

**FACTORS THAT INFLUENCE CONSUMERS TO PURCHASE
VIA AN E-COMMERCE PLATFORM**

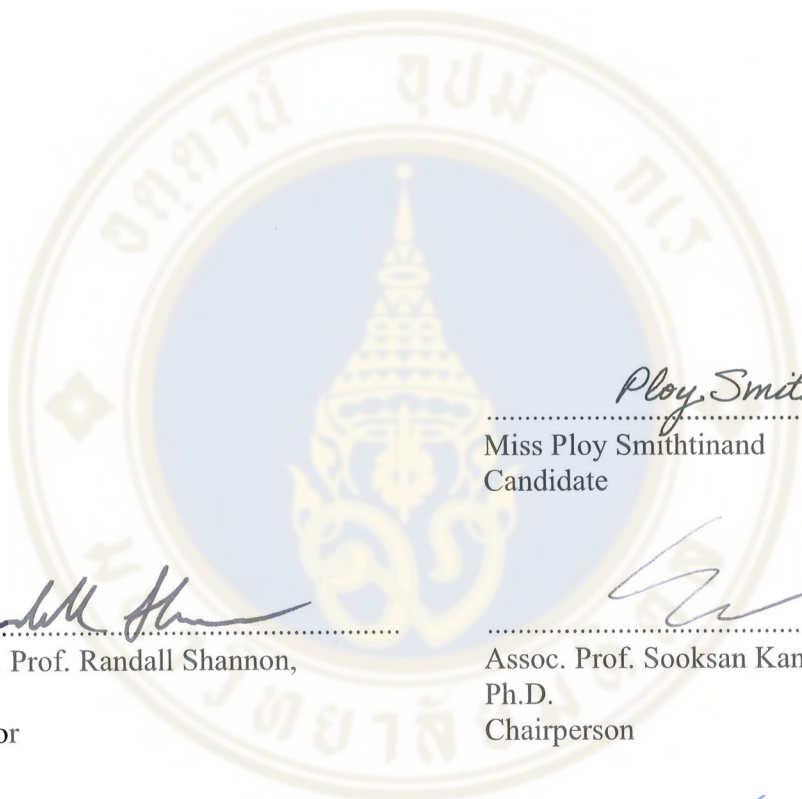


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**FACTORS THAT INFLUENCE CONSUMERS TO PURCHASE
VIA AN E-COMMERCE PLATFORM**

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M.M. (ENTREPRENEURSHIP MANAGEMENT)

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ABSTRACT

E-commerce platforms became an important tool for humans now a day. It helps people to do shopping with just a few clicks. The objective of this study is to identify factors that influence customers in choosing to purchase products on an e-commerce platform as well as to understand the unique selling point of the e-commerce platform. This study tends to use quantitative to collect the information via survey. There are 5 key variables in this paper which are Promotion, Price, User Experience, Word of mouth, and Convenient. Of these 5 variables, only 4 of them tend to have an impact on the e-commerce platform while the other one is not the main factor that impacts this research.

KEY WORDS: Promotion / Price / User Experience / Word of Mouth / Convenient

28 pages

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CHAPTER I

INTRODUCTION

It is undeniable that today, the e-commerce market is growing rapidly even after the pandemic. It is expected that by the end of 2022 the e-commerce market will actually have a total global market share of more than 21% and by end of 2025 it will reach up to 24.5% (STEP Academy, 2022). The e-commerce trend is shifting very fast due to the pandemic. Earlier before COVID-19, only 9% of consumers shopped via e-commerce. As for the present, the number arises to 63%, it is expected that in the future the number of e-commerce could potentially reach up to 86%.

In Thailand Shopee and Lazada is the biggest two key players which penetrate most of the e-commerce market. With the following of the smaller size e-commerce that is still developing to compete with the big players like Line Shopping and Shein is also started to become more popular for consumers these days. Another big player in the retail store market which has shifted its strategy to focus more on the e-commerce platform is Pomelo Fashion.

Most of the platforms are likely to be similar in terms of product, store, communication, and campaign period launch, as well as some of them, are the same in terms of promotions. Therefore, if we zoom out on the big picture of the e-commerce industry, it tends to be identical. There are a variety of choices for consumers to choose in shopping both online and offline stores. In this study, we are aiming to understand the factors that influence consumers to purchase via an e-commerce platform. Moreover, as there are many key players in the market this study would also lead us to an understanding of how consumers choose one platform over another.

1.1 Objectives

- a. To identify factors that influence customers in choosing to purchase products on an e-commerce platform
- b. To understand the unique selling point of the e-commerce platform



CHAPTER II

LITERATURE REVIEW

2.1 Promotion

When talking about e-commerce or online shopping, one of the very first things that come to mind is promotions. A lot of people purchase products online because of deals from sellers. Some deals are only applicable for online shoppers with a limited period of time like 3 hours and if it is really good deals, products are sold a lot. Promotion includes not only product discounts but also bundle deals (buy 2 get free gift, buy 3 get 10% off), discount codes, or discount vouchers from sellers. And a lot of consumers are motivated to buy products online by these kinds of promotions (Pudaruth, 2017). Providing promotion is a strategy to gain consumers to buy the products of sellers and some of it works while some do not. Even though it is a strategy, there are still a lot of consumers who purchase something just because of the promotion. Some think that the deals the seller offers, seem to be good deals and that is why they buy them (Jensen, 2017). Also, there is a study from Jadhav supporting this as well that promotion is also one of the factors motivating consumers to purchase products online. Referring to the Jadhav study, the find confirms the importance of promotion as the participants think that promotion is the 'best offer' during the interview (Jadhav, 2016).

2.2 User experience

The experience of consumers is becoming a more important driver for consumers' intention to buy from an online platform. The study by Saad Et al. supports this. In their study, the findings show that all three dimensions of platform quality have an impact on consumers' intention to buy on e-commerce. The platform quality consists of system quality, service quality, and information quality. Each of these dimensions is important and once it is combined together, it can predict the user experiences of the platform (Parker & Kuo, 2022). Since everybody lives in the digital world, consumers

can shop online anytime they wish, meaning that platform quality and the system are very important in terms of user experiences. Consumers consider the ease of purchasing products as the most important factor to purchase something online (Glińska & Ryciuk, 2018). In addition to this, there is a study supporting this as well. Dong mentioned that in their findings, the website system has a positive relationship with consumer trust which can link to the intention to buy. A good website system leads to positive shopping experiences (Dong, 2022).

2.3 Price

According to the purchase decision-making process, it cannot be denied that price is involved in the process. When consumers purchase something, they would look at the price and some of them compare the price from different platforms. Price becomes an important factor in the purchase decision-making process. The study from Pudaruth et al. mentions that price is a key predictor of purchasing behavior of consumers and that is important (Pudaruth, 2017). In addition to this, the price seems to be the most important factor as it is confirmed by the study from Jadhav. The study conducted the interview by asking participants about what makes them purchase goods online and the result shows that low price is the (Jadhav, 2016). The participants also mentioned that they did some comparisons between platforms and they would buy the cheapest ones. This means that platform that offers the cheapest or the best price wins. Price is very competitive in the online market yet it is still cheaper than in physical stores. Some people purchase goods online just for one reason - it is cheaper than supermarkets or stores (Jensen, 2022).

2.4 Word of mouth

Word of mouth can refer to an informal communication between non-partisan and the recipient of information about a brand, product, organization, or service that consumers will recommend to others regarding the positive qualities of the store, product, or service they have experienced. (Miswanto, 2018). Referring to word of mouth can be both positive and negative which relates to the trust and purchase decisions

of consumers. The study of Zeba also confirms the idea as well as it shows that word of mouth has a positive impact on online purchase intentions which is related to trust (Zeba, 2016). Because of the importance of WOM, it can be concluded that WOM is one of the factors influencing the intention to purchase by consumers. It is not only the purchase decision but also positive WOM that could lead to a good relationship between consumers and shops (Cheung, 2009).

2.5 Convenience

Online shopping convenience became a key driver for all shoppers which allows them to motivate themselves to shop online (Duarte, 2018). Also, online shopping is convenient for consumers in terms of timesaving (Parker, 2022). With traditional shopping tends to be more difficult in terms of the customer journey, more consumers decided to switch to online shopping instead due to convenience. Online shopping consumes less time, people are able to shop anywhere at any time. This reduces the barrier for consumers as well as for vendors (Bhagyasree, 2021). Time is important nowadays and purchasing online saves so much time for consumers and that is considered user convenience which is very important (Sharon, 2017). A lot of studies confirm the importance of convenience as a key driver of online shopping including the study from Kavitha. According to Kavitha's study, the result suggests that by ranking from highest to lowest, convenience is the top one followed by timesaving (Kavitha, 2017).

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methodology

In this study, the research method that will be adopted is the quantitative method to collect data in order to see which is the most impactful factor motivating consumers to purchase products from e-commerce platforms. The factors that will be analyzed are promotion, user experience, price, word of mouth, and convenience. The aim of this study is to collect data from 100 participants who pass the screen questions. The survey will be sent out in a form of an online survey. The participants for the study, are both male and female who are 18 - 45 years old. The participants must have experience purchasing products from e-commerce platforms at least once.

3.2 Quantitative Method

As the purpose of this study is to study the intention to purchase products from e-commerce platforms, the survey will be divided into 4 parts. The first part is screening questions to screen qualified participants. In this section, the question will be about their e-commerce experiences. Next is general questions. In this section, the questions will be about the behavior of participants over e-commerces such as frequency, the amount of money they usually spend purchasing products, and the category of the products. Third, specific questions relating to the variables of the study. For the third section, participants will be asked to provide the answers whether they agree with the statements or not and the scale will be from 1-4 where 1 strongly disagrees while 4 strongly disagrees. Lastly, demographic questions will be about gender, age, income, and occupation.

3.3 Potential Output

- To help an e-commerce company come up with better and more effective unique selling points for its own platform
- To help enable better and more effective communication for consumers
- To help the brand improve its platform to be more attractive to future potential customers



CHAPTER IV

FINDINGS AND RESULTS

This study used a quantitative method as a method to collect data. The online survey was sent to respondents and the total number of respondents participating in the online survey is 103 respondents. According to 103 respondents, there is only 1 respondent who does not pass the screening question which is related to e-commerce experiences. Apart from the unqualified answer, this study was able to collect 102 qualified respondents to analyze and identify the key factors that influence respondents to purchase from e-commerce.

4.1 Respondent Profile

The result of the respondent profile is analyzed by percentage. The total number of respondents is 102 and the demographic of them that is analyzed are gender, age group, occupation, and average monthly income. The details will be shown in the pie chart below.

Gender

From 102 respondents, the majority of respondents are female which gains over 78% of all genders. There are only 20% that is male respondents and just 1% of other genders.

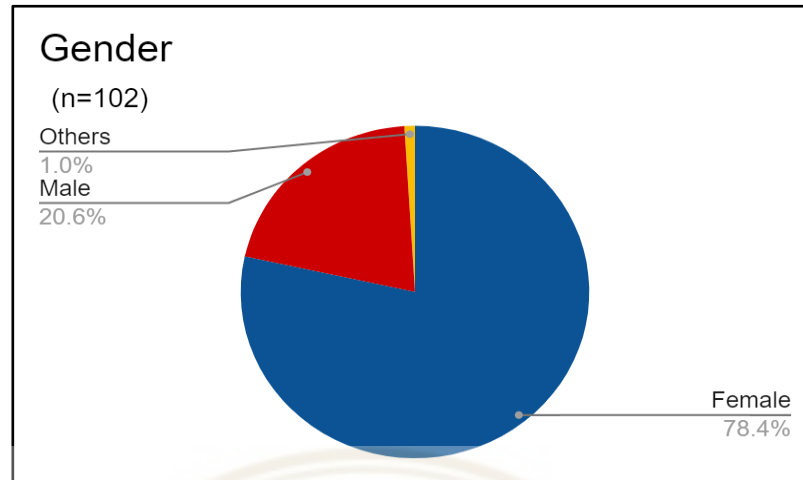


Figure 4.1 Percentage of respondents' gender

Age Group

According to the pie chart that shows the overall percentage of respondents' age group, it can be seen that respondents who are 26-30 years old are the majority of this study as the percentage is 45%. Next is 31-35 years old which accounts for 33% followed by 20-25 years old (10%), 26-40 years old (7.8%), and 41 and above (2.9%) respectively.

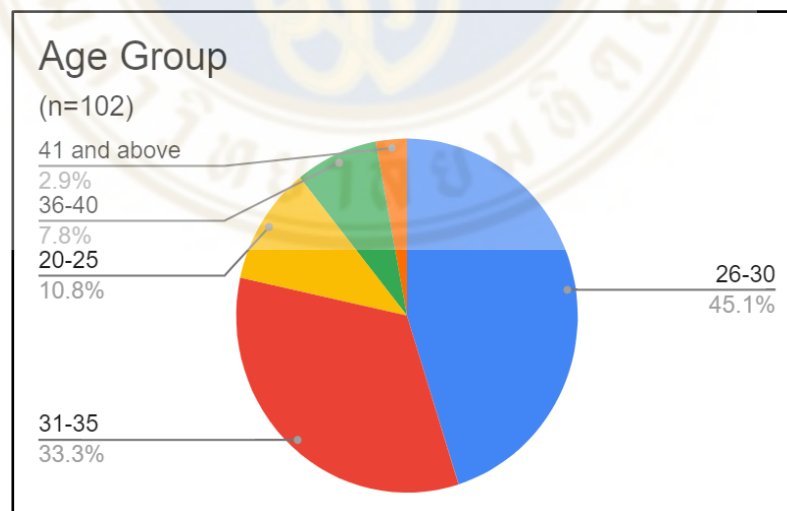


Figure 4.2 Percentage of respondents' age group

Occupation

According to the occupation of respondents, it is similar to gender in which over 73% of respondents are employees. Meanwhile, business owners and freelancers accounted for 23.5% and 2.9% respectively.

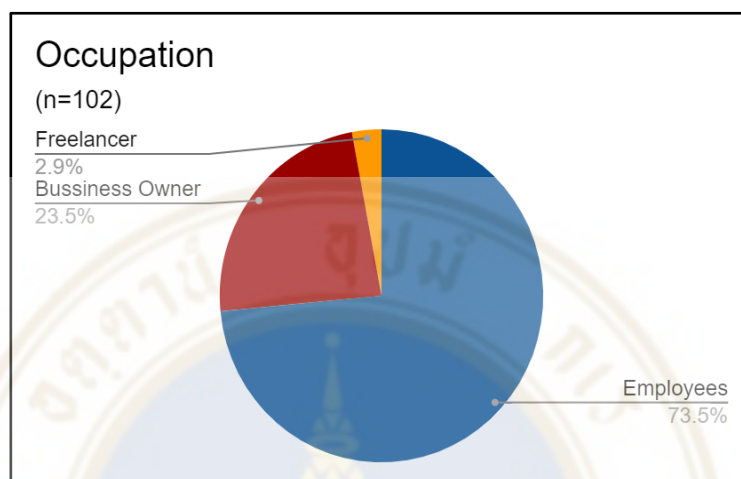


Figure 4.3 Percentage of respondents' occupation

Average Monthly Income

For the average monthly income, it can be seen that the majority of respondents make more than 50,000 THB a month. 50,001 and above accounts for 68.6% which is more than half. It is followed by average monthly income of 30,0001 - 40,000 (14.7%) and 40,0001 - 50,000 (9.8%) accordingly. On the other hand, the smallest average monthly income is below 30,000 which accounts for 6.9%.

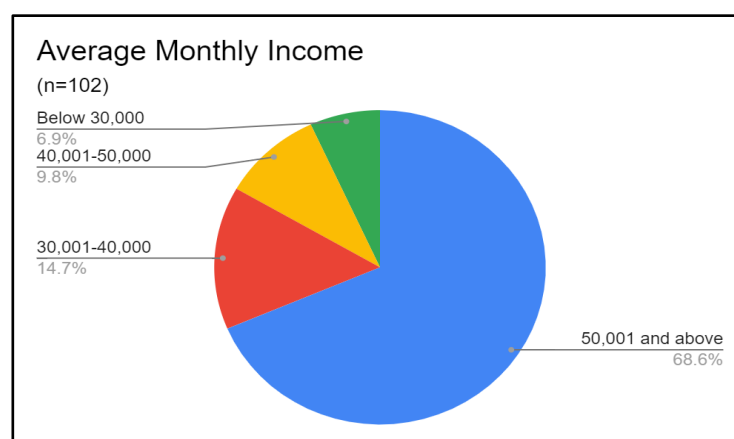


Figure 4.4 Percentage of respondents' average monthly income

4.2 Factors that influence consumers to purchase via an e-commerce platform

Nowadays, with the internet, our lives are getting better and more convenient. When one needs something, there is no need to go visit the physical store anymore but to buy it from the phone, laptop, or computer with the internet. Since e-commerce become another important tool in people's lives, there are factors that influence people to either purchase or not purchase from e-commerce platforms. The aim of this study is to identify factors that influence customers in choosing to purchase products on an e-commerce platform, the answers of respondents will be analyzed here in order to see which factor is the most influential factor and which one is the least influential one. According to the survey, the scale of the questions is from 1 to 4 where 1 strongly disagrees and 4 strongly agree, if the mean scores in the following session are either 3 or 4, they will be considered important. However, if they are 2 and below, they will be considered as something not affecting the intention to purchase from e-commerce of respondents.

Promotion

According to the bar chart in figure 4.5 below, the bar chart indicates the mean scores of promotion factors. Out of 4, all 4 of them get over 3 which as mentioned, will be considered as important. So for the promotion, the highest score is 3.7 followed by 3.6 and 3.4 respectively. The highest score is on '*Promotion related to the price set up is considered as an attractive promotion for me*' while the smallest one is '*Promotion is an important factor for my purchasing decision*'. However, from the result, the difference between the first and the second is not so significant as it is only 0.1 points different. Thus it means that respondents for this study think that promotion is an important factor for them to consider purchasing from e-commerce platforms.

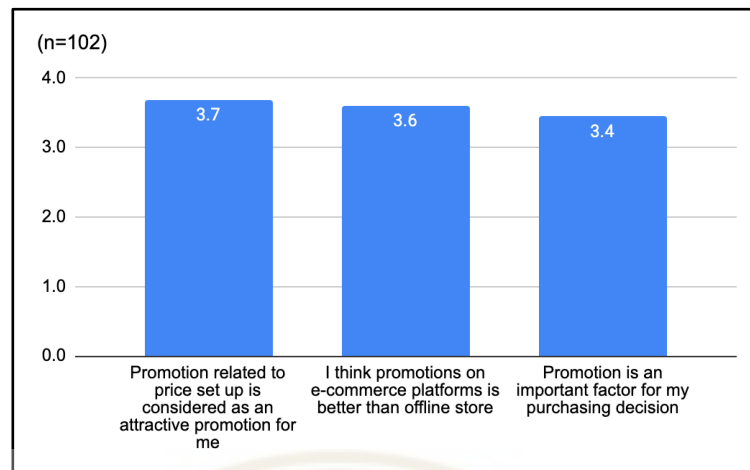


Figure 4.5 The mean scores of the promotion factor

User Experience

For user experience, the bar chart presents the overall mean score of respondents on the experiences on the interface of the e-commerce platforms. Similar to promotion, the mean scores are around 3 which can be considered as important. The highest score is on '*I prefer a platform that is less complexity in terms of usage*' which accounts for 3.4 while the lowest score is at 3.0 on '*E-commerce platform interface is very important for me when it comes to purchasing a product online.*' The medium score is 3.2 which is on the '*E-commerce platform that gives me lots of product recommendations gives me good experience in terms of usage*'. Thus, the respondents of this study also perceive user experience as an essential factor when they are purchasing products from E-commerce platforms.

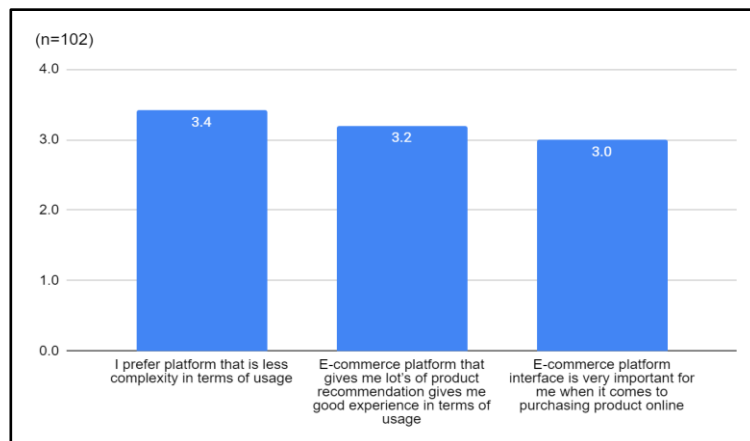


Figure 4.6 The mean scores of the user experience factor

Price

When it comes to price as from the bar chart that shows the mean scores of all statements under the price factor, the result is interesting. There is no significant difference among all statements, however, the mean scores are equal - 3.5. Each of the statements, *'Price is the most important factor for me when I do shopping.'*, *'Price from e-commerce is much cheaper than an offline store.'*, and *'E-commerce platforms offer various price ranges from different sellers for me to choose the best one.'* is 3.5 meaning that for the respondents of this study, price is important for them when they purchase products from E-commerce.

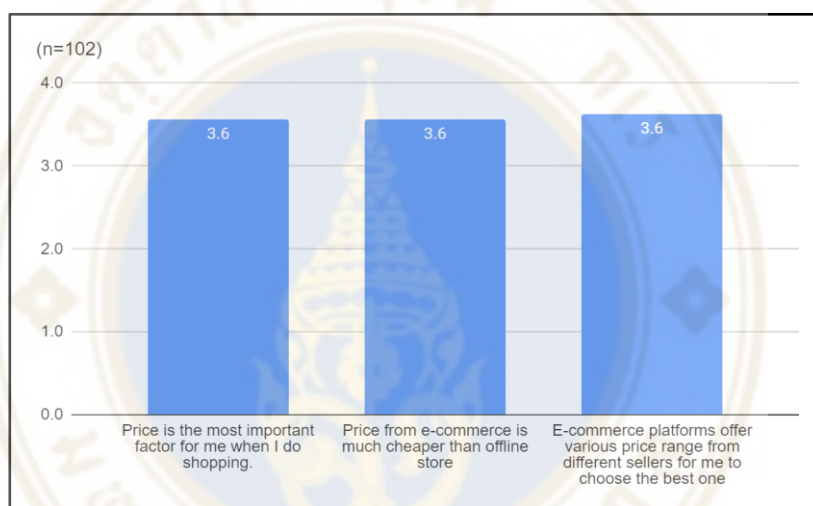


Figure 4.7 The mean scores of the price factor

Word of Mouth

Referring to the bar chart in figure 4.8 that is representing the mean scores of respondents' answers on the WOM factor, it can be seen that similar to price, the scores are the same at 3.5. As mentioned, since the scale in the online survey is from 1 to 4, and in this case, the mean scores are 3.5, it can be implied that WOM is important for respondents as well. All of the statements from *'Referrals and reviews are inevitably important to purchase the product.'*, *'Positive and authentic recommendation of products will make me purchase products from e-commerce.'*, and *'Word of mouth is important to me to make a decision to purchase.'* are on par. From the mean scores, it

means that the respondents perceive WOM as another important factor for their purchasing intention on E-Commerce platforms.

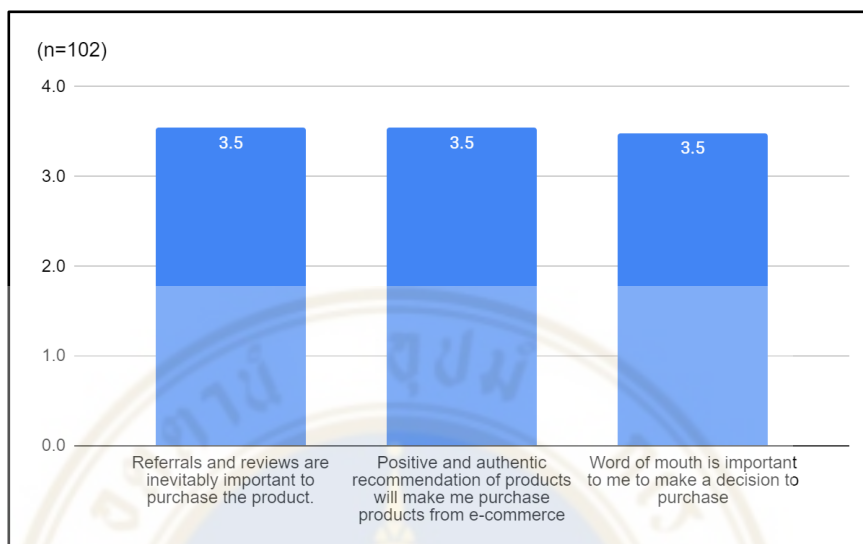


Figure 4.8 The mean scores of the word-of-mouth factor

Convenient

For convenience, there is a significant difference between the highest and the lowest mean scores. The highest mean score is 3.8 from *'I can purchase products from e-commerce anywhere without needing to go out.'* while the lowest mean score is 3.3 which is from *'E-commerce platforms provide various payment methods which I consider very important.'* The difference is 0.5 points. On the other hand, the second highest is 3.7 from *'Purchasing products from e-commerce helps me save time.'* when compared to the highest one, the difference is only 0.1 points. According to the bar chart, even though there is some difference among each statement, convenience is still considered an essential factor for the respondents as the mean scores are over 3. The respondents believe that when it comes to purchasing products from E-Commerce platforms, convenience is another factor that is influential for them.

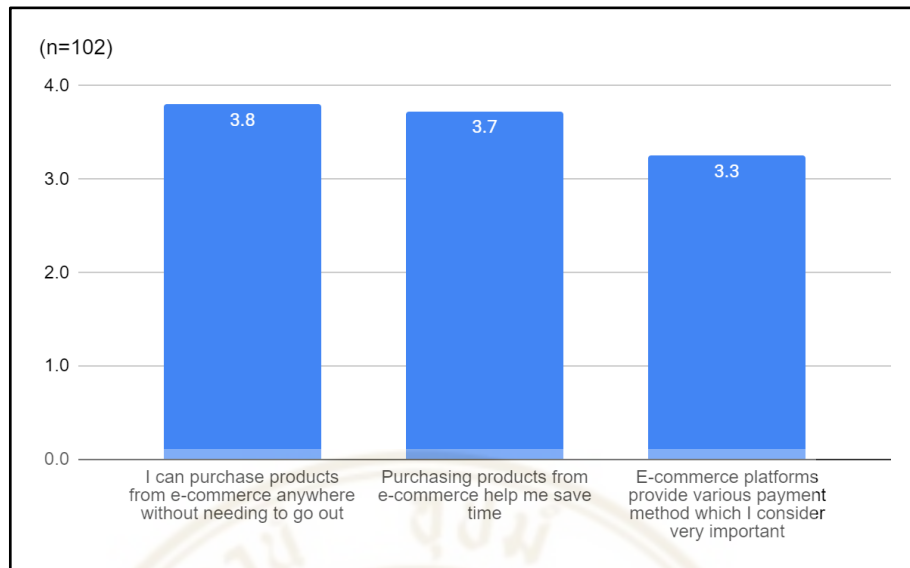


Figure 4.9 The mean scores of the convenience factor

Thus, when combining all factors together with a mean score of 3.5, it can be seen from the figure below that factors that have a mean score below 3.5 are considered unimportant factors for participants for this study. Out of 5 factors, there are 4 important factors that have an impact on the intention to purchase via an e-commerce platform - promotion, price, convenience, and WOM. On the other hand, user experience is considered an unimportant factor for participants who participated in this study.

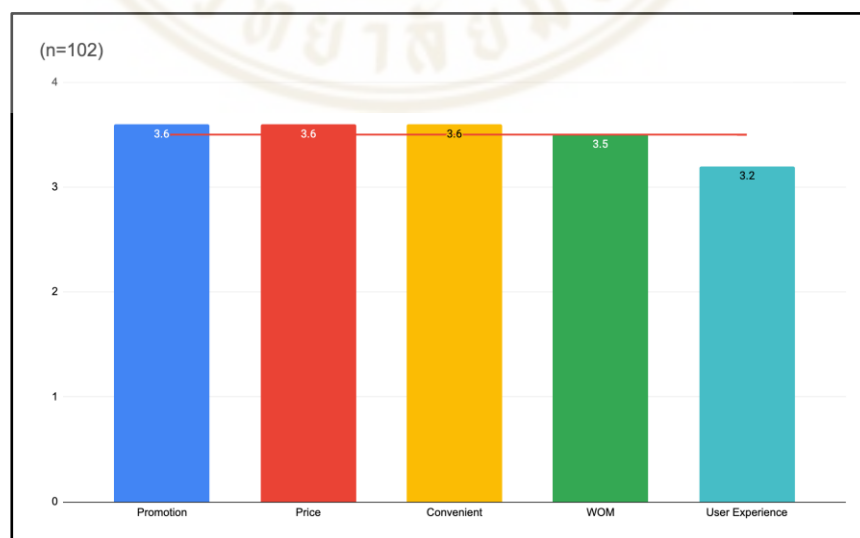


Figure 4.10 The mean scores of all statements ranking from high to low

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

The aim of this study is to identify the factors that influence customers in choosing to purchase products on an e-commerce platform. In order to achieve the main objective, an online survey is conducted to collect data from respondents. This chapter, it will begin with the conclusion from the results and findings then the recommendations. The final section will discuss the limitation that is found in this study.

5.1 Conclusion

According to the result of this study, actually all of the factors are important for the respondents - promotion, user experience, price, word of mouth, and convenience. From the online survey that has been sent out, the researcher was able to collect 103 responses with 102 qualified responses. For the demographic of the respondents who answered the online survey, the result shows that the majority of respondents are female which accounts for 78.4% and the rest are male at 20.6%, and others 1%. As for the age group, the majority is 26-30 years old (45.1%) followed by 31-35 years old (33.3%), 20-25 years old (10.8%), 36-40 years old (7.8%), and 40 and above (2.9%) respectively. Meanwhile, when it comes to occupation, over 70% of respondents are employees and 23% are business owners. Only 2.9% are freelancers. For the income, it is interesting to see that the highest percentage goes to 50,0001 and above which accounts for 68.6% while below 30,000 accounts for 6.9%. The average income of 30,0001-40,000 and 40,001 - 50,000 is 14.7% and 9.8% respectively.

For the factors, for this study, 4 out of 5 factors - promotion, price, WOM, and convenience matter. These 4 factors are essential. Promotion, price, and convenience are equally important as they get a mean score of 3.6 followed by WOM (mean score of 3.5). According to figure 4.6, User Experience tends to have the lowest

score among the others. Therefore, we can conclude that user experience is not an important factor that leads people to purchase on the e-commerce platform.

5.2 Recommendation

According to the conclusion this recommendation would lead the e-commerce platform business owner and respective stakeholders to increase the opportunity for success. Therefore, the recommendation would be separated into five different parts which are Promotion, User Experience, Price, Word of mouth, and Convenient.

Promotion

E-commerce platforms should come up with promotions that attract customers in terms worth the pay. An example is buying 1 get 1 or 20% discount if purchasing 3 items etc. The promotion should not be too directly with the price point but somehow should be something that encourages customers to buy more and feel like it's worth paying. This is to help maintain it's platform branding and continue to keep the platform sustainable.

User Experience

The user experience is also an important factor for customers therefore the platform should keep its design simple but creative for customers to use. The customer journey step is easy enough starting from the searching for the products up until the checkout process. A less complex platform would lead to a higher user experience therefore the platform should continue to optimize and do the AB testing regularly to be able to achieve this part.

Price

E-commerce has a massive price range for each product, as well as, the customer is enabled to find and select the price of their choice. To keep this standard, therefore, the platform should maintain its relationship with brands and sellers as well as offer a win-win solution for both parties. An example is offering lower fees if brand sellers are able to set up a discount price of xx %.

Word of mouth

Platform can create a campaign to increase its awareness in word of mouth. A good campaign can be micro to mid-tier influencer platform review. The platform together with the brand and seller can connect to create a co-campaign such as getting influencers to review the product and purchasing channel. This would be beneficial for all parties which could lead to having a higher WOM towards the platform.

Convenient

It ranks highest among the other factor; therefore, customers choose to purchase in e-commerce because it is convenient, therefore the platform should maintain its platform stability by ensuring that the platform is not easily crashed during the day. As well as keep updating the new payment method regularly for better customer choices of payment selection. Lastly, consider having a faster delivery period such as same-day delivery or delivery within an hour to better help with the customer's convenient mindset towards the platform.

5.3 Limitation

In this paper we found some limitations with timing which allowed us to collect only 100 sample sizes which 78% are female. Secondly, most of the sample size has an average income of 50,001 and above. Lastly, 73% of the sample size are an employee, if we could reduce the limitation with the timing we would be able to collect more sample sizes from more variety of average income and equal gender amount.

5.4 Future Study

For the benefit of future studies therefore we should collect more sample sizes with which include higher respondents from males. Alongside we could also collect sample sizes with varieties of occupations and income ranges to help get a deeper insight into the studies as well as a result from different kinds of people. Lastly, conducting an interview would help in able to get an insight in terms of many points of view rather than just a few-question survey.

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Appendix A: Survey Questions

Section 1: Screening Question

1. คุณเคยซื้อของผ่านช่องทางออนไลน์หรือไม่

Have you ever purchased products from e-commerce platforms?

เคย Yes (continue question 2) ไม่เคย No (End of Survey)

Section 2: General Questions

1. ใน 1 เดือน คุณซื้อสินค้าผ่านช่องทางออนไลน์กี่ครั้ง

How many times have you purchased products from e-commerce platform in 1 month?

น้อยกว่า 1 ครั้ง (less than 1 time)

1-2 ครั้ง (1-2 times)

3-4 ครั้ง (3-4 times)

มากกว่า 4 ครั้ง (more than 4 times)

2. คุณเลือกซื้อสินค้าจาก e-commerce ไหนมากที่สุด

Which e-commerce do you shop most?

Shopee

Lazada

Tiktok

JD Central

Section 3: Specific Questions

Promotion

Questionnaires	Strongly disagree	Disagree	Agree	Strongly agree
	1	2	3	4
1. โปรโมชั่นที่เกี่ยวกับเรื่องราคาเป็นโปรโมชั่นที่น่าสนใจสำหรับฉัน (Promotion related to price set up is considered as an attractive promotion for me)				
2. ฉันคิดว่าโปรโมชั่นในอีคอมเมิร์ซดีกว่าหน้าร้านทั่วไป (I think promotions on e-commerce platforms is better than offline store.)				
3. โปรโมชั่นเป็นปัจจัยที่สำคัญสำหรับฉันในการตัดสินใจซื้อสินค้า (Promotion is an important factor for my purchasing decision.)				

User Experience

Questionnaires	Strongly disagree	Disagree	Agree	Strongly agree
	1	2	3	4
1. หน้าตาแพลตฟอร์มมีส่วนสำคัญสำหรับฉันเวลาเลือกซื้อสินค้าออนไลน์ (E-commerce platform interface is very important for me when it comes to purchasing product online.)				
2. ฉันชอบอีคอมเมิร์ซที่สามารถใช้งานได้ง่าย ไม่ซับซ้อน (I prefer platform that is less complexity in terms of usage.)				
3. แพลตฟอร์มที่มีการแนะนำเรื่องสินค้าได้ตรงใจฉันทำให้ฉันรู้สึก มีประสบการณ์การใช้งานที่ดี (E-commerce platform that gives me lot's of product recommendation gives me good experience in terms of usage)				

Price

Questionnaires	Strongly disagree	Disagree	Agree	Strongly agree
	1	2	3	4
1. ราคาเป็นปัจจัยที่สำคัญที่สุดสำหรับฉันในการซื้อของ (Price is the most important factor for me when I do shopping.)				
2. ราคาในช่องทางอีคอมเมิร์ซมีราคาถูกกว่าหน้าร้านเป็นอย่างมาก (Price from e-commerce is much cheaper than offline store.)				
3. สินค้าในอีคอมเมิร์ซมีราคาหลากหลายให้เลือกจากหลายร้านค้าซึ่งทำให้ฉันสามารถเลือกราคาที่ดีที่สุดได้ (E-commerce platforms offer various price range from different sellers for me to choose the best one.)				

Word Of Mouth

Questionnaires	Strongly disagree	Disagree	Agree	Strongly agree
	1	2	3	4
1. รีวิวหรือการบอกต่อเป็นสิ่งสำคัญในการซื้อสินค้า (Referrals and reviews are inevitably important to purchase the product.)				
2. การแนะนำสินค้าที่ดีจะส่งผลให้ฉันซื้อสินค้าผ่านช่องทางอีคอมเมิร์ซ (Positive and authentic recommendation of products will make me purchase products from e-commerce.)				
3. การบอกต่อเป็นปัจจัยสำคัญในการตัดสินใจเลือกซื้อสินค้า (Word of mouth is important to me to make a decision to purchase.)				

Convenient

Questionnaires	Strongly disagree	Disagree	Agree	Strongly agree
	1	2	3	4
1. E-commerce มีช่องทางการชำระเงินที่หลากหลายให้เลือกและฉันมองว่ามันเป็นสิ่งที่สำคัญ (E-commerce platforms provide various payment method which I consider very important.)				
2. การซื้อของใน e-commerce ช่วย给我节省时间 Purchasing products from e-commerce help me save time				
3. ฉันสามารถซื้อสินค้าจาก e-commerce ที่ไหนก็ได้โดยไม่ต้องออกไปข้างนอก I can purchase products from e-commerce anywhere without needing to go out				

Section 4: Demographic

1. โปรดระบุเพศของคุณ

Please identify you gender

Male

Female

Others

2. โปรดระบุอายุของคุณ

How old are you?

20-25

26-30

31-35

36-40

41 and above

3. กรุณาระบุอาชีพของคุณ

What is your occupation?

Employee

Business Owner

Freelancer

Others

4. คุณมีรายได้เฉลี่ยต่อเดือนเท่าไร?

What is your average monthly income?

Below 30,000

31,000-40,000

41,000-50,000

50,001 above

