THE ATTRACTIVENESS OF BUYING HEALTHCARE PRODUCTS AND MEDICAL EQUIPMENT ONLINE—THE PERSPECTIVE OF THAI PEOPLE WHO LIVE IN BANGKOK

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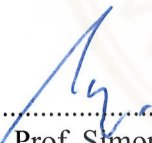MAHIDOL UNIVERSITY
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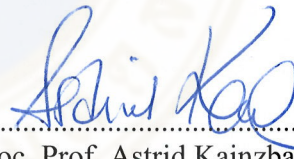for the degree of Master of Management
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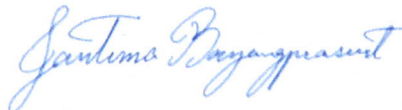
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ABSTRACT

Currently, an aging society has become a significant and common market trend globally. People pay more attention to their health, try to avoid harmful behaviors, and stay in healthy lifestyle. In addition, we are in the digital era and shopping online become important part of our daily life. As the need for older consumers increases on the market, this paper will focus the Awareness's customer in buying health care products and medical equipment online. Hence, to support this growth potential matter, it is essential that many businesses probably develop and prepare their firm both in strategy and marketing for healthy products to support the need of these customer segments like the elderly population. This paper has four main objectives including determine the satisfaction level in purchasing online, identify the factors that influence the repurchase intentions, analyze the perceived risk degree in buying online, and see the impacts of celebrity endorsement on repurchasing intention of Thai people who live in Bangkok.

This paper ultilized quantitative method in research. It collected 200 respondents who live in Bangkok, age over 20 years old, and ever purchased healthcare products and medical equipments via online. Survey was completed by online data collection. The data result have shown that most respondents are female, age 21-30 years old, private employee, and monthly income at 15,001 or lower. After interpret data by using SPSS, T-Test analysis was shown that the education levels have significant difference meaning on Online Shopping Satisfaction and Repurchse Intention. Meanwhile, there is no significant meaning in Perceived Risk. However, celebrity endorsement still influence if they are medical expertise. People who hold master's degree and higher tend to use online shopping because it allow them to buy product 24 hours more than people who hold bachelor's degree and lower. Moreover, people who hold bachelor's degree and lower tend to repeat purchase if there is seasonal packaging on product and provide a competitive price.

KEY WORDS: Healthcare products and medical equipments / Online shopping / Aging society trend / Customer purchasing behavior
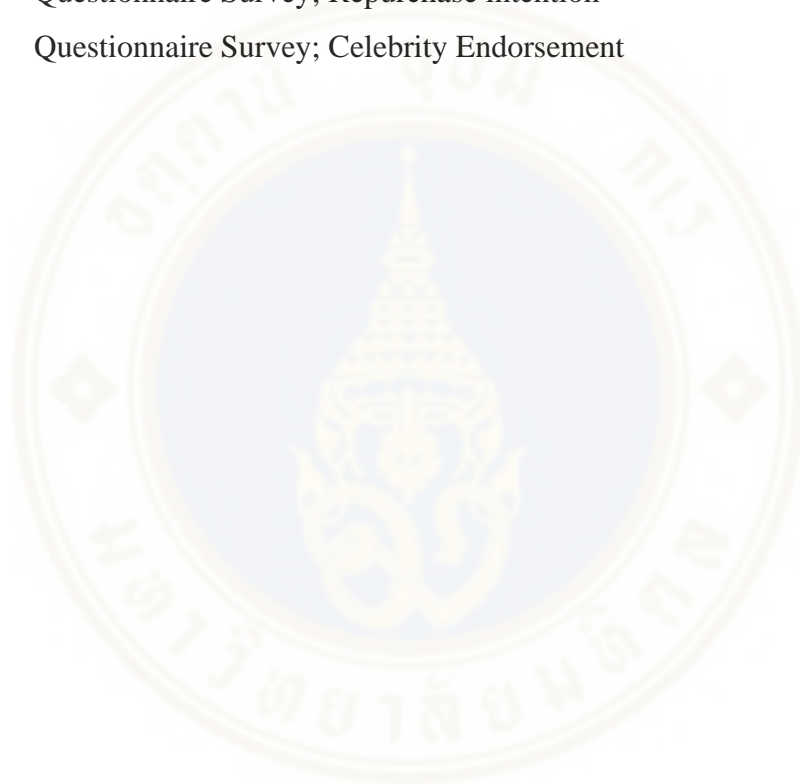
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CHAPTER I

INTRODUCTION

In recent years, an aging society has become a significant and common market trend globally. The size and proportion of the elderly population are growing in every country (WHO, 2022). As the global population ages, several nations anticipate an increase in the number of senior residents (Ha & Hoang, 2019). For instance, the world's oldest population is found in Monaco, where 36 percent of the population is above 65 (Statista, 2022). In contrast, 22 percent of Germany's population will be over 65 in 2022 (Statista, 2022).

The World's Aging Societies
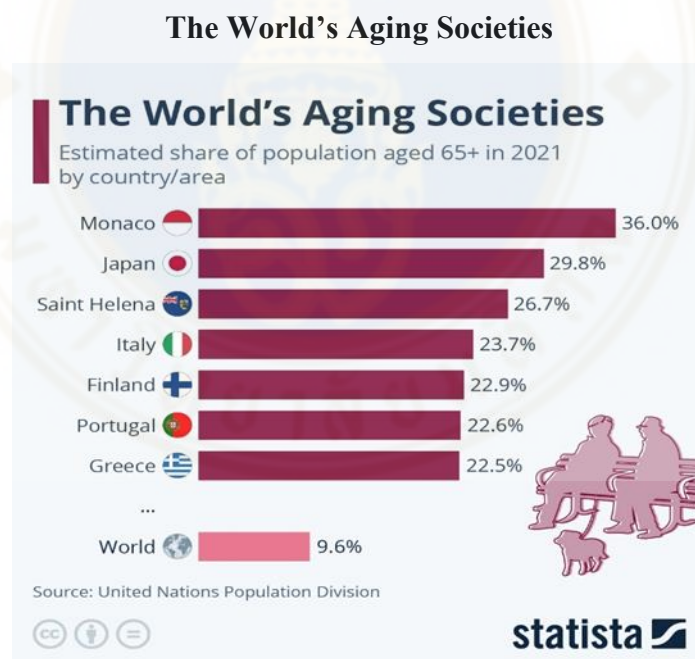
Figure 1.1 The World's Aging Societies (Statista, 2022)

We are entering an aging society where people pay more attention to their health and try to avoid harmful behaviors. Individuals have an effect on their own health by leading unhealthy lifestyles, such as eating poorly, drinking excessive amounts of alcohol, smoking, and not practicing proper sleep hygiene (Phdessay, 2022). Those may

be harmful to their health. Faced with this problem, people try to find a solution and change their behavior into a healthy lifestyle, such as eating healthy food, exercising, and having regular health checkups. From a market perspective, there are two primary businesses that are seeing substantial growth from the rising proportion of older people in the population, namely the health and wellness industry and the online shopping industry. As the need for older consumers increases on the market, this paper will focus the Awareness's customer in buying health care products and medical equipment online.

Health and Wellness Market Size Worldwide 2022
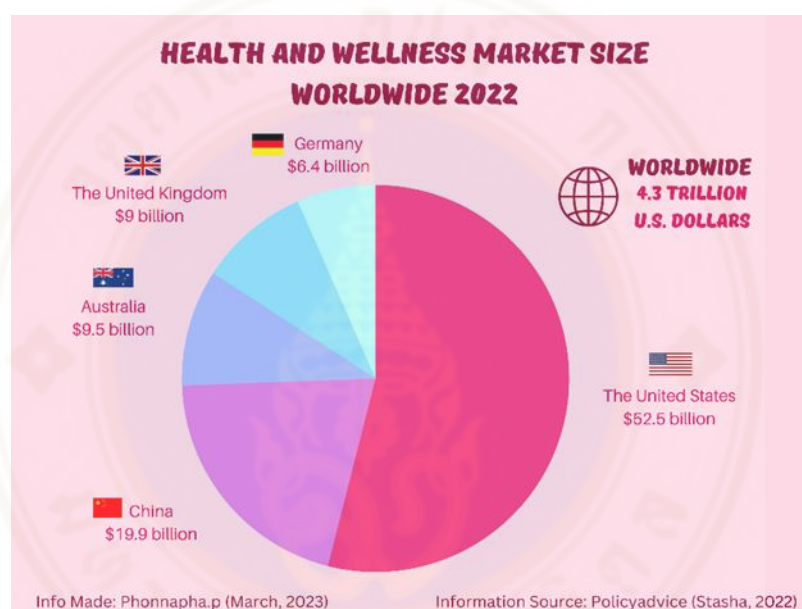
Figure 1.2 Health and Wellness Market Size Worldwide 2022 (Stasha, 2022)

Referring to Figure 1.2, the worldwide health and wellness market is estimated at over 4.3 trillion U.S. dollars, rising to approximately 7 trillion by 2025 (Gough, 2023). This market is growing across Asia and Europe. In 2022, it is worth $52.5 billion in the U.S., $19.9 billion in China, $9.5 billion in Australia, $9 billion and $6.4 billion in U.K. and Germany (Stasha, 2022). The U.S. has the highest market size, followed by China, Australia, U.K., and Germany, respectively. For Thailand, it was estimated at 29 billion U.S. dollars and has been growing in Thailand since 2017, when it was 5–7% of the GDP (Global Wellness Institute, 2022). According to the overall government expenditures in Thailand in 2021, healthcare items and medical equipments cost around 28.2 billion Thai baht (Statista, 2022). Healthcare is fifth in terms of

government expenditures (Statista, 2022). This amount could show how much customer demand has grown in Thailand. In addition, healthcare is one of Thailand's industries that is fastest growing and is expected to be an important part of the country's economy (Koh, 2019). This seems to be a good sign for the growing trend of living a healthy life. Hence, to support this growth potential matter, it is essential that many businesses probably develop and prepare their firm both in strategy and marketing for healthy products to support the need of these customer segments like the elderly population.

Retail E-Commerce Revenue 2022

Figure 1.3 E-Commerce Revenue 2022 (Statista, 2022)

The online shopping market is expanding rapidly all over the world. As seen in Figure 1.3, Asia had the biggest overall retail e-commerce sales in 2022, with over 2 trillion US dollars. The Americas earned the second-highest revenue, estimated at over $1,100 billion, while African e-commerce revenue was the lowest in the world, totaling approximately $44 billion. (Statista, 2022). Asia has the most e-Commerce income at over two trillion US dollars. This may reflect a general market trend toward consumers shifting their buying habits to favor online venues, particularly in Asia. Thailand's e-commerce market is one of the fastest growing in Southeast Asia (Satista, 2023). Even though there is a lot of competition on the Thai e-commerce market, businesses continue

showing evidence of success and expanding their online shopping platforms, demonstrating the ability to maintain and develop their customer bases. People are now able to purchase things 24 hours a day, seven days a week, because of the rise in internet shopping. For businesses to meet customer expectations and grow their customer base, they needed to use online shopping platforms to sell their products to customers as one of their primary distribution channels.

Referring to above paragraph, worldwide are facing the rise of aging society included Thailand. There is an increasing customer demand for health support products for the population who is getting older, especially in Health Care Products and Medical Equipment. In addition, the online market trend has been expanding continuously every year, particularly in the Thai market. Therefore, this thematic paper aims to explore and research in terms of the Attractiveness Of Buying Healthcare Products And Medical Equipment Online—The Perspective Of Thai People Who Live In Bangkok. Hence, the current research aims to answer the following four research questions and objectives.

1.1 Research Questions

There are consist of four research questions. Firstly, what factors affect buying decisions in online stores of Thai people who live in Bangkok? Secondly, what factors influence Thai people who live in Bangkok's decision toward buying Health Care Products and Medical Equipment in an online store? Next, what the perceived risk that Thai people who live in Bangkok have in the context of purchasing online? Lastly, how do Thai people in Bangkok respond to Health Care Products and Medical Equipment backed by a celebrity?

1.2 Research Objectives

This thematic paper has four main objectives. First, to determine the satisfaction level in purchasing online of Thai people who live in Bangkok. Second, to identify the factors that influence the repurchase intentions of Thai people who live in Bangkok toward buying healthcare products and medical equipment online. Third, to analyze the perceived risk degree in buying online for Thai people who live in Bangkok.

Last, to see the impacts of celebrity endorsement on repurchasing intention of Thai people who live in Bangkok.

CHAPTER II
LITERATURE REVIEW

This chapter will discuss the literature research related to this study topic, including healthcare products and medical equipments (2.1), online shopping satisfaction (2.2), repurchase intention (2.3), perceived risk (2.4), celebrity endorsement (2.5), and conceptual framework (2.6) as following.

2.1 Health Care Products and Medical Equipments

Healthcare Products are products used in people's lives that have specific benefits such as regulating the functions of the human body, promoting health, and being non-ingestible products (Lawinsider, 2023). Healthcare products considered as products under the primary category drug, medical devices, and family planning products and it also under the business category "Healthcare Products and Medicine (Lawinsider, 2023).

Medical Equipments are items that provided by a medical expert for using in home care or treatment (Lawinsider, 2023). For example, durable medical equipment (DME) comprises things like oxygen equipment and supplies, wheelchairs, walkers, motorized mattress systems, crutches, diabetic supplies, speech-producing devices, IV infusion pumps, nebulizers, hospital beds that a provider orders for use at home, as well as other things (Lawinsider, 2023).

2.1.1 Each Product's Definition and Market Growth

This research is examining the following products and market growth, including adult diapers, dietary supplement products, walking sticks, and wheelchairs, especially in the Thai market.

Adult diapers, also known as adult nappies, are underwear worn by adults to urinate or defecate without using a toilet (IMARC Group, 2022). Adults with medical

conditions such as urinary incontinence, reduced mobility, severe diarrhea, or dementia may need diapers (Definitions.net, 2023). They come in a variety of types, including traditional child diapers, underpants, and sanitary napkin-like pads (Definitions.net, 2023).

Market Growth of Adult diaper in Thailand

Made: Phonnapha.p (April, 2023)

VALUE OF VITAMIN AND SUPPLEMENT MARKET IN THAILAND FROM 2015 TO 2019

■ in billion Thai baht

Information Source: Statista, 2023.
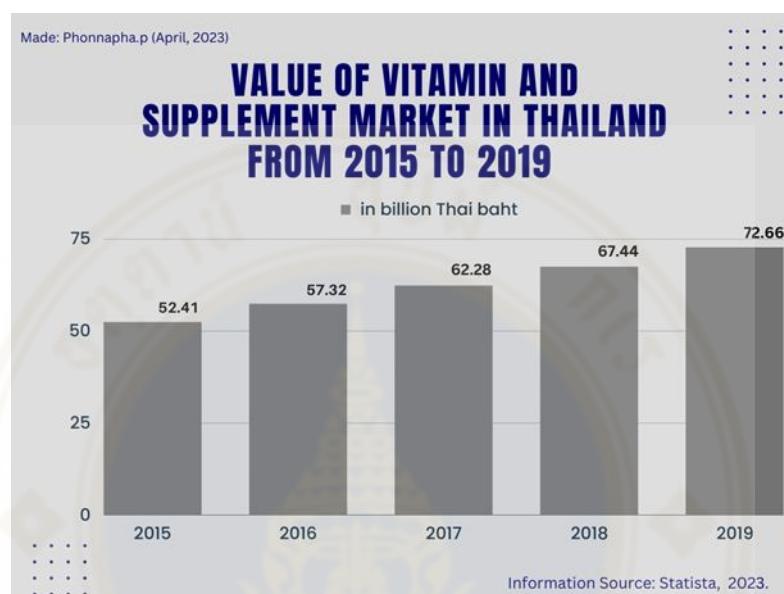
Figure 2.1 Adult diapers Market Growth Thailand (Ken Research, 2014)

From figure 2.1, the market growth of adult diaper industry in Thailand has showcased a double-digit CAGR of 11.4% over the years 2008-2013 (Ken Research, 2014). This segment has historically grown at a higher rate than the baby diaper market and will continue to be higher in future years as well (Ken Research, 2014). This segment is also expected to grow at a CAGR of 12.2% for the period 2013-2018 (Ken Research, 2014).

Value of Vitamin and Supplement Market in Thailand From 2015-2019
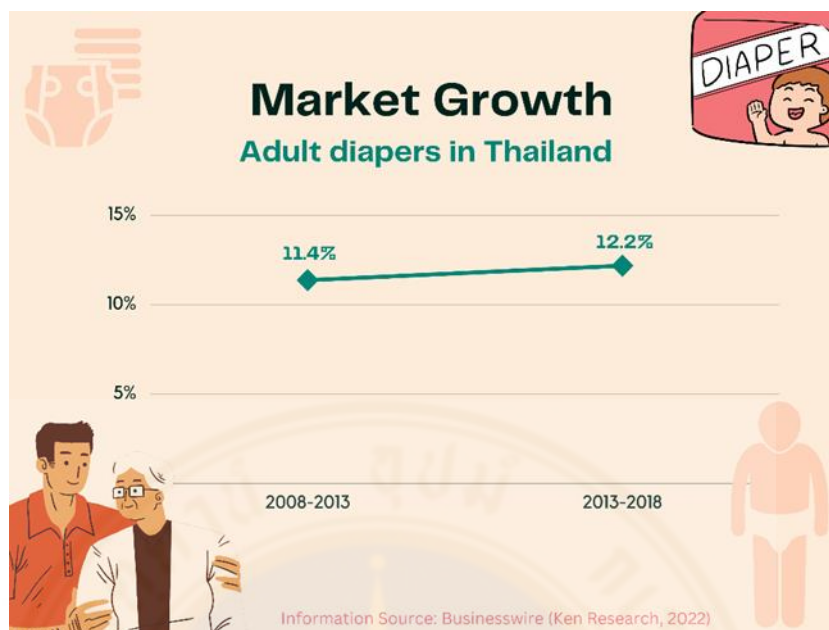
Figure 2.2 Vitamin and Supplements market in Thailand From 2015-2019 (Statista, 2023)

A dietary supplement is any vitamin, mineral, herbal remedy, or other ingested preparation given to the diet to promote good health (Gurley, 2021). Thai consumers continue to invest in their health by adopting vitamins and nutritional supplements as they become more informed about how to stay healthy (Statista, 2023). From Figure 2.2, vitamin and supplement market in Thailand was continuely increased since 2015 and was estimated at 72.66 billion Thai baht in 2019 which is the highest value (Statista, 2023).

A walking stick is a long wooden stick which a person can lean on while walking (Collins, 2023). For the first time since 2014, the Thai walking sticks market climbed by 9.8% in 2021, breaking a six-year downward trend (Indexbox, 2023). Overall, consumption still shows a significant expansion. Walking sticks imports into Thailand increased by 22% in 2021 compared to the previous year. Imports increased significantly during the period under consideration (Indexbox, 2023). The growth rate appeared to be the fastest in 2015 when imports increased by 118% over the previous year (Indexbox, 2023).

The Thai wheelchair market fell by -0.5% in 2021, falling for the third year in a row after two years of growth (Indexbox, 2022). Overall, consumption was reduced slightly. The market's growth rate remained somewhat lower. Anyway, Wheelchair imports rose by 11% in 2021 after two years of decrease (Indexbox, 2022). Imports increased significantly throughout the period under consideration. The year with the highest growth rate was 2015 with a 141% increase from the prior year (Indexbox, 2022).
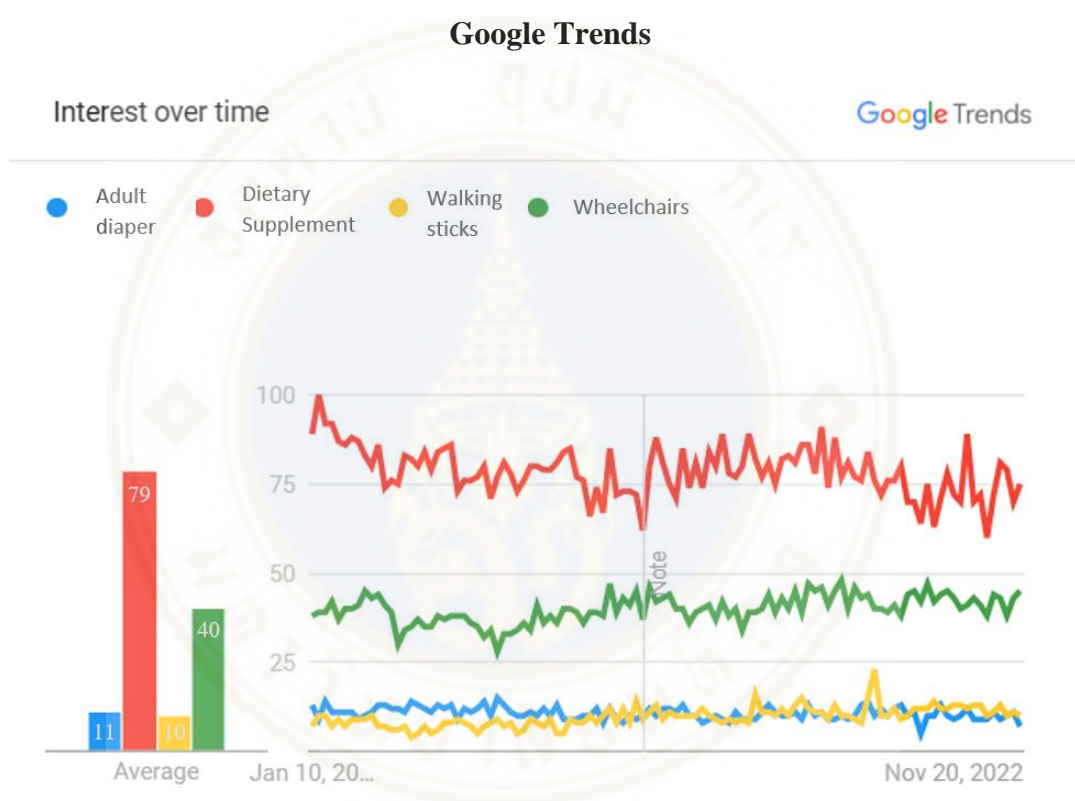
Figure 2.3 Thailand's Interest over time for adult diaper, dietary supplement, walking sticks, and wheelchairs in 2021-2023 (Google trend, 2023).

Referring to Figure 2.3, it appears to show the search trend in the past three years in 2021-2023, especially on health care products and medical equipment. For example, dietary supplement has a total of searching 79 results which is the highest score among these product groups. The second rank score has 40 results in Google searching for wheelchairs, followed by adult diapers, and walking sticks at 11 and 10 results (Google Trend, 2023). This information could be a significant meaning that

dietary supplements which are considered health care products, and wheelchairs which are considered medical equipment, get the most attractiveness in the Thai market nowadays.

2.2 Online shopping satisfaction

According to Folorunso and Dan (2015), "satisfaction is a judgement of enjoyable degree of consumption related fulfilment including levels of under-fulfilment or over-fulfilment" (Arnould et al., 2015). Dubé and Morgan (1998) distinguish between encounter and process satisfaction (Hosany et al., 2020). Process satisfaction defines the consumer's experience during the purchase transaction, whereas encounter satisfaction covers the interactions between the customer and the online provider (Hosany et al., 2020). Trust, emotional emotions, and perceived value are the most influential factors in online shopping pleasure (Karim, 2013).

2.3 Perceived risk

Bauer (1960) was the first to use the term "perceived risk" in consumer behavior studies. It is described as a consumer's sense of risk and negative repercussions of engaging in a purchasing activity, and it is viewed as an antecedent that has a negative impact on the consumer's buying choice. When consumers perceive a high level of danger, they are less likely to acquire a product. Perceived risk has been examined before, and it's usually thought of as a multi-dimensional entity (Durmus et al., 2017)

2.4 Repurchase intention.

Repurchase intention is also known as "repeated purchase". Chen Mingliang (2002) proposed in his research that re-purchase intention means that customers wish and tend to maintain a trading relationship with suppliers (Lin et al., 2022). Harrison (2001) considered it as the intensity of actual repurchasing behavior (Harrison, 2001). Customers with a stronger re-purchase intention will be more likely to buy the same

thing. The relationship between such behavior and intention is in essence the relation between behavior and consciousness. In a sense, therefore, the re-purchasing behavior depends on the re-purchase intention, and it can be promoted by studying the influencing factors of this intention (Lin et al., 2022).

2.5 Celebrity endorsement

A celebrity is defined as a person who is well-known by the public and regarded as a role model for society due to his or her professional ability or beauty (Freire et al., 2018). Celebrities have the ability to arouse consumers' desires, hopes, and dreams (Singh et al., 2020). Besides that, celebrities can boosts sales and brand recognition (Vinikas, 2022).

2.6 Conceptual Framework
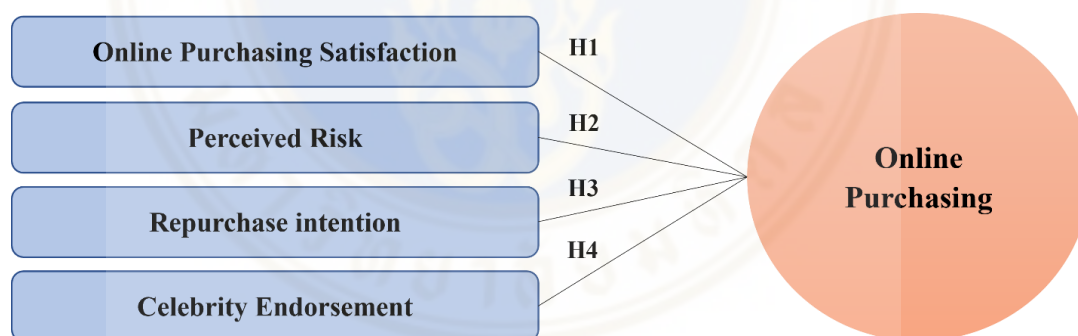
Figure 2.4 Conceptual Framework

There are four factors in this study, namely Online Purchasing Satisfaction, Perceived Risk, Repurchase Intention, and Celebrity Endorsement. This study tests the causal relationship between Online Purchasing Satisfaction, Perceived Rsk, Repurchase Intention, and Celebrity Endorsement that it impacts on online purchasing decision, especially Healthcare Products and Medical Equipments.

CHAPTER III

RESEARCH METHODOLOGY

This chapter will outline the research methodology in collecting data for analysis, including the sampling plan (3.1) and quantitative method (3.2) as follows.

3.1 Sampling Plan

The majority of the questions are designed to obtain an analysis of the Attractiveness Of Buying Healthcare Products And Medical Equipment Online—The Perspective Of Thai People Who Live In Bangkok. Therefore, the study employs quantitative methods in order to obtain the information that will make the most sense for this research project. Furthermore, the sample are Thai nationals who live in Bangkok. Each respondent require an experience in purchasing health support products through any online shopping platforms such as the brand's official online shopping website, Shopee, and Lazada. In addition, all respondents have aged over 20 years old. The study collects the samples via an online channel: Google Form. Before moving onto the quantitative section, we would screen the respondents to capture the right suitable targets that we filter out who have not reached 20 years old yet and those who live outside Bangkok. We also would not opt for consumers who have not shopped through online platforms before. After completing the screening section, we allow respondents to review the main quantitative questionnaire.

3.2 Quantitative Method

The outcome of this research would help the businesses to identify which factors impact the consumers most so that they can come up with marketing strategic solutions and methods to create a better experience in Healthcare Products and Medical Equipments online purchase. From performing a literature review, a quantitative

questionnaire comes up with 4 sections: screening questions, general questions, main questions, and demographic questions. The first section is the screening questions comprising two questions. The purpose of this section is to distinguish the targeted sample from overall respondents. The second section covers general question with a total of 4 questions. This section is used to understand customer behavior in shopping for healthcare products and medical equipment online. The Third section is the main questionnaire with 15 questions which reflects each variable (keywords), including Online Purchasing Satisfaction, Perceived Risk, Repurchase Intention, and Celebrity Endorsement. The last section is demographic questions which collects personal information of each respondent to understand how a difference in gender, status, age, occupation, education, and monthly income impact the Attractiveness Of Buying Healthcare Products And Medical Equipment Online—The Perspective Of Thai People Who Live In Bangkok. Health Care Products and Medical Equipment online purchase.

Online purchasing satisfactions are determined by the types of satisfaction; online shopping enables one to find product information convenience, safe and secure, reasonable price, and takes less time (Zhang, 2019). The Perceived Risk questions are determined by the type of risks; financial risk, delivery risk, product risk, and time risk (Bhasin, 2018). The Repurchase intention is "the subjective probability that a customer or experienced customers will continue to purchase a product from the same online seller" or "buying product and services again from same company" (Trivedi & Yadav, 2020). To determine by the type of repurchase factors; seasonal products, price, promotion, and membership (Survio, 2023). Celebrity endorsement is collected in terms of a strategy involving celebrities leveraging their fame and influence to help promote a brand or product such as personality, favorite, trustworthy celebrity endorsement (Khan et al., 2019). Brand was remembered by celebrity endorsement (Sivesan, 2013) and trust in celebrities' endorsers rather than influencer endorsers (Schouten et al., 2019). The study employs descriptive statistics to analyze the frequency and descriptive information; inferential statistics such as T-test, ANOVA, and Regression analysis to compare means and analyze causal relationships among factors.

CHAPTER IV
FINDINGS

After collecting data from the questionnaire, the total responses are 236. Anyway, there were only 200 respondses thatwere usable after data cleaning and screening questions. This chapter will discuss the result of collecting data, including Frequencies (4.1) and T-Test (4.2) as follows.

4.1 Frequencies Analysis

4.1.1 Gender

Gender				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	161	80.5	80.5	80.5
	Male	39	19.5	19.5	100.0
	Total	200	100.0	100.0	

Figure 4.1 Gender

According to the total respondents in the quantitative survey, 161 are female (80.5%) and 39 are male (19.5%). This survey contains approximately 200 respondents, and most respondents are female.

4.1.2 Age

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 21–30 years old	94	47.0	47.0	47.0
31–40 years old	48	24.0	24.0	71.0
41–50 years old	45	22.5	22.5	93.5
More than 50 years old	13	6.5	6.5	100.0
Total	200	100.0	100.0	

Figure 4.2 Age

In terms of age range, 94 are 21-30 years old (47%), 48 are 31-40 years old (24%), 45 are 41-50 years old (22%), and 13 are more than 50 years old (6.5%). This significant percentage indicates that the survey had the most middle- or working-age respondents who were most likely to have purchasing power.

4.1.3 Education

Education				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bachelor degree and lower	138	69.0	69.0	69.0
Master degree and higher	62	31.0	31.0	100.0
Total	200	100.0	100.0	

Figure 4.3 Education

Regarding the education frequency, we merge the college, high school and bachelor's degree levels into a single variable named "bachelor's degree and lower"; the frequency in this variable is 138 (69%). Furthermore, we merge the education level between master's degree and doctoral degree level into a single variable named "master's degree and higher"; this variable is counted as 62 (31%). This may assume that most respondents for this research are bachelor and master degrees which was estimated at 69%. As a result, they tend to have the purchasing power to buy healthcare products and medical equipments. Therefore, this target group will be useful for research.

4.1.4 Occupation

Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full time student	36	18.0	18.0	18.0
	Public servant	25	12.5	12.5	30.5
	Private enterprise	88	44.0	44.0	74.5
	Self–employed	43	21.5	21.5	96.0
	Unemployed	2	1.0	1.0	97.0
	Retired	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

Figure 4.4 Occupation

From Figure 4.4, there are four main occupations that have the highest percentage from the total number of respondents such as 44% is private enterprise, 21.5% is self-employed, 18% is full time student, and 12.5% is public servant. Most participants are employees which has the highest amount at 44% or 88 out of 200 people.

4.1.5 Income

Monthly Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15,000 baht or less than	125	62.5	62.5	62.5
	35,001 to 55,000 baht	41	20.5	20.5	83.0
	More than 55,000 baht	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

Figure 4.5 Monthly Income

The Frequency of the income table is separated into three groups. The first and the biggest group is 125 respondents, approximately 62.5% who have monthly income at 15,001 or lower. Next group is 41 respondents, at 20.5%, who have a monthly income of 35,001- 55,000 baht. The last group has 34 respondents, 17% have a monthly income of more than 55,000 baht. This survey includes a high-potential client with monthly income over 35,001 baht and an approximately 75 (37.5%).

4.1.6 Product type

Producttype Frequencies

		Responses N	Responses Percent	Percent of Cases
Product type[a]	P1 Dietary supplements	183	53.2%	91.5%
	P2 Wheelchair	18	5.2%	9.0%
	P3 Adult diapers	43	12.5%	21.5%
	P4 Walking sticks	21	6.1%	10.5%
	P5 Health Pillows	79	23.0%	39.5%
Total		344	100.0%	172.0%

a. Dichotomy group tabulated at value 1.

Figure 4.6 Product Type

The table above shows the frequency of product types that the most respondents preferred and utilized. Each respondent is permitted to select multiple responses for this question. Therefore, the total number of responses is 344 amounts. Dietary supplements are the most popular product type that customers buy online, which is estimated 53.2%. Health pillows (23%), ault diapers (12.5%), and walking sticks (6.1%), respectively.

4.1.7 Online shopping platform

Onlineplatform Frequencies

		Responses N	Responses Percent	Percent of Cases
Online Shopping Platforms[a]	OS1 Brand Website	123	26.0%	61.5%
	OS2 Shopee	143	30.2%	71.5%
	OS3 Lazada	92	19.5%	46.0%
	OS4 Line	39	8.2%	19.5%
	OS5 Pharmacy	76	16.1%	38.0%
Total		473	100.0%	236.5%

a. Dichotomy group tabulated at value 1.

Figure 4.7 Online Shopping Platforms

Figure 4.7 illustrates the frequency test of online shopping, Shopee is the most popular platform that customers use (30.2% or 143 out of 473 answers). Following by brand website (26% or 123 out of 473 answers), Lazada (19.5% or 92 out of 473 answers), pharmacy online store (16.1% or 76 out of 473 answers), and Line (8% or 39 out of 473 answers). This statistic could mean that Shopee, brand websites, Lazada and pharmacy online stores are the most preferred online shopping platforms that customers consider using. In addition, Shopee and brand website have target audiences who interested in healthcare products and medical equipment more than other platforms, respectively.

4.2 T-Test Analysis

Using T-Test to analyze the differences of people's education level between bachelor's degree and lower and master's degree and higher in how it results by four key factors: online purchasing satisfaction, perceived risk, repurchase intention, and celebrity endorsement as following.

4.2.1 Online Purchasing Satisfaction

There are two table below including Group Statistics and Independent Samples Test Table that can use to interpret significant meaning.

Group Statistics

	Education	N	Mean	Std. Deviation	Std. Error Mean
SH1. I think online shopping enables me to find product information convenience.	Bachelor degree and lower	138	4.66	.634	.054
	Master degree and higher	62	4.65	.704	.089
SH2. When I shop online, I feel safe and secure while shopping online.	Bachelor degree and lower	138	3.97	.871	.074
	Master degree and higher	62	4.05	.931	.118
SH3. I can buy the products anytime 24 hours a day while shopping online.	Bachelor degree and lower	138	4.74	.488	.042
	Master degree and higher	62	4.82	.463	.059
SH4. I got reasonable price because shopping online allows me easy to compare product and price.	Bachelor degree and lower	138	4.57	.672	.057
	Master degree and higher	62	4.45	.843	.107

Independent Samples Test

		Levene's Test for Equality of Variances		t-test fr			
						Significance	
		F	Sig.	t	df	One-Sided p	Two-Sided p
SH1. I think online shopping enables me to find product information convenience.	Equal variances assumed	.137	.712	.142	198	.444	.887
	Equal variances not assumed			.137	107.211	.446	.892
SH2. When I shop online, I feel safe and secure while shopping online.	Equal variances assumed	.897	.345	-.569	198	.285	.570
	Equal variances not assumed			-.555	110.773	.290	.580
SH3. I can buy the products anytime 24 hours a day while shopping online.	Equal variances assumed	4.080	.045	-1.137	198	.129	.257
	Equal variances not assumed			-1.160	123.493	.124	.248
SH4. I got reasonable price because shopping online allows me easy to compare product and price.	Equal variances assumed	2.594	.109	1.019	198	.155	.309
	Equal variances not assumed			.936	97.295	.176	.352

Figure 4.8 Online Shopping Satisfaction

From Figure 4.8, **SH3** (I can buy the products anytime 24 hours a day while shopping online) got Levene's Test Sig.=.045, t=1.160, and t-test Sig.(2-tailed) =.248. As Levene's Test Sig. lower than <0.05. Thus, it has significant difference between the two educational levels. Master's degree and higher ($\bar{X}$=4.82) has a higher mean than bachelor's degree and lower ($\bar{X}$=4.74). This may show that people who are in the master's degree and higher feel satisfy in shopping online more than bachelor's degree and lower because it allow them to shop 24 hours . The difference may indicate that higher educated people have less concern and a more positive attitude toward online shopping than lower educated people.

4.2.2 Repurchase Intention

We can use Group Statistics and Independent Samples Test Table to interpret significant meaning as following.

Group Statistics

	Education	N	Mean	Std. Deviation	Std. Error Mean
RP8. I like to repeat purchases, if product package is changed or made into a seasonal gift set, such as a Mother's Day gift set and a New Year's gift set.	Bachelor degree and lower	138	3.38	1.197	.102
	Master degree and higher	62	3.32	1.545	.196
RP9. I will repeat my order if the product price is cheaper than another platform.	Bachelor degree and lower	138	4.57	.683	.058
	Master degree and higher	62	4.37	1.059	.135
RP10. I feel repurchasing the same products from the same place allows me to get the best promotion in buying.	Bachelor degree and lower	138	4.09	.970	.083
	Master degree and higher	62	3.89	1.088	.138
RP11. I always repurchase from the same place because I am a membership of them.	Bachelor degree and lower	138	4.26	.874	.074
	Master degree and higher	62	4.08	1.106	.140

Independent Samples Test

		Levene's Test for Equality of Variances					t-test for
						Significance	
		F	Sig.	t	df	One-Sided p	Two-Sided p
RP8. I like to repeat purchases, if product package is changed or made into a seasonal gift set, such as a Mother's Day gift set and a New Year's gift set.	Equal variances assumed	14.115	<.001	.270	198	.394	.788
	Equal variances not assumed			.245	95.286	.403	.807
RP9. I will repeat my order if the product price is cheaper than another platform.	Equal variances assumed	6.312	.013	1.554	198	.061	.122
	Equal variances not assumed			1.325	84.595	.094	.189
RP10. I feel repurchasing the same products from the same place allows me to get the best promotion in buying.	Equal variances assumed	2.918	.089	1.297	198	.098	.196
	Equal variances not assumed			1.242	106.327	.109	.217
RP11. I always repurchase from the same place because I am a membership of them.	Equal variances assumed	2.441	.120	1.239	198	.108	.217
	Equal variances not assumed			1.134	96.638	.130	.260

Figure 4.9 Repurchase Intention

From Figure 4.9, RP8 (repeat order when there is seasonal packaging) and RP9 (repeat order if price lower than other platforms). RP8 (Levene's Test Sig.=<.001; t=.270; t-test Sig.(2-tailed) =.788) and RP9 (Levene's Test Sig.=<.013; t=.1.554; t-test Sig.(2-tailed) =.122). Referring to Levene's Test Sig. of RP8 and RP9, it has a significant difference between the two educational levels. Bachelor's degree and lower

(`X=3.38) has a higher mean than master's degree and higher (`X=3.32). This may indicate that customers who hold a bachelor's degree and lower prefer to repurchase a goods when there is seasonal gift and cheapest price.

4.2.3 Celebrity Endorsement

There are two table below including Group Statistics and Independent Samples Test that can use to interpret significant meaning.

Group Statistics						
	Education	N	Mean	Std. Deviation	Std. Error Mean
CL12. I bought this health support products because I like the personality of the brand presenter.	Bachelor degree and lower	138	3.33	1.268	.108
	Master degree and higher	62	3.11	1.356	.172
CL13. I bought this health support because it endorsed by my favorite celebrity.	Bachelor degree and lower	138	3.52	1.314	.112
	Master degree and higher	62	3.24	1.501	.191
CL14. I bought this health support because it endorsed by trustworthy celebrity.	Bachelor degree and lower	138	3.77	1.062	.090
	Master degree and higher	62	3.60	1.348	.171
CL15. I remember the brand name of product by celebrity.	Bachelor degree and lower	138	3.67	1.134	.097
	Master degree and higher	62	3.58	1.275	.162

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for		Significance	
		F	Sig.	t	df	One-Sided p	Two-Sided p
CL12. I bought this health support products because I like the personality of the brand presenter.	Equal variances assumed	.680	.410	1.076	198	.142	.283
	Equal variances not assumed			1.049	110.725	.148	.297
CL13. I bought this health support because it endorsed by my favorite celebrity.	Equal variances assumed	2.136	.145	1.332	198	.092	.184
	Equal variances not assumed			1.266	104.709	.104	.208
CL14. I bought this health support because it endorsed by trustworthy celebrity.	Equal variances assumed	9.489	.002	.968	198	.167	.334
	Equal variances not assumed			.885	96.416	.189	.378
CL15. I remember the brand name of product by celebrity.	Equal variances assumed	1.308	.254	.517	198	.303	.606
	Equal variances not assumed			.495	106.164	.311	.622

Figure 4.10 Celebrity Endorsement

From Figure 4.10, CL4 which is product endorsed by trustworthy celebrity like doctor and medical expertise. CL4 (Levene's Test Sig.=.002; t=.968; t-test Sig.(2-tailed) =.334). As Levene's Test Sig. lower than <0.05. Thus, it has significant difference between the two educational levels. In addition, the mean score was 3.60 (Master's degree and higher) and 3.77 (Bachelor degree and lower). If comparison the

mean score, it seems people who hold bachelor's degree and lower tend to more purchase healthcare product and medical equipment that endorsed by trustworthy celebrity than master's degree and higher.

CHAPTER V
CONCLUSION AND DISCUSSION

Referring to all findings, this research can explain hypotheses such as Online Purchasing Satisfaction (5.1) , Perceived Risk (5.2), Repurchase Intention (5.3), and Celebrity endorsement (5.4) as following.

5.1 Online Purchasing Satisfaction

Regarding the T-Test analysis from Figure 4.8, it results on the relationship between online shopping satisfaction and education level. Data indicates that people who hold master's degree and higher. They have a higher satisfaction level for online shopping than people who hold lower eudcation degree. Satisfaction can be associated with feelings of acceptance, happiness, relief, excitement, and delight (Haaften, 2023). In addition, consumers' opinions and time-saving are the most important motivating factor for online shopping (Karim, 2013). In this research, we found that people who hold master's degree and higher tend to have short time in shopping then it lead them feel preferred to use online shopping because it allows them to purchase goods 24 hours and save time.

5.2 Perceived Risk

According to the results, this subject has no significant score. People understand and accept the risk when they are shopping online. For example, people can accept late shipments if they pay by cash on delivery. In addition, people use online shopping platforms as middlemen to provide support in case of conflicts between merchants and customers. Therefore, it will be discussed that Perceived Risk have little influence on online purchasing decisions.

5.3 Repurchase Intention

According to the difference of education level, data result that people who hold a bachelor's degree and lower prefer to repurchase a goods when there is seasonal gift and cheapest price than people who hold marter's degree and higher. In addition, the most important factor for this customer group is a reasonable price and lower price than other platforms. Moreover, creating package design followed by seasonal packages such as mother's and father's days. This kind of action can contribute to traffic to the official platforms and also increase the number of repeating orders from customers.

5.4 Celebrity Endorsement

In the past, many businesses promote their brand via TV and posters in public by using influencer or celebrity who is reputation and popular in society at that moment. Currently, we are in the digital era that people can access what they want to know. We found that celebrity endorsement does not influence online purchasing decisions as before. People can reach information on internet such as product's review and see that celebrities does not real using products that they advertised. This lead decrease the trustworthiness in celebrities. However, medical expertise still have high trustowthy in consumer for healthcare products and medical equipment, especially in online purchasing. If healthcare business want to use celebrity to promote their brand, medical expertise like as doctor might be the best option in consideration.

In conclusion, the findings indicate that convenient, safe & secure, and time-saving impact making decisions to purchase product online. On the other hand, most consumers are concerned about Perceived Risk when they purchase healthcare products and medical equipments online. Therefore, stakeholders may need to pay attention to improving Online Shopping Satisfaction, Perceived Risk, Repurchase Intention, and Celebrity Endorsement to study the attractiveness of people especially those who live in Bangkok and have an experience in purchasing healthcare products and medical equipments. After doing the survey, we found significant data and interesting points such as T-Test analysis.

T-Test analysis to analyze the difference of people's education level between bachelor's degree and lower and master's degree and higher. Data result that

Online Shopping Satisfaction and Repurchase Intention have significant differences between two educational levels. For example, people who hold master's degree and higher have a more positive attitude toward online. In addition, people like gathering product information, comparing prices, and paying attention to online opinions before purchasing. There is no difference in Perceived Risk and Celebrity Endorsement among the differences in education levels in buying healthcare products and medical equipment online.

Our research findings have practical implications for online shopping platforms, retailers, suppliers, and manufacturers who are interested to explore "The key Attractiveness Of Buying Healthcare Products And Medical Equipment Online—The Perspective Of Thai People Who Live In Bangkok." The findings in T-Test analysis show that the customer who hold master's degree and higher prefer to shop online because it allow them to buy products 24 hours.

In addition, people tend to pay attention on product's review before making purchase decision. Therefore, if product category related healthcare products and medical equipments' re businesses want to communicate and reach to consumer, especially in customer groups of master's degree and higher. They should create a review column or area to increase customer trustworthiness to buy healthcare products and equipments online.

Moreover, creating seasonal gifts and focusing on competitive price can help to boost sales because it can attract customer to repeat their purchase on your product, especially in people who hold bachelor's degree and lower. If businesses want to promote brand by using celebrity endorsement, medical expertise is the best solution for consideration in dealing to make trustworthy in consumer on product.

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APPENDICES

Appendix A: Quantitative questionnaire

The key attractiveness factors of Thai people who live in Bangkok consider buying Health Care Products and Medical Equipment online.

<u>**Section 1: Screening information:**</u>

1.1 Are you older than 20 years old, Thai nationality, live in Bangkok?

- Yes, continue.
- No, end this survey.

1.2 Have you ever purchased a health support product from an online marketplace?

- Yes, continue.
- No, end this survey.

<u>**Section 2: General question:**</u>

2.1 Which kind of health support products did you have ever purchased or recently purchased? (Can be multiple answers)

- Dietary supplements
- Wheelchairs
- Adult diapers
- Walking sticks
- Other _____

2.2 Which online shopping platform that you use for purchasing health support products? (Can be multiple answers)

- Brand's official website
- Shopee
- Lazada
- Line
- Pharmacy Online Shop
- Other _____

2.3 How often do you buy health support products via the online marketplace?

- 1-2 times per month

- 3-4 times per month

- More than 5 times per month

2.4 How often do you use discount codes or discount coupons?

- Always

- Often

- Sometimes

- Rarely

- Never

Section 3: Main questionnaires

Please read through the following questions and rate how you either agree or disagree by using the scale that we provide. (1= Strongly disagree, 2=disagree ,3=average ,4=agree and 5=Strongly agree)

3.1 Online Purchasing Satisfaction

Table A Questionnaire Survey; Online Purchasing Satisfaction

Questions	1	2	3	4	5
I think online shopping enables me to find product information convenience.					
When I shop online, I feel safe and secure while shopping online					
I can buy the products anytime 24 hours a day while shopping online.					
I got reasonable price because shopping online allows me easy to compare product and price.					

3.2 Perceived Risk

Table B Questionnaire Survey; Perceived Risk

Questions	1	2	3	4	5
I don't feel safe buying online products.					
I am concerned about delayed shipments.					
I have ever received damaged products and need to send them back for replacement.					

3.3 Repurchase Intention

Table C Questionnaire Survey; Repurchase intention

Questions	1	2	3	4	5
I like to repeat purchases, if product package is changed or made into a seasonal gift set, such as a Mother's Day gift set and a New Year's gift set.					
I will repeat my order if the product price is cheaper than another platform.					
I feel repurchasing the same products from the same place allows me to get the best promotion in buying.					
I always repurchase from the same place because I am a membership of them.					

3.4 Celebrity Endorsement

Table D Questionnaire Survey; Celebrity Endorsement

Questions	1	2	3	4	5
I bought this health support products because I like the personality of the brand presenter.					
I bought this health support because it endorsed by my favorite celebrity.					

Questions	1	2	3	4	5
I bought this health support because it endorsed by trustworthy celebrity.					
I remember the brand name of product by celebrity. endorsement.					

Section 4: Demographic Questions

4.1 Gender

- Male
- Female

4.2 Age

- 20 to 25 years
- 26 to 35 years
- 36 to 45 years
- 46 to 55 years
- More than 55 years

4.3 Status

- Single
- Married

4.4 Monthly Income

- 15,000 baht or less than
- 15,001 to 35,000 baht
- 35,001 to 55,000 baht
- more than 55,000

4.5 Highest Education

- Bachelor's degree and Lower
- Master's degree and higher

4.6 What is your occupation?

- Full time student
- Public servant
- Private enterprise

- Self-employed
- Unemployed
- Retired
- Others, please specify_____