

**AN ANALYSIS OF FACTORS AFFECTING CONSUMER
PURCHASE BEHAVIOR ON C2C/ B2C MARKETPLACE E-
COMMERCE PLATFORM IN THAILAND**



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entitled
**AN ANALYSIS OF FACTORS AFFECTING CONSUMER
PURCHASE BEHAVIOR ON C2C/ B2C MARKETPLACE E-
COMMERCE PLATFORM IN THAILAND**

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AN ANALYSIS OF FACTORS AFFECTING CONSUMER PURCHASE BEHAVIOR ON C2C/ B2C MARKETPLACE E-COMMERCE PLATFORM IN THAILAND

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ABSTRACT

E-commerce growing surprisingly in past few years, especially during COVID-19 pandemic. Its growth expands the boundary of online shopping and benefited to other business sections. The competition in this market become more intense. To be survive and to gain more market share in this market, e-commerce platform developers, entrepreneurs, and SMEs need to adapt themselves into the digital disruption era. This study aims to examine factors that could influence customer's online purchase intention with the initial variables included perceived risks, website quality, convenience, intangibility of online product, and price perception. This study used various analysis tools to identify significant factors and examine the relationship between factors and customer's online purchase intention which covered descriptive statistic, factor analysis, multiple regression analysis, and One-Way ANOVA Analysis. The analysis analyzes the result from total of 204 respondents which collected data via an online questionnaire. The study found that there are 3 factors that could influence customer's online purchase intention which are perceived risks, perceived benefits, and price perception. Perceived risks influence customer's online purchase intention in negative way while perceived benefits and price perception has enhanced customer's online purchase intention. In additions, people with monthly income less than 15,000 THB tend to have re-purchase behavior on e-commerce platform higher than other groups. Also, there are potential in elderly market. The segment was influenced by benefits of using e-commerce more than other groups. Hence, e-commerce platform developers, entrepreneurs, and SMEs can gain benefit from this study by focusing on these specific customer segments.

KEY WORDS: e-commerce / customer behavior / online purchase intention /
online shopping

54 Pages

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CHAPTER I

INTRODUCTION

1.1 Industry Background

Nowadays, most people in Thailand have experienced and become familiar to purchase product or service via online shopping platform. There are numerous platforms and channels for consumers to shop via online. However, the growth of people using e-commerce grows surprisingly in the past few years. Online shopping or E-commerce term has been known since the late 19 centuries, currently, it becomes one of daily life tools for all of us. People use e-commerce in various purposes, some use e-commerce to research product information and feature, some use e-commerce to compare prices and find reviews about their interested product or service. E-commerce also benefit the user in term of convenience by offering product 24-hours, providing various types of product and service, and supporting online payment method.

In Thailand, E-commerce becomes popular in the “Digital Disruption” era which customer behavior in the younger generation has change oppositely from previous generations. Moreover, Thailand’s E-commerce market grew dramatically and finally become the biggest growth among other countries in ASEAN. E-commerce has become another new normal and the growth was more extreme during the COVID-19 pandemic situation in 2020, the pandemic emphasizes the use of E-commerce and expands the accessibility to more people in Thailand. Also, E-commerce growth expands the boundary of online shopping, benefited to other business sections such as E-Banking, food delivery, and domestic logistic business. Around 21.7 percent of Thai people have shopped online, created online shopping valued at around USD 9 billion in 2020 which grow 81 percent from 2019. However, even e-commerce growing continuously during the past 5 years, but E-commerce is not gaining enough value to overtake physical retail since it takes only 1 percent share of total retail market value in Thailand. On the other hand, we can say that there is a lot more opportunity for E-commerce to grow and gain a higher market share in retail business in Thailand.

E-commerce has been dominated by the non-food category such as electronic, media, fashion product, personal care, furniture, toy, and DIY so far. However, last year, there are reports show that E-commerce in food category has grown 74 percent in 2020. This emphasizes how important that E-commerce become one of foundation tool of people need in their daily life.

Alongside the growth, the competition in E-commerce market has also become intensive. Another evidence that shows the high competition of e-commerce market is that there are various marketing campaigns that have easily been seen monthly. While E-commerce platforms were trying to increase their market share, it's also raised competition in this market to become more intensive. National marketing campaigns such as 11.11, 7.7, or 8.8 have become an iconic season for Thai people to shop via E-commerce platforms.

There are various types and forms of E-commerce such as B2B, B2C, and C2C. Also, people can do shopping online through various channels such as online shopping websites, social media commerce platforms, and E-tailers. This study will examine on how people making their buying decision specifically on C2C/B2C marketplace e-commerce platform which is the platform that acts as marketplace such as Lazada, Shopee, and JD Central. This would make the topic become even more interesting, why people make their purchasing decision via C2C/B2C marketplace E-commerce platform instead of direct contact to sellers through social commerce tools such as Facebook and Instagram. A study of the factors that would influence customer's online purchase intention will help us understand foundation reasons that support their purchasing intention on E-commerce channels. Also, it will show the pros and cons to be compared between each channel which will support business owners in decision making.

1.2 Statement of Problem

Retailing business in Thailand still has huge market value and there is potential to grow in this market. However, the competition in this market is even more competitive. Even though e-commerce business has been popular for a while, consumer behavior on this particular platform is still vague. Therefore, the study to understand

factors affecting consumer purchasing behavior is very crucial to leverage business performance for business owners. Since we know that e-commerce helps our life easier and provides convenience served to our doorstep by just one click, also it becomes another new normal for consumer daily life, meanwhile, the market grows very fast and it became another challenge to e-commerce platforms. Thus, examining and defining the factors that would influence customer's online purchase intention will be beneficial to e-commerce platform developers to improve their strength points, fill the gap that shows as weaknesses to customers, and develop their service to keep the customer continue using their platform. Even there is a barrier to entry in this market, but to gain higher market share is even more difficult in this market situation. This study will disclose chances for e-commerce developers to gain more market share in this intensive competitive market. Moreover, e-commerce business is a very interesting business choice for entrepreneurs and SMEs as a tool to shift their business performance and expand their selling channel. It could be benefit to both existing entrepreneurs and new joiner who is considering using online shopping platform as another point of sale.

1.3 Objective

This study attempts to study the effects of several factors which are identified by previous studies on customer's online shopping behavior. This study will examine the relationships of perceived risk, user interface quality, convenience, intangibility of online product, and price perception towards customer's intention to buy product through C2C/B2C marketplace E-commerce platform in Thailand market. Also, to investigate how these factors affect customers' online purchasing behavior to buy products through C2C/B2C marketplace e-commerce platform. Therefore, this research will be a benefit to C2C/B2C marketplace e-commerce platform developers, also entrepreneurs and SMEs who want to expand their selling channel to e-commerce platforms.

CHAPTER II

LITERATURE REVIEW

2.1 Online Purchase Intention

In the previous study of Bhuvanesh, K. S., & Arora, D. (2017), intention to purchase refers to willingness to purchase something. Moreover, Kim, S. S. (2020) also mentioned that purchase intention refers to a consumer's expression of willingness to take a particular action to buy a certain product or service, and it is influenced by the consumer's trust and attitudes toward a product or service. However, when discuss about online purchase intention, the definition will refer to the final stage of online transaction which customer intents to use a website for purchasing a product Pavlou (2003). According to the study of Kouser, Rukhsana; Niazi, Ghulam Shabbir Khan; Bakari, Haroon (2018), the study described that online purchasing intention is the situation of mind in which a purchaser focused drive to buy a product and online purchase intention was stated as the situation when the buyer ready to purchase a product or service through internet. Online purchase intention can be affected by various factors. In previous studies, there are many factors which examined that it has relation effect to customers online purchase intention. In this study, customers online purchase intention is considered as dependent variable to examine what factors that could motivates or discourage customer online purchase intention. Also, Perceived risks, User interface quality, Convenience, Intangibility of online product, Price perception were address as dependent variables in this study to examine the relation between each attribute that could affect to customers online purchase intention.

2.2 Perceived Risks

According to the study of Moshrefjavadi, M. H., Rezaie Dolatabadi, H., Nourbakhsh, M., Poursaedi, A., & Asadollahi, A. (2012), the study took perceived risk into account to study the influence factors that would impact attitude toward online

shopping while perceived risks included financial risks, product risk, convenience risk and non-delivery risk. The research findings showed that online shopper behavior has negative impact by perceived risks in term of financial risk and risk of non-delivery since there are fear of losing money and probability of disclosing financial details information in consumer's attitude. The study supported by research of Adnan, H. (2014), perceived risks is negatively related to the online purchase behavior in term of fear of losing money which also referred as non-delivery risk or the risk of receiving malfunctioning merchandise. According to the study of Silva, J., Pinho, J. C., Soares, A., & Sá, E. (2019)., perceived risk is a consequence of trust in the online environment which affects negatively towards online purchase intention and behavior. Hasan, H. H., & Rahim, S. A. (2008) defined that risk is subjectively determined expectation of loss by an online customer in contemplating a particular online purchase. Moreover, perceived risks was stated by Kim, J., Lee, H. C., & Kim, H. J. (2004) as a sense of uncertainty among consumers for internet shopping while included financial risk(i.e., fear of the economic loss in the result of purchase), social risk(i.e., fear of social rejection against the online-purchased product), performance risk(i.e., fear of the performance failure of an online-purchased product), personal risk(i.e., uncertainty of the stability of the online shopping process), and privacy risk(i.e., fear of the exposure of personal information). The result also supports the other study that perceived risks has negative relationship with internet shopping.

2.3 Website Quality

Adnan, H. (2014) described that website design and aesthetics does not have significant relationship with online purchase intention in Pakistan market. The reason is because the online market in Pakistan is in developing stage which competitive in market is not intense compared to other country. Hence, the result might be disparate in different country. However, another interesting dimension was pointed out by the study of Sin, S. S., Nor, K. M., & Al-Agaga, A. M. (2012). The study states that perceived ease of use is another factor that positively affect the purchase intention through online social media while perceived ease of use refers to the degree which a person believes that using a particular system will be free of effort. Also, ease of use was described as

one of technology acceptance model's dimension. Moreover, social media enhances online consumer purchasing behavior. Another dimension to discuss about website is website content which mentioned by the study of Athapaththu, J.C., & Kulathunga, K.M.S.D. (2018). The study indicate that people are very concerned about usefulness, ease of use and information content presented on a website when they shop online. The study also stated that website content is one of the key factors affecting online purchase intention which would lead to enhanced purchase intention of their customers if online retailers can design their store layout with well-organized content. Moreover, Doan, T. T. T. (2020) described that customer does not need to make lots of effort using the system, the ease of use of the system can positively affect customers online purchase intention. Moreover, the study of Kouser, Rukhsana; Niazi, Ghulam Shabbir Khan; Bakari, Haroon (2018) referred to other previous study that website quality means quality of website design that fosters quality of service (efficiency), system (technical quality), and information (accuracy). Furthermore, website design in the definition of Kouser, Rukhsana; Niazi, Ghulam Shabbir Khan; Bakari, Haroon (2018) has two aspects: visual design and navigation design. Visual design refers the appearance of the website while navigation design describes as the functioning arrangement.

2.4 Intangibility of Online Product

Intangibility of online product is another key factor that has to be taken into account for considering the online purchase intention. According to the study of Choon Ling, K., bin Daud, D., Hoi Piew, T., Keoy, K. H., & Hassan, P. (2011), refer to Intangibility of product that it is a part of online trust for consumer to concern. Since there is no physical interaction between the buyer and the seller in online transaction. There is the risk that the customer will not receive the product that was originally ordered which make online transaction create a sense of powerlessness among online shoppers. Katawetawaraks, C., & Wang, C. L. (2011) also stated that because of the nature of online purchasing, intangibility of online product push customers to take the risk as they are not able to examine the product before purchasing, customers prefer to examine the product before they decide whether they want to buy the product. Moreover, buying product through online channel is not able to see, hear, feel, touch,

smell, or try the product that they want when using online channel. Goldsmith, R.E. and Flynn, L.R., (2005) support that intangibility of online product has effect to customer online purchase intention, the study said that some products are less likely to be purchased online because of the intangible nature of the online products such as clothes. Intangibility of online product creates unsure feeling to customer due to one-way communication method. The study of Liu and Guo (2008) supported that some people will not buy product online because the product information provided in website is not enough to decide. Online shoppers will be disappointed if the product information does not meet their expectation. Thus, it is interesting to examine the relationship between intangibility of product and customer's online purchase intention if it could cause any effects to customer's purchase intention.

2.5 Price Perception

According to the study of Adnan, H. (2014), price perception was included into perceived advantage in term of better deal offered to customer. Also, Adnan, H. (2014) study found that price perception is positively related to online purchase intention. The definition is related to the study of Kim, J., Lee, H. C., & Kim, H. J. (2004), the study referred to price perception through perceived benefit covered discount prices for consumer. Rox, H., (2007) also supported that online shopping customers can get the same product as they buy at store at a lower price since they are often offered a better deal. Moreover, the study of Fitri, R. A., & Wulandari, R. (2020) stated that price perception is a consumer's perspective in the stage evaluating whether a product has a reasonable price such as cheap or expensive price which the price will determine the value of a product and the desire to buy the product. The study found that price perception strengthens and develop TAM (The Technology Acceptance Model) theory. Also, perceived price has a positive and significant effect on online purchase intention for millennials on the Shopee Indonesia platform. The reason of online product is cheaper than tradition store supported by the study of Lim and Dubinsky, 2004. The study said that online stores offer variety of products and services. It provides chances to compare price from different shop and website. Hence, customers could find the products with lower prices than buying from local retailing stores.

2.6 Convenience

In the study of Adnan, H. (2014), state that convenience is one factor that has positive impact on online purchase intention. Adnan, H. (2014) included conveniences in perceived advantages which convenience covered 24/7 availability of online shopping, broader selection of products, facility of easy price comparison, benefit of getting expert reviews on the products, the advantage of a greater number of payment options available, the benefit of getting products which otherwise would not be available in the market, and the advantage of saving time. Hasan, H. H., & Rahim, S. A. (2008) describe more about convenience that the online stores are open 24 hours a day and offering shopping convenience, this has thus facilitated shopping by anyone, anytime, anywhere in the world who is connected to the internet. Also, convenience is found to be a significant positive determinant of the likelihood to purchase through online shopping. Convenience was stated in the study of Kim, J., Lee, H. C., & H. J. (2004) via perceived benefits which referred to convenience of front door delivery, reduction in time/mobility costs, as well as an offering of a variety of product without the worry of stock or storage issues. According to the study of Aziz, N. N. A., & Wahid, N. A. (2018), convenience was defining as perceived usefulness and perceived ease of use. While perceived usefulness refers to the advantages associated with online shopping experience such as convenience, price comparison, enjoyment, and enhanced customer–retailer relationship, while perceived ease of use refers to “the degree to which a person believes that using a particular system would be free from effort”. The result found that both the perceived usefulness and perceived ease of use have positive relationship with online purchase intension. Moreover, the study described that if consumer’s perceived benefits and ease of use, these will be positive experience to their past purchasing, then it will positively influence their intention to repurchase in the future. Kwek, C. L. (2010) argue that convenience was a prime motivator for customers to shop online. Even though, convenience has often been conceptualized as a time-oriented notion, though there is evidence that convenience does consist of space and effort dimensions which individual may be motivated by only one or all of these dimensions.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Data Collection

This research will study based on quantitative method. Quantitative research is a proper methodology to collect data from numerous numbers of sample and to generalize the results from the sample to the population of interest. The writer will conduct questionnaire which will be send out to the minimum number of 200 sample size. The samples selected for answering the questionnaire are male, female, and alternative gender who live in Thailand and has experience shopping via C2C/B2C marketplace e-commerce platform within 3 months. The timeframe of the past three months was taken into consideration, so that the respondents would be able to recall their experience in the buying process, user interface of the E-commerce website and application to be able to share their level of opinion towards C2C/B2C marketplace e-commerce platform they have used.

Moreover, the questionnaire will be used as a tool for the data collection process for this study. The questionnaire will be conducted via Google form and it will be distributed through online channel using social media such as Facebook, Line, and Instagram. The questionnaire was adopted from similar researches in order to examine all these 5 hypothesizes. The questionnaire will be structured list of questions and designed to measure the respondents' level of opinion towards perceived risk, user interface quality, convenience, intangibility of online product, customer service, price perception, and intention to buy. The questions require respondents to score their opinion level toward each question that influence their intention to buy products through C2C/B2C marketplace e-commerce platform in scale from "strongly disagree" (1) to "strongly agree" (5). Also, the questionnaire will be designed to collect the respondents' demographic information to study the customer's target segment which could lead to useful recommendation in discussion section. The demographic information includes age,

gender, occupation, income, and education level. The questionnaire contains 36 questions, conducted in Thailand from July 2nd, 2021 to July 9th, 2021.

3.2 Methodology

3.2.1 Hypothesis Concept

The study investigated five hypotheses, which are stated below. The research questions and the conceptual framework are stated as below.

Hypothesis 1: Perceived risk has a negative influence on customer online purchase intention on C2C/ B2C e-commerce platform.

Hypothesis 2: Convenience has a positive influence on customer online purchase intention on C2C/ B2C e-commerce platform.

Hypothesis 3: Intangibility of online product has a negative influence on customer online purchase intention on C2C/ B2C e-commerce platform.

Hypothesis 4: Website quality has a positive influence on customer online purchase intention on C2C/ B2C e-commerce platform.

Hypothesis 5: Price perception has a positive influence on customer online purchase intention on C2C/ B2C e-commerce platform.

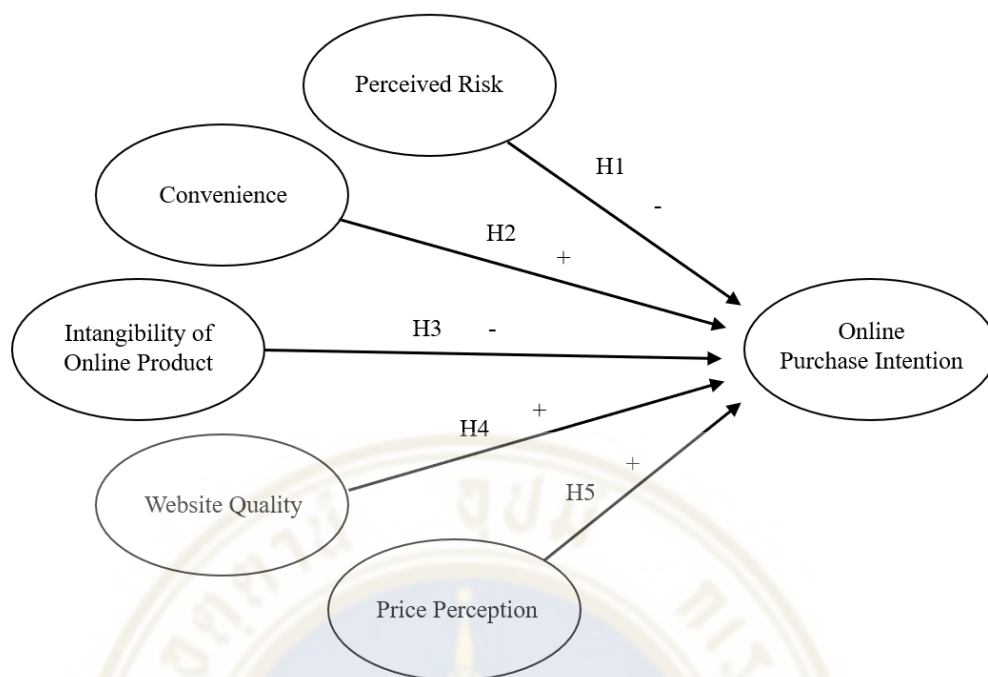


Figure 3.1 Conceptual Framework

3.2.2 Measurement

This study considered using various measurement to examine the factors that could influence customer's online purchase intention. Therefore, the study needs to examine relations and effects of perceived risk, convenience, intangibility of online product, website quality and price perception towards customer's online purchase intention. This study defines perceived risk, convenience, intangibility of online product, website quality and price perception as individual variables while defines online purchase intention as dependent variable. The reliability of questionnaire set will be tested by using Cronbach's Alpha to evaluate the level of reliability of all questions using in this study. Descriptive Statistic will be used to measure the level of impact of each variable that could contribute to the related factor to clarify the most important variable that could increase level of customer's purchase intention in each perspective. Moreover, factors analysis will be used for identifying necessary variable and related combination of variable of the research to define factors that could affect to customer's online purchase intention. The hypothesis will be tested by using regression analysis to examine relation between each factor with customer's online purchasing intention.

Lastly, ANOVA will be used to help identifying different among demographic criteria in opinion level toward customer's online purchase intention in order to be able to create useful recommendation and suggest customer target segment according to 4Ps Marketing mix model.



CHAPTER IV

RESEARCH FINDINGS

4.1 Demographic Profile

For this study, there are two categories to screen qualified respondent to represent good sample to reflex the examination of this study. First, the questionnaire will collect only people who experienced purchase product/ service via C2C/B2C marketplace e-commerce platform with in past 3 months. There are three groups were divided among customer: customer who experiences last time purchase product/ service via C2C/B2C marketplace e-commerce platform with in past 3 months, customer who experienced last time purchase product/ service via C2C/B2C marketplace e-commerce platform longer than past 3 months, and customer who never experienced purchasing product/ service via C2C/B2C marketplace e-commerce platform. The result from respondents who experienced last time purchase product/ service via C2C/B2C marketplace e-commerce platform longer than past 3 months and never experienced purchasing product/ service via C2C/B2C marketplace e-commerce platform will be deduct from this analysis. Second, this study will screen out people who is not living in Thailand. Hence, only people who live in Thailand will be counted as qualify respondents. The questionnaire was sent to 224 respondents and there are 206 respondents are qualified and forwarded to analyze the result.

According to total qualified 206 respondents, 155 respondents (76 percent) are female, 41 respondents (20.1 percent) are male, and the rest of the respondents (3.9 percent) do not specify their gender. In term of age, there are 5 levels of age. Most of respondents, 110 respondents (53.9 percent) are people in the age range of 29-35 years old, followed by age range of 17-28 years old with 40 respondents (19.6 percent), 36-42 years old with 28 respondents (13.7 percent), and over 42 years old with 26 respondents (12.7 percent). In term of occupation, the majority of our respondents are private sector employee with 133 respondents (65.2 percent). The sample has 36 respondents (17.6 percent) are government sector employee, followed by 20 respondents

(9.8 percent) as business owner. Two occupations got 6 respondents (2.9 percent) which is student and freelance. Last ranked in occupation is unemployed with 3 respondents (1.5 percent). For monthly income, the group of income in the range of people who earning more than 50,000 THB per month has most population at 61 respondents (29.9 percent), followed by people who earn monthly income 15,000 – 25,000 THB per month with 51 respondents (25 percent), people who earn monthly income 25,001-35,000 THB per month with 43 respondents (21.1 percent), people who earn monthly income 35,001-50,000 THB per month with 35 respondents (17.2 percent), and the rest are people who earn lower than 15,000 THB per month with 14 respondents (6.9 percent). The last dimension of demographic is education level. The biggest group of samples are people who graduated with bachelor's degree with 131 respondents (64.2 percent), followed by people who graduated with master's degree or above with 69 respondents (33.8 percent) and people who graduated with diploma degree with 4 respondents (2 percent).

4.2 Data Analysis and Results

The questionnaire set was tested for the level of reliability by using Cronbach's Alpha which shows the score at 0.738. Hence, when the Cronbach's Alpha shows the score higher than 0.7, the questionnaire offering good reliability level which also represent that the set of questionnaires is valid and applicable to bring to analyzation.

4.2.1 Descriptive Statistic

To identify the important variable for each hypothesis, this study uses descriptive statistic to analyze each variable separately. The analysis will describe what variable earn highest score of customer's attitudes toward online shopping intention via C2C/B2C marketplace e-commerce platform compared by mean score.

Perceived Risks

As illustrated in Table 1 shows below, shopping via C2C/B2C marketplace e-commerce platform has higher chance of mistake and product/ service might not match with expectation got strong customer's attitude score towards perceived risk of online shopping with the mean score of 3.71 while mistake referred to the mistake of

getting wrong or defective product from ordering or delivering process, followed by the risk of getting fake or low-quality product with the mean score of 3.55. The third important factor that got strong customer's attitude score towards perceived risk is trust that customer has towards shopping via traditional channel with the mean score of 3.22 which mean people tend to believe that purchasing product or service via traditional channel is more safe and secure to their feeling compared to purchasing product via e-commerce. The last two components got very close score in customer's attitude towards perceived risk of online shopping. The first one is risk of personal financial information discloser with the mean score of 2.96 and the second is risk of product non-deliver with the mean score of 2.95.

Table 4.1 Mean and Standard Deviation of Perceived Risk

	N	Mean	Std. Deviation
I believe that purchasing a product/ service via E-commerce platforms has higher risk than traditional channels.	204	3.22	1.106
I believe that there is a higher chance of non-deliver when buying a product/ service via E-commerce platforms.	204	2.95	1.118
I believe that purchasing a product/ service via E-commerce platforms will disclose my personal financial information.	204	2.96	1.040
There is a risk of getting fake or low-quality products when shopping via E-commerce.	204	3.55	.948
Shopping via E-commerce has a higher chance of mistake and product/ service might not match with expectation.	204	3.71	.872
Shops on E-commerce platforms are not trustworthy.	204	2.60	.896
Valid N (listwise)	204		

Convenience

As data shows in Table 4.2 below, time saving is the most important component that could impact customer's attitude under the scope of convenience with the highest mean score of 4.64. Besides, price comparison on e-commerce is second component that contribute to convenience with the mean score of 4.6 which means e-commerce provides convenience to respondent for their price comparison process, followed by e-commerce offer various type of product and service with the mean score of 4.59. Boundless comes as fourth with the mean score of 4.55 since e-commerce is convenience because there is no boundary, people can shop online anywhere and anytime. Last is various choices of payment with the lowest mean score of 4.54, however, the score of various choices of payment is still high if compare to other component under different variable.

Table 4.2 Mean and Standard Deviation of Convenience

	N	Mean	Std. Deviation
I believe that shopping via E-commerce platforms saved my time.	204	4.64	.685
Shopping via E-commerce platform is convenient, I can shop various types of products/ services on one platform.	204	4.59	.585
Shopping via E-commerce platform is easier to compare prices between different shops.	204	4.60	.640
Shopping via E-commerce platform is more convenient since there are choices for consumers to make a payment.	204	4.54	.668
Shopping via E-commerce platform is convenient since there is no boundary, I can buy anything from anywhere.	204	4.55	.704
Valid N (listwise)	204		

Website Quality

For website quality dimension, there are 3 elements were used to measure the contribution of website quality variable. All the components have relatively high mean score as shows in Table 4.3 Website provides product information and pictures is the component that contribute to website quality the most with highest mean score of 4.37 which represent the meaning of good e-commerce website in customer's perspective. Website's user experience follows as second contributor with the mean score of 4.69, website's user experience covers every step that customer could experience while user exploring on the website, on the other hand, website user experience refers to simpleness and easiness to shop via website. Website interface comes as last contributor with the mean score of 4.63 while website interface the display and appearance of website which included fonts, layout, colors scheme, and pictures.

Table 4.3 Mean and Standard Deviation of Website Quality

	N	Mean	Std. Deviation
Better website interface helps me buy product/ service via E-commerce platform easier.	204	4.63	.626
Good e-commerce website is a website that provides product information and pictures.	204	4.73	.621
Better website user experience helps me buy product/ service via E-commerce platform easier.	204	4.69	.578
Valid N (listwise)	204		

Intangibility of Online Product

In term of intangibility of online product which represent the lack of physically of product when purchasing product via e-commerce. The variable has 3 components as shows in table 4.4 below. Specific specs and qualifications of the product is the most important component that could affect customer's attitude toward intangibility of online product with the mean score of 3.9 which can refer to product's size and features that require a lot of product's information and it is very sensitive to individual customer's feeling, benefit, and satisfaction. Second contributor to

intangibility of online product is lack of trial process when purchase product via e-commerce with the mean score of 3.45. Last, the hesitation to make purchasing decision with the mean score of 3.42 which could make customer feel insecure if making purchasing decision without experience senses (tasting, seeing, touching, hearing, and smelling) of physical product.

Table 4.4 Mean and Standard Deviation of Intangibility of Online Product

	N	Mean	Std. Deviation
I feel insecure to buy product/ service online since I cannot try before I buy.	204	3.45	1.018
Shopping via E-commerce platform makes me feel insecure since I cannot be aware of product quality compared to buying physical products.	204	3.42	.957
I cannot make a decision to purchase product/ service via E-commerce channel if it has very specific specs and qualifications.	204	3.90	1.051
Valid N (listwise)	204		

Price Perception

In term of price perception, there are 4 components were brought to consideration as show in table 4.5 The first component with the highest mean score of 4.33 is discount offered through e-commerce platform. This component is the strongest component that influence customer's attitude toward price perception. Second, worthiness with the mean score of 3.9 since customer believed that e-commerce is the most valuable channel for their purchasing product. The rest with lowest mean scores are customer's attitude toward e-commerce that products sells on e-commerce are cheaper than other channel with mean score of 3.89, followed by customer's believe that e-commerce offers the best price for the specific product among other channels in market with the mean score of 3.76.

Table 4.5 Mean and Standard Deviation of Price Perception

	N	Mean	Std. Deviation
I believe that product/ service selling on e-commerce platforms is cheaper than other channels.	204	3.89	.979
I believe that buying a product/ service from an e-commerce platform is cheaper since there are promotions, discount codes, and gamification.	204	4.33	.846
I believe that I will get the cheapest price in the market if I purchase a product via E-commerce platform.	204	3.76	.933
I believe that purchasing a product/ service from an E-commerce platform is the best way and worth my money the most.	204	3.90	.756
Valid N (listwise)	204		

4.2.2 Factor Analysis

This study analyzes all variable by using factor analysis to test and classify relation between variables and factors that this study aims to measure, also identify combination of variables by grouping related variable together and deduct unnecessary variable that shows low correlation with the group. The result of factor analysis shows as table 4.6 below. KMO value is 0.750 which over criteria of 0.5 and P-value is lower than 0.05 (Sig.=.000). The measurement means that there are some correlations among variable set. Correlated variable could be grouped to represent factors that could influence customer's online purchasing intention by considering from factor loading which the factor can be defined as four group and only valid factors will be used for regression analysis. However, there are four initials independent variables qualified Eigenvalue (greater than 1) with Cumulative Initial Eigenvalues at 55.635 percent which is listed below.

Factor 1: Perceived Risks

Factor 2: Perceived Benefits

Factor 3: Price Perception

Factor 4: Intangibility of Product

Table 4.6 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.750
Bartlett's Test of Sphericity	Approx. Chi-Square	1017.066
	df	136
	Sig.	.000

Table 4.7 Total Variance Explained

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.863	22.722	22.722	3.863	22.722	22.722
2	2.727	16.040	38.762	2.727	16.040	38.762
3	1.649	9.703	48.465	1.649	9.703	48.465
4	1.217	7.161	55.625	1.217	7.161	55.625
5	.984	5.788	61.413			
6	.908	5.342	66.755			
7	.818	4.813	71.568			
8	.775	4.557	76.125			
9	.670	3.944	80.068			
10	.564	3.320	83.389			
11	.551	3.242	86.631			
12	.495	2.910	89.542			
13	.459	2.697	92.239			
14	.422	2.484	94.723			
15	.371	2.181	96.905			
16	.338	1.987	98.891			
17	.188	1.109	100.000			

Table 4.8 Factor Loading – Perceived Risk

Perceived Risks	Factor Loading
I believe that purchasing a product/ service via E-commerce platforms has higher risk than traditional channels.	.773
I believe that there is a higher chance of non-deliver when buying a product/ service via E-commerce platforms.	.752
There is a risk of getting fake or low-quality products when shopping via E-commerce.	.731
Shopping via E-commerce has a higher chance of mistake and product/ service might not match with expectation.	.702
Shops on E-commerce platforms are not trustworthy.	.546
I believe that purchasing a product/ service via E-commerce platforms will disclose my personal financial information.	.533

Table 4.9 Factor Loading – Perceived Benefits

Perceived Benefits	Factor Loading
Better website user experience helps me buy product/ service via E-commerce platform easier.	.799
Good e-commerce website is a website that provides product information and pictures.	.740
Better website interface helps me buy product/ service via E-commerce platform easier.	.662
Shopping via E-commerce platform is convenient, I can shop various types of products/ services on one platform.	.659
I believe that shopping via E-commerce platforms saved my time.	.418

Table 4.10 Factor Loading – Price Perception

Price Perception	Factor Loading
I believe that I will get the cheapest price in the market if I purchase a product via E-commerce platform.	.824
I believe that purchasing a product/ service from an E-commerce platform is the best way and worth my money the most.	.728
I believe that product/ service selling on e-commerce platforms is cheaper than other channels.	.725

Table 4.11 Factor Loading – Intangibility of Online Product

Intangibility of Online Product	Factor Loading
I feel insecure to buy product/ service online since I cannot try before I buy.	.766
Shopping via E-commerce platform makes me feel insecure since I cannot be aware of product quality compared to buying physical products.	.760
I cannot make a decision to purchase product/ service via E-commerce channel if it has very specific specs and qualifications.	.689

4.2.3 Regression Analysis

In order to examine hypotheses, regression analysis was brought to measure relationship between independent variables and dependent variable which independent variables includes perceived risks, perceived benefits, price perception, and intangibility of online product and dependent variable is customer's online purchase intention on C2C/B2C marketplace e-commerce platform. All valid 206 respondents were brought to examine the correlation between independent and dependent variables with hypotheses listed below.

H1: Perceived Risks has a negative influence on customer online purchase intention on C2C/ B2C e-commerce platform.

H2: Perceived Benefits has a positive influence on customer online purchase intention on C2C/ B2C e-commerce platform.

H3: Price Perception product has a positive influence on customer online purchase intention on C2C/ B2C e-commerce platform.

H4: Intangibility of Online Product has a negative influence on customer's online purchase intention on C2C/ B2C e-commerce platform.

The result of regression analysis shows in table 4.11 demonstrates that perceived risks, perceived benefits, and price perception have significant relation on customer's online purchase intention with the P-value score lower than 0.05 (Perceived Risks Sig.=.015, Perceived Benefits Sig.=.000, and Price Perception Sig.=.000). Perceived Risks has Beta score at -.148 shows that Perceived Risks has negative impact to customer's online purchase intention while Perceived Benefits and Price Perception shows positive relations to customer's online purchase intention with Beta score of .357 and .352 respectively.

Hence, H1, H2, and H3 are fully supported. Moreover, Price Perception is the strongest factor that could influence to customer's online purchase intention, followed by Perceived Benefits and Perceived Risks. Nonetheless, there is one factor that shows P-value significant score higher than 0.05 (Sig.=.105) which is intangibility of online product. The result means that intangibility of online product has no impact to customer's online purchase intention (Sig.=.105) which shows that H4 is not supported.

Table 4.12 Regression Analysis - Coefficients^a

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.809	.473		3.821	.000
	Perceived Risk	-.148	.060	-.161	-2.452	.015
	Convenience	.352	.093	.230	3.804	.000
	Price Perception	.367	.055	.406	6.735	.000
	Intangibility of Online Product	-.085	.052	-.107	-1.627	.105

4.2.4 ANOVA

One-way ANOVA was brought to examine the different among demographic's criteria groups and to indicate opinion level toward customer's online purchase intention. The result will be benefit to people who is interested in this topic in term of recommendation and suggestion which will be discussed separately into each demographic category.

Gender

Base on One-Way ANOVA Analysis in Table (in appendix), there is only one aspect of difference among gender group between male and group of people who did not specify their gender in their opinion level towards perceived risks. The result could elaborate further into 3 components which is their stronger trust in traditional channel (Sig.=.024), non-deliver product (Sig.=.037), and higher chance of mistake and product do not meet expectation (Sig.=.024). Moreover, the result also shows that the group of people who did not specify their gender has higher opinion level towards all aspect mentioned under perceived risks.

Age

One-Way Analysis in term of age shows that there is difference in three components under perceived risks and one component under perceived benefits. For perceived risks, there are differences in their trust toward traditional channel between people in age range of 29-35 years old and 36-41 years old (Sig.=.059) while people who in age range of 29-35 years old has higher impact of opinion level towards trust toward traditional aspect. Another component under perceived risks is fear of non-deliver product that shows the difference between people in age range of 17-28 years old, 29-35 years old, and people who is over 42 years old (Sig.=.017) which people who age in range of 17-28 years old has highest level of concern in this aspect followed by people who age in range of 29-35 years old and people who is over 42 years old. Last component under perceived risks is fear of personal financial information disclosure. There is different between people in age range of 29-35 years old and people with the age over 42 years old (Sig.=.006) while people with age over 42 years old are more influence on this component compared to people in age range of 29-35 years old. Another aspect under the age group demographic that shows difference is perceived benefits, while product information and pictures are provided on website under

perceived benefits shows different with Sig. value Of .163, there is a difference between people in age range of 29-35 years old and people with age over 42 years old, while people with age over 42 years old are more influence on this component compared to people in age range of 29-35 years old.

Occupation

In term of occupation, One-Way ANOVA Analysis shows that there are differences among occupation criteria in perceived risk and perceived benefits. For perceived risks, there are two differences in customers' aspect. The first one is fear of getting fake or low-quality product with the Sig. value of .107. According to the Post Hoc Tests, the data show that the level of opinion of student is different from the opinion of private sector employee. Moreover, student tend to have stronger level of opinion towards fear of getting fake or low-quality product than people in private sector employee group. The second that shows difference is untrustworthy shops on e-commerce with the Sig. value of .007. Post Hoc-Test shows that there is difference between student and private sector employee, government sector employee, freelance, and business owner while student tend to have highest concern in untrustworthy shops on e-commerce than private sector employee, government sector employee, freelance, and business owner. Another aspect that has difference among occupation criteria is perceived benefit, in aspect of diversity of product on e-commerce platform (Sig.=.023). The difference was indicated between business owner and unemployed which unemployed seem to have stronger opinion level on diversity of product than business owner. Last aspect of perceived benefits is product information and pictures are provided on website with the Sig. value of .062. Unemployed seem to have stronger level of opinion in this aspect than business owner and government sector employee.

Income

According to One-Way ANOVA and Post Hoc Tests, there are some differences in respondents' income level towards perceived risks and customer's online purchasing intention. In term of perceived risk, people with monthly income of 35,001-50,000 THB tends to have stronger level of opinion towards fear of getting fake or low-quality product stronger than people with monthly income lower than 15,000 THB with the Sig. value of .075. For customer's online purchase intention, there is difference in repurchase intention (Sig.=.001) while people with monthly income lower than 15,000

THB has strongest opinion level towards repurchase intention aspect over other group in income criteria.

Education level

According to One-Way ANOVA Analysis in Table (in appendix), the result shows that there is no different among education level of diploma, bachelor's degree, and master's degree or above in respondents' level of opinion towards Perceived Risks, Perceived Benefits, Price Perception, and Intangibility of Online Product.



CHAPTER V

CONCLUSIONS

5.1 Conclusions

The purpose of this study is to examine several factors that could influence customer's online purchasing intention toward C2C/B2C marketplace e-commerce platform. Also, to indicate relationship between factors and customer's online purchase intentions which will benefit to C2C/B2C marketplace e-commerce platform developers, also entrepreneurs and SMEs who want to expand their selling channel to e-commerce platform. The study found that there are four factors that were brought to examine customer's online purchase intention which each factor combined various related variables together. The four factors included perceived risks, perceived benefits, price perception, and intangibility of online product. Result of regression analysis shows that perceived risks has negative impact to customer's online purchase intention which means the more risk customer received will decrease customer's online purchase intention level. Furthermore, perceived benefits and perceived price has positive relation towards customer's online purchase intention which mean the more benefits and lower price perception of customer will increase customer's online purchasing intention. However, intangibility of online product shows no relation to customer's online purchase intention. Moreover, price perception is the strongest factor that could influence to customer's online purchase intention, followed by perceived benefits and perceived risks respectively.

However, to elaborate into each factor, there are some variables that plays important role to impact customer's perspective in each factor. In term of perceived risks, higher chance of mistake or product did not match with expectation due to process of purchasing and delivering is the most important variable that could affect customer's risk perception followed by fear of getting fake or low-quality product, customer's attitude towards traditional channel, fear of personal financial information disclosure, fear of non-delivery product, and untrustworthy shops on e-commerce respectively.

Furthermore, in term of perceived benefits, Time saving is the main reason for customer to purchase product/ service via e-commerce. Moreover, customers also concerned about website interface or website design, good website interface will offer convenience which customer consider as benefits as same as product information and picture provided on website. Apart from website design and product information, website user experience is also important, simpleness and clear instruction will make customers feel comfortable with the website which can lead to increasing in customer's online purchase intention. Last, various products offered on e-commerce is another component under perceived benefit that could increase customer's online purchase intention since it provide conveniences to customers. Last factors that would influence customer's online purchase intention is price perception which included the customer's attitude towards e-commerce platform that e-commerce is the cheapest channel to purchase product' service and value their money the most. In addition, people who has monthly income lower than 15,000THB is more likely to re-purchase product via e-commerce platform more than people in other level of monthly income. Also, in term of gender, people who did not specify their gender (or called as LGBTQ) group tend to has more fear of purchasing product/ service via e-commerce channel since they has higher opinion level towards perceived risk. Furthermore, in term of age group, people in age range of 29-35 years old tend to purchase product via traditional channel more than e-commerce channel, people in age range of 17-28 years old has higher concern in non-delivery product, and people who are over 42 years old are more concern in personal financial disclosure. In term of perceived benefits, people who are over 42 years old are influence by product information and picture higher than other level of age. Moreover, in term of occupation, student tend to have stronger level of opinion towards perceived risks through fear of getting fake or low-quality product and untrustworthy shops on e-commerce than other occupation. However, unemployed tend to have less concern on perceived benefits, the group tend to have stronger opinion level on diversity of product as same as product information and picture that provided on e-commerce website. Last, the result also shows that education level has no effect on respondents' opinion towards customer's online purchase intention, which means technology is acceptable to people in all education level and they are able to purchase product/ service via e-commerce platform.

5.2 Recommendations

According to this study, the study will benefit to three parties which is C2C/B2C e-commerce platform developer, entrepreneur who existed in e-commerce platform and want to enhance their sale performance, and entrepreneur who want to enter e-commerce market to expand their selling channel.

For C2C/B2C e-commerce platform developers, there are a lot of opportunity to increase the level of customer's online purchase intention. Since demographic analysis shows difference concerns for difference aspects, it is a responsibility of e-commerce website developer to fix the concerns with the information provided to increase customer's online purchase intention in order to strengthen their website performance and increase customer's trust to make them feels more comfortable making purchase decision via e-commerce platform in their daily life. The most important factor that influence customer's online purchase intention is price perception. Hence, the product with the lowest price according to customer purchase history should shows on the top of homepage to catch customer's attention and convince them to make purchase decision. Moreover, e-commerce developers need to keep updating product price by conduct shop and product price survey to keep their platform offering the best price to customer to be able to compete with other platforms. Also, e-commerce platform developer should create advertise on social media for low price product to attract more customer to their website and application. For perceived risks, e-commerce platform developers should decrease risks in term of ensuring product delivery, shop certified, and confidential personal financial information to make customer feels that shopping via e-commerce is safe as same as traditional channel. Website developers can create tracking system for product delivery as one of foundation of their website. Also, the e-commerce platform developers should create recommend list of certified shops to guarantee shop trustworthy and return policy to ensure product quality. Moreover, customer review system could help to create trust to other customers as well. The shops with good comments will help reduce risk perception for new customers. This would help increase customer's online purchase intention for all customer group. In term of perceived benefits, in overall, e-commerce should decrease complexity and increase

simpleness to their website and application. E-commerce platform developer should put more effort on website/ application design and user experience. People shop on e-commerce because they think that e-commerce could save their time and effort. Hence, user experience system should be simple to attract people to purchase via e-commerce rather than sent them away because of complexity of the website or application. Product picture and information is a must for every single product. Also, e-commerce platforms need to expand their product categories as much as possible since customer love variety of product on e-commerce and product categorizing could help create simpleness to the website as well. Furthermore, the system should be able to sync between shops. Shopping for each shop one by one might need customer to put effort and make them feel inconvenience somehow. Moreover, e-commerce platform should create marketing campaign that focus more on people with monthly income lower than 15,000THB since the group tend to purchase product via online platform the most. Because they perceive that e-commerce offer cheap product. Hence, this is the reason why e-commerce is popular among people with monthly income lower than 15,000THB. Moreover, another interesting customer target group is people over 42 years old and unemployed. Since, these groups are influence by perceived benefit of e-commerce, they found that e-commerce is easy to use and convenience. Hence, there are a lot more opportunity to gain market share from this customer target group. E-commerce website developers should consider create product category to serve the elder group specially since there are opportunity to grow in this market.

Furthermore, in term of entrepreneur, there are opportunity for them to enhance their sale by using e-commerce platform as well. According to the study, most people purchase product/ service via e-commerce platform, however, customer express their concern about their risk's perception, such as shops trustworthy, product information, and product picture showing on e-commerce website and application. Hence, entrepreneurs should put their effort on product information, product picture, and shop trustworthy. Clear product information is needed, photo of product should be realistic. This could help decrease customer's risk perception and increase customer's benefits perception at the same time. To increase shops trustworthy, show owners need to gain good customer review as much as possible. Shop owners can send gift and card attach to the product to ask customer reviewing their shop, also respond to all questions

on their shop's page could increase customer's trust as well. Moreover, if the e-commerce platform has certified system, shops owner should try to get shop qualification to increase customer's trust as well. In term of perceived benefits, to be able to compete with other shops, shops owner should try to expand their product line to other related product as much as possible. Moreover, entrepreneur should put all of their products into the e-commerce platform since people love variety of product, this could help increase opportunity for selling product to shop owner. When people aware that there are related product selling on the same shop they might make decision to shop more. However, since trend of customer on e-commerce platform is people who earn lower than 15,000THB per month and e-commerce is consider as channel offers cheap price product, shop owner should consider selling low price product or product that people use in daily life on e-commerce platform. Low price product might be more suitable to shop online for customer compare to luxury or premium product since people will gain more concern when products are more expensive. Moreover, entrepreneurs or SMEs should consider selling elderly product. There are opportunity to grow in this market segment since elderly people were influence by benefits of using e-commerce to purchase product and service.

5.3 Limitations

This study also shows some limitations that could refine and be benefits to future studies. First, in the world of e-commerce, there are many categories of e-commerce such as Social commerce, food delivery, travel, B2B, payment & e-wallet, and e-tailer, while this study limited to only C2C/ B2C marketplace e-commerce platform. The future study should expand scope of study to other categories of e-commerce to gain better understanding of customer's online purchasing intention and factors that would influence customer's online purchase intention. Hence, the study in customer behavior will be able to better represent and reflect customer's online purchase intention. Second, the sample size of this study was relatively small. There are only 226 respondents and only 204 respondents were brought to analysis. Thus, the size of 200 samples is not sufficient to explain and represent all online shopping customers. Therefore, increasing sample size is recommended for future study for better

examination of customer's online shopping behavior. Third, there is a lacking of data distribution in term of gender. 76 percent of respondents are female while male is applied only 20 percent, followed by alternative gender with 4 percent. The recommendation for future research is to balance the distribution among gender to have closer portion between different gender as much as possible. Fourth, this study did not examine all factors influencing on online shopping behavior. There are various factors that would influence customer's online purchase intention. This study limited to only 4 factors which might not reflect all dimensions of customer's perception and behavior. There are many factors that were ignored and missing in term of behavior and psychology. Future study should stretch the boundary of the study to cover wider perspective to better clarify the important factors that would influence on online shopping behavior. Lastly, this study was conduct in Thailand and the respondents are limited to Thai people who is living in Thailand only. Thus, this study might not be able to explain customer's online purchase intention in other countries. Moreover, the data and the recommendation in this research might not be fully applicable. Since different countries will reflex different behaviors, characteristics, and cultures. Studied of different countries and testing different sample groups could show different result. Extending this study to other countries will make the study become more generalized and increase benefits of this study to whom who has interest in e-commerce.

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APPENDICES

Appendix A

Questionnaire (English version)

Section 1: Screening question

1. When was your last time buying product/ service via e-commerce platform?
 - Within the past 3 months
 - Longer than the past 3 months
 - Never

2. Do you currently live in Thailand?
 - Yes
 - No

Section 2: General question

1. What is e-commerce platform that you usually use? (can choose more than 1)
 - Shopee
 - Lazada
 - JD Central
 - Weloveshopping
 - Tarad.com
 - Pramool.com
 - Amazon.com
 - ebay
 - Etsy
 - Chillindo
 - Other

2. How many times do you purchase product/ service via E-commerce platform per month?
 - Never
 - 1-3 times per month
 - 4-6 times per month
 - More than 6 times per month

3. How much do you spend money buying product/ service via E-commerce platform average per month?

- Less than 1,000 THB 1,000 THB – 3,000 THB
 3,001-5,000 THB 5,001 THB – 10,000 THB
 More than 10,000 THB

Section 3: Specific questions (5 questions for each attribute)

Perceive risk

1. I believe that purchase product/ service via E-commerce platforms has higher risk than traditional channels.
2. I believe that there is higher chance of non-deliver when buying product/ service via E-commerce platforms.
3. I believe that purchase product/ service via E-commerce platforms will disclose my personal financial information.
4. Shopping via E-commerce is risk to get fake or low-quality product.
5. Shopping via E-commerce has higher chance of mistake and product/ service might not matched with expectation.
6. Shops on E-commerce platform are not trustworthy.

Convenience

1. I believe that shopping via E-commerce platform save my time.
2. Shopping via E-commerce platform is convenience, I can shop various type of product/ service in one platform.
3. Shopping via E-commerce platform is easier to compare pricing between different shops.
4. Shopping via E-commerce platform is more convenience since there are choices for consumers to make a payment.
5. Shopping via E-commerce platform is convenience since there is no boundary.

User interface quality

1. Better website interface make you feel easier to buy product/ service via E-commerce platform.
2. Shopping via E-commerce platform is easier because product information and picture are provided.
3. Better website user experience make you feel easier to buy product/ service via E-commerce platform.

Intangibility of online product

1. Intangibility of online product make me feel insecure since you cannot try before buy.
2. Shopping via E-commerce platform make me feel insecure since I cannot aware of product quality compared to physical product.
3. Some product has specific spec that I cannot make decision to purchase via E-commerce channel.

Price perception

1. I believe that product/ service selling on e-commerce platform is cheaper than other channels.
2. I believe that buying product/ service from e-commerce platform is cheaper since there are promotion, discount code, and gamification.
3. I believe that I will get the cheapest price in the market if I purchase product via E-commerce platform.
4. I believe that purchase product/ service from E-commerce platform the best way and worth my money the most.

Cross check Question

1. I believe that product/ service selling on e-commerce platform is more expensive than other channels.

Section 4: Purchase intention question

1. I believe I made the right choice buying product/ service via E-commerce platforms.
2. I'm willing to consider buying product/ service via E-commerce platforms again within next 3 months

3. I would like to refer buying product/ service via E-commerce platforms to my friend and family.

Section 5: Demographic question

1. Please specify your gender

- Male Female Not specify

2. What is your age group?

- 17-22 years old 23-28 years old 29-35 years old
 36-41 years old Over 42 years old

3. What is your occupation?

- Student
 Private sector employee
 Government sector employee
 Freelance
 Business owner
 Others / please specify.....

4. How much is your average monthly income?

- Below 15,000 THB
 15,000 – 25,000 THB
 25,001 – 35,000 THB
 35,001 – 50,000 THB
 More than 50,000 THB

5. What is your Education level?

- Under diploma
 Diploma
 Bachelor's degree
 Master's degree
 Doctorate
 Other (Please specify)

6. What province do you live in Thailand?

Appendix B

Questionnaire (Thai version via Google form)



แบบสอบถามความเห็นด้านการซื้อสินค้าผ่านช่องทาง C2C/ B2C E-commerce ในรูปแบบ Marketplace

แบบสอบถามนี้เป็นส่วนหนึ่งของการค้นคว้าแบบอิสระ ตามหลักสูตรการศึกษาระดับปริญญาโท คณะการตลาดและการจัดการ วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล โดยมีวัตถุประสงค์เพื่อวัดระดับปัจจัยที่ส่งผลกระทบต่อพฤติกรรมและการตัดสินใจซื้อสินค้าหรือบริการผ่านช่องทาง C2C/B2C E-commerce ในรูปแบบ Marketplace โดยในชุดคำถามจะถูกเรียกว่า E-commerce เพื่ออำนวยความสะดวกให้ทุกท่าน ซึ่งข้อมูลของท่านจะถูกใช้เพื่อการศึกษาในหัวข้องานวิจัยดังกล่าวเท่านั้นและข้อมูลส่วนบุคคลของท่านจะไม่ถูกนำไปเปิดเผยแต่อย่างใด

แบบสอบถามจะใช้เวลาประมาณ 5 นาที โดยแบ่งชุดคำถามออกเป็น 4 ส่วนดังนี้

- คำถามคัดกรอง
- คำถามทั่วไป
- คำถามวัดระดับความคิดเห็นในแง่ต่างๆ
- ข้อมูลส่วนบุคคลของผู้ตอบแบบสอบถาม

ด้วยเหตุนี้จึงใคร่ขอความร่วมมือทุกท่านให้ข้อมูลและความคิดเห็นแบบตรงไปตรงมาได้ตามข้อเท็จจริง
ทั้งนี้ทางผู้วิจัยขอขอบพระคุณทุกท่านที่ได้สละเวลาให้ความร่วมมือในการตอบแบบสอบถามมา ณ
โอกาสนี้

หากมีข้อสงสัยเกี่ยวกับงานวิจัยหรือแบบสอบถาม สามารถติดต่อสอบถามเพิ่มเติมได้ที่
นางสาวศิรินุช ชलयนเดชะ email: sirinuch.c@hotmail.com

* Required

ครั้งล่าสุดที่คุณเคยซื้อสินค้าหรือบริการผ่านทางช่องทาง E-commerce คือเมื่อไหร่ *

- ไม่เกิน 3 เดือน
- นานกว่า 3 เดือน
- ไม่เคยซื้อสินค้าหรือบริการผ่าน E-commerce เลย

ปัจจุบันคุณอาศัยอยู่ในประเทศไทยหรือไม่ *

- ใช่
- ไม่ใช่

แบบสอบถามความเห็นด้านการซื้อสินค้าผ่านช่องทาง C2C/ B2C E-commerce ในรูปแบบ Marketplace

* Required

E-commerce Marketplace แบนด์อะไรที่คุณใช้เป็นประจำ (เลือกได้มากกว่า 1 ข้อ) *

- Shopee
- Lazada
- JD Central
- Weloveshopping
- Tarad.com
- Pramool.com
- Amazon.com
- Ebay
- Etsy
- Chillindo
- Other: _____

ปกติคุณซื้อสินค้าหรือบริการผ่าน E-commerce ก็ครั้งต่อเดือนโดยเฉลี่ย *

- น้อยกว่า 1 ครั้งต่อเดือน
- 1-3 ครั้งต่อเดือน
- 4-6 ครั้งต่อเดือน
- มากกว่า 6 ครั้งต่อเดือน

โดยปกติคุณซื้อสินค้าหรือบริการบน E-commerce เป็นจำนวนเงินประมาณเท่าไรต่อเดือน *

- น้อยกว่า 1,000 บาท
- 1,000-3,000 บาท
- 3,001-5,000 บาท
- 5,001-10,000 บาท
- มากกว่า 10,000 บาท

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คุณเชื่อว่าการซื้อสินค้าหรือบริการผ่าน E-commerce มีความเสี่ยงมากกว่าการซื้อสินค้าหน้าร้านแบบปกติ *

- 1 2 3 4 5
- ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

หน้าตา website หรือ App ที่สวย อ่านง่าย เห็นภาพชัดทำให้คุณรู้สึกว่าการซื้อสินค้าหรือบริการผ่าน E-commerce นั้นง่ายขึ้น *

- 1 2 3 4 5
- ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

การซื้อสินค้าหรือบริการผ่าน E-commerce ประหยัดเวลา ทั้งในแง่การเดินทางหรือเดินเลือกซื้อของ *

ไม่เห็นด้วยที่สุด 1 2 3 4 5 เห็นด้วยมากที่สุด

คุณเชื่อว่าสินค้าหรือบริการที่ขายผ่าน E-commerce นั้นมีราคาที่แพงกว่าการซื้อจากช่องทางอื่นๆ *

ไม่เห็นด้วยที่สุด 1 2 3 4 5 เห็นด้วยมากที่สุด

การซื้อสินค้าหรือบริการผ่าน E-commerce อาจได้รับของผิดหรือสเปคไม่ตรงตามที่สั่งซื้อ *

ไม่เห็นด้วยที่สุด 1 2 3 4 5 เห็นด้วยมากที่สุด

การซื้อสินค้าหรือบริการผ่าน E-commerce อาจได้รับสินค้าปลอมหรือสินค้าคุณภาพต่ำ *

ไม่เห็นด้วยที่สุด 1 2 3 4 5 เห็นด้วยมากที่สุด

การซื้อสินค้าหรือบริการผ่าน E-commerce มีความสะดวกเพราะสามารถเลือกวิธีการจ่ายได้หลายรูปแบบ *

1 2 3 4 5

ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

คุณเชื่อว่าการซื้อสินค้าหรือบริการผ่าน E-commerce นั้นให้ความคุ้มค่ามากที่สุดสำหรับคุณ *

1 2 3 4 5

ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

คุณไม่มั่นใจในการซื้อสินค้าหรือบริการผ่าน E-commerce เพราะเชื่อว่าจะทำให้ข้อมูลส่วนตัว/การเงิน ของคุณถูกเปิดเผย *

1 2 3 4 5

ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

คุณชอบซื้อสินค้าจาก website หรือ App ที่มีการให้ข้อมูลสินค้าและแสดงรูปภาพไว้อย่างชัดเจน *

1 2 3 4 5

ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

คุณเชื่อว่าสินค้าหรือบริการที่ขายบน E-commerce นั้นจะขายสินค้าเดียวกันในราคาที่ถูกกว่าช่องทางอื่นๆ *

1 2 3 4 5
ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

คุณไม่มั่นใจการซื้อสินค้าหรือบริการผ่าน E-commerce เพราะคุณไม่สามารถทดลองสินค้าก่อนจะซื้อได้ *

1 2 3 4 5
ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

คุณไม่มั่นใจการซื้อสินค้าหรือบริการผ่าน E-commerce เพราะคุณไม่สามารถรู้สึกหรือสัมผัสได้ถึงคุณภาพของสินค้า *

1 2 3 4 5
ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

คุณชอบการซื้อสินค้าหรือบริการผ่าน E-commerce เพราะมี Code ส่วนลด โปรโมชั่น และระบบสะสมแต้มเพื่อลดราคาสินค้า *

1 2 3 4 5
ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

การซื้อสินค้าหรือบริการผ่าน E-commerce มีความสะดวก มีสินค้าหลากหลายให้ซื้อได้ในที่เดียว *

1 2 3 4 5
 ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

คุณชอบซื้อสินค้าจาก website หรือ App ที่มีขั้นตอนการใช้งานง่ายและสะดวก *

1 2 3 4 5
 ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

คุณไม่สามารถตัดสินใจซื้อสินค้าผ่าน E-commerce ได้เพราะสินค้าบางชนิดมีคุณสมบัติ/ลักษณะ/สเปค ที่เฉพาะเจาะจง *

1 2 3 4 5
 ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

คุณเชื่อว่าการซื้อสินค้าหรือบริการผ่าน E-commerce เป็นช่องทางที่จะได้สินค้าที่มีราคาถูกที่สุด *

1 2 3 4 5
 ไม่เห็นด้วยที่สุด เห็นด้วยมากที่สุด

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คุณเชื่อว่าการซื้อสินค้าหรือบริการผ่าน E-commerce นั้นเป็นทางเลือกที่ดีที่สุด *

	1	2	3	4	5	
ไม่เห็นด้วยที่สุด	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	เห็นด้วยมากที่สุด

คุณมีความตั้งใจจะซื้อสินค้าหรือบริการผ่านช่องทาง E-commerce อีกครั้งภายใน 3 เดือน *

	1	2	3	4	5	
ไม่เห็นด้วยที่สุด	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	เห็นด้วยมากที่สุด

คุณจะแนะนำให้เพื่อน ญาติและคนรู้จักหันมาซื้อสินค้าผ่านช่องทาง E-commerce *

	1	2	3	4	5	
ไม่เห็นด้วยที่สุด	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	เห็นด้วยมากที่สุด

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ข้อมูลส่วนบุคคล**เพศ ***

- ชาย
- หญิง
- ไม่ต้องการระบุ

อายุ *

- 17-22 ปี
- 23-28 ปี
- 29-35 ปี
- 36-41 ปี
- มากกว่า 42 ปี

อาชีพ *

- นักเรียน/ นักศึกษา
- พนักงานบริษัทเอกชน
- ข้าราชการ/ เจ้าหน้าที่รัฐ
- Freelance
- เจ้าของธุรกิจ
- Other: _____

รายได้ต่อเดือน *

- ต่ำกว่า 15,000 บาท
- 15,000-25,000 บาท
- 25,001-35,000 บาท
- 35,001-50,000 บาท
- มากกว่า 50,000 บาท

ระดับการศึกษา *

- ต่ำกว่าระดับมัธยมปลาย/ ปวช/ ปวส
- มัธยมปลาย/ ปวช/ ปวส
- ปริญญาตรี
- ปริญญาโท
- ปริญญาเอก
- Other: _____

จังหวัดที่คุณอาศัยอยู่ *

Your answer

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Submit

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