FACTORS INFLUENCE ONLINE SHOPPING AND OFFLINE SHOPPING: CASE STUDIES OF RETAIL FOOTWEAR INDUSTRY IN BANGKOK

SetthaYusuk[1] and Suthawan Chirapanda[2]

[1]International School of Management, University of the Thai Chamber of Commerce
[2]School of Business, University of the Thai Chamber of Commerce
126/1 Vibhavadi Rangsit Rd., Dindang, Bangkok 10400, Thailand
[1]settha.yusuk@bata.com, [2]Suthawan_chi@utcc.ac.th

Abstract

Recent research has shown explore the factors which influence the online shopping and offline shopping behavior, Also compare online and offline shopping and understands what factors influence online and offline shopping decision process. The study expects to fulfill the blank space and could be employed as the reference for current companies to associate them and improving and develop customer satisfaction in Footwear retail business in online and offline channel. The researched survey was conducted with a sample size of 400 respondents, of different age, gender, education, occupation and income, also conducted in 5 popular shopping locations in Bangkok, Thailand, and focused on impact of three major factors (Marketing Mix, Brand and Consumer Behavior) on Online and Offline shopping, The research found that both online and offline shopping plays an essential role in the modern Thai society. People whose income level is high and are very busy with their personal and professional lives prefer to purchase goods and services online. Other individuals whose income level are lower and have no relevant knowledge about the Internet prefer to buy goods and services in traditional ways via physical shops. But nowadays due to fast change of technology as well as the ongoing risks associated with the COVID-19 pandemic, people try to adapt themselves according to the changing environment. The young generation wants to purchase every item online because they can use technology more comfortably than other age groups. The regression analysis found show that the Brand and Marketing Mix factors (Product, Place, Price, Promotion, Physical Evidence, People, and Processes) influences choice decisions towards the online and offline shopping (channel distribution) of retail footwear in Bangkok in line with Charles McIntyre, T.C. Melewar and Charles Dennis (2016) research on the matter, while Consumer Behavior variable is less relevant in the context of Online Shopping and Offline Shopping. The strongest significance for the model was found between Marketing Mix (7Ps) and Online and Offline Shopping behavior which can attest the relevance of the 7Ps model as well as the importance of 7Ps components on the purchase intend for the footwear industry in

Bangkok, Also a strong model significance was also found between the Brand image and Online and Offline Shopping behavior as found by Mohan, Brian P. Brown, and Caley Cantrell (2017). This shows that brand strength plays an important role in customer trust, regardless of the physical shop or online store when customer decides to purchase shoes articles.

Keyword: Consumer behavior in online and offline, Marketing mix (7PS) in online and offline and Band orientation

Introduction and background

The researched studies the comparative factors which influence the Online and Offline shopping focuses on the footwear retail business in Bangkok. The first section starts with the background and significance of this research. This research investigates the comparative factors influencing.

The increase technology provides good opportunity to seller to reach customer in much faster and easier, Online shopping is emerging very fast in recent year. Now a day the internet holds the attention of the retail market. Many people shop online on the other hand the purchasing of product from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product. In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction. Some go for offline shopping, some for online and many go for both kind of shopping. The focus of the study is on the consumer's choice to shop on internet and at the traditional stores at the information gaining period. However online shopping is easier for the people and less price than the offline shopping. While making any purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping. Consumer should decide the channel for them which can best suit to their need and wants and which can satisfy them. In this competitive world how, consumer can decide the particular medium for their purchase of goods is very important to understand in a managerial point of view. (Laing and Lai, 2000). The customer of online shopping should have internet and valid method of payment in order to purchase the products from the internet. Amazon, Myntra, flipkart are some of the examples of the successful online shopping sites that use less price of the items and large stocks to attract the consumer. In general, the population from high level of income and high level of learning are more favorable to do online shopping. The populations who are more knowledgeable and more explored to the internet are more into online shopping. The increase in technology increases the online shopping by the consumer. The increase in technology creates a favorable attitude towards the consumer for online shopping. (Palmer& Kimberly,2007).

Retailers in footwear industry needed the strategy to develop online and offline channel. With the well-created strategy, they could also attain their goals regardless of the channel customers used to access information about product including product review, visibility and availability. Therefore, the companies who aimed to meet the profitability and success as well as business development should take strategy development as their priority. This could change the way the shopping scene viewed by the customer experience (Conny T. &Niklas V. 2015).

Online and Offline channel in Footwear retailer can be found in different ways. Nevertheless, the core principle was the development of the retailer potential to reach and interact with their customers via established sale channels successively (Frazer & Stiehler, 2014; Rigby, 2011). Channels utilized by retailers could be the mobile app, social media sites, their websites, physical store, television, call centers and so on (Rigby, 2011; Piotrowicz& Cuthbertson, 2014).

The experience occurs when a company intentionally uses services as stages and products as props to engage with customers in a way that creates memorable experiences. Therefore, claiming that an experience is fully staged by the company. (Pine and Gilmore, 1998) had a more general view on customer experience. He held that experiences "occur as a result of encountering, undergoing or living through things. Experiences provide sensory, emotional, cognitive, behavioral, and relational values that replace functional values" (Bernd Schmitt, 1999) Therefore stating that experience occurs in every encounter and

living moment of a person. define customer experience as something that is advocated by the customer instead of the company. "Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer." (Meyer & Schwager, 2007).

Bangkok, particularly Thailand District as we all know, is one of the most educated states in the country. It is important to look into the situation from an academic research point of view so as to question the reasons behind the condition of the shopping in the state Bangkok, particularly Thailand District. The researched may fill the gap between the choice of online shopping and offline shopping. This study reflects the problems and factors of online and offline shopping. There were certain problems, why people do not do online shopping and go for market to shop things? What are the major reasons behind the online and offline shopping? This study helps the consumer to get an idea about the online shopping. The study makes the consumer clear about which option should be taken by the consumer to get more benefit out of its.

Therefore, this study aims to discuss and explore the comparative factors which influencing Online and Offline shopping of footwear industry in Bangkok. This study is expected to be used as the guideline for the companies within the footwear industry to understand and interpret the needs of customers through the online and offline shopping.

Research objective

In recent years, studies distinguished another non store retail format Internet. Recent studies investigated why consumers shop through stores, catalogs, or the Internet (Black et al.2002). The study contributes to the current marketing literature by comparing the offline and online channel side-by-side. This study also contributes hypothetically and practically to a better understanding.

-To examine the factors affecting online shopping

-To find the factors affecting offline shopping

Research questions

1. What are the factors that influence online shopping?
2. What are the factors that influence offline shopping?

The thesis could benefit retailers for the use of measuring and compare online and offline shopping. The online and offline shopping is lack in previous studies meanwhile factors affecting to online and offline shopping in is still unidentified (Piotrowicz and Cuthberson, 2014; Verhoef et., 2015). Thus, this study expects to fulfill the blank space and could be employed as the reference for current companies to associate them and improving and develop customer satisfaction in Footwear retail business in online and offline, this research can also be used as the reference for the future studies.

Literature review

Marketing Mix (7Ps) Strategy in online shopping

In the area of e-commerce, the development of the marketing concept can be considered in two important aspects. The first aspect – is the development of the service component. E-commerce, as it has been mentioned earlier - is the sphere of commercial activity to provide online trading services. It is carried out in the special environment, which, on one side, has the features of the service environment, and on the other side - rejects these signs because it is virtual. Not material, technological and programmatic nature of the sales process, distanced communication (often more than hundreds or thousands of kilometers) between a seller and a buyer, the inability to get to know the features of the goods in a real life - these are just some of the features inherent in the trading service in the Internet. The second aspect of the development of the marketing concept in ecommerce is due to the special role of the innovation component. (E.V. POGORELOVA ET AL., 2016)

Band orientation in online shopping

Torsten Lihra and Raoul Graf (2007) studied about the Online and Offline shopping consumer choice in regard with the buying process and selection of household furniture. According to their study, they suggested that the retailers should continue to develop marketing strategies as consumers relied on many channels to meet their needs for products

and services. Charles McIntyre, T.C. Melewar and Charles Dennis (2016) stated in their book that the Online and Offline channel experience, retail customer experience including service process should be incorporated in order to create engagement and interaction between customer and brand as well as customer experience. Mosquera, Pascual and Ayensa (2017) studied about the customer experience in Online and Offline shopping. Their study aimed to overview and increase more understanding towards the trend of Online and Offline shopping. The method they used was the collection of over 100 papers and business reports from Scopus, Google Scholar, and Web of Science. Mayo or Mohan, Brian P. Brown, and Caley Cantrell (2017) studied about the influence of brand image to the customers' experience. Their study pointed out those brands mattered in consumers' lives meanwhile some brands were perceived as more valuable compared to others brands. Consumers were more interested in brands of which enhanced their autonomy, competence including potential to relate to others from their view.

Consumer behavior in online shopping

In order to analyze with precision, the availability of customers to behave in offline shopping the same way they do in online shopping, it is useful to understand the processes behind online consumer behavior. Online consumer behavior is described as the process of purchasing products or services through the internet (Liang and Lai, 2000). The typical process begins when potential consumers

recognize a need for some product or service. The next step is searching for information in the web related with their specific need. After deciding, the transaction is performed and post-sales services are provided (Li & Zhang, 2002).

Online channel

The online channel, the retail can offer the customer worldwide product section compare with the physical channel. Additionally, the online channel can reduce cost of customer searching by provide the information of product and recommendation and reviews also can compare price as well as quick and easy to check by online the customer have to rethink of online channel offer the option to use online channel such as cash payment and traditional face to face interaction are present (Piotrowicz & Cubertson, 2014; Zhang et al., 2010), but online channel provide the online payment that should be to selected.

Marketing Mix (7Ps) Strategy in offline shopping

Marketing Mix or 7Ps is defined as the strategy as a direction and scope for an organization in meeting long term objectives by configuring its resources in the present dynamic business environment (McCarthy, 2011). Nagle and Holden (2012) stated that marketing mix was important for the strategic management and also became a framework of controllable and tactical tools which developed the marketing and was often utilized by the marketers in order to so as target the needs of their target customers.

Thus, the marketing mix strategies should contain the responses of the organization to ensure that the target customers were positively influencing their product needs. In To meet the customer needs, the marketers must have a close focus on the customers' behavior so that they could develop the marketing strategies to improve their performance. Marketing Mix (7Ps) Strategy, there are four elements which the marketers are about to develop following to the consumer behaviors which are price, place, product and promotion.

Band orientation in offline shopping

Band orientation is considered as a unique cluster of associations within the minds of the customers towards the brand. It represents the way they believe brand stands for. Moreover, the brand image can be defined as the set of beliefs about the brand. In other words, brand image is included in a part of consumers' perception about the product offered by the brand in the market under the manner where a specific brand is positioned itself (Petty, 2016). Brand image is well said to lead to the emotional value not only mental image. This means brand image can create the perceived value of customers potentially and refers to nothing but the company's or brand's character.

Consumer Behavior in offline shopping

The study of consumer behavior was crucial for the companies as consumer behavior influenced the marketing strategy and helped explore the target group and increased companies' potential to meet customer satisfaction, Also consumer's behavior as the activities which people had undertaken when they recruited the products and services, including consuming and obtaining (Zeithamal and Bitner, 2000). The marketers should examine the probability of the consumers to purchase for especial product and at a particular time so that the marketers could know that what time and which product consumers would buy and then these consumers can be satisfied their needs and wants precisely. (Kumar, 2006).

Offline channel

The physical stores the retailer allows to achieve to the customer provide goods and services effect since the customer does not have to wait to receive the goods and services (Agatz et al, 2008; Grewal et al, 2004). Operation physical stores allows the customer to convenient as well and provides them in the decision-making process with any potential (Rigby, 2011; Grewal et al; 2004). The store retailers have opportunity to enhance the quality of service by personality. Also, the presence of product and service that allow customer o try, touch and feel before making a purchase (Gorsch, 2000; Herhausen et al, 2015, p.3; Rigby; Webb, 2002). The physical store is traditional shopping still plays key part in the market, but the "brick and mortar" has changed to the emergence of the Omni-channel customer experience. The influence demand today consumer, brands need to rethink and coordinate in store and online experience as well.

Research hypothesis

The independent and dependent variables, three hypothesis were developed.

H1: There is a significant relationship between Brand images with online shopping.

H2: There is a significant relationship between Marketing Mix (7PS) with online shopping.

H3: There is a significant relationship between customer behaviors with online shopping.

H4: There is a significant relationship between Brand images with offline shopping.

H5: There is a significant relationship between Marketing Mix (7PS) with offline shopping.

H6: There is a significant relationship between customer behavior and with offline shopping.
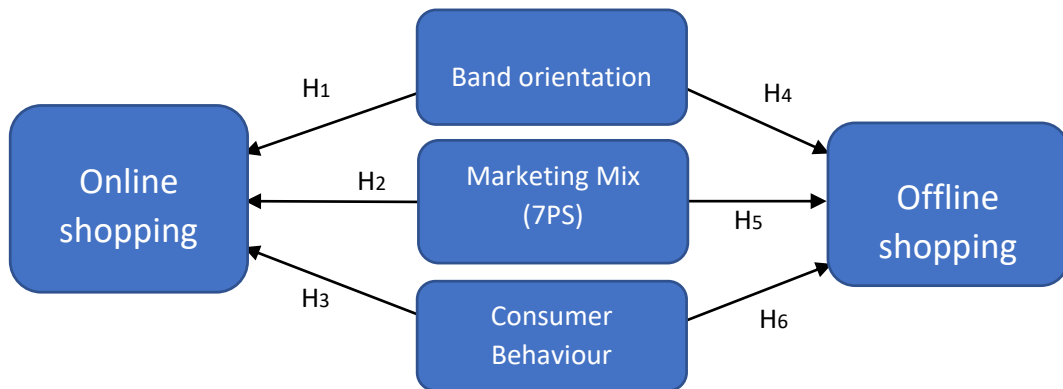
Conceptual framework

Figure 1 The conceptual framework comparative factors effecting in Online and Offline shopping:

Source of Framework: (IJRMBS 2017), Simon, A. H. (1977)

Scope of work

The research study will focus on study and understanding of comparative of online and offline shopping and more to focus between online and offline customer behavior, marketing mix (7ps) and brand image attribute can be developing strategy in term of customer relationship management strategy in Footwear retail business. This research will also measure and explore all possible factors influencing customer behavior, marketing mix and Brand image between online and offline especially footwear retail business in Bangkok

Methodology

This thesis was instrument of questionnaire for collected the data and study the comparative factors which influence customer behavior, marketing mix and Brand image between online and offline especially footwear retail business in Bangkok: case study separate to 3 part as following; Part 1: Demographics The questionnaire collected personality's data such as gender, age, education, occupations and revenue. There were 5 questions for difference type and also questionnaire structure would be close-ended question.

Part 2: Likert Scale Research by Shim et al. (2001) found that consumers that have a positive attitude towards online and offline shopping are more likely to purchase online and offline, and a higher number of experiences with buying results in higher purchase intentions. They are 8 questions for brand image, 8 questions for experience of in your opinion which factors do you consider for online shopping, 21 questions for experience of in your opinion which factors do you consider for online shopping.

Part 3: Consumer behavior they are 14 questions of consumer behavior, As What kind of shopping channel do you like to buy shoe?, How often do you buy shoes?, How much time do

Part 4: Online and Offline shopping they are 9 questions of Online and Offline shopping

Findings and discussion

The research found a significant relationship between Brand images, Marketing Mix (7Ps) with Online and Offline Shopping. However, the Consumer behavior was found to have no significance on the Online Shopping though a strong significance was found between Customer Behavior and Offline Shopping. Therefore, the H1, H2, H3 H4, and H6 were found to be significant for the present research context. In consequence, the H5 was invalidated as low significance was found in the analysis for the data collected in this study.

Table 1

Demographics				
Gender	Men 39.5%	Female 60.5%		
Age	21-30 44.3%	31-40 22%	41-50 22.5%	More than 50 11.3%
Education	Below or equal High school 24%	Bachelor Degree 43%	Master Degree 26%	More than Master Degree 6.8%
Occupation	Student 10.8%	Employees 30%	Own Business 22.5%	Retired 11.2%	Other 22.5%
Income	Less than or equal 15,000 31.8%	15,001-20,000 18.5%	20,001-30,000 34.5%	30,001-40,000 7%	40,001-50,000 8.3%

The research demographics consists of a larger population of female (60.5%) than men (29.5%). This can be interpreted that female are generally more inclined to visit the shopping areas where the research was conducted in contrast with men who represent 1/3rd of the total sample size. On the age demographics one group of age stand out, respectively respondents with ages between 21-30 (44.3%) while the rest of population was relatively equally spread in percentage, respectively the 31-40 (22.0%) and 41-50 (22.5%). The remaining respondents were all over 50 years old and represent approximately 1/10th (11.3%) of the total population in this study. This shows that younger individuals are more likely to visit a footwear shop located in a shopping area while the percentage of frequency declines as the ages increases.

The education profile of the respondents had the highest percentages for the Bachelor Degree holders (43%) and Master Degree holders (26%), while the group with education bellow High school represents relatively 1/4th (24.3%) of the total sample size. The smallest education group in this study is represented by the individuals with studies higher than Master Degree. These findings can be interpreted as the populations with higher education most likely have a higher purchasing power, being most likely employed. This assumption can be strengthened by the fact that over 50% of the total sample size is either employed (30.0%) or own a business (22.5%). The rest of the population is spread between retired (11.3%), students (10.8) and respondents that chose other occupations (22.5%) not listed in the question choices.

The income demographics of the research had the largest percentage group (34.5%) with a monthly income 20,001-30,000 THB followed by the second largest income group (31.8%) of income less than or equal with 15,000 THB per month. The other income group percentage are spread between 15,001-20,000 THB per month (18.5%), 40,001-50,000 THB (8.3%) and 30,001-40,000 THB (7.0%).

The following table presents the mean computation for computed variables (independent and dependent) used in this research: Marketing Mix (7 Ps), Brand Orientation, Online and Offline shopping, and Consumer Behavior as following;

Table 2

	N	Minimum	Maximum	Mean	Std. Deviation
Marketing Mix 7Ps	400	3.05	4.10	3.8137	.24262
Brand Orientation	400	3.40	4.40	4.0065	.24933
Online Shopping	400	3.41	4.35	4.0662	.26640
Offline Shopping	400	2.29	3.86	3.0189	.35138
Consumer Behavior	400	3.56	4.33	4.0147	.26977
Valid N (list wise)	400				

On the Marketing Mix (7Ps) variable, the calculated mean of 3.81 shows that the vast majority of the respondents in this study agree that Marketing Mix plays an important role in the online and offline shopping behavior for footwear business in Bangkok, Thailand.

Table 3

	Product	Price	Promotion	Process	Physical	Place	People
Mean	4.3550	4.5567	3.8282	3.9300	3.8175	4.3358	3.7425

Table shows the mean values calculated for each Marketing Mix 7P item. The product, price, promotion and place has higher means, respectively 4.3, 4.5, and 4.3 respectively. This indicates that the respondents overall agree and highly agree with the questionnaire statements for the product, price, promotion and place. The 7P items promotion, process, physical and people have calculated mean of 3.8, 3.9, 3.8, and 3.7 re respectively. This indicates that the respondents overall are neutral with the questionnaire statements for the respective 7P items.

Table 4

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.941	.376		5.167	.000
Marketing Mix 7Ps	-.179	.096	-.124	-1.856	.065
Brand Orientation	.695	.093	.493	7.471	.000
Consumer Behavior	-.255	.062	-.196	-4.145	.000

a. Dependent Variable: Offline Shopping

For offline shopping, the Brand Orientation has the highest significance for Thai consumers with a beta value of 0.493 and sig. value of 0.000. This shows that Thai consumers value and trust more branded products when it comes to offline shopping due to established reputation as well as higher consumer satisfaction relative to the purchased good or service. The result shows the importance of maintain a positive brand reputation as this factor alone is the main catalyst for Thai offline consumers. The second factor of importance for the offline shopping is consumer behavior with a calculated beta value of 0.196 and a sig. value of 0.000 showing high significance. Consumer behavior is significant because it facilitates marketers in determining what factors affect customers' purchasing choices. They will fill in the void in the market and recognize the goods that are required and the items that are outdated through learning how customers choose products. The third factor of importance for offline shopping identified in the regression analysis is the Marketing Mix (7Ps), with a beta value calculated at 0.124 and a sig. value of 0.000 showing high significance for the model.

To identify which Marketing Mix component has the highest impact on offline shopping, regression analysis was performed for each Marketing Mix component (Table 4.22) as following:

Table 5

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.784	.228		3.437	.000
Product	-.268	.028	-.274	-9.527	.000
Price	1.122	.079	1.502	14.221	.000
Promotion	-.253	.030	-.274	-8.416	.000
Process	.079	.015	.146	5.443	.000
Physical	.816	.038	1.789	21.338	.000
Place	-1.373	.098	-2.374	-13.990	.000
People	.477	.060	.597	7.907	.000

a. Dependent Variable: Offline Shopping

The highest beta calculated value is for the place, respectively 2.374 and a sig. value of 0.000 showing high significance for the model. This shows that the place plays the most important role for the offline consumers when deciding to purchase a product or service. This finding is important for shop owners in order to understand the way the shop and products are presented to the customer can directly impact their sales. The second Marketing Mix component of importance for offline consumers is the physical evidence with a calculated beta value of 1.789 and a sig. value of 0.000 showing high significance for the model. Offline business owners should pay attention to the visible elements which provided the atmosphere of friendliness within the business. Various factors such as interior features: wallpaper, ceilings, space are important for offline business. The air temperature, and personal artifacts also physically influenced the customer experience that can enable potential sales. The third Marketing Mix component of importance for offline businesses is the price with a calculated beta value of 1.502 and a sig. value of 0.000 showing high significance for the model. It is important for an offline business to apply different pricing strategies up on their target groups, goals and objectives including product stage in order to maximize their sales. The fourth Marketing Mix component of importance for offline businesses is the people with a calculated beta value of 0.597 and a sig. value of 0.000 showing significance for the model. Some actions such as greeting customer with smiling face, the presence of friendliness and politeness under warm environment, and understanding customers' problems, and giving the interaction with them were considered positive by customers can impact customer intend and eventually can lead to sales. The fifth important Marketing Mix components for offline businesses are the promotion and product, both factors having a calculated beta value of 0.274 and a sig. value of 0.000 showing significance for the model. The fact that promotion and product are not the top

significant factors in this analysis can be explained by the fact that Thai consumers aware of the product and promotion when visiting an offline business from other various channels e.g., online advertising. Another reason could be that offline shopping usually is done by randomly browsing shops in a mall for instance without a clear intention to purchase a good of service. Therefore, factors such as place, physical evidence and price have a higher impact on consumer purchase intention. The least significant Marketing Mix factor resulted from the regression analysis in this study is process, with a beta calculated value of 0.146 and sig. value of 0.000 showing significance for the model. In the context of offline shopping, the deliveries of goods and services have the lowest impact on Thai consumers. However, the process has a higher impact on customers in the context of online shopping which will be discussed in a moment.

Table 6

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.949	.223		4.247	.000
Marketing Mix 7Ps	.374	.057	.340	6.510	.000
Brand Orientation	.453	.055	.424	8.182	.000
Consumer Behavior	.350	.037	.331	6.830	.000

a. Dependent Variable: Online Shopping

Overall, for the online shopping, the most important factor identified in the regression analysis is brand orientation with a beta calculated value of 0.424 and a sig. value of 0.000 showing strong significance for the model. This shows that Thai consumers have a strong commitment to branded products and services when it comes to purchasing goods online as well as offline. It is important for the online business owners to know that building brand reputation is crucial for success of their business. Positive reviews, customer-oriented return policies and warranties can be a good strategy to enhance brand reputation online. The second most important factor is Marketing Mix (7Ps) with an overall beta score of 0.340 and a sig. value of 0.000 showing high significance. To understand better which Marketing Mix component affects the most customer purchasing intention online, regression analysis was conducted for each P.

Table 7

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.427	.073		5.870	.000
Product	.292	.019	351	19.178	.000
Price	.941	.025	1.661	37.424	.000
Promotion	.259	.010	.370	27.083	.000
Process	-.164	.005	.-.397	-35.315	.000
Physical	.296	.012	.855	24.254	.000
Place	-.678	.031	-1.545	-21.656	.000
People	.219	.019	.362	11.384	.000

a. Dependent Variable: Online Shopping

Price was found to be the most important Marketing Mix component, with a beta calculated value of 1.661 and a sig. value of 0.000 showing high significance. With so many online businesses competing for the same products and services, having a price strategy that stimulate consumers can make a big difference. Online companies should constantly survey their competitors and adjust the price accordingly in order to capitalize on the market and generate new sales leads. The second most important factor in the Marketing Mix is place, with a calculated beta of 1.545, and a sig. value of 0.000 showing high significance. In the context of online shopping, the place to the virtual environment where the consumer purchases a good. Thai online shoppers demand fast and responsive websites, modern and well secured before conducting a purchase. Mobile devices and easy access to the Internet services transformed the way consumer purchase goods, and this is extremely relevant for Thai consumers too – Thailand being one of the largest Internet consumers in the world. The third most relevant Marketing Mix component is physical, with a beta calculated value of 0.855 and a sig. value of 0.000 showing high significance. For

online shoppers, trust is an important factor in determining a purchase. Knowing that an online business has a physical address can help build trust that the company can be reached in case is needed. The fourth important Marketing Mix factor is process, with a beta calculated value of 0.855, and a sig. value of 0.000 showing significance. In the context of online shopping, the process refers to the customer experience from the moment it interacts with a business in the virtual space to the moment the purchased good is delivered. Online business owners should pay attention to how fast they can deliver a good, as a customer that has a positive delivery experience is more likely to conduct a future purchase from the same company. The fifth important Marketing Mix component is promotion, with a calculated beta value of 0.397 and sig. value of 0.000. Promotion is an important factor in online shopping as it provides the much-needed online visibility whenever organic traffic is not a solution. Promotion is very important especially for new online businesses due to low brand reputation and difficulty in creating an online customer base. Online business owners should think to out-of-

the-box creative ways of advertising online in order stand-out among the massive amount of online advertising available. The sixth important factor identified by regression analysis is people, with a calculated beta value of 0.353 and a sig. value of 0.000. Even if consumers today interact with virtual interfaces rather than people, humans are still an important component in the Marketing Mix when it comes to online shopping. Online businesses should make sure they provide quick online customer support whenever possible or try to manage customer complains in the most effective ways to avoid negative reviews and improve customer satisfaction and brand trust. The seventh Marketing Mix factor is product, with a calculated beta of 0.351, and sig. value of 0.000. The results shows that Thai customer already have a purchase intend in mind when they decide to visit an online shopping platform to purchase a good or service and their purchase do not happen randomly in most cases. This concludes the regression analysis for Marketing Mix (7Ps).

The least influential factor in online shopping is consumer behavior, with a calculated beta of 0.196 and sig. of 0.000 showing that Thai consumers are aware of the processes and risks associated with online shopping. The online consumer behavior is a highly dynamic process, in constant change accordingly to the technology and market trends.

In the following section, the multiple regression for independent variables Online Shopping and Offline Shopping, and dependent variables Brand Orientation, Marketing Mix (7Ps), and Consumer Behavior was calculated using the following multiple regression equation:

$$\hat{Y} = b_0 + b_1 X_1 + b_2 X_2 + ... + b_p X_p$$

Where [equation image indication] is the dependent variable's projected or expected value, X1 through Xp are p unique independent or predictor variables, b0 is the value of Y when all of the independent variables (X1 through Xp) are zero, and b1 through bp are the estimated regression coefficients.

$$Y = a + b1X + b2X + b3X$$

Offline Regression Equation

$$Y = 0.784 + 0.493X - 0.1962X - 0.124X$$

Online Regression Equation

$$Y = 0.427 + 0.424X + 0.331X + 0.34X$$

The following table presents to summaries the hypotheses results.

Table 8 The summaries the hypotheses results

Hypothesis	Beta Coefficient	P-Value Significant (P<0.1)	Decision	Justification
H1: There is a significant relationship between Brand images with online shopping.	0.424	0.000	Accepted	The P-Value is significant and Band image has 42.4% positive impact on Online shopping.
H2: There is a significant relationship between Marketing Mix (7PS) with online shopping.	0.34	0.065	Accepted	The P-Value less than 0.1 is significant and Marketing Mix (7PS) has 34% positive impact on Online shopping.
H3: There is a significant relationship between customer behaviors with online shopping.	0.331	0.000	Accepted	The P-Value is significant and customer behaviors have 33.1% positive impact on Online shopping.
H4: There is a significant relationship between Brand images with offline shopping.	0.493	0.000	Accepted	The P-Value is significant and Band image has 49.3% positive impact on Offline shopping.
H5: There is a significant relationship between Marketing Mix (7PS) with offline shopping.	-0.124	0.000	Accepted	The P-Value is significant and Marketing Mix (7PS) has 12.4% negative impact on Offline shopping.
H6: There is a significant relationship between customer behavior and with offline shopping.	-0.196	0.000	Accepted	The P-Value is significant and customer behaviors have 33.1% positive impact on Offline shopping.

The research found a significant relationship between Brand images, Marketing Mix (7Ps) with Online and Offline Shopping. However, the Consumer behavior was found to have no significance on the Online Shopping though a strong significance was found between Customer Behavior and Offline Shopping. Therefore, the H1, H2, H3 H4, and H6 were found to be significant for

the present research context. In consequence, the H5 was invalidated as low significance was found in the analysis for the data collected in this study.

Compare the results between online and offline channels

The results shows that the online and offline shopping are still both preferred ways for purchasing goods in Thailand though a low significance between Marketing Mix (7Ps) and offline shopping was found. As a result the H5 was found to not be significant. In the context of the offline shopping, the study found that customers visit a shop because they are unsure if a product will fulfill their requirements. When customers try the goods, the offline retailer's job is to retain them in the shop by leveraging their decision-making behaviors, particularly for individuals who plan to explore and switch. Otherwise, if customers already have complete knowledge about the goods, or if the probability of their purchasing the product is exceptionally high from the start, they may buy straight online. When competing with online retailers, this finding may be more critical for department shops or shopping malls since this approach is more appropriate for products with high-value uncertainty (McIntyre et al. 2016). Through the new transaction paradigm, the emergence of online commerce has provided customers with more diverse options. This has enabled diverse customers to adopt various buying tactics, which impacts the retail industry's competitive climate. Customer heterogeneity is represented in this study by the various purchasing prices and the probability of the product meeting consumer requirements. In

addition to price, these two variables will affect customer behavior to varying degrees, and various consumer behaviors will alter the competitive situation and store pricing and profit. The study suggests that business design and marketing tactics should vary in the two buying contexts, depending on whether the factor variations were the consequence of most online customers' and offline consumers' actions.

The most influential factors that impact online and offline shopping behavior in Bangkok is Brand Orientation has the highest significance for consumers the result shows the importance. It causes the priorities can be developed with descriptive related brand orientation. This can be strategically used to identify investment preferences, new areas to be addressed, opportunities, strengths and weaknesses, and competitive advantage to focus.

Second influential factors that impact offline shopping is Consumer behavior, also Third influential factors that impact for online shopping. Businesses can determine the kind of culture and environment their consumers expose themselves to, which affects their purchasing decisions. All these psychological aspects help marketers create marketing strategies and campaigns that can leave a lasting impression on the minds of consumers.

The third is Marketing strategy has to be used if businesses want to succeed in reaching to their customers faster than their competitors can get. The 7Ps of marketing mix help them do just that. The highest significant is Place for offline shopping and the second for online shopping.

It is important that your product is made available to your customers conveniently and at all times. Place and the distribution network are very important to keep serving your customers.

The second significant is Physical for offline shopping and the third for online shopping. Attaching tangible clues to services in order to communicate and satisfy customers. Physical evidence is important because of the intangible nature of services. The customer has to get some tangible clues in order for him to buy your services. Cleanliness, dress of staff, wall color, website experience, packaging, brochure designs are some of the many factors in determining the customers decision towards buying. The third significant is Price for offline shopping and The highest significant for online shopping. Companies base their prices keeping in mind customer's perception of the brand and also competitor's pricing strategy. The fourth is People for offline shopping, also The sixth for online shopping. Services are generally characterized by frequent interaction of the creator and the consumer. It's the front-end employees like showroom sales men or receptionists who play the customer facing role even before the service experience can begin for your customer. Employee behavior can actually make or break a brand name. Therefore employing, training and retaining the right set of people becomes imperative for the success of business. The fifth is Promotion at online and offline shopping. Promotion very important that the target customers know about your product. Promotion either for new customers or the existing customers is a very important tool for campaign managers. The sixth is Product influential factors that impact offline shopping, also The seventh online shopping. Product it helps Business for product development keeping in mind the customer's needs. As product managers it is important to always keep ears open to customer needs and eyes open to innovation. The least significant is Process for offline shopping, also The fourth for online shopping. Businesses have to keep in mind that the process of service delivery is designed not for provider's convenience but keeping the customer in mind.

Implications

The most influential factors that impact online and offline shopping behavior in Bangkok is Brand Orientation has the highest significance for consumers the result shows the importance. It causes the priorities can be developed with descriptive related brand orientation. This can be strategically used to identify investment preferences, new areas to be addressed, opportunities, strengths and weaknesses, and competitive advantage to focus.

Second influential factors that impact offline shopping is Consumer behavior, also Third for online shopping. Businesses can also determine the kind of culture and environment their consumers expose themselves to, which affects their purchasing decisions. All these psychological aspects help marketers create marketing strategies and campaigns that can leave a lasting impression on the minds of consumers, Understanding consumer decision-making., Assessing a product's supply and demand, Determining the sales forecast by studying consumer behavior

and impact of advertisements on consumer behavior.

The third is Marketing strategy has to be used if businesses want to succeed in reaching to their customers faster than their competitors can get. And the 7Ps of marketing mix help them do just that.

The highest significant is Place for offline shopping and the second for online shopping.

It is important that your product is made available to your customers conveniently and at all times. Place and the distribution network are very important to keep serving your customers.

The second significant is Physical for offline shopping and the third for online shopping.

Attaching tangible clues to services in order to communicate and satisfy customers.

Physical evidence is important because of the intangible nature of services. The customer has to get some tangible clues in order for him to buy your services. Cleanliness, dress of staff, wall color, website experience, packaging, brochure designs are some of the many factors in determining the customers decision towards buying that service.

The third significant is Price for offline shopping and The highest significant for online shopping. Companies base their prices keeping in mind customer's perception of the brand and also competitor's pricing strategy.

The fourth is People for offline shopping, also The sixth for online shopping. Services are generally characterized by frequent interaction of the creator and the consumer. It's the front-end employees like showroom sales men or receptionists who play the customer facing role even before the service experience can begin for your customer. Employee behavior can actually make or break a brand name. Therefore employing, training and retaining the right set of people becomes imperative for the success of a service business.

The fifth is Promotion at online and offline shopping. Promotion either for new customers or the existing customers is a very important tool for campaign managers.

The sixth is Product influential factors that impact offline shopping, also the seventh online shopping. Product it helps Business for product development keeping in mind the customer's needs. As product managers it is important to always keep ears open to customer needs and eyes open to innovation.

The least significant is Process for offline shopping, also the fourth for online shopping.

Businesses have to keep in mind that the process of service delivery is designed not for provider's convenience but keeping the customer in mind.

Future research recommendations

Future research might focus specifically on a footwear brand that sales both online and offline in order to get deeper insights into Marketing Mix, Brand image and Thai Customer Behavior. On the online shopping behavior, a future research might choose a specific shopping platform or compare multiple shopping

websites to understand the customer behavior in the context of the footwear industry in Bangkok. Future research on how the social media influencer and Electronic Word of Mouth (eWOM) impacts the brand perception and customer behavior when looking to purchase footwear articles might help providing deeper insights into the hypothesis tested in this study. Nevertheless, targeting specific demographic age groups such as Gen Y and Gen Z Thai population might help understanding the spending power and trends for footwear industry in Bangkok, Thailand. Nevertheless, the present research found low significance between Thai consumer behavior and offline shopping therefore further research on might be useful to identify any potential shifts in the Thais attitude towards offline channels in Thailand.

Limitations

The findings and conclusions presented in the research are only valid within the population selection and can not to be generalized elsewhere due to the differences in environmental factors and individual opinions of the respondents. To better understand the impact of Marketing Mix, Brand image, and Consumer Behavior on the Online and Offline shopping in Bangkok would require a wider research geographically and quantitatively. Considering the limited time and scope of this research, many theories related to the social media and consumer purchasing behavior were covered briefly so as to provide a big picture of the research context for the readers.

References

Aaker, D. A. (1991). Managing brand equity: Capitalizing on the value of a brand name. New York: Free Press.

Aghdaie, SFA, Honari, R (2014). Investigating the Role of Brand in Forming the Consumer Involvement. *International Review of Management and Business Research,* 3(1), 254-266.

Akroush, M. 2006. The Services Marketing Mix Paradigm: Is It Still Appropriate for Today's Service Businesses? *AL-Balqa' Journal for Research and Studies*, 11(2), June):49-74.

Ambler, T. (2000). Marketing and the bottom line. Harlow: Financial Times Prentice Hall.

Barsky, J., World-class Customer Satisfaction, 1994.

Bitner, M. J. (2010). *Servicescapes:* The impact of physical surroundings on customers and employees. *The Journal of Marketing*, 57-71.

Bodhani A., (2012). *Shop offer the e-tail experience*, Online IS Sn, 7(5), 46-49.
Bowie D.; Buttle F. (2004) *Hospitality Marketing: An Introduction*, 1st edition, Elsevier Butterworth-Heinemann, UK.

Brassington, F., &Pettitt, S. (2003). *Principles of marketing*. Harlow: Financial Times Prentice Hall.

Brynjolfsson, E., Yu, J. H. and Rahman, M. (2013). *Competing in the age of omnichannel retailing*, Sloan Management Review, pp. 21–29.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13, 319–340.

Dholakia, U. M., Kahn, B. E., Reeves, R., Rindfleisch, A., Stewart, D., & Taylor, E. (2010). Consumer behavior in a multichannel, multimedia retailing environment. *Journal of Interactive Marketing*, 24(2), 86-95.

Euromonitor International. (2017). Apparel and Footwear in Thailand. Retrieved from https://www.euromonitor.com/apparel-and-footwear-specialist-retailers-in-thailand/report

Euromonitor International. (2018). Apparel and Footwear in Thailand. Retrieved from https://www.euromonitor.com/apparel-and-footwear-specialist-retailers-in-thailand/report

Fianto, A. Y., Hadiwidjojo, D., Aisjah, S., & Solimun, S. (2014). The Influence of Brand Image on Purchase Behaviour Through Brand Trust. *Business Management and Strategy, 5*(2), 58. doi:10.5296/bms.v5i2.6003

Fowler, F. J. (2009). *Survey Research Methods (4th ed.)..*

Garretson, J. (1998). The Impact of Coupons on Service Quality Evaluations, Risk, and Purchase Intentions. *Journal of Restaurant & Foodservice Marketing, 2*(4), 3-19. doi:10.1300/j061v02n04_02

Hanjin-Soo. (2010). The Influence of Customer Value on Customer Satisfaction and Post-purchase Behavioral Intention in Hotel Service. *Journal of Korea Service Management Society, 11*(5), 199-216. doi:10.15706/jksms.2010.11.5.009

Henrieta. C. & Aleksander. K. & Dagmar. B., Impact of Brand Name. Proceedings of Economics and Finance Business Economics Management (BEM), 34(2015).

Hisolp. M., An Overview of Branding and Brand name Measurement of On Line Marketers, Dynamic Logic Branding, 101(2001), 1-22.

Holt. B., Brands and Branding Cultural Strategy Group, (2015).

Ivy, J. and Naude, P. (2004) Succeeding in the MBA marketplace: identifying the underlying factors, *Journal of Higher Education Policy & Management*, 26(3), 401-417.

Jobber, D. (2004). *Principles and practice of marketing*. London: McGraw-Hill Education.

Keller, K. L., & Lehmann, D. R. (2006). Brands and Branding: Research Findings and Future Priorities. Marketing Science, 25(6), 740-759. doi:10.1287/mksc.1050.0153.

Kotler, P. (2003). A framework for marketing management. Harlow: Pearson Prentice Hall.

Kotler, P., & Armstrong, G. (2008). *Principles of marketing.* Upper Saddle River, NJ: Pearson/Prentice Hall.

Lehtinen, J. (2011). *Quality Oriented Services Marketing 2.* Department of Business Economics and Business Law, Tampere University, Tampere.

Lihra, T. & Graf, R. (2007) "Multi-channel communication and consumer choice in the household furniture buying process", *Direct Marketing: An International Journal*, Vol. 1 Issue: 3, pp.146-160, https://doi.org/10.1108/17505930710779324.

Lim, K. a., "Consumer brand classifications; An assessment of culture-of-origin versus country of origin", Journal of Product and Brand Management, vol. 10, no.2, pp. 120-136, 2001.

MaCarthy. F., Quality Effect in Consumer Behavior. The Pakistan Development Review, Voi. XX, No.2 (1981).

Mahmood R. & Khan S.M. (2014) Impact of Service Marketing Mixes on Customer perception: A study on Eastern Bank Limited, Bangladesh, *European Journal of Business and Management*, 6 (34) pp164-167.

McCarthy, J. (2011). *Basic Marketing: A Managerial Approach (2nd ed.).* Richard D. IRWIN, INC.

McGoldrick, P.a., "Consumer Misbehavior", *Journal of Retailing and Consumer Services,* vol. 4, no. 2, pp. 73-81, 1997.

Mcintyre, C., Melewar, T. C., & Dennis, C. (2016). *Multi-channel marketing, branding and retail design: New challenges and opportunities*. Bingley, UK: Emerald Group Publishing Limited.

Melero, I., Sese, F. J. &Verhoef, P. C. (2016). *Recasting the Customer Experience in Today's Omni-channel Environment*. Universia Business Review | Second Quarter 2016 | ISSN: 1698-5117.

Miyuri Shirai, The Impact of Quality on Consumer Behavioral Intentions, Journal of Promotion Management, 21(6) (2015).

N. Mogey, (March 25, 1999). "So You Want to Use a Likert Scale?". Learning Technology Dissemination Initiative. Heriot-Watt University. Retrieved April 30, 2009.

Mohan, M., Brown, P. B. & Cantrell C. (2017). *"Brand skill: Linking brand functionality with consumer-based brand equity"*. Journal of Product & Brand Management, Virginia Commonwealth University School of Business.

Nagle, T., & Holden, R. (2012). *The Strategy and Tactics of Pricing. Englewood Cliffs,* NJ: Prentice-Hall.

Palmer, A. (2011). *Principles of Services Marketing (3rd ed.).* UK: McGraw-Hill Publishing Company.

Petty, R. D. (2016). "A History of Brand Identity Protection and Brand Marketing," in *The Routledge Companion to Marketing History,* D.G. Brian Jones & Mark Tadajewski (eds), Oxon, Routledge.

Roselius, T., ''Consumer rankings of risk deduction methods'', Journal of Marketing, vol. 35, pp. 56-61, Jan, 1971.

Schiffman, LG. &Kanuk, LL. (2004). *Consumer behavior, 8th International edition.* Prentice Hall.

Shepherd, R. & Dennison, C. M. (1996). *Influences on adolescent food choice.* Proc. Nutr. Soc.

Shermach, K., ''What consumers wish brand managers knew'', *Marketing News*, vol. 31, no. 12, 9th June, 1997.

Soriano R. D. (2002). *"Customers' expectations factors in restaurants: The situation in Spain",* International Journal of Quality & Reliability Management, Vol. 19 Issue: 8/9, pp.1055-1067.

Winkielman P., Shwarz. N. & Fazenderio.T., Affective and Cognitive Concequences of Visual Fluency: When Seeing is Easy on the Mind in, Visual Pre. Ed. Ann-Arobor. Michigan, USA, (2000).

Wollan, R., Jain, N. &Heald, M. (2013). *Selling Through Someone Else: How to Use Sales Networks and Partners to Sell More*, John Wiley & Sons, Somerset, NJ, USA.

Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology and Marketing,* 21(10), 799-822. doi:10.1002/mar.20030

Yusuf, A., Nurmalina, R. & Syuaib, M. F. (2015). The Impacts of Marketing Mix on Customer Satisfaction and Loyalty in Honey Product. *International Journal of Science and Research (IJSR), 6*(7), 1778-1783. doi:10.21275/art20175276

Zeithamal, V. & Bitner, M.J. (2000). *Services Marketing: Integrating Customer Focus Across the Firm.* ISBN-10: 0078112109

Appendix

	Questions	Sources
Section 1: Demographic information		Lu (2017)
1. Gender		
2. Age		
3. Education		
4. Occupation		
5. Revenue		
Section 2: Brand image and marketing mix (7PS) towards customer experience. (Likert Scale)		
Place	The brand offers various channels to buy products. Their shopping environment is visually appealing. Their shopping environment lengthens my time in their place (or apps). Their shopping atmosphere impresses me in overall picture.	Garretson (1998)
Promotion	I feel positive towards the brand advertising and promotions. They are working well in advertising and promotions. Their advertising and promotions are clear and informative. I react favorably to the brand advertising and promotions.	Lu (2017)
Product	I feel satisfied with the quality of their products. I feel satisfied with their product assortment. According to what I purchased, the products provide me the decent value. I feel satisfied with the products I purchased in overall picture.	Garretson (1998)
Price	I feel satisfied with the price they set for the products. I believe the product has perceived value equally to the price. I feel positive towards their pricing strategy. Their pricing strategy is visually reasonable.	Yusuf, Nurmalina, & Syuaib (2015)
People	Their staff actively responds to my needs. Their staff take care of me very well. Their staff are willing to give me their best service performance. I feel satisfied with the staff of the brand.	Hanjin-Soo (2010)
Process	The brand offers speed deliver of service. The brand provides great training for their staff. The brand stores open and close at the convenient time. I feel happy with their service processes in overall picture.	Hanjin-Soo (2010)
Physical Evidence	They offer comfortable ambience which makes me the better mood. The product packaging is highly qualified. The brand stores provide the spacious areas for me to walk around.	Yusuf, Nurmalina, & Syuaib (2015)

	I feel positive towards the brand store environment in overall picture.	
Omni-channel customer experience in general	I feel happy with the product I purchased from the brand My customer experience with the brand seems excellent in overall. My choice of the brand meets my maximum expectations. I feel happy with the service they provide in overall picture.	Hanjin-Soo (2010)
Section 3: Customer behaviors 1. Before being told, I was aware of the term Omni-channel and its meaning. 2. What kind of shopping channel do you like to buy shoe? 3. How often do you buy shoes? 4. How much time do you spend in every visit? 5. Which websites do you generally visit and like to use? 6. Do look for deals or compare prices before you make your online purchase? 7. Do you prefer Offline (in-store) shopping when compared to online shopping? 8. When you go offline shopping, do you like to go along with friends or family who help you in making choices? 9. Do you value the suggestions or help from the friendly salesman at exclusive stores? 10. Do the following channels ever stimulate you to buy shoes? 11. To what extent are you using the below channels to search for information on product? 12. How often do you buy shoes via the following channels? 13. Please indicate how often you let shoes be delivered in the following way. 14. If you need service for your bought shoes, how often do you contact the shop through the following channel?	McCorkindale, Di Staso. & Sisco (2013)
Section 4: Online and offline shopping **Online shopping** 1. The shopping online save time. 2. The advantage to be able to shopping online any time of the day. 3. The rate of overall online shopping experience. 4. I will encourage others to shop online. 5. I am likely to return shopping online at webpage. **Offline shopping** 1. I like to spend time when shopping at physical store. 2. I like to go along with friends or family who help you in making choices. 3. I like to get help from the friendly salesman at exclusive stores 4. The channels ever stimulate to buy shoes at physical store.	McCorkindale, Di Staso. & Sisco (2013)