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## FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOR OF ONLINE FASHION RETAILERS

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### ABSTRACT

*The COVID-19 pandemic has changed online shopping behaviors, according to a survey of about 3,700 consumers in nine emerging and developed economies. As people embraced social distancing, they turned to online shopping more than ever before. The fluctuation of the COVID-19 pandemic and the ways it influences and modifies our shopping habits will likely continue into the foreseeable future. Without a doubt, the COVID-19 pandemic forced everyone to change the way they shop. Whether you were a fan of online shopping or in-store browsing, the pandemic altered routines in many obvious, and some not so obvious. Therefore to understand what now actually affects consumer purchase behavior when it comes to online shopping is key to success for many e-tailers especially for those online fashion retailers which is the main focus of this study. The purpose of this research is to study factors influencing online shopping behavior of online fashion retailers (apparel, fashion accessories, shoes). These factors include eight independent variables: Web design(WD), Reputation(RP), Web contend(WC), Brand effect(BR), Product(PD), Service(SV), Price(PR), and Promotion (PM), and one dependent variable: Online shopping behavior (OB). 437 sample were collected using electronic questionnaire through social media. We used Structural Equation Models (SEM) for data analysis. The result shows that the RMSEA, which is an absolute fit index that assesses how far our hypothesized model is from a perfect model, for this model is .027(<.05) which strongly indicates a “close fit” and the Goodness of Fit Index (GFI) value is .932(>.90), the model seems to fit well according to the descriptive measures of fit. On the contrary, CFI and TLI, which are incremental fit indices that compare the fit of our hypothesized model with that of a baseline model (i.e., a model with the worst fit), whose values are both greater than .90 (CFI = .981, TLI = .977) indicating an acceptable fit. More importantly almost all factors included in the model except Web contend (WC) i.e. Reputation(RP), Web design(WD), Brand effect(BR), Product(PD), Service(SV), Price(PR), and Promotion(PM) seem to significantly affect online shopping behavior of online fashion retailers due to their p-values are all less than .05.*

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## 1. INTRODUCTION

### 1.1. Background of the Study

The COVID-19 pandemic has forever changed online shopping behaviors, according to a survey of about 3,700 consumers in nine emerging and developed economies. The survey, entitled “COVID-19 and E-commerce”, examined how the pandemic has changed the way consumers use e-commerce and digital solutions. As people embraced social distancing, they turned to online shopping more than ever before. The fluctuation of the COVID-19 pandemic and the ways it influences and modifies our shopping habits will likely continue into the foreseeable future. Without a doubt, the COVID-19 pandemic forced everyone to change the way they shop. Whether you were a fan of online shopping or in-store browsing, the pandemic altered routines in many obvious, and some not so obvious. Therefore, to understand what now actually affects consumer purchase behavior when it comes to online shopping is key to success for many e-tailers especially for those online fashion retailers.

The new technologies are evolving and advancing year by year in this era. These technologies making easier for people to make shopping online than before. People can do their business with their smart devices (i.e mobile phones, laptops, desktops, and tablets) by downloading online shopping apps and online payments apps. With the huge developing of logistics services in recent years, the companies offer free shipping for the orders which reduces the costs of shipping for consumers. It is helping to increase the popularity of E-commerce industry. By these benefits, the E-commerce business becomes very popular and with the Covid 19 pandemic situations makes people to become very handy and familiar with Online Shopping than before.

### 1.2. E-commerce of Thailand

Before the hit of Covid 19 pandemic, retailers in Thailand did a great job to adjust the age of digital. Many retailers in Thailand created the online channels for their business intended to their customers to finish transactions by using the data analytics software to get a better understanding of customer needs. Since the beginning of 2020, the enforcement of lockdowns, social distancing, and other measures force the consumer to change their behaviors to online such as traditional shopping to online shopping, meeting with friend to using social media, office meeting to video conferencing, video streaming, and watching movies at cinema to movie app because of the pandemic of Covid 19. These behaviors resulted in spikes in online shopping businesses, specifically in business-to-consumer (B2C) sales and business-to-business (B2B) e-commerce (ITA, 2022).

The main factors behind the growth of E-commerce are increased in the use of internet and smart phones, along with improved of logistics services or system and electronic payment system which make

consumers confident and convenience to shop online. In accordance with the Digital Economy Promotion Agency (DEPA) Thailand, E-commerce market's revenue is \$4,492 million in 2019 with the yearly growth rate of 9.2 % resulting in an amount of \$6,384 million by year 2023. The mobile commerce market is assuming a compound yearly growth rate of 12% to \$25 billion by year 2023, led by rising penetration of smartphone (around 40%) and an established preference for mobile over desktop shopping (ITA, 2022).

Thai government is focusing on their “Thailand 4.0 policy” which includes budget allocation for the special purpose of building the broadband network for area across the country. This countrywide broadband network will be the help of making a bridge to the digital divide and promoting the modern economic by the E-commerce. The government has vision of creating the next generation of digital application platforms to assist and encourage online activities, including E-payments, E-marketplace, and E-government. It is especially for the villagers to making E-commerce business for their local services and products (ITA, 2022).

The use of credit cards and debit cards is still the trendy method for E-commerce payment in Thailand according to the JP Morgan (2020). Thai people preferred debit over credit. In the Thai E-commerce market, cash on delivery (COD) is still a remain feature. However, the use of COD is decline in Thailand.

There are three categories in E-commerce platforms Thailand. They are Business to Government (B2G) transactions, Business to Business (B2B) transactions, and Business to Consumer (B2C) transactions. In the three categories of transactions, Business to Consumer (B2C) transactions are the biggest and account of 50%, Business to Business (B2B) transactions are followed with 27% and Business to Government (B2G) transactions at 23% respectively.

The growth of E-commerce is increasing the use of E-payment with the benefits of purchasing the goods faster and very convenient to the consumers. Thailand's mobile banking and online banking will reach the maturity within 6 years. It is mainly driven by the nationwide E-payment system and the significantly growth of mobile broadband saturation. By the year 2025, the number of Thailand's E-commerce users will be expected to increase by 19% to 43 million users. Because of the heavy promotion of the national e-Payment scheme, both of the private sectors and government sectors are encouraged to consumers and stores to reducing the use of cash to move towards E-payment. So that the government introduced and announced the E-payment system known as “PromptPay” which allows registered users to transfer funds between businesses and consumers with use of their citizen ID or mobile phone number (ITA, 2022). Promptpay helps businesses and consumers to get a secure payment and confident on making E-payments.

### ***1.2.1. Top 10 Thai E-commerce platforms***

The top 10 Thai E-commerce platforms in 2022 are (1) Lazada Thailand, (2) Shopee Thailand, (3) JIB, (4) Chilindo, (5) Advice, (6) Power Buy, (7) Central, (8) JD Central, (9) Se-ed, and (10) Home Pro ((AseanUp, 2019) & (Vinculum, 2020)).

### **1.3. Statement of the Problem**

E-commerce offers many online marketing opportunities to company worldwide cause of ecommerce can allow retailers to more customers and to sell products at lower costs (Bontis & Castro, 2000; McCusker, 2001). Many numbers of retailer have been using this new marketing method. This was why many companies-built website, to serve as more traditional channel of selling products (Aitchison & Stone, 2002). However, the e-commerce has also created other competitive and open market for electronic retailers, where consumers can obtain diverse product information from different e-retailers, and compare quality as well as price (Dignum, 2002).

The weaknesses of online shopping noted by shoppers included being unable to see, feel, or touch real products to evaluate quality, and it is possible in accuracies concerning the products being considered which was observed by (Miyazaki & Fernandez, 2001). Therefore, electronic retailers need to pay more attention and understand the current potential online shoppers, because traditional marketing strategies cannot be totally applied to these online shoppers. Under this situation, if electronic marketers want to survive and success in the electronic commerce era, electronic retailers must understand and analyze shoppers' purchasing behavior on online market and on their websites, and then electronic retailers should develop and provide suitable products or services to achieve the customers' needs.

### **1.4. Purpose of the Study**

The purpose of this research is to study factors influencing online shopping behavior of online fashion retailers (apparel, fashion accessories, shoes). These factors include eight independent variables: Web design (WD), Reputation (RP), Web contend (WC), Brand effect (BR), Product (PD), Service (SV), Price (PR), and Promotion (PM), and one dependent variable: Online shopping behavior (OB).

## **2. LITERATURE REVIEW**

### **2.1. E-Commerce**

#### **2.1.1. Principles of E-Commerce**

The exchange or sell of services or product for any business matter via the internet is called E-commerce. E-commerce is operating the several types of the market segments and it can be accessed by smartphones, computers, tablets and other smart devices which can connect internet. Almost all of the products and services can be available through the transactions of E-commerce such as music, movies, tickets, books, financial services (i.e., Mobile Banking, online payments and stock investments) and grocery (Bloomenthal, 2022).

### **2.1.2. Types of E-Commerce**

Based on an E-commerce company's services, goods and organization, the business will have options to operate in some various ways (Bloomenthal, 2022). The popular business models of E-commerce as follows:

#### ***Business to Consumer (B2C)***

The companies sell products directly to the user are known as Business to consumer (B2C). Instead distributing goods to wholesalers and retailers, the B2C companies made transactions directly with the consumer which is eventually use the products. This kind of Business Model is used to sell the products (i.e. website of local goods store) or services. This is the most familiar business model and is likely the concept most people think about when they hear about E-commerce.

#### ***Business to Business (B2B)***

Business to Business (B2B) is like Business to Consumer (B2C), an E-commerce company directly sell the good to user. Although, instead of being a consumer, the user is another company. Business to Business (B2B) transactions are always involve in a big number of quantities, longer lead times and the greater specifications. The company making the order may need to set a recurring goods if the purchase is for recurring processes of manufacturing.

#### ***Business to Government (B2G)***

The companies specialized as government contractors to provide services or goods to administrations or agencies is known as Business to Government (B2G). It is likely to the relationship of Business to Business (B2B), the companies deliver items of value and remits these items to entity. Business to Government (B2G) companies have to meet the government demands for proposal requirements, solicit bids for projects, and meet every specific condition of service or product criteria.

#### ***Consumer to Consumer (C2C)***

Only established businesses are permitted to sell goods. Ecommerce platforms, such as digital marketplaces, connect consumers with other consumers who can list and sell their own products. These C2C platforms may be auction-style listings (such as eBay auctions) or may require further discussion about the item or service being provided (i.e. Craigslist postings). C2C ecommerce platforms, made possible by technology, enable consumers to buy and sell without the involvement of businesses.

#### ***Consumer to Business (C2B)***

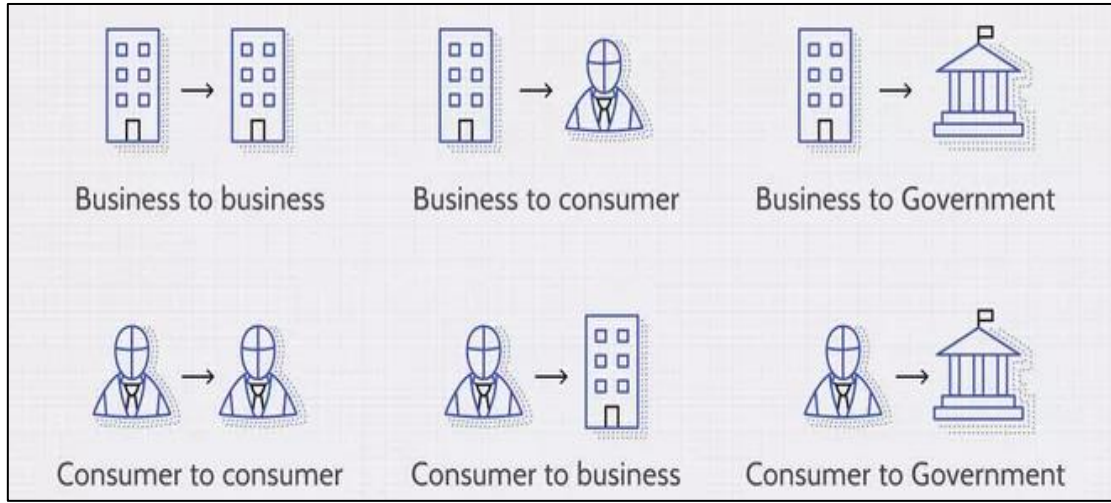
Modern platforms have made it easier for consumers to engage with businesses and offer their services, particularly for short-term contracts, gigs, or freelance opportunities. Consider Upwork listings, for example. A consumer may solicit bids or interact with businesses that require specific services. As a result, the ecommerce platform connects businesses with freelancers, giving consumers more control over scheduling, pricing, and employment demands.



### *Consumer to Government (C2G)*

Consumers can interact with administrations, agencies, or governments through C2G partnerships, which are less like traditional ecommerce relationships. These alliances are frequently formed through the exchange of obligations rather than the exchange of services. Uploading your federal tax return to the IRS digital website, for example, is an ecommerce transaction involving the exchange of information. You can also pay your university's tuition online or remit property tax assessments to your county assessor.

**Figure 1. Types of E-commerce**



Source: Investopedia.com

### **2.2. The Advantages of E-Commerce**

Companies are interested in E-commerce because it is simple and can help them increase profits. E-commerce can boost profits by increasing sales while decreasing costs. To reach specific market segments, a company can use e-commerce as a channel. The Internet and Web technologies are especially useful and helpful in creating virtual communities and communications that become ideal target markets. The costs of managing sales inquiries, providing price quotes, and determining product or service availability can be reduced by incorporating E-commerce into sales function support and order-taking processes (Garry & James , 2000).

Businesses can use e-commerce in their purchasing processes to aid in the identification of new business partners and suppliers. E-commerce improves the accuracy and speed with which businesses exchange information, lowering transaction costs on both sides. E-commerce makes it easier to negotiate delivery terms and prices because the website can efficiently provide competitive bid information. E-commerce gives customers more options than traditional commerce because they can consider many different products and services from a wider variety of sellers 24 hours a day, every day (Gary & James, 2000). Boyd (2002) argued that if e-retailers could offer customized information to their customers,

providers could attract more consumers to their websites and gain a competitive advantage. Additionally, e-retailers can attract more consumers by offering relevant products and services that serve them as consumers. needs. In this context, if an e-merchant can respond quickly and accurately to customer needs and requirements, the e-merchant can double customer loyalty (Dignum , 2002).

Integrating e-commerce into business processes reduces transaction costs and increases business efficiency because e-commerce makes shopping easier. Additionally, e-commerce can reduce the lead times required to deliver products and inventory to retailers (Egan, Clancy, & O'Toole, 2003). However, there is a common problem with retail e-commerce, as many e-retailers sell the same types of products and services at almost the same standard and at lower prices. In this situation, customers can easily compare products by price, and low prices become a key factor in online sales. Many e-retailers are more likely to fail because of this problem because they failed to offer products and services cheaper than their competitors (Dignum, 2002).

### **2.3. Rational Choice Theory**

The Rational choice theory also known as rational action theory or choice theory, which is a framework applied to understand the social model and behavior of economic (Durlauf & Blume, 2008). This theory is built on its fundamental presupposition which integrate social behavior is the outcome of the individual actors' behavior, each of whom make it to their own choices. This theory is also aimed at the factors which decide the individual choices.

The rational choice theory conclude that the individual has to complete and preferences of transitive between all available alternatives. The completeness of preference state that an individual person is always able to choose one of preferred option out of two or that neither of the two is desired to another. The preferences of transitive means that if an individual person desire options A to option B, and option B is preferred over option C, then this person prefers A to C. In the structure of preferences, cost and benefits, available information, probabilities, are supposed to be carried into consideration by rational agent, the activity of who is consistent with his/her choice. Both of the abstract expected that rules the human rationality and the rules which can give explanations and forecasting the results of rational choice are contained in the study of rational theory (Amadae, 2021).

There are two perceptions on rational choice theory. The first one considers that this theory is basically a descriptive method to forecast the results of human choices and the pattern or human behavior considering the structure of choice process, another point of view on the contrary, argues that which explains the guidelines for human to make decisions.

### **2.4. Effect on Online Shopping Behavior**

#### ***2.4.1 Effect of Web Design on Online Shopping Behavior***



The quality of website design is very important for any online store to attract customers. Cho and Park (2001) have found in their study that customer satisfaction in e-commerce is related to the quality of website design. According to Ranganathan and Grandon (2002), website design represents the way in which the content is arranged in the website. Wolfinbarger and Gilly (2003) argued that when customers interact with an online store they prefer to do so via a technical interface and not through any employee. Therefore the design of the website, which acts as the interface, would play an important role in influencing customer satisfaction. Lee and Lin (2005) had empirically found that website design positively influences overall customer satisfaction and perceived service quality. Besides, Ranganathan and Ganapathy (2002) have empirically established that website design positively affects purchase intention.

#### ***2.4.2. Effect of Reputation on Online Shopping Behavior***

Hamid Muhammad (2017) collected data on the Effect of Website Reputation and Website Quality on Consumer Emotions and Purchase Intention from 200 respondents. The researcher discovered that website reputation and website quality have a positive impact on consumers' emotions, which leads to an optimistic purchase intention. Similarly, Kim and Lennon (2013) used an online survey to collect data from 219 respondents from a large Midwestern university, and structural equation modeling (SEM) was used to confirm the relationship between the variables website quality, website reputation, perceived risk, online consumers emotion, and purchase intention. According to the study, reputation has a significant impact on consumers' emotions but has no significant impact on perceived risk.

#### ***2.3.3. Effect of Web Content on Online Shopping Behavior***

Online product reviews, as user-generated commercial content, are thought to be more credible and have a greater influence on customer evaluation than content obtained from other commercial sources such advertising (Laczniak, Decarlo, & Ramaswami, 2001). It acts as an affective signal, assisting customers in making more accurate assessments of a merchant's reputation and influencing consumers' purchasing decisions. Because customers' offline experiences are likely to be positive or negative, the overall online reviews for any given product or merchant will be positive or negative. Positive reviews encourage customers to buy, whereas negative reviews discourage potential buyers (Phillips, Zigan, Barnes, & Schegg, 2016). According to a large amount of research, negative reviews are more influential, persuasive, and difficult to resist than positive reviews (Casaló, et al., 2015).

#### ***2.3.4. Effect of Brand on Online Shopping Behavior***

The quality associated with the services or products was defined as the brand. Brand was frequently used to refer to the seller's reputation and consumer loyalty in association with the seller (Haig, 2001). Brands and features became more popular as more information was obtained, knowledge

of what was available, and consumer awareness increased (Kotler & Armstrong, 1996). E-retailers should increase shopper trust and belief by promoting the online purchase rate on well-known websites.

#### ***2.3.5. Effect of Product on Online Shopping Behavior***

Positive attitudes toward a specific product can be defined as a product relationship. Product relationships can manifest as psychological and behavioral actions. When people have a favorable opinion of a product they previously purchased, they may decide to purchase it again (Kotler & Keller, 2012). Furthermore, the product relation will be related with persons based on the product itself. For example, individuals acknowledging the product after experiencing the expected benefits. Finally, they will decide whether or not to repurchase the thing. The marketer should establish product relationships in order to entice customers to interact with the items and other activities. In terms of product relationship, the examples below were illustrated to explain how and why customers engaged with the product (Kotler & Keller, 2012).

#### ***2.3.6. Effect of Service on Online Shopping Behavior***

E-service quality can be defined as: Website facilitates efficient and effective purchases, shopping, and deliveries. Santos (2003) describes the quality of E-services as an “overall Customer reviews and judgments on the excellence and quality of E-service offerings in virtual marketplaces which impact on loyal relationships between them and their customers. An E-Retailer that offers good quality of service has the following advantages: Understand and accept customer expectations, which gives benefits that improve customer satisfaction (Khristianto et al., 2012). Christodoulides and Michaelidou (2010) found that the ability to provide information and exchange information with customers through formal or informal platforms enables E-retailers to increase customer satisfaction and add value to online shoppers.

#### ***2.3.7. Effect of Price on Online Shopping Behavior***

Heim and Sinha (2001) state that the important factor for online shopper was the Price. However, sometimes the online shoppers are not sensitive for price, because these online shoppers made price comparisons with other E-retailers on every product is consuming their time and the difference of price was quite small (Li et al., 1999).

#### ***2.3.8. Effect of Promotion on Online Shopping Behavior***

Haig (2001) mention that E-retailers should use the time limits promotion strategy which persuade consumers to shop online. Lohse and Spiller (1999) state that the activities of promotion for online services or products will not be successful for E-retailers, because there was not much effective way to inform consumers of promotional activities.

## **2.4. Hypothesis**

H1: Web design (WD) will have the effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

H2: Reputation (RP) will have the effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

H3: Web content (WC) will have the effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

H4: Brand effect (BR) will have the effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

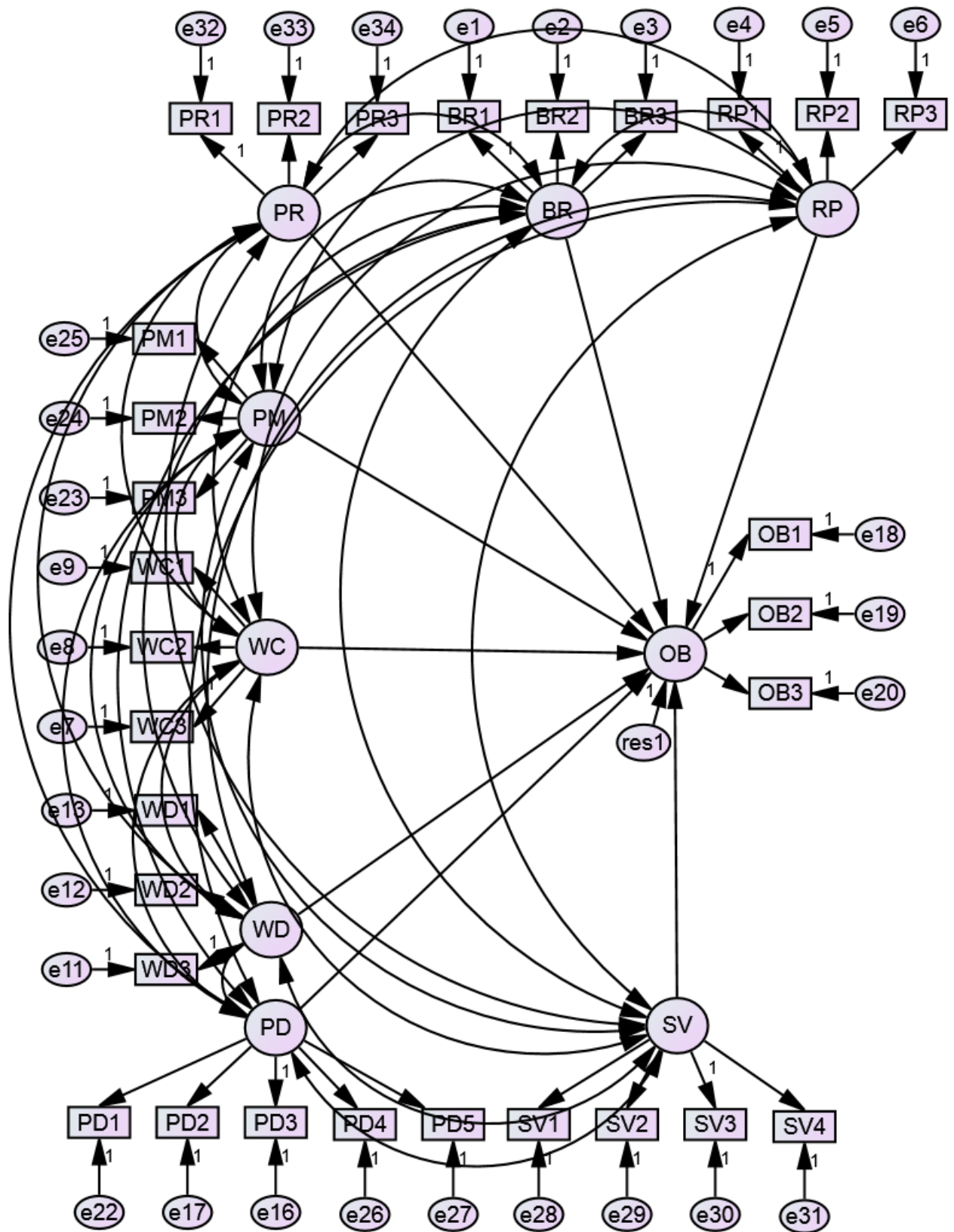
H5: Product (PD) will have the effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

H6: Service (SV) will have the effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

H7: Price (PR) will have the effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

H8: Promotion (PM) will have the effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

**Figure 2. Hypothesized Model**



### 3. METHODOLOGY

#### 3.1. Research Strategy

This present research has used the quantitative research method to achieve the purposes of the study. The researcher collected and analyzed data by using the questionnaires as a survey tool to achieve the aim of the research to study the Factors Influencing Online Shopping behavior of Online Fashion Retailers. The questionnaire was applied as the research instrument to which is constructed by applying the related theories and approved by the expertise.

The quantitative research has the three general classifications. They are casual comparative, descriptive and experimental. This research is using the casual comparative approach. In the casual comparative approach, the research studies how the dependent variable is affected by the independent variables as part of the cause-and-effect relationships. Specifically, the interaction between independent variables on the dependent variable is the focus of the research (Williams, 2007).

The samples of the research were carefully chosen from the population which is the methodology utilized for performing the research about the Factors Influencing Online Shopping behavior of Online Fashion Retailers. Moreover, the samples were randomly chosen for considering the method of convenient and purposive sampling. The statistical techniques applied for data analysis and interpretation consist of inferential statistics, descriptive statistics, and Structural Equation Modelling (SEM) for Factor Analysis.

#### 3.2 Population and Sample Size

##### 3.2.1. Population

Population can be described as the people who lived in Bangkok, Thailand. The target population including the native and foreigners who live, work and study in Bangkok not lower than 1 year.

##### 3.2.2 Sample size

Structural equation modeling is a flexible extension as well as the powerful extension of the general linear model. Similar to other statistical method, it contains the number of assumptions. Those assumptions have to meet or at least approximated to make sure trustworthy results. Determining the proper sample size is the significant issue in Structural Equation Modeling (SEM). Unfortunately, there is no rule of thumb for appropriate sample size of SEM.

Bentler and Chou (1987) mention that the researchers should go as low as 5 cases over each parameter estimate in analysis of the SEM, nevertheless the provided data are totally well-behaved (i.e., outlying cases or no missing data, commonly distributed, etc.). Bentler and Chou (1987) also point out that the researchers should go 5 cases per parameter estimate rather than per measured variables. The measured variables normally possess a minimum of one path coefficient which is related to another

variable during the analysis, and the residual term or variance estimate, so that it is essential to identify that the recommendations of Bentler and Chou and Stevens fit together at 15 cases per measured variable, minimum. Most of the researchers are recommended to using the sample size of 200 or 5/10 cases per parameters at least (Kline, 2005).

Moreover, the outcomes of the simulation of Monte Carlo which is studying the use of confirmatory factor analysis models (Loehlin, 1992). After assessing his literature, he realizes that for this kind of model with 2 to 4 factors, the researchers should have a plan on collecting at 100 cases minimum, 200 cases is better (if possible). Consequences of using the smaller samples contain of more convergence failures (the software cannot make a acceptable solution), lowered precision of parameter estimates, inappropriate solutions (together with the negative error variance estimates for measured variables), and especially, standard errors – SEM program standard errors are computed under the assumption of large sample sizes.

However, in the case of data are not normally distributed or are otherwise imperfect in some way (almost always the case), larger size of samples is required. It is hard to get the complete recommendations for what sample sizes are required when the data are skewed, incomplete, kurtotic, or else less than perfect. The common recommendation is to obtain more data when possible. Although in this research study is using 400 samples. The 400-sample size is often considered as the most “cost effective” sample size and it gives the statistical accuracy of  $\pm 5\%$ .

## **4. RESEARCH FINDINGS AND DATA ANALYSIS**

### **4.1. Correlation of Variables**

This section reviews the various goodness-of-fit criteria for testing the model in the following manner. Model evaluation uses root mean square residuals (RMR) as one of the review criteria, and a model is considered good or satisfactory if the RMR value is low. RMR is the root mean square of the residuals. RMR is the sum of the squares of the sample variances and covariances minus the corresponding estimated variances and covariances, and the square root of the mean. RMR is acceptable if it is less than 0.08. The smaller the RMR, the better the fit the smaller the RMR, the higher the goodness of fit. The goodness-of-fit index (GFI) is a measure of goodness-of-fit that ranges from 0 to 1 but can theoretically be a negative number with no significance. By convention, the GFI should be equal to or greater than 0.90 for the model to be considered acceptable. The adjusted goodness-of-fit index (AGFI) is the adjusted GFI value and should be greater than 0.9 or more for the model to be considered acceptable. Parsimonious normed fit index (PGFI) determines whether the research model is too complex, and the same sample information but similar models are better with a larger parsimonious index. Usually PGFI  $>0.50$ , the model is considered satisfactory.



**Table 1. RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	.029	.932	.915	.740
Saturated model	.000	1.000		
Independence model	.424	.158	.100	.148

**Table 2. Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.927	.914	.981	.977	.981
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**Table 3. RMSEA**

Model	RMSEA	LO 90	HI 90	<a href="#">PCLOSE</a>
Default model	.027	.020	.033	1.000
Independence model	.180	.176	.184	.000

Since the RMSEA, which is an absolute fit index that assesses how far our hypothesized model is from a perfect model, for this model is .027 (<.05) which strongly indicates a “close fit” and the Goodness of Fit Index (GFI) value is .932 (>.90), the model seems to fit well according to the descriptive measures of fit. On the contrary, CFI and TLI, which are incremental fit indices that compare the fit of our hypothesized model with that of a baseline model (i.e., a model with the worst fit), whose values are both greater than .90 (CFI = .981, TLI = .977) indicating an acceptable fit.

#### 4.2. Hypothesis Result

More importantly almost all factors included in the model except Web content (WC) i.e. Reputation (RP), Web design (WD), Brand effect (BR), Product (PD), Service (SV), Price (PR), and Promotion (PM) seem to significantly affect online shopping behavior of online fashion retailers (apparel, fashion accessories, shoes) due to their p-values are all less than .05.

**Table 4. Hypothesis Result**

	Estimate	S.E.	C.R.	P	Label
OB <--- RP	-.071	.035	-2.042	.041	
OB <--- BR	.322	.045	7.172	***	
OB <--- PM	.201	.045	4.494	***	
OB <--- WC	-.024	.051	-.474	.636	
OB <--- WD	.300	.064	4.699	***	
OB <--- PD	.305	.051	5.951	***	
OB <--- SV	.228	.041	5.515	***	
OB <--- PR	.209	.043	4.878	***	

## 5. DISCUSSION

### 5.1. Summary of the research findings

The hypothesis result which is the output from SEM are as follows:

H1: Web design (WD) have the significant effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

H2: Reputation (RP) have the significant effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

H3: Web content (WC) do not have the significant effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

H4: Brand effect (BR) have the significant effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

H5: Product (PD) have the significant effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

H6: Service (SV) have the significant effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

H7: Price (PR) have the significant effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

H8: Promotion (PM) have the significant effect on influencing the Online Shopping behavior (OB) of Online Fashion Retailers.

### 5.2. Discussion Summary

In the result of the SEM output, the online shopping behavior factor has been significantly affected by Web Design factor, Reputation factor, Brand effect factor, Product factor, Service factor, Price factor and Promotion factor. The results are same as the previous research. However, web content factor does not affect the online shopping behavior factor which is contrary to previous research.

According to our SEM result, Web Design factor is significantly affected the Online shopping behavior of Online fashion retailer. This the same result as previous research, Lee and Lin (2005) had empirically found that website design positively influences overall customer satisfaction and perceived service quality. Besides, Ranganathan and Ganapathy (2002) have empirically established that website design positively affects purchase intention. So that Web design is important to the E-retailers to pursue their consumer's satisfaction and purchase intension.

Our SEM result show that Reputation factor is significantly affected the Online shopping behavior of Online fashion retailer. This the same result as previous research, reputation has a significant impact on consumers' emotions and purchase intention (Kim & Lennon, 2013). This is because online shopper

think that reputation of the Online shop is very important to them, and it is affecting their purchase intension.

According to our SEM result, Web Content factor is not affected the Online shopping behavior of Online fashion retailer. The result is totally opposite from previous research. It is because online shopper in Thailand do not think content on an E-commerce site is not important and they think that other factors like reputation, service, promotion, price and product quality is important to them.

Our SEM result show that Brand effect factor is significantly affected the Online shopping behavior of Online fashion retailer. This the same result as previous research, Brands and features became more popular as more information was obtained, knowledge of what was available, and consumer awareness increased (Kotler & Armstrong, 1996). So that Online shoppers believe that brand is important to their intention of purchase.

According to our SEM result, Product factor is affected the Online shopping behavior of Online fashion retailer. This the same result as previous research by Kotler & Keller (2012) state that Product relationships can manifest as psychological and behavioral actions. When people have a favorable opinion of a product they previously purchased, they may decide to purchase it again.

Our SEM result show that Service factor is significantly affected the Online shopping behavior of Online fashion retailer. This the same result as previous research by Christodoulides and Michaelidou (2010) found that the ability to provide information and exchange information with customers through formal or informal platforms enables E-retailers to increase customer satisfaction and add value to online shoppers.

According to our SEM result, price factor is affected the Online shopping behavior of Online fashion retailer. This the same result as previous research by Heim and Sinha (2001) state that the important factor for online shopper was the Price. It is become the main thing that online shopper's intention to purchase online. It can be said that price is very sensitive for the online shoppers.

Our SEM result show that promotion factor is significantly affected the Online shopping behavior of Online fashion retailer. This the same result as previous research by Haig (2001) mention that E-retailers should use the time limits promotion strategy which persuade consumers to shop online. We can conclude that online shoppers prefer promotions.

### **5.3. Managerial Implications**

The findings of this research will be useful for individuals, and the related organizations in terms of academic performance and business managerial implication. For the Individuals, they can learn that the result and reasons of factors that influencing online shopping behavior of online fashion retailers. The findings can be used for the academic policy and planning for purpose of better academic performance, better knowledge on importance of Web design, Reputation, Web content, Brand effect, product, service, price, promotion and online shopping behavior over E-commerce.

For the business managerial implications, the policy makers, exporters, importers, manufacturers, wholesalers, and retailer can use this research outcomes for the better trade policy, better quality of E-commerce and the marketing purposes.

#### 5.4. Recommendations for Future Research

The generalizability of the findings are the limitations of this study. The sample used in this research was targeted on all age groups. So that future research should be choosing the certain age groups. The different viewpoints of confirmatory factor analysis (CFA) can also be applied on the factors which were reviewed in this research to find further inside on the effects and influences on online shopping behavior of online fashion retailers. Moreover, the different Structural construct and model can be used based on the factors discussed in the paper.

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Tartışma ve Yorum / <i>Discussion and Interpretation</i>	Bulguların değerlendirilmesinde ve sonuçlandırılmasında sorumluluk almak / <i>Taking responsibility in evaluating and finalizing the findings</i>	Prof. Sumas WONSUNOPPARAT (Ph.D.) Li SHUYİ
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