RESEARCH ARTICLE

Influencing Factors effect to Purchasing Decision in M-Commerce in Womenomics' Generation Y

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ABSTRACT

The objectives of this research were to examine The Influencing Factors effect to Purchasing Decision in M-Commerce in Womenomics' Generation Y. The sample of 250 respondents who are 18-25-year-old women in Bangkok were studied. Questionnaires were used to collect the data; Descriptive Statistics: frequency, percentage, mean, standard deviation and one-way ANOVA. The statistics were applied the Stepwise Multiple Regression to analysis. In terms of Demography: The findings indicated Majorities are graduated educational 66%, Monthly average incomes in 30,001 - 50,000 Baht 32%, Working in the Private company 68%, Doubled income from other jobs 45.6%, Mostly marital status is single 94%, Work Value and life style: Mostly offices are located in Business area 96.8%, High Competitive in Work place 93.6% effect to immediately improve and more developed skill themselves 97.6%. In terms of antecedent, that 3 factors composing of Customer Path (5A), Aware, Ask and Advocate which are the most significance to directly effect to Customer Buying Decision in terms of results are able to apply to develop in business effectively and efficiency.

Key words: M-Commerce, Womenomics, Generation Y

INTRODUCTION

In the present, activeness in global Womenomics has clear movement not only trends, news, or in some perceptions, government as well as governance in each country give importance to women in different aspects, including economies, social, politics, rights, and equity in gender. Most of them has been defined in policies and economy strategic plan to drive the changes into positive ways as well as support the potential in women by providing opportunities, roles, and express opinions that affect society and country. Grant Thornton International (2013) has observed that at the moment, women are included in career roles than before especially in management positions. This result showed the average of women in senior management with the percentage of 24 while the ration in Thailand has the percentage of 36 which is higher that global average. Moreover, in some countries, women as senior management are very high comparing to men as senior management, for example, in China, there are women acting as senior management with the percentage of 51. However, in some countries, the opportunity for women is not widely opened like Japan which has only 7 percent of women working as senior management. "Womenomics" was defined 14 years ago by Cathy Matsui and committees from Goldman Sachs Company. It is becoming well-known again by Shinso Abe, Prime Minister of Japan announced to the world in the symposium of 68th United Nations General Assembly (26th September 2013) that

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“Womenomics is the important component to develop economy in Japan and giving the promise to support women working outside the house as well as create a society in which women shine.”

Since 1999, the World has entered digitalization which is the era of speed, technological trends where people are able to access through resources, news, and data in seconds. Also, the World drove to Generation Y, people who were born from the year 1980 to 1997, where people were born while the World was developing so rapid. People from generation Y grew along with Internet and Social Media where they are experts in technologies, innovations, facilities, IT, and creativity in presenting project. In the era of Globalization, technology is used to connect different data from different geographical area around the world together including data related to economy and investment, as well as politics and governance. This connection shortens distance especially in life balance. Interesting behavior is to connect technology in smart phones with commercial transaction which is known as M-Commerce. M-Commerce is the procedure of commercial transaction or financial transaction through smart phones or trading through electronic ways which use Internet as the main platform to distribute around the world in seconds. This makes trading between seller and buyer going so rapid which becomes behavior that we should give importance to as the rate of online shopping is increasing rapidly in several years.

Therefore, influencing factors effect to purchasing decision in M-Commerce in Womenomics' Generation Y is an interesting research study as it can be the direction for development in business, product, and service through M-Commerce to be related to consumers' needs in Generation Y which can drive the economy in different parts of the world.

2. Objectives

The objectives are to study influencing factors effect to purchasing decision in M-Commerce in Womenomics' Generation Y as well as to define ways for developing business, products, and service through M-Commerce to be related to consumers' needs in Womenomics' Generation Y.

3. Materials and Methods

1. Population used for study was women in Generation Y with the age between 21-38 years in Bangkok Metropolitan. The research was quantitative analysis. The samples were selected by (Hair, J. F. Jr. Black, W. C., Babin, B. J. Anderson, R. E. and Tatham, R. L., 2006). The samples used were women in Generation Y with the age between 21-38 years in Bangkok Metropolitan. The variables used were 11 variables. Therefore, the research used 250 samples.
2. The tools used were questionnaires. The questions were related to influencing factors effect to purchasing decision in M-Commerce in Womenomics' Generation Y including 3 main parts. Part 1 was about personnel factors. Part 2 was about Customer Behavior, 5A with 15 questions. Part 3 was about buying decision with 18 questions with rating scale questions with the highest value of 5 and lowest value of 1.
3. Analyze the data from questionnaires by using descriptive statistics including percentage, mean ($\bar{x}$), and standard deviation (S.D.) with significant level of 0.05 and variable relationship value between -1 to 1. Multiple Regression Analysis was used to analyze Collinearity and Multicollinearity by using Stepwise.
4. Test content validity for questions by using the technique of Index of Item-Objective Congruence to check reliability by using Cronbach's Alpha value (Cronbach's Alpha, 1970 : 161). The statistics program calculated Cronbach's value of 0.898 which showed that Cronbach's alpha was in high level.

4. Literature Review

M-Commerce or Mobile Commerce

M-Commerce or Mobile Commerce means “activity or transaction related to finance, trading, exchanging value through Internet (Norman, 2002) by using telecommunications like smart phones” (Daniel Zürcher, 2001). The procedure that uses smart phones for business communication is known as connecting tools to Internet and access the service through smart phone application.

Customer Path, 5A

Consumer Behavior is the behavior that consumers give importance to products and leads to searching for purchasing decision. The use of the product gives evaluation through each product and selected service which should reflect consumers' needs which is known as consumers' behavior in decision making for both buyer and seller (P.Kotler and K.L.Keller, 2012 : 173). In order to enter the market, the business has to modify them to reflect changes in consumer behavior as well as understanding and studying customer path to analyze the gap for consumers' decision making to become efficient. Also, this should be the main concept in developing product or customer's satisfaction to reuse the service or repurchase product or getting sustainable loyal

customers. Customer path consists of 5 procedures or known as 5A, including Aware, Appeal, Ask, Act, and Advocate as well as to understand trends and consumers' needs from power of advocate which is the main trend in online social which can increase the efficiency in running business.

Womenomics

From the study of ranking of Womenomics opportunities by (Economist Intelligence Unit, 2012), it concluded that Thailand was in the second place in ASEAN countries following Singapore. Also, from the observation through women working in senior management at Grant Thornton International, the results showed that women working in senior management in private sector in Thailand were 36 percent which was really high in Asia continent. The observation showed that women who made decisions on buying household products were 80 percent; buying house furniture were 94 percent; buying travel package were 92 percent; buying a house were 91 percent; buying a car were 60 percent; buying home appliances were 51 percent; and buying food, including raw materials and preparation. In many countries, women made decisions on buying households products more than 85 percent. Moreover, women made decision on buying expensive product like car over 50 percent. Women also had influences on purchasing decision for others like husband or children. When women have roles in economies, it's not just increased the buying power but also changing women's daily lives and how they consume products. Working women has more freedom.

Online business is increasing and women become main customers for purchasing products online. The observation from (Jeffrey S. Nielsen, 2011) concluded that women have higher ratio in purchasing products online with 72 percent whereas only 68 percent of men purchasing products online. The results showed that over 22 percent of women purchasing products online once a day.

Generation Y

Generations use to classify individuals into subgroups by considering birth year and important situation in that range of time. Different generations have different names depending on situation in that era. People in the same generation have similar characteristics, behavior, value, or social interactions. Each generation has outstanding difference in characteristics (Lyons, 2003; Mannheim, 1952). Generation Y or Millennial era are people who were born between 1980-1997 which grew up along with changes and have different values comparing to their grandparents and parents. However, they easily accept development in technology and internet to be used in their daily lives with characteristics of expressing habit, self-confident, unlike rules, unlike conditions, addict to online news, freedom in thinking, brave to ask in topic interested, and not afraid of criticism. These people will have potential in communication, IT, and creativity.

Buying Decision

Buyer's response has different aspects for decision making (Angeline Close, 2012) as follows:

1. Product choice is the process of considering the needs or wants of the specific product for making purchasing decision
2. Brand choice is to select from the popularity of brand for the similar product to compare the functionality and popularity of that product
3. Dealer choice is to consider the person who transfers products and services which should be trust and giving importance to provide goods to customer
4. Purchase timing is the time range for decision making, purchasing product, selecting product or many time for decision making
5. Purchase amount is the amount of product or high/low quantity of purchasing selected product to response buyers' needs
6. Criteria is the process of selecting medium or currency exchange, payment method in different choices, including cash, credit card, or online transaction

According to literature review, the research study will be related to all concepts, theories, to find solutions for objectives of the research with accuracy about influencing factors effect to purchasing decision in M-Commerce in Womenomics' Generation Y. The researchers have been studying about trading transactions through M-Commerce or Mobile Commerce which is the main tool for buy-sell products and services by observing customer path or 5A through online customers who are Womenomics' Generation Y that affect buying decision.

5. Conceptual Framework

This research will study about influencing factors effect to purchasing decision in M-Commerce in

Womenomics' Generation Y. The researchers have adapted concepts about Mobile Commerce in Womenomics' Generation Y and consumer behavior through online commerce theory in purchasing decision (Kotler, 2003) in Figure 1 below:

Figure 1 Conceptual Framework

6. Results

The results showed demographic factors of women in Generation Y with the age between 21-38 years with the total of 250 respondents. For degree, samples with Bachelor degree were 165 which were 66 percent; Master degrees were 52 which were 20.8 percent, and Doctoral degree were 33 which were 13.2 percent. For income, samples with 30,001-50,000 Baht income were 80 which were 32 percent; 25,001-30,000 Baht and 50,001-100,000 Baht were 60 which were 24 percent. For occupation, samples that work in private organizations were 171 which were 68.4 percent; employees in public sector were 44 which were 17.6. For economic circumstances, samples with 1 other income not related to full-time job were 114 which were 45.6; more than one other income not related to full-time job were 112 which were 44.8 percent; and business owner were 24 which were 9.6 percent. For status, samples that were single were 235 which were 94 percent, and married were 12 which were 6 percent.

The analysis for work value and life style showed that most of the samples work in the centre of Bangkok with the total of 242 samples which were 96.8 percent. Samples faced competitive including materials with the total of 234 samples which were 93.6 percent. Also, samples with pressure in working and passion for self development with the total of 244 samples which were 97.6 percent.

Table 1 Mean and Standard Deviation for Influencing Factors effect to Purchasing Decision in M-Commerce in Womenomics' GenerationY

Description	Mean	Std. Deviation	Interpretation
Customer Path (5A)	4.14	0.66	High
Aware	4.82	0.52	Very High
Appeal	4.06	0.61	High
Ask	3.71	0.57	High
Act	4.27	0.52	High
Advocate	3.83	0.72	High

Buying Decision	4.03	0.60	High
Product	4.08	0.58	High
Brand	3.81	0.72	High
Buyer	4.20	0.52	High
Time	3.70	0.67	High
Amount	4.08	0.56	High
Criteria	4.35	0.73	High

Table 2 Multiple Regression Analysis for Collinearity and Multicollinearity

Independent Variables	Collinearity Statistics	
	Tolerance	VIF
1. Aware	0.745	1.341
2. Appeal	0.860	1.162
3. Ask	0.927	1.079
4. Act	0.752	1.286
5. Advocate	0.774	1.292
Durbin-Watson = 1.90		

Table 3 Analysis of Regression for Influencing Factors effect to Purchasing Decision in M-Commerce in Womenomics' Generation Y

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	17.847	3	5.949	79.020	.000 ²
Residual	18.521	246	0.075		
Total	36.368	249			
A Predictors : (Constant) Aware, Ask, Advocate					
B Dependent Variable: Buying Decision					

Table 4 Correlation Coefficient of Stepwise Multiple Regression for Independent Variables in Influencing Factors effect to Purchasing Decision in M-Commerce in Womenomics' Generation Y

Model	B	S.E.	β	t	Sig.
(Constant)	1.492	0.143		10.405	0.000
Aware	0.221	0.038	0.305	5.781	0.000
Ask	0.207	0.026	0.373	7.888	0.000
Advocate	0.148	0.027	0.282	5.460	0.000
Significant level 0.05 R = 0.701, R Square = 0.491, Adjust R Square = 0.485					
Standard Error of the Estimate = 0.27439					

According to the results of Multiple Regression Analysis, it can be used to formulate general influencing factors effect to purchasing decision in M-Commerce in Womenomics' Generation Y as follows:

$$\hat{Y} = 1.492 + 0.221X_1 + 0.207X_3 + 0.148X_5$$

7. Discussion

From the study titled "Influencing Factors effect to Purchasing Decision in M-Commerce in Womenomics' Generation Y" showed some interesting constraints as follows:

The results for demographic factors of women in Generation Y with the age between 21-38 years with the total of 250 samples showed that most of the samples studies bachelor degree with the total of 165 people which were 66 percent. This showed that women in this era mostly study Bachelor degree minimum in order to live under the standard of knowledge, degree, and potential in working to be in their interested career path. For income, most of samples had income between 30,001-50,000 Baht with the total of 80 people which were 32 percent. Life quality development is depended on income as well as spending power and consumers' decision making for themselves and family for the most beneficial for themselves, according to research in Time Magazine (2010) which explained that consumer power was mainly women and become new market for global

industries. For occupation, most of the samples were employees in private organization with the total of 171 people which were 68.4 percent. For economic circumstances, most of the samples have 1 way of getting extra income beside full-time job with the total of 114 people which were 45.6 percent. For status, most of the samples were single with the total of 235 people which were 94 percent.

The analysis of work value and life style showed that most of the samples work in the centre of Bangkok Metropolitan with the total of 242 people which were 96.8 percent. Also, most of the samples find competitiveness with the total of 234 people which were 93.6 percent. Most of the samples faced pressure in working and passion for self development with the total of 244 people which were 97.6 percent. Therefore, demographic factors of people working in private organizations were mostly accepted in women in Generation Y were salary and benefits as well as potential in individuals in different aspects which receive from experiences and competitiveness in potential, project. This is followed by pressure in self-development to increase potential in working for their future career.

8. Conclusion

The results showed that influencing factors effect to purchasing decision in M-Commerce in Womenomics' Generation Y had 5 independent variables, the factors influences purchasing decision in M-Commerce were Aware, Ask, and Advocate which means that consumers always concern about awareness before searching for information related to the product through online websites and news from reading through product review from different resources. The most important thing is the advocate from friends or people with real experiences which will create trust to consumers. These variables are used through M-Commerce because of speed and accessible anywhere, anytime which was related to Customer Path, 5A from Philip Kotler. Therefore, to enter the market, business should give importance to speed in making online media through M-Commerce platform that is related to behavior in accessing information as consumer decision making is changed rapidly.

The most influence aspects to decision making are information about product, interesting advertisement, and experiences from real users.

9. Recommendations

This research is able to build and suggest for the future research to authors that the conceptual framework discovered the new design of "Influencing Factors effect to Purchasing Decision in M-Commerce in Womenomics' Generation Y" in terms of how to learn about On-line customer's behavior the most important for buying decision. The results indicated the factors which directly influenced very valuable to develop and apply together with adjustable strategies especially in M-Commerce related to womenomics' need.

For Entrepreneur who needs to get in-depth understanding in customer behavior what're key components for making the decision. According to results: Aware, Ask and Advocate mostly extremely influenced to the customers. The main point is necessary to focus on as Red-Alert also responsiveness then the right thing right is found out. The rapid changes in the digitalization society who catch the trend successfully. Nothing is impossible.

This research is going to develop or continued study in other aspects:

1. Other samples following current issues of trend: researcher has to be in time which New and Fresh situations' studying then the results can effect immediately.
2. Other factors (Independent Variables)
How to increase or develop the M-Commerce business which double skips than others trend. Gaining more benefits but sustainable.

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