FACTORS INFLUENCING THAI GEN Z CONSUMER PERCEPTION TOWARDS ADOPTING ONLINE SHOPPING ON SOCIAL MEDIA PLATFORMS

TANAKORN VARANYAWATANA

A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2023

Thematic paper
entitled
**FACTORS INFLUENCING THAI GEN Z CONSUMER PERCEPETION
TOWARDS ADOPTING ONLINE SHOPPING ON SOCIAL MEDIA
PLATFORMS?**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
April 29, 2023

....
Mr. Tanakorn Varanyawatana
Candidate

....
Assoc. Prof. Prattana Punnakitikashem,
Ph.D.
Advisor

....
Asst. Prof. Simon Zaby,
Ph.D.
Chairperson

....
Assoc. Prof. Vichita Ractham,
Ph.D.
Dean
College of Management
Mahidol University

....
Asst. Prof. Jantima Banjongprasert,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

FACTORS INFLUENCING THAI GEN Z CONSUMER PERCEPTION TOWARDS ADOPTING ONLINE SHOPPING ON SOCIAL MEDIA PLATFORMS

TANAKORN VARANYAWATANA 6449134

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISOSARY COMMITTEE: ASSOC. PROF. PRATTANA PUNNAKITIKASHEM, Ph.D., ASST. PROF. SIMON ZABY, Ph.D., ASST. PROF. PORNKASEM KANTAMARA, Ed.D.

ABSTRACT

Since the COVID-19 pandemic began, there has been a significant shift in consumer behavior towards adopting online shopping on social media platforms. With lockdowns and social distancing measures in place, many consumers have turned to online shopping to purchase goods and services. As most previous studies examine customer perceptions from a broad perspective and try to figure out what factors affect them. Few studies examine the customer perception towards adopting online shopping, especially among Gen Z consumers. This paper examines Thai Gen Z consumer perception towards adopting online shopping on social media platforms. This study uses the quantitative method with the Pearson correlation to find the relationship between independent and dependent variables. The five independent variables includes, price and value, trust & security, convenience, social review, and user experience. The data is collected by quantitative survey with 404 respondents who were born between the years 1997-2012 (Gen Z). In terms of positive coefficients shown in regression analysis, the most contributing factors affecting Thai Gen Z consumer perception towards adopting online shopping on social media platforms are user experience and price & value.

KEY WORDS: Online Shopping / Gen Z / Marketing / Social Media / Perception
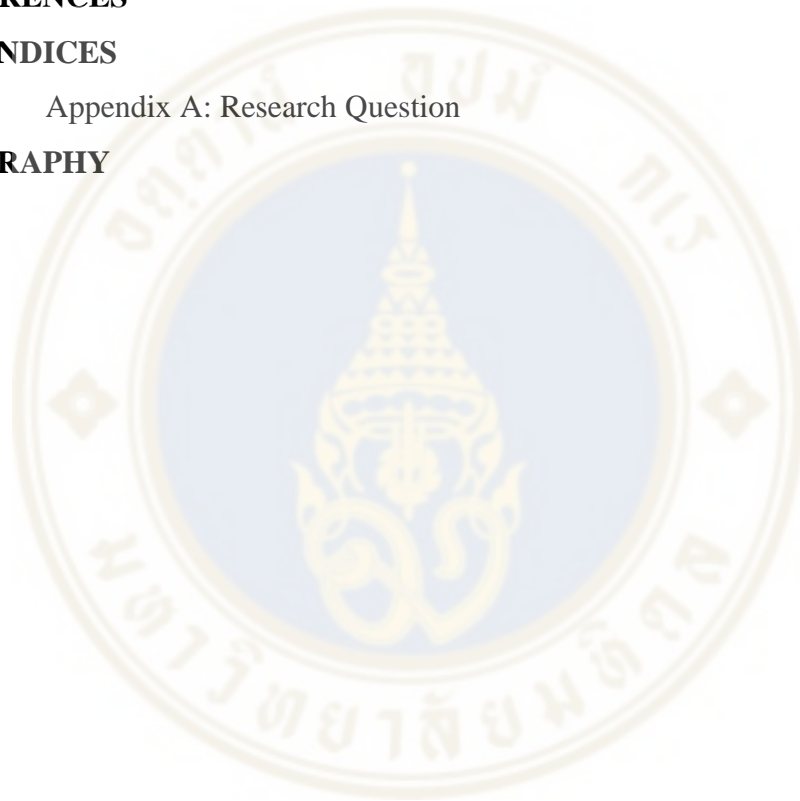
50 pages

CONTENTS

CONTENTS (cont.)

CONTENTS (cont.)

LIST OF TABLES

LIST OF FIGURES

CHAPTER I
INTRODUCTION

1.1 Introduction

Since the COVID-19 pandemic began, there has been a significant shift in consumer behavior towards adopting online shopping on social media platforms. With lockdowns and social distancing measures in place, many consumers have turned to online shopping to purchase goods and services while minimizing their exposure to the virus. Many of these changes will persist in the post-pandemic world (Maryati, 2020). As a result, consumer perception towards adopting online shopping has become more positive since COVID-19. Many consumers have found that online shopping is a convenient and safe way to purchase goods and services during the pandemic, and it is likely that these behaviors will continue even after the pandemic is over. This is supported by the accelerating growth rate of the adoption of online shopping since COVID-19. According to Faqih (2022), consumers who may have hesitated to shop online are now more comfortable with the process. As a result, they may continue using social media platforms for online purchases.

Thailand has experienced a rapid shift in consumer behavior towards online shopping. This is confirmed in the study by Mitchev & Nuangjamnong (2021), mentioning that Thailand was second in Southeast Asia's internet economy size in 2021. Furthermore, several studies also mentioned that Thailand has shown high internet penetration and is becoming very successful on social media platforms (Pratap, Jauhar, Daultani & Paul, 2023; Zhong, 2021; Grant, Banomyong & Gibson, 2021). Hence, this brings about an interest in the thematic study of consumer perception towards adopting online shopping on social media platforms after the pandemic, especially in Thailand.

The study can provide valuable insights for Thai businesses and policymakers looking to adapt to changing trends and meet the changing needs of consumers, especially Gen Z, who comprise most of the active Thai population (Farrell & Phungsoonthorn, 2020). According to BAV Consulting (2015), Gen Z has wide-scale

access to digital communication technology and is perceived as viewing this constant connectivity more like a utility, like electricity, rather than a luxury

According to Gupta & Mukherjee (2022), the pandemic has accelerated the shift towards adopting online shopping. Understanding how this has impacted consumer perception in the short and long term is important. Businesses and policymakers can make informed decisions about the future of online shopping and adapt to changing trends after gaining insight into consumer behavior. The shift towards online shopping on social media platforms has also created new opportunities for businesses, particularly those specializing in online shopping. Such businesses can identify new opportunities for growth and develop strategies to capitalize on them (Sundström & Radon, 2015).

Finally, by understanding consumer perception during the crisis, including the pandemic, Anderson et al. (2022) mention that businesses can better meet the needs of their customers. This includes developing personalized recommendations, customized promotions, and a safe and hygienic shopping experience that generally addresses consumer concerns. Moreover, understanding consumer behavior can also help businesses gain a competitive advantage by providing insights into consumer preferences and behaviors that inform marketing, pricing, and product development strategies.

1.2 Problem Statement

Today, it is undeniable that consumer behavior has shifted towards adopting online shopping on social media platforms since the COVID-19 lockdown (Andhya & Oommen, 2021). However, adopting online shopping is still applicable during the post-pandemic period. Most businesses now focus on a new business model that reduces the labor force for cost savings and survival. In other words, everything can now be done online at the touch of a button. This means that online businesses that run on social media platforms need to use digital and social media marketing to stay competitive.

But most available studies examine customer perceptions from a broad perspective and try to figure out what factors affect them. Few studies examine the customer perception towards adopting online shopping, especially among Gen Z consumers (Jiang, Yang & Jun, 2013; Yadav, Goel & Sharma, 2020). This paper will

examine Thai Gen Z consumer perception towards adopting online shopping on social media platforms such as Facebook, Instagram, and TikTok. Gen Z consumers perceive online shopping as a convenient and cost-effective way to shop. They are likely to buy from online social media platforms that offer safe and secure shopping, competitive prices, and a strong message about sustainability.

1.3 Research Objective

The research objectives are as follows:

1. To examine the customer perception amongst Thai Gen Z consumers towards adopting online shopping on social media platforms.

2. To identify factors affecting the customer perception amongst Thai Gen Z consumers towards adopting online shopping on social media platforms by hypothesis testing.

1.4 Research Questions

The research questions addressing the research objectives are as follows:

1. What are the key factors influencing Thai Gen Z consumers' perception towards adopting online shopping on social media platforms?

2. Which key factor can strongly impact Thai Gen Z consumer perception towards adopting online shopping on social media platforms?

1.5 Research Methodology

This study adopts a quantitative approach with an online survey to examine Gen Z consumer perception towards adopting online shopping on social media platforms. A quantitative approach can help researchers be more objective in their data analysis (Choy, 2014). Using statistical techniques to analyze data collected from the online survey can help researchers reduce the potential for bias and personal opinion to influence the findings (Lash et al., 2014). Moreover, quantitative research using online

surveys is cost-effective, easy to administer, and often designed to produce findings that can be generalized to a larger population. This can provide insights into a broader range of consumer attitudes and behaviors.

Finally, a quantitative approach can provide a rigorous and systematic way to study customer perceptions towards adopting online shopping (Alalwan et al., 2016), enabling businesses to understand their customers better and improve their shopping experience.

1.6 Scope of Work

This paper focuses on Thai Gen Z consumers born between 1997 and 2012. According to Ayuni (2019), Gen Z is a generation that has grown up with technology and is highly comfortable with online interactions. Gen Z consumers perceive online shopping as a convenient and cost-effective way to shop in terms of price and value (Huang & Copeland, 2020). They are subject to social media influence. Online retailers who can provide a safe and secure shopping experience and offer competitive pricing, will likely attract Gen Z consumers (Puiu, 2016).

CHAPTER II
LITERATURE REVIEW

2.1 Social Media Platforms and Adopting Online Shopping

Social media platforms also offer a variety of tools and features to assist businesses in optimizing their presence on the platform, such as analytics, advertising, and influencer marketing (Chaffey & Ellis-Chadwick, 2019).

In addition to direct selling, social media platforms have become a powerful tool for businesses to build brand awareness and engage with customers (Bala & Verma, 2018). Many businesses use social media to showcase their products, offer special deals, and share user-generated content to build trust and loyalty with their customers.

Moreover, social media platforms have also enabled new forms of online shopping behavior, such as social shopping, which allows users to shop and make purchase decisions socially and collaboratively (Kang & Johnson, 2015). According to Shin & Lee (2021), social shopping typically involves groups of users sharing product recommendations and reviews. In addition, it allows users to connect with friends and family, join groups, and share content (Brandtzæg, Lüders & Skjetne, 2010).

2.1.1 Adopting Online shopping

Online shopping has increased in popularity on a global scale. More users are familiar with the process, so people adopt and use online shopping as a medium to seek information and shop online (Farag et al., 2007; Hill and Beatty, 2011; Keisidou et al., 2011). Nowadays, customers are likely to have a preference for what is needed before shopping online as they value convenience and time saving (Pate and Adams, 2013).

2.1.2 Facebook

Facebook was founded in 2004 by Mark Zuckerberg and his college roommates and fellow students at Harvard University. The initial version of the site,

called "thefacebook.com," was designed to be a social network exclusively for Harvard students, allowing them to connect and share information about classes, events, and social activities. Facebook Marketplace is a classified social network ad section specializing in helping individuals and businesses sell items to compete with services like eBay and Craigslist (Cennamo, 2021).

Facebook uses its social network to promote the Marketplace because many of its users already have an account and don't need to download another app. Users can quickly get set up to buy or sell from their existing accounts, making it easy for people to quickly check what is available on the Marketplace and make easy purchases.

2.1.3 Instagram

Instagram is a social media platform and mobile application that allows users to share photos, videos, and stories (Leaver, Highfield & Abidin, 2020). Launched in 2010, Facebook later acquired it in 2012. Instagram has since become one of the most popular social media platforms in the world, with over one billion monthly active users (Leaver, Highfield & Abidin, 2020).

Instagram has become a popular way for businesses to reach customers and interact with them (Haenlein et al., 2020). This is mostly done through influencer marketing and paid ads. It also provides various tools and features for businesses, such as business profiles and analytics, to help them optimize their presence on the platform.

2.1.4 TikTok

TikTok is a social media platform and mobile application that allows users to create and share short-form videos for up to 60 seconds (Khlaif & Salha, 2021). The Chinese company ByteDance released the app in 2016, and it has since grown to become one of the fastest-growing social media platforms in the world with over one billion active users (Weimann & Masri, 2020).

TikTok has become a popular platform for businesses to reach and engage younger audiences, like Instagram (Haenlein et al., 2020). It also offers a variety of tools and features for businesses to help them optimize their presence on the platform, such as brand takeovers, sponsored hashtag challenges, and in-feed ads.

Social media platforms are now an important part of many people's lives because they let them connect and interact with others, find new content, and get news and information. Social media platforms can be a powerful way for businesses to reach and interact with customers, raise brand awareness, and boost sales.

2.2 Gen Z Consumer Perception

According to Syahdan (2021), Gen Z consumer perception is how people who were born between the mid-1990s and the mid-2010s see brands, products, and services and how they interact with them. This includes their attitudes, beliefs, and feelings towards different products and brands, as well as their overall shopping behavior.

Most people believe that Gen Z consumers are tech savvy, well-informed, and interested in authentic, ethical brands that contribute to society (Jarmal, 2020). They value experiences more than things, and traditional advertising has less of an impact on them than peer recommendations, social media, and online reviews.

Some common characteristics of Gen Z consumer perception include being (1) value-driven, (2) tech-savvy, and (3) personalisation. The study by Djafarova & Foots (2022) mentions that Gen Z consumers prioritize value over price and are willing to pay more for products and services that align with their values and beliefs. Gen Z consumers are also used to using technology to find information, compare products, and buy things online (Agárdi & Alt, 2022). Additionally, Gen Z consumers expect a personalized shopping experience with tailored product recommendations, messaging, and a seamless omnichannel experience (Baykal, 2020).

In short, it is perceived that factors, including technology, social media, values, and experiences, shape Gen Z consumer perception. Moreover, such behavior will evolve as this demographic ages and gains purchasing power.

2.3 Factors affecting Gen Z consumer perception towards shopping online

Past studies have identified key factors influencing Gen Z consumer perception, including ease of use (Syahdan, 2021), trust and security (Syahdan, 2021), price and value (Zheng, Chen, Zhang & Wang, 2020), delivery options (Nguyen, De Leeuw, Dullaert & Foubert, 2019), and customer service. For example, customers will like online shopping if they find it easy to use social media platforms and find prices that are competitive (Haji, 2014). On the other hand, they are more likely to have a bad opinion if there are problems with payment security or if the customer service is poor (Haji, 2014).

Understanding customer perception towards online shopping on social media platforms is important for businesses, as it helps them identify areas for improvement and develop strategies to enhance the online shopping experience (Jiang & Yang, 2013). As a result, businesses can improve customer satisfaction and loyalty by addressing customer concerns and offering a seamless and convenient shopping experience, ultimately increasing online sales.

Factors affecting Gen Z consumer perception towards shopping online on social media platforms are identified as (1) price and value, (2) trust & security, (3) convenience, (4) social review, and (5) user experience, as explained below.

2.3.1 Price and value (PV)

Price and value significantly influence Gen Z consumers' perceptions towards adopting online shopping on social media platforms (Priporas, Stylos & Fotiadis, 2017). This is because Gen Z is highly price-sensitive and expects to receive the best possible value for their money when making purchasing decisions. Past studies have identified price and value as factors contributing to Gen Z consumers' perception towards adopting online shopping on social media platforms.

1. Competitive pricing: Gen Z consumers expect competitive pricing and promotions that offer the best possible value for their money (Priporas, Stylos & Fotiadis, 2017).

2. Discounts and offers: Gen Z consumers are highly responsive to discounts and offers, including coupon codes, free shipping, and loyalty programs (Lin & Kim, 2016).

3. Product quality: Gen Z consumers expect high-quality products that offer good value for their money and are willing to pay more for products that meet their standards (Fromm & Read, 2018).

4. Brand reputation: Gen Z consumers value brand reputation and are more likely to trust and purchase products from brands they perceive as trustworthy and reputable (Cooley & Parks-Yancy, 2019).

5. Product reviews and ratings: Gen Z consumers rely heavily on product reviews and ratings to gauge the value and quality of products. Social media platforms that provide access to comprehensive and reliable reviews are more likely to influence purchasing decisions (Von Helversen et al., 2018)

Price & Value with the abovementioned components can influence Gen Z consumer perception towards adopting online shopping on social media platforms. This leads to the development of hypothesis 1 (**H₁**).

H₁: There is a positive and significant relationship between Gen Z consumer perception and price & value towards adopting online shopping on social media platforms.

2.3.2 Trust & Security (TS)

Trust and security can influence Gen Z consumer perception towards adopting online shopping on social media platforms (Syahdan, 2021). Gen Z has grown up in an era where online privacy and security are major concerns, and they are very cautious about sharing their personal information online (Fromm & Read, 2018). Therefore, social media platforms and online retailers need to prioritize security measures and establish trust with their Gen Z consumers. Factors affecting trust & security influencing Gen Z consumer perception towards adopting online shopping on social media platforms include:

1. Secure payment options: Gen Z consumers prefer to use secure payment options and trusts, such as credit cards, PayPal, or other reputable payment methods (Priporas, Stylos & Fotiadis, 2017).

2. The authenticity of products: Gen Z consumers value authenticity and transparency in the brands they support and are quick to spot and call out inauthentic or counterfeit products (Fromm & Read, 2018).

3. Reviews and ratings: Gen Z consumers rely heavily on user-generated content, such as online reviews and ratings, to make informed purchase decisions. They expect these reviews to be authentic and trustworthy (Herrando et al., 2019).

4. Data privacy: Gen Z consumers are cautious about sharing their personal information online and expect e-commerce platforms to prioritize data privacy and security (Fromm & Read, 2018).

5. Customer support: Gen Z consumers expect prompt and helpful customer support when shopping online and may be less likely to trust brands that need to provide adequate customer support (Anjum, Thomas & Prakash, 2020).

Establishing trust and security is essential for Gen Z consumer perception towards adopting online shopping on social media platforms. This leads to the development of hypothesis 2 (H$_2$).

H$_2$: There is a positive and significant relationship between Gen Z consumer perception and trust & security towards the adoption of online shopping on social media platforms.

2.3.3 Convenience (CV)

Convenience is another important factor influencing Gen Z consumer perception towards adopting online shopping on social media platforms (Mohd Johan et al., 2022). Gen Z has grown up with technology and has become accustomed to the convenience of online shopping (Woods, 2013). They expect the same level of convenience when shopping on social media platforms. Factors affecting convenience influencing Gen Z consumer perception towards adopting online shopping on social media platforms are

1. Seamless shopping experience: Gen Z consumers expect a seamless shopping experience online, with a simple and easy-to-use interface that allows them to browse, search, and purchase products quickly and easily (Bilgihan, Kandampully, & Zhang, 2016).

2. Mobile responsiveness: Gen Z consumers are highly mobile-dependent and often shop online on their smartphones, so social media platforms optimized for mobile devices are more likely to be convenient and accessible (Nam & Jung, 2021).

3. Personalisation: Gen Z consumers expect a personalized shopping experience with tailored product recommendations, personalized messaging, and a seamless omnichannel experience that allows them to switch between devices and platforms (Baykai, 2020).

4. Fast and reliable shipping: Gen Z consumers expect fast and reliable shipping, with transparent tracking and delivery options that allow them to receive their products quickly and conveniently (Fromm & Read, 2018).

5. Access to product information: Gen Z consumers expect easy access to product information, including product reviews, ratings, and specifications, that help them make informed purchase decisions (Bassiouni & Hackley, 2014).

Convenience can influence Gen Z consumer perception towards adopting online shopping on social media platforms. This leads to the development of hypothesis 3 (H3).

H3: There is a positive and significant relationship between Gen Z consumer perception and convenience towards the adoption of online shopping on social media platforms.

2.3.4 Social review (SR)

Social reviews play a significant role in Gen Z consumer perception towards adopting online shopping on social media platforms (PrakashYadav & Rai, 2017). Gen Z relies heavily on social review when making purchasing decisions, and social media platforms provide ample opportunities for them to access and contribute to product reviews and ratings (Fromm & Read, 2018). Factors affecting social review influencing Gen Z consumer perception towards adopting online shopping on social media platforms are

1. Authenticity: Gen Z consumers value authenticity in social reviews and expect them to be genuine and unbiased, with feedback from real customers rather than fake or incentivised reviews (Salminen et al., 2022).

2. Volume and variety: Gen Z consumers expect a high volume and variety of social reviews, with various opinions and perspectives that help them make informed purchasing decisions (Bassiouni & Hackley, 2014).

3. Credibility: Gen Z consumers are more likely to trust social reviews from credible sources or have been verified by the social media platform, such as reviews from verified purchasers or influencers (Nugroho, Rahayu & Hapsari, 2022).

4. Relevance: Gen Z consumers expect social reviews to be relevant to their needs and preferences, with filters and sorting options that allow them to find the most relevant and useful reviews (Fromm & Read, 2018).

5. Interaction: Gen Z consumers expect to interact with social reviews, such as commenting or asking questions to reviewers, to gain further insights into the products they are interested in (Priporas, Stylos & Fotiadis, 2017).

Social review can influence Gen Z consumer perception towards adopting online shopping on social media platforms. This leads to the development of hypothesis 4 (H_4).

H_4: There is a positive and significant relationship between Gen Z consumer perception and social reviews towards adopting online shopping on social media platforms.

2.3.5 User experience (UX)

User experience (UX) is a crucial factor influencing Gen Z consumers' perception of shopping online on social media platforms (Saura et al., 2020). Gen Z has grown up with technology and is used to user interfaces that are smooth and easy to use, which makes online shopping easy and fun for them (Lee & Leonas, 2018). Factors affecting User Experience influencing Gen Z consumer perception towards adopting online shopping on social media platforms are

1. Visual appeal: Gen Z consumers expect visually appealing and engaging content that captures their attention and makes them want to browse and shop (Fromm & Read, 2018).

2. Ease of use: Gen Z consumers expect a user-friendly and intuitive social media interface that makes it easy to find and purchase products (Dabija & Lung, 2019).

3. Mobile optimisation: Gen Z consumers are highly mobile-dependent and often shop on their smartphones, so social media platforms optimized for mobile devices are more likely to provide a positive user experience (Nam & Jung, 2021).

4. Personalisation: Gen Z consumers expect a personalized shopping experience tailored to their preferences and interests, with relevant product recommendations and messaging (Fromm & Read, 2018).

5. Speed: Gen Z consumers value speed and expect fast load times and quick checkout processes that allow them to make purchases quickly and efficiently (Fromm & Read, 2018).

User experience can influence Gen Z consumer perception towards the adoption of online shopping on social media platforms. This leads to the development of hypothesis 5 (H_5).

H_5: There is a positive and significant relationship between Gen Z consumer perception and user experience towards adopting online shopping on social media platforms.

2.4 Conceptual Framework for this thematic study

Figure 2.1 shows the conceptual framework based on the review in sections 2.2 and 2.3.

Figure 2.1 shows the conceptual framework of factors influencing Thai Gen Z consumer perception toward the adoption of online shopping on social media platforms.
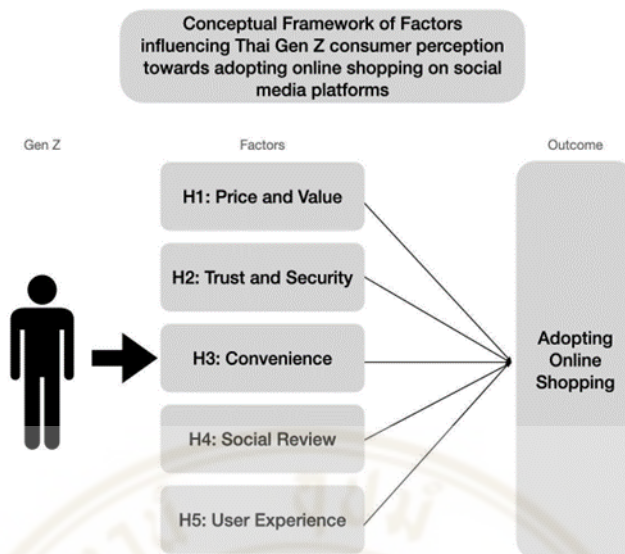
Figure 2.1 Conceptual Framework

Source: Based on sections 2.2 and 2.3

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

3.1.1 Quantitative Research with online survey

With the time constraint, a quantitative research approach is well-suited for studying Gen Z consumer perception towards adopting online shopping on social media platforms. The quantitative data can be collected through an online survey to provide numerical data on the extent of Gen Z consumer perception towards the adoption of online shopping on social media platforms (Lestari, 2019). Furthermore, this data could be analyzed using statistical methods to identify patterns and relationships.

3.1.2 Positivist Paradigm

Quantitative research with an online survey typically follows a positivist research paradigm focused on measuring and quantifying empirical phenomena (Antwi & Hamza, 2015). The positivist paradigm is characterized by the belief that there is an objective reality that can be studied and understood through scientific methods (Park, Konge & Artino, 2020). Moreover, the positivist paradigm emphasizes objectivity, generalizability, and a systematic data collection and analysis approach.

3.1.3 Deductive Approach

Quantitative research with an online survey adopts a deductive approach involving empirical data testing a hypothesis or theory (Gunter, 2013). This approach proposes a theoretical framework, followed by the development of hypotheses based on the theory provided in the Literature Review of Chapter 2. The hypotheses are then tested using empirical data collected through an online survey. Finally, the data is analyzed to see whether the results support or refute the hypothesis.

3.2 Online Survey

The online survey is designed to meet the research objectives and the specific research questions that need to be answered (Nardi, 2018). This will help guide the design of the survey and make sure that the information gathered is relevant to the research goals.

3.2.1 Target Population and Sample Size

This study's target population is Thai Gen Z consumers who have used social media platforms (Facebook, Instagram, and TikTok) for online purchases. The sample size is calculated by applying Yamane's formula. The formula will be used to increase the precision level of the total population of the study, which in Thailand is 7.62 million. Therefore, with the degree of error expected at ±5%, the study's sample size would be 399.99, or 400 respondents. The sample size of 400 respondents is enough to make sure that the data collected is statistically significant and representative of the target population.

3.2.2 Survey Question

The survey questions are relevant to the research objectives and questions. The survey can be divided into 4 sections. The first section is about the screening questions used to eliminate the respondents who are not Thai Gen Z and do not shop on social media platforms. Section 2 involves questions about Thai Gen Z consumers' demographic profile and characteristics. Section 3 involves a set of three statements about Thai Gen Z consumer perception towards the adoption of online shopping on social media platforms. Finally, Section 4 provides different statements about factors affecting Gen Z consumer perception towards the adoption of online shopping on social media platforms. There is a set of 5 statements for each affecting factor to cover all the identified components affecting that factor.

3.2.3 The Likert Scale

A Likert scale is commonly used for examining factors affecting Gen Z consumer perception towards the adoption of online shopping on social media platforms. The Likert scale can be structured as (1) strongly disagree, (2) disagree, (3)

neutral, (4) agree, and (5) strongly agree (Harpe, 2015). On this scale, respondents can be asked to rate how much they agree or disagree with a set of statements about shopping online through social media. Responses to each statement can be analyzed to identify factors influencing Gen Z consumer perception towards the adoption of online shopping on social media platforms.

3.2.4 Distribution of online survey

The online survey is developed using a Google Form and distributed online to friends and their circles using various social media platforms, email, and other online platforms. But Facebook is mostly used because it is a safe and easy-to-use online survey platform that works well for the target group. Moreover, Facebook is friendly with its ease of use, compatibility with different devices, and security.

3.3 Data Analysis

Regression analysis is a statistical technique used to examine the relationship between two or more variables (Uyanık & Güler, 2013). For example, it can be used to examine the factors that impact Gen Z consumer perception towards online shopping on social media platforms. For this study, SPSS (Statistical Package for the Social Sciences) is a software tool used for statistical analysis. The purpose of SPSS is to provide a user-friendly interface for performing various statistical analyses on datasets, including descriptive statistics, inferential statistics, data visualization, and data management (Landau & Everitt, 2003).

3.3.1 Cronbach's alpha

Cronbach's alpha is widely used in research and is available in SPSS. It is a useful tool for assessing how reliable and valid survey or questionnaire items are, which is important for making sure that research results are accurate and valid (Taherdoost, 2016). It is calculated by measuring the correlation between all possible pairs of items on a scale or test and then taking the average of those correlations. The resulting value ranges from 0 to 1, with higher values indicating greater internal consistency. Cronbach's alpha can also be used to measure the reliability of scales or tests that are

meant to measure more than one concept, as long as each concept has a set of items that are all consistent with each other (Hajjar, 2018).

3.3.2 Pearson correlation

The Pearson correlation coefficient, denoted by the symbol "r," ranges from -1 to +1. A value of +1 indicates a perfect positive linear relationship, where the two variables increase or decrease together. A value of -1 indicates a perfect negative linear relationship, where one variable increases while the other decreases. A value of 0 indicates no linear relationship or correlation between the variables. (Gravetter, F. J., & Wallnau, L. B. 2016).

3.3.3 The t-value for hypothesis testing

The critical t-value of 0.05 determines whether the observed t-value is large enough to reject the null hypothesis at the 5% significance level (Lieber, 1990). If the calculated t-value exceeds the critical t-value (0.05), the null hypothesis (H_0) is rejected, and it is concluded that there is evidence to support the alternative hypothesis (H_A). This means that there is a significant difference between the sample statistic and the population parameter and that the observed difference is unlikely to be due to chance. On the other hand, if the calculated t-value is less than the critical t-value (0.05), the null hypothesis (H_0) is rejected. This means there is insufficient evidence to support the alternative hypothesis (H_A) and that the observed difference could be due to chance.

Using the t-value in hypothesis testing is important because it allows researchers to make inferences about a population based on a sample (Ross, 2017). By comparing the sample mean to the population mean, researchers can determine if there is evidence to support a hypothesis or if the results are due to chance. This information can be used to make informed decisions and draw meaningful conclusions about the population

CHAPTER IV
FINDING

This chapter aims to explore the perception of Gen Z consumers towards adopting online shopping on social media platforms. From the comprehensive review of relevant literature and quantitative research, this chapter will provide insights into the factors that influence Gen Z consumer's perception to shop on social media platforms.

Table 4.1 summarizes the demographic profile of respondents participating in the online survey addressing the Gen Z consumer perception towards adopting online shopping on social media platforms. The total sample size received is 404, with 400 valid responses.

Table 4.1 Demographic profile

Demographic Profile			
Participant Characteristics	Frequency	Valid Percent	Cumulative Percent
Gender			
Male	92	23	23
Female	271	67.8	90.8
LGBTQ+	37	9.2	100
Marital Status			
Single	384	96	96
Married	16	4	100
Occupation			
Student	222	55.5	55.5
Office worker	146	36.5	92
Self-employ	23	5.9	97.9
Government sector	3	0.7	98.6
Unemployed	3	0.7	99.3
Own company	3	0.7	100

Table 4.1 Demographic profile (cont.)

Demographic Profile			
Participant Characteristics	Frequency	Valid Percent	Cumulative Percent
Average Monthly income (Thai Baht)			
25,000 baht or less	**221**	**55.3**	**55.3**
25,001 to 45,00 Baht	**144**	**36**	**91.3**
45,001 to 65,00 Baht	**28**	**7**	**98.3**
More than 65,00 Baht	**7**	**1.7**	**100**
Which social media platform do you most purchase from?	**197**	**49.3**	
Facebook	357	89.3	
Instagram	272	68	
TikTok	5	1.3	
How often do you buy from social media platforms?	**193**	**48.3**	**48.3**
1-2 times per month	176	44	92.3
3-4 times per month	21	5.2	97.5
5-6 times per month	10	2.5	100
More than 6 times per month			
How often do you use discount codes or discount coupons when shopping on social media platforms?	**193**	**48.3**	**48.3**
1-2 times per month	173	43.3	91.6
3-4 times per month	20	5	96.6
5-6 times per month	6	1.4	98
More than 6 times per month	8	2	100

4.1 Descriptive Analysis of Respondents' Demographic Profile

Table 4.1 shows the demographic profile of respondents participating in the online survey. Only 400 of the 404 respondents to the screen questions are Gen Z members who have purchased on Facebook, Instagram, and TikTok. The information on respondents who took part in the online survey is compiled in the following.

1. Female make up the majority of participants (67.8%), followed by male (23%) and LGBT (9.2%). Only 4% of these respondents are married, making up most of the sample (96%).

2. Students make up the majority of respondents (55.5%), followed by workers in offices (36.5%), the self-employed (5.9%), the unemployed (0.7%), the government sector (0.7%) and people who own their businesses (0.7%).

3. The majority of participants (55.3%) make less than 25,000 baht per month, followed by those earning between 25,001 and 45,000 baht (36%), those earning between 45,001 and 65,000 baht (7%), and those making over 65,000 baht (1.7%). This shows that the participants are likely to be students and first-time jobbers.

4. Instagram (89.3% of participants) was the most popular social media platform mentioned for making purchases, followed by TikTok (68%), Facebook (49.3%), and Twitter (1.3%).

5. When asked how often they shop on social media platforms, most respondents (48.3%) say they do so once or twice a month, followed by three to four times a month (43.3%), five to six times a month (5%), and more than six times a month (1.4%).

6. Respondents use discount codes offered by social media platforms 1-2 times (48.3%), followed by 3-4 times (43.3%), 5-6 times (5%), more than 6 times (1.4%), and never (2%).

4.2 Internal Validity and Descriptive Mean Analysis

4.2.1 Internal Consistency Validity

To measure the internal consistency and validity of the study, Cronbach's alpha (a) is used for ease of interpretation (Vehkalahti et al., 2006). In other words, Cronbach's alpha coefficients (a) measure how closely related the measured variable and its final theoretical attribute are.

Table 4.2 shows the results obtained from analyzing the convergent validity and internal consistency testing for all measured variables in this study.

As shown in Table 4.2, 3 out of 6 measured variables show Cronbach's alpha coefficients to exceed the acceptable requirement of 0.8 for good research (Peterson, 1994; Taber, 2018). The other three measured variables' values are close to or exceed 0.680. Hence, it is proven that internal consistency and convergent validity exist in this study.

Table 4.2 Convergent Validity and Internal Consistency Testing

Convergent Validity and Internal Consistency Testing: Cronbach's Alpha = 0.953		
Measured Variables	Numbers of Items	Cronbach's Alpha
Gen Z Consumer perception	5	0.919
Price & Value	5	0.981
Trust & Security	5	0.963
Convenience	5	0.987
Social review	5	0.987
User experience	5	0.980

4.2.2 Descriptive Mean for each attribute based on Factors

Table 4.3 shows a summary of the interpretation of the Likert scale with the interval. This is used to interpret the information shown in Table 4.4.

Table 4.3 Interpretation of the Likert Scale and its Interval

Likert-Scale Description	Likert-Scale	Likert Scale interval
Strongly disagree	1	1.00 - 1.80
Disagree	2	1.81 - 2.60
Neutral	3	2.61 - 3.40
Agree	4	3.41 - 4.20
Strongly agree	5	4.21- 5.00

Table 4.4 summarizes the mean and standard deviation values for the measured variables in the study

Table 4.4 Using the mean and standard deviation to interpret measured variables

Descriptive Statistic			
Measured Variables	Mean	Interpretation	Std. Deviation
Gen Z Consumer perception	3.60	Agree	0.920
Price & Value	3.58	Agree	1.097
Trust & Security	3.70	Agree	1.077
Convenience	3.76	Agree	1.124
Social review	3.42	Agree	1.199
User experience	3.74	Agree	1.103

All measure variables, as shown in Table 4.4, have a mean value between the range of 3.14 to 4.20. This implies that all measured variables including Gen Z consumer perception, price & value, trust & security, convenience, social review, and user experience have strong supporting arguments that "Agree." All measured variables can therefore be used to determine the existence of the relationship in the framework shown in Chapter 2.

4.2.2.1 The descriptive mean for Gen Z consumer perception

Table 4.5 summarizes Thai Gen Z consumer perception's mean and standard deviation values.

Table 4.5 Using the mean and standard deviation to interpret Thai Gen Z consumer perception

Descriptive Statistic: Gen Z consumer perception			
Measured Variables	Mean	Interpretation	Std. Deviation
Tech-savvy	3.91	Agree	1.096
Choose value over price	3.28	Neutral	1.053
Willing to pay more	3.43	Agree	1.154
Digital native	3.88	Agree	1.156
Personalized shopping	3.49	Agree	1.182

From Table 4.5, most respondents "agree" with adopting social media platforms for shopping in the following four categories: tech-savvy, value-over-price-conscious, willing to pay more, digital native and personalized shopping. This is supported by the mean value between 3.41 - 4.20 (Table 4.3). The only construct, "choose value over price," has a mean value of 4.02, suggesting an "agree" statement. Hence, Gen Z respondents will use social media platforms to shop online.

4.2.2.2 The descriptive mean for Price and Value

Table 4.6 provides a summary of the mean and standard deviation values for "Price and Value"

Table 4.6 Using the mean and standard deviation to interpret "Price and Value"

Descriptive Statistic: Price and Value (PV)			
Measured Variables	Mean	Interpretation	Std. Deviation
Competitive Pricing	3.60	Agree	1.137
Discounts and offers	3.54	Agree	1.114
Product Quality	3.59	Agree	1.146

Table 4.6 Using the mean and standard deviation to interpret "Price and Value" (cont.)

Descriptive Statistic: Price and Value (PV)			
Measured Variables	Mean	Interpretation	Std. Deviation
Brand reputation	3.59	Agree	1.442
Product review and rating	3.58	Agree	1.157

In Table 4.6, all constructs of "Price and Value" including competitive pricing, discounts and offers, product quality, brand reputation, and product review and rating. This is supported by the mean value between 3.41 - 4.20 (Table 4.3), or "agree." This suggests that price and value have a substantial effect on the respondents.

4.2.2.3 The descriptive mean for Trust & Security

Table 4.7 provides a summary of the mean and standard deviation values for "Price and Value"

Table 4.7 Using the mean and standard deviation to interpret "Trust & Security"

Descriptive Statistic: Trust & Security (TS)			
Measured Variables	Mean	Interpretation	Std. Deviation
Secure payment option	3.89	Agree	1.181
Authenticity of the product	3.59	Agree	1.122
Review and rating	3.59	Agree	1.148
Data privacy	3.82	Agree	1.170
Customer support	3.63	Agree	1.152

In Table 4.7, all constructs of "Trust & Security" including secure payment option, authenticity of product, review and rating, data privacy, customer support. This is supported by the mean value between 3.41 - 4.20 (Table 4.3),

or "agree". This suggests that Trust & Security have a substantial effect on the respondents.

4.2.2.4 The descriptive mean for Convenience

Table 4.8 provides a summary of the mean and standard deviation values for "Convenience"

Table 4.8 Using the mean and standard deviation to interpret "Convenience"

Descriptive Statistic: Convenience (CV)			
Measured Variables	Mean	Interpretation	Std. Deviation
Seamless shopping experience	3.76	Agree	1.174
Mobile responsiveness	3.77	Agree	1.150
Personalization	3.72	Agree	1.134
Fast and reliable shipping	3.75	Agree	1.147
Access to product information	3.79	Agree	1.155

In Table 4.8, all constructs of "Convenience" including Seamless shopping experience, mobile responsiveness, personalization, fast and reliable shipping, access to product information. This is supported by the mean value between 3.41 - 4.20 (Table 4.3), or "agree." This suggests that "convenience" has a strong effect on the respondents.

4.2.2.5 The descriptive mean for Social Review

Table 4.9 provides a summary of the mean and standard deviation values for "Social Review"

Table 4.9 Using the mean and standard deviation to interpret "Social Review"

Descriptive Statistic: Social review (SR)			
Measured Variables	Mean	Interpretation	Std. Deviation
Authenticity	3.43	Agree	1.211
Volume and variety	3.38	Neutral	1.229
Credibility	3.42	Agree	1.245
Relevance	3.44	Agree	1.230
Interaction	3.43	Agree	1.238

In Table 4.9, all constructs of "Social Review" including authenticity, volume and variety, credibility, relevance, interaction. This is supported by the mean value between 3.41 - 4.20 (Table 4.3), or "agree". This suggests that "Social Review" substantially affects the respondents.

4.2.2.6 The descriptive mean for User Experience

Table 4.10 provides a summary of the mean and standard deviation values for "User Experience"

Table 4.10 Using the mean and standard deviation to interpret "User Experience"

Descriptive Statistic: User experience (UX)			
Measured Variables	Mean	Interpretation	Std. Deviation
Visual appeal	3.65	Agree	1.156
Ease of Use	3.75	Agree	1.137
Mobile optimizations	3.73	Agree	1.137
Personalization	3.72	Agree	1.146
Speed	3.84	Agree	1.151

In Table 4.10, all constructs of "User Experience" including visual appeal, ease of use, mobile optimizations, personalization, speed. This is

supported by the mean value between 3.41 - 4.20 (Table 4.3), or "agree". This suggests that "User Experience" substantially affects the respondents.

4.3 Pearson correlation

Table 4.11 Pearson correlation

Correlations

		Gen Z Consumer Perception	Price & Value	Trust & Security	Convenience	Social review	User experience
Gen Z Consumer Perception	Pearson Correlation	1	.808**	.794**	.776**	.770**	.795**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	402	402	402	402	402	402
Price & Value	Pearson Correlation	.808**	1	.919**	.899**	.881**	.897**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	402	402	402	402	402	402
Trust & Security	Pearson Correlation	.794**	.919**	1	.944**	.842**	.926**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	402	402	402	402	402	402
Convenience	Pearson Correlation	.776**	.899**	.944**	1	.799**	.929**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	402	402	402	402	402	402

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.11 Pearson correlation (cont.)

Correlations

		Gen Z Consumer Perception	Price & Value	Trust & Security	Convenience	Social review	User experience
Social review	Pearson Correlation	.770**	.881**	.842**	.799**	1	.826**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	402	402	402	402	402	402
User experience	Pearson Correlation	.795**	.897**	.926**	.929**	.826**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	402	402	402	402	402	402

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.11 shows the variation in X (PV, TS, CV, SR, and UX) can be used to explain the Thai Gen Z consumer perception towards online adoption shopping on social media platforms. Furthermore, the coefficients for the independent variables, X, are positive and correlation is significant at the 0.01 level.

The correlation findings provided indicate the strength and direction of the relationships between the Y variables Gen Z consumer perception and other factors in the study. The overview of the findings are as below:

Price & Value shows a strong positive correlation with Gen Z Consumer Perception (0.808), indicating that Gen Z's perception of online shopping on social media platforms is highly related to the price and value they perceive in the products.

User Experience show a strong positive correlation with Gen Z Consumer Perception (0.795), indicating that Gen Z's perception of online shopping on social media platforms is highly related to their overall user experience, including factors such as interface design, speed, and personalization.

Trust & Security show a strong positive correlation with Gen Z Consumer Perception (0.794), suggesting that Gen Z's perception of online shopping on social media platforms is highly related to their trust in the platform's security measures.

Convenience shows a strong positive correlation with Gen Z Consumer Perception (0.776), indicating that Gen Z's perception of online shopping on social media platforms is highly related to the convenience and user-friendliness of the platforms.

Social Review show a strong positive correlation with Gen Z Consumer Perception (0.770), suggesting that Gen Z's perception of online shopping on social media platforms highly related to the social reviews and ratings they encounter on these platforms.

These correlation findings suggest that price & value, user experience, trust & security, convenience, and social review are all important factors that significantly influence Gen Z's perception and adoption of online shopping on social media platforms. Businesses can use this information to prioritize these factors and improve their strategies to understand the preferences and needs of Gen Z consumers.

4.4 Hypothesis Testing

From Table 4.11, all X variables have a p-value below the critical value of 0.05. This means that this study can accept all hypotheses (H_1 to H_5) that are significant at the 0.01% confidence interval. In other words, the study hypotheses are true, with the supported data provided in this study. Table 4.12 sums up all the postulated hypotheses for this study.

Table 4.12 Postulated Hypotheses for this Study

		Hypothesis	Accept	Reject
H_1		**There is a positive and significant relationship between Gen Z consumer perception and Price & Value towards adopting online shopping on social media platforms.**	**X**	
H_2		**There is a positive and significant relationship between Gen Z consumer perception and Trust & Security towards adopting online shopping on social media platforms.**	**X**	

Table 4.12 Postulated Hypotheses for this Study (cont.)

	Hypothesis	Accept	Reject
H₃	**There is a positive and significant relationship between Gen Z consumer perception and Convenience towards adopting online shopping on social media platforms.**	**X**	
H₄	**There is a positive and significant relationship between Gen Z consumer perception and social reviews towards adopting online shopping on social media platforms.**	**X**	
H₅	**There is a positive and significant relationship between Gen Z consumer perception and user experience towards adopting online shopping on social media platforms.**	**X**	

4.5 Discussion

By understanding the factors influencing Thai Gen Z consumer perception towards adopting online shopping on social media platforms, businesses can develop strategies to understand the needs of this generation. The findings from those mentioned above are used to address the research objectives.

The findings shown in Table 4.5 - Table 4.10 supports the importance of these five factors affecting Gen Z consumer perception towards adopting online shopping on social media platforms. The mean-value analysis also shows convenience with the highest mean at 3.76, followed by user experience (3.74), trust & security (3.70), price and value (3.58), and social review (3.42).

To conclude the discussion this study does not have enough evidence to support the hypotheses mentioned in Chapter 2 literature review. All of the regression summary does not show the significance in Thai Gen Z consumers accepting to adopting online shopping on social media

The key factors influencing Thai Gen Z consumer perception towards adopting online shopping on social media platforms are (1) price and value; (2) trust & security; (3) convenience; (4) social reviews; and (5) user experience. This is supported by past studies that identified key factors influencing Gen Z consumer perception, including price and value (Zheng, Chen, Zhang & Wang, 2020), trust and security

(Syahdan, 2021), and Convenience in terms of delivery options (Nguyen, De Leeuw, Dullaert, & Foubert, 2019).

1. Price and value

Gen Z is highly price-sensitive and expects to receive the best possible value for their money when making purchasing decisions. Gen Z will look for promotions that offer the best possible value for their money (Priporas, Stylos & Fotiadis, 2017). They respond very well to deals and discounts, like coupon codes, free shipping, and loyalty programs (Lin & Kim, 2016). They expect high-quality products that offer good value for their money and are willing to pay more for products that meet their standards (Fromm & Read, 2018). (Cooley & Parks-Yancy, 2019) They care about a brand's reputation and are more likely to trust and buy products from brands they think are trustworthy and reputable. Finally, Gen Z relies on product reviews and ratings to determine how much something is worth and how good it is. Social media platforms that provide access to comprehensive and reliable reviews are more likely to influence purchasing decisions (Von Helversen et al., 2018). This is supported by the high mean value shown in Table 4.6 that all constructs for price and value "agree

2. User Experience

Gen Z has grown up with technology and is used to user interfaces that are smooth and easy to use, which makes online shopping easy and fun for them (Lee & Leonas, 2018). Gen Z consumers expect visually appealing and engaging content that captures their attention and makes them want to browse and shop (Fromm & Read, 2018). They expect a user-friendly and intuitive social media interface that makes finding and purchasing products easy (Dabija & Lung, 2019). They are highly mobile-dependent and often shop on their smartphones, so social media platforms optimized for mobile devices are more likely to provide a positive user experience (Nam & Jung, 2021). They expect a personalized shopping experience tailored to their preferences and interests, with relevant product recommendations and messaging (Fromm & Read, 2018). Finally, Gen Z consumers value speed and expect fast load times and quick checkout processes that allow them to make purchases quickly and efficiently (Fromm & Read, 2018). This is supported by the high mean value shown in Table 4.6, which indicates that all constructs for the user experience "agree."

3. Trust & Security

Gen Z consumers would only shop online if social media platforms could offer security measures and establish trust. Gen Z consumers prefer to use secure payment options and trusts, such as credit cards, PayPal, or other reputable payment methods (Priporas, Stylos & Fotiadis, 2017). They value authenticity and transparency in the brands they support and quickly spot and call out inauthentic or counterfeit products (Fromm & Read, 2018). They heavily rely on user-generated content like online reviews and ratings to help them decide what to buy. They expect these reviews to be authentic and trustworthy (Herrando et al., 2019). They are cautious about sharing their personal information online and expect e-commerce platforms to prioritize data privacy and security (Fromm & Read, 2018). Finally, Gen Z consumers expect prompt and helpful customer support when shopping online and may be less likely to trust brands that need to provide adequate customer support (Anjum, Thomas & Prakash, 2020). This is supported by the high mean value shown in Table 4.6, which indicates that all constructs for trust & security "agree."

4. Convenience

Gen Z has grown up with technology and has become accustomed to the Convenience of online shopping (Woods, 2013). They expect the same level of Convenience when shopping on social media platforms. They expect a seamless shopping experience online, with a simple and easy-to-use interface that allows them to browse, search, and purchase products quickly and easily (Bilgihan, Kandampully, & Zhang, 2016). They are highly mobile-dependent and often shop online on their smartphones, so social media platforms optimized for mobile devices are more likely to be convenient and accessible (Nam & Jung, 2021). They also expect a personalized shopping experience with tailored product recommendations, personalized messaging, and a seamless omnichannel experience that allows them to switch between devices and platforms (Baykai, 2020). In addition, they want fast, reliable shipping with clear tracking and delivery options that make it easy for them to get their products quickly (Fromm & Read, 2018). Finally, Gen Z consumers expect easy access to product information, including product reviews, ratings, and specifications, that helps them make informed purchase decisions (Bassiouni & Hackley, 2014). This is supported by

the high mean value shown in Table 4.6, which indicates that all constructs for convenience "agree."

5. Social Review

Gen Z relies heavily on social reviews when deciding what to buy, and social media platforms make it easy for them to read and add to product reviews and ratings (Fromm & Read, 2018). Gen Z consumers value authenticity in social reviews and expect them to be genuine and unbiased, with feedback from real customers rather than fake or incentivized reviews (Salminen et al., 2022). They expect a high volume and variety of social reviews, with various opinions and perspectives that help them make informed purchasing decisions (Bassiouni & Hackley, 2014). They are more likely to trust social media reviews from credible sources or those verified by the social media platform, such as reviews from verified purchasers or influencers (Nugroho, Rahayu & Hapsari, 2022). They expect social reviews to be relevant to their needs and preferences, with filters and sorting options that allow them to find the most relevant and useful reviews (Fromm & Read, 2018). Finally, Gen Z consumers expect to interact with social reviews, such as by commenting or asking questions to reviewers, to gain further insights into the products they are interested in (Priporas, Stylos & Fotiadis, 2017). This is supported by the high mean value shown in Table 4.6, which indicates that all constructs for social reviews "agree."

CHAPTER V
CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The majority of participants are female (67.8%) and our students. Their monthly earnings are less than 25,000 Baht, and they tend to shop online, especially on social media platforms like Instagram and Facebook. These respondents tend to shop online 1-2 times per month. They are encouraged to shop online because social media platforms give them discount codes.

5.2 Conclusion

It can be concluded that all research questions are addressed. Factors affecting Thai Gen Z consumer perception towards adopting online shopping on social media platforms are (1) price and value; (2) trust & security; (3) convenience; (4) social reviews; and (5) user experience. In terms of positive coefficients shown in Pearson regression analysis, the most contributing factors affecting Thai Gen Z consumer perception towards adopting online shopping on social media platforms are price & value and user experience.

5.3 Recommendations

● Marketing teams can utilize this data to create targeted marketing campaigns that resonate with Thai Gen Z consumers. They can emphasize price and value propositions in their messaging, focus on enhancing user experience across digital platforms, incorporate trust and security messaging, and leverage social reviews and ratings in their marketing efforts. This data can guide their overall marketing strategy and help them align their tactics with the preferences and needs of Thai Gen Z consumers.

● E-commerce teams can leverage this data to optimize their online shopping platforms for Thai Gen Z consumers. They can prioritize factors such as pricing strategies, user-friendly design, streamlined checkout processes, and security measures. By implementing changes based on these correlations, e-commerce teams can enhance the perception and adoption of online shopping on social media platforms for Gen Z customers.

● Customer service can enhance customer experience by applying this data to optimize the end-to-end customer journey for Gen Z consumers. They can identify pain points in the customer experience related to pricing, convenience, user experience, trust, and social reviews. By addressing these areas and improving the overall experience, customer service teams can positively impact Gen Z's perception of online shopping on social media platforms and foster customer loyalty.

5.4 Limitation

The quantitative approach taken in this study is regarded as a closed-ended query. Because of this, the conclusions cannot specify the information from the qualitative part, which is the in-depth detail of each respondent, which is the in-depth detail of each respondent.

5.5 Future research

Regarding to the limitation, this study could be improved by implementing qualitative research as it can gain in-depth understanding of Thai Gen Z consumers. Which several areas could provide valuable insights into future Thai Gen Z consumer perception.

REFERENCES

Agárdi, I., & Alt, M. A. (2022). Do digital natives use mobile payment differently than digital immigrants? A comparative study between generation X and Z. Electronic Commerce Research, 1-28.

Alalwan, A. A., Rana, N. P., Algharabat, R., & Tarhini, A. (2016). A systematic review of extant literature in social media in the marketing perspective. In Social Media: The Good, the Bad, and the Ugly: 15th IFIP WG 6.11 Conference on e-Business, e-Services, and e-Society, I3E 2016, Swansea, UK, September 13–15, 2016, Proceedings 15 (pp. 79-89). Springer International Publishing.

Anderson, S., Rayburn, S. W., Sierra, J. J., Murdock, K., & McGeorge, A. (2022). Consumer buying behaviour and retailer strategy through a crisis: A futures studies perspective. Journal of Marketing Theory and Practice, 30(4), 457–475.

Anjum, A., Thomas, M. R., & Prakash, P. K. (2020). Digital Marketing Strategies: Effectiveness on Generation Z. SCMS Journal of Indian Management, 17(2).

Antwi, S. K., & Hamza, K. (2015). Qualitative and quantitative research paradigms in business research: A philosophical reflection. European journal of business and management, 7(3), 217-225.

Ayuni, R. F. (2019). The online shopping habits and e-loyalty of Gen Z as natives in the digital era. Journal of Indonesian Economy and Business, 34(2), 168.

Bala, M., & Verma, D. (2018). A critical review of digital marketing. M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering, 8(10), 321–339.

Bassiouni, D. H., & Hackley, C. (2014). 'Generation Z'children's adaptation to digital consumer culture: A critical literature review. Journal of Customer Behaviour, 13(2), 113–133.

BAV Consulting (2015) Ford 2015 Trends Report. URL: https://www.at.ford.com/content/dam/atford/archive/2014_NA/Dec/Ford-2015-TrendReportBook.pdf

Baykal, B. (2020). Generational Differences in Omnichannel Experience: Rising New Segment: Gen Z. In Managing Customer Experiences In An Omnichannel World: Melody Of Online And Offline Environments In The Customer Journey (pp. 117–132). Emerald Publishing Limited.

Bilgihan, A., Kandampully, J., & Zhang, T. (2016). Towards a unified customer experience in online shopping environments: Antecedents and outcomes. International Journal of Quality and Service Sciences, 8(1), 102-119.

Brandtzæg, P. B., Lüders, M., & Skjetne, J. H. (2010). Too many Facebook "friends"? Content sharing and sociability versus the need for privacy in social network sites. Intl. Journal of Human–Computer Interaction, 26(11-12), 1006-1030.

Cennamo, C. (2021). Competing in digital markets: A platform-based perspective. Academy of Management Perspectives, 35(2), 265–291.

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson UK.

Choy, L. T. (2014). The strengths and weaknesses of research methodology: Comparison and complimentary between qualitative and quantitative approaches. IOSR journal of humanities and social science, 19(4), 99–104.

Cooley, D., & Parks-Yancy, R. (2019). The effect of social media on perceived information credibility and decision making. Journal of Internet Commerce, 18(3), 249–269.

Dabija, D. C., & Lung, L. (2019). Millennials versus Gen Z: Online shopping behavior in an emerging market. In Applied Ethics for Entrepreneurial Success: Recommendations for the Developing World: 2018 Griffiths School of Management Annual Conference (GSMAC) on Business, Entrepreneurship and Ethics 9 (pp. 1-18). Springer International Publishing.

Djafarova, E., & Foots, S. (2022). Exploring ethical consumption of generation Z: Theory of planned behavior. Young Consumers.

Faqih, K. M. (2022). Internet shopping in the Covid-19 era: Investigating the role of perceived risk, anxiety, gender, culture, and trust in the consumers'

purchasing behavior from a developing country context—technology in Society, 70, 101992.

Farrell, W. C., & Phungsoonthorn, T. (2020). Generation Z in Thailand. International Journal of Cross-Cultural Management, 20(1), 25-51.

Fromm, J., & Read, A. (2018). Marketing to Gen Z: The rules for reaching this vast-- and very different--generation of influencers. Amacom.

Grant, D. B., Banomyong, R., & Gibson, B. J. (2021). A brave new world for retail logistics and SCM in the 2020s and beyond. International Journal of Logistics Research and Applications, pp. 1–14.

Gunter, B. (2013). The quantitative research process. In A handbook of media and communication research (pp. 251–278). Routledge.

Gupta, A. S., & Mukherjee, J. (2022). Long-term changes in consumers' shopping behavior post-pandemic: an exploratory study. International Journal of Retail & Distribution Management, (ahead-of-print).

Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. California management review, 63(1), 5-25.

Hajjar, S. T. (2018). Statistical analysis: internal-consistency reliability and construct validity. International Journal of Quantitative and Qualitative Research Methods, 6(1), 27-38.

Harpe, S. E. (2015). How to analyze Likert and other rating scale data. Currents in pharmacy teaching and learning, 7(6), 836–850.

Herrando, C., Jimenez-Martinez, J., & Martin-De Hoyos, M. J. (2019). Tell me your age, and I tell you what you trust: the moderating effect of generations. Internet Research.

Huang, O., & Copeland, L. (2020). GEN Z, INSTAGRAM INFLUENCERS, AND HASHTAGS INFLUENCE ON PURCHASE INTENTION OF APPAREL. Academy of marketing studies journal, 24(3), 1–14.

Jamal, A. (2020). Generation Z in Pakistan: Individualistic and collectivist in orientation. In The new generation Z in Asia: Dynamics, differences, digitalisation (pp. 105–117). Emerald Publishing Limited.

Jiang, L. A., Yang, Z., & Jun, M. (2013). Measuring consumer perceptions of online shopping convenience. Journal of Service management.

Kang, J. Y. M., & Johnson, K. K. (2015). E-Commerce platform for apparel online social shopping: Testing a Mowen's 3M model. International Journal of Information Management, 35(6), 691-701.

Landau, S., & Everitt, B. S. (2003). A handbook of statistical analyses using SPSS. Chapman and Hall/CRC.

Lash, T. L., Fox, M. P., MacLehose, R. F., Maldonado, G., McCandless, L. C., & Greenland, S. (2014). Good practices for quantitative bias analysis. International journal of epidemiology, 43(6), 1969-1985.

Leaver, T., Highfield, T., & Abidin, C. (2020). Instagram: Visual social media cultures. John Wiley & Sons.

Lee, H., & Leonas, K. (2018). Consumer experiences, the key to surviving in an omnichannel environment: Use of virtual technology. Journal of Textile and Apparel, Technology and Management, 10(3).

Lestari, D. (2019). Measuring e-commerce adoption behavior among gen-Z in Jakarta, Indonesia. Economic Analysis and Policy, pp. 64, 103–115.

Lieber, R. L. (1990). Statistical significance and statistical power in hypothesis testing. Journal of Orthopaedic Research, 8(2), 304-309.

Maryati, T. (2020). Consumer Behavior Changes Post Pandemic Covid-19. International Journal of Halal Research, 2(2), 84–89.

Mitchev, T., & Nuangjamnong, C. (2021). The impact of e-commerce on customer satisfaction and loyalty during the COVID-19 pandemic: a quantitative analysis in Thailand. AU-GSB e-JOURNAL, 14(2), 59-70.

Mohd Johan, M. R., Syed, M., Azalanshah, M., & Mohd Adnan, H. (2022). Digital media and online buying considerations among generation Z in Malaysia. Jurnal Intelek, 17(1), 164-180.

Nam, J., & Jung, Y. (2021). Digital natives' snack content consumption and goals: A means-end chain approach. Telematics and Informatics, 63, 101664.

Nardi, P. M. (2018). Doing survey research: A guide to quantitative methods. Routledge.

Nugroho, S. D. P., Rahayu, M., & Hapsari, R. D. V. (2022). The impacts of social media influencer's credibility attribute on gen Z purchase intention with the brand image as mediation: Study on consumers of Korean cosmetic products. International Journal of Research in Business and Social Science (2147-4478), 11(5), 18-32.

Park, Y. S., Konge, L., & Artino, A. R. (2020). The positivism paradigm of research. Academic Medicine, 95(5), 690-694.

PrakashYadav, G., & Rai, J. (2017). Generation Z and their social media usage: A review and a research outline. Global journal of enterprise information system, 9(2), 110-116.

Pratap, S., Jauhar, S. K., Daultani, Y., & Paul, S. K. (2023). Benchmarking sustainable E- commerce enterprises based on evolving customer expectations amidst the COVID- 19 pandemic. Business Strategy and the Environment, 32(1), 736-752.

Priporas, C. V., Stylos, N., & Fotiadis, A. K. (2017). Generation Z consumers' expectations of interactions in smart retailing: A future agenda. Computers in Human Behavior, 77, 374-381.

Puiu, S. (2016). Generation Z–a new type of consumer. Revista tinerilor economişti, (27), 67-78.

Ross, A. (2017). Hypothesis Testing. Pedagogy and Content in Middle and High School Mathematics, pp. 145–150.

Salminen, J., Kandpal, C., Kamel, A. M., Jung, S. G., & Jansen, B. J. (2022). Creating and detecting fake reviews of online products. Journal of Retailing and Consumer Services, p. 64, 102771.

SANDHYA, A., & OOMMEN, K. A. (2021). ANALYSIS OF CONSUMER BEHAVIOUR POST COVID-19 AND AN INSIGHT INTO SOCIETAL MARKETING. AGAMYA 2021.

Saura, J. R., Reyes-Menendez, A., Matos, N., Correia, M. B., & Palos-Sanchez, P. (2020). Consumer behavior in the digital age. Journal of Spatial and Organizational Dynamics, 8(3), 190-196.

Shin, E., & Lee, J. E. (2021). What makes consumers purchase apparel products through social shopping services that social media fashion influencers have worn? Journal of Business Research, pp. 132, 416–428.

Sundström, M., & Radon, A. (2015). Utilizing the concept of convenience as a business opportunity in emerging markets. Organizations and Markets in Emerging Economies, 6(2), 7-21.

Syahdan, R. (2021). Factors influencing Gen-Z customer perception online shopping in Indonesia. International Journal of Communication and Society, 3(2), 99–111.

Taherdoost, H. (2016). Validity and reliability of the research instrument; how to test the validation of a questionnaire/survey in research. How to test the validation of a questionnaire/survey in research (August 10, 2016).

Uyanık, G. K., & Güler, N. (2013). A study on multiple linear regression analysis. Procedia-Social and Behavioral Sciences, 106, 234-240.

Von Helversen, B., Abramczuk, K., Kopeć, W., & Nielek, R. (2018). Influence of consumer reviews on online purchasing decisions in older and younger adults. Decision Support Systems, 113, 1-10.

Wood, S. (2013). Generation Z as consumers: trends and innovation. Institute for Emerging Issues: NC State University, 119(9), 7767-7779.

Yadav, M., Goel, M., & Sharma, B. (2020). Consumer perception towards online shopping during the lockdown. International Journal of Management, 11(07), 1578–1584.

Zhong, M. J. (2021). A Preliminary Study of The E-Commerce in Thailand: From Marketing Perspectives: 10.2478/bjlp-2021-00022. Baltic Journal of Law & Politics, 14(2).

APPENDICES

Appendix A: Research Question

Screening Question

- Are you born between 1997-2012?
- Have you ever purchased from social media platforms such as Facebook, Instagram and TikTok?

Demographic profiles and behaviors

1) Gender?

❏ Male

❏ Female

❏ LGBTQ+

2) What is your marital status?

❏ Single

❏ Married

❏ Widow

❏ Divorced

3) What is your Occupation?

❏ Student

❏ Office worker

❏ Self-employed

❏ Not working

❏ Government sector

❏ Own company

❏ Other

4) What is your monthly income?

❏ 25,000 baht or less

❏ 25,001 to 45,000 baht

❏ 45,001 to 65,000 baht

❏ More than 65,000 baht

5) Which social media platform do you most purchase from? (can choose multiple answer)

❏ Facebook

❏ Instagram

❏ Tiktok

❏ Other_____

6) How often do you buy from social media platforms?

❏ 1-2 times per month

❏ 3-4 times per month

❏ 5-6 times per month

❏ More than 6 times per month

7) How often do you use discount codes or discount coupons when shopping on social media platforms?

❏ 1-2 times per month

❏ 3-4 times per month

❏ 5-6 times per month

❏ More than 6 times per month

Please read through the following questions and rate how you either agree and disagree by using the scale provided.

(1= Strongly disagree, 2=disagree ,3=average ,4=agree and 5=Strongly agree)

Objective: To see Gen Z consumer perception towards adopting online shopping on social media platforms

---

1) I am highly informed and tech-savvy as well as being comfortable using social media platforms for online shopping.

1--------2--------3--------4---------5

2) I choose value over price.

1-------2--------3--------4---------5

3) I am willing to pay more for products and services that align with their values and beliefs when adopting online shopping on social media platforms.

1-------2--------3--------4---------5

4) I am a digital native and comfortable using technology to research, compare, and purchase products online especially on social media platforms.

1--------2--------3--------4---------5

5) I expect a personalized shopping experience with tailored product recommendations, messaging, and a seamless omnichannel experience when shopping online on social media platforms

<div align="center">1--------2--------3--------4---------5</div>

Please read through the following questions and rate how you either agree and disagree by using the scale that we provide.

(1= Strongly disagree, 2=disagree ,3=average ,4=agree and 5=Strongly agree)

Objective: To see factors affecting Thai Gen Z consumer perception towards adopting online shopping on social media platforms

---

1) **PV1**: I expect competitive pricing and promotions that offer the best possible value for their money when shopping online on social media platforms.

<div align="center">1--------2--------3--------4---------5</div>

2) **PV2**: I am highly responsive to discounts and offers, including coupon codes, free shipping, and loyalty programs when shopping online on social media platforms.

<div align="center">1-------2--------3--------4---------5</div>

3) **PV3**: I expect high-quality products that offer good value for their money. I am willing to pay more for products that meet their standards when shopping online on social media platforms.

<div align="center">1--------2--------3--------4---------5</div>

4) **PV4**: I value brand reputation and am more likely to trust and purchase products from brands they perceive as trustworthy and reputable when shopping online on social media platforms.

<div align="center">1-------2--------3--------4---------5</div>

5) **PV5**: I rely heavily on product reviews and ratings to gauge the value and quality of products when shopping online on social media platforms.

<div align="center">1--------2--------3--------4---------5</div>

6) **TS1**: I prefer to use secure payment options and trusts, such as credit cards, PayPal, payment on delivery or other reputable payment methods when shopping online on social media platforms.

1--------2--------3--------4---------5

7) **TS2**: I value authenticity and transparency in the brands I support and are quick to spot and call out inauthentic or counterfeit products when shopping online on social media platforms.

1--------2--------3--------4---------5

8) **TS3**: I rely heavily on user-generated content, such as online reviews and ratings, to make informed purchase decisions when shopping online on social media platforms.

1--------2--------3--------4---------5

9) **TS4**: I am cautious about sharing their personal information online and expect e-commerce platforms to prioritize data privacy and security when shopping online on social media platforms.

1--------2--------3--------4---------5

10) **TS5**: I expect prompt and helpful customer support when shopping online and may be less likely to trust brands that need to provide adequate customer support when shopping online on social media platforms.

1--------2--------3--------4---------5

11) **CV1**: I expect a seamless shopping experience online, with a simple and easy-to-use interface that allows them to browse, search, and purchase products quickly and easily when shopping online on social media platforms.

1--------2--------3--------4---------5

12) **CV2**: I am highly mobile-dependent and often shop online on their smartphone on social media platforms.

1--------2--------3--------4---------5

13) **CV3**: I expect a personalized shopping experience with tailored product recommendations, personalized messaging, and a seamless omnichannel experience.

1-------2--------3--------4---------5

14) **CV4**: I expect fast and reliable shipping, with transparent tracking and delivery options that allow them to receive their products quickly and conveniently.

1--------2--------3--------4---------5

15) **CV5**: I expect easy access to product information, including product reviews, ratings, and specifications, that help them make informed purchase decisions.

1--------2--------3--------4---------5

16) **SR1**: I value authenticity in social reviews and expect them to be genuine and unbiased, with feedback from real customers rather than fake or incentivised reviews.

1--------2--------3--------4---------5

17) **SR2**: I expect a high volume and variety of social reviews, with various opinions and perspectives that help to make informed purchasing decisions.

1--------2--------3--------4---------5

18) **SR3**: I am more likely to trust social reviews from credible sources or have been verified by the social media platform, such as reviews from verified purchasers or influencers.

1--------2--------3--------4---------5

19) **SR4**: I expect social reviews to be relevant to their needs and preferences, with filters and sorting options that allow them to find the most relevant and useful reviews.

1--------2--------3--------4---------5

20) **SR5**: I expect to interact with social reviews, such as commenting or asking questions to reviewers, to gain further insights into the products I am interested in

1--------2--------3--------4---------5

21) **UX1**: I expect visually appealing and engaging content that captures my attention and makes me want to browse and shop.

1--------2--------3--------4---------5

22) **UX2**: I expect a user-friendly and intuitive social media interface that makes it easy to find and purchase products.

1--------2--------3--------4---------5

23) **UX3**: I   am highly mobile-dependent and often shop on my smartphones, so social media platforms optimized for mobile devices are more likely to provide a positive user experience for me.

1--------2--------3--------4---------5

24) **UX4**: I   expect a personalized shopping experience tailored to my preferences and interests, with relevant product recommendations and messaging.

1--------2--------3--------4---------5

25) **UX5**: I   value speed and expect fast load times and quick checkout processes that allow me to make purchases quickly and efficiently

       1--------2--------3--------4---------5