

**FACTORS AFFECTING CONSUMER'S PURCHASE DECISION FOR
PASTEURIZED THAI FERMENTED FISH SAUCE VIA
E-MARKETPLACE**

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Master Title	Factors Affecting Consumer's Purchase Decision for Pasteurized Thai Fermented Fish Sauce via E-Marketplace
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ABSTRACT

This research aims at investigating the determinants that influence consumers' purchase decisions of pasteurized Thai fermented fish sauce through E-marketplace. Specifically, the study has purpose to compare the purchase decision of pasteurized Thai fermented fish sauce by demographic factors and to examine Marketing mix 4'P factors that have impact the purchase decision of pasteurized Thai fermented fish sauce. To achieve the research objective, a questionnaire was employed as a research instrument, and convenience sampling was used to collect data from 400 participants. The collected data will be subjected to various statistical analyses such as frequency, percentage, mean, standard deviation, T-test, One-way ANOVA, LSD, and Multiple Linear Regression analysis.

The findings from the independent sample T-test and ANOVA analysis reveal that age, level of education, occupation, and monthly income are significant demographic factors that demonstrate a significant difference in the purchase decision of pasteurized Thai fermented fish sauce through E-marketplace, at 0.05 level of significance. In contrast, gender does not demonstrate a significant difference in the purchase decision of pasteurized Thai fermented fish sauce via E-marketplace.

The results of multiple regression analysis revealed that product, place, and promotion significantly influence consumers' purchase decisions of pasteurized Thai fermented fish sauce through E-marketplace, with a statistical significance level of 0.05. Moreover, place was identified as the strongest variable that affected the purchase decision, followed by product and promotion.

However, price was found to have no significant effect on the purchase decision. These findings

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imply that the wide and diverse range of pasteurized Thai fermented fish sauce products available through E-marketplace can meet the needs of consumers and motivate them to make a purchase.



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CHAPTER 1

INTRODUCTION

1.1 Background of the Research

In the era of the digital world, computer network technology has evolved in many forms. The computer network with the most coverage and number of uses is known as the Internet. The Internet is rapidly growing and become popular communication innovation as it provides users with convenience, speed, and savings. It is also an endless hub of information that has transformed information in various fields such as economy, politics, culture, education, transportation, communication, and military field as well as in online business. With the importance and benefits of the Internet, the Internet has a large amount of information, there is a wide selection of information to meet the needs of all groups, all ages, and all occupations as a tool with many features and characteristics. Furthermore, the Internet is useful for researching a piece of up-to-date information as desired quickly. The widespread expansion of the Internet has resulted in higher rates of internet usage in developing countries, which may increase online purchases. Today's businesses are interested in using the website as a tool to sell products and services to consumers because it is a technology that allows businesses to operate efficiently and easily accessible from any place in the world. Organizations that operate e-commerce businesses will allow consumers to get the information they need and purchase goods and services via the merchant's website instantly. Therefore, technology has changed the buying behavior in various aspects, for example searching for information for the purpose of business decision making, trading products through marketing channels or online stores, doing marketing communication and advertising through electronic channels, and supporting customers on any transaction over the internet network (Berisha-Shaqiri, 2015).

With the prevalent enlargement of the internet, the application is developed to be the medium platform for online activities. People can download applications as tools for selling products and services to consumers because this technology will enable businesses to operate conveniently and efficiently. Therefore, organizations that operate e-commerce businesses will allow consumers to get the information in online to purchase goods and services through these applications, resulting in a change in shopping behavior. The business sector is therefore

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indispensable to change sales channels, change the channels of the product presentation, and communicate with new customers, including marketing through digital channels, which is the principle of marketing that is applied through digital tools. Moreover, they emphasize communicating through digital tools or technology. In accordance with the marketing principle, the 4P's which are product, price, place, and promotion refers to the strategy for developing trading goods and services in online circumstance.

Nowadays, online media and websites are very influential mediums and play a more and more essential roles in the marketing and advertising field. Online media nowadays can be seen as the most popular potential media that is easily approachable to people in every generation. Many firms turn to selling their product, providing services, and doing their public relation via electronic and online channels. In Thailand's context, the rapid development has made Thai e-commerce operators more interested in this business. Regarding the sales of modern retailers in 2021-2023, they are likely to grow by an average of 1.5-2.5% in line with the gradually recovering economy and supporting factors such as government spending stimulus, expansion of government investment projects, and other structural factors namely urbanization and economic growth of neighboring countries. However, business competition is likely to intensify from new competitors both domestically and internationally that see growth channels in the Thai retail sector, as well as competitors from online stores, which have a strong growth trend. As a consequence, entrepreneurs must urgent for adjust their strategies to keep up with the rapid changes to expand their revenue base and long-term customer groups. Presently, wholesale and retail activities, which are modern trade, worth 2.8 trillion baht in 2019, increased by 7.7% from 2018, representing 16.5% of GDP, which is the second highest after the industrial sector with 25.3% as shown in figure 1.1.

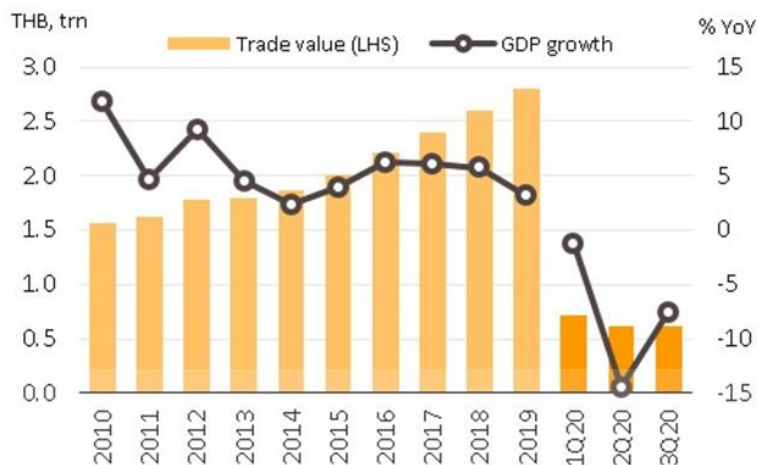


Figure 1.1 Wholesale & Retail Trade Value vs GDP Growth

Source: The National Economic and Social Development Council (NESDC) (2019)

In the sequence of modern trade, Thai electronic commerce reveals the trend of the B2C (Business-to-Customer) will grow at least 30% with a market value of approximately 900 billion baht. It increased to 10,223 billion baht in 2021 since Thai consumers are familiar with purchasing products through online channels. Similarly, many brands turn to increasingly selling products through electronic mode. In line with the data from Lazada (Thailand), it indicated that the number of e-commerce users in Thailand in the year 2022 will increase to 39.2 million and trend to reach 43.5 million in 2025, or more than 61.8% of the total Thai population from 36.6 million in 2021 (Ajanapanya, 2023). Figure 1.2 and 1.3 display the revenue in the e-commerce market and users in the e-commerce market.

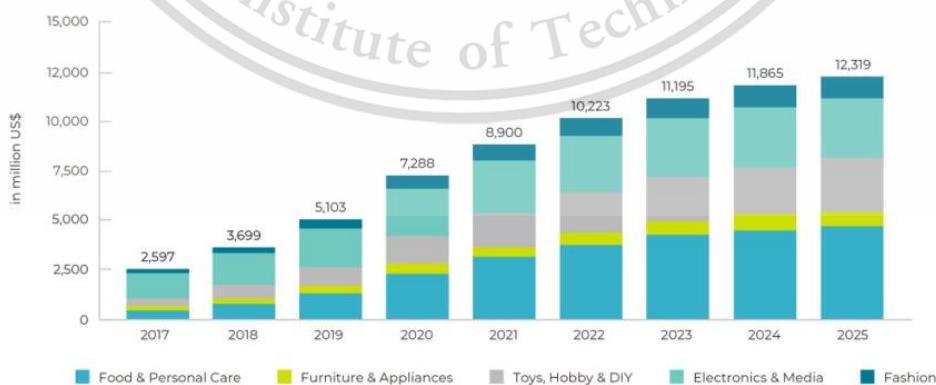


Figure 1.2 The Revenue in the E-Commerce Market (In Million Baht)

Source: Statista (Forecast adjusted for expected impact of COVID-19) (2020)

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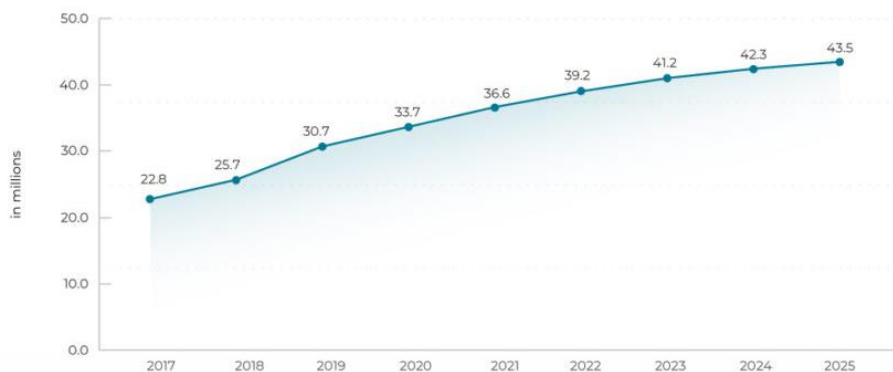


Figure 1.3 The User in the E-Commerce Market (In Million Baht)

Source: Statista (Forecast adjusted for expected impact of COVID-19) (2020)

The increase of e-commerce users significantly reflects the consumer behavior to purchase decisions in the age of 4.0. They always select the most suitable product for them. They frequently spend their daily life conveniently with the support of technology especially, when they select to buy the product via online channels and trust social media rather than public relations advertising. A marketing strategy that works for consumers in the 4.0 era is to build customer engagement and try to induce the customer to be with products all the time. There are various communication and distribution channels, but they are all connected as if they were the same channel (Omni-channel), whether it's a storefront, website, or social media, must talk about the same thing, same offer, and same promotion.

Therefore, the researcher focuses on the study of affecting the consumer's purchase decision of pasteurized Thai fermented fish sauce via E-marketplace. The results of the study can be shared with entrepreneurs and online sellers to use as a guideline for formulating marketing strategies for offering products and services through online applications to benefit responses, needs of consumers and create satisfaction for consumers.

1.2 Research Questions

- 1) What is the difference of purchase decision of the pasteurized fermented fish sauce via E-marketplace by demographic factors?
- 2) What factors influence consumer behavior to decide on purchasing the pasteurized fermented fish sauce via E-marketplace?

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1.3 Purpose of the Study

- 1) To compare purchase decision of the pasteurized Thai fermented fish sauce via E-marketplace by demographic factors.
- 2) To investigate the factors affecting the consumer's purchase decision of pasteurized Thai fermented fish sauce via E-marketplace.

1.4 Scope of the Research

1.4.1 Population and Sample

The main population for this study is people who have experience in purchasing Thai fermented fish sauce via E-marketplace which is an infinite population. Therefore, since the population is measureless, the researcher applies the sampling formula proposed by Cochran (1953) to calculate at the 95% confidence level and $\pm 5\%$ of error with conveying the convenience sampling method. The final numbers of the sample are 400 to obtain reliable data. The online questionnaire is created by Google Form and distributed via social media channels, namely Facebook, Line, Twitter, and Instagram.

1.4.2 Variables

1.4.2.1 Independent variables are separated into 2 groups of factors;

- 1) Demographic factors which are Age, Gender, Level of Education, Occupation, and Average Monthly Income.
- 2) Marketing Mixed factors which are Product, Price, Place, and Promotion.

1.4.2.2 Dependent variable which is Purchase Decision of pasteurized Thai fermented fish sauce via E-Marketplace.

1.4.3 Timeframe of Research

The data collection was carried out in April, 2023.

1.5 Significance of the Research

The overall information and result of this research could enable the knowledge of researcher both theoretical and Operational contributions.

1.5.1 Theoretical Contribution

The research result will enhance researcher to comprehend the important of each factor and relationship of factors to consumer's purchasing decision that is very significant to business operation viewpoint. Moreover, it could be the guideline framework and recommendation of relevant theories to other researchers for further or future research in different contexts.

1.5.2 Operational Contribution

Understanding factors affecting consumers' purchase decisions via E-marketplace is beneficial for all online businesses. It would empower executives to plan appropriate and efficient sales and marketing strategies for the online market to match the need of consumers in modern times, as well as gain a productively competitive advantage. Moreover, realizing of quality of the E-marketplace would enable platform developers or programmers to increase more interesting content with non-complexity to support and induce more customers to buy the products via E-commerce channels.

1.6 Definition of Terms

The definitions in this research are explained below.

1.6.1 E-Commerce refers to the process of buying or selling products or services over the Internet.

1.6.2 E-Marketplace refers to a multi-party electronic commerce platform intermediating between business buyers and sellers or suppliers.

1.6.3 4P Marketing Mix refers to a marketing planning tool through analysis of 4 marketing compositions which are Product, Price, Promotion, and Place.

1.6.4 Product refers to goods or services that may fit the needs of a particular market. Every product has a life cycle and has its pros and cons. One of the challenges of marketing is choosing and communicating the 'points' of the products to the target groups we choose.

1.6.5 Price refers to product price strategy for each group of customers has different ability and spending behavior. Incidentally, some commodities have more or less value depending on the price and the perspective of the holder with a good pricing strategy. The best strategy that can increase sales and profits for the product as much as possible.

1.6.6 Promotion refers to the way in which sellers interfere with the behavior and attitudes of people in favor of the goods or services offered by the company. promotion includes all activities related to communicating with customers about the product and its benefits and features.

1.6.7 Place refers to a sales channel and most sales outlets must be able to distribute products in order to reach customers more easily. Each group of customers will have different sales channels depending on the sales strategy of the seller. A good sales channel strategy must reach the desired customer base at the right cost.

CHAPTER 2

LITERATURE REVIEW

The objective for this chapter is to review the literature relevant to this study and highlight theories on this topic. Therefore, the literature reviewed are divided and presented into basically six parts as follows.

- 2.1 General Story and Trend of Thai Fermented Fish Sauce Consumption
- 2.2 Concepts Relevant to Demography
- 2.3 Concepts and Theories Relevant to Marketing Mixed
- 2.4 Concepts Relevant to Purchase Decision Including E-Commerce and E-Marketplace Description
- 2.5 Conceptual Framework
- 2.6 Relevant Researches

2.1 General Story and Trend of Thai Fermented Fish Sauce Consumption

Thai fermented fish can be called in Pla-Ra in the general Thai language or Pla-Daak in the Isan dialect. It is an important local wisdom food originating in the Southeast region of Thailand and Laos including some regions of Vietnam and Myanmar country. Each country has a different method to make Pla-Ra have a distinctive taste and aroma that is unique to the locality. Particularly Isan's Thai fermented fish sauce is very unique identity superior to neighboring countries. Thus, Pla-Ra has been widely popular in all regions of Thailand not only among the Isaan people. It also tends to be more and more favorite both domestically and internationally, making Thai fermented fish sauce's production from the household level into small and medium-sized businesses with a combined production capacity of up to 40,000 tons per year with a yearly sales volume over a billion (Thairath online, 2021). Producing traditional Pla-Ra has the secret of good color and quality with delicious taste. The process starts by selecting the same size of fresh fish and well clean, measuring the proper amount of salt for the fermentation process. Such factor has directly affected the smell and taste of fermented fish. For the fermentation period, it should be more than one year for a savory flavor. However, most of the Pla-Ra available in the current market is an average fermentation period of 6-7 months. The production size of Thai fermented fish sauce is different in

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each locality. It can be basically divided into two sizes; large factories with a capacity of 500-1,000 tons per year and medium and small factories with a capacity of 100-500 tons per year (Sorn, 2021). There are over 200 factories in Thailand that produce Pla-Ra to serve consumer consumption gaining huge turnover both domestic and export. Maeboonlam brand, Mae Rien brand, and Zap Mike brand are an example of popular pasteurized Thai fermented fish sauce brands, having a sale volume of over a thousand million baht per year (Eukeik, 2022).

Currently, the market trend is continuously growing since Thai people migrate to live in different regions around the world, supporting Thai fermented fish sauce now superbly famous and widely known internationally. It has become a staple of western kitchens namely, the United States, the European Union, and the Middle East countries but the major customers of Pla-Ra are still countries in ASEAN. In order to step the Thai fermented fish sauce into the world sustainably, it must be pasteurized to kill germs first to make it hygienic. The hygienic fermented fish sauce has to pass quality standard criteria in order to use for trading reference. Formerly, the National Bureau of Agricultural Commodity and Food Standards (ACFS) has collaborated with the Department of Fisheries and relevant agencies to draft agricultural product standards in terms of Pla-Ra to raise the production standard of Thai fermented fish sauce to be high quality, safe, and hygiene to meet international standards. For standardized Thai fermented fish, there are various quality criteria such as general appearance, color, smell, and taste. Especially, salts or sodium chloride content must not be less than 18% by weight which is the amount that can restrain the growth of pathogenic microorganisms. Importantly, there are no parasitic larvae, liver fluke larvae, and any contaminants namely hair, soil, sand, gravel, insects or weevils, and preservatives. The above criteria will be referred to as Trade Mark and Certification Mark for both domestic and export to build consumer confidence. Originally, each household would produce fermented fish for themselves but in the past 10 years, fermented fish have been produced for distribution along with export around the world.

Supportively, Pirairat, Managing Director of Petchdam Food Co., Ltd. who is manufacture the famous brand of Thai fermented fish sauce “Mae Boon Lam” in Kalasin province, confirmed that the overseas markets for Pla-Ra have been perpetually grown because Thai people travel to work abroad and live throughout the world, especially the States, the Europe Union, Japan, South Korea, and the Middle East countries resulting the yearly export volume from Thailand are worth more than 200 million bath and continually increase more than 500 million bath in the year 2021 due to positive factors from the spread of Covid-19. Most consumers pay more attention and change their minds to purchase canned and pasteurized products to avoid infection from unpasteurized

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food. She also stated that the industry of Pla-Ra of Kalasin people is more than a tangible product, it is a community product that is valuably passed from generation to generation until today is able to create jobs and generate a lot of incomes for people in Huai Pho community. Mae Boon Lam is a hygienic souvenir of the province since this Thai fermented fish sauce has passed the assessment criteria and has been fully certified by all agencies. Ms. Pirairat claimed that the situation of Covid-19 does not impact Thai fermented fish sauce products from any perspective because the company has implemented a new way of sales and marketing strategy by selling through delivery channels and websites to expand marketing channels both domestically and internationally. In 2020, all of Mae Boon Lam's products have been expanded in larger proportions of domestic as well as international channels. It has grown at least 50% more than the previous year and occupied a leading position in the country in the Thai fermented fish sauce industry. This brand plan to expand the market to the southern provinces of Thailand in the year 2021 and will be sold in convenience stores. Furthermore, it strongly focuses on market expansion to America and Europe.

Finally, Thai fermented fish is considered as one of processed food product with a bright future in both domestic and international markets. The main supporting factors are the upgrading of production standard and promoting investments for all investors both in traditional Thai fermented fish sauce product and new development in more diverse product models.

2.2 Concepts Relevant to Demography

Demography is the study of human populations in relation to their composition, organization, and dynamics. Demographers define a population as a collection of people who coexist at a particular moment and share identifying traits like living in the same region. A population's structure or composition describes how its members are distributed according to factors including place of residence, marital status, age, and sex. A population's age and gender distribution are determined by historical migration, mortality, and fertility trends. These procedures, therefore, make up the elements of demographic change. Birth, mortality, and migration rates are all impacted by the age and sex composition of a population. Marriage and divorce are examples of status changes that have an impact on population structure (Cassen, 1995). Similar to this, Poston (2010) defines demography as the academic study of the size, make-up, and geographic distribution of human populations. It looks into how migration, mortality, and fertility

affect population size, composition, and dispersion. He claimed that factors such as age, sex, race, marital status, and others make up the population.

In this study, the demographics are a critical set of factors that should focus on attempting to understand and respond to consumers. Such variables as gender, age, education, occupation, and income can all have a significant influence on consumer behavior. In line with the study of Chaiumnaj (2020) who study factors Affecting the Purchasing Decisions in Online Products Via Shopee Application of Working People in Bangkok, the result showed that different demographic factors in various items such as sex, age, education, socio-economic status, and religion affects the decision to buy products online via SHOPPEE application. Sereerat (1995) also explained that demographic characteristics such as gender, age, status, education level, occupation and income are popular criteria used to classify customers or consumers and market segmentation This is because demographic variables are important characteristics that can help determine the target market in detail.

2.2.1 Age

This factor directly affects expressive behaviors and purchasing behavior. Consumers in different ages will have different needs for products for instance teenagers who always love for trial new products and love fashionable items, whereas, elder people will be interested in health and safety products. Generally, product demand will vary based on the age of consumer so the same product may not meet the needs and satisfaction in different consumer group. Age not only is the factor that impact on people thinking way but also a determining factor for the level of persuasion.

2.2.2 Gender

Sex is an important factor for market segmentation. Male and females differ in physique, aptitude, mental states, and emotions. According to various psychological types of research, the result shows that they are great differences in ideas, values, and attitudes because culture and society are defined the roles and activities of both sexes clearly and differently. The distinction of gender cause people to behave in different ways namely thoughts, interests, values, attitudes, lifestyle, and shopping behaviors. Therefore, marketers need to clearly define their target group in order to properly plan their marketing strategy effectively since nowadays gender variable change purchase behavior a lot.

2.2.3 Education, Occupation, and Income

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These factors are directly related to consumption. Education, occupation, and income determine people's needs and play a part in shaping people's thinking and buying behaviors and decisions. Finally, revenue is a variable that marketers and advertisers are always aware of when they have to plan and forecast for consumption or use of service in order to issue the proper price policy to match with consumer income in different social classes. For example, people with different incomes tend to buy different types and different quality products. It can be explained that people in the lower bracket tend to be overwhelmed by good values. While people with enough income would be more than happy to spend more for a better product. Accordingly, various income groups often shop in different ways. This means that income can be an important factor in targeting (Niosi, 2021). People with different demographic characteristics have different thoughts, attitudes, perceptions, behaviors, and purchase decisions. Similar to the study of Tareerak (2020), he studied the topic of factors affecting the decision making on purchasing products from the online application and founded that effect of demographic factors, occupational differences affecting purchasing decisions through online applications.

From the above demographic concepted as in above literature review, important factors are age, gender, education, occupation, and income can be noticed and selected as the 6 dependent variables under the group of demographic determinants.

2.3 Concepts and Theories Relevant to Marketing Mix

The goal of modern marketing is to develop lasting relationships with customers. The underlying assumption is that contented consumers will remain using the company's services and will recommend them to others. For this reason, the American Marketing Association (AMA) revised the definition of marketing to reflect the importance of customer relationships. According to the AMA (Belch & Belch, 2012), marketing is one of the functions of organizations and systems aimed at developing, communicating and providing value to consumers. This indicates that the company will make an effort to accomplish specific goals using a solid marketing plan. Successfully implementing a marketing plan requires a thorough understanding of communication theory, as well as careful study and integration of elements of the marketing mix. According to Phillip Kotler (1994), The marketing mix can be conceptualized as a set of controllable variables that a company can use to influence the response of buyers are product, price, place, promotion, people, physical environment, and process. He also stated that it is an important marketing tool that

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firm uses to pursue its marketing objectives in the target market (Kotler, 1999). To stay up with changes in the market and marketing practice, theories of marketing management and strategy must adapt and alter (Goldsmith, 1999). The traditional 4Ps of marketing were questioned as inadequate (Waterschoot & Bulte, 2021) and evolved into the 7Ps of Booms and Bitner (Zeithaml et al., 2018) and Christopher et al (Palmer, 1994), However, the 4Ps remain a generic form of the marketing mix (Kotler et al., 2009) and has been continually used in articles on the complexity of marketing.

In traditional marketing, product, price, and place are essentially fixed over the short term, with only promotion being considered variable. In a turbulent market, though, all of the marketing mix variables should be considered as continuously variables (Morris, 1996). Each company strives to create the 4P elements in order to achieve the highest level of satisfaction for consumers. And at the same time can achieve the objectives of the organization very well. Moreover, the 4P marketing strategy can be helps businesses reach customer needs and achieve marketing objectives. Therefore, it is important to understand each element of the marketing mix from a complex perspective. The declaration details of each element are as follows:

2.3.1 Product

It is the first element that the company is prepared to conduct business. Such firms must provide customers with something, such as a tangible good, service, or concept, in order to satisfy their demands. Marketers frequently examine a product in terms of its whole composition while researching a product element. The phrase "total product" refers to both the actual product as well as the consumer's happiness and additional advantages (Nelson, 1995). Marketing executives should focus on generating consumer happiness and meeting consumer needs to improve goods and services supplied to satisfy the needs of the target market. In accordance with the product term, it is necessary to study problems and obstacles including product or product line selection, product type model and volume change, and product characteristics in terms of quality, efficiency, color, size, shape, sales services, warranty, etc. Moreover, it needs to consider the target group for your product, how long the product life cycle, what are the proper marketing strategies and how they apply such strategies to meet the customer needs in order to achieve the business's goal, and how firm plan the tactics for establishing new product development in line with the need of the market. Modis (1998) asserts that product mutations grow at the beginning and end of the product life cycle. and the more chances that some will survive and mutate.

Nowadays, consumers pay more attention and detail to purchase products than before. The role of packaging becomes an important image for the product. There are 2 main benefits of packaging which are to protect the product and promote sales of the product. Hence, the present design of the packaging is colorful and innovative. Consumers sometimes select the product from explicit packaging than the product itself. Furthermore, products in the current market have to show their logo and trademark in order to identify their own product and imply where the product come from and which brand clearly. Thus, the consumers can use their experience to make the decision on buying products more easily and confidently without any hesitation or any question. Therefore, the conceptualized of product in this study are finished products of Thai fermented fish sauce which selling via E-marketplace. The study focuses on product itself including product's details in various perspective. One of the challenges of marketing is choosing and communicating the 'point of sale' of products to suit with the customer target groups.

2.3.2 Price

It is an important marketing strategy that is conditioned by a number of factors. It is understood that price is the amount that a customer is willing to pay for a product or service. It is closely linked to the product properties mentioned above because these are things that can make the product more expensive. Price plays an important role in customer satisfaction. Therefore, setting up an appropriate price is one of the major strategies to support business growth. Normally, businesses will settle the target price for gaining profit or holding the portion of market share as much as they can. Furthermore, they will use this pricing tactic to get acceptance from the target market and gain a more competitive advantage over their rivals. Therefore, the pricing strategy can be seen as a potential tool with high-profit return for example reducing the price or increasing the price but still representing the attributes that make the product special or competitive. The company can also make money on pricing that takes into account the achievement of profit margins. To ensure value or profitability. Whereas, the price must reflect the value of the product which means that it must cover the costs of the product (Nagle & Müller, 2018). The firm may apply the pricing tactics together with the psychological tactic to settle the pricing policy to induce and stimulate consumers on their purchase decision for instance the policy on cash and trade discount or quantity discount. In addition, businesses have to take into account laws and regulations that impact product value prices in monetary terms. When the margin of monetary units that makes the price higher than the cost corresponds to the value, the company must defend itself. There are different types of

pricing strategies that support each firm in making the right decision on establishing the price and maximizing profitability (Nagle & Müller, 2018). The business must determine whether it makes sense to use additional cost strategies, in which customers or shareholders set pricing, in the context of its product. The most popular method of pricing is cost plus. A fundamental formula for profitability is the financial wisdom of earning the appropriate return for each product according to its cost. Depending on the industry, it may not always be simple to implement because it is important to determine the precise cost of each product, which may not be the same for each unit produced in some industries due to economies of scale. Consumer Driven Pricing refers to price determination that is influenced by customer willingness to pay. Share Driven Pricing Prices are determined by market forces and competition. Even if it leads to faster achievement of sales goals, managers do not typically support the approach of lowering prices to win market share because it has severe financial ramifications. Even though price reduction has enormous benefits in the near term, many managers believe that it is not as effective over the long term as product differentiation, advertising, or enhanced distribution (Nagle & Müller, 2018). Therefore, the definition of price for this study refers to the pricing strategy of Thai ferment fish sauce selling through the E-Marketplace. Due to the different abilities and behavior of buyer in spending money, the pricing strategy need to be established to reach each customer group properly in order to increase sales and profits for products.

2.3.3 Place

The place can be seen as a traditional marketing tactic. Although the product is produced with good quality, the consumer does not know where to buy it and is unable to obtain it when the demand arises so the products cannot meet the consumer's needs. Therefore, Marketers have to consider where, when, and how the product is to sell. In other words, they have to consider how the product reaches the consumer. From the factory to the consumer, in the middle, is the place. The final consumer might be attained in a number of ways. Despite the distribution's complexity, research is required. Distribution routes, physical points of sale, and online sales must all be taken into account. When a business operates a small retail store or provides a service to the neighborhood, it is at the end of the supply chain and can provide goods directly to the consumer. Selling directly to customers or selling to suppliers are the two ways for businesses that make or assemble products to reach their target market. A new strategy is already mentioned by the author (Yudelson, 1999) for Place/Placement. P: P is currently used to refer to any and all methods of

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reaching the final consumer. Due to the expansion of the virtual market, the site is no longer just a physical location, and the strategies have evolved. The market channel can be considered as online market such as E-Marketplace platform. The consumer access via the use of IT and consider their acceptance by using this platform. The reference of consumer acceptance can be reviewed by using the TAM model for more understanding about the adoption and usage of information technology (Yousafzai et al., 2010). TAM highlights the significance of perceived benefits and ease of use as the two key factors influencing the adoption of new technology (Wang & Goh, 2017). TAM demonstrates how the degree to which features in an online shop application are perceived as being user-friendly has an impact on opinions of the usefulness of those applications (Lee & Tsai, 2010). Finally, this study concentrates on place in terms of how the E-marketplace sell product to buyer effectively.

2.3.4 Promotion

It is a study of marketing communication to market target in order to present the product that we want to sell. The main objectives of promotion are to announce and inform consumers about the release of new products and try to induce them to buy as well as to remind the consumers about the current products. It is important to comprehend the communication process in order to understand the relationship between receiver and sender. In summary, the promotion refers to how the seller interfere in the behavior and attitudes of people in favor of the product offered by a company. Promotion includes all activities that involve communicating with the customer about the Thai fermented fish sauce product via E-Marketplace and its benefits and features. It can be conceptualized as the main four promotion mix as follows.

2.3.4.1 Personal Selling

This method is a face-to-face offering of products where the salesperson has to meet directly with the buyer to sell the product. This is the best promotion method but it is a high support cost. However, customers might be persuaded to remain devoted to the supplier by cultivating positive salesperson-buyer connections (Nelson, 1995). Customers who can develop a learning connection with a firm should stay with them since the company learns more about their needs, and since the customer has already committed so much time and effort, it would be pointless for them to switch to a competitor (Pitt, 1995).

2.3.4.2 Advertising

It refers to a form of payment for marketing promotions without relying on a person to make a presentation or assist in a sale while using various types of advertising media namely television, radio, newspaper, magazines, billboards, the internet, and social media channels. These advertising materials will reach a large group of consumers that are suitable for the product in a wide market.

2.3.4.3 Sales Promotion

It describes the activities that help the salesperson to advertise the sale of products. Sales promotion is a stimulus to impel the consumer's demand for the product. It can be established in the form of product display, product sample distribution, coupon dispensation, redemption, and sweepstake.

2.3.4.4 Publicity and Public Relation

Nowadays, firms tend to care about the image of their businesses. They spend a lot of money to build their reputation and image. Presently, most business organizations not only focus on maximizing profit but also pay attention to providing service to society (social objective) since the survival and stability of their businesses depend on the acceptance of the consumer group in society. If the consumer opposes or realizes that the organization is seeking over benefits while ignoring the advantage for the public and society such as releasing wastewater and contaminated water into the river or emitting bad pollution into the air without any finding a solution, it will create a bad organization's image. For example, Boonrawd Brewery Co., Ltd, which is conducting a business concerning alcoholic beverages, tries to make billboards to enhance the image by proposing the story in terms of natural and Thai culture conservative as compensation for consumers and society's feelings. The company attempts to deviate from the anti-social sentiment. If the consumer group is not satisfied and ignores products and services, it would be certainly a reason to limit the growth of their businesses in the future.

From the marketing's point of view, there are various attributes will make it difficult for consumer to make decision. By this study, it assumes product, price, place, and promotion as the group of marketing mix independent variables that are used to explore how such factors impact to purchase decision of Thai fermented fish sauce via online platform.

2.4 Concepts Relevant to Purchase Decision Including E-Commerce and E-Marketplace Description

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According to Schiffman and Kanuk (1994), consumer behavior is the study of how consumers make decisions about their needs, wants, and desires as well as how they purchase and utilize things. In line with Engel, Kollat, and Blackwell (1968), They explain consumer behavior, which is individual behavior in connection with the purchase and consumption of goods and services, as well as the antecedent decision-making processes involved. The black box approach is intriguing for comprehending customer behavior of an initial purchaser. This model gives a sense of how consumer decisions are made and how they result in actions. Environment considerations, the buyer's black box, and buyer response make up its three key parts. The interaction of stimuli, consumer traits, decision-making processes, and consumer responses are the primary and minor components of the black box model, which are summarized in the table below.

Table 2.1 Factors Impact on Buyer's Decision

Environmental Factors		Buyer's Black Box		Buyer's response
Marketing Stimuli	Environmental Stimuli	Buyer Characteristics	Decision Process	
Product	Economic	Attitudes	Problem Recognition	Product choice
Price	Technological	Motivation	Information search	Brand choice
Place	Political	Perception	Alternative Evaluation	Dealer choice
Promotion	Cultural	Personality	Purchase decision	choice
	Demographic	Lifestyle	Post-purchase behavior	Purchase timing
	Natural	Knowledge		Purchase amount

Source: Kotler (2014)

The fundamental idea behind the paradigm is that when consumers have mentally "processed" various stimuli, they would react to them in specific ways. More specifically, the model contends that while elements outside of the consumer will operate as a stimulus for action, the

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consumer's individual traits and decision-making process will interact with the stimulus prior to the generation of a specific behavioral response.

In conclusion, the black box model of consumer behavior is a useful tool for figuring out how consumers make decisions. Although it can be difficult to pinpoint the exact reasons behind a person's decision but there are some patterns that can be deduced that can help us understand the buyer's point of view. This information can be used when creating a product or service to ensure that it can meet customer needs and encourage them to make more purchases from you.

2.4.1 Purchasing Decision

It is a procedure when the customer is aware of the issue, looks for details about a certain brand or product, and assesses how effectively each of these alternatives can address the issue before making a purchasing choice (Tjiptono, 2008). According to Kerin (2005), he stated that the stage in which the customer chooses the goods and services to be purchased is the process of making purchasing decisions. According to Setiadi (2005), the consumer's purchasing decision is the result of an integration process that integrates information to evaluate multiple options and select one. Similarly, Schiffman and Kanuk (1994) describe that the purchase decision is the process to purchase product from two or more options. Consumer behavior is considered in relation to decision-making process both mentally (consciousness) and physically. These processes occur in the same decision period, leading to the buying and buying behavior imitation. Everyone must have options while making a buying decision and must select one from the options (Schiffman & Kanuk, 2004). The process of making purchases involves examining requirements and wants, gathering information, weighing sources of choice against alternatives, making judgments, making the purchase, and acting afterward (Kotler & Keller, 2009). The decision-making process for the purchase will be influenced by consumer behavior. Consumers typically go through several steps before deciding to make a purchase of products or services. The steps in the decision-making process for consumers are as follows:

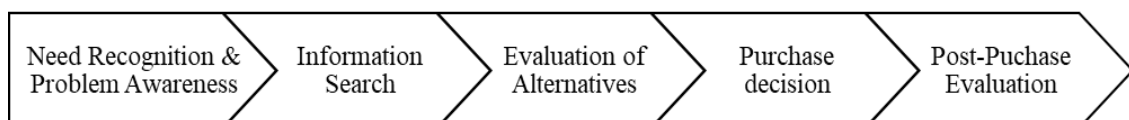


Figure 2.1 Consumer Decision Process

Source: Kotler & Armstrong (2019); Lamb, Joseph, & McDaniel (1992)

- 1) **Problem Recognition:** A product's requirement is determined by the customer.
- 2) **Information Search:** The consumer will look for further information on the many items that meet the need once they have identified it. For instance, if a customer is looking for a cellphone, he may want to learn as much as possible about the different phones that are on the market.
- 3) **Evaluation of Alternative:** The collection of phones is then compared based on the features the user will want in his purchase. For instance, the user might contrast phones based on aesthetics, features, and design.
- 4) **Purchase Decision:** The consumer ranks the products according to the aforementioned factors, and then purchases the item that meets all requirements.
- 5) **Post-Purchase Evaluation:** The user might want to revise his views on the product or criteria of selection based on the product's performance.

2.4.2 E-Commerce and E-Marketplace

2.4.2.1 E-Commerce

E-Commerce was introduced by Dr. John R. Goltz and Jefferey Wilkins in year 1969. The first utilization of e-commerce is a dial-up connection. Until 1995, it could be seen as the iconic development in the history of e-commerce as Amazon and E-bay were launched (Dholakia, 2002). Due to the continued growth of technology, many companies continuously establish and launch their e-commerce platform to all users (Eccleson, 1999). E-commerce is known as electronic commerce or internet commerce. It was made by the development of electronic data interchange (EDI), the exchange of business documents from one computer to another in a standard format (Costa, 2001). In other words, E-commerce refers to buying and selling of goods, product, or services over the internet. There are various categories of e-commerce, the descriptions are shown in the table below (Timmer, 2000).

Table 2.2 The Categories of E-Commerce

The Categories of E-Commerce	Description
Business-to-Business (B2B)	This business model sells its products to an intermediate buyer who then sells the product to the final customer.

Table 2.2 (Cont.)

The Categories of E-Commerce	Description
Business-to-Consumer (B2C)	This business model sells its products directly to a customer.
Consumer-to-Consumer (C2C)	This business model help consumers to sell their assets by publishing their information on the website.
Consumer-to-Business (C2B)	This business model involves consumers approaching websites that showcase specific services for various businesses. Consumers determine the approximate amount they want to spend for a particular service.
Business-to-Government (B2G)	This business model is similar way to B2B. It will be used by governments to trade and exchange information with various business organization.
Government-to-Business (G2B)	This business model is vice versa with B2G. Government use this way to approach business organization.
Government-to-Citizen (G2C)	This business model is similar to G2B in the ways of approach to citizen in general.

According to the E-commerce, there are both advantages and disadvantage in various perspectives. On the advantage's perspective, the E-commerce can be broadly classified into three

main categories which are Advantages to Organization, Advantages to Consumers, and Advantages to Society. The details are described in the table 2.3 below.

Table 2.3 The Advantages of E-commerce

The Advantages of E-commerce	Description
Advantages to Organizations	<ul style="list-style-type: none"> • Organization can implement e-commerce to reach and expand their market to national and worldwide market. The company can find more customers, best supplier and qualified business partners worldwide easily. • With digital transformation E-commerce enables businesses to reduce the cost of producing, retrieving, distributing, and managing paper-based information. • E-commerce improves the brand image of the company. • E-commerce enables businesses to offer superior consumer services. • E-commerce helps to streamline business processes to increase speed and efficiency. • Paperwork is reduced through e-commerce.

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The Advantages of E-commerce	Description
	<ul style="list-style-type: none"> Organizational productivity is increased via e-commerce. It supports supply management of the "pull" variety.

Table 2.3 (Cont.)

The Advantages of E-commerce	Description
	<p>With "pull" supply management, a business procedure begins when a client request is received and just-in-time manufacturing is used.</p>
Advantages to Customers	<ul style="list-style-type: none"> Using e-commerce, customers can make inquiries about a good or service and place orders from any location at any time. E-commerce applications provide customers additional options and faster product delivery. E-commerce platform gives users more possibilities to compare and choose the more affordable and superior options. Before making a final purchase decision. Customers can comment on products. Check out what other people have bought. Or can read reviews of other customers.

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The Advantages of E-commerce	Description
	<ul style="list-style-type: none"> • E-commerce offers opportunities for virtual auctions. • It offers information that is easily accessible. Customers can easily view relevant information in seconds.

Table 2.3 (Cont.)

The Advantages of E-commerce	Description
	<p>Instead of waiting days or weeks</p> <ul style="list-style-type: none"> • Due to the increasing competition in the E-commerce market, businesses are becoming highly competitive. It creates a way to compete by offering huge discounts to customers.
Advantages to Society	<ul style="list-style-type: none"> • Using e-commerce saves customers from having to travel far to buy products. This reduces the use of vehicles and less air pollution. • E-commerce aids in product cost reduction, making things more affordable for those with fewer means. • E-commerce has made rural areas more accessible to services and products easily.

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The Advantages of E-commerce	Description
	E-commerce can help governments to provide public services in a better manner, and social services with reduced costs such as health, education, etc.

On the disadvantages' aspects, the E-commerce can be broadly classified into two major types which are Technical advantages and Non-Technical disadvantages. The details are described in the table 2.4 below.

Table 2.4 The Disadvantages for E-commerce

The Disadvantages of E-commerce	Description
Technical disadvantage	<ul style="list-style-type: none"> • Due to a subpar e-commerce implementation, there can be a lack of system security, dependability, or standards. • The software development sector is still undergoing fast change. • Network bandwidth may be a problem in many nations. • E-commerce environments, it differentiate from network servers in that merchants may need a special web server or other applications. • It can occasionally be challenging to integrate an e-commerce program or website with pre-existing programs or databases.

The Disadvantages of E-commerce	Description
	<ul style="list-style-type: none"> • There might be software/hardware compatibility problems because some e-commerce applications might not work with a particular operating system or other part.
Non-Technical disadvantage	<ul style="list-style-type: none"> • Initial cost - Building an e-commerce program internally may be highly expensive.

Table 2.4 (Cont.)

The Disadvantages of E-commerce	Description
	<p>Due to errors and inexperience, an e-Commerce application launch could be delayed.</p> <ul style="list-style-type: none"> • User resistance - Lack of user confidence due to the website being an unidentified, faceless seller It is challenging to persuade traditional customers to convert from physical to online. • Security/ Privacy - It is challenging to guarantee the security or privacy of internet transactions. • Lack of touch or feel of products during online shopping is a drawback.

The Disadvantages of E-commerce	Description
	<ul style="list-style-type: none"> • E-commerce platform is constantly developing and evolving. • For many potential clients, such as those residing in far-flung communities, internet connectivity is still expensive and difficult to use.

2.4.2.2 E-Marketplace

E-Marketplace stands for an Electronic Marketplace. It is an online market where organizations register as buyers or sellers to conduct business-to-business over the internet. These places can be physical, virtual, or conceptual. Many researchers give the definition of E-Marketplace in various meanings (Standing et al., 2006). Malone (1987) described that electronic markets connect different buyers and sellers through a central database. In line with Bakos (1998), electronic markets exist when suppliers provide products and services to customers in a transaction, partially or fully automatically by information technology. Moreover, Gullede (2002) explains that E-Marketplace. It is a virtual place where buyers and sellers meet to conduct commercial transactions. Exchanges may be public. (open and neutral) or private (Specific supply chain) Hub is a more specific concept. There is an exchange of documents between organizations. There is an e-marketplace. Many types according to various business models. It can be divided into broad categories based on the method of operation, type of e-marketplace, are in the following table.

Table 2.5 The Types of E-Marketplace

Types of E-Marketplace	Description
Independent e-marketplace	An independent e-marketplace is often an online platform for business-to-business transactions run by a third party and accessible to buyers and sellers in a certain sector. You can view classified advertisements, requests for quotes, or bids in your industry sector by signing up on a separate

Types of E-Marketplace	Description
	e-marketplace. Usually, participation will involve money in some manner.
Buyer-oriented e-marketplace	A buyer-oriented e-marketplace is normally run by a consortium of buyers in order to establish an efficient purchasing environment. If you're in the market to make a purchase, taking part in this kind of electronic marketplace might help you cut your administrative expenses and get the greatest deal from suppliers. As a supplier, you can promote your catalog to a pool of potential clients by using a buyer-focused online marketplace.
Types of E-Marketplace	Description
Supplier-oriented e-marketplace	<p>This marketplace, which is sometimes referred to as a supplier directory, was created and is run by a number of suppliers who want to create a successful online sales channel to many different customers. Usually, you can search for a certain good or service by it.</p> <p>Buyers gain from supplier directories because they learn about suppliers in industries and areas they might not be familiar with. These marketplaces allow sellers to generate leads and boost their visibility to potential customers. they might not be familiar with. These marketplaces</p>

Table 2.5 (Cont.)

Types of E-Marketplace	Description
	allow sellers to generate leads and boost their visibility to potential customers.
Vertical and horizontal e-marketplaces	<p>Vertical e-marketplaces give companies access to the internet at every level of a certain industry sector, such as the automobile, chemical, construction, or textile industries. Using a vertical e-marketplace for your industry sector to buy or sell will help you operate more efficiently while lowering your expenses, inventory, and procurement cycle time.</p> <p>A horizontal e-marketplace links buyers and sellers from various markets or industries. A horizontal e-marketplace can be used to buy indirect goods like stationery or office supplies.</p> <p>By implementing of E-marketplace, consumer can gain hug benefits in vary aspects. The potential benefits of using an e-marketplace will vary between industries and businesses, and indeed between buyers and sellers. The potential advantages are outlined in the table below.</p>

Table 2.6 The Benefits of E-Marketplace

Benefits of E-marketplace	Description
Benefits for general business	<ul style="list-style-type: none"> • Suppliers and buyers have more opportunity to create new business relationships, either inside their own supply chains or with other supply networks. • In the purchasing process E-marketplace more transparency can be provided as

Benefits of E-marketplace	Description
	<p>availability, prices and stock levels are all accessible in an open environment.</p> <ul style="list-style-type: none"> • Time constraints and problems with different business hours for international trade are eliminated. Because it is possible to work all the time.
Benefits for the buyers	<ul style="list-style-type: none"> • Access to current price and inventory information makes it simpler to negotiate the best price. • E-marketplace provides a straightforward approach to estimating costs and goods from a single source. Instead of taking the time to contact each supplier.

Table 2.6 The Benefits of E-Marketplace (Cont.)

Benefits of E-marketplace	Description
	<ul style="list-style-type: none"> • Because they only do business with members, well-established e-marketplaces give buyers a certain level of confidence.
Benefits for the sellers	<ul style="list-style-type: none"> • Both new and existing customers have the option to seek quotes on a regular basis. • It offers an additional sales channel for the promotion and sale of goods.

Benefits of E-marketplace	Description
	<ul style="list-style-type: none"> • E-marketplace have lower marketing costs compared to other sales channels • Utilizing global e-marketplaces can open up prospects for international sales that you might not have otherwise known about. you might not have otherwise known about.

In this research, the researcher would like to explore and explain how demographic factors and marketing mix factors influence consumer's purchase decision of Thai fermented fish sauce via E-Marketplace. The variety of demography factors may cause the different of people in making the buying decision. Also, the variety of marketing attributes may persuade people to purchase an online product in different way. Finally, the purchase decision may be affected by such variables.

2.5 Conceptual Framework

This objective of this paper is to study the factors affecting consumer's purchase decision for pasteurized Thai fermented fish sauce via E-Marketplace. By reviewing the relevant theories and concepts, the researcher is established the framework with the construction of 10 variables which are 9 independent variables and 1 dependent variable. The eleven independent variables which are divided into three sub groups; Demographic factors (Age, Gender, Educational level, Occupation, and Income), Marketing Mix factors (Product, Price, Place, and Promotion). Whereas, the dependent variable is the purchase decision of pasteurized Thai fermented fish via E-Marketplace. Therefore, the conceptual framework is synthesized and diagramed as the figure below.

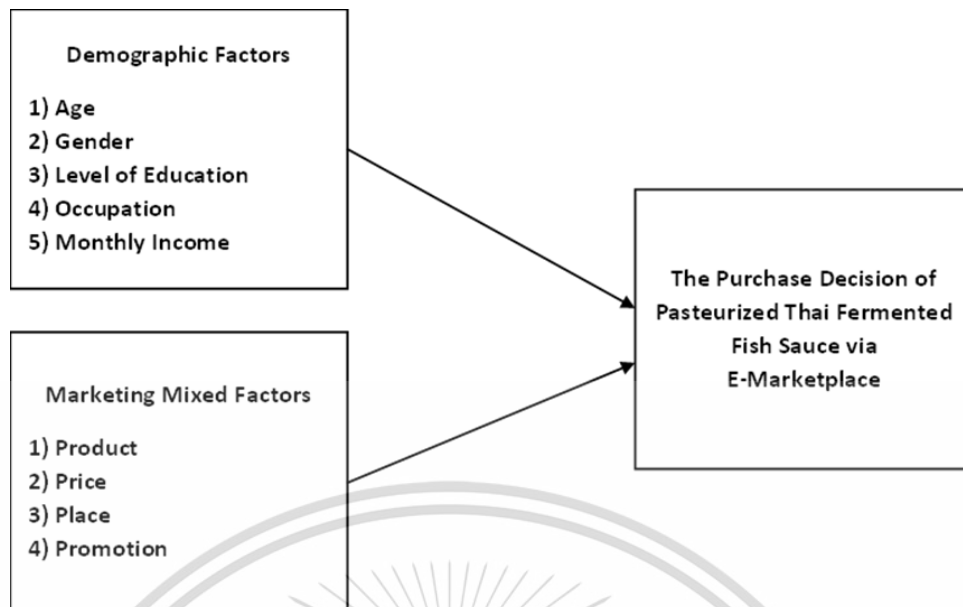


Figure 2.2 Conceptual Framework of Factors Affecting Consumer's Purchase Decision of Pasteurized Thai Fermented Fish Sauce via E-Marketplace

The proposed hypotheses are concluded in Table 2.7 as follows;

Table 2.7 Summary of the Hypotheses

Hypothesis No.	Hypothesis
H1	Consumer's purchase decision of different age has an of pasteurized Thai fermented fish sauce via e-marketplace differs based on age.
H2	Consumer's purchase decision of different age has an of pasteurized Thai fermented fish sauce via e-marketplace differs based on gender.

Table 2.7 (Cont.)

Hypothesis No.	Hypothesis
H3	Consumer's purchase decision of different age has an of pasteurized Thai fermented fish sauce via e-marketplace differs based on level of education.

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Hypothesis No.	Hypothesis
H4	Consumer's purchase decision of different age has an of pasteurized Thai fermented fish sauce via e-marketplace differs based on occupation.
H5	Consumer's purchase decision of different age has an of pasteurized Thai fermented fish sauce via e-marketplace differs based on monthly income.
H6	Product has an effect on purchase decision of pasteurized Thai fermented fish sauce via e-marketplace.
H7	Price has an effect on purchase decision of pasteurized Thai fermented fish sauce via e-marketplace.
H8	Place has an effect on purchase decision of pasteurized Thai fermented fish sauce via e-marketplace.
H9	Promotion has an effect on purchase decision of pasteurized Thai fermented fish sauce via e-marketplace.

2.6 Relevant Researches

Avakiat (2021) studies the Important Factors Influencing the Purchase Decision of Products via Online Application (Mobile Application) of Consumers in Bangkok. The study reveals that the marketing mix factors affecting consumers' online shopping behavior in Bangkok were product, price, place, and promotion. For the technological acceptance factors that affected online shopping behavior with statistical significance level at .05 were security and reliability.

Zamroni (2016) did the research by analyzing of Marketing mix on purchasing decisions of canned fish product in Malang city. The result explores that the marketing mix influence on purchasing decisions to buy the canned fish products at Giant MOG. The marketing mix consists of product, price, promotion, place, people, physical evidence, process, and honesty given significant influential based on the value of R² which explain the purchasing decision up to 84.2%. Price, honesty, product, and people are the variables that significantly influence of purchasing decisions, meanwhile promotion, place, physical evidence and process does not.

Sunisa (2016) studied the factors affecting decision on the online purchasing through e-Marketplace. The objective of this study is to study the factor of demography, consumer behavior on the Internet, Marketing mix factors, and examine the relationship between Quality of web

service factors and other factors such as brand awareness and brand loyalty. The study result reveals that there are 8 factors that influence on buying decision via e-marketplace. Whereas there is only one demographic factor that impact purchase decision which is the educational level factor.

Gupta and Jain (2017) studies the research on consumer behavior towards E-Commerce: Online Shopping. It was found that the impact of electronic commerce in terms of purchasing, shopping, business cooperation and customer service and delivery services, it is remarkable that almost every organization has been affected as online shopping is gaining acceptance. Thus, it is important to understand consumer behavior towards e-commerce especially online shopping. In this paper, consumers' understanding of online shopping is examined, the level of satisfaction of respondents who use Shopping Online, and the barriers to online shopping are identified using a small survey. The results of the survey study were obtained and analyzed. The behavior of online consumers towards online purchases is particularly cited.

Smoliana (2017) conducted a study on consumer behavior towards online consumer electronics purchases: Cross national analysis. The findings were found that the aim was to examine the factors influencing the intent to purchase electronic products online and to find different methods in different countries, Norway and Ukraine. The proposed research model is based on behavior theory, planning and technology acceptance model, consumer attitude towards online purchase. The result shows that the analysis showed that consumer electronic purchase attitudes and attitudes towards using online stores had a significant effect on their intention to purchase electronic products online. The online consumers of Norway and Ukraine residents are not different in terms of their intent to buy electronics, but are different when it comes to their attitudes towards buying consumer electronics online. These findings led to literary research. and provide practical meaning for online store managers.

Dost, Illyas, and Rehman (2015) did the research on shopping trends and its effect on consumer purchasing behavior: A case study of Pakistani youths. The study reveals that online shopping means an increasing trend of being able to buy what you want while sitting at home. The focus of the research was on the influence of five key variables - trust, time, product variety, convenience and privacy on consumers' purchasing behavior (dependent variable) to determine consumer purchasing behavior that reflects online shopping trends. The statistical analysis revealed that trust and convenience had a strong impact on people who shop online or in traditional stores, while privacy had little influence on purchasing behavior.

According to the study of Sinha and Kim (2012), it was conducted on factors affecting online shopping behavior of Indian consumers. The results showed that concerns about shipping, social behavior control and perception are important factors affecting the use of the Internet for shopping. The results showed that concerns about shipping, social behavior control and perceptions were among the most important factors influencing the use of the Internet to shop for gender differences. It was found that emotional risks (products, financial comfort and not shipping), and only in technology, innovation is important for males and for females. The risks associated with convenience and attitude are therefore important factors in online shopping.



CHAPTER 3

RESEARCH METHODOLOGY

This chapter explains how the research process has been conducted in order to study the factor affecting consumer's purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace. In this paper, a convenience sampling method is used for survey via electronic and social media channels. The following sequences method is applied for this study:

- 3.1 Research Procedure
- 3.2 Population and Sample Including Sampling Method
- 3.3 Research Instrument
- 3.4 Validity and Reliability Testing for 30 Questionnaires (Pilot Group)
- 3.5 Data Gathering Procedure
- 3.6 Statistical Analysis
- 3.7 Ethical Consideration

3.1 Research Procedure

This research was conducted using quantitative approach; therefore, the research procedure is sequenced as following to complete the research with the potential step and strengthen the quality of the study.

- Identify research topic
- Define research question and objective
- Review literature
- Create questionnaire for pre-test
- Collect Pre-data (30 pilot test) with initial analysis of IOC and Cronbach's alpha
- Complete first writing stage including of three chapters
- Implement electronic survey
- Evaluate and Analyze survey data
- Discuss and summarize result
- Complete chapter four and five

3.2 Population and Sample

3.2.1 Population and Sample

To study the factors impacting consumer's purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace. The main population is general people who have experience on buying product over the electronic platform. Since the population proportion is large and infinite; thus, the Cochran's formula for sample size calculation is conducted. Cochran (1963) develop this formula for calculating the essential sample size for the required level of precision, confidence level and the estimated proportion of the attribute present in the population. The formula with the 95% confidence level 5% margin of error is described as below.

$$n = \frac{p(1-p)z^2}{d^2}$$

Where;

- n = The sample size
- p = Proportion (if not know, use 0.5)
- z = Represents confidence level
- z = At confidence level at 95% (1.96)
- d = Acceptable error

Substitute numbers in formula

$$n = \frac{0.5(1-0.5)(1.96)^2}{(0.05)^2}$$

$$n = \frac{0.25(3.8416)}{0.0025}$$

$$n = \frac{0.9604}{0.0025}$$

$$n = 384.16 \approx n = 385$$

After replacing the number into Cochran's formula, the final rounded number of sample group for data collection is 385. However, the researcher will increase the number to 400 people to ensure and strengthen more reliability of the research study.

3.2.2 Sample Selection

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Due to large and diverse population, this research conducts convenience sampling method for choosing target respondent for questionnaire survey. The questionnaire will be created via Google Form and then the electronic survey is distributed via social media channel namely, E-Messenger, Facebook, Line, Instagram, and etc.

3.2.3 Research Instrument

The researcher uses the questionnaire as the main tool for collecting the data. The question is closed-ended questions which separate into 2 main parts as described below;

Part 1: Level of factors impacting consumer's purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace.

Sub-part 1.1: Demographic factors (Age, Gender, Level of Education, Occupation, and Income)

Sub-part 1.2: Marketing mix factors (Product, Price, Place, and Promotion)

Part 2: The opinion of purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace.

3.2.4 Verification and Test Reliability of Questionnaire

The questionnaire is created by reviewing relevant theories, concepts, scale measurement from various researches and then composing to own questionnaire. Before distributing to 400 samples, the researcher carries out tools for verifying the questionnaire content validity and checking the scale reliability which are the index of item-objective congruence (IOC) and Cronbach's alpha.

3.2.4.1 Validity Testing

The researcher studied the relevant theories to be used as a framework for constructing the questionnaire. The questionnaire is first written in Thai language and then handed over to advisors to examine in terms of accuracy, appropriateness of content, appropriateness of language, and clarity of questions in the questionnaire. The three experts who have knowledge and expertise in a field of social science and marketing are invited to evaluate the questionnaire in terms of the fit between test items and the table of specifications and give score according to the criteria of the index of item-objective congruence (IOC) for each question carefully. The scores are ranged from -1 to +1 (Berk, 1984; Turner, Mulvenon, Thomas & Balkin, 2002; Turner & Carlson, 2003).

+1 = Congruent

0 = Questionable

-1 = Incongruent

The researcher uses the following IOC's formula.

$$IOC = \frac{\sum R}{N}$$

IOC = Item-Objective Congruence Index

R = Point given by experts

$\sum R$ = Total points of each expert

N = The number of experts

The items that had scores higher than or equal to 0.5 are considered as acceptable.

To ascertain the consistency and validity of the instrument, the questionnaire was evaluated by three business persons who have experiences in online industry in terms of E-marketplace to consider and review whether all details were simple to comprehend and meet the points or not. Generally, all the items had evaluated and give score higher than 0.5.

3.2.4.2 Reliability Testing

Before conducting a large number of questionnaires, the 30 trial surveys are shared and then the data is collected and done the reliability testing. Cronbach's alpha is implemented to ensure whether there was internal consistency within the items in which the alpha coefficient must have a level of 0.70 or higher. The formula for calculation is as follows.

$$\alpha = \frac{K\bar{r}}{1 + \bar{r}(K - 1)}$$

α : Reliability Coefficient

K : Number of Items

\bar{r} : Average Item Correlation

$\alpha \geq 0.7$: High reliability

$0.5 \leq \alpha \leq 0.65$: Moderate reliability

$\alpha \leq 0.5$: Low reliability

After collecting the data from 30 pre-test group, the researcher used the statistical program to analyze the data. The Cronbach's alpha result is .916 in accordance with the explanation of Cronbach (1951) that if the results were above 0.7, the questionnaire is highly credible. Therefore, this questionnaire is appropriate for final distribution.

3.3 Data Gathering Procedure

3.3.1 Release an electronic self-administered questionnaire that created by Google Form to all social media channel such as Messenger, Facebook, Line, Instagram, etc. The collection period will take time approximately one month (from November to December, 2022).

3.3.2 Collect and generate the data via Google Form. Then, check the completeness of each questionnaire and do further process of analyzing.

3.4 Statistical Analysis

The goal of data analysis is to compile the data that has been gathered. It entailed analyzing obtained data to identify patterns, correlations, or trends using logical and analytical reasoning. The statistical program SPSS (Statistical Program for Social Sciences), will be used to examine the study's data.

3.4.1 Descriptive statistics, such as frequency, percentage, distribution, arithmetic mean, and standard deviation, will be used to assess and present the demographic background information.

3.4.2 Inferential statistics, including the T-test, one-way ANOVA, Least Significant Difference test (LSD), and Multiple Linear Regression will be used to examine the results of the online survey. Using the questionnaire data as a guide, analyze the linear relationship between the variables. Through the use of several statistics that describe the correlation, correlation analysis aims to ascertain the degree of similarity between variables and the direction of the correlation. The

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Pearson correlation coefficient is frequently used to determine if two variables have a linear connection. This article primarily examines the existence of a relationship between the marketing mix, the Technology Acceptance Model, and the purchase decision. The prior hypotheses are also examined concurrently through the correlation analysis.

3.4.3 To score and analyze the opinion level of specific questions in the questionnaire, the researcher uses five-point rating scale or five-Likert scale. The scoring details are as following (Jamieson, 2004);

5	Strongly Agree
4	Agree
3	Neither Agree or Disagree
2	Disagree
1	Strongly Disagree

The researcher carried out the criteria of class interval scale rating as the following formula (Best, 1970) to interpret the Mean score of demography, marketing mix, and technology acceptance model factors with purchase decision via E-marketplace.

$$\begin{aligned} \text{Class interval} &= \frac{\text{Maximum-Minimum}}{\text{Class number}} \\ &= \frac{5-1}{5} \\ &= \frac{4}{5} \\ &= 0.8 \end{aligned}$$

The scale interpretations are as following table.

Table 3.1 The Scale Interpretations

Points	Scale	Verbal Interpretation
5	4.21-5.00	Strongly Agree
4	3.41-4.20	Agree
3	2.61-3.40	Neither Agree or Disagree
2	1.81-2.60	Disagree
1	1.00-1.80	Strongly Disagree

3.5 Ethical Consideration

Ethical consideration plays an important role in this research that the researcher has to pay respect and no act in such a way that harmful to the respondent. It is necessary to make sure that no human right are violated and research being conducted has no hidden agenda. Moreover, the researcher will provide obvious information about the research activities that will be carried out and clear objectives of this study and allow the respondent to answer the questions voluntarily. General personal information will be asked politely and keep it as confidential that be unable to make available or accessed by anyone other than the researcher under no circumstances.

CHAPTER 4

RESEARCH RESULT AND ANALYSIS

This chapter represents the results and analysis of the quantitative findings of the study that compiled from questionnaires to explore the factors influencing on consumer decision and such relationship to buy pasteurized Thai fermented fish sauce through E-Marketplace. The total four-hundred completed questionnaires were pulled from Google form. The research results are shown under the following 3 major headings:

- 4.1 Socio demographic factors
- 4.2 Analysis factors Marketing mix factors
- 4.3 Analysis relationship of factors and purchase decision of pasteurized Thai fermented fish sauce through E-Marketplace

4.1 Socio Demographic Factors

In this study, the researcher applied the descriptive statistic to present the frequency and percentage of the respondents. The demographic factors comprised of age, gender, level of education, occupation, and monthly income. The researcher also analyzes e-marketplace's queries such as experience usage and frequency.

The results are presented in the following table.

Table 4.1 Number and Percentage of Demographic Information Classified by Gender

Gender	Frequency	Percentage
Male	130	32.5
Female	270	67.5

Table 4.1 (Cont.)

Gender	Frequency	Percentage
Total	400	100.0

According to the Table 4.1, it can be found that there are 400 respondents in this survey, of which 130 are males, accounting for 32.5%, and 270 females, accounting for 67.5%.

Table 4.2 Number and Percentage of Demographic Information Classified by Age

Age	Frequency	Percentage
21-30 years old	59	14.80%
31-40 years old	267	66.80%
41-50 years old	64	16.00%
51 years old or more	10	2.50%
Total	400	100%

Referring from Table 4.2, it was shown the result from 400 respondents, the most of whom are 31-40 years old, with 267 people, accounting for 66.80%. Next is between 41-50 years old, with 64 people, accounting for 16.00%. There are 59 people between the ages of 21 and 30 years old, accounting for 14.80%. The least number are those 51 years old and more, with 10 people, accounting for 2.50%.

Table 4.3 Number and Percentage of Demographic Information Classified by Marital Status

Marital Status	Frequency	Percentage
Single	123	30.80%
Married	275	68.80%

Table 4.3 (Cont.)

Marital Status	Frequency	Percentage
Divorced/ Widowed/ Separated	2	0.50%
Total	400	100%

According to the Table 4.3, it can be found that there are 400 respondents in this survey, of which 123 people are single, accounting for 30.80%, 275 people are Married, accounting for 68.80%, and 2 people are Divorced, accounting for 0.50%.

Table 4.4 Number and Percentage of Demographic Information Classified by Educational Level

Education level	Frequency	Percentage
Secondary school or lower	13	3.30%
High school/ Vocational certificate	22	5.50%
High Vocational certificate	12	3.00%
Bachelor Degree	307	76.80%
Master Degree	46	11.50%
Total	400	100%

In accordance with above Table 4.4, the finding showed that majority people as 307 people, accounting for 76.80% had education level of Bachelor Degree. 46 people, accounting for 11.50% had completely Master Degree. 22 people, accounting for 5.50% had education level of High school or Vocational certificate while 13 people, accounting for 3.30% had graduated Secondary school or lower. The minority people as 12 people, accounting for 3.00% had completely High Vocational certificate.

Table 4.5 Number and Percentage of Demographic Information Classified by Occupation

Occupation	Frequency	Percentage
Private staff	116	29.00%
Civil servant/ Government officer	186	46.50%
Entrepreneur/ Business owner	78	19.50%
Others	20	5.00%
Total	400	100%

According to Table 4.5, it can be seen that from the 400 respondents, there are 116 private staffs, accounting for 29.00%, 186 people work in Civil servant or Government officer, accounting for 46.50%, 78 people work as Entrepreneur or Business owner, accounting for 19.50%, and 20 people work other jobs, accounting for 5.00%.

Table 4.6 Number and Percentage of Demographic Information Classified by Monthly Income

Monthly income	Frequency	Percentage
Less than or equal to 10,000 baht	9	2.30%
10,001-20,000 baht	39	9.80%
20,001-30,000 baht	57	14.20%
30,001-40,000 baht	153	38.30%
40,001-50,000 baht	102	25.50%
Above than 50,000 baht	40	10.00%
Total	400	100%

Referring from above Table 4.6, the larger proportion of respondents as 153 people earned 30,001-40,000 baht, accounting for 38.30%. Next, 102 people earned 40,001-50,000 baht, accounting for 25.50%. 57 people earned 20,001-30,000 baht, accounting for 14.20% and 40 people earned more than 50,000 baht, accounting for 10.00%. Nearly 39 people, accounting for 9.80% had a monthly income of between 10,0001 to 20,000 baht while a mere 9 people, accounting for 2.30% earned less than or equal to 10,000 baht.

Table 4.7 Number and Percentage of User Experience on E-Marketplace Platform

E-Marketplace platform	Frequency	Percentage
Lazada	83	20.80%
Shopee	233	58.30%
JD Market	26	6.50%
PriceZa	18	4.50%
LNW shop	10	2.50%
Tarad group	6	1.50%
Other	24	6.00%
Total	400	100%

In accordance with above table 4.7, the largest group of 233 respondents go through Shopee, accounting for 58.30%. The following group of 83 respondents experience Lazada, accounting for 20.80%, 26 people through JD Market, accounting for 6.50%, 24 people through Other E-marketplace platform, accounting for 6.00%, 18 respondents via PriceZa, accounting for 4.50%, 10 respondents via LWN shop, accounting for 2.50%, 6 people through Tarad group, and accounting for 1.50%.

Table 4.8 Number and Percentage of Purchase Frequency through E-Marketplace

Purchase frequency	Frequency	Percentage
4-6 days/ week	56	14.00%
1-3 days/ week	166	41.50%
Less than 3 days/ week	40	10.00%
Once a month	65	16.30%
Once a year	73	18.30%
Total	400	100%

In total number of 400 participants, the majority of participants are frequently purchase through E-Marketplace as 1-3 days/week (166 people, 41.50%). Following with once a year (73 people, 18.30%), once a month (65 people, 16.30%), 4-6 days/ week (56 people, 14.00%), and less than 3 days/ week (40 people, 10.00%) respectively.

Table 4.9 Number and Percentage of Thai Fermented Fish Brand that Consumer Bought through an Online Marketplace

Thai fermented fish sauce brand	Frequency	Percentage
Zap Mike	93	23.30%
Mae E-Pim by Pimrypies	171	42.80%
Tummour	76	19.00%
Maerien	17	4.30%
Tamnua	23	5.80%
Maeboonlam	20	5.00%
Total	400	100%

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Referring from Table 4.9, it was shown the result from 400 respondents, the most of whom bought Mae E-Pim by Pimrypies brand, with 171 people, accounting for 42.80%. Next is Zap Mike brand, with 93 people, accounting for 23.30%. An there are Tummour brand, with 76 people, accounting for 19.00%. Tamnua brand, with 23 people, accounting for 5.80%. Maeboonlam brand, with 20 people, accounting for 5.00%. The least number bought Maerien brand, with 17 people, accounting for 4.30%.

4.2 Level of factors influencing consumer's purchase decision for pasteurized Thai fermented fish sauce via E-Marketplace

In this part, there are 20 items that used to analyze the level of factors influencing consumer's purchase decision for pasteurized Thai fermented fish sauce via E-Marketplace. Each domain is described by arithmetic mean and standard deviation. The 5-point Likert scale was applied for assessing the consumer's attitude level ranging from "1 as Strongly disagree to 5 as Strongly agree". Furthermore, 5 more items are also revealed the agreement in terms of consumer's purchase decision through online marketplace.

Table 4.10 Mean and Standard Deviation and Level of Factors Influencing Consumer's Purchase Decision for Pasteurized Thai Fermented Fish Sauce via E-Marketplace

Independent Variables	Mean	S.D.	Level
Product	3.820	0.450	Agree
Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace are diverse and available.	4.050	0.699	Agree
Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is good taste.	3.620	0.795	Agree
Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is clean and standardization	3.770	0.756	Agree

Table 4.10 (Cont.)

Independent Variables	Mean	S.D.	Level
Packaging of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is beautiful	3.870	0.769	Agree
Product details of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is completeness	3.900	0.772	Agree
Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace have certificates and warranty comparing with other offline product.	4.030	0.773	Agree
Brand of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace cannot find in offline market.	3.510	1.052	Agree
Trademark of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is reliable that impact to the level of purchase decision.	3.810	0.781	Agree
Price	3.939	0.470	Agree
Price of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is accurate and is charged according to the actual amount state	4.070	0.707	Agree
Price of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is reasonable comparing with product quality	3.850	0.753	Agree
Price of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is cheaper than product that selling through offline market	3.700	0.844	Agree
Price of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is clearly declared	3.970	0.702	Agree

Table 4.10 (Cont.)

Independent Variables	Mean	S.D.	Level
Consumer can easily compare the price of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace	4.120	0.758	Agree
Place	4.048	0.501	Agree
Platform for ordering Pasteurized Thai Fermented Fish Sauce through the E-Marketplace is convenient and easy	4.110	0.700	Agree
Ordering Pasteurized Thai Fermented Fish Sauce through the E-Marketplace is on-time delivery	3.850	0.815	Agree
Consumer can purchase Thai Fermented Fish Sauce through E-Marketplace 24 hours a day	3.990	0.766	Agree
There are various forms of payment namely Internet Banking, credit card, payment on delivery, etc. for ordering Thai Fermented Fish Sauce through E-Marketplace	4.250	0.684	Strongly Agree
Promotion	4.000	0.539	Agree
You know about pasteurized Thai fermented fish sauce products sold through the online market from various advertising media.	3.880	0.840	Agree
Advertising of pasteurized Thai fermented fish sauce on the Internet is interesting and modern.	4.020	0.747	Agree
Organizing promotion activities for pasteurized Thai fermented fish sauce products such as discounts, exchanges, giveaways, etc. through the E-marketplace affects the level of purchasing decisions.	4.120	0.713	Agree
Purchase Decision	4.043	0.443	Agree

Table 4.10 (Cont.)

Independent Variables	Mean	S.D.	Level
Pasteurized Thai fermented fish sauce products sold through the E-marketplace meet customer needs, reasonable prices, easy to order, and contact at any time	4.230	0.698	Strongly Agree
There are clear product details available on E-Marketplace. The seller or trader have no history of fraud in business	3.940	0.714	Agree
Information about Pasteurized Thai fermented fish sauce products sold through the E-marketplace has been regular up-to-date	3.850	0.665	Agree
Friend's advice or experienced user's review affect to purchase decision of Pasteurized Thai fermented fish sauce products	4.080	0.646	Agree
There is a comparison of other pasteurized Thai fermented fish sauce brand with other websites	4.130	0.610	Agree

For product, the average of this domain shows the mean as 3.820 and standard deviation as 0.450 which considered as Agree. The highest mean and standard deviation score is 4.050 and 0.699 and the lowest mean and standard deviation score is 3.510 and 1.052.

In terms of price, the overall mean and standard deviation is equal to 3.939 and 0.470 which regarded as Agree. The highest mean and standard deviation score is 4.120 and 0.758 and the lowest mean and standard deviation score is 3.700 and 0.844.

For place, it was shown that the overall average mean and standard deviation of this domain is 4.048 and 0.501 which considered as Agree. The highest mean and standard deviation score is 4.110 and 0.700 and the lowest mean and standard deviation score is 3.850 and 0.753.

In terms of promotion, the overall mean and standard deviation is equal to 4.006 and 0.539 which regarded as Agree. The highest mean and standard deviation score is 4.120 and 0.713 and the lowest mean and standard deviation score is 3.880 and 0.840.

By considering of 4P marketing mixed factors, all 20 items had high score which can be interpreted as Agree.

Moreover, the average outcome of 5 items of consumer's purchase decision had mean and standard deviation equal to 4.006 and 0.539. The highest mean and standard deviation score is 4.230 and 0.698 and the lowest mean and standard deviation score is 3.850 and 0.665. It implied that consumer is agree to decide to purchase the Thai fermented fish sauce via online marketplace.

4.3 Relationship between demographic factors and purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace

4.3.1 The Independent sample t-test is used to compare the mean of two group. The respondent's gender is proposed as a grouping variables and purchase decision is a dependent variable.

H1: Consumer's purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace differs based on gender.

Table 4.11 Result of Purchase Decision of Different Genders

Group Statistics					
PUR	Gender	n	Mean	Std. Deviation	Std. Error Mean
	Male	130	4.054	0.405	0.036
	Female	270	4.038	0.461	0.028

Table 4.11 (Cont.)

Independent Sample Test							
PUR	Levene's Test for Equality of Variances			t-test for Equality of Means			
	F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference
Equal variances assumed	1.468	0.226	0.339	398	0.735	0.016	0.047
Equal variances not assumed			0.355	286.71	0.723	0.016	0.453

* $p < 0.05$

According to table 4.11, Levene's test score is $F = 1.468$ (greater than 0.05). Thus, the variances of customers of different genders are the same, indicating that the is suitable for testing and analysis of variance.

The Independent Sample t-test result sig two-tailed value is 0.735 (more than 0.05), indicating that consumers of different genders have no significant differences online marketplace purchase decision. The average online marketplace purchase decision of male consumers is 4.0538 > 4.0378 (The average online marketplace purchase decision of female consumers). Thus, H1 is accepted.

In order to explore the relationship between consumers with different demographic characteristics and purchase decision of online marketplace, the Analysis of Variance (ANOVA) is applied to test such involvement for hypothesis 2 to hypothesis 5.

4.3.2 The consumer's age is presented as a grouping variables and purchase decision is as a dependent variable.

H2: Consumer's purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace differs based on age.

Table 4.12 Result of Purchase Decision of Different Ages

Ages	n	Mean	Std. Deviation	95% Confidence Interval for Mean		Minimum	Maximum
				Lower Bound	Upper Bound		
1	59	4.1661	0.43810	4.0519	4.2803	3.20	4.80
2	267	4.0322	0.38702	3.9856	4.0788	3.00	5.00
3	64	3.8813	0.57318	3.7381	4.0244	3.00	5.00
4	10	4.6400	0.26331	4.4516	4.8284	4.20	4.80
Total	400	4.0430	0.44344	3.9994	4.0866	3.00	5.00
ANOVA		Sum of Squares	df	Mean Square	F	Sig.	
Between Groups		6.164	3	2.055	11.254	.000*	
Within Groups		72.297	396	0.183			
Total		78.460	399				

* p<0.05

As can be seen from table 4.12, the number 1 represents the age 21-30 years old, 2 represents 31-40 years old, 3 represents 41-50 years old, and 4 represents 51 years old or more. In accordance with the above analysis result in table 4.12, it was shown that $F = 11.254$, $P = 0.000 < 0.05$, pointing out that consumer with dissimilar ages have significant differences in purchase decision of Thai fermented fish sauce via online marketplace. Therefore, H2 is accepted.

4.3.3 The consumer's education level is presented as a grouping variables and purchase decision is as a dependent variable.

H3: Consumer's purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace differs based on level of education.

Table 4.13 Result of Purchase Decision of Different Education Levels

Education levels	n	Mean	Std. Deviation	95% Confidence Interval for Mean		Minimum	Maximum
				Lower Bound	Upper Bound		
1	13	4.7385	0.28734	4.5648	4.9121	4.40	5.00
2	22	4.2273	0.44634	4.0294	4.4252	3.60	4.80
3	12	4.2167	0.32427	4.0106	4.4227	4.00	4.80
4	307	3.9590	0.34148	3.9206	3.9973	3.00	5.00
5	46	4.2739	0.73679	4.0551	4.4927	3.00	5.00
Total	400	4.0430	0.44344	3.9994	4.0866	3.00	5.00
ANOVA		Sum of Squares	df	Mean Square	F	Sig.	
Between Groups		12.018	4	3.004	17.861	.000*	
Within Groups		66.443	395	0.168			
Total		78.460	399				

* $p < .05$

Referring from the table 4.13, the number 1 represents the secondary school degree or lower, 2 represents high school or vocational certificate degree, 3 represents high vocational certificate degree, 4 represents Bachelor degree, and 5 represents Master degree. Due to the above analysis result, $F = 17.861$, $P = 0.000 < 0.05$, indicating that consumers of different education levels

have significant differences in purchase decision of Thai fermented fish sauce via online marketplace. Thus, H3 is accepted.

4.3.4 The consumer's occupation is proposed as a grouping variables and purchase decision is as a dependent variable.

H4: Consumer's purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace differs based on occupation.

Table 4.14 Result of Purchase Decision of Different Occupation

Occupations	n	Mean	Std. Deviation	95% Confidence Interval for Mean		Minimum	Maximum
				Lower Bound	Upper Bound		
1	116	4.2276	0.53138	4.1299	4.3253	3.00	5.00
2	186	3.9301	0.29492	3.8874	3.9728	3.20	5.00
3	78	3.9795	0.51632	3.8631	4.0959	3.00	5.00
4	20	4.2700	0.29930	4.1299	4.4101	3.80	4.80
Total	400	4.0430	0.44344	3.9994	4.0866	3.00	5.00

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.668	3	2.556	14.298	.000*
Within Groups	70.792	396	0.179		
Total	78.460	399			

* $p < 0.05$

As stated in table 4.14, the number 1 represents private staff, 2 represents civil servant or government officer, 3 represents entrepreneur or business owner, and 4 represents other any

occupation. As the analysis result stated in above table, $F = 14.298$, $P = 0.000 < 0.05$, revealing that consumers of different occupations have significant differences in purchase decision of Thai fermented fish sauce via online marketplace. Therefore, H4 is accepted.

4.3.5 The consumer's average monthly income is presented as a grouping variables and purchase decision is as a dependent variable.

H5: Consumer's purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace differs based on monthly income.

Table 4.15 Result of Purchase Decision of Different Monthly Income

Monthly Incomes	n	Mean	Std. Deviation	95% Confidence Interval for Mean		Minimum	Maximum
				Lower Bound	Upper Bound		
1	9	4.2000	0.24495	4.0117	4.3883	3.80	4.40
2	39	4.3641	0.42020	4.2279	4.5003	3.60	5.00
3	57	4.1298	0.53518	3.9878	4.2718	3.20	5.00
4	153	3.9359	0.35737	3.8789	3.9930	3.00	5.00
5	102	3.9118	0.35216	3.8426	3.9809	3.00	4.40
6	40	4.3150	0.55818	4.1365	4.4935	3.00	5.00
Total	400	4.0430	0.44344	3.9994	4.0866	3.00	5.00

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.142	5	2.228	13.043	.000*
Within Groups	67.318	394	0.171		
Total	78.460	399			

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* $p < 0.05$

As can be seen from table 4.15, the number 1 represents monthly income less than or equal to 10,000 baht, 2 represents monthly income 10,001-20,000 baht, 3 represents monthly income 20,001-30,000 baht, 4 represents monthly income 30,001-40,000 baht, 5 represents monthly income 40,001-50,000 baht, 6 represents monthly income above than 50,000 baht.

In line with the above analysis result, $F = 13.043$, $P = 0.000 < 0.05$, revealing that consumers of different monthly income have significant differences in purchase decision of Thai fermented fish sauce via online marketplace. Therefore, H_5 is accepted.

4.4 Multiple regression analysis of marketing mixed factors (4P) and purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace

The relationship between marketing mixed factors (4P) and purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace was analyzed by using Multiple linear regression analysis in SPSS 26.0 in order to test the following hypothesis.

H6: Product has an effect on purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace.

H7: Price has an effect on purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace.

H8: Place has an effect on purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace.

H9: Promotion has an effect on purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace.

The model summary and analysis result of each variable are shown in the table below;

Table 4.16 Model Summary (Including All the Variables)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F Change	Sig. F Change
1	.638 ^a	.407	.401	.34315	67.827	.000*

* $p < 0.05$

In accordance with the model summary in the above table (Table 4.25), the result of R Square is .407 which implied that 40.70% of variance in purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace can be explain by all marketing mixed factors which are product, price, place, and promotion. Furthermore, the significant (Sig.) in above table, it reveals that the P-value as 0.000 which means at least one of the dependent variables (product, price, place, and promotion) has significant predictive relationship with dependent variable (purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace).

Table 4.17 Multiple Regression Analysis Result

	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval for B	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
(Constant)	1.157	.182		6.361	.000*	.799	1.514
PRO	.294	.048	.298	6.070	.000*	.199	.389
PRI	-.033	.050	-.035	-.663	.508	-.131	.065
PLA	.306	.039	.346	7.804	.000*	.229	.383
PROMO	.163	.040	.199	4.049	.000*	.084	.243

* p<0.05

From the regression result in the Table 4.26, it reveals that there are 3 independents variables (product, place, and promotion) which have significant predictive relationship with dependent variable (purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace). Place is the strongest variable which has an effect on purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace (P-value = 0.000, $\beta = 0.346$) followed by Product (P-value = 0.000, $\beta = 0.298$) and Promotion (P-value = 0.000, $\beta = 0.199$). On the other hand, Price had no significant effect on purchase decision because it has P-value as .508

4.5 Summary Hypothesis Test

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Based on the above analysis, the hypothetical test results in this research are as follows.

Table 4.18 Hypothetical Test Results

Hypothesis	Accept	Reject
H1: Consumer's purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace differs based on gender.		✓
H2: Consumer's purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace differs based on age.	✓	
H3: Consumer's purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace differs based on level of education.	✓	
H4: Consumer's purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace differs based on occupation.	✓	
H5: Consumer's purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace differs based on monthly income.	✓	
H6: Product has an effect on purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace.	✓	
H7: Price has an effect on purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace.		✓
H8: Place has an effect on purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace.	✓	
H9: Production has an effect on purchase decision of pasteurized Thai fermented fish sauce via E-Marketplace.	✓	

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CHAPTER 5

CONCLUSION AND DISCUSSION

The study is conducted with the aim of analyzing the influences of various demographic factors and marketing mixed elements on consumer purchase decision of pasteurized Thai fermented fish sauce via online marketplace. In line with the results of the data analysis, this chapter presents the findings as below,

- 5.1 Conclusion
- 5.2 Discussion
- 5.3 Recommendation

5.1 Conclusion

This research focuses on population's characteristics and marketing strategy such 4P as the research object and attempts to explore which factors have influenced on consumer's purchase decision to buy the Thai fermented fish sauce via online marketplace. In terms of demography, it consists of gender, age, education level, occupation, and monthly income. Also, the 4P marketing mix is composed of product, price, place, and promotion. This can help all online businesses to initiate effective strategies to match the need and attract consumers to interest or start purchasing the product via online platform. In the measurement of model relationship, the primary data is retrieved through online questionnaire for empirical analysis, using SPSS software for statistical analysis in which descriptive declaration, variance, and Multiple regression analysis. The conclusions were explained as follows:

According to the human population's characteristics, majority of the respondents are female with the age during 31 to 40 years old and holding married status. Most of them have bachelor degree who are working as civil servant or government officer with the average income between 30,001 and 40,000 baht per month. Most respondents visit Shopee for purchasing online product at least 1-3 days a week. Considering of online product about the Thai fermented fish sauce, they have mostly bought Mae E-Pim as the number one brand.

In accordance with the marketing mix descriptive statistics, most of the respondents agree upon the fact that place influence on consumer's purchase decision, in terms of, there are various

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forms of payments such as, Internet Banking, credit card, payment on delivery for ordering Thai fermented fish sauce through E-Marketplace. The second is promotion in terms of organizing promotion activities for pasteurized Thai fermented fish sauce products such as discounts, exchanges, giveaways, etc. through the E-marketplace affects the level of purchasing decisions. Respondents agree upon the fact that price influence on consumer's purchase decision in which consumer can easily compare the price of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace. Respondents are less likely to agree upon the product impact on consumer's purchase decision.

Due to the t-test analysis to see whether there are any differences exists or not over male and female, we can see from the mean value result that there were not many significant differences between male and female in their decision to purchase Thai fermented fish sauce. In line with the study of Rahman (2019), he considered from all the eight factors covering thirty-seven measurement items and surprisingly found that the male and female is not different in terms of decision-making style. Supportively, Lin (2003) who studied about the gender difference in purchasing decision making process about college students' purchasing behaviour of mobile phones found that there is no significant gender difference at the stage of purchase and post purchase. The pattern of mean values of evaluative criteria for males and females were very similar. Males and females showed comparable levels of conformity, despite the fact that they conform to various situations and influencers. This is consistent with the findings of Modahl (2002) study, which showed that the gender had no influence on people's purchase decision. Men shop online more frequently than women, according to the survey, and since gender influences consumer online buying behavior, it is advised that online retailers identify the barriers that impede female customers from turning their browsing and shopping into actual purchases. For instance, if the issue is the security of online transactions, online merchants should provide more safe transaction options to female customers. Online vendors should think about giving more thorough product descriptions for female customers if the issue is the website content and there is a need for them.

Several studies, however, have found the exact reverse. A study conducted by Rahman (2019), the studies indicate that males show a higher tendency to conscientiousness and being systemic and take more risks than females since these individuals are socially expected to behave in this way (social role theory), and this adaptive behavior in the natural selection process designates special characteristic advantages to individuals (evolutionary psychology). Psychology research carried out in recent years has discovered certain gender disparities that may be connected

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to e-consumer behavior. Similar to this, Sandstrom, Edvardsson, Kristensson, and Magnusson (2008) demonstrate that males use highly hierarchical electronic buy sites more readily than females. In general, the results of studies indicate that taking into account websites for men and women can be more effective in satisfying e-consumers (Kim et al, 2019). From this study, we can also say that today's generation is not acting like their previous generations especially in their purchasing decision. The ultimate goal of gender equality is to create a society where men and women have the same opportunities, rights, and responsibilities in every aspect of life. Men and women are equal when they can equally participate in the distribution of power and influence, have equal opportunities to achieve financial independence through employment or business ownership, have equal access to education and the chance to pursue personal goals, interests, and talents, share parental responsibilities, and are totally free from coercion, intimidation, and gender-based violence both at work and at home (UNFPA, 2005).

Result of variance analysis show that demographic factors which are age, education level, occupation, and monthly income have significant differences with consumer's purchase decision of pasteurized Thai fermented fish sauce through online platform. This research shows that a tricenarian (age 31-40 years old) decide to purchase the pasteurized Thai fermented fish sauce through online channels more than other age groups; whereas, the quinquagenarian has low purchase decision of buying this product online. The elder people have some negative experiences while shopping online, which they have a trouble to find what they are looking for. It occurs during searching the product or service, and difficulties in finding product or service information. According to Carlsson and Karlsson (1970), people with different age enable different responsiveness to the force called "stimulatory pressure" having in mind that younger people are changing faster than older people. Previous studies (Parment, 2013; Kacprzak & Pawłowska, 2017) have shown that younger generations can handle a large amount of information easier. In terms of education level, the study result found that the people who graduated with a bachelor's degree are the main group who purchase the pasteurized Thai fermented fish sauce through online marketplace. In line with Kim and Kim (2004) and Koyuncu and Lien (2003) indicate in their studies that consumers with more education are more likely to regularly make online purchases. Also, it was asserted by Burroughs and Sabherwal (2001) that education affects people's willingness to embrace and use internet purchasing. Following investigation, this study suggests that the level of education has an impact on consumers' purchase preferences for the product categories in which they are more likely to be interested, which may help to explain the phenomenon of online grocery

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shopping. Moreover, the various occupation impact to the process of consumer selection to involve or buy the product online. It believes that people with different careers have different needs and consequently have different purchasing preferences for certain products (Kotler et al., 2014). Since the government officer work in an 8 working hours, maybe without overtime, they have time to visit online marketplace and find out the product in accordance with their needs and specification more than other careers. They also think that purchasing this product through online platform is convenience, easy, and save time. Different level of income also influence the decision attitude to purchase product online. As the income level determines consumers' purchasing power, people with middle to high income more likely to conduct online purchases compared to consumers with lower household incomes. In addition, Lohse and Spiller (2006) found that a higher household income is positively related to having access to online purchases.

According to the result of Multiple regression analysis, it was found that all the Marketing mix dependents variables which are product, price, place, and promotion has positively with the dependent variable; purchase decision of Thai fermented fish sauce product. Product influence on purchase decision. Result shows that there is a positive relationship between product and purchase decision. This means that the diverse and available of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace can meet the consumer's need and stimulate them on purchasing. People can easily go through online shop that they can review the Pasteurized Thai Fermented Fish Sauce product with different brand and taste before purchasing. Also, the product is widely available for their instant need. Through the e-marketplace, the consumer can be confident that product have certificates and warranty comparing with other offline product, also some Pasteurized Thai Fermented Fish Sauce product, they are unable to find it offline since some brands launch the product on online channel only. This aligns with the result on the impact of marketing mix, consumer's characteristics, and psychological factors on consumer's purchase intention developed by Nugroho and Irena (2017). This result is that product has significant influence on purchase decision.

Moreover, an affordable price allows potential clients to make purchase decision. There are positively effects between price and consumer purchase decision to buy Pasteurized Thai Fermented Fish Sauce product through online platforms. Consumer can easily compare the price and found that the online price always cheaper than offline price. The reasonable price can attract consumer to make the decision to purchase such product. In line with Dhurup (2014), they stated

that pricing can be considered one of the most vital and essential elements that can influence consumer buying behavior or the buyer decision process.

By considering the place determinant, the result show that consumers are satisfied with the availability of a variety of payment options, including Internet Banking, credit card, payment upon delivery, etc., when they choose to make an online purchase. Additionally, they discovered that the platform's 24-hour availability makes it simple and convenient to access from anywhere in the world. In line with Deelers and Rattanapongpun (2018), who studied the factors that Influence Consumer with Purchasing Decisions Process of E- Commerce Market Niches, the most important factors affecting purchasing decision are privacy, place, and price respectively. The factor such promotion positively affects purchase decision. Successful promotion via any online platform in various advertising media format builds strategic awareness that people not only recognize product, but also understand the distinctive qualities that make it better than competition. This is aligned with the finding found by Suryani and Syafarudin (2021), the result revealed that promotion has a beneficial impact on consumer purchasing decisions. It is an important aspect of marketing management and is often said to be a continuous process.

On the contrary, an affordable price may not allow potential clients to make purchase decision. There are no significant effects between price and consumer purchase decision to buy Pasteurized Thai Fermented Fish Sauce product through online platforms. Consumer may not compare the price but focus on buying the product via online directly since it is convenient. So, the price may not impact their decision to purchase. In line with Dhurup (2014), they stated that pricing can be considered as one of the most vital and elements that can influence consumer buying behavior or the buyer decision process but not the most important one. Finding with Sukkam (2017), Due to selling products in E-marketplace price of each similar product will be determined. The frequency of purchase does not depend on the price of the product. But depending on the needs or necessity of that product. Price marketing factors therefore do not affect the frequency of consumer purchases.

5.2 Discussion

According to this study about the factors affecting consumer's purchase decision for pasteurized Thai fermented fish sauce via E-marketplace. The various socio-demographic factors

and marketing mix factors are conveyed as the main determinants for this consumer's purchase decision study. This study focuses on the Thai fermented fish sauce that nowadays is very popular among the consumer in every different characteristic.

1) E-commerce Entrepreneurs or those who run their businesses through an online marketplace need to pay more attention to the products they sell because customers have varied needs and perspectives. Hence, developing a new product to meet client demand or aligning the product with the intended market will direct the seller in the appropriate direction. For example, adding products and limiting sales to online marketplaces as a strategy to attract more customers to online marketplaces. Also, in order to convince customers to make a purchase, it is important to provide them with a clear, thorough product description and information as well as evidence of the product's strength.

2) Considering of price, business owners should pay attention to finding items that are more suited and less expensive than their rivals. This is known as a competitive price. Also, each online marketplace platform allows users to compare costs to identify goods that are particularly alluring to clients.

3) In terms of place, to attract more consumer to shop online through e-marketplace, sellers should concentrate on enhancing and developing such platforms to have categories that are simple to buy, provide thorough and up-to-date product information, conveniently place orders, and check the status of orders with quick response, activity, and accuracy that will be better than ordering through other channels.

4) Promotions is also one of the powerful factors that sells should pay more attention. To induce the consumer to increase the purchase power and continue to buy this kind of product, promotion campaign should be frequently release from the sellers. Moreover, the entrepreneurs or sellers can share such promotion through social media channels which is the fastest and most direct reach to consumers. Furthermore, giving people who are famous in the online world become the presenter to sell products and review the results of products. This is also a strategy for creating incentives for consumers to be more confident in the product. On the other hands, after consumer heard the review of each product, they may change their mind to consume alternative brand and product attributes.

5.3 Recommendation

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- 1) Subsequent research should allow enough time for the study to present ideas, strengths or weaknesses, which takes a lot of time to collect, research or process the data in order to get the most accurate answers.
- 2) For future studies, others may collect data from other cities or countries. or using different data collection methods, such as face-to-face interviews or specific groups to understand consumer behavior purchase intent and their decisions
- 3) Future research may extend the study to include other influential factors that were not mentioned or verified in this Thesis paper such as Technology acceptance factors (perceived ease of use and perceived usefulness), characteristics of online platform, purchasing environment (cultural, legal, and other issues), consumer characteristics (shopping trends, shopping experience, shopping preferences), product characteristics, and other impact factors. Moreover, future research could research the seller point of view and their difficult to sell the product through online channel to improve their business and customer satisfaction.
- 4) Since the online business is dynamic, the technology disruption may become an important influential factor that can change this kind of business over time. Future research can conduct a longitudinal study to compare change in any factors that influence consumer's purchase decision at different times.

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APPENDIX A

Thesis Outline Approval



Announcement

KMITL Business School

King Mongkut's Institute of Technology Ladkrabang

Result of Thesis Outline Approval

KMITL Business School, King Mongkut's Institute of Technology Ladkrabang, with the approval of the Thesis Proposal Committee, would like to announce the research topic and approve the Thesis outline of the Master of Business Administration Program in Industrial Business Administration (International Program), which was approved on 3 March 2023 to proceed as follows:

Ms. Jutamas Polpong Student ID 62611016, is allowed to do a Thesis on the topic of "Factors Affecting Consumer's Purchase Decision for Pasteurized Thai Fermented Fish Sauce via E-Marketplace" with Asst. Prof. Dr. Nattawut Rojniruttikul as a main advisor.

In this regard, the student is required to research and write a Thesis by consulting with her advisor to complete it within the stipulated time in the regulations of King Mongkut's Institute of Technology Ladkrabang.

Announced on March 27, 2023

(Assistant Professor Dr. Poramate Asawaruangpipop)

Acting Dean of KMITL Business School

2023/03/27 Time 19:07:17 Non-PKI Server Sign-LN Signature

Code : OABCA-DYAOA-BCADc-ARABE

APPENDIX B

Research Instrument

Questionnaire

Subject: Factors affecting Consumer's Purchase Decision of Pasteurized Thai Fermented Fish Sauce via E-Marketplace.

Researcher: Ms. Jutamas Polpong

Course: Degree of Master Business Administration in Industrial Business Administration (International Program)

((ปริญญาโท บริหารธุรกิจอุตสาหกรรม (หลักสูตรนานาชาติ))

King Mongkut's Institute of Technology Ladkrabang Business School

(คณะบริหารธุรกิจแห่งสถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง)

1. Questionnaire Objectives

(วัตถุประสงค์)

To explore the determinants that influence the consumer's decision making on purchasing Pasteurized Thai Fermented Fish Sauce through E-Marketplace.

(เพื่อศึกษาปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อน้ำปลาร้าพาสเจอร์ไรซ์ผ่านทางตลาดขายสินค้าออนไลน์)

2. Questionnaire structure

*Note: This questionnaire is developed based on the conceptual framework. The answers to this questionnaire are strictly confidential. Collected data from this questionnaires is analyzed by statistics technique and conclusion draw from data analysis is from average of consented respondent only.

(หมายเหตุ แบบสอบถามนี้พัฒนาจากกรอบแนวคิดวิจัย คำตอบที่ได้ถือเป็นความลับและจะมีการรวบรวมวิเคราะห์ข้อมูลโดยใช้วิธีเทคนิคทางสถิติจากผู้ตอบแบบสอบถามที่ได้รับการยินยอมเท่านั้น)

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Section 1: Sociodemographic data

(ส่วนที่ 1: ปัจจัยส่วนบุคคลของผู้ตอบแบบสอบถาม)

Instruction: Please mark ✓ in the box in front of the item that best describes your reality.(คำชี้แจง: กรุณาทำเครื่องหมาย ✓ ลงใน ที่ตรงกับความเป็นจริงมากที่สุดเพียงข้อเดียว)

1. Have you ever purchased product via E-Marketplace? (ท่านเคยซื้อสินค้าผ่านตลาดสินค้าออนไลน์หรือไม่)

- Yes (เคย) No (End of questionnaire) (ไม่เคย (สิ้นสุดการทำแบบสอบถาม))

2. Gender (เพศ)

- Male (ชาย) Female (หญิง)

3. Age (years) (อายุ)

- Under 20 years or less (20 ปี หรือต่ำกว่า) 21-30 years (21-30 ปี)
 31-40 years (31-40 ปี) 41-50 years (41-50 ปี)
 51 years or more (51 ปี หรือมากกว่า)

4. Marital status (สถานภาพ)

- Single (โสด) Married (สมรส)
 Divorced/ Widowed/ Separated (หย่าร้าง/ หม้าย/ แยกทาง)

5. Educational level (ระดับการศึกษา)

- Secondary school or lower (ต่ำกว่าหรือเทียบเท่ามัธยมต้น)
 High school/ Vocational certificate (มัธยมปลาย/ปวช.)
 High Vocational certificate (อนุปริญญา/ ปวส.)
 Bachelor Degree (ปริญญาตรี)
 Master Degree (ปริญญาโท)
 Doctoral Degree (ปริญญาเอก)

6. Average income per month (รายได้เฉลี่ยต่อเดือน)

- Less than or equal to 10,000 baht (น้อยกว่า หรือเท่ากับ 10,000 บาท)
 10,001-20,000 baht (10,001-20,000 บาท)
 20,001-30,000 baht (20,001-30,000 บาท)
 30,001-40,000 baht (30,001-40,000 บาท)
 40,001-50,000 baht (40,001-50,000 บาท)
 Above than 50,000 baht (มากกว่า 50,000 บาทขึ้นไป)

7. Occupation (อาชีพ)

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- Private staff (พนักงานบริษัทเอกชน)
- Civil servant/ Government officer (ข้าราชการ/ พนักงานของรัฐ)
- Entrepreneur/ Business owner (เจ้าของกิจการ/ ธุรกิจส่วนตัว)
- Student (นักเรียน/ นักศึกษา)
- Other (please specify)..... (อื่นๆ (โปรดระบุ).....)

8. Which E-Marketplace do you have experience through? (คุณเคยชื้อน้ำปลา ร้าพลาสเจอร์ไรซ์ ผ่านตลาดสินค้าออนไลน์ใดบ้าง)

- Lazada (Lazada) Shopee (Shopee)
- JD Market (JD Market) Priceza (Priceza)
- LNW shop (LNW shop) Tarad group (Tarad group)
- Other (please specify)..... (อื่นๆ (โปรดระบุ).....)

9. How often do you purchase product through E-Marketplace (ความถี่ในการชื้อน้ำปลา ร้าพลาสเจอร์ไรซ์ผ่านตลาดสินค้าออนไลน์)

- Daily (7 days/ week) ทุกวัน (7 วัน/สัปดาห์) 4-6 days/ week (4-6 วัน/สัปดาห์)
- 1-3 days/ week (1-3 วัน/สัปดาห์)
- Less than 3 days/ week (น้อยกว่า 3 วัน/สัปดาห์)
- Once a month (เดือนละครั้ง) Once a year (ปีละครั้ง)

10. What brand of Thai fermented fish sauce have you ever bought through an online marketplace? (น้ำปลาร้ายี่ห้อใดที่คุณเคยชื้อผ่านตลาดสินค้าออนไลน์)

- Zap Mike (แซ่บไมค์) Mae E-Pim (แม่อีพิม)
- Tummour (ตำมั่ว) Maerien (แม่เหริยญ)
- Tamnua (ตำนัว) Maeboonlam (แม่บุญล้ำ)

Part 2: Factors influencing Consumer's Purchase Decision for Pasteurized Thai Fermented Fish Sauce (Nam Pla Ra) via E-Marketplace

(ส่วนที่ 2: ปัจจัยที่มีผลต่อการตัดสินใจชื้อน้ำปลา ร้าพลาสเจอร์ไรซ์ผ่านตลาดสินค้าออนไลน์ของผู้บริโภค)

Instruction: Please mark ✓ in the box in front of the item that best describes your reality

5 = Strongly Agree, 4 = Agree, 3 = Neither Agree or Disagree, 2 = Disagree, 1 = Strongly Disagree

(คำชี้แจง: กรุณาทำเครื่องหมาย ✓ ลงใน ที่ตรงกับความเป็นจริงมากที่สุดเพียงข้อเดียว

5 = เห็นด้วยมากที่สุด, 4 = เห็นด้วย, 3 = เฉยๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

Item no.	Factors influencing Consumer's Purchase Decision for Pasteurized Thai Fermented Fish Sauce via E-Marketplace	Opinion Level				
		5	4	3	2	1
Product (ปัจจัยด้านผลิตภัณฑ์)						
1	Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace are diverse and available. (ผลิตภัณฑ์ปลาร้าพาสเจอร์ไรซ์ที่จำหน่ายผ่านทางตลาดออนไลน์มีความหลากหลายสามารถเลือกซื้อได้ตามต้องการ)					
2	Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is good taste. (ผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ที่จำหน่ายผ่านทางตลาดออนไลน์มีรสชาติอร่อยถูกปาก)					
3	Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is clean and standardization. (ผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ที่จำหน่ายผ่านทางตลาดออนไลน์มีความสะอาดและมีคุณภาพมาตรฐาน)					
4	Packaging of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is beautiful. (บรรจุภัณฑ์ของผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ที่จำหน่ายผ่านทางตลาดออนไลน์มีความสวยงาม)					
5	Product details of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is completeness.					

Item no.	Factors influencing Consumer's Purchase Decision for Pasteurized Thai Fermented Fish Sauce via E-Marketplace	Opinion Level				
		5	4	3	2	1
	(ผลิตภัณฑ์น้ำปลาสำเร็จรูปที่จำหน่ายผ่านทางตลาดออนไลน์มีข้อมูลรายละเอียดอธิบายครบถ้วน)					
6	Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace have certificates and warranty comparing with other offline product. (ผลิตภัณฑ์น้ำปลาสำเร็จรูปที่จำหน่ายผ่านทางตลาดออนไลน์มีใบรับรอง และมีการรับประกันเทียบเท่ากับผลิตภัณฑ์ที่วางขายโดยทั่วไป)					
7	Brand of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace cannot find in offline market. (ยี่ห้อผลิตภัณฑ์น้ำปลาสำเร็จรูปที่จำหน่ายผ่านทางตลาดออนไลน์โดยส่วนใหญ่ไม่สามารถหาซื้อได้ตามท้องตลาด)					
8	Trademark of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is reliable that impact to the level of purchase decision. (ตราสินค้าของผลิตภัณฑ์น้ำปลาสำเร็จรูปที่จำหน่ายผ่านทางตลาดออนไลน์มีความน่าเชื่อถือมีผลต่อระดับการตัดสินใจซื้อ)					
Price (ปัจจัยด้านราคา)						
9	Price of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is accurate and is charged according to the actual amount state.					

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Item no.	Factors influencing Consumer's Purchase Decision for Pasteurized Thai Fermented Fish Sauce via E-Marketplace	Opinion Level				
		5	4	3	2	1
	(ราคาของผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ที่จำหน่ายผ่านทางตลาดออนไลน์มีความถูกต้องและมีการเรียกเก็บเงินตามจำนวนจริงที่ระบุไว้)					
10	Price of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is reasonable comparing with product quality. (ราคาของผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ที่จำหน่ายผ่านทางตลาดออนไลน์มีความเหมาะสมเมื่อเทียบกับคุณภาพของผลิตภัณฑ์)					
11	Price of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is cheaper than product that selling through offline market. (ราคาของผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ที่จำหน่ายผ่านทางตลาดออนไลน์มีราคาที่ถูกลงกว่าผลิตภัณฑ์ที่ขายในท้องตลาด)					
12	Price of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace is clearly declared. (มีการแจ้งราคาของผลิตภัณฑ์ที่จำหน่ายผ่านทางตลาดออนไลน์อย่างชัดเจน)					
13	Consumer can easily compare the price of Pasteurized Thai Fermented Fish Sauce that are sold through the E-Marketplace. (ราคาของผลิตภัณฑ์ที่แสดงผ่านตลาดออนไลน์ทำให้ผู้บริโภคสะดวกในการเปรียบเทียบราคา)					
Place (ปัจจัยด้านช่องทางการจำหน่าย)						

Item no.	Factors influencing Consumer's Purchase Decision for Pasteurized Thai Fermented Fish Sauce via E-Marketplace	Opinion Level				
		5	4	3	2	1
14	Platform for ordering Pasteurized Thai Fermented Fish Sauce through the E-Marketplace is convenient and easy. (รูปแบบการสั่งซื้อผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ที่จำหน่ายผ่านทางตลาดออนไลน์มีความสะดวกและง่าย)					
15	Ordering Pasteurized Thai Fermented Fish Sauce through the E-Marketplace is on-time delivery. (การสั่งซื้อผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ผ่านทางตลาดออนไลน์มีการจัดส่งสินค้าตรงตามกำหนดเวลา)					
16	Consumer can purchase Thai Fermented Fish Sauce through E-Marketplace 24 hours a day. (ลูกค้าสามารถสั่งซื้อผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ผ่านทางตลาดออนไลน์ได้ตลอด 24 ชั่วโมง)					
17	There are various forms of payment namely Internet Banking, credit card, payment on delivery, etc. for ordering Thai Fermented Fish Sauce through E-Marketplace. (การสั่งซื้อผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ผ่านทางตลาดออนไลน์ มีรูปแบบการชำระเงินที่หลากหลายช่องทาง เช่น Internet Banking, บัตรเครดิต, การชำระเงินปลายทาง เป็นต้น)					
Promotion (ปัจจัยด้านการส่งเสริมการตลาด)						
18	You know about pasteurized Thai fermented fish sauce products sold through the online market from various advertising media.					

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Item no.	Factors influencing Consumer's Purchase Decision for Pasteurized Thai Fermented Fish Sauce via E-Marketplace	Opinion Level				
		5	4	3	2	1
	(ท่านรับรู้ข้อมูลผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ที่กำหนดจำหน่ายผ่านทางตลาดออนไลน์จากสื่อโฆษณาอื่นๆที่หลากหลาย)					
19	Advertising of pasteurized Thai fermented fish sauce on the Internet is interesting and modern. (การโฆษณาผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์บนอินเทอร์เน็ตมีความน่าสนใจและทันสมัย)					
20	Organizing promotion activities for pasteurized Thai fermented fish sauce products such as discounts, exchanges, giveaways, etc. through the E-marketplace affects the level of purchasing decisions. (การจัดกิจกรรมส่งเสริมการขายผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ เช่น ลด แลก แจก แถม เป็นต้น ผ่านตลาดขายสินค้าออนไลน์มีผลต่อระดับการตัดสินใจซื้อ)					

Part 3: Consumer's Purchase Decision through E-Marketplace

(ส่วนที่ 3 การตัดสินใจซื้อน้ำปลาร้าพาสเจอร์ไรซ์ผ่านทางตลาดขายสินค้าออนไลน์)

Instruction: Please mark ✓ in the box in front of the item that best describes your reality

5 = Strongly Agree, 4 = Agree, 3 = Neither Agree or Disagree, 2 = Disagree, 1 = Strongly Disagree

(คำชี้แจง: กรุณาทำเครื่องหมาย ✓ ลงใน ที่ตรงกับความเป็นจริงมากที่สุดเพียงข้อเดียว

5 = เห็นด้วยมากที่สุด, 4 = เห็นด้วย, 3 = เฉยๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง)

Item no.	Consumer's Purchase Decision through E-Marketplace	Opinion Level				
		5	4	3	2	1
Purchase Decision (ปัจจัยด้านการตัดสินใจซื้อ)						
21	Pasteurized Thai fermented fish sauce products sold through the E-marketplace meet customer needs, reasonable prices, easy to order, and contact at any time. (ผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ที่ขายผ่านทางตลาดออนไลน์ตรงตามความต้องการ ราคาเหมาะสม สั่งซื้อง่าย ติดต่อได้ตลอดเวลา)					
22	There are clear product details available on E-Marketplace. The seller or trader have no history of fraud in business. (มีการให้รายละเอียดข้อมูลผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ที่ขายผ่านทางตลาดออนไลน์ชัดเจน ไม่เคยมีประวัติทุจริตในการดำเนินธุรกิจ)					
23	Information about Pasteurized Thai fermented fish sauce products sold through the E-marketplace has been regular up-to-date. (มีการปรับปรุงข้อมูลของผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ที่ขายผ่านทางตลาดออนไลน์ให้มีความทันสมัยอย่างสม่ำเสมอ)					
24	Friend's advice or experienced user's review affect to purchase decision of Pasteurized Thai fermented fish sauce products. (คำแนะนำของเพื่อนหรือผู้ที่มีประสบการณ์มีผลต่อการตัดสินใจซื้อผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ผ่านทางตลาดออนไลน์)					

Item no.	Consumer's Purchase Decision through E-Marketplace	Opinion Level				
		5	4	3	2	1
25	<p>There is a comparison of other pasteurized Thai fermented fish sauce brand with other websites.</p> <p>(มีการเปรียบเทียบข้อมูลผลิตภัณฑ์น้ำปลาร้าพาสเจอร์ไรซ์ประเภทเดียวกันกับเว็บไซต์อื่นๆ)</p>					



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