FACTORS MOTIVATING ELDERLY TO GO SHOPPING ONLINE

CHATCHAI SUKSON

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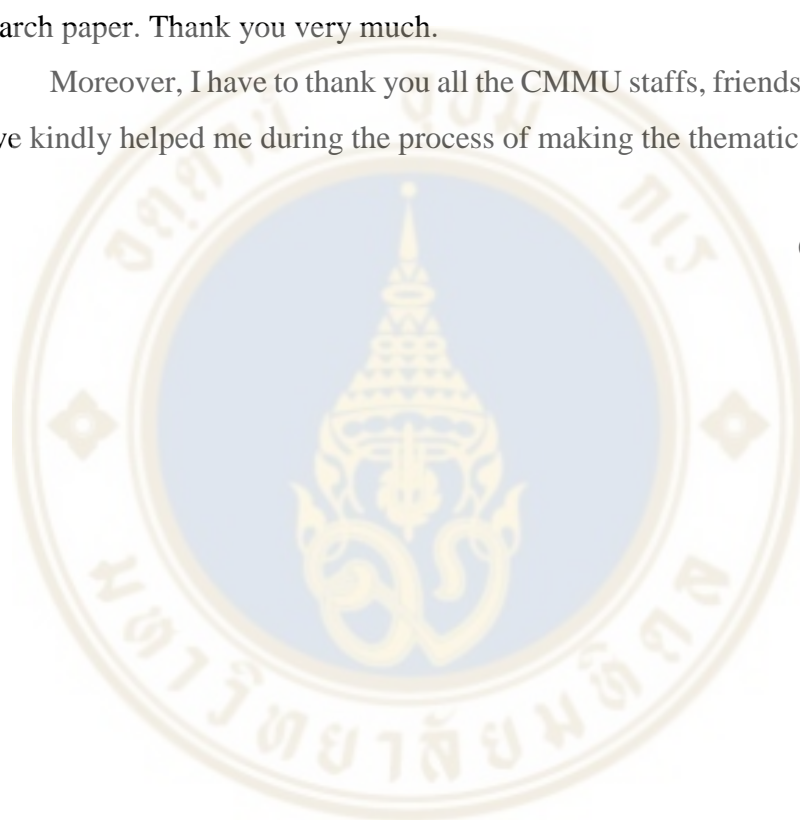COLLEGE OF MANAGEMENT
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CHATCHAI SUKSON   5949144

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. ASTRID KAINZBAUER, Ph.D., RONALD SURACHAI THESENVITZ, Ph.D.

ABSTRACT

This research was setup to explore and understand factors that can motivate elders who are non-users of online shopping platforms to go shopping online. The analysis can help ecommerce companies in Thailand generate profits. The research has selected quantitative research by using online close-ended questionnaire and convenience sampling to collect the data.

The result shows that currently Thailand is becoming an aging society and elders have high income per month even if they are in retirement age range and they normally go online even though they are non-users of online shopping platforms. That means they are high potential customers for ecommerce companies who want to motivate them to go shopping online in order to increase sales and generate profits. From the analysis there are two important factors that can motivate elders who are non-users to be the users of online shopping platforms.

KEYWORDS: Online Shopping / Elders / Platforms / Thailand / Technology

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CHAPTER I
INTRODUCTION

Since the mid-1990s, the Internet has created countless applications in every aspect of human life. The Internet makes the world smaller. It benefits the people around the world and allows them to communicate between each other. Moreover, they are able to search for information they need in a very short time. With the development of Internet nearly 28 years ago, online shopping or e-commerce is the one of the most important things that has been developed rapidly. It was inevitable that online shopping would become an alternative way of purchasing goods and services.

The evolution of the Internet has changed the way that people purchase products and services all over the world. In Thailand, Internet users have been gradually growing every year over the past 10 years. The Internet has become an important medium of communication and more than that it has shifted the paradigm of people making them do everything online more than in the past. The fastest changed behavior of consumers is shopping; people tend to purchase products and services online. Online shopping or e-commerce (Smith and Rupp, 2003), the term of online shopping referring online transactions where consumers buy products or services over the Internet, becomes the key success factor of business that makes the business grow faster and stimulate sales rapidly because consumers can buy the products and services anytime and anyplace including convenience, ease of use, low cost, time saving and various choice of brands and etc. that eliminate the limitation of the traditional shopping like go shopping at department store, hypermarket and etc.

According to the National Economic and Social Development Board (NESDB), Thailand has been moving closer towards an ageing society since 2005, as the number of people aged 60 or older has steadily increased. The number of aged people has increased to 11.23 million, or 17.13% of the total population in Thailand will become a full-fledged ageing society in 2021. This trend has presented a challenge for families, communities and the country that older people require more care for their

welfare and assistance in their daily lives. According to health reports, the number of seniors needing assistance for their daily activities, such as moving around the house, eating and bathing, rose to 20.7% in 2014 from 15.5 % in 2009. Meanwhile, 1.3% of them cannot help themselves at all which makes them go out less and less. According to the National Statistical Office, family is the first supporting for aged people because in Thai society, children must place high value on and exhibit gratitude toward their parents. However, the shrinking size of families has placed strain on this relationship. The percentage of old people living alone rose to 8.7% in 2014 from 3.6% in 1994.

Family members also have limited knowledge and tools to handle the daily care of their parents. Many have to play double roles, looking after both their own children and their parents. And it is worse when caregivers themselves are getting older. Family members also suffer high stress, especially when they have to look after bed-bound patients.

1.1 Problem Statement

Even the growth of the online shopping today is growing very fast when compared to the one in the past but the number of customers that go shopping online in Thailand is steadily increasing when compared to other countries. Even searching at online store doesn't make consumers purchase what they want and need. Before consumers decide to purchase products or services on the Internet, they look into a lot of criteria before they make the decision to purchase such as risk, security, trust, convenience, satisfaction and etc. For example, consumer's hesitation to buy comes from financial risk (loss of money in case of paying up front), product risk (quality of product is the same as it is on the website), delivery risk (the product got any damage) and etc. When consumers feel uncertainty or fear to online shopping platforms, they might change their minds to go the traditional way instead, even if they want to purchase products and services on the website at the first place.

1.2 Research Question

The main purpose of this study is "What are the key factors that motivate elders, who are non-users of online shopping platforms, to purchase products and services on online shopping platforms?"

1.3 Research Objectives

The objective of this study aim to investigate especially elder segment, who are non-users and never familiar with technology, by identifying and getting what actually motivate and make consumers confident to go shopping online and what are the main factors that consumers take into consideration when they are deciding to purchase products and services online.

1.4 Research Scope

The quantitative research approach will be conducted in this thematic paper. The quantitative data will be collected by conducting an Internet questionnaire with 100 respondents who are elders, aged 50 – 70 years old, live in urban area and non-users of online platforms.

1.5 Expected Benefits

Findings from this study will be a guideline for online shopping companies or SME that decide to sell products on an online shopping platforms in order to enhance their consumer knowledge and improve their online marketing strategy effectively.

CHAPTER II
LITERATURE REVIEW

This chapter aims to study on the secondary research which were selected from a variety of sources including dissertations, Theses, articles, journals and websites in order to review their investigations into the factors that impact consumer's motivation to purchase products and services on online shopping platforms and use the factors to measure motivation to buy products and services of elders on the online platforms.

2.1 Online Shopping Worldwide

Online shopping or electronic commerce (e-commerce) has been established in several countries (Chang et al, 2004). It is a new channel helping companies to expand their market share, generate more revenue, and increase product distribution channels to wider areas with low operation cost. E-commerce platforms are divided into three categories; business-to-business (B2B), business-to-consumer (B2C), and business-to-government (B2G). Among the three groups of transactions, the most well-known of e-commerce is the business-to-consumer (B2C) category. In 2017, global e-retail sales amounted to 2.3 trillion U.S. dollars and projections show a growth of up to 4.48 trillion U.S. dollars by 2021, Amazon.com is the biggest online retailer in U.S. These indicate the rapid growth of online business.
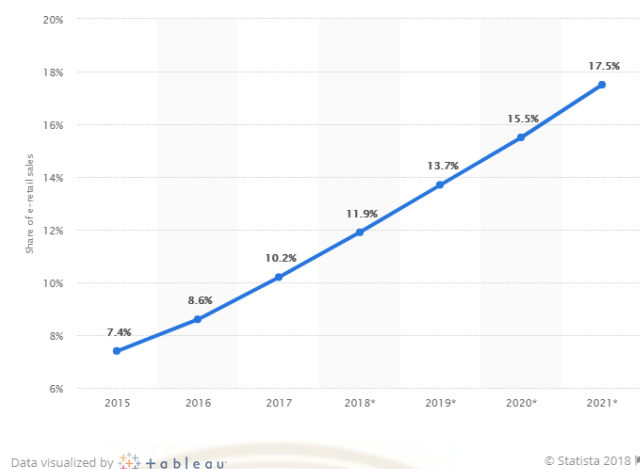
Figure 2.1   E-commerce share of total global retail sales from 2015 to 2021

2.1.1 Online Shopping in Thailand

The e-commerce market in Southeast Asia is one of the fastest-growing, its projection to grow to $11 billion in 2025. According to the Electronic Transactions Development Agency, the prediction of the e-commerce market in Thailand in 2017 will be accounted approximately $741 million, growing 12.4%, when compared to the previous year. The driving of the growth came from increasing Internet and mobile phone users, improving of logistics and e-payment systems. Moreover, Thai government focuses on its "Thailand 4.0" policy and one of the most important areas is constructing a broadband network for all villages across Thailand that will help improve quality of living and stimulate economic development through the e-commerce channel as well. Moreover, the government has a vision of creating the next generation of digital application platforms for accommodation and promoting online activities including e-marketplace, e-payments, and e-government. These will help a startup company and SME to start doing e-commerce businesses in Thailand for local products and services to grow their sales channels.

According to Statista, Thailand's population is 68 million people, Thailand's e-commerce consumer are currently 12.1 million, and this number is predicted to grow by 15% within the next five years reaching 13.9 million in 2021 that represents 24.5% of the total population.

Figure 2.2   The number of expected e-commerce users in Thailand from 2015 to 2021

According to Statista, Electronics & media is currently the leading e-commerce in Thailand and sales are predicted to increase 1.4 times within the next five years from $1.25 billion to $1.77 by including the online sales of physical media (e.g. books, DVDs, games), consumer electronics (e.g. TVs, stereo systems) and communication devices (e.g. computers, smartphones, tablets). Fashion e-commerce is the second biggest by e-commerce revenues in Thailand and sales are predicted to increase 2.5 times within the next five years from $525 million or 17.8% of total e-commerce revenue to $1.31 billion or 24.7% of total e-commerce revenue. There is more demand for toys, hobby and stationery products and furniture and appliances are growing steadily and food and personal care are the smallest compared to the others.
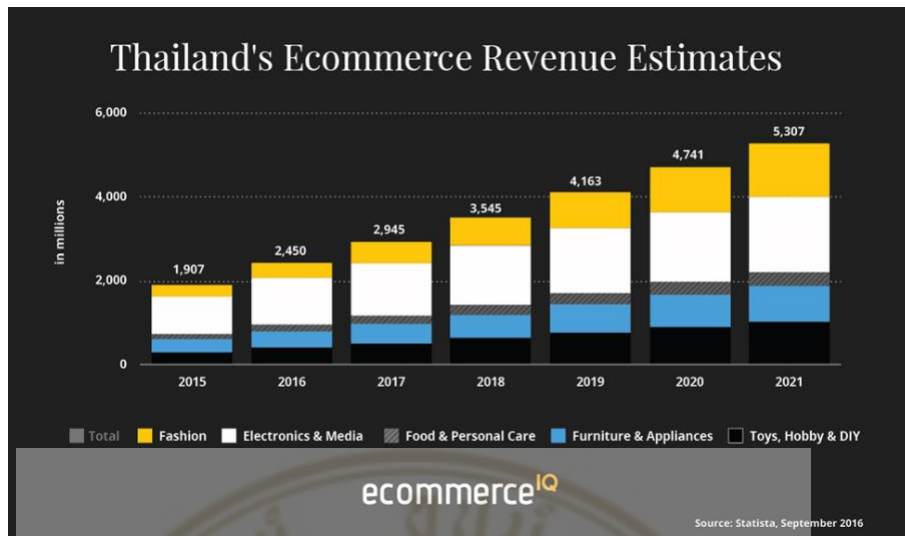
Figure 2.3   **Thailand's e-commerce revenue from 2015 to 2021**

2.1.2 Online Shopping For Elders in Thailand

According to Statista, dividing Internet usage into age groups provides a better view of the Thailand's e-commerce market. The biggest users of the Internet are young people that is counted 76% of 15-19 years old and 52% of 20-29 years old. For elders who are over 50 years old are counted 9% of Internet users.
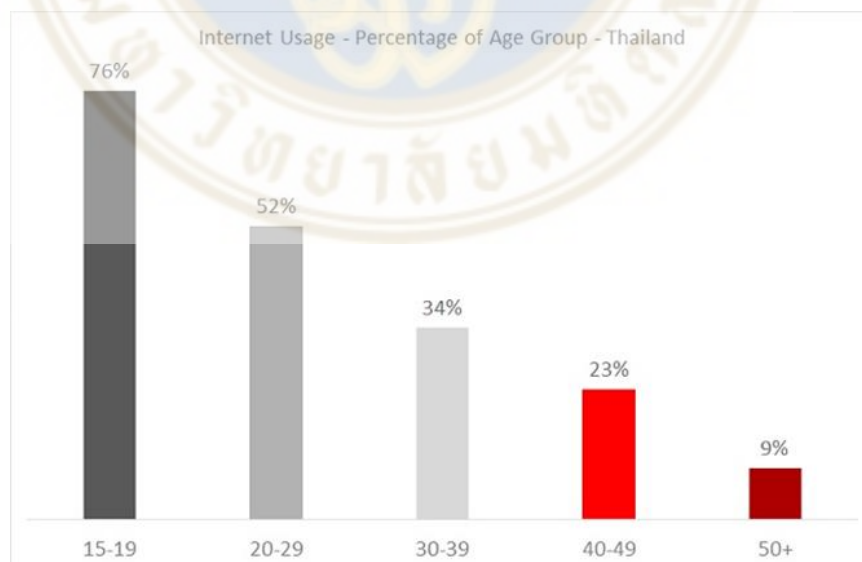
Figure 2.4   Thailand's Internet Usage in Thailand

In Thailand, the number of elders have been increasing continuously. In 2002, there were 9.4 % of elders in 2007 and in 2008, the number of elderly had increased to 10.7 % (National Statistical Office, 2008) which was the first to mark that Thailand is now entering the aging society since 2005. At the present, there are7.4 million elderly living in Thailand and this number is expected to rise to 17.7 million in 2030 (Chunharas, 2009).

Among these customers, teenagers generally use the Internet technology to buy online products and services, but e-commerce companies should not ignore elderly customers. According to a study in the U.S., it was found that the population aged more than 50 years old is counted 78 million people who are educated, familiar with technology, and are eager to spend money through an online system and want to use new products and services (Kaplan, 2003)

2.2 Online Shopping Behavior

Secondary researches of e-commerce found that people tend to spend more time online as part of daily routine (Bellman et al, 1999). Some use Internet for searching information and others use it to go shopping online (Poel and Buckinx, 2004). People who tend to purchase products or services online more than searching for information (Koyuncu and Lien, 2003). Online Shopping behavior is based on individual's perception and evaluation for products or services during people go shopping online and the result can be bad or good perception. From previous research, consumer's behavior is measured into different dimensions. The first dimension is consumer's attitude towards a utilitarian motivation (Gozukara et al, 2014) such as convenience, variety, cost benefit, and time effectiveness. The second dimension states is hedonic motivation such as happiness, fantasy, and enjoyment. The third dimension is knowledge (Baber et al, 2014) such as perceived ease of use, and usefulness. Moreover, online shopping behavior clearly to be considered (Limayem et al, 2000) as a magical tool in order to increase sale and market share.

2.3 Conceptual Framework

In this section of literature review, the study has found factors that are related to elders, who are non-users of online shopping platforms, which motivate customers to go shopping products and services on online shopping platforms.
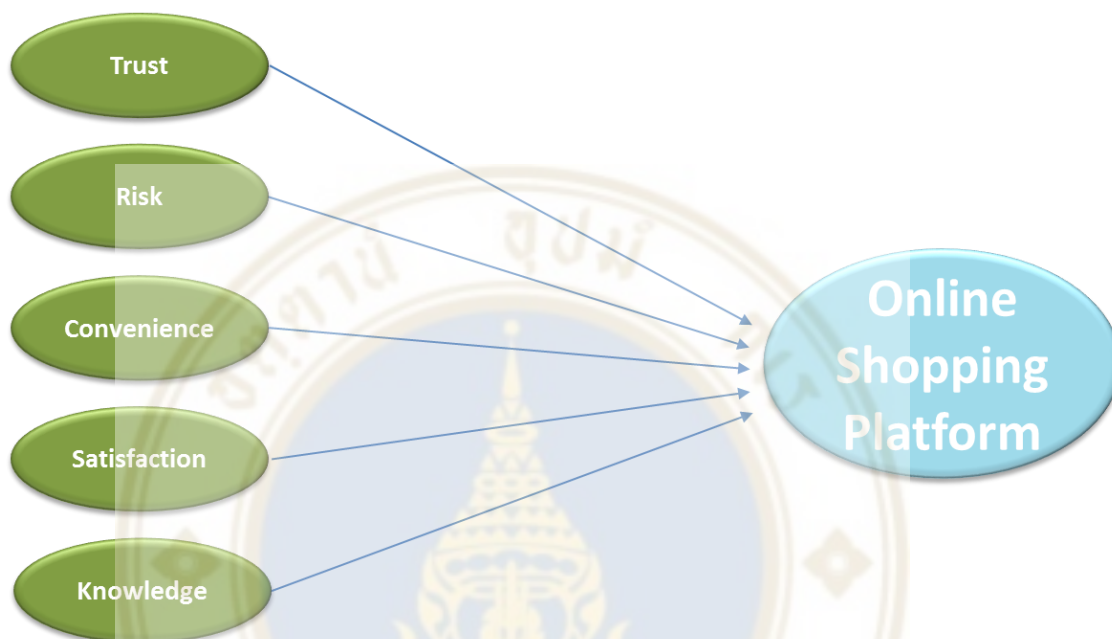
Figure 2.5   The motivational factors that have influence on buying on online shopping platforms

2.3.1 Trust Factor

Trust is an important psychological factor which affects the intentions of consumers to shop online. Two dimensions of trust related to ''System dependent uncertainty'' and "Transaction-specific uncertainty'' (Grabner-Kraeuter, 2002). In online shopping environment, the study proved that trust is an important factor for the reduction of uncertainty and complexity of financial transactions.

The psychological factor, in this case trust, is related to the protection of e-commerce websites. Consequently, the websites have to provide and keep consumer's personal information safe and secure. That is an important and positive affect on consumer's attitude toward online shopping (Ariff et al, 2013). And trust factor is the major obstacle that make consumers not to go shopping online as well if the protection level of the personal information are low (Yörük et al, 2011).

2.3.2 Risk Factor

The study was conducted by Kumar & Dange (2014) aiming to analyze different dimensions of perceived risk such as financial risk, that can influence non-online shoppers to be a consumer's online shopping. And another study found that financial risk has a negative impact on the online shopping attitude because consumers have fear for financial loss and security concern over the Internet shopping (Babar et al, 2014). The perception of risk is the important factor to build the relationship between non-users and motivation to buy on online platforms (Gozukara et al, 2014).

Product risk is related to the poor performance of a product when the performance of a product doesn't match with the desired expectations of consumer (Yeniçeri & Akin, 2013). It impacts consumer attitude toward online shopping platforms. Moreover, the product delivery risk can portray positive attitude, the consumer feels safe and secure from undesired product delivery problems, during purchase from reliable online merchant (Hong, 2015).

2.3.3 Convenience Factor

Convenience factor refers through online shopping is easier than the traditional retail shopping because of ease of use, less time consuming, flexibility, less physical effort from browsing or searching the information such as product catalog on online shopping platforms (Darian, 1987). Moreover, Bhatnagar and Ghose (2004) claims that convenience is one of the most important advantages for online shopping. The major motivation for online purchasing is convenience in terms of shop at any time and having bundles of items delivered at door step (Robinson, Riley, Rettie and Wilsonz, 2007) and easy price comparison than the traditional purchase (Webcheck, 1999). According to the National Economic and Social Development Board (NESDB), older people might go out less and less because the physical fitness is declined, so the convince of e-commerce might make their life easier for purchasing products and services.

2.3.4 Satisfaction Factor

Satisfaction is related to customer experience from using online shopping platforms such as purchase, payment, receipt, and service (DeLone & McLean, 2004). Additionally, satisfaction has been found to have a positive effect on consumer commitment on online shopping platforms (Casalo, Flavian, & Guinaliu, 2007) and an effect on online shopping platform usage (Igbaria & Tan, 1997). Moreover, satisfaction has been found to be a strong factor of a consumer's intention to buy on online shopping platforms (Chen & Chou, 2012) and make consumer's online have repurchase intentions (Chen, 2012). Satisfaction is a factor that can measure the success of online shopping platforms (DeLone & McLean, 2004; Molla & Licker, 2001)

2.3.5 Knowledge Factor

Elders are lack of knowledge, no skill and without any experience about the Internet and some of them did not know how to search for information and go shopping on a website (Mann, 2005). A low quality website design or website quality and information quality could be a barrier for elder consumers not to go shopping on online platforms. On the other hand, high quality of website such as enjoyment, quality, and cognitive outcome can increase value to the website helping consumer to go shopping on online platform easier (Li & Zhang, 2002). Additionally, information quality or content quality has been found to be an important factor that makes a website successful (Liu & Arnett, 2000) and is a measurement of e-commerce success (DeLone & McLean, 2004).

2.4 Hypotheses Summary

According to the introduction, the main purpose of this study is "What are the key factors that motivate elders, who are non-users of online shopping platforms, to purchase products and services on online shopping platforms?" And the key factors from literature review are consumer attitudes towards online shopping platforms, which trust, risk, satisfaction, convenience and knowledge are the independent variables that influence consumers to go shopping online which are perceived as dependent variable.

The study will help in analyzing and interpreting the relationship between dependent variable and independent variables to find the results.

H1: Trust factor improvement on online shopping platforms has a positive effect toward motivation to purchase products and services on online shopping platforms in Thailand.

H2: Risk factor improvement on online shopping platforms has a positive effect toward motivation to purchase products and services on online shopping platforms in Thailand.

H3: Convenience factor improvement on online shopping platforms has a positive effect toward motivation to purchase products and services on online shopping platforms in Thailand.

H4: Satisfaction factor improvement on online shopping platforms has a positive effect toward motivation to purchase products and services on online shopping platforms in Thailand.

H5: Knowledge factor improvement on online shopping platforms has a positive effect toward motivation to purchase products and services on online shopping platforms in Thailand.

CHAPTER III
RESEARCH METHODOLOGY

This research will focus on exploring the factors that the past research found and apply them to the context of elderly in Thailand which motivate elders who are non-users of online shopping platforms, aged 50 – 70 years old and live in urban area in Thailand to go shopping products and services on online shopping platforms.

The research requires quantitative research method to investigate the effect of different factors and measure what are the important factors that elders take into consideration when they are deciding to purchase products and services online. In this research, it includes sample size selection and the data analysis.

3.1 Sample Size

The convenience sample size will be 108 elders who are non-users of online platforms, aged 50 – 70 years old and live in urban area in Thailand. Bangkok will be selected as the province to collect data because they are surrounded by technology and online platforms. The distribution of questionnaires has been done personally through an Internet survey (google form platform).

3.2 Questionnaire Design

The research approach is the online close-ended questionnaire because of the short data collection period and convenience for respondents to access the questionnaire. The survey questionnaire was developed from the literature review, all questions are linked to the factors that motivate elders to buy products and services on online shopping platforms such as trust, risk, convenience, satisfaction and knowledge which follow the conceptual framework. This questionnaire consists of 5 parts, examining all the factors of the conceptual model by using 28 questions.

Part 1: "Introduction" to introduce what the study will be explored but not specific because it will get bias data from the respondents.

Part 2: "Screening Question" to filter out the person who is not the user of the platform, by using ordinal scale1 question.

Part 3: "Specific Question" to see respondent's interest and commitment about go shopping on online shopping platforms by using interval scales for 28 questions and four point Likert scales, from 1 to 4 that are:

1 — Strongly Disagree

2 — Disagree

3 — Agree

4 — Strongly Agree

Part 4: "Demographic Question" to see the overview or the big picture of the respondents by using nominal scales for 2 questions

3.3 Data Analysis

The data will be analyzed by using Statistical Package for Social Sciences (SPSS) program, software version 22.0, to identify and test the independent variables (Trust, Risk, Convenience, Satisfaction and Knowledge) and dependent variable (Online Shopping Platform) from conceptual model in chapter II.

This research uses measurement tools as follows:

1. Descriptive Analysis

2. Factor Analysis

3. Regression

CHAPTER IV
RESEARCH FINDINGS

This chapter presents the results of the analysis and findings of this study. In this research, we collected information from 108 respondents. The results of data will be divided into two steps. The first step the results of demographic data, such as age, gender, education, and etc. will be presented by using tables and graphs to show the demographic picture of the study's respondents. The second step the results of the main finding of questionnaire survey will describe the consumers' motivation to go shopping for products and services on online shopping platforms. The results of questionnaire survey are shown as follows;

4.1 Demographic Information

The figure below illustrates the demographic information such as age, gender, education, monthly income (Baht) and etc. of the 108 respondents.

The main purpose of using Internet

1.9% 2.8%
7.4%
46.3%
41.7%

- Read news
- Keep in touch with friends or family
- Watch movie
- Listen to music
- Play game

n=108
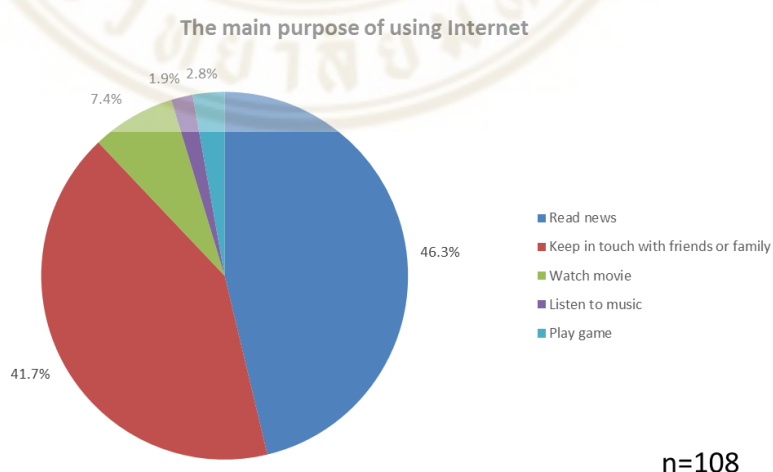
Figure 4.1   The main purpose of using Internet

Figure 4.1 shows the main purposes of using Internet which are read news at 46.3%, followed by keep in touch with friend and family at 41.7%, watch movie at 7.4%, play game at 2.8% and the smallest portion is listen to music at 1.9%.

Time being spent online

13%

23.1%

32.4%

31.5%

■ Less than 1 hours
■ More than 1 to 2 hours
■ More than 2 to 3 hours
■ More than 3 hours

n=108
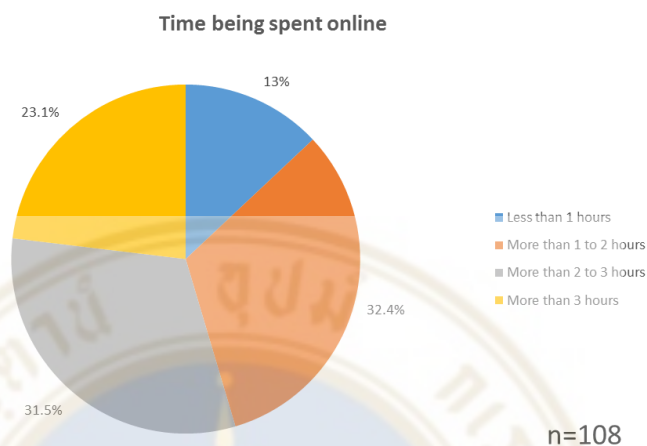
Figure 4.2   Time being spent online

Figure 4.2 shows the amount of time spent online (a day?) and the largest portion is more than 1 to 2 hours at 32.4% and followed by more than 2 to 3 hours at 31.5%, more than 3 hours at 23.1% and less than 1 hour at 13%.

The most used device

9.3%   8.3%

6.5%

75.9%

■ PC/Desktop
■ Notebook
■ Smart Phone
■ Tablet

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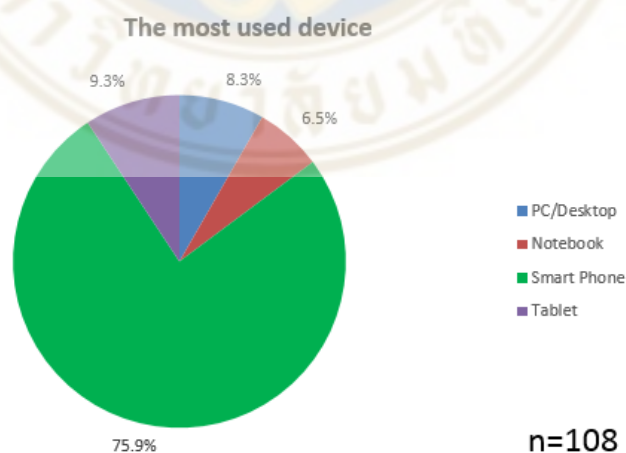
Figure 4.3   The most used device

Figure 4.3 shows the most used device that has the largest group is smart phone at 75.9% followed by tablet at 9.3%, PC and desktop at 8.3% and notebook at

6.5%. From figure 4.1 and 4.2, it is obvious that elders normally go online at least 1 hour a day and they mostly use the Internet for either finding information or keeping in touch with people by using smart phone. Even if they are non-users of online shopping, they still use the Internet regularly for their online activities and that means they are a large group of potential customers who are ready for online shopping platforms and can be motivated to go shopping online.
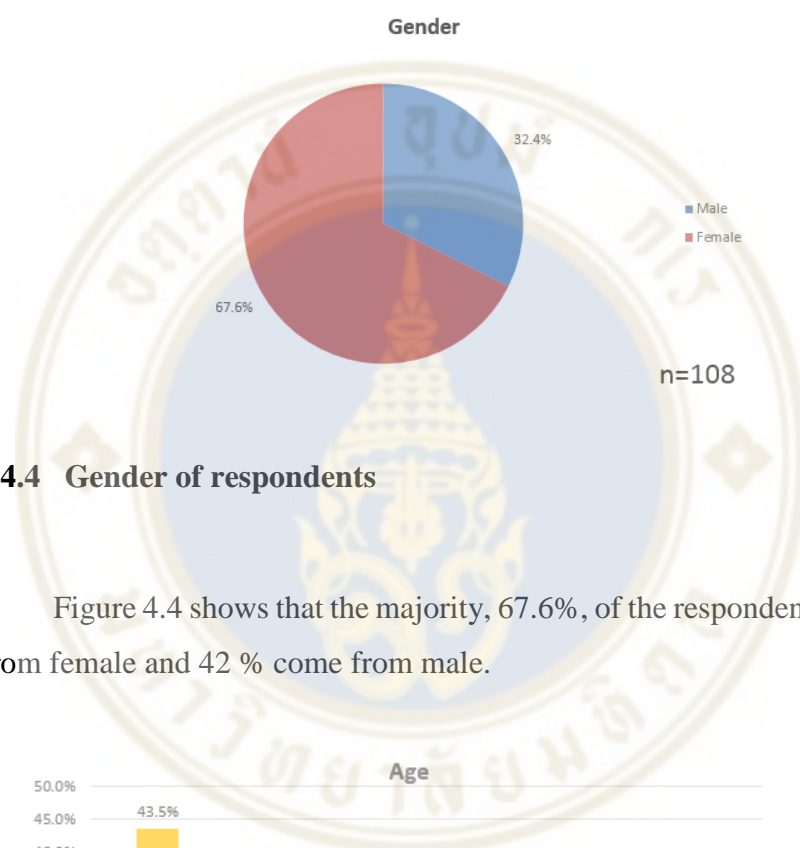
Figure 4.4   Gender of respondents

Figure 4.4 shows that the majority, 67.6%, of the respondents of the research come from female and 42 % come from male.
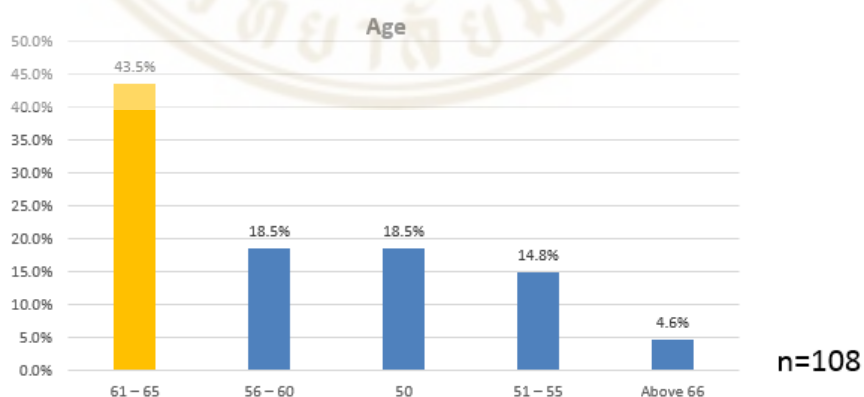
Figure 4.5   Age of respondents

Figure 4.5 shows that the largest respondent group is aged from 61 - 65 years at 43.5% and followed by 56 - 60 years, 50 years at 18.5%, 51 - 55 years at 14.8% and above 66 years as the smallest group at 4.6%.
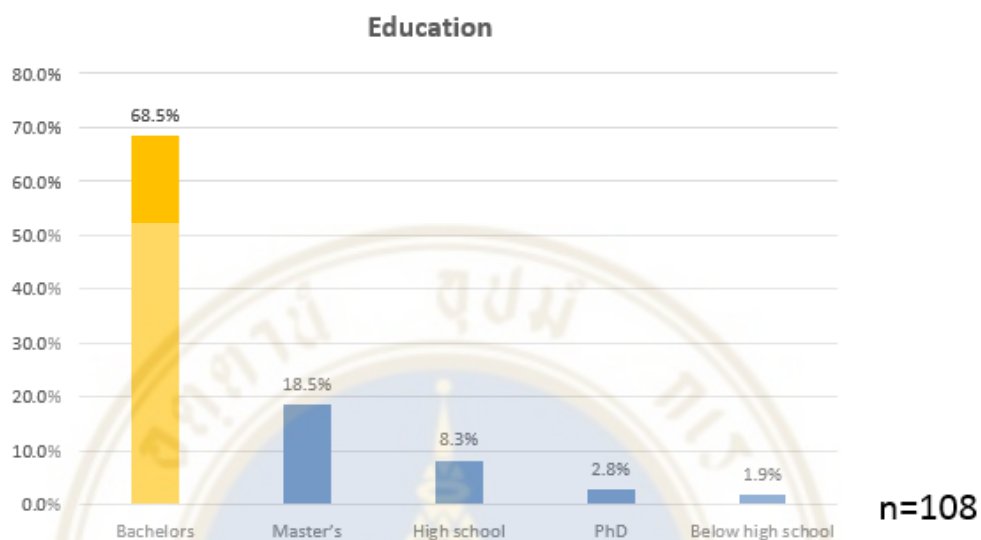
Figure 4.6   Education of respondents

Figure 4.6 shows the education that the largest respondent group got bachelor degree at 68.5% and followed by master degree at 18.5%, high school at 8.3%, PhD at 2.8% and below high school as the smallest group at 1.9%.
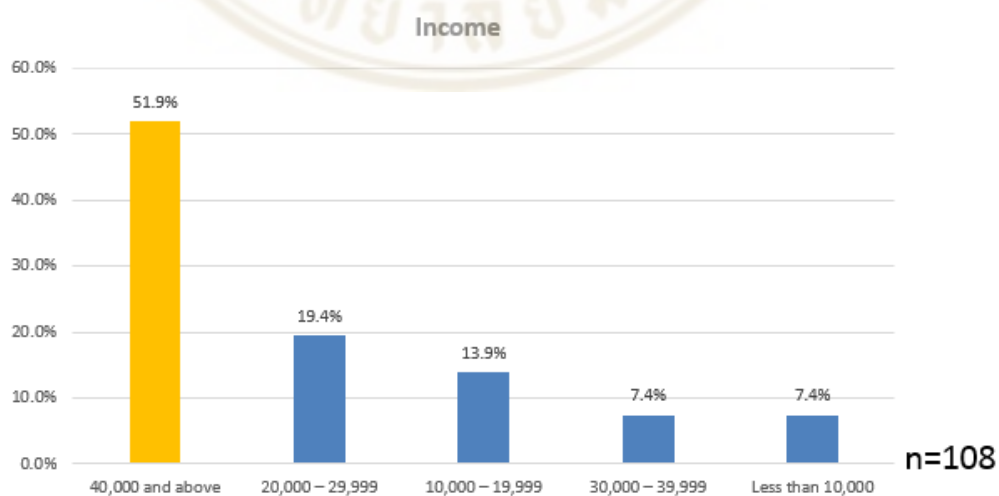
Figure 4.7   Income of respondents

Figure 4.7 shows the income range that the largest respondent group is 40,000 THB and above per month at 51.9% followed by 20,000 – 29,999 THB per month at 19.4%, 10,000 – 19,999 THB per month at 13.9% and 30,000 – 39,999 and less than 10,000 THB per month at 7.4%. It shows that the majority of age range from 4.5 is retirement age but they still have high income per month that means they still have high purchasing power.
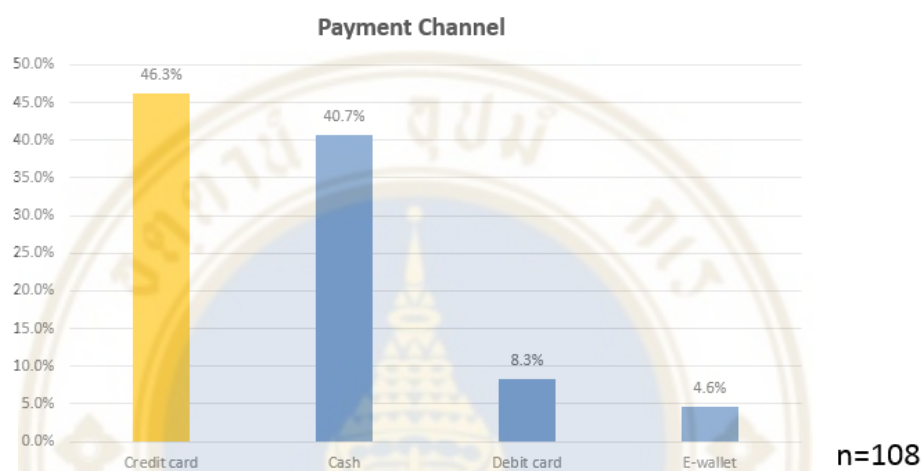
Figure 4.8   Elders' payment channel

Figure 4.8 shows the mostly used payment channel and the largest respondent group is credit card at 46.5% followed by cash at 40.7%, debit card at 8.3%, and E-wallet as the smallest group at 4.6%.
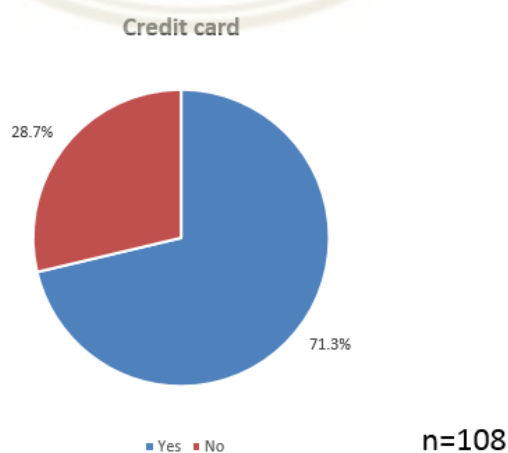
Figure 4.9   Credit card holder

Figure 4.9 shows that the majority of the respondents of the research, at 71.3%, have already had credit card but the remaining 28.7% do not have one. It can be concluded that the majority of payment channel from figure 4.8 is credit card at 46.5% but the elders still make payment by cash at 40.7% even though 70% of respondents already have credit card. That means cash on delivery on online platform is important for elders segment.

4.2 Main Findings

4.2.1 Factor Analysis

In this section, factor analysis tool is used to find latent variables from the observed ones, which, in this case, are previously categorized into five constructs – risk, trust, convenience, satisfaction and knowledge. Altogether in the survey, there are 28 questions equally covering all the groups of observed variables and were sent out to collect data. Then the factor analysis tool was run by using the collected data or the answers of the questions as inputs to reduce unacceptable cross-loadings and find the latent variables. The loading factor was set to 0.4 which means that the questions that have cross-loadings lower than 0.4 are dropped out. During the process, there were cross-loadings and each one was individually taken out to see the result of each case. The taken-out questions were based on the strength of the meaning. The results were compared to find out the most suitable one judging from the validity. The process was repeated until the result had acceptable or no cross-loadings. In this case, there is no cross-loadings and only 6 questions or variables remain. An example of crossing-loading variables is in table 4.1

Table 4.1 First result of factor analysis

Rotated Component Matrix

	Component		
	1	2	3
(S2R)I prefer to buy products and services online if the platforms have high privacy control to keep consumer's personal information safe.	.866		
(S1T)I would buy products and services online if the platforms have fraud control policy to protect the customer from Fraudsters.	.844		
(S3R)I prefer to buy products and services online if the platforms have high privacy control to keep consumer's financial information safe (not share to third party).	.786	.409	
(S1R)I prefer to buy products and services online if the platforms have high security protection from hackers.	.756		.402
(S6K)I prefer to buy product and services online that contain picture of the product.		.821	
(S5T)I would buy products and services online if the platforms have return policy to guarantee shipping damage.		.811	
(S4T)I would buy products and services online if the platforms have return policy to guarantee malfunction.	.403	.793	
(S4C)I prefer to buy products and services online because it takes less physical effort for shopping			.798
(S6C)I prefer to buy products and services online because it remove the location limitation of shopping.			.798
(S5C)I prefer to buy products and services online because it remove the time limitation of shopping.			.757

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Table 4.2 The best result of factor analysis

Rotated Component Matrix^a

	Component	
	1	2
(S4T)I would buy products and services online if the platforms have return policy to guarantee malfunction.	.876	
(S5T)I would buy products and services online if the platforms have return policy to guarantee shipping damage.	.853	
(S6K)I prefer to buy product and services online that contain picture of the product.	.814	
(S4C)I prefer to buy products and services online because it takes less physical effort for shopping		.840
(S5C)I prefer to buy products and services online because it remove the time limitation of shopping.		.816
(S6C)I prefer to buy products and services online because it remove the location limitation of shopping.		.803

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

The final result after 40-plus rounds of reducing cross-loadings is shown in the table 4.2. The result of the variables were regrouped into two new compound variables that are product authenticity guarantee and accessibility. These compound variables refer to trust and convenience constructs from the conceptual framework in the literature review. The other three constructs, risk, satisfaction and knowledge, were dropped out because the remaining questions from the factor analysis tool are only related to trust and convenience constructs. This is due to the cross-loadings reduction and meaning validation. The result can be different according to the question creation and method used to describe variability.
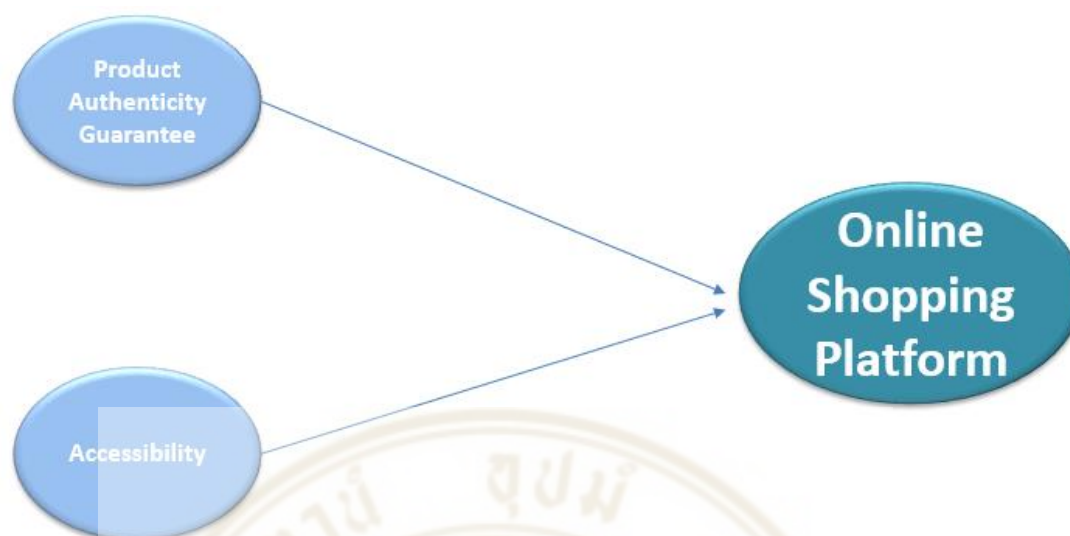
Figure 4.10   Compound variables from factor analysis

Product Authenticity Guarantee

The first compound variable that could affect the customers' motivation to buy products and services on online shopping platforms is "product authenticity guarantee". The customers would feel fear, concern and unsafe when they want to buy products and services online because they fear to face a problem such as poor performance of the product when the performance of the product does not match with the expectation , or when they face undesired product delivery problems, malfunctioning and counterfeit products. These impact customer's attitude toward online shopping platforms and can portray negative image to online shopping platforms. If the platforms create customer's confidence such as having guarantee policy, not only that they make the customers feel safe and secure from undesired product problems when they buy products and services online but also build reliability of online shopping platforms into customer's perception to portray positive image to online shopping platforms.

Accessibility

The second compound variable that could affect the customers' motivation to buy products and services on online shopping platform is "accessibility". The customers of this research is aged from 50 to above 66 years old, which means that they

are elderly people. Therefore, they might go out less and less because their physical fitness is declining or have some physical problems, such as arthritis that becomes a limitation of mobility of elders. Online shopping platforms will make their life easier than the traditional retail shopping because of ease of use, less time consuming, flexibility, and less physical effort from searching the products. They can buy products and services anytime and anyplace with delivery service. These impact customer's positive attitude toward online shopping platforms.

4.2.2 Regression

Regression Analysis is used to estimate the relationship between dependent and independent variables. In this case, the new compound variables, derived from factor analysis, are independent and the motivation to buy products and services on online shopping platform is dependent one. The result of regression analysis points out the potential of the dependent variables having on the independent one. The error rate, significance value, of the compound variables form the regression analysis should not be more than 0.05 or 5 percent, otherwise it will not be used. Additionally, regression analysis also shows the strength of the impact that the compound variables have on the dependent variable as seen in the model summary.

Table 4.3   Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756[a]	.571	.563	.473

a. Predictors: (Constant), Accessibility, Product Authenticity Guarantee

Table 4.4   ANOVA

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.294	2	15.647	69.990	.000[a]
	Residual	23.474	105	.224		
	Total	54.769	107			

a. Predictors: (Constant), Accessibility, Product Authenticity Guarantee

b. Dependent Variable: (ITB)I will buy products and services online in the future.

Table 4.5 Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.046	.045		66.955	.000
	Product Authenticity Guarantee	.359	.046	.501	7.846	.000
	Accessibility	.405	.046	.566	8.856	.000

a. Dependent Variable: (ITB)I will buy products and services online in the future.

Table 4.3 shows the result of adjusted R square which is 0.56. Table 4.4 shows significance value at Sig. = 0.00. From Table 4.5, the two variables are "product authenticity guarantee" with significant value at S*ig.* = 0.000 and "accessibility" with Sig. = 0.000. These indicate that the model are safe to explain.
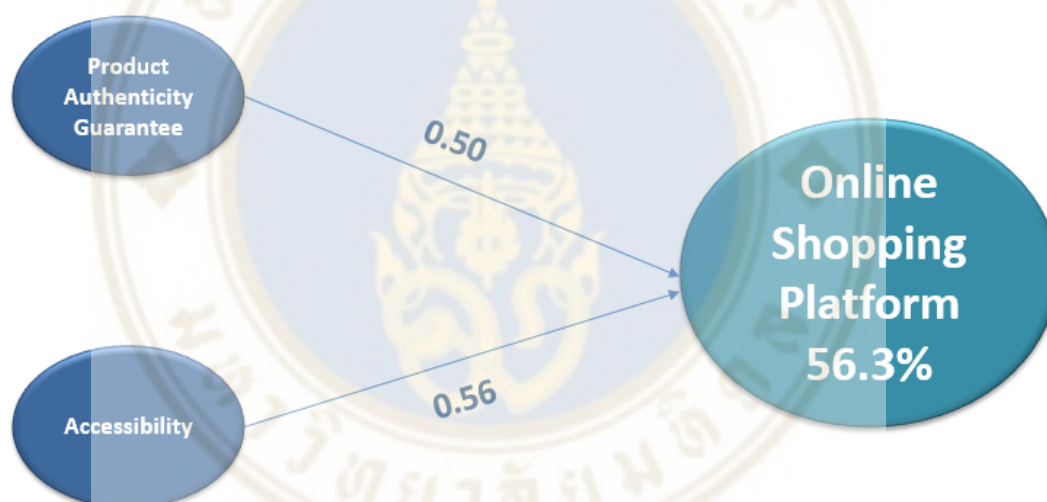
Figure 4.11   The result of regression (customers' motivation)

The result from regression analysis that uses compound variables from factor analysis shown in figure 4.11, explains that 56.3% out of 100% of the people will be motivated to buy products and services on online shopping platforms by 2 key factors which are "product authenticity guarantee" and "accessibility". The product authenticity guarantee variable could create positive effect to customer's motivation to buy products and services on online shopping platforms by 0.50. So, an improvement of guarantee of product authenticity policy on online shopping platforms will increase customer motivation to buy products and services online. On the other hand, the accessibility

variable could create a positive effect on customer's motivation to buy products and services on online shopping platforms by 0.56. The improvement of accessibility makes customer life easier so that they can go shopping anytime, anyplace, on any device on online shopping platforms, thus increasing customer' motivation to buy products and services online.

4.3 Hypotheses Confirmation

All the variables were narrowed down by the factor analysis tool to the new compound variables that indicate and reinforce the factors contributing to stronger motivation to do online shopping. The new compound variables are shown in the table 4.4 and it can be seen that S4T and S5T support hypothesis 1(H1) which is that trust factor positively affects the motivation to do online shopping. Additionally, S6K also creates trust because pictures of the product improve customer's perception by convincing them to believe in the product's existence. S4C, S5C and S6C all fall into hypothesis 3(H3) which is that convenience factor positively improves the motivation to buy products and services online. The rest of the hypotheses (H2, H4 and H5) are not chosen not because of the validity but due to the fact that the collected data is not convincing enough to make them stand out.

CHAPTER V
CONCLUSIONS

5.1 Conclusions

Nowadays, the Internet is an essential part of our life. More and more people have access to the internet and consequently businesses have transformed to ride on the wave. A lot of people and companies make a fortune from selling products and services online, and online shopping platforms have become a main channel. Thailand also catches the trend by having more online shoppers especially population aged between 18 and 35 years old. At the same time, Thailand is becoming an aging society and from the collected demographic data, elders normally go online at least 1 hour a day for either finding information or keeping in touch with people by using smart phone. Even though they are non-users of online shopping, they still use the Internet regularly for their online activities. Moreover, they are in retirement group of people but they still have high income per month that means they still have high purchasing power and most of them have already had credit card that is the easiest tool to make a payment online. These mean they are a large group of potential customers who are ready for online shopping platforms and can be motivated to go shopping online.

The main objective of this study is to study the key factors that motivate elders who are non-users of online shopping platforms to go to buy products and services online in Thailand. The research model was developed to understand what actually motivate and make elders confident to go shopping online? And what are the main factors that consumers take into consideration when they are deciding to purchase products and services online? The result of the analysis will be useful for companies and SME that decide to sell products on an online shopping platform thus enhancing their consumer knowledge and effectively improving their online marketing strategy, investors who are interested in investing in online platforms and researchers who are interested in this topic.

Therefore, this research is intended to find out among the 5 key factors - trust, risk, convenience, satisfaction and knowledge, which ones can motivate elderly people who are non-users of online shopping platforms to buy products and services online. According to the questionnaire and data analysis, two out of five factors are the influential keys that will help motivate old people to go online shopping. Firstly, the result of the product authenticity guarantee compound variable is used to refer to trust factor. In order to gain trust, the products and services should match the expectation of the consumers. In this case, the products or services should not malfunction. Secondly, the result of the product accessibility compound variable is used to refer to convenience factor that will make it easier for elderly people to get products and services. This is because elders find it harder to go out and shop because of their physical limitation. Therefore, an easy access for the elders to the products and services will boost up the motivation.

5.2 Recommendations

The results of this study shows that trust and convenience do have effect on elderly people's perception before making a decision to buy products and services on online shopping platforms. In order to build trust in customers' mind, online shopping platforms should provide valid information such as pictures of the products and services without vagueness and have a policy of returning goods to ensure that the customer can return the products if they do not receive what they order, the product malfunctions, or a shipping damage occurs. For building convenience in customers' mind, the advantage of online shopping platforms in terms of convenience is that they have already provided any time and any place shopping experience to customers because of the technologies that are used to build the platforms. The companies also have to invest more to make sure that their online shopping platforms will provide more convenience, safety, and reliability for customer accessibility. And the companies have to provide delivery service because elders' physical fitness are declining, so it may be difficult for them to carry huge items. On the other hand, most of the elders got at least a credit card that is the payment channel on online shopping platforms but cash on delivery method may

also be a good channel for payment on online shopping platforms for elders who still prefer it.

Moreover, the cost of creating online shopping platforms is inexpensive but it provides benefits to the companies. The customers can shop any time that make their lives more convenient. Online shopping platforms can build awareness of new products easily because of the quality of the content and ease of information creating to reduce time to market. There is a low cost of advertising and a lot of promotion at very attractive prices. However, Electronic Commerce department under the Ministry of Commerce of Thailand should provide Electronic Commerce registration for Thai online shopping platforms at low price. The online shoppers can verify the online shopping platforms from the white list of the registration with the department before making purchasing transactions. This is to ensure that there will not be fraud. This is another solution to build trust to online shopping platforms.

5.3 Limitations

The Elderly's understanding is the most important limitation of this project because it sets boundaries for other factors that could have improved this research if more of them were collected. In this study, 100 respondents are considered too small and that also leads to unbalanced number of genders, in this case 73 women and 35 men. Not only that, it is likely that the questionnaire could have reached out to other geographical parts rather than concentrating in urban areas, thus different people in different areas have different perceptions toward online shopping. Moreover, the questions of the constructs conducted by a different research conductor can be contrasting and that influences a distinctive result.

5.4 Future Research

For future research, a much larger sample size would provide more accurate results and it is important to have more respondents from other areas throughout Thailand. A quota of respondents should also be set to bring out what the gender differences are hiding. Moreover, the cause that drives consumers to weigh key

variables would shed the light on more understanding of consumer behavior. Questions in the constructs can also be edited to get results in different perspectives.

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APPENDICES

Appendix A: Questionnaire

We are the students from College of Management Mahidol University (CMMU) who would like to cordially invite you to participate in this survey study. This is a survey which the findings will be used to address the motivation to buy products and services on online shopping platforms. Please be assured that any information provided will be treated with the utmost confidentiality. It will be used for the purpose of academic research in CMMU only.

Please take only 10 minutes to complete the questions which will help us to study further more on this topic.

➢ **Screening Questions**

1. Are you 50 years old and above?

    a) Yes (Action: continue the next question)

    b) No (Action: Thank you for your participation)

2. Do you buy products and services on online shopping platforms?

    a) Yes (Action: Thank you for your participation)

    b) No (Action: continue the next question)

3. Do you use Internet for other reasons?

    a) Yes (Action: continue the next question)

    b) No (Action: Thank you for your participation)

➢ **General Questions**

1. What is your main purpose of using Internet?

    a) Read news

    b) Keep in touch with friends or family

    c) Watch movie

    d) Listen to music

    e) Play game

    f) Other, please specify…….

2. How long do you usually spend time surfing the Internet daily?

    a) Less than 1 hours

   b)   More than 1 to 2 hours

   c)   More than 2 to 3 hours

   d)   More than 3 hours

3.   Which device do you normally go online? (**Select just 1**)

   a)   PC/Desktop

   b)   Notebook

   c)   Smart Phone

   d)   Tablet

   e)   Other, please specify…..

4.   Including yourself, can you please tell me how many people live in this household?

   a)   One person

   b)   Two persons

   c)   Three persons

   d)   Four persons

   e)   Five or more persons

> **Specific Questions**

Please select to what extent you agree or disagree with each of the following statement.	Strongly Disagree	Disagree	Agree	Strongly Agree
I prefer to buy products and services online if the platforms have high security protection from hackers.	1	2	3	4
I would buy products and services online if the platforms have fraud control policy to protect the customer from Fraudsters.	1	2	3	4
I prefer to buy products and services online because the platforms provide delivery service.	1	2	3	4

I prefer to buy products and services online if the platforms offer community discussion.	1	2	3	4
I prefer to buy products and services online that easy to search information.	1	2	3	4
I prefer to buy products and services online if the platforms have high privacy control to keep consumer's personal information safe.	1	2	3	4
I would buy products and services online if the platforms have delivery control policy to guarantee a product that are ordered will send to the customer to protect non-delivery.	1	2	3	4
I prefer to buy products and services online because it takes less time for shopping.	1	2	3	4
I prefer to buy products and services online if the platforms offer product comparison.	1	2	3	4
I prefer to buy products and services online that easy to use.	1	2	3	4
I prefer to buy products and services online if the platforms provide cash on delivery.	1	2	3	4
I prefer to buy products and services online if the platforms offer price comparison.	1	2	3	4
I prefer to buy products and services online from the platform that can walk me through on how to buy product.	1	2	3	4

I prefer to buy products and services online if the platforms have high privacy control to keep consumer's financial information safe (not share to third party).	1	2	3	4
I would buy products and services online if the platforms have refund policy to guarantee performance of products and services match desired expectation from information, picture, that show on the platforms.	1	2	3	4
I prefer to buy products and services online because it takes less physical effort for shopping	1	2	3	4
I prefer to buy products and services online if the platforms clearly describe products' and services' information.	1	2	3	4
I prefer to buy products and services online that have visually appealing.	1	2	3	4
I prefer to buy products and services online if the platforms follow cyber law.	1	2	3	4
I would buy products and services online if the platforms have return policy to guarantee malfunction.	1	2	3	4
I prefer to buy products and services online because it remove the time limitation of shopping.	1	2	3	4
I prefer to buy products and services online if the platforms offer follow-up service to help me track the problem.	1	2	3	4

I prefer to buy products and services online that easy to understand information content.	1	2	3	4
I prefer to buy products and services online if the platforms have a good reputation on trustworthy.	1	2	3	4
I would buy products and services online if the platforms have return policy to guarantee shipping damage.	1	2	3	4
I prefer to buy products and services online because it removes the location limitation of shopping.	1	2	3	4
I would buy products and services online if the platforms guarantee on-time delivery.	1	2	3	4
I prefer to buy product and services online that contain picture of the product.	1	2	3	4
I will buy products and services online in the future.	1	2	3	4

➢ **Demographic Questions**

1. What is your gender?
    a) Male
    b) Female

2. What is your age?
    a) 50
    b) 51 – 55
    c) 56 – 60
    d) 61 – 65
    e) ≥66

3. What is your level of education?
    a) Below high school

b) High school

c) Bachelors

d) Master's

e) PhD

4. How much is your personal income per Month?

a) Less than 10,000

b) 10,000 – 19,999

c) 20,000 – 29,999

d) 30,000 – 39,999

e) 40,000 and above

5. What is your favorite channel to make a payment?

a) Cash

b) E-wallet

c) Debit card

d) Credit card

e) Other, please specify……

6. Do you currently have a credit card?

a) Yes

b) No

Thank you for your valuable time