

FACTOR AFFECTING TELEVISION HOME SHOPPING BETWEEN TRUE SELECT AND G" CJ O
SHOPPING

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งานวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ 1) ศึกษาปัจจัยที่มีผลต่อการพฤติกรรมการซื้อสินค้าทางโทรทัศน์ 2) ศึกษาถึงพฤติกรรมผู้บริโภคของลูกค้าที่ซื้อสินค้าทางโทรทัศน์ งานวิจัยชิ้นนี้เป็นงานวิจัยเชิงปริมาณโดยใช้แบบสอบถามเป็นเครื่องมือในการเก็บรวบรวมข้อมูลจากกลุ่มตัวอย่างชาวไทยที่มีประสบการณ์ซื้อสินค้าผ่านทางโทรทัศน์ผ่านทางช่องจีซีเจโอช้อปปิ้งและช่องทรูซีเล็คที จำนวน 100 คน สถิติที่ใช้ในการวิเคราะห์ข้อมูลประกอบด้วยค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ผลวิจัย พบว่ากลุ่มตัวอย่างส่วนใหญ่เป็นเพศหญิงที่มีช่วงอายุระหว่าง 35 ถึง 50 ปี มีอาชีพแม่บ้าน รายได้ต่อเดือนอยู่ระหว่าง 25,001-40,000 บาท และมีการศึกษาสูงสุดต่ำกว่าระดับปริญญาตรีมากที่สุด ปัจจัยสำคัญที่ผู้บริโภคของช่องจีซีเจโอช้อปปิ้งให้ความสำคัญในการซื้อสินค้าผ่านทางโทรทัศน์คือ การได้รับสินค้าที่ส่งภายใน 7 วัน และราคาที่สามารถซื้อได้ รองลงมาได้แก่การบรรยายคุณสมบัติสินค้าและโปรโมชั่นให้เข้าใจได้อย่างง่ายดายและสินค้ามีคุณค่าเหมาะสมกับราคา และมีการกลับมาซื้อซ้ำหลังได้ใช้สินค้าแล้ว ในขณะที่ลูกค้าของทรูซีเล็คทีให้ความสำคัญในด้านโปรโมชั่นพิเศษในช่วงเทศกาลต่างๆที่จะส่งผลให้มีการซื้อขายมากขึ้น และการอธิบายสินค้าอย่างละเอียดผ่านทางโทรทัศน์ รองลงมาได้แก่การให้สิทธิพิเศษต่างๆสำหรับสมาชิก ความหลากหลายของสินค้าในหมวดเดียวกัน และการบรรยายสินค้าและโปรโมชั่นให้เข้าใจได้อย่างง่ายดาย ส่วนลูกค้าที่ซื้อสินค้าผ่านทางโทรทัศน์ของทั้งสองช่องนั้น ปัจจัยสำคัญได้แก่สิทธิพิเศษต่างๆสำหรับสมาชิก ความหลากหลายของสินค้าในหมวดเดียวกัน รองลงมาคือการบรรยายสินค้าและโปรโมชั่นให้เข้าใจง่าย โปรโมชั่นในช่วงวันหยุดเทศกาลที่ทำให้ดึงดูดให้ซื้อเพิ่มขึ้น และโปรโมชั่นสินค้าพร้อมราคาที่คุ้มค่า

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This research aims to 1) study factors influencing buying behavior on Thai home shopping. 2) to study Thai home shopping customer behavior. This research is quantitative research. It acquired data from 100 respondents collected by questionnaire from Thai customer who have purchased product from home shopping channel of G" CJ O Shopping and True Select. The statistics used to analyze the obtained data were frequencies, percentages, and mean. This study found that most of respondents were female, housewife, aged 35-50 years old, with lower than Bachelor degree education level which has income between THB 25,001-40,000. The important factors influencing G" CJ consumer behavior are receiving product within 7 days, affordable price followed by description of product and composition in TV program is easy to understand, valuable product composition with reasonable price and re-order the same product after usage. However for True Select customer, influenced factors for consumer behavior are special holiday promotion attracts to purchase more, good description of the product during broadcasting program, followed by provide special benefit for member, various of product in the same category and description of product and composition in TV program is easy to understand. While factors influencing customer who purchased from both G" CJ O Shopping and True Select are special benefit for member, variety of product category followed by easy-understanding of product description, special holiday promotion attracts to purchase more and valuable product composition with reasonable price.

Field of Study: Korean Studies

Academic Year: 2014

Student's Signature

Advisor's Signature

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CHAPTER I

INTRODUCTION

1. Overview of Television Home Shopping

Home shopping is one of the purchasing methods in which the customer can see and buy product easily from their home. There are various categories from grocery to cloth and hardware supplies.

As Home Shopping market is getting more and more involved into our everyday life. Even though there are many channels appears in Thai television in both public channels and in cable channels, G”CJ and True Select are also the options for customers in Home Shopping Business.

In Korea Broadcasting history, TV Shopping was introduced for the first time by CJ O Shopping in 1995. Since then the company has been the leader of the new shopping culture by providing quality products speedily at reasonable prices through its round-the-clock broadcasting channel. With the searching commercially viable products, the company has been striving to upgrade product qualities sufficiently enough to meet customer expectations through product differentiation. Also with the “Services One Stop Ahead” to make sure customers’ re-visits CJ O Shopping has been striving constantly to provide various customer services.

(<http://company.cjmall.com/>), September 09th, 2012.

CJ O Shopping is the joint venture between the big Korean company CJ O Shopping and GMM Grammy with its aim to be no.1 home shopping channel in Thailand. CJ O Shopping is a subsidiary of CJ Group. CJ O Shopping was started in 1994 and listed in KOSDAQ stock exchange in 1999. After the success in Korea and had won many prizes, CJ O Shopping has jumped into Asian market starting from Shanghai, China in 2004 and many other countries including Thailand. CJ O Shopping is now regarded as the no.1 home shopping in South Korea and Asia with the second total sales in the world. In the meanwhile, GMM Grammy is the biggest integrated company in entertainment business in Thailand. Initially its core business was in Thai music. Then later, the company has operated a complete range of business and became the leader in Thailand entertainment business since 2001.

(<http://www.gcj.co.th/ourcom-cj-history.html>), September 09th, 2012.

On the other hand, True Select also a joint venture of GS which is Korean Company that also have many types of business in Korea and True Cooperation. They began operation in 2011 as True GS. GS Group, a spin-off of LG Group, is the sixth largest Korean conglomerate with assets amounting to 43 trillion won and sales posting at 46 trillion won (as of 2009).

GS Group's four business areas of focus are energy, construction, retail, and sports. GS Group is comprised of 70 companies, including six flagship companies. GS Home Shopping (GSHS) specializes in online retail while GS Retail manages the offline retail business (convenience stores and supermarkets) GS-Shop

(2012)(<http://company.gsshop.com/en/company/introduce#gs-group>), September 19th, 2012.

GS Home Shopping (GSHS) is one of the largest TV home shopping companies in the world as well as the leading multimedia retailer in Korea, providing shopping services not only via TV, internet, and shopping catalogs but also through new media platforms, including digital cable TV, IPTV (internet protocol television), smartphones, and tablet PCs. As True is also the leader now in Thailand and the joint venture of True Select has now meet their first year.

As mentioned above, this research is conducted to perceive Thai Television home shopping behavior by using Korean presentation style, understanding in the customer concern for buying products from television in which the customer is not be able to see and touch the real product.

Figure 1: G”CJ O Shopping Broadcasting Program



(<https://www.youtube.com/user/oshoppingtv>), October 24th, 2014.

Figure 2: True Select Broadcasting Program



(<https://www.youtube.com/user/TrueSelect11>), October 24th, 2014

This research employs customer from G”CJ O Shopping and True Select channels to analyze TV Home Shopping consumer behavior in terms of demand of customer towards Home Shopping channel in contrast in terms of supply that G”CJ O Shopping and True select have provided to customer.

Research Question

1. What is Thai television home shopping consumer behavior?
2. Which factors affecting consumers’ buying behavior either True Select or

G”CJ O Shopping

Research Objective

1. To understand factors influencing behavior on Thai home shopping customer.
2. To understand Thai home shopping consumer behavior.

3. To be able to use the result of these data for improvement of home shopping company.

Hypotheses

1. To study consumer behavior of True Select and G”CJ O Shopping
2. To study factors influencing consumer behavior of True Select and G”CJ O Shopping

Scope of Research

This thesis is conducted to see consumer behavior of the two television home shopping channels in which they have joint venture with Korean home shopping company. Related document will be from the new collecting data and the existing consumer behavior data. Therefore the data using in this thesis will use the method of

1. Documentary Research
2. Data analysis
3. Questionnaires

Research Methodology

1. Documentary Research: Using existing data on Television Home Shopping literature review and collect the data which could be applied to this research.

2. Data Analysis: This research will be analyzed from literature review

3. Questionnaires: for collect information from sampling customer

Expected Result

1. To gain more knowledge on television home shopping customer behavior.

2. To understand the factors for customer who choose to buy from G”CJ O Shopping or True Select

3. To gain more understanding of the customer and be able to use data in this research for the purpose for development.

Theoretical Framework

For the understanding of consumer behavior and need of consumer, the questions which could help analyze is 3W.It consists with

1. Who is in the market?

2. Why does the customer buy?

3. Who participant in the buying? (Siriwan (1995))

CHAPTER II

LITERATURE REVIEW

This chapter is about overview of home shopping history with Korean home shopping business and consumer behavior and factors affecting consumer behavior as follows:

1. Overview of Home Shopping

By accident, home shopping get its start on a Clearwater, Florida AM radio station when an advertiser cannot pay his bill. The station owner accepts 112 electric can openers in lieu of cash, which he decides to auction over the air. A complete sellout gives birth to “Suncoast Bargaineers,” a regularly scheduled radio show.

(http://webcache.googleusercontent.com/search?q=cache:vaNc_4q0XX0J:www.hsn.com/article/company-history/1870+&cd=2&hl=en&ct=clnk&gl=th), September 17th, 2014.

While home shopping network, or electronic retailing, began in the 1980s in the form of television hucksters selling cubic zirconia jewelry and various knick-knacks. Then came lengthy “infomercials,” costly television advertisements, often with celebrity hosts, that gave the impression of regular programming. By the 1990s the increase in the number of two-income families with little time for leisure; and the desire for quality merchandiser at bargain prices had boosted interest in home shopping. These changing demographics and consumer attitudes gave televised home

shopping a new prestige, and the industry earned \$3 million a year and reached more than \$100 million homes. (Bryne 2002)

The two largest services in the mid-1990s were QVC Network and Home Shopping Network Inc., as known today as HSN. The population of home shopping was evidenced by Joan River's "Can We Shop" show; Softbank on Hand, a CD-ROM with more than a hundred commercial programs for software shoppers; and the purchase by Home Shopping Network of the Internet Shopping Network to establish home shopping via computer. (Bryne 2002)

By the end of the twentieth century, television home shopping channels continued to generate a brisk trade for retailers. However, corporate mergers between retail, media, and Internet companies had all but ensured that future innovations in home shopping would be oriented around the "information appliance," the much anticipated marriage of television and the Internet. (Bryne 2002)

By following the footsteps of the big home shopping guns like HSN, QVC, and Shop-NBC, The Liquidation Channel has been able to gain footing in a direct-to-customer category whose profile has morphed significantly during the past decade. Once largely focused on selling big lots of products at very low prices and in the shortest timeframe possible, today's home shopping players appear to be more focused on cultivated long-term relationships with the huge database of customers that they have amassed over the years. (Mc Crea 2013)

In the 1990s, Thailand experienced the entrance of modern distribution systems from advanced economic countries. Because of the backward retail system in the country and increased spending power of consumers, Thai entrepreneurs recognized opportunities inherent to modern retail operations. Many formed joint ventures with foreign enterprise to transfer know-how. New types of retail outlets mushroomed, allowing Thai consumers to have entirely new shopping experiences, hypermarket outlets, convenience stores, and category killers were no longer alien concepts to them. Modern wholesale operations have also entered the market in order to facilitate implementations of the new retail systems. Unfortunately, these novel entities nibbled the share of existing businesses and generally rendered the retailing environment more competitive. An average Bangkok consumer may spend as much six hours a day in traffic, traveling to and from workplace. With growing pressures on time and more disposable income, Thais spend less time on daily shopping. Many Thais have switched from open-air markets to the convenience of shopping at department stores and supermarkets for their everyday grocery needs. New retail methods are being developed to help consumers reduce their shopping time. Three patterns of development have become obvious in recent years: one-stop shopping, convenience-store shopping and home shopping or home delivery. (Anthony Pecotich 2006)

TV home shopping may have started in the United States over 30 years ago but Korea has quickly caught up to become one of the biggest home shopping market

in the world. There are three main points how this industry get so big in South Korea. First, Korea has an excellent logistics and parcel delivery service. Second, Korea is one of the countries in the world with most people having access to cable TVs, the internet and smartphones. Lastly, TV home shopping channels know how to select the right products for consumers: from the cheap to the super expensive. A flip of the channels offers everything from food, cosmetics, household appliances and even insurance. Companies are currently taking their wares and network overseas

(http://www.arirang.co.kr/news/News_View.asp?nseq=147207), October 14th, 2014.



Figure 3: Korea's TV Home Shopping Sales

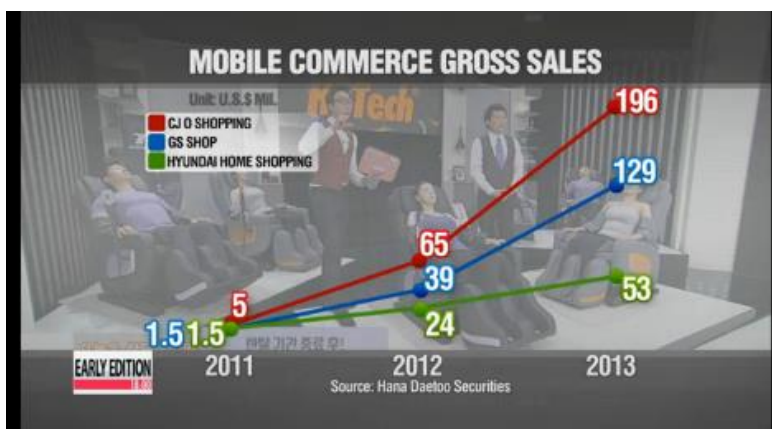


Figure 4: Korea's TV Home Shopping Sales and mobile commerce gross sales

(http://www.arirang.co.kr/news/News_View.asp?nseq=147207), October 14th, 2014.

2. Consumer Behavior

Consumer behavior are viewed as rational decision makers who are really concerned with self-interest. (SCHIFFMAN (2007)) Where utility theory views the consumer as a 'rational economic man' (ZINKHAN (1992)), contemporary research on consumer behavior considers a wide range of factors influencing the consumer, and knowledges a broad range of consumption activities beyond purchasing. These activities include; need recognition, information research, evaluation of alternatives, the building of purchase intention, and the act of purchasing, consumption and finally disposal (ZINKHAN (1992))

There are three main types of factors influencing consumer behavior: cultural and social factors, personal and physical factors, and psychological factors. (Rao (2007))

2.1. Cultural and Social Factors

The deepest factor influencing behavior of human is cultural factors. There are three sources of cultural learning. "Formal learning" is when parents, grandparents and other family members teach and train how a child behave. "Informal learning" will be occurred when the child observes behavior with whom he interact and tries to imitate. When the child learns things from educational institute and the environment, developing analytical abilities, this is called "technical learning."

Social factors are among the factors influencing consumer behavior significantly. They fall into three categories: reference groups, family and social roles and status.

Reference groups and membership groups: The membership groups of an individual are social groups to which he belongs and which will influence him. The membership groups are usually related to its social origin, age, place of residence, work, hobbies, leisure, etc. The understanding of the specific features (mindset, values, lifestyle, etc.) of each group allows brands to better target their advertising message. More generally, reference groups are defined as those that provide to the individual some points of comparison more or less direct about his behavior, lifestyle, desires or consumer habits. They influence the image that the individual has of himself as well as his behavior. Whether it is a membership group or a non-membership group.

Family is maybe the most influencing factor for an individual. It forms an environment of socialization in which an individual will evolve, shape his personality, and acquire values. In the meantime, the individual also develop attitudes and opinions on various subjects such as politics, society, social relations or himself and his desires. Perceptions and family habits generally have a strong influence on the consumer buying behavior. People will tend to keep the same as those acquired with their families.

Social roles and status: The position of an individual within his family, his work, his country club, his group of friends, etc. – All this can be defined in terms of

role and social status. The social role and status profoundly influences the consumer behavior and his purchasing decisions. Especially for all the “visible” products from other people.

2.2. Personal and physical factors

Personal factors includes education, occupation, economic position, status, personality and self-concept, and lifestyle. These are factors influence the individual’s behavior. Physical factors such as age, gender, health, height, weight and beauty also have remarkable influence on as behavior of individual. Personal and physical factors influences decisions regarding type of service, choice of service provider, quality requirement, customer participative role and so on.

Education, there are difference of educated and uneducated person in behavior in purchasing products and services. Educated person will have ability to analyze and have more knowledge of product information. The uneducated are mostly emotional and depend on others in their purchase decision.

Occupation, influences behavior of individuals. The behavior of each individual represents different choices and lifestyle due to their occupational influences.

Economic position, the financial background represent the ability to buy in which it is the key factor for demand product and service.

Status, status of individual is given by the family position. Achieved status is the position acquired by the effort of individual. People try to display their status through their purchasing decision.

Personality and self-concept, personality generally displayed in terms of self-confidence, dominance, sociability, economy, defensiveness, adaptability and aggressiveness which are personality factors that influenced individual's buying behavior. Self-concept or what so called self-image has an influence on product selection and usage.

The lifestyle of a consumer will influence on his behavior and purchasing decisions. For example, a consumer with a healthy and balanced lifestyle will prefer to eat organic products and go to specific grocery stores, will do some jogging regularly (and therefore will buy shoes, clothes and specific products), etc.

2.3. Psychological factors

Among the factors influencing consumer behavior, psychological factors can be divided into 4 categories: motivation, perception, learning as well as beliefs and attitudes.

Motivation:

Motivation is what will drive consumers to develop a purchasing behavior. It is the expression of a need is which became pressing enough to lead the consumer to

want to satisfy it. Motivation is also defined as relatively enduring, strong and persistent internal stimuli. (Trehan (2009))

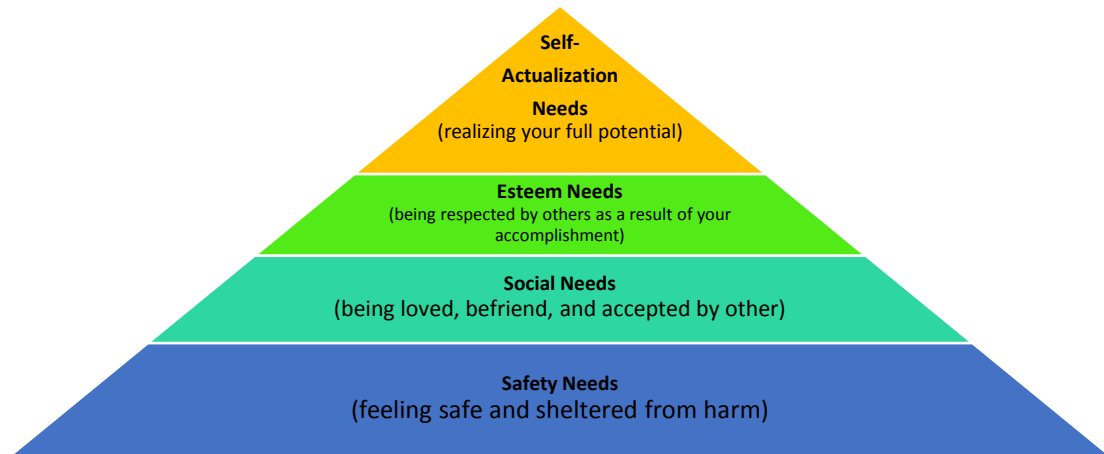


Figure 5: Maslow's Hierarchy of Needs

From Maslow theory as in figure 3 shown that people have to fulfilled their own individual basic needs such as food, water and sleep. People would never gone for purchasing product when they feel tired or hungry. While achieving self-actualization may be a goal for individuals. People may focus on personal needs and belongings to represent their social status. (SCHIFFMAN (2007))

2.4 Perception:

Perception is the process through which an individual selects, organizes and interprets the information he receives in order to do something that makes sense. The perception of a situation at a given time may decide if and how the person will act.

Learning: Learning is through action. When we act, we learn. It implies a change in the behavior resulting from the experience. The learning changes the behavior of an individual as he acquires information and experience. (Strydom (2004))

2.5 Beliefs and attitudes:

A belief is a conviction that an individual has on something. Through the experience he acquires, his learning and his external influences (family, friends, etc.), he will develop beliefs that will influence his buying behavior. While an attitude can be defined as a feeling, an assessment of an object or idea and the predisposition to act in a certain way toward that object. Attitudes allow the individual to develop a coherent behavior against a class of similar object or ideas. (Charles Lamb (2010))

3. Consumer behavior theory of 6W1H

The theory of 6W1H is used to analyzing consumer behavior in making purchasing decision in order to understand demand and purchasing behavior by using questions of 6W1H to analyze;

1. Who is in the market? To analyze who the consumer is.
2. What does the customer buy? To know what customer wants.
3. Why does the customer buy? To understand the reason of purchasing.
4. Who participant in the buying? To examine who influence in making decision.
5. When does the customer buy? To know when the product will be in use.

6. Where does the customer buy? To analyze customer is.

7. How does the customer buy? To analyze method in purchasing.

From the above questions, it can be used to understand further on consumer behavior. However, in this study, researcher focus to study on factors influencing behavior on Thai home shopping and to understand Thai home shopping behavior so researcher has selected to use three questions from above seven questions which are; Who is in the market?, Why does the customer buy? and Who participate in the buying?

Theory of marketing mix

Marketing mix is one of marketing tools that help determine product or brands offering. It is controllable variables that company puts together in order to satisfy target group and to emphasize their relationship and their common focus on the customer. The 4Ps involves with marketing mix and was created by E. Jerome McCarthy in 1960 consists of product, promotion, place and price. All of these four elements have to be blended together into product.



Product is concerning about the right product for target market. It should satisfy customers' needs. Moreover, product also involves with product-area decision such as brand, packaging and warranties.

Place or distribution, product is available for customer on the right time and place that the customer wants. Product can be reached to customer via distribution channels. A channel of distribution is any series of company who participate in the flow of products from producer to customer or final user. However, sometimes channel system is more complex by involving many different retailers and wholesalers.

Promotion is communicating information between buyer and seller or other in the channel in order to influence attitudes and behavior. Promotion includes personal selling (direct spoken communication between sellers and customers), mass selling (communication with large number of customers at the same time) and sales

promotion (those promotion activities that stimulate interest, trial, or purchase by final customer).

Price is another key to develop the right product, place and promotion. Price setting must consider the kind of competition in the target market and the cost of the whole marketing mix. Marketer have to try to estimate customer reaction to possible price. In case that the customer do not accept the price, all the planning will be wasted. (E. Jerome McCarthy 2002))



CHAPTER III

RESEARCH METHODOLOGY

This research is a case study between G”CJ O Shopping and True select that aims to understand Thai’s buying behavior of television home shopping. The case study utilizes quantitative research, collecting questionnaires in order to generate data on Thai’s home shopping trends. The details of the research methodology are as follows:

Population

In this study, population is customer who have purchased product from TV Home Shopping channels in Thailand from G”CJ O Shopping or True Select.

Samples

Since the total amount of customer in G”CJ O shopping and True Select are unknown. Researcher will collect sample by using purposive sampling. This type of sampling is based on selecting the individuals as samples according to the purposed of the researcher which is to understand factors influencing behavior on Thai Home Shopping customer and to understand Thai home shopping consumer behavior. An individual is selected as part of the sample due to good evidence that represent the total population. (Calmorin 2007), Therefore, in this study, researcher has selected

sampling from Facebook fan page of G”CJ O Shopping (50 people) and True Select (50 people).

Sampling method

Purposive sampling by selecting consumer who buy products from television home shopping both G”CJ O Shopping and True Select of 100 people, was taken of Thai who have home shopping experience with G”CJ O Shopping and True Select by the sample with the distribution through social network (Facebook.com) in October 2014

Research Instrument

The research instrument used in this study is questionnaires given to each respondent with home shopping experience with G”CJ O Shopping or True Select by sending questionnaires to customer via social network inbox (Facebook.com). The results are summarized below.

Questionnaire

The tool used in this study was a questionnaire to study the behavior and factor affecting consumers’ purchasing behavior through television home shopping.

The questionnaire consists of four sections and are as follows.

1) Personal information such as gender, age, education level, occupation and monthly income.

2) Information about the television home shopping experience with G”CJ O Shopping and True Select and to identify G”CJ O Shopping and True Select customer behavior.

3) Specifics information about the factor affecting consumer behavior who has purchased via G”CJ O Shopping or True Select such as reason of purchase, valuable composition and promotion and price.

Data Collection

This study collected data from the following data sources.

1. Secondary data was collected from journal publications, books, articles, websites and related research to understand the concepts, principles, theories and techniques.

2. Primary data was collected by questionnaire in October 2014 for 30 days from 01st October to 31st October 2014 by the researcher.

2.1) Information on consumers who purchase products with G”CJ O Shopping and True Select amounted to 100 questionnaires. This represents a 100 percent rate of completion and return for the distributed questionnaires.

Analysis of Data

In this study, after collecting all questionnaires, the data was analyzed using the statistic products and service solutions (SPSS) program that calculated Frequency, Percentage, Mean.

Detailed data analysis is show as follow.

1. Percentage is used to analyze and calculate personal information, information about television home shopping experience and to indicate information of customer behavior.

2. Mean use to analyze and calculate Information about influencing factors on consumer behavior.

3. To identify the important factors influencing consumer behavior, the research provides the top 5 highest mean score, and top 5 lowest mean score.

4. The Rating Criteria, the questionnaires in part 3 which concern the evaluation of the respondents are rated on a 4 point Likert scale. Levels of measurement are provided as below:

Score	Criteria
4	Strongly Agree
3	Agree
2	Disagree
1	Strongly disagree

5. The average level of score, this study separates the score into four groups ranging from the “very low” level to the “very high” level. (Yamane (1973))

The score between	Influenced level
1.00-1.75	Very low level
1.76-2.50	Low level

2.51-3.25	High level
3.26-4.00	Very high level



CHAPTER IV

DATA ANALYSIS AND DISCUSSION

This chapter analyses the result of the research. This study is a research on television home shopping of G”CJ O Shopping and True Select as a case study of Thai consumer behavior. In order to explain the result and discussion, the researcher will draw out into quantitative research with sample size of 100 respondents who have experienced in purchasing product from television home shopping channels of G”CJ O Shopping and True Select in which this analysis will lead to conclusion and suggestion in the next chapter.

Television Home Shopping

Since television home shopping has been started in 1977. By the end of the twentieth century, television home shopping channels continued to generate a brisk trade for retailer. (Bryne (2002)) The growth of this business has been higher in the last decade. Korea is also now in the leader rank of this business in the world and became No. 1 in Asia. With the leading home shopping in Korea; CJ O Shopping and GS Shop, these two companies have expanded home shopping market through the expansion to oversea business. They have expanded to China, India, Vietnam, Philippines, and of course Thailand. In Thailand, currently there are two main Thai-Korean home shopping

businesses in which one is firstly started in 2011 of the joint venture between GS Shop and True Corporate named True Select and in the year of 2012 followed by the joint venture of CJ O Shopping and GMM Grammy named G”CJ O Shopping.

The Quantitative Research Analysis

The results of this research were conducted from survey by using questionnaires of purposive sampling of Thai customers who have purchased product from TV home shopping channel focusing on G”CJ O Shopping and True Select. The sampling is collected from 100 people. The researcher has separated sampling into three groups; customer who has purchased from G”CJ O Shopping only, customer who has purchased only on True select and customer who has purchased from both G”CJ and True Select. The survey has been collecting in October 2014 starting from 01st October to 31st October 2014.

The research conducted used both information from the behavior used services purchased via television home shopping channel of G”CJ O Shopping and True Select. Included with information about factors the marketing mix includes product, price and promotion which uses SPSS software statistics for analyzing frequency, percentage and mean. They are separated into 3 parts as follows:

- 1) Data Analysis of Respondents’ demographics.

- 2) Part 2. Consumer behavior of purchase product from G”CJ O Shopping, True Select and both channel
- 3) Data Analysis of factors affecting consumer behavior from those who purchased from G”CJ O and True Select, or both.

Part 1 Data Analysis of demographics

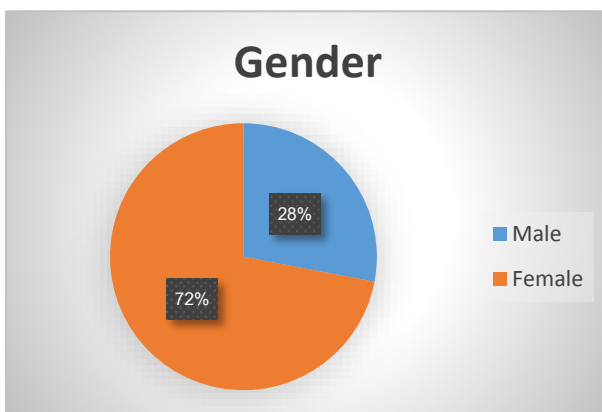
1.1 Percentage of Gender

Table 1: Percentage of Gender

Gender	Sampling	Percentage (%)
Male	28	28
Female	72	72
Total	100	100

From above table, research will draw into chart into make clearer view for percentage of gender.

Chart 1: Percentage divided by Gender



From the chart above shown that 72% (72 people) of sampling are female. While 28% (28 people) of sampling are male.

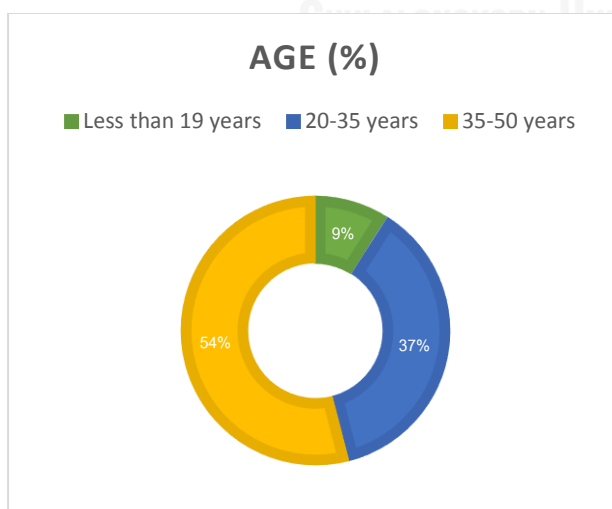
1.2 The percentage of Age

Table 2: Percentage of Age

Age	Frequency	Percentage (%)
Less than 19 years	9	9
20-35 years	37	37
35-50 years	54	54
50 and over	0	0
Total	100	100

Information from the above table can be draw into chart for clearer explanation as below.

Chart 2: Percentage of Age



From chart 2 shown that 54% of sampling are in the age of 35-50 years, followed by 37% are in the age of 20-35 years old, 9% are in the age of less than 19 years old.

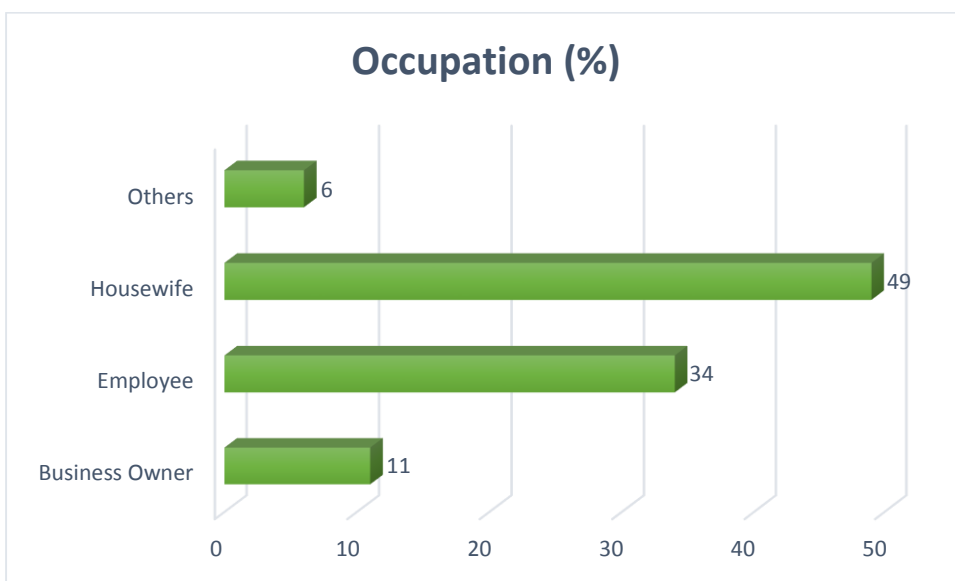
1.3 The Percentage of Occupation

Table 3: Percentage of Occupation

Occupation	Frequency	Percentage (%)
Business Owner	11	11
Employee	34	34
Housewife	49	49
Others	6	6
Total	100	100

From information shown in table 3 percentage of occupation can be draw into chart as shown in chart 3 as followed.

Chart 3: Percentage of Occupation



From chart 3 shown that 49% of sampling customers are housewife followed by 34% of customers are employee and 11% of sampling are business owner followed by 6% of customer are others.

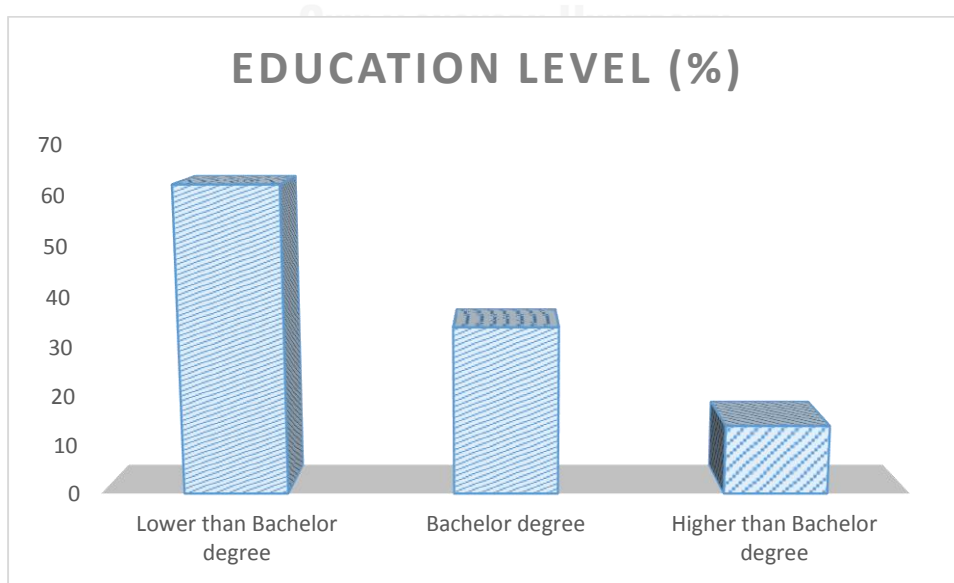
1.4 The Percentage of Education level

Table 4: Percentage of Education level

Education level	Frequency	Percentage (%)
Lower than Bachelor degree	62	62
Bachelor degree	34	34
Higher than Bachelor degree	14	14
Total	100	100

Percentage of education level in table 4 that has the result from sampling can be drew into chart as in chart 4.

Chart 4: Percentage of Education level



From chart 4 shown that 62% of sampling is lower than Bachelor degree, followed by 34% is Bachelor degree and 14% is higher than Bachelor degree

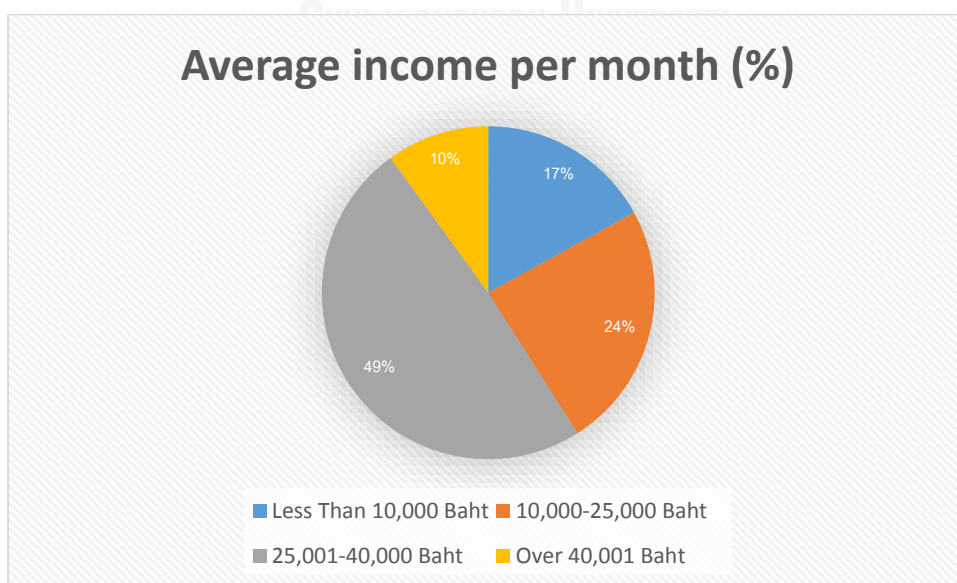
1.5 The Percentage of Average income per month

Table 5: Percentage of Average income per month

Average income per month	Frequency	Percentage (%)
Less Than 10,000 Baht	17	17
10,000-25,000 Baht	24	24
25,001-40,000 Baht	49	49
Over 40,001 Baht	10	10
Total	100	100

From table 5 percentage of average income per month can be shown into chart as followed.

Chart 5: Percentage of Average income per month



From table 5 shown that 49% of sampling customer has income at 25,001-40,000 THB. While 24% of sampling customer has income at 10,000-25,000 THB, 17% has income less than 10,000 THB and 10% has income over 40,001 THB.

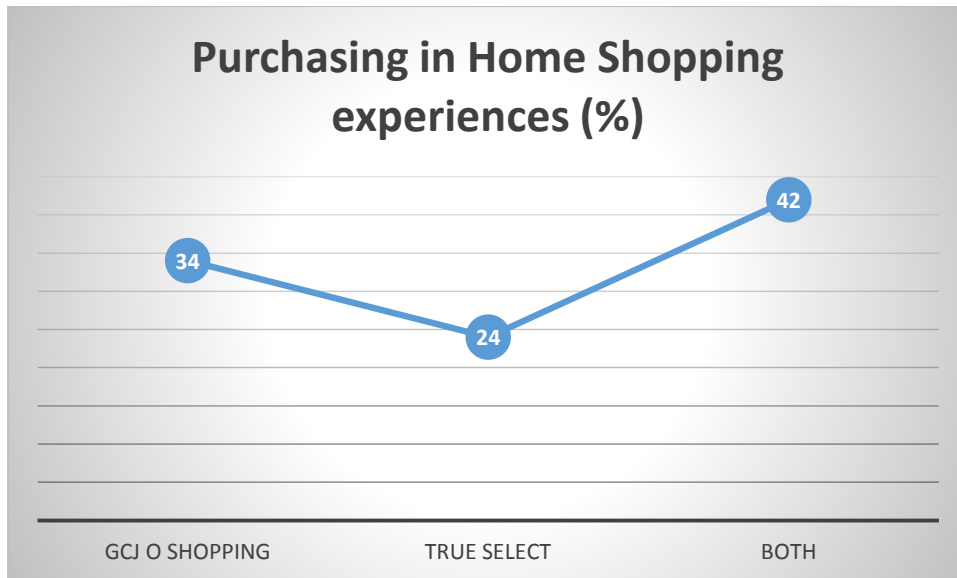
Part 2. The percentage of purchase product from G”CJ O Shopping, True Select and both G”CJ O Shopping and True Select

Table 6: Percentage of purchase product from G”CJ O Shopping, True Select and both G”CJ O Shopping and True Select

Purchasing in television home shopping experiences	Channel	Frequency	Percentage (%)
	G”CJ O Shopping	34	34
	True Select	24	24
	Both	42	42
Total	100	100	100

From table 6 above percentage of purchase product from G”CJ O Shopping, True Select and both can be summarize in chart as followed.

Chart 6: Percentage of purchase product from G”CJ O Shopping, True Select and both G”CJ O Shopping and True Select



From the chart 6, shown that 42% are customer who has purchased product from both G”CJ O Shopping and True Select, 34% are customer who has purchased product from G”CJ O Shopping and 24% are customer who has purchased product from True Select.

Part 2.6 Percentage of respondents of G”CJ O Shopping and True Select

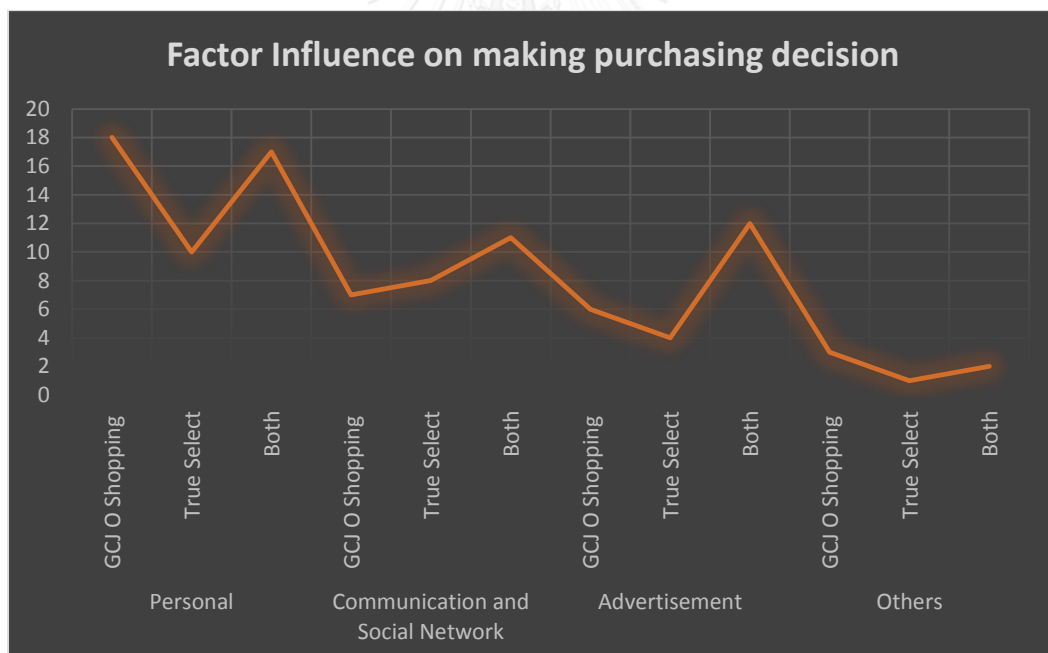
Table 7: Percentage of respondents of G”CJ O Shopping and True Select

Channel of perception	Channel	Frequency	Percentage (%)
Personal	GCJ O Shopping	18	18
	True Select	10	10
	Both	17	17
Communication and Social Network	GCJ O Shopping	7	7
	True Select	8	8
	Both	11	11
Advertisement	GCJ O Shopping	6	6

	True Select	4	4
	Both	12	12
Others	G" CJ O Shopping	3	3
	True Select	1	1
	Both	2	2
Total		100	100

In order to make it more easy to see the comparison of factor influence on making purchasing decision, researcher has provided information into chart as followed.

Chart 7: Percentage of respondents of G" CJ O Shopping and True Select



From chart 7 shown that G" CJ O Shopping, True Select and both channel customer have perception from personal the most (G" CJ O Shopping 18%, True Select 10% and both channel (17%).

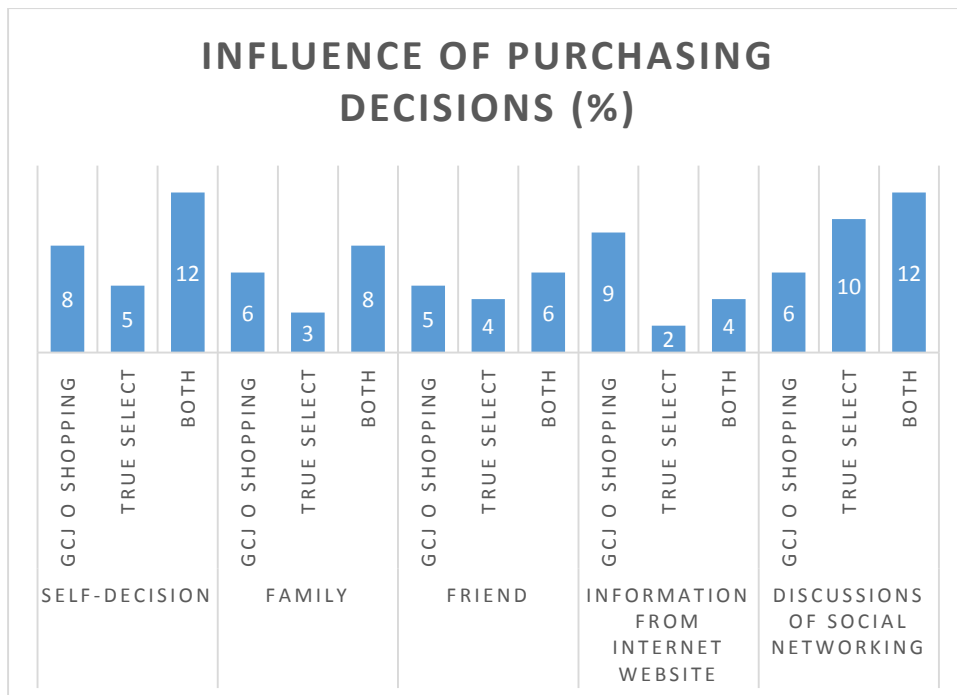
Part 2.7 Influence of purchasing decisions

Table 8: Influence of purchasing decisions

Influence of purchasing decisions	Channel	Frequency	Percentage (%)
Self-decision	GCJ O Shopping	8	8
	True Select	5	5
	Both	12	12
Family	GCJ O Shopping	6	6
	True Select	3	3
	Both	8	8
Friend	GCJ O Shopping	5	5
	True Select	4	4
	Both	6	6
Information from internet website	GCJ O Shopping	9	9
	True Select	2	2
	Both	4	4
Discussions of social networking	GCJ O Shopping	6	6
	True Select	10	10
	Both	12	12
Total		100	100

Influence of purchasing decisions as in table 8 can be summarize into chart 8 as shown below for clear vision.

Chart 8: Influence of purchasing decisions



From chart 8 indicate that G" CJ O Shopping customer has influence from information from internet website for making purchasing decisions (9%). In the meantime, True Select customers have influence of purchasing decisions from discussion of social networking (10%). While customer who purchased from both channels make purchasing decisions from self-decision (12%) and discussion of social networking most (12%).

From the data above we can analyze consumer behavior for G" CJ O Shopping customer as that information from internet website has play its important roles to influence people to making purchase. While True Select customer is also pay attention to what people are discussing in social network. This is because of the growth of internet in Thailand society in which it become more and more relating to our every

lives. However for customer who purchased from both channels still have individual identity for making purchasing decision along with the influence from social networking discussion as well.

Part 3: Data Analysis of factors influencing consumers' buying decision on G" CJ O Shopping, True Select and both G" CJ O Shopping and True Select

Based on the result of Part 3 we can categorized respondents into three groups. First is respondents' with G" CJ O Shopping experiences. Second is respondents' with True Select experiences. Last is respondents' with both G" CJ O Shopping and True Select experiences. In order to make clear vision for the comparison, researcher decide to gather information and put into the table as shown in Table 1.

3.1 Data Analysis of factors influenced consumer behavior toward G" CJ O Shopping and True Select and both

Table 9: Factors influencing consumer behavior toward G" CJ O Shopping and True Select customer

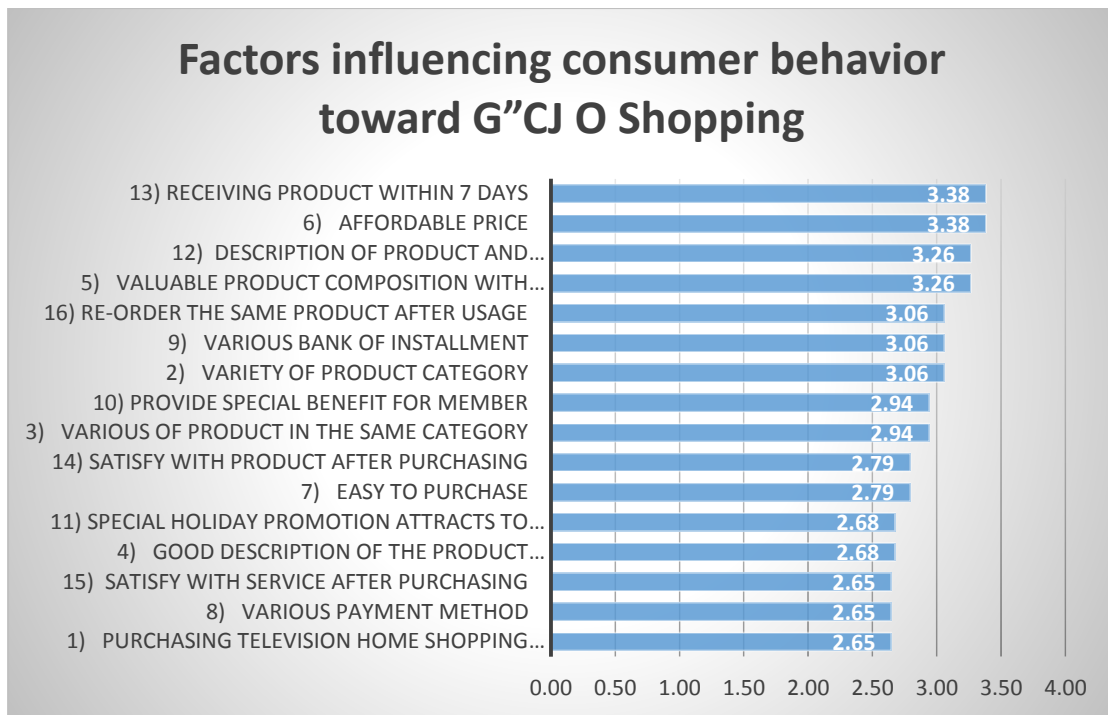
Influenced in making-decision factors toward G" CJ O Shopping and True Select and both	Channel	\bar{X}	Level of opinion
1. Purchasing television home shopping product is reliable.	GCJ O Shopping	2.65	High
	True Select	2.22	Low
	Both	2.83	High
2. Variety of product category	GCJ O Shopping	3.06	High
	True Select	2.67	High
	Both	2.79	High

3. Various of product in the same category	GCJ O Shopping	2.94	High
	True Select	3.25	High
	Both	3.24	High
4. Good description of the product during broadcasting program	GCJ O Shopping	2.68	High
	True Select	3.46	Very High
	Both	3.10	High
5. Valuable product composition with reasonable price	GCJ O Shopping	3.26	Very High
	True Select	3.13	High
	Both	3.10	High
6. Affordable price	GCJ O Shopping	3.38	Very High
	True Select	2.79	High
	Both	2.76	High
7. Easy to purchase	GCJ O Shopping	2.79	High
	True Select	2.92	High
	Both	2.67	High
8. Various payment method	GCJ O Shopping	2.65	High
	True Select	2.20	Low
	Both	2.83	High
9. Various bank of installment	GCJ O Shopping	3.06	High
	True Select	2.67	High
	Both	2.79	High
10. Provide special benefit for member	GCJ O Shopping	2.94	High
	True Select	3.25	High
	Both	3.24	High
11. Special holiday promotion attracts to purchase more	GCJ O Shopping	2.68	High
	True Select	3.46	Very High
	Both	3.10	High
12. Description of product and composition in TV program is easy to understand	GCJ O Shopping	3.26	Very High
	True Select	3.13	High
	Both	3.10	High
13. Receiving product within 7 days	GCJ O Shopping	3.38	Very High
	True Select	2.79	High

	Both	2.76	High
14. Satisfy with product after purchasing	GCJ O Shopping	2.79	High
	True Select	2.92	High
	Both	2.67	High
15. Satisfy with service after purchasing	GCJ O Shopping	2.65	High
	True Select	2.21	Low
	Both	2.83	High
16. Re-order the same product after usage	GCJ O Shopping	3.06	High
	True Select	2.67	High
	Both	2.79	High
Total	GCJ O Shopping	2.78	High
	True Select	2.86	High
	Both	2.91	High

From table 1 as shown above, researcher has summarized again by divided above table into three charts; factor influences consumer behavior toward G”CJ O Shopping, influences factor toward True Select and influences factor toward both channels

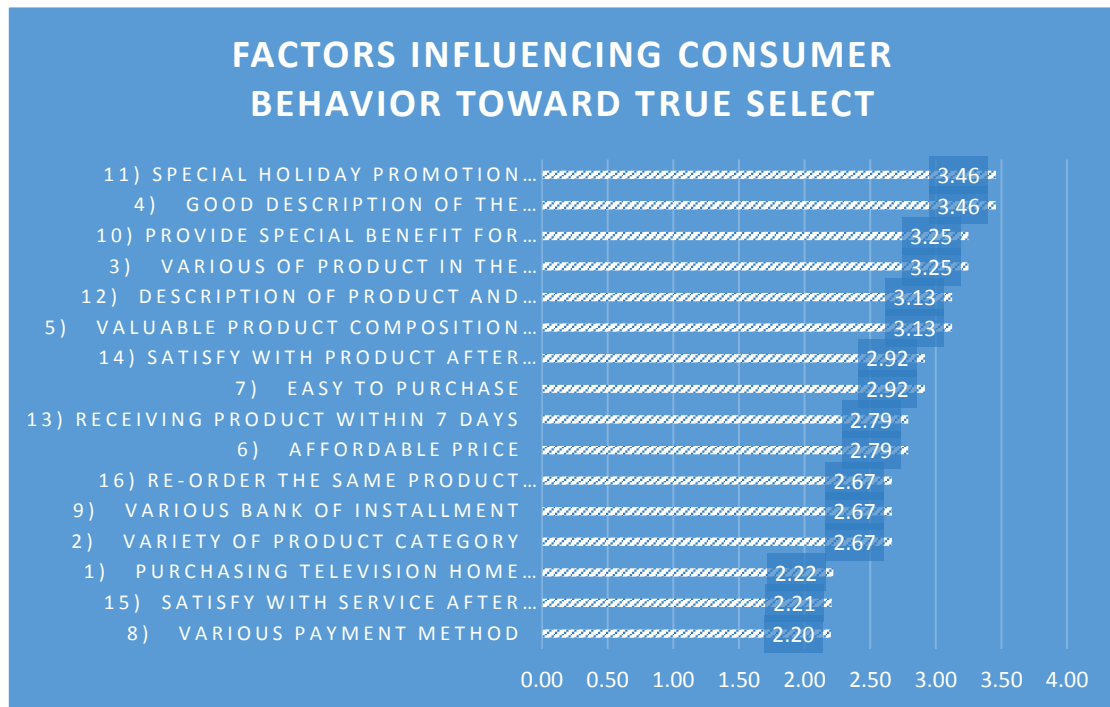
Chart 9: Factors influencing consumer behavior toward G”CJ O Shopping



From chart 9 shown that factors influencing consumer behavior toward G”CJ O Shopping have top five factors which are receiving product within 7 days (3.38), affordable price (3.38), followed by description of product and composition in TV program is easy to understand (3.26), valuable product composition with reasonable price (3.26) and re-order the same product after usage (3.06), respectively.

In contrast, factors influencing consumer behavior toward G”CJ O Shopping have top five least factors of purchasing television home shopping product is reliable (2.65), various payment method (2.65), satisfy with service after purchasing (2.65), followed by good description of the product during broadcasting program (2.68) and special holiday promotion attracts to purchase more (2.68), respectively.

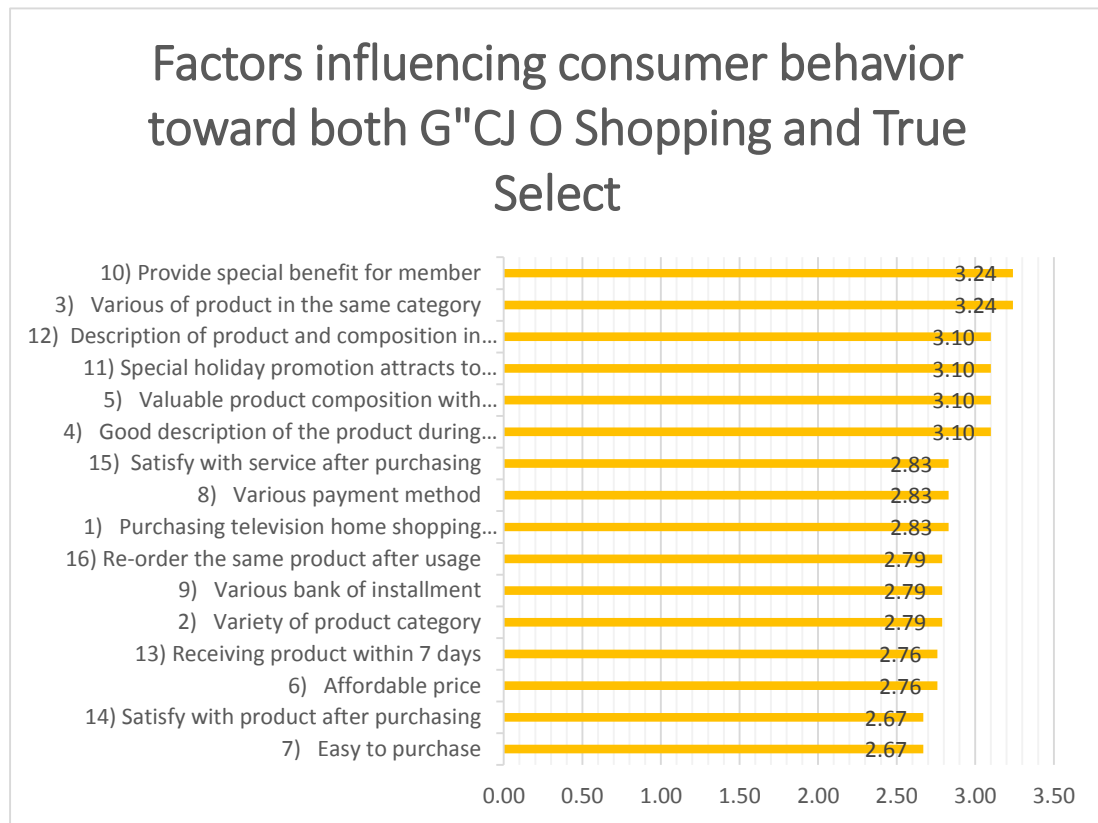
Chart 10: Factors influencing consumer behavior toward True Select



From chart 9, it is indicate that top 5 influenced factors for True Select customer are focus on special holiday promotion attracts to purchase more (3.46), good description of the product during broadcasting program (3.46), followed by provide special benefit for member (3.25), various of product in the same category (3.25) and description of product and composition in TV program is easy to understand (3.13), respectively.

On the other hand, factors that have the least influence for True Select customers are various payment method (2.20), followed by satisfy with service after purchasing (2.21), purchasing television home shopping product is reliable (2.22), variety of product category (2.67) and various bank of installment (2.67), respectively.

Chat 11: Factors influencing consumer behavior toward both G" CJ O Shopping and True Select



From chart 11, it represents that top five factors influencing consumer behavior toward both G" CJ O Shopping and True Select are provide special benefit for member (3.24), and various of product in the same category (3.24), followed by description of product and composition in TV program is easy to understand (3.10), special holiday promotion attracts to purchase more (3.10) and valuable product composition with reasonable price (3.10), respectively.

However, factors influencing consumer behavior that have the least influence are easy to purchase (2.67), and satisfy with product after purchasing (2.67), followed by affordable price (2.76), receiving product within 7 days (2.76) and variety of product category (2.79) respectively.

From the result as shown above, it can refer to theory of marketing mix that has mentioned earlier in chapter 2 that consumer behavior of television home shopping concern on 4Ps; product, place, promotion and price. For G”CJ O Shopping customer concern for all 4Ps as the result of the top five factors; receiving product within 7 days (3.38) refer to ‘place’ in the 4Ps followed by affordable price (3.38) refer as ‘price’, description of product and composition in TV program is easy to understand (3.26) and valuable product composition with reasonable price can refer as ‘product’ and ‘promotion’ and lastly re-order the same product after usage (3.06) which can refer to ‘product’ in the 4Ps.

In the meantime, True Select consumer behavior can refer to only 2Ps from 4Ps as it has shown in top five factors; special holiday promotion attracts to purchase more (3.46) can refer to ‘promotion’ from 4Ps, followed by good description of the product during broadcasting program (3.46), various of product in the same category (3.25) can refer to ‘product’ and description of product and composition in TV program is easy to understand can refer to ‘product’ and ‘promotion’.

However, factors influencing consumer behavior toward both G”CJ O Shopping and True Select have only 3Ps; various of product in the same category (3.24) can refer as ‘product’ from 4Ps, followed by description of product and composition in TV program is easy to understand (3.10) can refer to ‘product’ and ‘promotion’, special holiday promotion attracts to purchase more (3.10) refer to ‘promotion’ and lastly valuable product composition with reasonable price (3.10) can refer to ‘promotion’ and ‘price’ from the 4Ps theory.



CHAPTER V

CONCLUSION AND SUGGESTION

This chapter reviews the purposes and presents a summary with suggestions obtained from this thesis study. In addition, the final section discusses the limitations of this study and provides suggestions for further study.

Conclusion

Main objectives of this studies has three points. First is to understand factors influencing behavior on Thai home shopping customers. Second is to understand Thai home shopping customer behavior through customer of G”CJ O Shopping and True Select. Lastly is to be able to use the result of these data for improvement of home shopping company.

This study has been using information gathering from literature reviews, references data, journals and news for the first objective and using result from questionnaires for second and third objectives. Questionnaires has been collected from 100 Thai people who have purchasing experience with G”CJ O Shopping and True Select in October 2014. Descriptive statistics is to figure the demographic and behavior of respondents which has been calculated into percentage.

The results has found that television home shopping has been growing very fast in the past decade, including the home shopping business in Korea. Korea has

experienced rapid and sustained economic growth over the past four decades. In the aftermath of World War II, Korea's GDP per capita was comparable to levels in the poorer countries in Africa. (Joonghae Suh 2007) However, it has catch up the economic growth in home shopping business to be No. 1 in Asia and to be the leader in home shopping business in the world.

Questionnaires results has shown the majority of sampling is female, aged 35-40 years old are housewife with less than Bachelor's Degree has income between Baht 25,001-40,000.

The most influenced top five factors of respondents in G" CJ O Shopping are affordable price and receiving product within 7 days (3.38), followed by describing of product and composition on TV program is easy to understand (3.26), valuable product composition with reasonable price (3.26); variety of product category, various bank of installment, re-order the same product after usage (3.06), respectively.

The results of respondents who have experience with True Select most influenced top five factors of respondents in True Select are special holiday promotion attracts to purchase more (3.46), good product description of the product during broadcasting program (3.46), followed by provide special benefit for member (3.25), various of product un the same category (3.25) and description of product and composition in TV program is easy to understand (3.13), respectively.

While the results of respondents who have experience with both G" CJ O Shopping and True Select has most influenced top five factors of respondents as

follow: provide special benefit for member (3.24), various of product in the same category (3.24), followed by description of product and composition in TV program is easy to understand (3.10), special holiday promotion attracts to purchase more (3.10) and valuable product composition with reasonable price (3.10), respectively.

When we comparing the factor of respondents of G”CJ O Shopping, respondents of True Select and respondents of both G”CJ O Shopping and True Select has found that it mostly comes to composition of the product and price that affect audience to purchase.

The result shown that G”CJ O Shopping customer focused on composition and price while True Select customer pay attention on special promotion and description of product. For customer who has purchased from both channels focused more on special benefit for membership.

General suggestions

As factors that have most influence on consumer behavior are product, promotion and price. Each home shopping should pay attention toward these factors more. However, even though the result for place has not influence for True Select and for customer who purchased from both channel but it still influence on consumer behavior for G”CJ O Shopping. Therefore, it is still consider to be one of influence factors on TV home shopping consumer behavior. TV home shopping companies of both G”CJ O Shopping, True Select and also other TV home shopping companies as

well should pay more attention to get the right product with the right composition and price and also on the right place in order to serve the customer needs on the right time. In order to get all mentioned, each companies should firstly know their own audience and try to focus on their target market.

Future Research

This study has focused on the respondents of few sample, 100 people with the limitation of research. Recommendation for the further study would be as follow;

1. Further study should expand the scope of this study with larger sample in order to gather more information of customer behavior in the various perspective.
2. There should be more comparison of other television home shopping respondents in Thailand such as TV Direct, TVD Shop, and Shop Channel and etc.
3. With the rapid growth of Korean television home shopping, further study should conduct on the success of Korean television home shopping and its expansion success to global business.

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APPENDIX

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Questionnaire

Part 1: Demographics of Respondents

1. Gender

Male

Female

2. Age

Less than 19 years

20-35 years

35-50 years

50 years and over

3. Occupation

Business owner

Employee

Housewife

Others _____

4. Highest education level

Lower than Bachelor Degree

Bachelor Degree

Higher than Bachelor Degree

5. Monthly Income (THB)

Less than 10,000 THB

10,000-25,000 THB

25,001-40,000 THB

Over 40,001 THB

Part 2: Respondents' of customer who purchase product from TV Home

Shopping.

6. Have you ever purchase product from following home shopping channel?

G" CJ O Shopping

Yes

No

True Select

Yes

No

Both G”CJ O Shopping and True Select

Yes No

7. Which factor influences for making purchasing decision?

Personal Advertisement

Communication and Social Network Others

8. Who has the influences on making purchasing decision?

Self-decision Family

Friend Information from internet website

Discussions of social networking

Part 3: Respondents' with G”CJ O Shopping and True Select and both

Which following factor indicate you to purchase from G”CJ O Shopping, True Select and both

Please indicate the range which you agree or disagree with the following factors,

1= “Strongly disagree”, 2 = “Disagree”,

3 = “Agree” and 4= “Strongly agree”.

Channel and Preferred Channel G=”G”CJ O Shopping”, T=”True Select”

B=”Both G”CJ O Shopping and True Select”

Factor influencing purchasing behavior toward G”CJ O Shopping and True Select and both	Channel	4	3	2	1	Preferred channel
		Strongly agree	Agree	Disagree	Strongly disagree	
1) Purchasing television home shopping product is reliable.						
2) Variety of product category						
3) Various of product in the same category						
4) Good description of the product during broadcasting program						
5) Valuable product composition with reasonable price						
6) Affordable price						
7) Easy to purchase						
8) Various payment method						
9) Various bank of installment						
10) Provide special benefit for member						
11) Special holiday promotion attracts to purchase more						
12) Description of product and composition in TV program is easy to understand						
13) Receiving product within 7 days						
14) Satisfy with product after purchasing						
15) Satisfy with service after purchasing						
16) Re-order the same product after usage						

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