INFLUENCE OF ONLINE SHOPPING CHANNEL ON SALES VOLUME OF BEAUTY PRODUCTS DURING COVID-19

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Increasing numbers of online shopping users during COVID-19 have accelerated the growth of e-commerce, especially in the beauty sector in Thailand. The Uses and Gratifications Theory (UGT) and the Technology Acceptance Model (TAM) are combined in this study to produce an integrated model that predicts beauty product online sales, measured by a behavioral usage of online shopping for the purchase of beauty products in the context of COVID-19. The total number of respondents from the online survey is from 365 online beauty shoppers in Bangkok, aged 16 and above. By conducting a multiple linear regression analysis, the empirical results support the purposed model that both perceived usefulness and ease of using online shopping collectively predicted behavioral usage of online shopping among beauty shoppers. Furthermore, the results indicate that shopping motivations, like entertainment motives, subjective norms, and information availability, exhibit positive significant effects.

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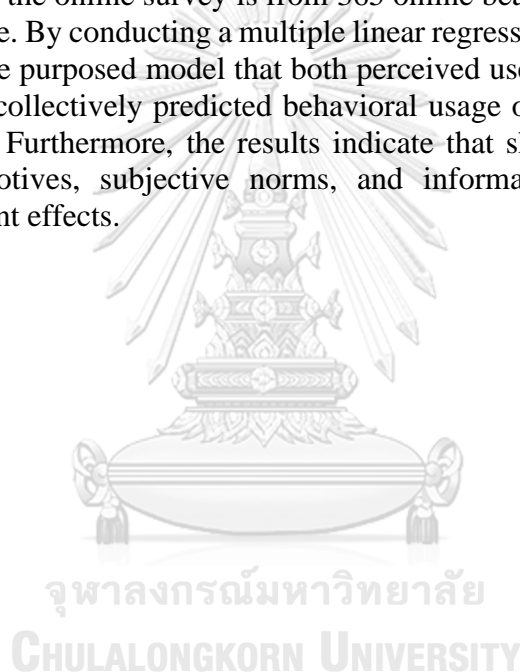
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1. Introduction

In recent years, e-commerce has become an essential channel for many retailers. E-commerce or electronic commerce involves buying and selling goods and services, transferring funds, and transmitting data across an electronic network (Bhat et al., 2016). Due to the accessibility of the internet, e-commerce allowed businesses to reach out to a larger audience. Statista reported that Thailand's e-commerce was worth approximately US$8.3 billion in 2018 and went up by US$1.6 billion, equivalent to a 25 percent increase from its value in 2017 (statista, n.d.). An unpredicted shock of COVID-19 accelerates the growth of e-commerce and digital transformation across Thailand, as the numbers of households shopping online grow by an average of 58 percent in 2020 (NielsenIQ, 2021). Furthermore, e-commerce apps like Shopee and Lazada alone significantly grow by 251 percent and 117 percent in terms of the number of customers' visits, accounted from January to October 2020 (SEMrush, 2020). The 'new normal' behavior during the pandemic shaped contactless shopping, in which e-commerce has now become the primary choice for individuals when shopping.

Beauty and personal care are currently one of the most important markets in Thailand. The GDP growth of Thailand has been around 2-4 percent per year in the past five years. Beauty and personal care were growing well, exceeding the country's GDP at 6.6 percent per year between 2013 – 2018, and projected to grow 7.3 percent per year from 2019 – 2022 (BBS, 2019). It is the fastest-growing consumer goods, revealing that the beauty industry is currently a competitive sector and has the potential to grow much further. In association with the rise in e-commerce, online shopping is the main part of it. Numerous beauty retailers decided to start promotional and marketing campaigns through social media platforms to promote brands and increase sales by encouraging consumers to forward information, invite online friends, and create online shopping channels (Lv et al., 2020). Lately, the COVID-19 situation had pushed many beauty firms to become very active with online selling. However, beauty products are challenging to sell online since consumers are not able to test the products. According to McKinsey and Company, in-store shopping accounted for up to 85% of beauty-product purchases before the COVID-19 crisis (Gerstell et al., 2020). Many people do not want to carry out a product without trying it in-store, especially counter-brand

products. Counter brand or luxury skincare and cosmetics are specialized beauty brands only available in the department stores and selected multi-brand shops (Sephora, Eveandboy, and KIS). Since luxury cosmetics and skincare brands are considered expensive, brands must create value through their in-store experience and focus on their service to customers. As a result, some beauty brands like counter brands are still uncertain about opening their online channels. Some consumers perceive online shopping as a risky channel and that they did not receive complete services from purchasing online.

On the other hand, the work from home policy, physical distancing, mask-wearing, and locking down policy had made it almost impossible for a customer to go to a physical store just to buy skincare and cosmetic products. The spread of COVID-19 disrupts consumers' buying behavior and generates new habits; consumers discovered alternative ways of buying and adopting newer technologies to facilitate their convenience (Sheth, 2020). As a result, consumers absorb new ways of shopping, and that online shopping will play a vital role in their lives today and onward. Suppose most beauty brands still rely primarily on in-store purchases and remain inactive on their online marketing strategy; they could miss out on the opportunity to grow their sales during the COVID-19 situation and after the recovery of this recession as well.

The purpose of this study is to examine whether online channels of beauty brands can facilitate an increase in sales. For the purposes of this research, beauty product is defined as products in the makeup and skincare categories. Throughout this paper, the researcher identified factors that influence consumers' online purchasing decisions in beauty products and answered the question of whether the consumers find it useful to adopt the use of online shopping for beauty products during COVID-19.

In this study, qualitative research was used to help the researcher understand an overall view of the online shopping and beauty industry to develop the questionnaire survey. Then, quantitative research was done by summarizing and processing the results from the questionnaire. The researcher used several techniques like frequency comparison, mean comparison, standard deviations, factor analysis, and multiple linear regression to analyze the results. This study develops a framework indicating the factors influencing the online purchase of beauty products in Thailand. To do so, this

concentrates on the Theory of Acceptance Model and the Uses and Gratification Theory.

This research will enable marketers and online platform developers to understand their customers' insight into shopping preferences. It could be beneficial for firms to decide which aspect of marketing should be focused on. With the limitation of physical contact on an online platform, brands must understand this change and re-design marketing strategies to serve customers' needs better and grow the firms' sales.

This research paper is organized as follows. Section 2 provides the literature review. Section 3 describes the theoretical model and development of the hypothesis. The conceptual framework of this study is shown in Section 4. Research methodology is in Section 5. The result and discussion are presented in Section 6, and Section 7 concludes, suggests of managerial implications, and states of limitation of this study.

2. Literature Review

With the expose of the coronavirus pandemic (COVID-19), consumers increasingly engaged in online shopping as they considered buying something, even with unnecessary goods and luxury products. Uses and gratification theory (UGT) explores what social and psychological needs motivate consumers to select particular platforms (Tran, 2021). For example, in the pandemic situation, UGT helps explaining that consumers gradually engaged in online shopping due to the perceived health and safety benefits of this platform instead of purchasing in traditional retail stores. Tran (2021) utilizes the concept of UGT by uses the pandemic fear factor as a moderator to test out the hypotheses of the relationship among perceived effectiveness of e-commerce platforms, economic benefits, and sustainable consumption in Vietnam. The results showed that pandemic fear acted as an important moderator as it elevates the impact of perceived effectiveness and economic benefits of online shopping platforms, which eventually strengthen the sustainable consumption of online channels. This study tested the proposed model using the two-stage partial least squares (PLS) method, which allows for examining the causal relationship among latent constructs. The strength of the moderating effects was conducted by multiplying each moderator and

predictor variables to create interaction terms and then compared R-square changes through effect size.

Similarly, Pham et al. (2020) use COVID-19 awareness as a moderator variable in the Vietnam context. The author inherits five variables of online shopping benefits for the hypotheses, including awareness of utility, easy-to-use awareness, awareness of marketing policy, awareness of price and cost, and affection of society. The key findings have shown that COVID-19 awareness does not regulate the impact of easy-to-use awareness and awareness of marketing policy on online shopping; or in other words, COVID-19 awareness does not change the perception of ease of use in online shopping, and marketing policy has no significant impact on online shopping during the pandemic, which is found to be contradicting with the work of Cetina et al. (2012) that marketing stimuli influence consumers' online buying behavior. Pham et al. (2020) had also found that awareness of utility on its own does not affect online shopping but through the awareness of COVID-19. This means that consumers felt the usefulness of online shopping during the time of the pandemic. An explanatory and confirmatory factor analysis was conducted to check for the established representative variables, followed by a structural equation model analysis (SEM). However, the results from the awareness of price and cost have not been shown in the paper, as if the authors had missed out on this part. Apparently, the study of Prasad and Srivastava (2021) presented that awareness of price and cost affects online shopping in India significantly. Therefore, the level of price in beauty and other counter brand products will need to be closely investigated in this paper whether it will substantially affect consumers' selection of shopping channels in Thailand during the pandemic or not. Some other perceived benefits of online shopping like utility and ease of use would also be further considered in this research study.

Koch et al. (2020) also used a similar method of SEM technique to analyze the online shopping of clothes in Germany as the COVID-19 crisis initiated them. The confirmatory factor analysis was done to ensure the validity of the measures used. The authors called their independent variable as intentions to purchase online, and the four dependent variables are hedonic motives, perceived usefulness, internal subjective norms, and external subjective norms. SEM results showed that perceived usefulness

and external subjective norms were significant, and hedonic motivation was found to be the best predictor of buying clothing online among all the variables. As supported by previous literature, some consumers may find online shopping as an act of entertainment (Wolfinbarger & Gilly, 2001; Lim & Ting, 2012), which is under the hedonic motivation. It is positively related as a means for consumers to escape boredom. If using an online platform enables consumers to relieve boredom and experience enjoyment and entertainment during the pandemic, the consumer will consequently judge the overall online experience as more satisfactory and are more likely to engage in online purchases. In extension to the study of Koch et al. (2020), Moon et al. (2021) also used subjective norm as one of the variables in exploring online shopping intention among Koreans. They revealed the same result that subjective norm has a significant influence on online shopping intention. Then, both hedonic motives and subjective norms will be further investigated in this current study.

Le-Hoang (2020) measure the impact affecting the online shopping intention of Lazada's consumers in Ho Chi Minh City. The researchers used five variables, including trust, business competency, behavior control awareness, reference group, and convenience, to test for effects on online buying intention. The results of multiple regression have shown that trust is the most important impediment to the Vietnamese e-commerce industry. Trust is especially relevant in the context of online shopping because, in the online environment, shoppers' perceptions of transaction risks are higher because they do not have direct interaction with the people selling as well as the product they wish to purchase. Concerning trustfulness, some consumers had a negative perception of online shopping due to the risks.

Jacoby and Kaplan (1972) described perceived risk into six components: financial risk, product performance risk, physical risk, time risk, psychological risk, and social risk. Typically, psychological risk and social risk were combined (i.e., psycho-social risk). According to the results of Khan, Liang, and Shahzad (2015) 's multiple regression analysis, financial risk, product performance risk, and time of delivery risk had a significant negative impact on customers' purchase intention of online channels in four big cities of China (Guangzhou, Beijing, Wuhan, and Shanghai). Comparably, the financial and product performance risk were significant, but time risk was found to

be insignificant towards the online purchase intention of Bangkok's working women (In-odd, 2016). Both studies were not conducted during the pandemic or economic crisis.

A study by Alhaimer (2021) then applied the perceived risk factors in online shopping behaviors during the COVID-19 pandemic in Kuwait. Three more perceived risk components, the severity risk, risk susceptibility, and formal penalties risk, were added up on top of the mentioned six basic components. Surprisingly, the results showed that financial risk, product performance risk, and time of delivery risk have insignificant effects on the online shopping of the Kuwaitis, which was found to be completely contradicting with the study of Khan, Liang, and Shahzad (2015) as mentioned earlier. While the new added perceived risks of severity risk, risk susceptibility, and formal penalties risk were all positively significant with the intention of online buying during the COVID-19 pandemic. This showed that the Kuwaitis were afraid of physical contact, and they were aware of formal government penalties at the time of the pandemic. Thus, in this research paper, perceived risk factors will be taken into account to see how consumers perceived these risks in the pandemic situation, where most in-store shopping was limited.

Gupta and Chaudhery (2018) carried out a study in which they examined the determinants factors of online shopping adoption in Delhi. A multiple regression analysis was conducted on 6 determinant factors: performance expectancy, effort expectancy, perceived trust, social influence, perceived risk, and computer self-efficacy. Mainly there are four variables in their study that significantly affects the consumer to adopt online buying, which are the performance expectancy, effort expectancy, perceived trust, and perceived risk. Hence, the researchers inferred that e-retailers should focus on increasing the credibility factors that have a direct impact on online shopping adoption.

Most of the studies mentioned earlier focus on the perception of consumers (age 18 and above) who had the potential to purchase such beauty products. However, Chelvarayan et al. (2021) studied factors affecting high school students' perception of online shopping in Malaysia. The results from running a multiple regression analysis contradict other studies, pointing out that the usefulness factor of online shopping is

insignificant among student users. While other factors, such as security, save money, and save time and effort, strongly influence students' perception of online shopping. Regarding Statista, as of May 2020, students nowadays from age 16 years old, which is to be considered in Generation Z, already started shopping online on their own. Therefore, this study will not target only the samples of 18 years old and above as common studies did, but will also expand the starting age of sample to be 16 years old and above.

3. Theoretical Model

A variety of common theories, such as the Technology Acceptance Model (TAM) and Diffusion of Innovation Theory (DOI), concentrate on factors influencing consumers' attitudes toward using the online channel. However, the theories mentioned earlier did not investigate the role of risk factors in shaping customers' attitudes and motivation toward online purchasing during periods of crisis, such as COVID-19, the current pandemic crisis. More specifically, TAM alone relies on factors like personal perception about the usefulness and ease of use of the technological service. While DOI alone highlights the factors affecting the success of the technological system, as the work of Park and Kim (2003) showed that online shopping intentions are more common among people who are well educated, have a high salary, and are technologically adept. However, there are still other external factors and motivations, such as the spread of a pandemic and the fear of virus spreading, that alter people's attitudes, causing them to become more vigilant in their choice. To reduce such limitations, this research also utilizes Uses and Gratification Theory (UGT) to examine the impact of the current pandemic on the effects in consumers' motivation and behavior toward online shopping.

UGT was first developed in 1944 (Lazarsfeld & Stanton, 1944), initially focusing on why people adopt radio serial programs. Then, it was used to explain people's motivations to watch certain TV programs and how people think of the mass media (Rubin, 2009). Since the 1980s, UGT has increasingly been used in the adoption

of Internet usage (Larose et al. 2001), social media usage (Hossain, 2019), and online shopping, which is more common recently (Lim & Ting, 2012).

As the recent work of Kaur et al. (2020), Tran (2021), and Pham et al. (2020) suggested that the increasing level of pandemic fears of COVID-19 motivated buyers to perceive for the online shopping, TAM and UGT were then applied in this study to clarify what driven Thai consumers to use online shopping channels to satisfy their needs, including the recognition of their perceived positive and negative effects when using this platform to buy beauty products during the pandemic.

3.1 Theory of Acceptance Model (TAM)

To understand technology adoption among potential users, TAM come up with the belief–attitude–intention–behavior causal relationship (Ha & Stoel, 2009). TAM proposes that a person's attitude toward utilizing a new technology, as well as their intention to utilize, are determined by two main factors: perceived utility and perceived ease of use. Perceived usefulness is the degree to which a person feels that employing technology would improve one's performance (Davis et al., 1989). While perceived ease of use refers to which a person feels that utilizing technology will be pleasant and comfortable (Davis et al., 1989). The final version of TAM by Venkatesh and Davis (1996) includes two main variables as shown in Figure 1, the perceived usefulness and perceived ease of use. The perceived ease of use itself positively influence perceived usefulness. While both perceived usefulness and ease of use positively affects the actual use of a particular technology or media through behavioral intention (or the acceptance). TAM has been confirmed in previous research as a strong framework for analyzing user adoption of technology in a number of scenarios, including email (Huang, Lu, & Wong, 2003), internet banking (Lai & Li, 2005), video conferencing (Fallery et al., 2010), online gaming (Jap, 2017), and suchlike. Online shopping is a retail platform that requires the innovative technology systems as well. For example, the behavior of searching on e-commerce app and doing online transaction, in which both perceived usefulness and ease of use is the fundamental basis for a study on consumer acceptance of online shopping. This is because if the users or consumers feel that the target technology is free of effort (high perceived ease of use) and increase their

shopping performance (high perceived usefulness), this would then lead to a high acceptance and usage of online shopping.
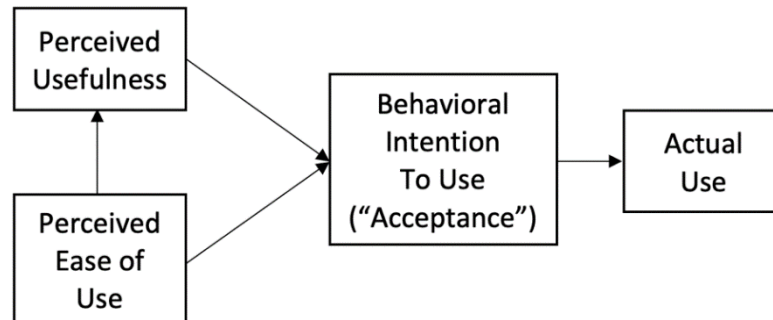
Figure 1. Illustration of the final version of Technology Acceptance Model (TAM) adapted from Venkatesh and Davis (1996)

3.2 Uses and Gratification Theory (UGT)

In the early research, UGT is a prominent technique for the understanding of mass communication and explaining consumers' motivation in using particular media channels or platforms (Zamzuri et al., 2018). The theory focuses on questioning what people do with media instead of what media does to people (Katz et al. 1973). It is assumed that people are not passive, but actively participate in the interpretation and integration of media into their own lives. People are also accountable for selecting media to fulfill their requirements and utilize the media to get certain gratifications. Motivations, expectation value, consumers' activities, and media consumption are all explored using UGT (Luo & Remus, 2014). According to Cardoso and Pinto (2010), the motivations are further divided into hedonic motivation (i.e., entertainment and passing time), utilitarian motivation (i.e., information seeking and convenience), and social motivation (i.e., subjective norms). All three types of motivations affect the media behavioral usage in a positive relationship. These motivations are the direct cause for consumers' media behavioral usage, which further affects their gratifications as depicted in Figure 2.
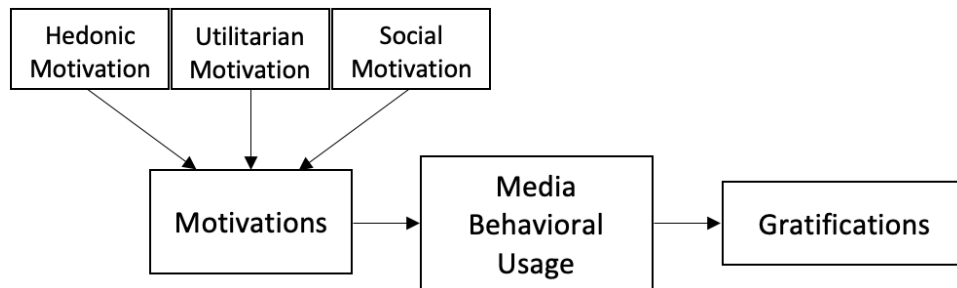
Figure 2. Illustration of the Uses and Gratification Theory (UGT) adapted from Luo and Remus (2014)

The theory has distinct goals. First, UGT tries to clarify how particular audiences use mass media to meet their individual needs. Second, researchers seek to uncover a viewer's underlying motivations for using media. UGT can thus be used to better understand why people choose to utilize online beauty shopping, as they are motivated by a desire to meet a variety of needs.

3.3 Integration of TAM and UGT Model

Although both TAM and UGT are based on Fishbein's model of attitude and behavior intention, their focus and application areas differ (Luo & Remus, 2014). First, TAM-related models primarily focus on utilitarian use (i.e., perceived usefulness and ease of use) of adopted technology. While UGT focuses on both hedonic and utilitarian motives and social norms for the media use, meaning that it combines social and psychological attributes of needs. As a result, UGT is more suited to analyze consumers' motives for the use of online shopping, whereas TAM-related models are better to analyze on-the-job technology use. Therefore, a combination of both TAM and UGT is needed for the sufficiency in understanding of motivations and behaviors toward the use of online beauty shopping during the pandemic. The behavioral usage of online shopping is determined by motivations (i.e., hedonic, utilitarian, and social motivation) and perceived usefulness and ease of use which were mediated by behavioral intention. Furthermore, UGT model has shown that there is a favorable association between behavioral usage and gratification. The mapping of the integrated theories is shown in Figure 3. The integrated model uses major constructs from TAM and UGT, which consider both the motivations and the perceived benefits of the media usage.
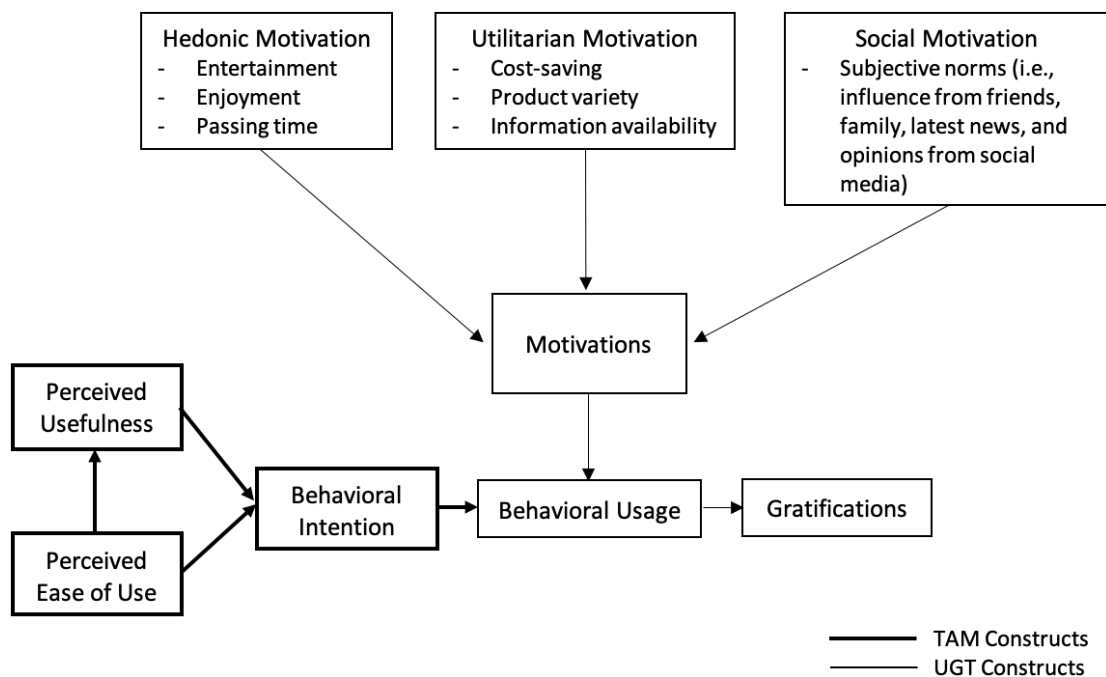
Figure 3. The integrated model of TAM and UGT

4. Conceptual Framework

There has not been any study that focus on the purchasing of online beauty products throughout the time of the pandemic. This present study incorporates variables identified through literature reviews and some new ones to track changes in consumers' behavioral usage towards online beauty shopping in the context of COVID-19 and the general form of multiple regression in this study is denoted in equation (1) or as depicted in Figure 4.

$$BU = \beta_0 + \beta_1 PU + \beta_2 PE + \beta_3 EN + \beta_4 CS + \beta_5 IA + \beta_6 SN - \beta_7 FR - \beta_8 PR + \varepsilon \quad (1)$$

Where *BU* denotes the behavioral usage of online shopping for the purchase of beauty products, *PU* denotes the perceived usefulness, *PE* denotes the perceived ease of use, *EN* denotes the entertainment, *CS* denotes the cost saving, *IA* denotes the information availability, *SN* denotes the subjective norms, *FR* denotes the financial risk, and *PR* denotes the product performance risk.
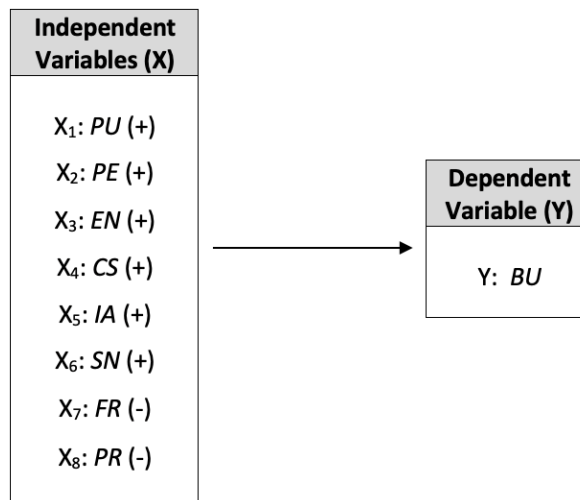
Figure 4. Research framework

5. Data and Methodology

5.1 Method of data collection

The sample and data of this study were collected from active beauty shoppers in Bangkok. The formula for calculating sample size is as follow:

$$N = \frac{z^2 p(1-p)}{e^2} = \frac{(1.96)^2 \times 0.5(1-0.5)}{(0.05)^2} \approx 385 \tag{2}$$

$$z = z\ score;\ e = margin\ of\ error;\ p = standard\ deviation$$

The author set up an online questionnaire using Google Forms for data collection. The questionnaire contains questions about customers' online beauty shopping behaviors and the factors that affect their behavioral usage of online channels (under the context of COVID-19). The research variable scales were adopted and modified from several studies as shown in Table 1. A 5-point Likert scale will be used to measure the items under each variable. The survey instrument comprised of 40 items (i.e., demographic variables, independent variables, and dependent variables) as summarized in Table 2. A full survey questions can be found in Appendix.

5.2 Data processing and analysis

Firstly, a descriptive analysis is performed to provide information of the respondents' demographic characteristics. Secondly, the Cronbach's alpha, KMO, and

Bartlett's test are performed to test for the validity and reliability the items and variables that will be used for further analysis. Lastly, multiple regression analysis is being operated to test for the relationship of multiple independent variables and dependent variable as mentioned previously in the conceptual framework section.

Table 1. List of selected variables and supporting details from previous studies

Selected variables	The reasoning for chosen variables	Measurement
Dependent Variable		
Behavioral usage of online shopping for the purchase of beauty products		Level of agreement: 1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree
Independent Variables		
1. Perceived usefulness	Koch (2020) argues that during the COVID-19 lockdown, the perceived usefulness of online buying was positively related to consumers' intention to engage in online shopping, especially among Generation Y and Z, who are generally familiar with online shopping. In addition, it provides the most convenient means when the physical stores had close during the lockdown and lower a consumer's risk of infection. Thus, the perceived usefulness has been defined to have a positive effect on the usage of online shopping for beauty products.	Level of agreement: 1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree
2. Perceived ease of use	Regarding Pham et al. (2020), consumers who are adept at using modern technologies may find it easier to acquire things on the internet, so they prefer more online shopping. Furthermore, the empirical study of Barnes and Vidgen (2002) found that consumer's view of the site to be simple to operate is the primary determinant of behavioral intention to use online shopping. Thus, the perceived ease of use has been defined to have a positive effect on the usage of online shopping for beauty products.	Level of agreement: 1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree

Hedonic Motivation		
3. Entertainment	According to Koch et al. (2020), entertainment purpose is a significant determinant for buying clothes online during COVID-19. Since the lockdown limits leisure experiences, consumers are unable to participate in their usual recreational activities; they turn to do online shopping. Thus, entertainment purpose has been defined to have a positive effect on the usage of online shopping for beauty products.	Level of agreement: 1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree
Utilitarian Motivation		
4. Cost-saving	Customers' perceptions of a given price can have a direct impact on a customer's decision to buy the product (Razak et al. 2016). According to Chelvarayan et al. (2021), the Malaysian online shopping users seek of opportunities like cost savings and promotion are positively significant. Thus, cost-saving has been defined to have a positive effect on the usage of online shopping for beauty products.	Level of agreement: 1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree
5. Information availability	Because online shoppers rarely have the opportunity to touch and feel products before making a purchase decision, Vasic et al. (2018) found that consumers value information availability as one of the key elements in ensuring the quality of products purchased online and facilitating the decision-making process. Thus, information availability has been defined to have a positive effect on the usage of online shopping for beauty products.	Level of agreement: 1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree
Social Motivation		
6. Subjective norms	Previous research by Koch et al. (2020) had confirmed that normative pressure positively related to consumers' intention to shop online during COVID-19. As everyone is exposed to the news of COVID-19 through mass media, such action of surrounded people like friends and family members caused pressure and can influence the shopping behavior of the respondents. Thus, the subjective norms have been defined to have a positive effect on the usage of online shopping for beauty products.	Level of agreement: 1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree

Perceived Risks		
7. Financial risk **8. Product performance risk**	In-odd (2016) included four variables of perceived risks: financial risk, product performance risk, time risk, and psychological risk. However, the findings show that time risk and psychological risk were not related to online shopping intention. This result is also supported by the previous study of Teo (2002). Thus, the financial risk and product performance risk have been defined to have a negative effect on the usage of online shopping for beauty products.	Level of agreement: 1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree

Table 2. Summary of all items and variables in this study

Variables	Research Variables	Number of Items
Independent variables	Perceived usefulness	3
	Perceived ease of use	3
	Entertainment	3
	Cost-saving	3
	Information availability	3
	Subjective norms	3
	Financial risk	3
	Product performance risk	3
Dependent variable	Behavioral usage	4
Demographic and other variables	Gender / age / education / employment / income / quarantine experience / payment method / most bought beauty products / purpose of buying beauty products / most used online sites / types of beauty shopper	12

6. Result and Discussion

6.1 Descriptive statistics

A total of 365 respondents from Bangkok was included as the sample in this study. The minimum requirement of 385 sample size have not been met due to the time constraint. However, only few more responses are needed to fulfill this minimum sample size. Therefore, it will not affect the reliability of a survey results. Table 3

presented the basic statistical summary of the variables, and the demographic profile of the respondents was summarized in Table 4 with stated frequency and percentage. Majority of the respondents are female accounting for 75.3 percent (with SD = 0.43) and are mostly from Generation Z accounting for 50.4 percent (with SD = 0.86). These results show that there is a much difference between female and male online beauty shoppers and showing that younger generation like Generation Z are the most active online shoppers. Most respondents are students and employees working at the organizations (these two groups of respondents accounted for more than 70 percent of the overall sample) and holding a bachelor's degree as their highest degree of education, contributing for 58.1 percent (with SD = 0.67). The distribution between quarantined and no quarantine experience respondents are almost equally distributed, accounting for 44.1 percent and 55.9 percent (with SD = 0.49), respectively.

Table 3. Basic statistical summary

Types of variables	Measure	Items	Min	Max	Mean	SD
Demographic Variables	Gender	Male: 0 Female: 1	0	1	0.753	0.431
	Age	Gen Z (16 – 24): 1 Gen Y (25 – 40): 2 Gen X (41 – 56): 3 Baby boomers (57 and above): 4	1	4	1.770	0.864
	Education	Less than high school: 1 High school or equivalent: 2 Bachelor's degree: 3 Master's degree: 4 Doctoral degree: 5	1	5	3.118	0.674
	Income	Below 15,000 baht: 1 15,001 – 30,000 baht: 2 30,001 – 70,000 baht: 3 70,0001 – 150,000 baht: 4 Above 150,000 baht: 5	1	5	2.507	1.323
	Quarantine Experience	Yes: 0 No: 1	0	1	0.559	0.487
	Perceived Usefulness	PU1 PU2 PU3	1	5	4.213	0.880
	Perceived Ease of Use	PE1 PE2 PE3	1	5	3.898	0.966
	Entertainment	EN1 EN2 EN3	1	5	3.529	1.200

Dependent Variables	Cost-saving	CS1 CS2 CS3	1	5	3.985	1.094
	Information Availability	IA1 IA2 IA3	1	5	4.027	0.937
	Subjective Norms	SN1 SN2 SN3	1	5	3.625	1.123
	Financial Risk	FR1 FR2 FR3	1	5	3.623	1.151
	Product Performance Risk	PR1 PR2 PR3	1	5	4.084	1.028
Independent Variable	Behavioral Usage	BU1 BU2 BU3 BU4	1	5	3.686	1.109

Table 4. Respondents' demographic profile

Measure	Items	Frequency	%
Gender	Male	90	24.7
	Female	275	75.3
Age	Gen Z: 16-24	184	50.4
	Gen Y: 25-40	85	23.3
	Gen X: 41-56	92	25.2
	Baby boomers: 57 and above	4	1.1
Education	Less than high school diploma	1	0.3
	High school degree or equivalent	56	15.3
	Bachelor's degree	212	58.1
	Master's degree	91	24.9
	Doctoral degree	5	1.4
Employment	Student	146	40.0
	Employee	127	34.8
	Teacher/Professor	5	1.4
	Business owner	39	10.7
	Freelance	21	5.8
	Housewife/husband	11	3.0
	Job seeker	13	3.6
	Retired	2	0.5
	Others	1	0.3
Income	Below 15,000 baht	108	29.6
	15,001 – 30,000 baht	94	25.8
	30,001 – 70,000 baht	69	18.9
	70,001 – 150,000 baht	58	15.9
	Above 150,000 baht	36	9.9
Quarantine Experience	Yes	161	44.1
	No	204	55.9

Payment Method	Credit card/Debit card	180	49.3
	Mobile banking	163	44.7
	Payment on delivery	22	6.0
	Others	0	0
Effect of COVID-19 on buying beauty products online *Part of Behavioral Usage question (for regression analysis)	Buy less beauty products online compared to pre-COVID	51	14.0
	Online beauty purchasing habit haven't been impacted	112	30.7
	Buy more beauty products online compared to pre-COVID	202	55.3
Beauty products mostly bought from online during COVID-19	Cosmetic	53	14.5
	Skincare	291	79.7
	Others	21	5.8
Common purpose for buying beauty product online	To buy new product from a new brand (that you have never used before)	79	21.6
	To buy new product (with the same brand you have used before)	72	19.7
	To buy for a replacement/refill of the same product you have used before	214	58.6
Most used online sites for buying beauty products	Brand's official store (in Shopee/Lazada, in brand's social media channels/websites/LINE	220	60.3
	Beauty retailer's website (Eveandboy, Sephora, Konvy, etc.)	51	14.0
	Department store website	29	7.9
	Unbranded shop on Facebook/ Instagram/ Shopee/ Lazada	62	17.0
	Others	3	0.8
Types of beauty shopper	Brand novice	74	20.3
	Brand loyalist	179	49.0
	Beauty enthusiast	112	30.7

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Since the outbreak of COVID-19, respondents were asked in a survey which product categories they shopped most via online channels, and they were allowed to pick up to three options at most. The result shows that food & beverages received the highest frequency (306 picks) and the second highest is cosmetic/skincare/personal care product with the frequency of 265 picks as shown in Figure 5. As they were asked about the effect of COVID-19 on their buying behavior, about 55 percent of respondents buy more beauty products online comparing to pre-COVID, followed by another 31 percent who answered that their purchasing habit haven't changed, and 14 percent buy less (Figure 6). Moreover, the type of beauty product that were mostly bought online is skincare which takes up to 80 percent of the overall sample, cosmetic is 14 percent, and another 6 percent comes from the other products, such as haircare, perfume, and body

care (Figure 7). These findings suggest that even though the respondents are facing with the pandemic crisis, most of them are still interesting in beauty products and are willing to take care of themselves, especially on their skincare routine.
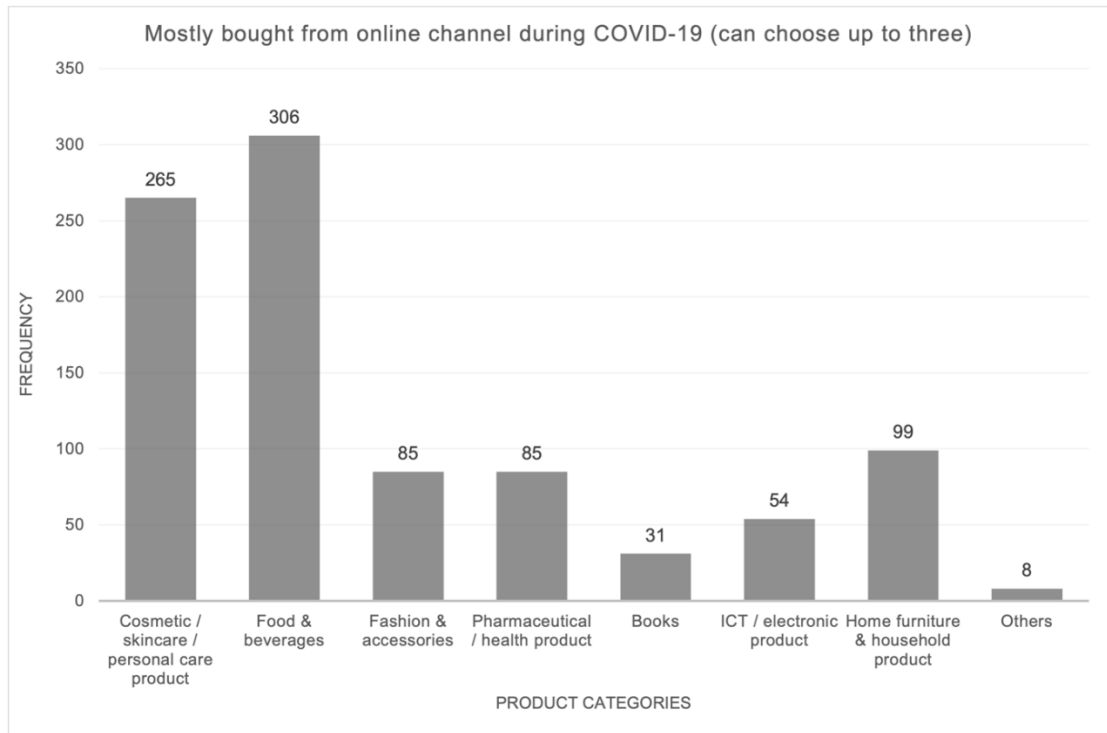

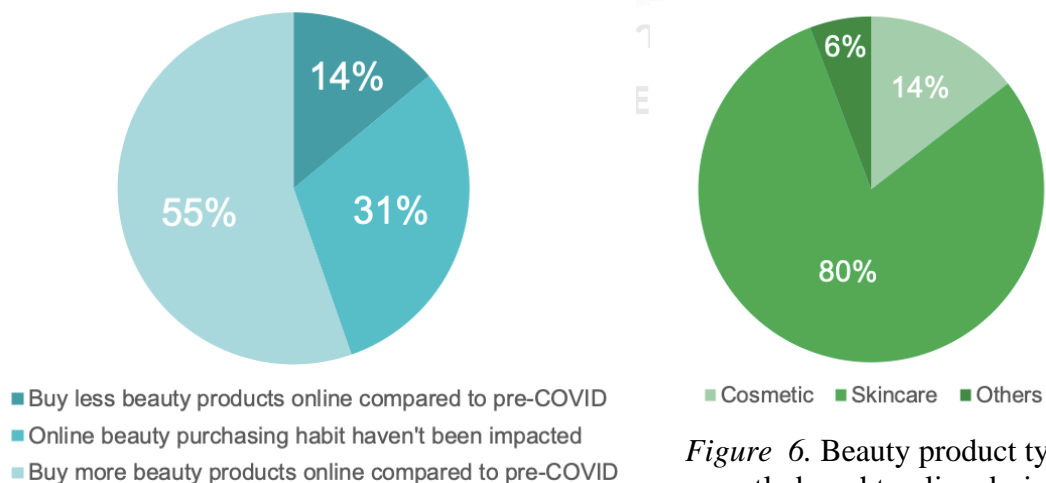*Figure 5.* Mostly shopped online product categories

Figure 6. Beauty product type mostly bought online during COVID-19

Figure 7. Effect of COVID-19 on buying beauty products online

In addition, Figure 8 shows that 49 percent of respondents defined their beauty shopper type as a brand loyalist, meaning that they would stick to the same old brand they have used before. On the other hand, a brand enthusiast, customers who always seek for new brand, accounted for 30.7 percent. Lastly, a brand novice, customers who are new to beauty space, accounted for another 20.3 percent. This result shows that there is still a high chance and are capable for each beauty brand to attract those shoppers who are brand enthusiast and brand novice (altogether accounting for 51 percent) to try out the brand's products. Moreover, Figure 9 reveals that the second most common purpose of buying beauty products online is to buy new product from a new brand.

Most frequent online sites that respondents use to shop for beauty products are from Brand's official store (in Shopee/Lazada, in brand's social media channels/websites/LINE official) which represented by 60.3 percent as shown in Figure 10. The finding suggest that majority of customers trusted the official sites of the brand, which means that it is necessary for the beauty brand to maintain or improve the efficiency of their sites (i.e., fast replying, easy to use platform, and special offers) to reached customers' satisfaction, enhance their experience of shopping, and to prolong their frequent use of the brand's official sites.

■ Brand novice ■ Brand loyalist ■ Beauty enthusiast

Figure 8. Type of beauty shoppers

■ To buy a new product from a new brand (that you have never used before)
■ To buy a new product (with the same brand you have used before)
■ To buy for a replacement/refill of the same product you have used before
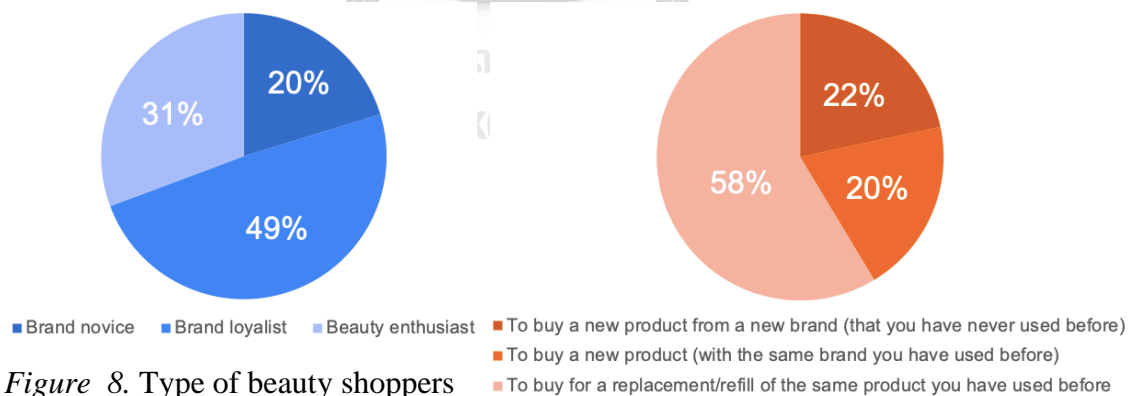
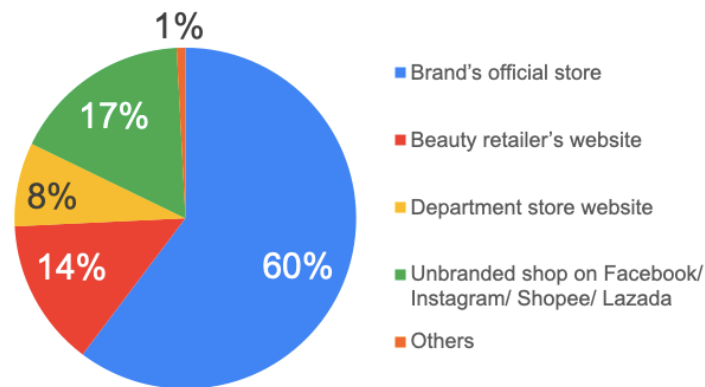*Figure 9.* Purpose of buying beauty products online

Figure 10. Most used online sites for buying beauty products

6.2 Reliability and validity test

A Cronbach's alpha was calculated using a reliability analysis to verify that the survey data was consistent by measuring the internal consistency between items in a factor or variable. According to Hilton et al. (2004), Cronbach's alpha below 0.50 is considered as low reliability (not acceptable), 0.50 – 0.70 showed moderate reliabiliy (still acceptable), 0.70 – 0.90 showed high reliability, and above 0.90 is considered as excellent reliability.

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity were also performed. According to Hair et al. (2010), the recommended value of KMO should be 0.6 or above. While Bartlett's test of sphericity will be significant at $\alpha < 0.05$.

The Cronbach's alpha, KMO, and Bartlett's test of each factor in this study are all in acceptable range, ranging from 0.574 to 0.853 and 0.612 to 0.732 and $\alpha < 0.05$, respectively (Table 5). The results show that the data set has been appropriately sampled and that data factor analysis is appropriate.

Table 5. Summary of reliability and validity test

Factor	Number of items	Cronbach's alpha	KMO	Bartlett's test (.sig)
Perceived Usefulness (PU)	3	0.762	0.691	0.000
Perceived Ease of Use (PE)	3	0.637	0.648	0.000
Entertainment (EN)	3	0.853	0.732	0.000

Cost-saving (CS)	3	0.823	0.709	0.000
Information Availability (IA)	3	0.842	0.717	0.000
Subjective Norms (SN)	3	0.574	0.612	0.000
Financial Risk (FR)	3	0.727	0.682	0.000
Product Performance Risk (PR)	3	0.632	0.635	0.000
Behavioral Usage (BU)	4	0.742	0.689	0.000

6.3 Regression analysis

The hypotheses were tested by running a multiple regression analysis. It is a statistical technique used to model the linear relationship between several independent variables and dependent variable. Table 6 represents the direction and strength of each independent variables to the dependent variable. All signs of the coefficients were found to be the same as expected in the conceptual framework section. Model 1 demonstrated that perceived usefulness, entertainment, and subjective norm are statistically significant at the 1% level of significance. Followed by ease of use and information availability at 5% level of significance. However, cost-saving, financial risk, and perceived risk were found to be insignificant.

In Model 2, all the insignificant variables were removed and only the significant variables were left. The adjusted R-squared suggests a 50.6% generalizability of the model. The findings, which show a positive relationship of perceived usefulness (β = 0.204, p < 0.01), and perceived ease of use (β = 0.127, p < 0.05) towards the behavioral usage of online shopping, are consistent with past e-commerce research. The subjective norm (β = 0.268, p < 0.01) is found to be highly significant, suggesting that news published on social media and public opinions about COVID-19 influenced behavioral usage of online shopping during the COVID-19 crisis. In the context of a crisis, subjective norms produce more effects toward consumers' buying behavior. The results also indicate a strong entertainment purpose (β = 0.246, p < 0.01) among beauty shoppers. Customers enjoy browsing for beauty products online and, as a result, they spend time on searching for beauty products as they have limited leisure activities to do

during COVID-19. The availability of information ($\beta = 0.108$, p < 0.05) is another important predictor towards online purchasing of beauty product. As beauty shoppers gain enough information, they build up trust and make easier decision when they make online purchases.

On the other hand, cost-saving factor does not have much effect on the buying of beauty products online. This may be because when it comes to health and skin related, consumers are more cautious about the quality. Therefore, lower prices for beauty products do not enhance much behavioral usage of online buying for beauty products. Furthermore, the risk perception of online shopping is being reduced, consumers feel less risks toward online shopping for beauty products during COVID-19 and it does not significantly cause them much hesitation to shop online.

Table 6. Regression results - Dependent variable: Behavioral usage of online shopping for the purchase of beauty products (BU)

Independent Variables	Model #1	Model #2
PU	0.199*** (4.129)	0.204*** (4.238)
PE	0.123** (2.379)	0.127** (2.464)
EN	0.234*** (4.911)	0.246*** (5.382)
CS	0.064 (1.390)	-
IA	0.104** (2.106)	0.108** (2.277)
SN	0.271*** (6.099)	0.268*** (6.126)
FR	-0.050 (-1.200)	-
PR	-0.026 (-0.636)	-
Observations	365	365
R^2	0.518	0.513
Adjusted R^2	0.507	0.506

t-stat in parentheses. ** p < 0.05, *** p < 0.01

6.4 Testing for normality

To make valid inferences from the regression, the residuals should follow a normal distribution. Normality test is necessary to ensure that most values occur near the mean and that the samples are the good representatives of the population. Normal probability-probability plot of regression standardized residual. Although there are some deviations observed, but generally the points seem to follow the least squares fit line and there are no drastic deviations (Figure 11). Moreover, histogram of residuals is being constructed as shown in Figure 12. As a result, a normal distribution is assumed, meaning that the observed standardized residuals are normally distributed.

Figure 12. Normal P-P plot of regression standardized residual

Figure 11. Histogram of residuals

6.5 Testing for heteroscedasticity

Another important assumption is that the residuals should be homogeneous in nature. Figure 13 showed the scatterplot of residuals against predicted value. The plot revealed that there are no patterns detected which means that it is homoscedasticity. To confirm the result, Breusch-Pagan (BP) test was used. The calculated p-value from BP test is 0.086. Since the p-value is greater than 0.05, heteroscedasticity does not exist. Therefore, OLS estimators are homoscedastic.

Figure 13. Scatterplot of residuals against predicted value

6.6 Testing for multicollinearity

Lastly, the absence of multicollinearity was checked by looking at the Variance Inflation factor (VIF) values or by tolerance. It is important to check whether the ind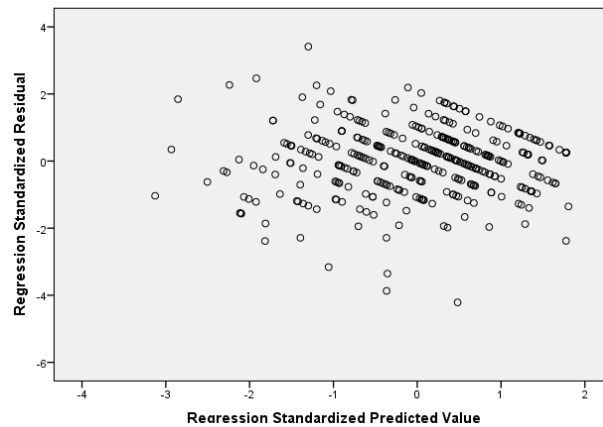ependent variables are highly correlated with each other or not. If they are highly correlated, it can produce less reliable probabilities in terms of the effect of independent variables in a model.

According to Hair et al. (2010), ideally VIF value should not exceed 0.4 and tolerance should not be less than 0.2, otherwise, multicollinearity exists. The collinearity statistics of each independent variable is shown in Table 7. The assumption of both VIF and tolerance have been met. Therefore, no multicollinearity is detected.

Table 7. Collinearity statistics

Independent Variables	Collinearity Statistics	
	Tolerance	VIF
PU	0.585	1.707
PE	0.507	1.972
EN	0.649	1.542
IA	0.600	1.668
SN	0.712	1.405

7. Conclusion, implications, and limitations

7.1 Conclusion on the results

This study investigates the perceived usefulness and perceived ease of use of online shopping for beauty products, motivational factors, and risk factors that may have an effect towards the sales of beauty products (measure by the behavioral usage of online shopping) during the COVID-19. As such, theory of TAM and UGT were applied for the study. The model developed for this study was first tested for its reliability and validity. Then, the multiple linear regression was used for the analysis with 365 observations.

The study has found that technological uses of online shopping are currently useful and easy to use, especially among the Generation Z. The results confirmed that usefulness, ease of use, entertainment, information availability, and subjective norm presented significant predictors of the behavioral usage of online shopping for the purchase of beauty products. The findings demonstrated that perceived usefulness, entertainment, and subjective norm are the most powerful predictors. While cost-saving and risk factors do not contribute much to the usage of beauty online shopping.

7.2 Managerial implications

Even though it's in the middle of the pandemic crisis, beauty businesses still need to stimulate consumers' shopping intention. Most of the selling rely primarily on e-commerce, without much interaction between retailers and customers, businesses should be facilitating and improving their online selling platform as much as possible to enhance the awareness of easy-to-use platform. Few recommendations are given:

Online platform developers should focus on the site's attributes, make it easy to use in order to bring in new users and also to retain current users and to keep up with the customers' enjoyment level to make them feel entertain and enjoyable when using the sites.

Marketers need to adjust their strategies to catch up with the changing of e-commerce landscape to facilitate customers who are currently and widely adopting digital technology into their everyday life. Complete and detailed product information should be given and messages that are being sent out should be clear and informative.

7.3 Limitations

      The survey sample is limited to beauty shoppers who lived in Bangkok, which may cause limited generalizability. Moreover, the research context is only focusing on beauty products, and the results may not be directly applicable to other types of products.

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Appendix

Survey questions

Part 1

1. Gender

   - Male
   - Female

2. Age อายุ

   - 16 - 24
   - 25 - 40
   - 41 - 56
   - 57 or older

3. Your highest level of education

   - Less than a high school diploma
   - High school degree or equivalent
   - Bachelor's degree
   - Master's degree
   - Doctoral degree

   Note:

   If you are currently in high school, then your current highest level of education is "less than a high school diploma."
   If you are currently in you bachelor studies, then your current highest level of education is "High school degree or equivalent."

4. Employment

   - Student
   - Employee
   - Teacher/professor
   - Business owner
   - Freelance
   - Housewife/husband
   - Job seeker
   - Retired

- Other (please specify)

5. Income per month

  - Below 15,000 baht
  - 15,001 - 30,000 baht
  - 30,001 - 70,000 baht
  - 70,001 - 150,000 baht
  - Above 150,000 baht

6. Have you ever had to quarantine during COVID-19?

  - Yes
  - No

7. Since the outbreak of COVID-19, which of the following product categories have you been buying most? (Can choose up to three options)

  - Cosmetics/skincare/personal care
  - Food & beverages
  - Fashion & accessories
  - Pharmaceutical/health
  - Books
  - ICT/electronic goods
  - Home furniture & household products
  - Others (please specify)

8. What payment method do you usually use for completing your online purchases?

  - Credit card/Debit card
  - Mobile banking
  - Payment on delivery
  - Others (please specify)

9. What are the online sites that you used to shop most when shopping for beauty products?

  - Brand's official store (in Shopee/Lazada, in brand's official social media channels/websites/LINE official)
  - Beauty retailer's website (Eveandboy, Sephora, Konvy, etc.)
  - Department store website
  - Unbranded shop on Facebook/Instagram/Shopee/Lazada
  - Other (please specify)

10. What beauty products you usually buy from an online shop? (Can choose more than one option)

- Cosmetic
- Skincare
- Other (please specify)

11. What is your most common purpose to shop for beauty products online?

- To buy a new product (with the same brand you have used before)
- To buy a new product from a new brand (that you have never used before)
- To buy for a replacement/refill of the same product you have used before

12. What type of beauty shopper you think you are?

- Brand novice- Just getting into the beauty space and curious what's out there
- Brand loyalist- Mostly sticks to the products and brands that are tried and true
- Beauty enthusiast- Always searching for the next best beauty products and brands

Part 2

Please rate according to your perception toward making an online purchasing of beauty products (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree)

(1 = ไม่เห็นด้วยอย่างยิ่ง 2 = ไม่เห็นด้วย 3 = เป็นกลาง 4 = เห็นด้วย 5 = เห็นด้วยอย่างยิ่ง)

Comparing now and before the COVID-19 situation, I feel that currently...
เมื่อเทียบช่วงนี้กับช่วงก่อนสถานการณ์โควิด-19 ฉันรู้สึกว่า...

	1	2	3	4	5
Perceived usefulness					
1 ENG: Beauty online shopping sites give me easy access to product information TH: การเลือกซื้อผลิตภัณฑ์ความงามผ่านเว็บ/แอปพลิเคชัน/ร้านค้าออนไลน์ในช่วงนี้ ทำให้เข้าถึงข้อมูลของผลิตภัณฑ์ได้ง่ายขึ้น					

2	ENG: Beauty online shopping improves my effectiveness in buying beauty products (i.e., save time and cost, diversify products, avoid physical contact) TH: ช่องทางออนไลน์ทำให้การช็อปปิ้งผลิตภัณฑ์ความงามมีประสิทธิภาพมากยิ่งขึ้น (เช่น ประหยัดเวลาและค่าใช้จ่าย, มีความหลากหลายของสินค้า, หลีกเลี่ยงการสัมผัสจากผู้คนจำนวนมาก)					
3	ENG: Overall, online shopping is useful in making purchase decisions. TH: โดยรวมแล้ว ช่องทางออนไลน์ให้ประโยชน์แก่การเลือกซื้อผลิตภัณฑ์ความงามในช่วงนี้เป็นอย่างมาก					
Perceived ease of use						
1	ENG: It is easier to navigate online shopping sites for the purchase of beauty products. TH: การใช้งานของเว็บ/แอปพลิเคชัน/ร้านค้าออนไลน์ที่ใช้สำหรับการเลือกซื้อผลิตภัณฑ์ความงามนั้นใช้งานได้ง่ายขึ้น					
2	ENG: Interacting with online beauty stores become easier TH: การสอบถามและโต้ตอบกับผู้ขายผลิตภัณฑ์ความงามนั้นทำได้ง่ายขึ้น					
3	ENG: I am more skillful at using online shopping sites when I want to purchase beauty products. TH: ฉันมีความเชี่ยวชาญในการสั่งซื้อผลิตภัณฑ์ความงามผ่านทางช่องทางออนไลน์มากขึ้น					
Entertainment						
1	ENG: I spend more of my free time surfing and searching for beauty products online. TH: ในเวลาว่างฉันเลื่อนดูและค้นหาผลิตภัณฑ์ความงามผ่านช่องทางออนไลน์มากขึ้น					
2	ENG: I use more beauty online shopping sites when I am bored. TH: เมื่อฉันรู้สึกเบื่อฉันเข้าใช้งานเว็บ/แอปพลิเคชัน/ร้านค้าออนไลน์ที่เกี่ยวกับผลิตภัณฑ์ความงามมากขึ้น					

3 <u>ENG</u>: I enjoyed shopping for beauty products online <u>TH</u>: ฉันรู้สึกเพลิดเพลินกับการช็อปปิ้งผลิตภัณฑ์ความงามทางออนไลน์เป็นอย่างมาก					
Cost-saving					
1 <u>ENG</u>: I shop for more beauty products online because they are on sale. <u>TH</u>: ฉันซื้อผลิตภัณฑ์ความงามทางออนไลน์ในช่วงนี้มากขึ้นเพราะว่ามีการลดราคาของสินค้า					
2 <u>ENG</u>: I shop for more beauty products online because the retailer offers free shipping. <u>TH</u>: ฉันซื้อผลิตภัณฑ์ความงามทางออนไลน์ในช่วงนี้มากขึ้นเมื่อไม่ต้องเสียเงินค่าจัดส่ง					
3 <u>ENG</u>: I shop for more beauty products online because there is a lot of special promotion going on (i.e., free giveaways) <u>TH</u>: ฉันซื้อผลิตภัณฑ์ความงามทางออนไลน์ในช่วงนี้มากขึ้นเพราะว่ามีโปรโมชั่นพิเศษที่เพิ่มขึ้น (เช่น ได้รับของแถม)					
Information availability					
1 <u>ENG</u>: Beauty online shopping sites provide more useful product information (i.e., more details of the product from retailers, more comments, and reviews from real user) <u>TH</u>: เว็บ/แอปพลิเคชัน/ร้านค้าออนไลน์ในช่วงนี้ให้ข้อมูลของผลิตภัณฑ์ที่เป็นประโยชน์มากขึ้น (เช่น ร้านค้ามีการให้ข้อมูลรายละเอียดมากขึ้น, มีคอมเมนต์และรีวิวจากผู้ที่เคยใช้ผลิตภัณฑ์มากขึ้น)					
2 <u>ENG</u>: Information in beauty online shopping sites makes it easier for me to compare product choices <u>TH</u>: ข้อมูลของสินค้าบนเว็บ/แอปพลิเคชัน/ร้านค้าออนไลน์ที่เกี่ยวกับผลิตภัณฑ์ความงามในช่วงนี้ทำให้ฉันสามารถเปรียบเทียบเพื่อเลือกผลิตภัณฑ์ที่ต้องการได้ง่ายขึ้น					
3 <u>ENG</u>: Information in beauty online shopping sites is useful in aiding my shopping decision					

<u>TH</u>: ข้อมูลของสินค้าบนเว็บ/แอปพลิเคชัน/ร้านค้าออนไลน์ที่เกี่ยวกับ ผลิตภัณฑ์ความงามนั้นเป็นประโยชน์อย่างมากในการช่วยฉันตัดสินใจ เลือกซื้อผลิตภัณฑ์นั้นๆ				

Subjective norms

1	<u>ENG</u>: People who are important to me (i.e., friends, family) support ordering beauty products online <u>TH</u>: คนที่มีความสำคัญกับฉัน (เช่น เพื่อน, ครอบครัว) สนับสนุนการ สั่งซื้อผลิตภัณฑ์ทางออนไลน์มากขึ้น				
2	<u>ENG</u>: The current opinions published on social media about COVID-19 encourage me to buy beauty products online. <u>TH</u>: ความคิดเห็นปัจจุบันที่เผยแพร่บนโซเชียลมีเดียเกี่ยวกับโควิด-19 กระตุ้นให้ฉันเลือกที่จะซื้อผลิตภัณฑ์ความงามทางช่องทางออนไลน์มาก ขึ้น				
3	<u>ENG</u>: People who influence my behavior (i.e., beauty bloggers, influencers, celebrities) encourage me to buy more beauty products online. <u>TH</u>: คนที่มีอิทธิพลต่อพฤติกรรมการเลือกซื้อผลิตภัณฑ์ความงามของฉัน (เช่น บิวตี้บล็อกเกอร์, อินฟลูเอนเซอร์, ดารา) ทำให้ฉันรู้สึกว่าควรซื้อ ผลิตภัณฑ์ทางช่องทางออนไลน์มากขึ้น				

Financial risk

1	<u>ENG</u>: I am more concerned that the product may not be worth the money I spent <u>TH</u>: ฉันมีความกังวลที่เพิ่มมากขึ้นเกี่ยวกับความคุ้มค่าของสินค้าเมื่อเทียบ กับเงินที่ฉันจ่ายไป				
2	<u>ENG</u>: I am more concerned that providing bank account/debit/credit card number for online shopping is risky <u>TH</u>: ฉันมีความกังวลที่เพิ่มมากขึ้นเกี่ยวกับการให้เลขที่บัญชีธนาคาร/เลข บัตรเดบิต/เลขบัตรเครดิตสำหรับการช็อปปิ้งออนไลน์				
3	<u>ENG</u>: I am more concerned about the hidden costs/extra charges when I shop online (i.e., extra cash must be paid				

once the product is being delivered, charge extra high price for delivery fee) TH: ฉันมีความกังวลที่เพิ่มมากขึ้นเกี่ยวกับค่าใช้จ่ายแอบแฝง/ค่าใช้จ่ายเพิ่มเติมเมื่อฉันช็อปปิ้งทางออนไลน์ (เช่น มีการเรียกเก็บเงินปลายทางเพิ่มเติม, มีการบวกค่าส่งที่เกินความเป็นจริง)					
Product performance risk					
1 ENG: It is more difficult to feel and try the beauty products prior to the purchase when purchase from online TH: เป็นการยากที่จะได้ทดลองผลิตภัณฑ์ก่อนตัดสินใจซื้อเมื่อต้องซื้อทางออนไลน์					
2 ENG: It is more difficult to ascertain the characteristics of the beauty products (i.e., quality, color) when purchase from online TH: เป็นการยากที่จะคงคุณลักษณะของผลิตภัณฑ์ความงาม (เช่น คุณภาพ และสี) เมื่อซื้อจากช่องทางออนไลน์					
3 ENG: I am more concerned that the product delivered may be damaged when purchase from online TH: ฉันมีความกังวลที่เพิ่มขึ้นว่าสินค้าอาจเกิดความเสียหายขณะจัดส่ง เมื่อต้องซื้อจากช่องทางออนไลน์					
Behavioral usage of online shopping for the purchase of beauty products					
1 ENG: As many beauty brands and counter brands offer online purchasing options during COVID-19, I buy more beauty products online TH: เนื่องจากแบรนด์ที่เกี่ยวกับความงามและเคาน์เตอร์แบรนด์ต่างๆ ได้เพิ่มทางเลือกให้ลูกค้าโดยการเปลี่ยนไปเน้นการขายของผ่านช่องทางออนไลน์มากขึ้นในช่วงโควิด-19 ฉันจึงเลือกช็อปผลิตภัณฑ์ความงามผ่านทางออนไลน์มากขึ้นตามไปด้วย					
2 ENG: The effect of COVID-19 on buying beauty products online *Note: 1= **Buy a lot less** beauty products online compare to pre-COVID, 2= buy less, 3= Online beauty purchasing habit haven't been impacted by COVID, 4= Buy more, 5= **Buy a lot more**					

TH: ผลกระทบของโควิด-19 ต่อการซื้อผลิตภัณฑ์ด้านความงามของฉัน *หมายเหตุ: 1= ตอนนี้ฉันซื้อผลิตภัณฑ์ความงามทางออนไลน์น้อยลงอย่างเห็นได้ชัดเมื่อเทียบกับช่วงก่อนโควิด, 2= ซื้อน้อยลง, 3= โควิดไม่ได้มีผลกระทบต่อการซื้อผลิตภัณฑ์ความงามทางออนไลน์ของฉัน, 4= ซื้อมากขึ้น, 5= ซื้อมากขึ้นอย่างเห็นได้ชัด					
3 ENG: After searching for product information/reviews, I usually bought the products from online sites right away. TH: หลังจากค้นหาข้อมูล/รีวิวของผลิตภัณฑ์ ฉันมักจะซื้อผลิตภัณฑ์ผ่านช่องทางออนไลน์โดยทันที					
4 ENG: Even after COVID-19, there is a high chance that I will continue purchasing my next beauty product items online TH: มีแนวโน้มที่ฉันจะซื้อผลิตภัณฑ์ความงามชิ้นต่อไปทางออนไลน์ แม้สถานการณ์โควิด-19 จะคลี่คลายแล้ว					

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