



**PROMOTING OF INTERNET ENTERPRISE: CASE OF  
ALIBABA GROUP, CHINA**

**MR. LIU ZENGMING**

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Thesis Promoting OF INTERNET ENTERPRISE : CASE OF ALIBABA GROUP,CHINA  
Author Liu Zengming  
Major Master of Business Administration  
Advisor Assoc.Prof.Dr. Tubagus Achmad Darodjat

Faculty of Business Administration International College, Rajamangala  
University of Technology Krunthep approved this thesis as partial fulfillment of  
the requirement for the Master Degree of Business Administration

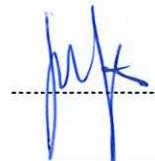
  
.....Dean of International College

(Dr.Jirangrug Samarkjarn)

Examination Committee

  
..... Committee Chairperson

(Asst.Prof.Dr.Prajak Chertchom)

  
..... Committee

(Dr.Marlon Rael Astillero)

  
..... Committee and Advisor

(Assoc.Prof.Dr.Tubagus Achmad Darodjat)

<b>Thesis</b>	PROMOTING OF INTERNET ENTERPRISE: CASE OF ALIBABA GROUP, CHINA
<b>Author</b>	Liu Zengming
<b>Major</b>	Master of Business Administration
<b>Advisor</b>	Assoc. Prof. Dr. Tubagus Achmad Darodjat
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## ABSTRACT

**Background** Promoting is always the tips that get the attention of the consumers and retain them to be in the long-term run. Cronin-Gilmore (2012) has mentioned that promotion with a suitable marketing strategy is an education of the organization, and it is always crucial for running a business. The current study aims to explore the promoting of internet enterprises which Alibaba Group, China as a case reference.

**Methods** 20 participants have been recruited for the current study in which all are involved in online shopping and not diagnosed with any mental disorder. Purposive sampling has been applied. The current study would be applied to the mixed method design which uses both quantitative method and qualitative method for data collection and data analysis. Interview and Questionnaires were used for data collection while SLR and Coding processes were used for data analysis.

**Results** There are four findings in the current study. The promoting of Alibaba Group Holding Limited is based on its personalized promoting; The business model of Alibaba Group Holding is unique; There is no effect of promoting internet enterprise on the turnover; There is a positive impact of Alibaba Group Holding Limited on the turnover. Future studies should be larger than the sample size.

**Keywords:** Internet Enterprise, Alibaba Group, Online Shopping

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# CHAPTER 1

## INTRODUCTION

The current chapter will discuss the overview of the research issue, the statement of the problem, which then forms the research objectives and research questions. The scope of the study, limitation of the study, and benefits brought out by the current study would be presented in this chapter.

### 1.1. Research Background

In the 21st century, the world is now trending to a digital world with advanced technologies. According to Naughton (2020), 5G telecommunications, Artificial intelligence and smart networks will be the most focused technologies nowadays. Technologies have changed the traditional lifestyle of the world as people are living in a world with technologies everywhere. The most well-known transformation of lifestyle is the internet universalness. In the last two decades, the internet was first introduced to the world, and this brought the transformation of the human lifestyle. In the past, people could only contact loved ones overseas with an international call. However, as we have known, it is an expensive and unstable network. Once the internet had been introduced, the chargeable conventional calling way was obsoleted. People started forwarding to a lifestyle with the internet around them. People have started to communicate online, watch movies online and even shop online. Based on the demand of the world, this environment brings out many internet enterprises worldwide.

Internet enterprises are coming out based on the demand of the world by sticking close to advanced technologies. Many conventional enterprises have tried to transform or even step in to be one of the internet enterprises too. In this fast-paced world, people will choose the most convenient that suits their lifestyle. People could purchase clothes, cosmetics, groceries and most of the stuff online. Avoiding the step of going out to grab the stuff is one of the conveniences that internet enterprises could be provided. Also,

price competition between internet enterprises is cruel as it is transparent and compatible with others. Internet enterprises could avoid the rental fees, and this brings the lower price of the stuff compared to conventional enterprises. Due to these benefits, most people are stepping forward and adapting to this kind of lifestyle.

As the massive usage of technologies, the demand for internet enterprises is rising fluctuant. Internet enterprises such as Amazon.com, Alibaba Group Holding Limited, Tencent and so on have become the outstanding enterprises that everyone is familiar with. As one of the largest manufacturing countries in the world, internet enterprise in the China market is such as a mushroom after rain. The Internet enterprise of China has raised 14.1 per cent revenue which rose year on year and this has never been slowed down even in the Covid-19 pandemic. The popularity of China is the highest and it is one of the largest manufacturers in the world, which means that China could be a country with essential supply and demand. Therefore, the Chinese market is still a big potential market for online shopping (Fan & Liu, 2015). Within this, Alibaba Group Holding Limited is one of the top internet enterprises in China, even a competitor of the international company, Amazon.

Alibaba Group Holding Limited is an internet enterprise that is mainly in the aspect of e-commerce. Liu (2020) mentioned that there are 610 billion online shoppers in China, and the mobile penetration rate of Taobao, which is under Alibaba Group Holding Limited, has achieved 52.5%. The service that is under Alibaba Group Holding Limited not only the most immense C2C commerce Taobao, but also AliPay, AliExpress, Alimama, and so on. Hence, Alibaba Group Holding Limited would be the case that is used to analyse the internet enterprise.

## **1.2. The Statement of the Research Problem**

China is a country that is growing rapidly with the technologies and this could be one of the vital points that are growing for their economic and country image (Ferrantino, Koopman, Wang, Yinug, Chen, Qu & Wang, 2008). With the growth of technologies, there are much more opportunities to come out in this ideal environment

given in China. In 2019, among 1.4 billion of the population in China, Internet enterprises became one of the trends in China based on the advanced technologies and also the innate benefit of population market base in China. As mentioned earlier, there are several internet enterprises come out with the current environment. When there are choices of internet enterprises, people could choose it personally. What is the point that makes people choosing the internet enterprise? The choice will depend on how the internet enterprises attract and retain their customers. Hence, a promoting way that applied to internet enterprises is essential. So, what are the promoting ways that applied by internet enterprises to attract and retain its customers? If the internet enterprises could not build a brand image that is profound in consumers' mind, the internet enterprises do not even survive in a long-term run. Promoting is always the tips that get the attention of the consumers and retain them to be in the long-term run. Cronin-Gilmore (2012) has mentioned that promoting with suitable marketing strategy is an education of the organization, and it is always crucial for running a business. It might be affected the turnover of the organizations and be the critical point of surviving in the same industry. Hence, is there an effect of promoting on turnover of the organizations?

As mentioned earlier, Alibaba Group Holding Limited is a top internet enterprise in China. With the numerous choices of internet enterprises in China, what makes Alibaba Group Holding Limited beat back other internet enterprises and survive in the long-term run? If the promoting ways is always the main point of helping the organizations to survive in the competitive market, so what is the promoting that Alibaba Group Holding Limited has applied with? The promoting of Alibaba Group Holding Limited have applied is a good point to discuss. Current study mainly will discuss the promoting of internet enterprise based on Alibaba Group Holding Limited, China.

In short, the current study is aimed to explore the promoting ways of internet enterprise case of Alibaba Group Holding Limited. This is due to the ideal environment given to the China market. There are several internet enterprises but there is just a rare

of internet enterprises growing rapidly such as Alibaba Group Holding Limited. Hence, how the promoting ways that make Alibaba Group Holding Limited are building their commercial kingdom, and how the innovated business model of Alibaba Group Holding Limited helps with it?

The research questions will be formed based on the research objectives that are stated in the current study. The research questions are:

1. How are the promoting ways of internet enterprise such as Alibaba Group Holding Limited?
2. How is the business model of Alibaba Group Holding Limited?
3. Is there an effect of promoting of internet enterprise on the turnover?
4. How is the promoting of Alibaba Group Holding Limited influence the turnover?

Based on the statement of the research problem, the current study is designed to analyze the promoting of internet enterprises based on Alibaba Group Holding Limited. Hence, the current study comes out with the following objectives

1. To explore the promoting of Alibaba Group Holding Limited.
2. To investigate the business model of Alibaba Group Holding Limited.
3. To explore the influence of promoting of internet enterprise to turnover.
4. To differentiate of internet enterprise and conventional enterprise.

### **1.3. Conceptual Framework (The Research Propositions)**

Past findings have shown that the importance of the promoting in the internet enterprises. Promoting of the company is positively associated with the success of internet enterprises. The turnover of the company will be the measurement of the success of a company. Sparkes and Thomas (2001) have shown that the internet is a critical success factor of marketing in small, medium-sized organisations (SMEs) of the industry of Agri-food in the 21st century. Past research has mentioned that it could be a big challenge but also a great chance to survive of the internet enterprises. It depends

on the promoting such as marketing strategy applied to the company. If the marketing strategy and internet have been utilised, the company could step forward to the success of the company. However, the limitation of the past research would be the narrow of the size of the organisations. Also, the past research has only proved to the agri-food industry.

The limitation of the past papers, which means the research gap of the current paper, will be help on designing the current study. The current study is then designed with widening the size of the organisations which goes to all type of the internet enterprise instead of just the small medium size enterprises (SMEs). However, current study mainly will be using a case of the top internet enterprise, which is Alibaba Group Holding Limited. The industry will not be the single industry agri-food but all of the internet enterprise. As mentioned earlier, Alibaba Group Holding Limited will be the selected case of the current study, and analysing its promoting will be the main topic of the current study. Alibaba Group Holding Limited could be representing internet enterprise as it is the first few companies started the e-commerce by following the trend of the technology. Also, there will be an innovated marketing strategy of promoting that could be differentiates Alibaba Group Holding Limited and other internet enterprises. This makes Alibaba Group Holding Limited survive and be the top in the market of internet enterprises in China. Hence, current study will be analysing the internet enterprise promoting based on case of Alibaba Group Holding Limited.

#### **1.4. The Benefits of the Research**

Current study is mainly research on the promoting of internet enterprise based on Alibaba Group Holding Limited. This study will bring the reflection of the promoting of internet enterprises, Alibaba Group Holding Limited and this brings the following benefits:

##### **1.4.1. Understanding the importance of a promoting.**

Some of the organizations might not pay attention to the promoting such as marketing strategy, and that is the reason for failure. This study could help to recognize the importance of promoting of an organization.

#### **1.4.2. Current internet enterprises could learn and inspired by Alibaba Group Holding Limited.**

There are several internet enterprises in China but only a few of them are surviving in a long-term run. The analysis of the promoting of Alibaba Group Holding Limited in the current study could be a reference to the internet enterprises to start up their business with a suitable promoting skill.

#### **1.4.3. To understand the use of a suitable promoting skill could help in turnover.**

The current study helps the organisations understanding and could plan out a most suitable promoting way which matches to its vision and mission. This could help to utilised and raise the turnover of the company.

#### **1.4.4. To promote the potential of internet enterprises.**

Following the trend of the advanced technologies, internet enterprises will be one of the most famous industries. The current study could help to recognize the trend of the business market and help out to ones.

#### **1.4.5. To raise the economic growth.**

Based on all the benefits that have mentioned above, the opportunities for the success of the organizations have raised and this will be associated to raise to economic growth.

### **1.5. The Limitations of the Research**

#### **1.5.1 Differentiation of Politic Background**

The current study is analysing the promoting of internet enterprise with the selected case of Alibaba Group Holding Limited. The limitation will be the promoting that based on Alibaba Group Holding Limited might be different to other international internet enterprises as the politic of China such as 'The Belt And Road Initiative' would help with it. According to Cai (2017), 'The Belt And Road Initiative', also known as 'One Belt, One Road', is a policy that proposed by president XI. It is a policy to build the leadership economic of Beijing and help to raise up the economy of neighbourhood countries. The promoting of Alibaba Group Holding Limited might be aid by the policy and this could not be avoided, so the differences of countries policy might be the limitation of the research.

### **1.5.2 Cultural Differences**

Other than that, the cultural differences between the China internet enterprise and Thailand internet enterprises might lead to different results in the current study. This is due to people from different countries background would have different buying potential and buying habits. This might lead to different perspectives and affected to the data collection.

### **1.5.3 Individual Differences**

Individual differences, such as the experience of using internet enterprises, could be the limitation of the current study. Some people might enjoy conventional shopping as they dislike using internet enterprises. This might lead to a different view of the results and affect the current study.

### **1.5.4 Small Sample Size**

Another limitation of the current study will be small sample size. The current study has only recruited 20 participants due to time limitation and resources limitation.

## **1.6. Further Research**

### **1.6.1 Larger sample size**

Due to limitation of the small sample size, researchers of the future study should try larger the sample size of the sampling to raise the accuracy of the study. As generalizing the population always helps accuracy of the results of the study.

### **1.6.2 Recruitment of Participants with Similar Background**

Future research could be improving in recruiting participants in similar background as including education level, financial level and so on. This is due to people with different financial levels might lead to different buying potentials.

## **1.7. Chapter Summary**

This chapter mainly talk about the details of the current study. The advanced technologies have brought the different lifestyle of human and giving the chance of internet enterprises. The research questions, objectives, benefits, limitation and future research suggestion has stated in this chapter.

## **CHAPTER 2**

### **RELATED DOCUMENTS AND RESEARCH**

Each of the variables would be explained in detail in this chapter. The current chapter will discuss the effect between the variables based on past studies. The theoretical framework is formed with a foundation of the past studies and presented in the current chapter.

#### **2.1 Buying Behaviour**

According to Kumar and Sharma (2010), buying behaviour could be also known as consumer behaviour. This could be the decision-making process while buying or using the products. Buying behaviour could affect the desire of buying products. There are four types of buying behaviour such as complex behaviour, dissonance-reducing buying behaviour, habitual buying behaviour, variety-seeking behaviour.

##### **2.1.1 Complex behaviour**

Complex behaviour is the consumers going through complex process while buying (Kumar & Sharma ,2010). The indecision is due to the awareness of the risk and mostly the consumer knows the differences between the brands. In general, this type of behaviour is mostly appeared in the expensive products. For example, people would like to buy a car but it is expensive and risky to simply choosing so that he would ask for suggestions from others and compare. This brings out the complex behaviour.

##### **2.1.2 Dissonance-reducing Buying**

Dissonance-reducing buying means that the consumer does not differentiate much between the brands (Kumar & Sharma ,2010). Without a big notice of differentiation of the different brand, normally the consumer will follow the basic rule,

which is comparing the price. In this type of consumer behaviour, people would go for the lower price of products instead of keep on hesitating. This might bring to miss opportunities of the better-quality products.

### **2.1.3 Habitual Buying Behaviour**

It is a lack of knowledge of the relevant brand and making decision based on habits (Kumar & Sharma ,2010). Consumer buying the same product due to habit but not loyal of the brand. For instance, you keep on buying the shampoo of brand X and you never reach out to brand Y, you will keep on purchasing brand X but not because of the superior of brand X.

### **2.1.4 Variety-Seeking Buying Behaviour**

It is a behaviour of willingness to try out the new stuff (Kumar & Sharma ,2010). Consumer does not think it is a big deal with swiping to another brand. This normally applied on the small stuff. For example, buying another type of cookies will not make you think a whole week and indecision such complex behaviour.

Different people could have different buying behaviour but in general, there are five stages to be counted in. Problem identification, information gathering, alternative evaluation, purchase decision, and post-purchase behaviour are the five stages (Munthiu, 2009). The first stage is problem recognition. This stage mostly will be the first desire feeling that has been triggered. Consumers feel that they have a need to purchase the products and this could be triggered by the marketers too. The second stage will be the information search. Once the desire of purchasing has been triggered, consumers will start to collect information from family, friends, marketers to know more about the products. Then, the stage of evaluation of alternatives will appear. As knowing the information, consumers could think about the alternative choices of the same products. If there is still a need for it, the next stage, purchase decision is coming out. Consumers will then purchase the products. The last stage will be post purchase behaviour means

that satisfaction of consumer after buying the products. This could affect to the next time purchase.

## **2.2 Buying Behaviour and Promoting (Theoretical Based)**

Pappas (2016) has mentioned that promoting with suitable marketing strategy is one of the vital points that influence to the buying behaviour. Organization with a complete and efficient promoting will have a firm success. This is because the organizations know about the buying behaviour of the consumers and plan out to get the attention of the consumers. Organizations could have several ways of promoting that affect through types of consumer behaviours and the five stages of purchasing process.

For the complex behaviour, consumers are indecisive and the promoting that could apply here would help to firm the decision of the consumers. Most of the time, marketers would know deeply with their products and the clear and simple explanation could help the consumer to make decision and purchase. The advertising of the products could help the consumers to understand the products in a better way. For example, Alibaba Group Holding Limited would always have the professional to figure out your enquiries and this would always bring the consumers to make a firm decision.

For the dissonance-reducing behaviour, consumers know a little difference of the products and mostly go for a lower price. This might bring bad experience to them. Promoting that could applied here would be marketers should bring out a desire of repetition purchasing. Marketers could also promote the after sales service to maintain the customers for repeating buying products. For example, Alibaba Group Holding Limited has a 24hours customers service to maintain their customers base. Also, Alibaba Group Holding Limited has the automatic price comparable system to help to sort out the lowest price.

Habitual buying behaviour, consumers will not changing the brand easily as they are having the habit of buying the same brand of products. The marketers could

help to bring out the advertisement with rememberable. This could trigger the consumers to have a repetition of image of the brand by seeing the advertisement. This allows the consumers to change the brand in a long-term run. Alibaba Group Holding Limited always publish the advertisement with their own colour theme and that is always memorable to the consumers.

Moreover, variety seeking buying behaviour, it is the easiest consumer behaviour of switching brand. The marketers could bring out several advertisements to catch the eyes of the consumers and bringing out the events or promotion. The discounts such as coupon could attract the consumers with this type of consumer behaviour. There are many products to choose under service of Alibaba Group Holding Limited and there are always festivals discount to get attention of the consumers.

While for the stage of buying process, the promoting could have an influence to the consumers. For instance, the marketers could have posted much advertisement to get attention by the consumers and the consumers might raise their desire of having the products. Other than that, a clear and understandable description of the products are really a good promoting in the stage of information search. The third stage of the evaluation of alternatives could be affected by the promoting too. Marketers could frame different type of products and attract to the consumers. Making a simple purchasing way that the promoting could use in the fourth stage which is purchase decision. Writing out the duration of the promotion products on the advertisement also a promoting skill and this bring out to help the last stage of the purchase process, which is post purchase behaviour.

### **2.3 Buying Behaviour, Promoting and Advanced Technologies**

According to Palalic, Ramadani, Mariam Gilani, Gërguri-Rashiti and Dana (2020), organizations would profit through marketing online as promoting their products online. In this digital world the surround with advanced technologies, the traditional promoting might not enough to get the attention of the consumers. The

traditional promoting is unidimensional but the promoting that equipped with advanced technologies could be a multidimension promoting ways. In this fast-paced world, there are several choices online and all the fancy advertisement of the organizations, if the advertisement is not catchy enough, people would not stop and look forward to it.

As the trend of the advanced technologies, the help of the technologies in the promoting could not be avoid. There are several ways the technologies could help in the promoting. For example, technologies could drive the advertisement to more people and even to all the target audience. Technologies could help to analysis out what is the preference of the consumers based on the big data and drive to the most suitable consumers.

Rust and Espinoza (2006) has mentioned that advanced technologies and promoting are highly associated. This emerged in three ways which go to service marketing, customization, and customer relationship management.

Service marketing means that larger capability of marketing. That means organizations especially the internet enterprises could focus more on customers instead of just selling the products. With the advanced technologies, internet enterprises could easily communicate and get the ideas from the consumers, this is a new promoting come out with advanced technologies and this help to build out a better service based on the consumers.

Another way will be customization. As mentioned earlier, people will pay attention on what are not catchy and not interested at. The customization is based on the advanced technologies and 'customize' the most suitable advertisement and drive to the consumers. This is based on the cache that consumers browse on internet, which we called big data. For example, consumer search the Nike sport shoes online, means that he is searching for sport shoes, big data will then distribute the consumer to the sport shoes group and several advertisements that about sport shoes will be driven to him. This could help to raise the sales of the internet enterprises.

The third way will be customer relationship management. This is the best way to maintain the customer to let them repurchase your products. If the product is similar to other brand, but with a good relationship with the customers, customers will still choose to stay and be the loyal customers. This is always a value adding. As consumers will not feel that the internet enterprises are just a business but a familiar company with good relationship.

In short, advanced technologies could help to build a better promoting and as mentioned earlier, the promoting could affect the buying potential of the consumers. That is why there are so many internet enterprises being successful and having a big turnover in recent world. This is the trend that bringing by the advanced technologies and this could be a good chance if having it. For example, Alibaba Group Holding Limited is a good example for following the trend of the advanced technologies and utilised the promoting ways. Laslty, Alibaba Group Holding Limited became the top of internet enterprises in China.

#### **2.4 Overview of Alibaba Group Holding Limited**

In September 2014, Alibaba made headlines by launching the world's largest initial public offering (IPO). However, it is actually an internet enterprise that are not having a long duration history such other companies. In 1999, the founder of Alibaba Group Holding Limited is leading 17 associates found the Alibaba Group Holding Limited in Hang Zhou.

When the Alibaba Group Holding Limited is established, mission and vision of it are formed. The mission of Alibaba Group Holding Limited that formed by Jack Ma is doing business everywhere. The culture of the Alibaba Group Holding Limited is championing the small business. This means that Alibaba Group Holding Limited is focusing on the Small Medium Size companies (SMEs). Doing business everywhere means that there is no limitation to have a physical rental place to start up the business. The sellers could just use the advanced technologies that come out by Alibaba Group Holding Limited such as cloud computing, digital media and so on to start their business

online. As the small medium enterprises (SMEs) are not having a strong financial status and the mission of Alibaba Group Holding Limited help them to clear off the financial burden such as rental fees. This could actually be one of the free advertisements of Alibaba Group Holding Limited.

The vision of the Alibaba Group Holding Limited will be running their business 102 years. 102 years means the company will running over 3 generations be surviving in a long-term run. This vision of sustainability of Alibaba Group Holding Limited is based on their advanced technologies and innovated business model. Meet at Alibaba Group Holding Limited, Work at Alibaba Group Holding Limited and Live at Alibaba Group Holding Limited will be another vision of the Alibaba Group Holding Limited. This is actually meaning the whole lifestyle are surroundings by Alibaba Group Holding Limited. Alibaba Group Holding Limited could provide the stuff that needed in life, providing the job opportunities and people could meet at Alibaba Group Holding Limited by using the same platform by Alibaba Group Holding Limited.

There are several services under Alibaba Group Holding Limited and all the services are built and became the innovated ecosystem of Alibaba Group Holding Limited. These services are included Alimama, AliExpress, Alipay, AliLoan, Taobao, Yahoo China, and Koubei.com.

## **2.5 Promoting of Alibaba Group Holding Limited**

All of these services that mentioned above are actually the ecosystem that building the commercial success of Alibaba Group Holding Limited. Building the complete ecosystem that convenient to the consumers could be one of the business management and strategic direction of the Alibaba Group Holding Limited. The ecosystem could be one of the promoting ways of Alibaba Group Holding Limited.

Taobao, the largest C2C market that designed and come out by Alibaba Group Holding Limited. It is a platform of e-commerce. People could just start up their business without any rental and just store their products where they are convenient with. From the first sight of the small medium enterprises (SMEs), the financial issues always the

main issue to solve. AliLoan is then designed, AliLoan could help the SMEs who would like to expand their business in Alibaba Group Holding Limited. AliLoan is collaborated to Bank of China and this really helps them to bigger their business in Alibaba Group Holding Limited and the Alibaba Group Holding Limited having the mutual benefit. For ensuring the standard of delivery, as TaoBao is an ecommerce platform, AliExpress is come out. AliExpress is a delivery service for backing up the TaoBao. Koubei.com is the website that introducing the trendy products and get attention from the consumers. Buyers could just directly click in the link in Koubei.com of Alibaba Group Holding Limited to purchase the products. With purchasing, the simple way of using AliPay by Alibaba Group Holding Limited. That is why stating Alibaba Group Holding Limited having a complete business ecosystem as it builds everything for securing the services. It is what mentioned earlier, the smart network, it means a multi-function of future organizations.

Another promoting of the Alibaba Group Holding Limited will be keep track to the trend of advanced technologies. As mentioned in several times, advanced technologies are the trend of the world. When the starting point of developing the technologies, Jack Ma be one of the early movers as combining the technologies into its company. The visionary of Jack Ma has brought out an ideal result of Alibaba Group Holding Limited. When other organizations are still planning out the promoting of conventional business, Alibaba Group Holding Limited is then choose to keep track to the trend of technologies.

Cloud computing are the most convenient technologies that Alibaba Group Holding Limited are provided. Cloud computing are using in most of the services that under Alibaba Group Holding Limited. Cloud computing is also the main technology that help to build the functional ecosystem.

Cloud computing system also used in combining the conventional business and ecommerce. Tmall that running by Alibaba Group Holding Limited are using the computing system to build out the whole new concept of retail, it is with a smart

network. Consumers never using cash or lining up to pay for the products at the counters. They are just scanning the code by using AliPay of Alibaba Group Holding Limited, the product that paid will be unlocking and they could just grab and go.

Cloud computing is used to secure the network of the ecommerce and ensuring the Taobao working under normal condition. Also, all the system such as Alipay are also secured and under cloud computing of Alibaba Group Holding Limited. Cloud computing is also the data base of Alibaba Group Holding Limited and this helps to generate the advertisement of the Alibaba Group Holding Limited.

Behaviour Targeting Method is an advertisement system based on the data base. This has generated the advertisement by the cache of browsing of usual. Also, it is combining with the Artificial Intelligence to acknowledge which part stops you from purchasing. It could accurately know why are you not purchasing instead of just sending you more relevant advertisement. For example, consumer has searched the sport shoes and the advertisement system has shown more similar advertisement to affect the buying behaviour of consumer but he stops after adding in to the cart. The consumer never checks out, and behaviour targeting method of advertisement that combining with Artificial Intelligence will then generating the advertisement of discount coupon as the consumer adding into his cart, means that he is interested to the products but might stop purchasing due to the price of the products.

Recently, Alibaba Group Holding Limited is now adding Virtual Reality. It is improving the experience of online shopping. Some people might be complaining that online shopping could not have a real view of products. For example, you could not try the clothes and you will not know is the colour suits you. Alibaba Group Holding Limited has made a wise move, they adding virtual reality and bring a whole new experience to the online shoppers. Online shoppers could then be using virtual reality to have a look of the effect of testing the products.

The post purchase service which giving feedback to the sellers also one of the promoting ways of Alibaba Group Holding Limited. This could help to ensure the sellers maintain their quality and never cheat to the consumers. Consumers could always

rate and giving feedback to the sellers after receiving the products. Surely, there will still a system of customer services to guide and resolve the issue of both consumers and sellers.

All the promoting ways of Alibaba Group Holding Limited could be the reason that lead Alibaba Group Holding Limited to the successful in the internet enterprise. This all makes a stable turnover of the company in a long run.

## **2.6 DOUBLE 11 Event of Alibaba Group Holding Limited**

Alibaba Group Holding Limited also creates some events to raise their sales. This could be the promoting of event sales. Most of the time, the promoting of the event are more efficient to trigger the impulsive buying behaviour.

Alibaba Group Holding Limited manage events such as double 11, double 12, 618 and so on. Among the events of the Alibaba Group Holding Limited, double 11 always the most successful event. Based on the official data, there are over 200billion yuan of turnover in 2018. The total orders of double 11 have reached 1.3 billion and it climbs 59% from 2018. Double 11 is the Single's Day in China. This is the day designed for the ones who are single. It is actually applied in many marketing strategies that designed by Alibaba Group Holding Limited to promote it.

### **2.6.1 Hunger marketing**

Hunger marketing is kind of marketing strategies that trigger to the impulsive buying behaviour. Hunger marketing means that trigger the desire of the consumers and lets them feel like it is a need. It is just like hunger and it is a need for craving the food. While the Double 11 of Alibaba Group Holding Limited, most of the posts on Taobao and the posters at Tmall will having the number of stocks remains. This will create an atmosphere and mindset of 'must buy NOW' of consumer, it just like you are craving for cakes, and its lefts only piece there. If you are not going to purchase, others will

clear the stocks. This leads to impulsive buying as people will purchase it as soon as possible.

### **2.6.2 Visual Shock**

Visual shock means that consumers would pay attention on what Alibaba Group Holding Limited designed and want the consumers to pay attention with. It is a similar concept to the hunger marketing, it helps to trigger the desire of the consumers. Consumers could see the posts that stated time limitation and percentage of discount to tempt the consumers. Consumers who are noticing the 75% discount in 24 hours on the posts of Taobao, consumers might want to get it before the discount is ended. This brings impulsive buying and raise the turnover of Alibaba Group Holding Limited.

### **2.6.3 Advertising Marketing**

The advertisement of Double 11 of Alibaba Group Holding Limited are promoting in hard and soft copies. It will be posted everywhere and even at the street of consumer going home. The advertisement will be posted 2 weeks or even longer the event started, this always catch the eyeball of consumers. The guidance of must buy in Double 11 always leading consumers to purchase on the event of Double 11.

### **2.6.4 Event Marketing**

Double 11 is defined as Single Days of China. The event is then having different meanings. There are several times of valentine's day in a year but there is only a single day in a year. People who are single will buy some gifts to themselves to offset the sadness of without receiving any gift on valentine's day. This could be an excuse of people buying a lot of stuff. They will never feel bad on purchasing too much stuff that they will not in the normal day.

### **2.6.5 Marketing Campaigns**

The event will be spreading out by people who knows the Double 11 of Alibaba Group Holding Limited. Alibaba Group Holding Limited will prepared some coupons

and others for the one who are inviting others. This could help to spread out rapidly and get more potential customers of Alibaba Group Holding Limited.

#### **2.6.6 Reservations Sales**

Some of the sellers will post some limited edition or pre-launch edition to get attention of the consumers. However, the sellers will just open slots for reservations and the consumers who made it will be the first batch of having it. This is so tempting to the consumers and bring up the impulsive buying behaviour.

#### **2.6.7 Joint Marketing**

The last marketing strategy of Double 11 of Alibaba Group Holding Limited will be joint marketing. This is about a collaboration with other organizations. For example, Sina Weibo has collaborated with Alibaba Group Holding Limited with Double 11 event previously. This could bring mutual benefit to them as leveraging the consumers. This also having media exposure and get attention from the public.

### **2.7 Global Market of Alibaba Group Holding Limited**

Alibaba Group Holding Limited is the top internet enterprise in China and it has expanded to the global market too. Due to the policy of China, 'The Belt And Road Initiative', also known as 'One Belt, One Road', Alibaba Group Holding Limited is known as the neighbourhood countries and it is easier to get in the market of the Asia market.

That is always easier to widen the business to the market that are having similar background. This is due to the consumers might have the similar characteristic and easier to accept the method of the Alibaba Group Holding Limited. Alibaba Group Holding Limited has then get most of the Asia market and leading the Asia market as usual.

The market in Asia is quite different in the market of western countries. Alibaba Group Holding Limited are keep on trying to get in the western countries but it faces a

challenge by competitor with a strong ecommerce background too. The competitor in the western countries of Alibaba Group Holding Limited is Amazon.

Amazon is an internet enterprise that having similar aspects with Alibaba Group Holding Limited. Amazon also providing the cloud computing, ecommerce and so on. Amazon is a lead in the western countries. There are some differences between Amazon and Alibaba Group Holding Limited.

Alibaba Group Holding Limited aimed to allow the small medium sized enterprises can do the business everywhere and without any complicated process. That is why Alibaba Group Holding Limited never ask the sellers to send their products to the warehouse of Alibaba Group Holding Limited, or should state that Alibaba Group Holding Limited has no any warehouse for the sellers. Also, this action could also lower down the price of rental fees and delivery fees. Hence, sellers from Alibaba Group Holding Limited could have an advantage of price competitive.

In contrast, Amazon is having a big warehouse to store all the products that are from the sellers. Amazon brings out a concept of all the products are examined by Amazon and it shows quality of the products. This could be promoting way to raise the confidential of buying online through Amazon. However, the weakness of doing this is Amazon will be paying out a huge amount of rental fees and delivery fees and this will be charged to the sellers and consumers. Hence, the price of the products in Amazon will be higher compared to Alibaba Group Holding Limited.

The similarities of the Amazon and Alibaba Group Holding Limited is both building an ecosystem. However, the business model, ecosystem of Amazon is not complete and having that much choices. Alibaba Group Holding Limited are more flexible business structure and promoting ways compared to Amazon.

However, Alibaba Group Holding Limited still facing the issues of getting in western countries due to the cultural differences and transaction issues. As mentioned earlier, people tend to choose the organization that having similar background as the organization could know the culture and designed out the most suitable ecosystem. The

similar background organizations could know the buying habits of the consumers to design and promote the products that the consumers are looking for.

Another issue of the Alibaba Group Holding Limited facing to get in the western countries will be the transaction issue. In western countries, people are still tending to using card to purchase but Alibaba Group Holding Limited are mostly using the Alipay. Unless there are banks to collaborate with Alibaba Group Holding Limited, there could be a solution. Also, the rate of the currency could stop the consumers to choose Alibaba Group Holding Limited. The exchange of the currency might get extra charges and this would stop people of choosing Alibaba Group Holding Limited.

## **2.8 Chapter Summary**

This chapter mainly talk about the promoting ways that using by Alibaba Group Holding Limited. The technologies could help to improve the promoting. Promoting could affect to consumer behaviour and trigger to the impulsive buying behaviour such as Double 11. The overview of global market of Alibaba Group Holding Limited has been explained.

## CHAPTER 3

### RESEARCH METHODOLOGY

The current chapter would be presented for the design of the study. The research population, sampling technique would be explained. The data collection and its procedure, and the way of data analysis would be discussed in the current chapter.

#### 3.1 Research Framework

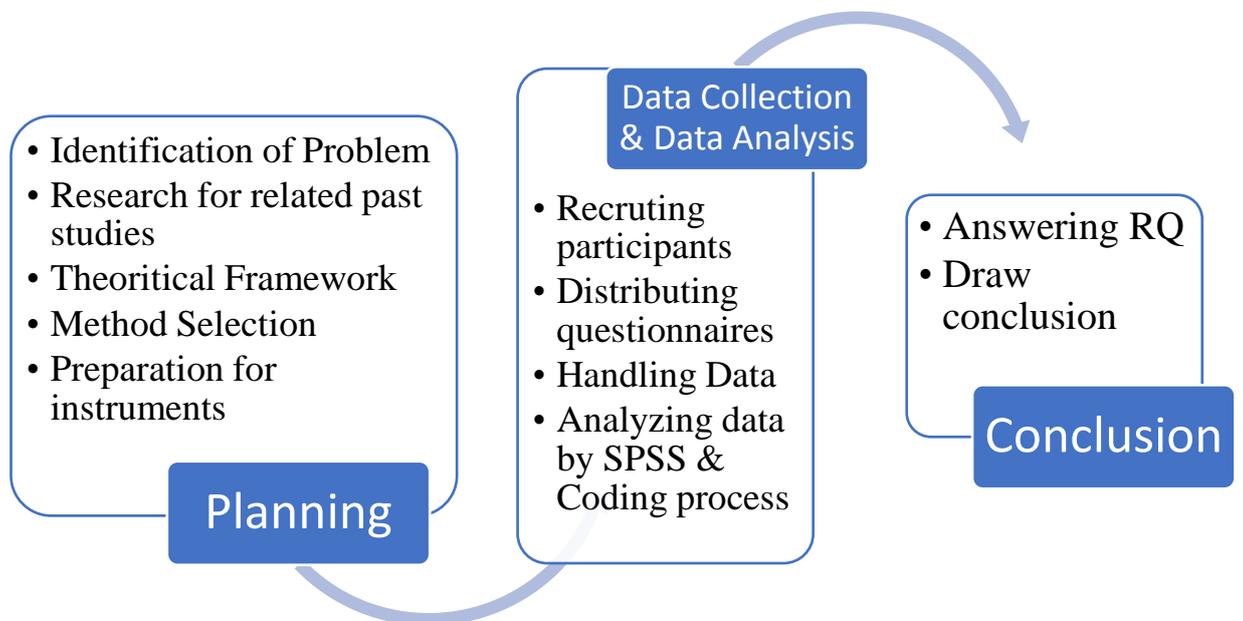


Figure 3.1 Research Framework

#### 3.2 The Research Variables

The current study aims to explore the promoting of internet enterprise which Alibaba Group, China as a case reference. The variables of the current study are promoting and turnover. Since the current study is mixed method design, the variables of qualitative study are both promoting and turnover while for the quantitative method, promoting is the independent variable and turnover is the dependent variable.

### **3.3 The Research Population and Sampling**

The current study is aimed to analyse the promoting of internet enterprise, based on Alibaba Group Holding Limited. Hence, the people that recruited as participants should be the ones who have been using online shopping to purchase the stuff needed in life, such as groceries, clothes, accessories and so on. These characteristics could be ensuring that participants are familiar with the internet enterprises such as Alibaba Group Holding Limited. There is no any restriction on gender. Hence, the purposive sampling method could be used in this. Purposive sampling method has been used is because all the participants have a similar background of using online shopping, and they would have the knowledge of the internet enterprises (Guarte & Barrios, 2006). In short, 20 participants who are familiar and have been using online shopping have been recruited. All the participants are required to fill the questionnaire and interviewed. The audios of the interview are recorded and kept in confidentiality.

### **3.4 The Research Methods**

The current study is a mixed method design. That means quantitative and qualitative approaches should be used in the current design. For qualitative part, it should be running one of the qualitative approaches. The current study is used the qualitative case study to running the research. This is due to the current study is single case analysis base which is analysing the promoting of internet enterprises based on Alibaba Group Holding Limited. The case study approach could help to analysis in depth of the person, group or event and this brings the most explanatory results. Using this approach, case study, the documents could help to analyse step by step of process of Alibaba Group Holding Limited in a proper and understanding way. A qualitative approach, case study included interview, observations, documents and artifacts. Besides using the documents such as journals and year-end report of the Alibaba Group Holding Limited, the interview will be carried out in the current study. For the part of quantitative way, it is finding out the relationship within the promoting and turnover of the company

and so a questionnaire will be conducted and analysis. The questionnaire will be designed based on impulsive buying as it is a relation to the turnover of the organizations.

### **3.5 Procedures**

1. Participants will be voluntary signing up for the research of the current study.
2. The experiment will be coming out with two sections which are interview session and the questionnaires sessions.
3. As the interview is carried out in the current study, there is always a quiet and comfortable place needed. Hence, the rental of a classroom has been used to the experiment.
4. Before starting the experiment, two copies of informed consent form are given to sign to ensure that participants are willing and acknowledge to participate in this experiment. At the same time, the brief purpose of the current study will be explained to the participants.
5. Then, participants should fill in the demographic forms that stating their personal details, the frequency of using online shopping and the monthly expenses though online shopping. The demographic form is used to ensure that participants are fulfilled the requirements such as they have been using the online shopping.
6. Before the interview section has started, participants were told to have an audio recorded throughout the interview section. They have rights to decline for being recorded. The audio recording will be using smartphones.
7. Participants are started to be interviewed by the researchers. The parroting skill of probing is used while in the interview.
8. While in the interview section, participants have the rights to tell the researcher to stop the interview as feeling discomfort.
9. After the interview session, participants could rest for 10 minutes and continue to fill in the questionnaires.

10. Participants are thanked for participating in the section, and no compensation has been given.
11. All the interview section is no longer than 30 minutes and all the questionnaire sections is no longer than 20 minutes. In short, the experiment is no longer than an hour.
12. The data of questionnaire are analysed by running SPSS and the transcription of interview are reading line by line by the researcher to reach the research question of the current study.

### **3.6 Data Collection**

The interview and questionnaire will be used for the data collection of the current study. Researcher would design the interview question that related to promoting ways of internet enterprise based on Alibaba Group Holding Limited. The researcher will interview the participants and probe to them. The participants and researchers are face to face interview instead of phone calls. The interview section is recorded, and the audio recorded of the interview section will be transformed into a transcript for further analysis. The documents and artifacts of Alibaba Group Holding Limited will be used too. After the interview section, a questionnaire of Impulse Buying Tendency by Verplanken and Herabadi (2001) has been distributed. It is a 7-point Likert scale.

### **3.7 Data Analysis**

There are two ways of data analysis in the mixed method which is using qualitative approach and quantitative approach.

Qualitative approach is based on interview section and it is matched the some of the research questions. The interview sections have been conducted and the duration is between 10 minutes to 30 minutes. The audio recorded is then converted to the transcript. The transcript will be converted into word file with the font of Times New Romans and 12-point. The researcher has analysed audiotape that converting to texting

transcript. The researcher is reading through all these transcript line by line to find out the relevant answers that match to the research question of the current study.

While for the quantitative data, data in the questionnaire will be analysed by a systematic way which is running for SPSS. The statistical test that running in the current study will be Cronbach Alpha which will be explained in the part of reliability and validity and also simple linear regression test. A regression model that uses a straight line to evaluate the connection between one independent variable and one dependent variable is known as simple linear regression (Zou, Tuncali & Silverman, 2003). Since the current study has one independent variable and one dependent variable in quantitative method, it is the best statistical test for evaluating the relationship between them.

Different approaches will be designed to answer different research question.

**3.7.1** How is the promoting of Alibaba Group Holding Limited? (qualitative approach)

**3.7.2** How is the business model of Alibaba Group Holding Limited? (qualitative approach)

**3.7.3** Is there an effect of promoting of internet enterprise on the turnover? (quantitative approach)

**3.7.4** How is the promoting of Alibaba Group Holding Limited influence the turnover? (qualitative approach)

### **3.8 The Questionnaires Design and Interview Questions**

The questionnaire is designed based on the scale of Promoting and Impulse Buying Tendency. The Impulse buying tendency was measured by a scale developed by Verplanken and Herabadi (2001). The scale is designed out by two parts which are cognitive and affective. The scale will be included both facet and both will be having the same numbers of questions. For example, the question that under facet of cognitive will be 'I will only buy what I need online'. While the example question of facet of

affective will be 'I could not leave the promotion when I see it on advertisement'. Participants need to indicate from 1 to 7 which '1' represent very weak and '7' represents very strong. Higher total scores indicate that higher impulsive buying tendency. Verplanken, Herabadi, Perry and Silvera (2005) shown that the scale of Impulsive Buying tendency is not only designed for specific products but in a general way.

The interview questions should be related to the current study which is internet enterprises promoting ways based on the case of Alibaba Group Holding Limited, China. During the interview section, mostly the follow up question will be started 'Can you talk about more.....' to probe the participants of their perceptions of the promoting of Alibaba Group Holding Limited. The probing skill for interview such as parroting will be used in the interview section too.

### **3.9 The Reliability and Validity**

The reliability and validity are always important as reliability is to ensure the consistency of the test and validity is to ensure the accuracy of the measurement. Cronbach's alpha is a metric for internal consistency, or the degree to which a group of objects is connected. It is regarded as a proxy for scale reliability (Meijer-Schaap, Dubois, Kollen, Tijmens-van der Hulst, Flokstra-de Blok & Vrijlandt, 2019). For reliability, researcher would use Cronbach Alpha to measure in SPSS and the result should be greater than 0.7 to reach the efficient reliability and continue to the study.

The current study might have threats of internal validity and researcher has added some steps to remove it. The threat of internal validity will be maturation. Maturation means that participants in the experiment with a long duration and they feel tired. The fatigues will then affect the performance of the current study. For avoiding this threat, maturation, the current study has designed a 10 minutes break time for participants to have a rest before the coming section.

### **3.10 Chapter Summary**

This chapter mainly are explaining the methodology of the current study. The current study is a mixed method design and it needed both qualitative and quantitative data set. The procedure and data collection are then explained in this chapter. The questionnaire data will be analysed by running SPSS and the interview transcript is analyse by the researcher.

## CHAPTER 4

### DATA ANALYSIS RESULT

The current study has collected two types of data as mentioned in the earlier chapter which is quantitative data and qualitative data. The current study chapter will handle and analyse the data.

#### 4.1 Reliability

<b>Cronbach's alpha</b>	<b>Internal consistency</b>
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Figure 4.1 Cronbach Alpha

Reference: Stephanie Glen. "Cronbach's Alpha: Simple Definition, Use and Interpretation" From StatisticsHowTo.com: Elementary Statistics for the rest of us!  
<https://www.statisticshowto.com/probability-and-statistics/statistics-definitions/cronbachs-alpha-spss/>

Table 4.1 Reliability of IV

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.748	9

The reliability of the items of the promoting questionnaire would be 0.75. This could be considered as acceptable reliability for internal consistency.

Table 4.2 Reliability of DV

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.707	21

The reliability of the items of the impulse tendency questionnaire would be 0.71. This could be considered as acceptable reliability for internal consistency.

Table 4.3 Overall Reliability

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.723	30

The reliability of the items of the overall questionnaire (30 items) would be 0.72. This could be considered as acceptable reliability for internal consistency.

## 4.2 Demographic Part

### 4.2.1 Gender

Table 4.4 Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	13	61.9	65.0	65.0
	Female	7	33.3	35.0	100.0
	Total	20	95.2	100.0	
Missing	System	1	4.8		
Total		21	100.0		

Notes: N=20

There are 20 participants are included in the current study as the data collection part (filling up the questionnaire). There are 13 males and 7 females participants in the end.

## 4.2.2 Income Level

Table 4.5 Income Level

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 15000 Baht	8	38.1	40.0	40.0
	15000 Baht - 20000 Baht	7	33.3	35.0	75.0
	20001 Baht - 30000 Baht	4	19.0	20.0	95.0
	Above 30000 Baht	1	4.8	5.0	100.0
	Total	20	95.2	100.0	
Missing	System	1	4.8		
Total		21	100.0		

Notes: N=20

The income level of the participants that are included would be below 15000 Baht (40%), 15000 Baht- 20000 Baht (35%), 20001 Baht-30000 Baht (20%) and above 30000 Baht (5%). This is important as different income level might have different potential in spending to the online shopping.

### 4.2.3 Frequency of Online Shopping

Table 4.6 Frequency of Online Shopping

Freq					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	8	38.1	40.0	40.0
	Monthly	8	38.1	40.0	80.0
	Once in 3 months	3	14.3	15.0	95.0
	Once in 6 months	1	4.8	5.0	100.0
	Total	20	95.2	100.0	
Missing	System	1	4.8		
Total		21	100.0		

Notes: N=20

The frequency of the participants in online shopping would be weekly (40%), Monthly (40%), Once in 3 months (15%) , Once in 6 months (5%).

#### 4.2.4 Expenses of Online Shopping

Table 4.7 Expenses of Online Shopping

Expenses					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 15000 Baht	16	76.2	80.0	80.0
	15000 Baht - 20000 Baht	4	19.0	20.0	100.0
	Total	20	95.2	100.0	
Missing	System	1	4.8		
Total		21	100.0		

Notes: N=20

80% of the participants are spending below 15000 Baht in online shopping while 20 % of participants are spending from 15000 Baht to 20000 Baht.

### 4.3 Quantitative Data - Questionnaire

Table 4.8 Model Summary

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.161 <sup>a</sup>	.026	-.028	3.89940	.026	.480	1	18	.497	1.507
a. Predictors: (Constant), Promoting										
b. Dependent Variable: Impulse_Turnover										

Notes: N=20

Table 4.9 ANOVA

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.305	1	7.305	.480	.497 <sup>b</sup>
	Residual	273.695	18	15.205		
	Total	281.000	19			
a. Dependent Variable: Impulse_Turnover						
b. Predictors: (Constant), Promoting						

Notes: N=20

Table 4.10 Coefficients

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	96.443	43.374		2.223	.039	5.317	187.569
	Promoting	.541	.781	.161	.693	.497	-1.099	2.181

a. Dependent Variable: Impulse\_Turnover

Notes: N=20

A simple linear regression analysis revealed that the model of promoting will not predict turnover,  $F(1,18) = 0.48$ ,  $p = .497$ . Promoting explained 2.6% of the variance in turnover,  $R^2 = .026$ . Promoting is not a significant predictor of turnover,  $b = 0.54$ , 95% CI [-1.10, 2.18],  $t(18) = .70$ ,  $p = .497$ . Meaning that there is no effect of promoting on turnover.

#### 4.4 Qualitative Data – Interview

Based on the data collection through interview, there are three themes are formed as the findings of the current study.

##### **Theme 1: Personalised Promoting**

The first theme that are formed after handing and analyzing the data that are collected. Most of the participants have been mentioned that there the promoting way of the internet enterprises such as Alibaba Group Holding Limited would be using the personalized promoting.

‘ I feel like I always been attracting by the advertisement of the Alibaba Group such as the advertisement in Tao Bao. This is because Tao Bao always send me the advertisement that are similar to my browse and it seems like knowing my preference. The similar items make me feeling good and want to buy something in Tao Bao, the advertisements of Tao Bao always seem customized.’ (refer to Participant 7)

‘ The promoting way of the Alibaba is really meaningful. It is likely to be estimated my preference and my recent wanting. Just like I wanted to buy a pair of shoes recently, I could also see the promoting of Alibaba about various of shoes, and this makes me feel familiar. The promoting is like it is designed for fitting me !’ ( refer to participants 16)

## **Theme 2: Unique Business Model**

The second theme that are formed would be unique business model. The unique business model based on the perspective of the participants are proposed and analysed to form the theme.

Participant 18 has mentioned that the Alibaba Group is different to other platforms such as Amazon. The word of the participants as per following “ I think Alibaba is different to others because they have a business plan that are jump out the conventional thinking. Alibaba always updating themselves and bring surprise to the public, at least they always surprised me. Just like they have included the AliLoan in their services for getting more sellers. This really impressed me and this is why Alibaba different others.’

‘ I guess Alibaba could be succeed should be because of its business model is special enough. Alibaba always dare to change something to fit in the environment and this is an advantage, I think. For example, when the technology rises and nobody dares to close down the warehouse, Alibaba allows everyone to sell and buy things on their platforms. This is courageous and makes them special.’

### **Theme 3: Positive impact on turnover of Alibaba Group**

The findings which the third theme has been formed as 'positive impact on turnover'.

'I am not sure but I think it should be rising the turnover because the stocks of Alibaba is always rising. Their promoting always appear to me' (Participant 9).

'From my opinions, it should be good to the turnover of the company such as Alibaba Group. This is because promoting always attract me to buy something and even I am not planned to buy the products. I remembered I have been buying almost 7 sets of clothes through Taobao, just because their promoting is really good and keep me browsing and buying. I feel like it is unconscious buying but I still do that.' (Participant 3)

'Probably the turnover is good if the promoting is good. This helps to get more potential customers and users to the company, and this is the chance to grab their attention to buy something. This helps the turnover of Alibaba I think, sure the promoting of Alibaba is good thought.' (Participant 15)

### **4.5 Chapter Summary**

The current chapter is analysing the data that collected. The data has been handled by running SPSS and forming themes. Lastly, the quantitative data has shown that there is no effect of promoting on turnover, and there are three themes are formed as the findings of the current study which are 'personalized promoting, unique business model and positive impact on turnover of Alibaba Group'.

## CHAPTER 5

### DISCUSSION & CONCLUSION

The current chapter would be concluding the findings of the current study. Also, the findings would be discussed further.

#### 5.1 Conclusion

There are four research questions have been formed in the current study, one of the research questions would be answered through the quantitative data while the other three research questions would be answered through the interview findings.

##### **5.1.1 How is the promoting of Alibaba Group Holding Limited? (qualitative approach)**

The promoting of Alibaba Group Holding Limited is based on its personalized promoting.

##### **5.1.2 How is the business model of Alibaba Group Holding Limited? (qualitative approach)**

The business model of Alibaba Group Holding is unique.

##### **5.1.3 Is there an effect of promoting of internet enterprise on the turnover? (quantitative approach)**

There is no an effect of promoting of internet enterprise on the turnover.

##### **5.1.4 How is the promoting of Alibaba Group Holding Limited influence the turnover? (qualitative approach)**

There is a positive impact of Alibaba Group Holding Limited influence the turnover.

## 5.2 Discussion

### **5.2.1 There is no an effect of promoting of internet enterprise on the turnover.**

A collection of tasks such as coordinating, planning, directing, supervising, and controlling an enterprise's development and service operations are referred to as business management (Nadarajah, & Kadir, 2014). The business owner, CEO, and senior management staff, as the soul of the firm, have a high degree of corporate leadership and management capacity, which is essential for enterprise management. One of the most critical facets of corporate administration is financial management.

The five core tasks of preparing, coordinating, managing, encouraging, and leading are the steps taken by management (Hancock, 2004). These five operations are also known as the five fundamental management tasks. The position that individuals, objects, or entities can play is referred to as work. Any boss is responsible for one or more of these duties. The preparation role involves forecasting future developments, developing targets based on the expected outcomes, and then formulating different initiatives, strategies, and concrete measures to accomplish the goals in order to ensure the achievement of organisational objectives. A national economy's five-year strategy, an enterprise's long-term growth plan, and a number of operating plans are all examples of plans. In the one side, organisational purpose refers to a mechanism formed for the execution of the plan, which decides whether the plan will be realised to a large degree (Hancock, 2004).

On the other hand, it refers to the organizational process to achieve planned goals (Conley, Drummond, Gonzalez Rooseboom & Stout, 2011). For example, the division of labor and collaboration should be carried out according to certain principles, proper authorization should be provided, good communication channels should be established, and so on. Organization ensures the completion of planned tasks. The control function is closely related to the planning function, which includes the formulation of various control standards; Check whether the work is proceeding

according to plan and conforms to established standards; If there is a deviation in the work, it should give a signal in time, then analyze the cause of the deviation, correct the deviation or make a new plan to ensure the realization of the organizational goal.

Incentive function and leadership function mainly involve human issues in organizational activities such as to study people's needs, motivation and behavior (Fereidouni, Masron, Nikbin, & Amiri, 2010). People should be guided, trained and motivated to mobilize their enthusiasm for work. To solve all kinds of contradictions between subordinates. To ensure that the units, departments between the unimpeded information channels and so on. Meaning that promoting might not be the factor of affecting the turnover but should be associated with the other such leadership and management.

### **5.2.2 The promoting of Alibaba Group Holding Limited is based on its personalized promoting.**

Alibaba's search innovation team developed AIOS (Artificial Intelligence Online Serving), an online service platform that incorporates personalised search, suggestion, and ads (Letaief, Chen, Shi, Zhang & Zhang, 2019). The business scenes supported by the AI-OS engine system include all search pages on Mobile Taobao, information flow on Mobile Taobao (guess you like it), key event venue, product recommendation on the homepage of Taobao, personalized recommendation of classified industry and product selection scenes, covering more than 80% of user groups on Mobile Taobao.

A major Internet corporation is unusual in that it uses a single range of tools to help discovery, tips, and even ads. Alibaba's platform technology approach essentially consists of two components: e-commerce technology and the use of big data AI technology in conjunction with e-commerce. Commodity control, segment management, process management, and transaction relation management are also part of the e-commerce operating structure (Letaief, Chen, Shi, Zhang & Zhang, 2019).. However, in

the age of big data and deep learning, AI placement, search and suggestion, and even ad placement have all become technological scenes unto themselves, apart from conventional e-commerce.

In addition to the scene on Taobao, AI·OS also supports all the scenarios imaginable in Alibaba e-commerce group, typically including Southeast Asia's Lazada, Juhuasuan, Feizhu, Youku, Dingding, Cainiao, Hema, Local Life -- Ele. me, Koubei, and even the cooperation with its economic sibling Alipay.

### **5.2.3 The business model of Alibaba Group Holding is unique.**

Alibaba is a well-deserved representative of e-commerce as the world's biggest online retail market. Alibaba's market model is characterised by internet trade and delivery. Knowledge flow, market flow, capital flow, and logistics are the four streams that make up business operations. In these four areas, Alibaba's e-commerce operations have clear advantages over conventional business activities (Yun, Zhao, Park & Shi, 2020).

In conventional industry, knowledge about products is transmitted by tangible artefacts. E-commerce, on the other hand, is the method of replacing physical records with electronic data. When you buy stuff, for example, you don't need to pull it out. Instead, you can have an explanation in the form of a photo. Replace physical records for electronic data to save a large amount of money on data storage. Furthermore, e-commerce eliminates the high-cost "emporium" of information media, eliminates the need for costly storefronts, and eliminates product depreciation.

This is a significant advantage in e-commerce over conventional commerce. More specifically, data is distributed via the Internet, which is not restricted by time or space. One can submit a commodity's pattern, animation, specifications, price, distribution, and other details to people thousands of miles away in real time. The product is good and poor, the price is high and low, and everybody knows that you can bargain with users all around the world.

In only a few years, Alibaba had 2.1 million retailers all around the world. Of course, not all product details can be conveyed through electronic media; some materials, for example, need people to sniff them; and some fine fabrics are hand-moulded. It is preferable to receive information about these items in person. However, most goods' knowledge can be supplemented by physical media in interactive media. Not only can e-commerce be used to realise the content of a conversation between two parties, but it can also be used to communicate the mechanism of a conversation between two parties using audio and video to achieve remote contact.

#### **5.2.4 There is a positive impact of Alibaba Group Holding Limited influence the turnover.**

From the perspective of various vertical fields, e-commerce advertising business of Alibaba, Jingdong, Pinduoduo, Vipshop and other platforms has achieved good development. With the increasing number of e-commerce brands, e-commerce advertising must be invested in order to be seen by more consumers on the platform. E-commerce advertising is more sensitive to the output of ROI. Taking Alibaba as the representative, e-commerce advertising revenue increased steadily from 30.9 billion yuan in Q1 to 51.4 billion yuan in Q2 and then to 69.3 billion yuan in Q3.

In terms of video advertising, the bandwidth flow has further declined at its own expense, and with the popularity of 5G, video advertising has become one of the main forms of brand delivery on digital media channels.

### **5.3 Recommendations**

The current study has limitation of small sample size and the future studies should larger the sample size. The current study has been examined the effect of promoting of internet enterprise on turnover which based on Alibaba Group, China by the consumer behaviour as theoretical framework. However, there is no any relationship between promoting and turnover in the current study. Future studies could have added

the confounding variable such as impulse buying behaviour to have a better understanding in the research field.

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# APPENDICES

## Appendix A

### Informed Consent Form

#### Informed Consent

**Title of Research:** Promoting of Internet Enterprise: Case of Alibaba Group, China

**Researcher:** Mr.xxx

**Description of the Research:** Participants should be involved in both questionnaire and interview section and there is a 10 minutes break between them.

**Confidentiality:** The data of the interview would be kept in confidential.

**I voluntarily agree to participate in this research program**

**Yes**

**No**

## **Appendix B**

### **Demographic Form**

#### **1. Gender**

Male

Female

#### **2. Monthly Income Level**

Below 15000 Baht

15000 Baht – 20000 Baht

20001 Baht – 30000 Baht

Above 30000 Baht

#### **3. Online Shopping Frequency**

Weekly

Monthly

Once in 3 months

Once in 6 months

Once a year

#### **4. Online Shopping Expenses**

Below 15000 Baht

15000 Baht – 20000 Baht

20001 Baht – 30000 Baht

Above 30000 Baht

## Appendix C

### Questionnaire

#### **Promoting** (Mouna Damak Turki, 2017)

1. I move to benefit from a possible sale. (1)(2)(3)(4)(5)(6)(7)
2. I like to buy products on sale. (1)(2)(3)(4)(5)(6)(7)
3. I feel pleased when I buy products on sale. (1)(2)(3)(4)(5)(6)(7)
4. I appreciate the fact of buying products on sale. (1)(2)(3)(4)(5)(6)(7)
5. Sales promotion on the branded products makes me buy articles which I would not have bought differently and which I do not need. (1)(2)(3)(4)(5)(6)(7)
6. Sales promotion on the branded products make it possible to immediately buy articles which would have bought later. (1)(2)(3)(4)(5)(6)(7)
7. Sales promotion on the products accelerates the purchases. (1)(2)(3)(4)(5)(6)(7)
8. Sales promotion on products makes it possible to buy articles which we could not afford to buy. (1)(2)(3)(4)(5)(6)(7)

#### **Turnover Based on Impulse Tendency** (Verplanken & Herabadi, 2001)

1. I usually do not think carefully before I buy something. (1)(2)(3)(4)(5)(6)(7)
2. I usually not only buy things that I intended to buy. (1)(2)(3)(4)(5)(6)(7)
3. If I buy something, I usually do that spontaneously. (1)(2)(3)(4)(5)(6)(7)
4. Most of my purchases are not planned in advance. (1)(2)(3)(4)(5)(6)(7)
5. I not only buy things that I really need. (1)(2)(3)(4)(5)(6)(7)
6. It is my style to just buy things. (1)(2)(3)(4)(5)(6)(7)
7. I do not like to compare different brands before I buy one. (1)(2)(3)(4)(5)(6)(7)
8. Before I buy something, I not carefully consider whether I need it. (1)(2)(3)(4)(5)(6)(7)

9. I am used to buying things 'on the spot. (1)(2)(3)(4)(5)(6)(7)
10. I often buy things without thinking. (1)(2)(3)(4)(5)(6)(7)
11. It is a struggle to leave nice things I see in a shop. (1)(2)(3)(4)(5)(6)(7)
12. I sometimes cannot suppress the feeling of wanting to buy something.  
(1)(2)(3)(4)(5)(6)(7)
13. I sometimes feel guilty after having bought something. (1)(2)(3)(4)(5)(6)(7)
14. I am the kind of person who falls in love at first sight with things I see in shops.  
(1)(2)(3)(4)(5)(6)(7)
15. I can become very excited when I see something I would like to buy.  
(1)(2)(3)(4)(5)(6)(7)
16. I always see something nice whenever I pass by shops. (1)(2)(3)(4)(5)(6)(7)
17. I find it difficult to pass up a bargain. (1)(2)(3)(4)(5)(6)(7)
18. If I see something new, I want to buy it. (1)(2)(3)(4)(5)(6)(7)
19. I am a bit reckless in buying things. (1)(2)(3)(4)(5)(6)(7)
20. I sometimes buy things because I like buying things, rather than because I need them. (1)(2)(3)(4)(5)(6)(7)

## Appendix D

### SPSS Tables

#### Case Processing Summary

		N	%
Cases	Valid	20	95.2
	Excluded <sup>a</sup>	1	4.8
	Total	21	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.707	21

#### Case Processing Summary

		N	%
Cases	Valid	20	95.2
	Excluded <sup>a</sup>	1	4.8
	Total	21	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.723	30

### Case Processing Summary

		N	%
Cases	Valid	20	95.2
	Excluded <sup>a</sup>	1	4.8
	Total	21	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.748	9

### Descriptive Statistics

	Mean	Std. Deviation	N
Promoting	55.5500	1.14593	20
Impulse_Turnover	126.5000	3.84571	20

### Correlations

		Promoting	Impulse_Turnover
Promoting	Pearson Correlation	1	.161
	Sig. (2-tailed)		.497
	N	20	20
Impulse_Turnover	Pearson Correlation	.161	1
	Sig. (2-tailed)	.497	
	N	20	20

### Descriptive Statistics

	Mean	Std. Deviation	N
Impulse_Turnover	126.5000	3.84571	20
Promoting	55.5500	1.14593	20

### Correlations

		Impulse_Turnover	Promoting
Pearson Correlation	Impulse_Turnover	1.000	.161

	Promoting	.161	1.000
Sig. (1-tailed)	Impulse_Turnover	.	.249
	Promoting	.249	.
N	Impulse_Turnover	20	20
	Promoting	20	20

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.161 <sup>a</sup>	.026	-.028	3.89940	.026	.480	1

**Model Summary<sup>b</sup>**

Model	Change Statistics	
	df2	Sig. F Change
1	18	.497

a. Predictors: (Constant), Promoting

b. Dependent Variable: Impulse\_Turnover

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.305	1	7.305	.480	.497 <sup>b</sup>
	Residual	273.695	18	15.205		
	Total	281.000	19			

a. Dependent Variable: Impulse\_Turnover

b. Predictors: (Constant), Promoting

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	96.443	43.374		2.223	.039
	Promoting	.541	.781	.161	.693	.497

**Coefficients<sup>a</sup>**

95.0% Confidence Interval for B

Model		Lower Bound	Upper Bound
1	(Constant)	5.317	187.569
	Promoting	-1.099	2.181

a. Dependent Variable: Impulse\_Turnover

### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	124.5792	126.7435	126.5000	.62004	20
Residual	-5.74349	8.25651	.00000	3.79539	20
Std. Predicted Value	-3.098	.393	.000	1.000	20
Std. Residual	-1.473	2.117	.000	.973	20

a. Dependent Variable: Impulse\_Turnover

### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	13	61.9	65.0	65.0
	Female	7	33.3	35.0	100.0
	Total	20	95.2	100.0	
Missing	System	1	4.8		
Total		21	100.0		

### Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 15000 Baht	8	38.1	40.0	40.0
	15000 Baht - 20000 Baht	7	33.3	35.0	75.0
	20001 Baht - 30000 Baht	4	19.0	20.0	95.0
	Above 30000 Baht	1	4.8	5.0	100.0
	Total	20	95.2	100.0	
Missing	System	1	4.8		
Total		21	100.0		

**Freq**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	8	38.1	40.0	40.0
	Monthly	8	38.1	40.0	80.0
	Once in 3 months	3	14.3	15.0	95.0
	Once in 6 months	1	4.8	5.0	100.0
	Total	20	95.2	100.0	
Missing	System	1	4.8		
Total		21	100.0		

**Expenses**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 15000 Baht	16	76.2	80.0	80.0
	15000 Baht - 20000 Baht	4	19.0	20.0	100.0
	Total	20	95.2	100.0	
Missing	System	1	4.8		
Total		21	100.0		

## **Appendix E**

### **Interview Questions**

#### **How is the business model of Alibaba Group Holding Limited?**

1. What is the business model of Alibaba Group Holding Limited?
2. What are the differences of the business model of Alibaba Group Holding Limited compared to the others?
3. What makes the business model of Alibaba Group Holding Limited is stated as innovated business model?

#### **How are the promoting ways of internet enterprise such as Alibaba Group Holding Limited?**

1. Could you provide some sort of promoting ways of internet enterprise such as Alibaba Group Holding Limited?
2. How often you been attracting by the promoting ways of internet enterprise such as Alibaba Group Holding Limited? Why?
3. How often you been influenced by the promoting of Alibaba Group Holding Limited? Why?

#### **How is the promoting of Alibaba Group Holding Limited influence the turnover?**

1. How effective is the promoting of Alibaba Group Holding Limited?
2. Will you purchase something unconditionally through platform of Alibaba Group Holding Limited? Why?
3. How much is your expenses through platform of Alibaba Group Holding Limited?
4. How is the turnover of Alibaba Group Holding Limited be influenced with the promoting way based on your opinions?

## **BIOGRAPHY**

<b>NAME</b>	LIU ZENGMING
<b>ACADEMIC</b>	B.Sc (Hons) International Tourism & Hospitality Management
<b>BACKGROUND</b>	<b>2016-2019</b> , B.Sc (Hons) International Tourism & Hospitality Management, Segi University, Malaysia <b>2019-2021</b> , Master of Business Administration , Rajamangala University of Technology Krungthep, Thailand
<b>EXPERIENCES</b>	<b>2020 – Present</b> :Working at Chengdu Manduolin Education Technology Co.,Ltd,China