel and the respondents' monthly income. Therefore, we fail to reject the null hypothesis, suggesting that monthly income does not significantly influence how often people shop online for clothing.

## 5. CONCLUSIONS AND SUGGESTIONS

This research presents an in-depth examination of the factors that affect the buying decisions of online consumers in Vientiane Capital, using a combination of qualitative and quantitative research methods. The results highlight various key factors that significantly impact online purchasing habits, such as product quality, trust, security, and prices. Among these factors, the quality of the product played out as the most important issue for both male and female respondents, with many customers willing to choose quality higher than price when they perceive the product as providing excellent value.

Insights obtained from focus groups and in-depth interviews with online sellers offered an increased understanding of customer motivations and behaviors. Sellers highlighted the importance of marketing strategies and keeping up with trends, while consumers showed challenges including payment methods and inconsistencies in products. Social media platforms, especially Instagram and Facebook, showed up as key objects for online marketing, providing the effective promotion of products and building relationships with consumers.

While there are concerns regarding methods of payment (such as the constraints of QR code payments) and discrepancies in products, the majority of consumers use methods like reviewing feedback and selecting trustworthy sellers to deal with these concerns. Sellers focus on providing great customer service, offering safe transactions, and using social media marketing to draw in and keep their consumers.

The study survey results highlight that **gender** and **age** are the most significant factors influencing how frequently consumers shop online for apparel in Vientiane Capital. **Women** and **younger consumers** are more likely to engage in frequent online shopping for clothing. In contrast, variables such as **occupation**, **educational level**, and **monthly income** do not significantly impact online shopping frequency, indicating that these factors are less influential in driving online purchasing behavior.

Based on the result, it is show that customers' online buying choices and behaviors are influenced by both objective and subjective factors.

I like to provide suggestions for brands or companies. For an internet seller to be successful, it's important to understand these factors:

- Focus on the Importance of Quality in Products:

Since the most important factor influencing decisions when making purchases has been suggested to be product quality, online sellers need to focus on providing products that meet

customer expectations. This might include using high-quality pictures, expanding product descriptions, and offering customer feedback for more availability.

- Build Trust and Security Methods:

Given the significance of trust and security for female shoppers, it is beneficial for online retailers to adopt more transparent and secure payment methods, including multi-step checking or safe transactions. This could build consumer trust, especially for consumers making their first purchases.

- Concerns Regarding Payment Methods:

The research highlighted difficulties associated with payment methods, especially concerning QR code transactions in Laos. Extending the variety of payment methods available, such as mobile banking, credit card transactions, or cash-on-delivery different options, has the possibility of helping boost customer satisfaction and reduce the probability of leaving a shopping cart.

- Targeted Marketing Strategies:

Considering the important differentiation in online shopping behaviours between genders, it could be beneficial for retailers to develop marketing strategies aimed at each gender. For example, marketing strategies directed at women could highlight the quality and safety of products; however, those aimed at men could focus on the speed of delivery and a more common purchasing process.



## **6. SUMMARY**

Because of the fast growth of online shopping has transformed the purchasing environment, highlighting the important factors influencing consumers' purchasing decisions, particularly in clothing. This study aims to examine the various factors affecting online clothing shopping behaviours in Vientiane Capital, Laos, providing insights that can help online retailers improving their strategies and increasing their customer satisfaction.

The research uses a mixed methods strategy, combining qualitative analysis through focus group interview and in-depth interviews with consumers and online seller, along with a quantitative survey of 102 participants.

The qualitative findings show that product quality, trust and security are the highest importance for consumers, especially for female.

The quantitative analysis, using SPSS and Excel, A survey of 102 respondents, female (54%), found that most purchase clothing items 1-3 times per month and show that convenience, product availability and product reviews play a significant role in online shopping behaviour. Trust in the shopping platform was essential. A Chi-square test showed a significant association between gender and age of respondents compared with online shopping frequency, with females shopping more frequently than males. Age was found to be a relevant factor in online shopping behavior, especially for student as a young generation. Understanding these factors is important for effective marketing strategies for online retailers such as convenience, price, fast shipping, trust, and quality. While convenience and price were the most important factors for consumers choosing online shop, trust and quality were equally important in determining whether they would return purchases.

My recommendations for online retailers should focus on developing strategies to keep improving trust and security, which includes evaluating and selecting product quality, which plays an important part in building customer loyalty and boosting sales, while using social media as well.

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## **APPENDIX**

### **Appendix I – Focus group interview**

1. annex

#### **TYPES OF CONSUMERS IN A FOCUS GROUP SCREENING QUESTIONNAIRE**

##### **1. Basic Demographic Information:**

A. Gender

- a. Male (2) b. Female (3)

B. Age: a.18-32

##### **Monthly income**

- a. Have difficulty in meeting daily costs.
- b. Not enough for proper living
- c. Just enough but cannot set any money aside.
- d. Live well but can only set a little money aside.
- e. Live very well and with a high enough income to set money aside.

##### **2. Online Shopping Experience:**

**How frequently do you engage in online shopping?**

- |        |         |
|--------|---------|
| a. 0   | d. 5-10 |
| b. 1   | e. >10  |
| c. 2-5 |         |

**3. Focus Group Availability: Are you available to participate in a focus group discussion during the scheduled (31<sup>st</sup> March 2024 18:00 Laos)**

- Yes – No

## **2. annex**

### **SCENARIO (MODERATOR GUIDE)**

THANK ME FOR PARTICIPATING, INTRODUCE YOURSELF! BRIEFLY EXPLAIN TO PARTICIPANTS WHAT WILL HAPPEN AND WHY THEY ARE THERE. EMPHASIZE THE IMPORTANCE OF HONEST ANSWERS. AGREE TO QUIBBLE OR FUSS DURING THE CONVERSATION.

#### **1. About participants**

First, I would like to ask you to introduce yourselves briefly. What do you do, what do you usually spend your free time with what are your hobbies, and a word or two about family? If there's anything else you feel is important to say about yourself, we'd love to hear that too. MAKE SURE EVERYONE HAS A VOICE, PAY SPECIAL ATTENTION TO THOSE WHO ARE DIFFICULT TO DISSOLVE.

#### **2. Association play** (*mood relaxation, focusing*)

Thank you for introducing yourself! First, as a warm-up, I would like to play an association game with you. I will say a word and ask you to tell me, without much thought, what first comes to your mind. It could be a word, a phrase, or anything else that suddenly comes to mind. During the game, we go in line, let's start with,

##### **Word Association:**

When you see these words. What comes in your mind?

“online”

“quality”

“shopping”

“price”

“trust”

“security”

#### **3. Understanding the most important factor**

##### **Completion Techniques:**

##### **1. Sentence Completion**

I would like to give everyone a "sentence". Tell me what your first thoughts is missing in this sentence?

"The most important factor influencing my decision to purchase clothing online in Laos is..."

“Were you satisfied with the overall experience?”

“Did you purchase the good quality products that you wanted?”

“Did you find sufficient information about the product listed on the site?”

#### **4. Story telling:**

Next, I'll employ expression techniques to foster a deeper understanding of your emotional connections and personal experiences with online shopping. We'll explore how you feel when you are doing this, your memorable moments, and any concerns or hopes you have regarding doing online shopping. Let's begin by exploring your emotional responses to your online shopping.

"You're browsing an online clothing website in Laos and come across a sale. Describe what happens next and how you feel about it."

Participant Completion: Participant: "As I navigate through the pages of the online clothing website, I stumble upon a vibrant banner announcing ..... (What will you do next? Click to explore more?) Following on this story, when shopping online for apparels, what factors affect you to make repeat purchase and what factors affect you not to make repeat purchase? (Discount, quality, convenience, or any)

#### **Understanding Trust and security factors**

“Are you comfortable making payments online?”

Which factor?... What payment options do you prefer on the online store?”

#### **Online Shopping Concerns:**

“Do you feel safe shopping online?”, “Was it easy to choose the products?”

**Have you ever had concerns about the reliability of online shopping platforms?**

**Do you worry about the security and privacy of your personal information when shopping online? Have you experienced any challenges related to the quality of products purchased online?**

“Have you ever faced a bad payment-related experience while shopping online?”

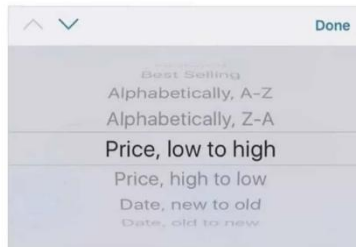
“What did you solve this problem? (By yourself? Can you tell me about this?)

#### **5. Construction Techniques:**

##### **1. Picture Response:**

"What's the first rule of shopping online?"

Me:



- **Are you agree with the picture?**

- Are you satisfied with product pricing?
- Did you compare the quality of product and price before you ordered it? What do you think of this picture?



What do you notice in this image? How does it make you feel about online clothing shopping?

“How do you solve this problem?”





- please, tell me what your first thoughts is missing in this picture?

## 6. Expressive Techniques (10 minutes):

### Role Playing

Assign roles related to online clothing shopping in Laos.

negative / positive

- Ask the participant to involve their role and describe their actions, thoughts, or interactions.
- Prompt questions: Imagine you're a shopper browsing for clothes online in Laos. Walk me through your thought process as you make a purchase.
- **Third-Person Technique**
- Ask the participant to talk about their online clothing shopping experiences in Laos as if they were observing themselves from a third-person perspective.
- Prompt questions: How does the participant feel about their online clothing shopping experiences when viewing it from an outsider's perspective?

## 7. Marketing communications

Where did you get the information about your online shop?, Which kind of message do you prefer when do you buy product online?, Do you receive any information of online shop? (everyday tools.: ads, email..)

Were you able to find enough information about the product on the website?", What are the social media sites you use to search for products? Where do you access most content from?

### Summary of the moderator

- Thank the participant for their valuable insights and time.
- Offer any additional information or assistance if needed.
- Conclude the interview and express appreciation for their participation.

### **3. annex**

#### **(in-depth) interview questions**

1. Can you describe your journey into online selling in Laos?
2. How long have you use a digital online for selling your products?
3. What criteria would you consider when your customer making an apparel purchase decision for themselves?
4. What do you think when your customer making purchase of apparels in online store and physical store? If not, what do you think are the main factor differences?
5. What are the reasons for you to choose online shopping of apparels?
6. What unique challenges do you face when managing an online store in Laos?
7. Can you share an experience where you had to adapt your business model to better suit Laos market?
8. What strategies do you used to attract and retain customers?
9. How do you ensure the security of online transactions on your platform?
10. How do you handle customer feedback regarding product quality?
11. How do you balance cost and quality to remain competitive in the online market?
12. What are the most popular products or categories on your site, and why do you think they resonate with Lao consumers?
13. How do you handle customer service and support in a digital environment?
14. What role does social media play in your marketing and sales strategy?
15. What channels have you found most effective for reaching your target market in Laos?
16. Can you describe a successful marketing campaign you've run and what made it successful?
17. How do you stay updated with e-commerce trend and incorporate them into your business?
18. What is your approach to handling returns and exchanges?
19. What are your future plans for expanding or evolving your online presence in Laos?
20. What advice would you give to new online sellers starting?

#### **Profile of participants in focus group interview**

Name	Age	occupation
Mr Kamsoukthavy PHETSINORLATH	23	Employee
Mr Kantana Kommaly	19	Student
Ms Lina Vongsanack	21	Student
Ms Linda Phommakod	22	Employee
Ms Phimsouda Ounkham	23	Employee

#### Profile of participants in in-depth interview

Name	Age	occupation
Ms Jeesia VACHOUAMA	23	Employee

#### Profile of respondents Profile of respondents

The distribution of the sample		
Description	n	%
<b>Total respondents</b>	102	100
<b>Gender</b>		
Female	55	53.92%
Male	44	43.14%
Other	3	2.94%
<b>Age</b>		
18-29	93	91.18%
30-39	3	2.94%
40-49	1	0.98%
Less than 18	5	4.90%
<b>Income</b>		
(Do not know/No answer)	6	5.88%
Not enough for proper living	6	5.88%
Just enough but cannot set any money aside	53	51.96%
Live very well and with a high enough income to set money aside	10	9.80%

Live well but can only set a little money aside.	25	24.51%
other	1	0.98%
Trader and part time	1	0.98%

## Appendix II– Questionnaire survey

### Consumers' Purchasing Decisions Online Shopping in Vientiane Capital

Dear all the respondents, My name Yuvady Phithak,

This questionnaire was created with the aim of studying

**"Consumers' purchasing decisions online shopping in Vientiane Capital"**  
which is a part of my bachelor's degree in commerce and marketing course at MATE University of Kosovar Campus.

The survey is voluntary and anonymous.

Please, help my survey with filling in this questionnaire! It takes about 3 minutes altogether.

Thank you very much for your help!

Really appreciated!

1. ຄຳວ່າ "Shopping" .ໃນຄວາມໝາຍຂອງທ່ານໝາຍເຖິງຫຍັງ?

. What does the word “Shopping “means?

2. ທ່ານເຄີຍສັ່ງຊື້ສິນຄ້າອອນໄລນ໌ບໍ?

Did you shop online?

1. ເຄີຍ Yes

2. ບໍ່ເຄີຍ No

**ບັດໃຈສຳຄັນທີ່ກະທົບຕໍ່ພຶດຕິກຳການຊື້ສິນຄ້າ ແລະ ການບໍລິການຜ່ານການຄ້າທາງອິເລັກໂທຣນິກ . Online Habits**

3. ທ່ານຊື້ສິນຄ້າອອນໄລນ໌ປະມານຈັກຄັ້ງ(ຕໍ່ເດືອນ)

How frequently do you buy online? How many times did you shop online for apparel last month?

1. 1 ຄັ້ງ/ເດືອນ 1time/month

2. 2 ຄັ້ງ/ເດືອນ 2times/month

3. 3 ຄັ້ງ/ເດືອນ 3times/month

4. ຫຼາຍກວ່າ 3 ຄັ້ງ/ເດືອນ more than 3times/month

5. ບໍ່ມີ never

4. ສິນຄ້າແພຊັນປະເພດໃດທີ່ທ່ານຊື້ຜ່ານຮ້ານຄ້າອອນໄລນ໌ໃນເດືອນແລ້ວນີ້?  
(ສາມາດຫຼາຍຄໍາຕອບຖືກຍອມຮັບ)

What products do you normally online? (You can select at least 2 options)

ໂສ້ງຢືນ Jeans

ເສື້ອຍືດຜູ້ຍິງ Women's shirt

ໂສ້ງຂາຍາວ Pants and Trousers

ເຄື່ອງປະດັບ Accessories

ເຄື່ອງກີລາ Sportswear

ເສື້ອຍືດຜູ້ຊາຍ Men's shirt

ຊຸດຊັ້ນໃນ Underwear

ໂສ້ງ Shorts

ເສື້ອຄຸມ Coats

ຊຸດນອນ Sleepwear

ຊຸດເດຣສ Dress

Sweaters

Other

5. ເຫດຜົນສໍາຄັນ ໃນການສັ່ງຊື້ສິນຄ້າອອນໄລນ໌ມີຄວາມສໍາຄັນແນວໃດ?

How important are the following reasons when it comes to shopping online?

- (1) ບໍ່ເຫັນດີຫຼາຍ; (2) ບໍ່ເຫັນດີ; (3) ບາບກາງ; (4) ເຫັນດີ; (5) ເຫັນດີທີ່ສຸດ

ທ່ານສາມາດເລືອກໃຫ້ຄະແນນໂດຍອີງຕາມຄວາມຄິດເຫັນຂອງທ່ານ

(1) Not important at all

(4) Very Important

(2) Slightly Important

(5) Extremely Importance

(3) Moderately Important

You can choose to rate based on your opinion.

		1	2	3	4	5
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1.	ຄວາມສະດວກສະບາຍ Convenience					
2.	ລາຄາ Price					
3.	ຄວາມສະດວກສະບາຍລາຄາການຂົນສົ່ງທີ່ວ່ອງໄວ Fast shipping					
4.	ຄວາມໄວ້ວາງໃຈໃນການບໍລິການ Trust in service					
5.	ມີທາງເລືອກທີ່ກວ້າງຂວາງກວ່າ Wide selection					
6.	ສາມາດຊອກຫາຜະລິດຕະພັນທີ່ຮ້ານບໍ່ມີ Can find the product that the store does not have					
7.	ສາມາດເບິ່ງ Review ສິນຄ້າ Product reviews					

ບັດໃຈ – ລາຄາ Subject Factor – Price		1	2	3	4	5
1.	ສິນຄ້າອອນໄລນ໌ມີລາຄາທີ່ຕໍ່າກວ່າສິນຄ້າອອຟໄລນ໌ I shop online because of the cheaper price than solid shops					
2.	ຄ່າສົ່ງຟຣີ Free delivery					
3.	ຂ້ອຍເຕັມໃຈທີ່ຈະຈ່າຍລາຄາທີ່ສູງຂຶ້ນສໍາລັບສິນຄ້າ limited edition I am willing to pay a higher price for product(s) that is/are limited edition when I shop online.					
4.	ສ່ວນຫຼຸດຂອງລາຄາ discount or promotion					

5.	ລາຄາສໍາຄັນຫຼາຍ  Product price is important to me when I shop online					
6.	ຂ້ອຍຈະບໍ່ຊື້ສິນຄ້າເມື່ອເຫັນວ່າລາຄາບໍ່ສົມເຫດສົມຜົນ  I will not purchase the product when the price is not acceptable to me when I shop online					

ບັດໃຈ – ຄຸນນະພາບຂອງສິນຄ້າ Subject Factor –Quality		1	2	3	4	5
1.	ຂ້ອຍຈະພິຈາລະນາບັດໃຈຕ່າງໆເພື່ອເລືອກສິນຄ້າທີ່ດີທີ່ສຸດ  Product quality I will consider all comprehensive factors to choose the best products when I shop online					
2.	ສິນຄ້າທີ່ມີຫຼາຍຊະນິດ ຊື້ໃຫ້ເຫັນເຖິງຄຸນນະພາບຂອງສິນຄ້າ  When I shop online, more variety of products sold indicates better quality of products.					
3.	ລາຄາສິນຄ້າ ຊື້ໃຫ້ເຫັນເຖິງຄຸນນະພາບຂອງສິນຄ້າ  Higher price indicates better products quality when I shop online					
4.	ຄຸນນະພາບຂອງສິນຄ້າແມ່ນມີຄວາມສໍາຄັນຫຼາຍ  Product quality is important to me when I shop online					
5.	ຂ້ອຍບໍ່ມີກັງວົນ ກັບປົກຂອງສິນຄ້າ ແລະ ສິນຄ້າຕົວຈິງ  I do not mind the real products have difference between the photos of the products when I shop online					

ບັດໃຈ – ຄວາມໄວ້ວາງໃຈ- Subject Factor- Trust	1	2	3	4	5
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1.	Online Platform ຊີ້ໃຫ້ເຫັນຄວາມໝັ້ນຄົງຊື່ຂອງຮ້ານ Online Platform indicates higher credibility of the store					
2.	ຮູບພາບຂອງສິນຄ້າຢູ່ເພີ່ມຄວາມໄວ້ວາງໃຈໃຫ້ແກ່ຂ້ອຍ the pictures attached to the products in the seller's website increase my trust towards the store					
3.	ລາຍລະອຽດແລະຂໍ້ມູນຂອງຮ້ານ, ສ້າງຄວາມເຊື່ອໝັ້ນຕໍ່ຂ້ອຍ The more details and descriptions on the seller's website, the higher credibility of the online store to me.					
4.	ຄວາມຄິດເຫັນໃນທາງບວກຊີ້ໃຫ້ເຫັນເຖິງຄວາມໝັ້ນຄົງຊື່ຂອງຜູ້ຂາຍທີ່ສູງຂຶ້ນ When I shop online, the more the positive comments indicates the higher the credibility of the seller					
5.	ຄວາມໄວ້ວາງໃຈແລະຄວາມບອດໄພຂອງວິທີການຊຳລະເງິນແມ່ນມີຄວາມສຳຄັນຫຼາຍທີ່ຈະສົ່ງຜົນກະທົບຕໍ່ການຕັດສິນໃຈຊື້ຂອງຂ້ອຍ The payment method of online store can increase my trust towards the store					

**ບັດໃຈສຳຄັນທີ່ກະທົບຕໍ່ພຶດຕິກຳການຊື້ສິນຄ້າ ແລະ ການບໍລິການຜ່ານການຄ້າທາງອິເລັກໂທຣນິກ Main barriers to avoid shopping online**

6. ບັດໃຈຫຼັກທີ່ເຮັດໃຫ້ທ່ານຫຼີກລ້ຽງຈາກການຊື້ເຄື່ອງອອນໄລນ໌? (ທ່ານສາມາດເລືອກເອົາຫຼາຍກວ່າ 1)

What are the main barriers which keep you away from shopping online?

**ທ່ານສາມາດເລືອກໃຫ້ຄະແນນໂດຍອີງຕາມຄວາມຄິດເຫັນຂອງທ່ານ**

**(Can choose at least 2 options)**

(1) ບໍ່ເຫັນດີຫຼາຍ; (2) ບໍ່ເຫັນດີ; (3) ບານກາງ; (4) ເຫັນດີ; (5) ເຫັນດີທີ່ສຸດ

(1) Not important at all

(2) Slightly Important

(3) Moderately Important

(5) Extremely Importance

(4) Very Important

		1	2	3	4	5
1.	ຄວາມບອດໄພ Security					
2.	ລະດັບຄວາມໄວ້ວາງໃຈຕໍ່າຂອງຮ້ານຄ້າອອນໄລນ໌ Low trust level of online store/brand					
3.	ຄ່າຂົນສົ່ງສູງ High shipping costs					
4.	ການຮັບປະກັນ Warranty claims					
5.	ການຈັດສົ່ງຊ້າເກີນໄປ Delivery too slow					
6.	ຂາດຄວາມຮູ້ທາງເຕັກໂນໂລຊີ Lack of technical					
7.	ອື່ນໆ (ບໍ່ມີບັດເຄຣດິດ) Other(Do not have Credit card)					

### ຂໍ້ມູນສ່ວນຕົວ- Personal Information

7. ເພດ What is your gender?

1. ຊາຍ Male

3. other

2. ຍິງ Female

**8. ອາຍຸ - What is your age?**

- |                              |                         |
|------------------------------|-------------------------|
| 1. ຫນ້ອຍກວ່າ 18 Less than 18 | 4. 40-49                |
| 2. 18-29                     | 5. 50-59                |
| 3. 30-39                     | 6. ຫຼາຍກວ່າ 60 above 60 |

**9. ອາຊີບ- what is your occupation?**

1. ນັກຮຽນ / ນັກສຶກສາ student
2. ນັກທຸລະກິດ / ອາຊີບອິດສະຫຼະ Own business / Self employed
3. ພະນັກງານ Employee
4. ແລ່ນບ້ານ / ພ່ຽນ Retired
5. ວ່າງງານ unemployed

**10. ລະດັບການສຶກສາ - Education level**

- |                                   |                            |
|-----------------------------------|----------------------------|
| 1. ປະຖົມສຶກສາ Elementary School   | 3. ມະຫາວິທະຍາໄລ University |
| 2. ມັດທະຍົມສຶກສາ Secondary School | 4. ອື່ນໆ other             |

**11. ລາຍໄດ້ປະຈຳເດືອນ Monthly income**

1. ບໍ່ພຽງພໍສໍາລັບການດໍາລົງຊີວິດທີ່ເໝາະສົມ

Not enough for a proper living

2. ພຽງພໍ, ແຕ່ບໍ່ສາມາດເກັບເງິນໄດ້

Just enough but cannot set any money aside.

3. ດໍາລົງຊີວິດໄດ້ດີ ແຕ່ສາມາດເກັບເງິນໄດ້ພຽງເລັກນ້ອຍໄດ້

Live well but can only set a little money aside.

4. ດຳລົງຊີວິດໄດ້ດີຫຼາຍແລະມີລາຍໄດ້ສູງພຽງພໍທີ່ຈະເກັບເງິນໄດ້

Live very well and with a high enough income to set money aside.

5. (ບໍ່ຮູ້/ບໍ່ມີຄຳຕອບ) (Do not know/No answer)

## DECLARATION

### **the public access and authenticity of the thesis/dissertation/portfolio<sup>1</sup>**

Student's name: Ms Yuvady PHITHAK  
Student's Neptun code: H5AIU0  
Title of thesis: Consumers' online apparel purchasing decisions in Laos.  
Year of publication: 2024  
Name of the consultant's institute: Institute of Agricultural and Food Economics  
Name of consultant's department: Department of Agrarlogistic, Trade and Marketing

I declare that the final thesis/thesis/dissertation/portfolio submitted by me is an individual, original work of my own intellectual creation. I have clearly indicated the parts of my thesis or dissertation which I have taken from other authors' work and have included them in the bibliography.

If the above statement is untrue, I understand that I will be disqualified from the final examination by the final examination board and that I will have to take the final examination after writing a new thesis.

I do not allow editing of the submitted thesis, but I allow the viewing and printing, which is a PDF document.

I acknowledge that the use and exploitation of my thesis as an intellectual work is governed by the intellectual property management regulations of the Hungarian University of Agricultural and Life Sciences.

I acknowledge that the electronic version of my thesis will be uploaded to the library repository of the Hungarian University of Agricultural and Life Sciences. I acknowledge that the defended and

- not confidential thesis after the defence
- confidential thesis 5 years after the submission

will be available publicly and can be searched in the repository system of the University.

Date: 2024 year 10 month 29 day



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Student's signature

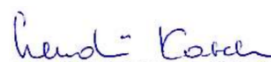
## DECLARATION

Ms Yuvady PHITHAK (name) (student Neptun code: H5AIU0 )  
as a consultant, I declare that I have reviewed the final thesis/thesis/dissertation/portfolio<sup>1</sup>  
and that I have informed the student of the requirements, legal and ethical rules for the  
correct handling of literary sources.

**I recommend / do not recommend<sup>2</sup>** the final thesis / dissertation / portfolio to be defended  
in the final examination.

The thesis contains a state or official secret:            yes    no<sup>\*3</sup>

Date: 2024.10.30



insider consultant

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<sup>1</sup> The other types should be deleted while retaining the corresponding thesis type.

<sup>2</sup> The appropriate one should be underlined.

<sup>3</sup> The appropriate one should be underlined.