

FACTORS AFFECTING ONLINE PURCHASE INTENTION
OF THAI AND NON-THAI SHOPPERS ON LAZADA IN
THAILAND



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ปัจจัยที่ส่งผลต่อความตั้งใจซื้อสินค้าออนไลน์บนแพลตฟอร์มของผู้ซื้อชาวไทยและชาวต่างชาติ ใน
ประเทศไทย



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คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
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By Miss Su Myat Hay Thi
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Thesis Advisor Associate Professor PAVEL SLUTSKIY, Ph.D.

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Arts (Communication Arts)

INDEPENDENT STUDY COMMITTEE

..... Chairman
(Assistant Professor WARAPORN CHATRATICHART,
Ph.D.)
..... Advisor
(Associate Professor PAVEL SLUTSKIY, Ph.D.)
..... Examiner
(SER SHAW HONG, Ph.D.)



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

ชู เมียท เฮย์ ธิ : ปัจจัยที่ส่งผลต่อความตั้งใจซื้อสินค้าออนไลน์บนลาซาด้าของผู้ซื้อชาวไทยและชาวต่างชาติ ในประเทศไทย. (FACTORS AFFECTING ONLINE PURCHASE INTENTION OF THAI AND NON-THAI SHOPPERS ON LAZADA IN THAILAND)
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การศึกษานี้มีวัตถุประสงค์เพื่อระบุปัจจัยที่มีผลกระทบสูงสุดต่อความตั้งใจซื้อสินค้าออนไลน์ของนักช้อปชาวไทยบนลาซาด้าในประเทศไทย และระบุปัจจัยที่มีผลกระทบสูงสุดต่อความตั้งใจซื้อสินค้าออนไลน์ของนักช้อปชาวไทยบนลาซาด้าในประเทศไทย และเพื่อศึกษาความแตกต่างของปัจจัยที่ส่งผลต่อความตั้งใจซื้อสินค้าออนไลน์ระหว่างนักช้อปชาวไทยและไม่ใช่ชาวไทยบนลาซาด้าในประเทศไทย การสำรวจออนไลน์เชิงปริมาณถูกนำมาใช้เพื่อรวบรวมข้อมูลจากผู้ตอบแบบสอบถาม 212 คน ทุกเพศ อายุระหว่าง 19 ถึง 39 ปี ซึ่งปัจจุบันอาศัยอยู่ในประเทศไทย และได้ซื้อผลิตภัณฑ์บนลาซาด้าในช่วงสามเดือนที่ผ่านมา ผลการทดลองเชิงเส้นพหุคูณพบว่าตัวแปรทั้ง 5 ตัว มีผลเชิงบวกอย่างมีนัยสำคัญต่อความตั้งใจซื้อสินค้าออนไลน์ของนักช้อปชาวไทย และมีเพียง 3 ปัจจัยเท่านั้นที่มีผลสูงสุดต่อความตั้งใจซื้อของออนไลน์ของนักช้อปชาวไทย ได้แก่ ราคา ประเทศต้นทาง และปริมาณการขาย สำหรับกลุ่มนักช้อปที่ไม่ใช่ชาวไทย มีเพียง 4 ใน 5 ปัจจัย ยกเว้นปริมาณการขายที่มีผลเชิงบวกอย่างมีนัยสำคัญต่อความตั้งใจซื้อสินค้าออนไลน์ การทดสอบ Mann-Whitney U เผยให้เห็นความแตกต่างอย่างมีนัยสำคัญในด้านราคา ประเทศต้นทาง และการส่งเสริมการขายระหว่างผู้ซื้อชาวไทย และชาวต่างชาติ อย่างไรก็ตาม ไม่พบความแตกต่างอย่างมีนัยสำคัญในด้านปริมาณการขายและ eWOM ระหว่างทั้งสองกลุ่มเกี่ยวกับความตั้งใจในการซื้อออนไลน์บนลาซาด้า ปัจจัยทางประชากรศาสตร์ เช่น อายุ เพศ และระดับรายได้ ไม่มีผลกระทบที่มีนัยสำคัญทางสถิติต่อ eWOM ปริมาณการขาย ประเทศต้นทาง และการส่งเสริมการขาย สำหรับกลุ่มนักช้อปทั้งชาวไทยและชาวต่างชาติ อย่างไรก็ตาม ในด้านราคา พบว่าเพศมีผลกระทบอย่างมีนัยสำคัญต่อนักช้อปชาวไทย พบว่านักช้อปชาวไทยชายให้ความสำคัญกับราคามากกว่านักช้อปชาวไทยที่เป็นผู้หญิง

จุฬาลงกรณ์มหาวิทยาลัย
 CHULALONGKORN UNIVERSITY

สาขาวิชา การจัดการการสื่อสารเชิงกลยุทธ์
 ปีการศึกษา 2566

ลายมือชื่อนิติศ
 ลายมือชื่อ อ.ที่ปรึกษาหลัก

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Su Myat Hay Thi : FACTORS AFFECTING ONLINE PURCHASE
 INTENTION OF THAI AND NON-THAI SHOPPERS ON LAZADA IN
 THAILAND. Advisor: Assoc. Prof. PAVEL SLUTSKIY, Ph.D.

The objectives of this study were to identify the factors that have the highest effect on the online purchase intention of Thai shoppers on Lazada in Thailand, to identify the factors that have the highest effect on the online purchase intention of non-Thai shoppers on Lazada in Thailand, and to study the differences in factors affecting the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand. A quantitative online survey was employed to collect data from 212 respondents who were all genders, aged between 19 to 39, currently residing in Thailand, and had purchased a product on Lazada in the past three months. The multiple linear regression results revealed that all five variables have significant positive effects on the online purchase intention of Thai shoppers, and among them, only 3 factors: price, country of origin, and sales volume had the highest effect on the online purchase intention of Thai shoppers. For the non-Thai shoppers' group, only 4 out of 5 factors except sales volume have significant positive effects on the online purchase intention, and among them, only 3 factors: price, country of origin, and sales promotion had the highest effect on the online purchase intention. The Mann-Whitney U test revealed significant differences in price, country of origin, and sales promotion between Thai and non-Thai shoppers. However, no significant difference was found in sales volumes and eWOM between the two groups regarding online purchase intention on Lazada. Demographic factors such as age, gender, and income level did not have a statistically significant impact on eWOM, sales volume, country of origin, and sales promotion for both Thai and non-Thai shoppers' groups. However, when it comes to price, gender was found to have a significant impact on Thai shoppers not on non-Thai shoppers. Male Thai shoppers were found to pay more attention to price compared to female Thai shoppers.

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CHAPTER 1

Introduction

1.1 Significance of Study

Cyberspace and other forms of IT have advanced quickly, having a significant impact on all facets of life, including business and marketing. Every aspect of human life, including the economy, is impacted by technological advancements. This is seen by the transformation of the economy from one that was initially based on traditional methods to one that is now based on information and communication technologies. The daily lives of people now are improved by technology. The digital market became more important to Thailand's economic growth in the new era of globalization. The digital-based economy has brought convenience and speed to the economic landscape, transforming the way marketing, purchasing, and distribution of products occur. This transformation is facilitated by advanced technology and infrastructure, which has changed the pattern of supply and demand. It is now possible to buy and sell things fast by using electronic networks, sometimes known as e-commerce. The use of e-commerce technologies significantly simplifies the process of buying and selling various goods and services.

The expansion of e-commerce in Thailand increased significantly after the pandemic in 2020 and the subsequent lockdowns. The pandemic has consequently accelerated a major development in internet usage and access, as well as the number of digital consumers and e-commerce companies, are rising quickly globally. Since the 2005 E-Marketplace in Thailand ICT Alliance summit, e-commerce has been well known in Thailand. Consumers in Thailand can live conveniently and simply thanks

to modern technology and internet accessibility. They now shop a lot online due to their hurried lifestyles and packed schedules. Nearly 30% of respondents in Thailand reported making online purchases once a month, according to a January 2023 Statista survey on e-commerce and online shopping. 3 groups of respondents to the survey—totaling around 3.5 percent—said they either shopped online every day, every six months, or not at all (Statista, 2023). According to Thailand Business News, Thailand’s e-commerce market is set to reach 7 trillion baht in 2023-2024 as consumers in Thailand prefer online purchasing of goods and services, particularly personal and household care products, beverages, and food. Weekly Online Shopping Activities of Online Shoppers in Thailand

Figure 1 Weekly Online Shopping Activities of Online Shoppers in Thailand



Source: Kemp, S. (2023). Digital 2023: Thailand — DataReportal – Global Digital Insights. *DataReportal – Global Digital Insights*.

<https://datareportal.com/reports/digital-2023-thailand>

The e-commerce platforms in Thailand offer a diverse range of affordable goods and services, along with exclusive deals for their customers. Many online

shopping platforms exhibit the ability to maintain and grow their consumer bases as the Thai e-commerce business continues to show its success despite increasing competition. The future of the e-commerce market in Thailand appears to be developing firmly and gradually thanks to consumers' increasing demand for online shopping and e-commerce suppliers' effective reaction. According to Bangkok Post, Shopee Thailand, Lazada Thailand, and JD Central are the three major e-marketplaces in Thailand (Leesa-Nguansuk, 2021). The National News Bureau of Thailand reported that between 2015 and 2021, three significant e-commerce companies, Lazada, Shopee, and JD Central, generated a combined 85 billion baht in sales. Lazada, with a profit of 226 million baht for 2021, is the only business that has ever made a profit during this time period. In the same year, JD Central recorded a 1.93-billion-baht loss while Shopee reported a 4.9-billion-baht loss (*E-Commerce Businesses Report Seven Years of Operating Losses*, n.d.). Lazada had the highest income for the seven-year period, coming in at 51 billion baht, followed by Shopee at 21 billion baht and JD Central at 12 billion baht. The three companies all experienced losses at the same time, with Shopee suffering the largest losses (20 billion baht), Lazada suffering a 13 billion loss, and JD Central suffering a 5.5 billion loss.

According to the report published by Statista Research Department, Lazada, Shopee, JIB, Chillido, and Advice are among Thailand's leading e-commerce sites. Lazada is a global e-commerce site with its headquarters in Singapore that is currently owned by the Alibaba group. The website uses a marketplace for third-party merchants in addition to selling its own products. Despite recent fluctuations, Thailand's most popular B2C e-commerce platform, Lazada, continues to receive a large number of monthly visitors. Approximately 36.9 million people visited Lazada

each month in the first quarter of 2022. Along with websites like Shopee and JD Central, Lazada is among the most popular online shopping and selling platforms in Thailand (*Thailand: E-commerce Value by Industry 2020* / Statista, 2023). Firstly, the focus of this study will be directed towards Lazada Thailand. This is based on its high ranking in monthly active users of App Ranking, as reported by DataReportal's Digital 2023: Thailand report (Kemp, 2023). Additionally, Lazada Thailand has established a strong reputation in the industry for its outstanding sales performance and revenue.

Figure 2 App Ranking: Monthly Active Users in Thailand by DataReportal



Source: Kemp, S. (2023). Digital 2023: Thailand — DataReportal – Global Digital Insights. *DataReportal – Global Digital Insights*.

<https://datareportal.com/reports/digital-2023-thailand>

Lazada Thailand is a prominent e-commerce marketplace in Asia, known for its online retail services. It offers a variety of items, including clothing, consumer electronics, furniture, toys, sporting goods, home appliances, etc. It also offers a variety of goods from well-known brands and reliable small sellers. Along with the

many product categories it provides, Lazada also gives each consumer a quick, safe, and easy online buying experience. Lazada is committed to providing its customers with the best products and impeccable services. To ensure a positive shopping experience, they offer special advantages such as free returns if the customer is not satisfied with their purchase, cash on delivery, and customer support.

When considering consumer decisions in e-commerce, it's important to analyze various factors that can affect their purchase intentions. Electronic word of mouth (eWOM), sales volume, country of origin, sales promotion, and price are critical factors to study in this context due to their significant impact on consumer behavior. Electronic word of mouth (eWOM) refers to online reviews and star ratings made by shoppers about products or services. Because consumers frequently rely on the experiences and thoughts of others when making decisions about online purchases, eWOM is important to the e-commerce context. Positive eWOM can build trust and credibility for a product or brand, leading to a higher purchase intention (Cheung et al., 2008). A high sales volume, especially when prominently displayed on e-commerce platforms, can act as a form of social proof. Consumers often perceive products with high sales as more popular and, therefore, more desirable. This perception positively influences purchase intention. The term "country of origin" (COO) describes where the products are manufactured, shipped, or dispatched. Consumers often associate certain qualities, characteristics, or perceptions with products from specific countries. COO influences purchase intention as consumers may have preferences or biases towards products from particular countries based on their perceived quality, reputation, or cultural associations (Han, 1989).

Sales promotions include discounts, coupons, special offers, and other incentives designed to encourage consumers to make immediate purchase decisions. In e-commerce, sales promotions significantly impact purchase intention by creating a sense of urgency and offering perceived value to consumers (Blattberg & Neslin, 1990). Price is a fundamental factor influencing purchase intention in e-commerce. Consumers are highly price-sensitive, and competitive pricing strategies can attract and retain customers. The perceived value for money, price fairness, and discounts all affect consumers' willingness to make a purchase (Dodds & Monroe, 1985). These factors (eWOM, sales volume, COO, sales promotion, and price) are essential to study for e-commerce because they collectively affect consumers' purchase intentions.

According to a report by Lazada Group, 74% of online shoppers visit Lazada at least once a month, and almost 90% of them review a store's performance before making a purchase. This includes customer reviews, star ratings, sales volume, shipping times, and chat responses. The report also highlights the shopper's journey from clicking on a product to adding it to their cart and checking out. The ratings, reviews, and sales volume of a product are highly influential in a consumer's decision-making process. Additionally, product price, vouchers, and discounts are also crucial factors that customers consider before making a purchase. Besides, free shipping offers are among the most important considerations for online shoppers while checking out their cart items. Promotions, discounts, and product prices are essential, but free shipping offers are equally important in the customer's decision-making process (Devteam, 2023). DataReportal also revealed that free delivery, coupons and discounts, and customer reviews are the top 5 online purchase drivers in Thailand.

Sales promotions have benefited e-commerce companies, particularly Lazada. Lazada runs several promotions to motivate customers to buy online and make purchases. Free shipping, cashback, discount coupons, birthday sales, and the 11.11 campaign are just a few of the promotions offered by Lazada. After downloading the Lazada app, new customers who have never bought on the platform will also instantly earn rewards, extra discount coupons, and free shipping. Price, along with a number of other factors, is typically the first thing a consumer notices when shopping. A product must have reasonable and acceptable prices. Yan et al. (2018) claim that online shopping platforms enable customers to compare the prices of goods from many sellers without having to visit different stores. Pricing, however, continues to play a major role in consumer decision-making (Pomsuwan, 2020). According to a study by Pomsuwan (2020), buyers' decisions are almost always influenced by prices. COO and price are strong determinants of purchase intention and decision, according to growing empirical evidence. Hsu et al. (2017) claimed that a common problem in marketing research is how consumers' perceptions and purchasing intentions are affected by their country of origin. Consumers' attitudes, purchase intentions, and behavior are all influenced by the country of origin. Because of this, researchers have focused on the country-of-origin variable and how it affects consumers' decision-making (Javed & Hasnu, 2013).

Consumer reviews that are placed online and the knowledge or opinions sharing have developed over time into very effective communication tools, according to marketing studies. Internet-based informal communication between consumers is the foundation of e-WOM. Since anyone with Internet access may quickly access and use e-WOM, it is widely regarded as useful (Nuseir, 2019). Aisyah et al. (2021)

argued that in this modern era, electronic word of mouth can be considered as customer reviews and star or product ratings, and the information on the sales volume of sellers in the context of e-commerce. Before making a purchase, consumers typically look for the desired product or the product being offered by an online store. One of the things they typically look for is how popular the product is expected to be purchased by consumers, such as paying attention to product ratings and the number of products sold. Sellers can remind customers that a product is available and well-liked by presenting product ratings and sales volume. Thus, it is essential to gain a thorough understanding of how sales volume and eWOM affect consumers' intentions to buy.

Thailand has always been a popular destination for expats, drawing retirees, digital nomads, and people looking for a new beginning abroad. Thailand has climbed from 14th to 8th place in the 2022 Expat Insider survey, making it one of the top 10 countries for expats. (Bangkok Post, 2022). Thailand has experienced a significant increase in the number of foreign-skilled migrant workers in recent years. Between 3 and 4 million foreigners are expected to reside and work in Thailand by 2023; the majority of these people will be from countries nearby including Cambodia, Vietnam, Myanmar, and Laos. At least 112,000 of these foreign nationals were categorized as highly skilled workers, according to studies done between 2019 and 2022 (Wyatt, 2023). Thailand is becoming more well-known for being a haven for foreigners and expatriates in contrast to many other countries.

In a competitive e-commerce landscape, having a deep understanding of consumer behavior can provide a competitive advantage. Many previous studies have

identified the factors that can affect Thai customers' online purchase intentions in the field of e-commerce, but not those of non-Thai shoppers, despite the country's outstanding growth rate in online purchases. E-commerce has become a dominant mode of shopping, and understanding what influences consumers' purchase intentions is crucial for businesses. There are thousands of people from different nationalities who reside, work, or study in Thailand. In addition to communicating with local consumers, a company should choose this group as their target market, whether they are permanent residents or expatriates living abroad for a set period of time. Because of the globalization era, many expatriates now reside overseas in order to fulfill the need for labor from developed nations Baskara (2023).

Given the facts, studying the differences in factors between Thai and non-Thai shoppers toward purchase intention on Lazada in Thailand is essential for developing effective marketing strategies that resonate with diverse consumer segments. Thailand, like many countries, exhibits a unique cultural and societal context that significantly influences consumer behavior. By understanding the distinct preferences, values, and purchasing motivations of Thai shoppers, Lazada can tailor their product offerings, messaging, and promotional strategies to align with the local cultural landscape. Conversely, non-Thai shoppers bring a different set of expectations, influenced by their own cultural backgrounds and global market trends. Recognizing and adapting to these differences will allow Lazada to enhance its market penetration and better connect with both local and international shoppers.

Moreover, Lazada operates as a global e-commerce platform, making it imperative to comprehend the preferences of non-Thai shoppers in the Thai market.

As Thailand attracts a diverse range of expatriates, tourists, and international residents, catering to the unique needs and expectations of this consumer segment is crucial for maximizing market share. A significant understanding of the factors influencing purchase intention, such as eWOM, sales volume, country of origin, sales promotion, and price, enables Lazada to optimize its operations and customer experiences. Ultimately, a comprehensive study of the differences between Thai and non-Thai shoppers on Lazada in Thailand empowers it to implement targeted and culturally sensitive marketing strategies, fostering increased customer satisfaction and loyalty across diverse consumer segments. Therefore, the purpose of the study is to identify the factors that have the highest effect on the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand and to study the differences in factors affecting the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand.

1.2 Research Objectives

1. To identify the factors that have the highest effect on the online purchase intention of Thai shoppers on Lazada in Thailand
2. To identify the factors that have the highest effect on the online purchase intention of non-Thai shoppers on Lazada in Thailand
3. To study the differences in factors affecting the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand

1.3 Research Questions

1. Which factors have the highest effect on the online purchase intention of Thai shoppers on Lazada in Thailand?
2. Which factors have the highest effect on the online purchase intention of non-Thai shoppers on Lazada in Thailand?
3. What are the differences in the factors affecting the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand?

1.4 Scope of Study

Purposive sampling and quantitative methods established the core of this study, while the online questionnaire served as the research tool. In order to compare the factors affecting Thai and non-Thai shoppers' online purchase intentions on Lazada in Thailand, data was gathered from 212 respondents, 106 of whom were Thai and 106 of whom were non-Thai. The responses are from all genders and between the ages of 19 and 39, as the Lazada Group study (Devteam, 2023) reveals that the largest group of Lazada users is between the ages of 19 and 29 (33%), followed by 30 and 39 (29%). Respondents have shopped on Lazada at least one time in the past three months. The questionnaire was distributed to several social media: Facebook, Messenger, Instagram, and Line through Google Forms in October 2023.

1.5 Operational Definitions of Variables

The term “**Electronic Word-of-mouth (eWOM)**” describes dynamic and continuous process of information sharing between potential, actual, or former customers about a good, service, brand, or business via the Internet (Ismagilova et al., 2017). Zahratu and Hurriyati (2020) study claimed that consumers must rely on their knowledge and involvement when reading or exploring product information, reviews, star ratings, and sales level information to evaluate the products.

The term “**Country of origin (COO)**” describes the country or location from which the goods were physically sent or dispatched (Dinnie, 2004). It also refers to the country of consignment that is from where the goods were shipped (Urbonavičius & Gineikienė, 2009).

The term “**Sales volume**” refers to the total number of products sold over a specific period and measures how many products the retailer is selling (Rachim et al., 2022).

The term “**Sales promotion**” is defined a variety of short-term incentive strategies used by businesses and/or customers to speed up checkout times or increase sales (Kotler & Armstrong, 2018). Additionally, a sales promotion gives customers a cause to purchase the product "right now".

The term “**Price**” can be defined as the amount of money used as payment for goods or services or as a measure of a product's perceived value by customers. One of the most important factors affecting how consumers view a product is its price (Kotler & Armstrong, 1997).

The term “**Online purchase intention**” refers to a consumer's intention to buy a particular good or service online (Chen et al., 2010). On the platform, purchasing intention describes the willingness of both present and prospective customers to research things online before making a purchase decision.

1.6 Excepted Benefits from Study

Because the study's findings provided empirical evidence of the ways in which different factors affect online purchase intention in a particular cultural and regional context, they can contribute to the advancement of academic knowledge in the fields of marketing, consumer behavior, and e-commerce.

In practical terms, this study can offer insightful information about the factors that affect shoppers' intents to make online purchases, which can benefit marketers and companies in comprehending consumer behavior in the context of Thai e-commerce. The study can assist in uncovering differences in the preferences and behaviors of Thai and non-Thai shoppers, enabling businesses to adjust their marketing efforts accordingly.

CHAPTER 2

Literature Review

This study aims to identify the key factors affecting the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand. Moreover, this study also compares the factors affecting the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand. The reviews rely on books, journals, linked articles, and previous studies. The conceptual framework and the study's hypothesis are presented at the end of the chapter.

This chapter is divided into four main sections as

1. E-commerce
2. Factors affecting Online Purchase Intention
3. Online Purchase Intention
4. Theories

2.1 E-commerce

The buying and selling of goods and services using the Internet is referred to as electronic commerce, or e-commerce. E-commerce is an online business that utilizes Information Technology to boost sales, improve operational effectiveness, and set the basis for new goods and services. Buying and selling goods or services, electronic auctions, and direct marketing to consumers are just a few of the various activities that make up e-commerce (Işoraitè & Miniotienè, 2018). E-commerce, according to Khan (2016), is the buying and selling of goods and services over the Internet. Many people use the Internet for informational purposes in addition to buying and selling, such as finding new products or comparing prices before making

an online or in-person purchase. E-commerce and the Internet are strongly correlated with developed countries. On the other hand, e-commerce and the Internet can be advantageous for developing countries like Thailand. E-commerce is a revolution in business operations when used for optimum business aims. The concept of e-commerce provides an explanation of the process of buying and selling or exchanging goods, services, and information using computer networks, notably the Internet. The powerful concept and practice of e-commerce have significantly influenced how people live today.

E-commerce is becoming a more common method for performing business transactions, according to Ngai and Wat (2002). These days, a lot of businesses are putting it first. Employing e-commerce to connect with trading partners for "just-in-time delivery" and "just-in-time production" increases a company's competitiveness globally. E-commerce is a tool for encouraging startups of all forms and dimensions. After all, anyone can sell anything online seven days a week, around the clock, without the need for specialized locations, sellers, intricate accounting systems, or physical stores in any country. Customers do not even need to leave their houses to purchase a product they like; they simply need to click the "place order" button, and the courier will deliver the selected things right to their homes. The online stores are accessible, visible, and visited everywhere and at all times. According to Işoraité and Miniotiené (2018), the main advantage of e-commerce is that it gives its present and potential customers all the information they need about the product, offers them the option to order and pay for it online, wherever they are, whenever they want, and offers them guidance on pressing issues.

E-commerce services in Thailand fall into three categories: business-to-business (B2B), business-to-consumer (B2C), and business-to-government (B2G) transactions. Of all three types of transactions, B2C transactions comprise 50%, while B2B and B2G transactions make up 27% and 2% of the total (Thailand - eCommerce, 2022). The development of the Internet has made e-commerce a popular choice for consumers, especially in countries like Thailand where the Internet is expanding quickly. E-commerce does, however, also supply firms with difficulties, such as fierce competition and the requirement to create plans that offer a direct route to profitability. E-commerce is widely considered as a major contributor to the information technology and communication revolution in economics as well as a game-changer in business operations.

2.2 Factors Affecting Online Purchase Intention

2.2.1 Electronic Word-of-Mouth (eWOM)

The term "Electronic Word-of-Mouth (eWOM)" refers to a communication strategy that makes use of the ability of online consumers to persuade one another about a product (Pedersen et al., 2014). According to Hennig-Thurau et al. (2004), eWOM is a type of marketing communication that comprises consumer and potential customer statements about a good or business that are disseminated to a large number of people or groups via the Internet, with the potential to be both positive and negative. Clearer opinions could be formed by consumers with access to information on a certain commodity or service (Forman et al., 2008). eWOM is a type of communication that educates customers about sellers and how their products and services are used by employing internet-based technologies (Westbrook, 1987).

Electronic word of mouth can come from a variety of sources, including blogs, e-mail, newsgroups, online communities, product review websites, fan clubs, and more.

eWOM has more influence than traditional word-of-mouth. For instance, Ye and Zheng (2017) demonstrated that eWOM influences purchase intentions significantly regardless of the type of virtual community. This study also discovered that positive electronic word-of-mouth influences purchase intentions more strongly than advertisements. The importance of eWOM has increased as an option for consumers to gather data before making a purchase. eWOM has been shown in certain studies to have a considerable impact on consumer purchasing intentions (Abubakar et al., 2016; Alhidari et al., 2015; Kudeshia & Kumar, 2017, Erkan & Evans, 2016; Fan & Miao, 2012; Farzin & Fattahi, 2018). Zhang and Tran (2009) believed that online consumer reviews are one of the instruments that improve purchase intentions during pre-purchase information research. The involvement of eWOM has a substantial impact as well. Purchase intentions are significantly influenced positively by the involvement of eWOM (Yusuf et al., 2018).

Previous research (Cheung et al., 2009) indicated that by presenting information from other sources (such customer reviews and star ratings), the internalization process might increase consumers' confidence in their beliefs or attitudes toward a product. Zahratu and Hurriyati (2020) study claimed that consumers must rely on their knowledge and involvement when reading or exploring product information, reviews, star ratings, and sales volume to evaluate the products. Consumer reviews on the internet prior to purchase and the consumer's analysis of these reviews are the most important factors in word-of-mouth communication,

according to Zhu and Zhang (2010) and Bambauer-Sachse and Mangold (2011). eWOM significantly impacts the opinions and plans of consumers regarding products. Their ability to determine and make purchasing decisions is supported in part by the reviews and ratings. Internet-posted customer product reviews are the most typical form of eWOM communication (Sen & Lerman, 2007).

2.2.1.1 Customer Reviews

For the majority of people, the traditional approach to purchasing products is no longer appropriate. The consumer chooses easier ways to reach stores and receive brands. The Internet has changed pricing, accessibility, and processing times for products as well as the information and services that go along with them. Online customer reviews are one type of eWOM. The quantity of reviews can be seen as a sign of a product's popularity or value, which can have an impact on one's desire to purchase a product. Reviews are one of many elements that influence a person's purchasing intentions. Online reviews by consumers are shared and discussed to satisfy a growing desire for social interaction. They discuss their experiences as a starting point for recommending brands and products to others, a behavior that illustrates the influence of text and numerical reviews on the sales performance of products, and they exchange reactions to glean themes and emotions that are shared.

AlMana and Mirza (2013) constructed online consumer reviews as a part of e-WOM. Consumer reviews can be reflected in feedback from previous customers and suggestions for specific goods and services, which may encourage potential consumers to make a purchase decision (Khammash & Griffiths, 2011). Park et al. (2007) claim consumers who posted online reviews performed the roles of

information agents and recommenders by providing information and making recommendations based on previous experience. Sutanto and Aprianingsih (2016) claimed that eWOM, such as online customer reviews, has a favorable influence and is involved in the decision-making process when making purchases. The identification and evaluation of products consumers need can be accomplished with information gathered from online consumer reviews. To influence consumer purchasing decisions, the Internet is used to share consumer reviews and opinions about products. This helps to create a positive perception of the purchase process and supports potential customers in their purchasing intention (Rahim et al., 2016). According to a recent survey by marketing communications agency Wunderman Thompson in Thailand, 76% of respondents said they have encountered online reviews before making a purchase (Leesa-Nguansuk, 2023).

2.2.1.2 Star Ratings

Star ratings were taken into consideration by Chevalier and Mayzlin (2006) as an eWOM method. They continued by saying that star ratings are a popular means for customers to communicate their thoughts and experiences with a good or service in a clear, understandable manner. When consumers provide star ratings online, they are essentially sharing their opinions and experiences with others in a digital format. These ratings can influence the purchasing decisions of other consumers, as they provide a quick and visual summary of the overall satisfaction or quality of a product or service. Positive ratings can act as endorsements, while negative ratings can serve as warnings, both of which can significantly impact a product's reputation and sales. Thus, star ratings can enable consumers to share their thoughts and experiences with

others electronically, and these ratings can have a substantial impact on the perception and success of a product or service in the digital marketplace.

Most online review sites have two categories: an overall assessment of the product which is star ratings and a written review. Customers are required to offer thorough comments on their experiences as well as an overall 5-star rating of the hotel or restaurant service on travel websites like TripAdvisor, for instance. When picking a restaurant, most customers prefer to digest summary information for a general judgment; non-content cues are used subjectively in cognitive information processing. Previous research has repeatedly shown that consumers understand online assessments with star ratings, the number of reviews, and compressive visual cues more effectively than other content when choosing where to eat out (Sparks & Browning, 2011; Baek et al., 2012). Star ratings have been studied from a variety of perspectives, which can be categorized based on whether they focus on the causes or consequences of the ratings. Studies have looked at how star ratings affect the consumer's intentions to make purchases. The majority of these investigations (Mauri & Minazzi, 2013; Sun, 2012) found a significant influence.

2.2.2 Sales Volume

Sales volume is the total number of products sold over a specific period. When choosing between two same products, shoppers will be more likely to select the one with a higher sales volume. Displaying sales volume helps the consumers to know the product's popularity and drive their desire to purchase. Displaying sales volume can strengthen customer confidence in the products. It acts as concrete evidence that the products have proven their usefulness and have won over the hearts of customers. The

inclusion of customer reviews and ratings within the online store can further enhance the credibility of high-rated reviews, comments, and feedback displayed. The total number of products sold serves as proof to ensure the reliability of the aforementioned factors (Thu, n.d.).

Sales volume can be used as a powerful diagnostic tool. Greater sales volume indicates that a product is more popular with customers and acts as a clear indicator of consumer demand for that product. When a product is selling well, consumers will infer that it possesses particular qualities, either in terms of intrinsic value or of displaying high quality. Consumers interpret market strength or popularity as an indicator of good quality, according to Caminal and Vives (1996). Stock and Balachander (2005) claimed that other people's decisions are based on the knowledge they do not have, consumers are influenced by the behaviors of others. Customers will rely on a product's popularity as "social proof" that it is appealing (Cialdini & Goldstein, 2004). High sales volume is constantly interpreted by customers as a sign of popularity and quality. Therefore, it is anticipated that consumer views of a product's popularity and quality will be positively impacted by its sales volume. This will therefore probably sway customers' decisions in favor of the product with the larger volume of sales. Put another way, if two items are compared and one has a higher volume of sales, people are more inclined to choose it since it is thought to be more well-liked and of higher quality.

Online retailers often display live sales volume on their platforms to inform customers about the popularity of a product. Retailers can inform customers that a product is in demand by displaying its sales volume. This is especially useful when

customers are unaware of the product and may interpret the product's demand as a sign of its quality or value. This shows that retailers may shape and strengthen consumer impressions of a product's desirability by deliberately showcasing sales quantities. However, customers cannot completely view or touch the things while they are buying online before making a selection. When compared to their offline equivalents, the products are less tangible. As a result, compared to offline buying, they experience far more ambiguity regarding the product attributes on offer. As a result, when sales volume is shown, consumers may utilize it as an extrinsic cue when making decisions (Lee & Tan, 2003; Lin et al., 2009).

2.2.3 Country of Origin (COO)

Schooler (1965) was the first to investigate the COO; he called this the "Made-In concept". According to Lin and Chen (2006), other scholars have defined COO as the place where the products are created, manufactured, and put together. If the consumer is less knowledgeable about the product, Lusk et al. (2006) claim that the COO is a reliable indicator of the quality of the product. The term "country of origin" (COO) designates the nation from whence the items were shipped or transported (Dinnie, 2004). It also refers to the country of consignment that is from where the goods were shipped (Urbonavičius & Gineikienė, 2009). Elliott and Cameron (1994) assert that the COO can influence a consumer's choice and behavior about a product in either a good or negative way. The country that a manufacturer's brand or product is recognized in is referred to as the "country of origin (COO)"; this region is also known as the "home country" (Samiee, 1994). For some brands, the country of origin

is a specific and definable country, such as Apple's connection with the USA and Samsung's connection with Korea.

Roth and Romeo (1992) defined the COO effect as consumer perceptions about a particular country. According to Johansson and Thorelli (1985), a nation's stereotype is the preconceptions and preferences that its people (or a certain segment of its people) have about items made in other nations. According to Saeed (1994), the term "country of origin" (COO) effect refers to any influences or preferences that the nation of origin and/or the country of manufacturing may have. According to Yunus and Rashid (2016), the phrase "country of origin" encompasses any influence that a product's place of manufacture may have on a consumer's opinion of that product. In-depth, the origin country is taken into account for numerous brands that are connected to different nations.

Based on their review of the literature, Hanzaae and Khosrozadeh (2011) also discovered that consumers' perceptions of brands and products from other countries are significantly influenced by COO. Parkvithee and Miranda (2012) claimed that consumers are interested in the origin and manufacturing of products. According to Botschen and Hemetsberger's (1998) findings, people associate country of origin with past vacations as well as sentiments of national pride and product quality. According to Dobrenova et al. (2015), COO of a product has a significant impact on how consumers perceive it and their likelihood of purchasing it. Depending on how the country of manufacturing affects consumers' perceptions, it can have either a positive or negative effect on their buying intentions. In today's competitive global market, businesses have the opportunity to offer foreign goods, which increases their

accessibility. Therefore, the role of COO is more important than ever in shaping consumers' perceptions of a product.

2.2.4 Sales Promotion

According to Kotler and Armstrong (2018), sales promotion refers to the use of various incentive strategies, most of which are short-term, to encourage customers and/or retailers to make purchases more quickly or to increase sales. Additionally, a sales promotion gives customers a cause to purchase the product "right now".

Consumers are especially drawn to the benefits that come with the presence of sales promotions. Sales promotion's significance is currently being understood more and more, especially in light of the intense market competition. Despite their differences, sales promotion tools all share certain characteristics in common. According to Blattberg and Neslin (1990), the promotion mix comprises advertising, sales promotion, direct selling, public relations, and direct marketing, which marketers utilize to influence consumers to make purchases.

Aghighi (2015) described sales promotion as a strategy used by businesses to accomplish their objectives. All businesses need to let customers know what they have to offer. Sales promotion is a strategy for encouraging customers to purchase goods. Numerous academics have been working to pinpoint the critical factors that affect how people use their gift vouchers. Various experts have conducted research on the factors that affect the redemption behavior of vouchers. Some studies have focused on the influence of demographic or socioeconomic characteristics of the consumers, while others have analyzed the influence of behavioral or psychological

characteristics. Lichtenstein et al. (1990) have explored these different factors in their research.

According to Julaeha (2022), a variety of promotional tactics, such as coupons, discounts, cashback, flash sales, free postage, and prize draws, can encourage consumers to make purchases. Many marketing activities make use of promotional techniques and tactics that can influence the intention of consumers to purchase. Some of these techniques include free shipping, sampling, buy-one-get-one-free offers, discounts, coupons, refunds, point-of-purchase displays, loyalty programs, contests, and premium money-back offers (Odunlami & Ogunsiji, 2011). Offering short-term incentives like discounts, cashback, flash sales, and lower shipping rates as part of sales promotions can encourage consumers to make unplanned purchases or make more purchases overall.

The key features of sales promotions are that consumers can react quickly to the promotion and feel the value provided by the products (Kotler & Keller, 2009). This tactic aims to attract new customers and retain current ones. Meissner and McCarthy (1978) stated that the 4P theory which stands for product, price, place, and promotion is another of the most significant and widely used marketing models. Since then, both the definition of the term "promotion" and the marketing strategy of applying promotions to increase sales have gained widespread recognition. Online sales promotion is the process of using various incentives to attract potential consumers and accelerate their intention to purchase a specific good or service (Pathak et al., 2010). Online sales promotion is comparable in objectives, characteristics, and actions to traditional sales promotion, despite taking place in a

different environment. Another study revealed that online promotion strategies, particularly in online markets, are intended to attract consumers and promote purchasing behavior (Wu et al., 2021).

Sales promotion is the exchange of information between a seller and a customer to affect the consumer's purchase intention. It is generally acknowledged that when the impacts of sales promotions are analyzed, they lose their effectiveness over time. Additionally, they might make consumers more price-conscious and might not work with brand (store) loyalty. It is common for shoppers to have a set price in mind when making purchases. This price serves as a reference point for future purchases. Shoppers also have a reference point for promotions, which means that they are more likely to purchase a product on sale if it is currently being promoted. If the product is not currently on sale, then shoppers may choose not to purchase it. The purpose of a sales promotion is to attract customers to purchase products in the short-term and to build loyalty among consumers in the long-term.

2.2.4.1 Lazada's Sale Promotion Tools

Lazada conducts numerous sales and festivals throughout the year, providing enormous discounts and deals on a wide range of products, making online shopping even more fun. Lazada claimed that by the end of its 11.11 sale in 2021, the gross merchandise value (GMV) had surpassed USD 21 billion (Zhou, 2022). According to Lazada Thailand, its sales promotions are as follows:

Table 1 Types of Sales Promotion on Lazada

| Type | Description |
|-----------------------------------|---|
| Flash Sale | Time-limited promotions where specific products are offered at a significant discount for a short period |
| Daily Deals | Daily deals where a selection of products is discounted for 24 hours |
| Seasonal and Festival Sale | Celebrating holidays and special occasions: Clearance Sale, Valentine's Day Sale, Mid-year Sale, Mid-Year Festival, 9.9 sale, 11.11 sale, and 12.12 sale |
| Free Shipping | Occasionally offering free shipping promotions, either site-wide or for specific products or categories |
| Lazada Birthday Sale | Celebrating its anniversary with a major sale event by including a wide range of discounts, vouchers, and special promotions |
| Vouchers and Coupons | Offering vouchers and coupons that customers can apply to their purchases. These can include discounts, free shipping, or other incentives |
| Brand Sale | Certain brands or stores on Lazada run exclusive sales and promotions with limited-time offers |
| LazMall Promotion | LazMall is Lazada's platform for verified and official brands and sellers. Promotions on LazMall often include discounts on authentic products, warranties, and hassle-free returns |

| | |
|--|---|
| Promotion for Specific Categories | Specific product categories like electronics, fashion, beauty, or home goods during certain sale events, offering discounts and promotions specific to those categories |
| Cross-promotion | Partnering with other companies or brands to offer cross-promotions, where purchases from one company's products can result in discounts or vouchers for other products or services |

2.2.5 Price

The price of a product is one of the most important factors that affect how consumers perceive it. According to Kotler and Armstrong (1997), price is a highly flexible component of the marketing mix. Price, however, continues to play the most significant role in customers' purchasing decisions (Kotler, 1973). Prices are frequently cited as an important factor affecting consumers' purchasing intention. The higher the affordability and reasonableness of the pricing, the more likely consumers are to make a purchase. Additionally, prices that are reasonable, affordable, and discounted have an impact on consumers' decisions to buy goods in the e-commerce marketplace. It can be inferred from the given facts that the price plays a crucial role in determining consumers' purchase decisions. According to Kotler and Armstrong (2018), prices are imperative in influencing consumers' purchasing behavior. Consumers will typically consider the following factors before making a decision: (1) selecting and comparing the prices of similar items, (2) determining the affordability

or comparability of the goods and services, and (3) making a decision regarding whether the discounted price includes shipping charges (sales promotion).

Sinha and Banerjee (2004) claimed that using price as a persuasive tool can attract consumers to purchase from a particular seller and lower-income groups have been more affected by price. In general, shops that provide lower prices draw more consumers. Young shoppers would like to buy good products, but they are unable to do so due to their limited financial resources. According to several research, wealthy consumers in developing countries have adopted supermarkets more quickly than less wealthy consumers, demonstrating that consumers with better socioeconomic standing are more likely to shop at modern stores (Anand, 2009). Furthermore, Amine and Lazaaroui (2011) concluded that upper-and middle-class consumers use modern store formats as a stage for social differentiation as they want to set themselves apart from other classes and showcase their social identities.

Price can be determined by considering a product's intent and function because price is the measurement value of a good or service given. The measuring value of a product increases with a product's quality and usefulness. The main factor affecting market demand and the competitive landscape is a product or service's price. While there is a lack of information on the goods being purchased, consumers are preoccupied with the amount of time they need to decide whether to make a purchase. A general yet significant term that affects a consumer's purchasing intention is a product's price. The price variable, among other factors that influence purchase intention, has been found by some previous studies to have an impact on purchase intention (Firdausy & Idawati, 2017; Naami et al., 2017).

2.3 Online Purchase Intention

It is important to consider the likelihood of consumers making purchases through the Lazada platform. Purchase intention on the platform refers to the tendency of both current and potential customers to evaluate products online before deciding to purchase them. The term is based on the definitions of purchase intention provided by several previous scholars. Purchase Intention is a strategy used by consumers to determine how much goods they will require to fulfill their wants. After being stimulated by a product he/she sees and developing an interest in purchasing it as a result, transaction interest or purchase intention occurs. If the seller offers products or services that consumers are already interested in or respond favorably to, transactions will naturally occur (Fitri & Wulandari, 2020).

Online purchase intention studies are of great importance today. When a customer desires to purchase a specific good or service online, it is known as "online purchase intention" in the context of e-commerce (Chen et al., 2010). Day (1969) stated that measures of intention may have a greater impact on customer attractiveness than measures of behavior. The extent of the consumer's attitude toward the desire to make an online purchase is referred to as online purchase intention (Salisbury et al., 2001). Purchase intention, or how a customer intends to purchase a specific brand, is one of the aspects of consumer cognitive behavior. According to Pavlou (2003), the consumer has the intention of engaging in online transactions, which include actions related to the access and transfer of information as well as the purchase of the product, when they are willing and intend to do so. Ailawadi et al. (2001) also defined online purchase intention as the desire of consumers to use online shopping platforms to buy certain products or services.

Online purchases may only be made when a consumer has the desire to do so. Intention is the degree to which an individual consciously justifies their behavior, and it is considered one of the driving forces behind behavior. Furthermore, a consumer's intention to purchase is most commonly expressed when they have plans to buy goods or services in the future. Simply put, an individual with a specific intention to purchase goods or services online is said to have an online purchase intention (Ru et al., 2021). The primary barrier to the growth of electronic commerce may turn out to be a lack of online purchasing intent. Therefore, it is crucial for online business sellers to research consumers' online purchase intentions as well as the factors that affect such intentions. The reason for this is that every interaction, whether it be physical or virtual, typically begins with an intention.

Purchase intention is the consumer's self-instruction to buy a thing. It includes formulating an approach and doing appropriate activities, such as indicating, recommending, choosing, and ultimately deciding what to purchase (Rossiter & Percy, 1997). According to Howard (1994), purchase intention refers to consumers' desire to acquire specific goods, as well as the quantity of goods they need during a specific period. Purchase intention is the stage in which consumers typically act before making actual purchasing decisions. A consumer's purchase intention is a prediction of their attitudes. consumers' future purchasing decisions may be impacted by it (Warshaw, 1980). Purchase intention can therefore be used to forecast consumer behavior and assess the situation of the market. It is also regarded as market research for forecasting instruments. When a consumer decides to buy something, it is often driven by emotions which are referred to as "willingness". Understanding these emotions can help predict future purchases and behavior, making it easier to

encourage consumers to buy. By being aware of the factors that influence their purchasing decisions, businesses can increase the likelihood of making a sale.

2.4 Theories

2.4.1 Attribution Theory

Attribution theory, as described by Mullen and Johnson (2013), is a model that explains how people determine the causes of behavior and events in their environment. The term "attribution theory" was first used by Heider (1958) in his study on the psychology of interpersonal relationships. This theory is concerned with how people react to situations and how those reactions influence their future behavior. The fundamental idea behind attribution theory is that people try to understand the reasons behind the experiences they face. According to the theory, people try to determine a cause after gathering facts. Consumers attempt to interpret online reviews of various products (events) after being exposed to them (human behavior). The interpretation of online reviews shapes how consumers see the product or brand, which in turn affects brand equity metrics and, ultimately, how likely they are to make a purchase.

Attribution theory is a psychological concept that explains how individuals interpret their own behavior and the behavior of others, and how this interpretation shapes their attitudes and actions. This theory is often used by researchers to understand how marketing initiatives, such as word-of-mouth, impact the effectiveness of persuasion (Luo et al., 2022). According to Sen and Lerman (2007), consumers frequently attribute motivating factors to reviewers' motivations. These tendencies primarily fall into two categories: personal subjective factors and product

factors. The importance of this review will be evaluated using the causal relationship between these two perceptions, which will then influence subsequent behaviors. Sen and Lerman (2007) and Z. Chen and Lurie (2013) stated that the usefulness of the review will be perceived as being less useful if the reviewers' subjective aspects are attributed to it; on the other hand, the usefulness of the review will be perceived as being more valuable if the objective product aspect is cited.

Attribution theory explains how people interpret events based on their beliefs about their causes, influencing their reactions (Chang et al., 2015). According to X. Luo (2005), consumers usually go through two stages of the online shopping experience. Consumers are vulnerable to environmental and external factors in the early stages of purchasing since they have not made a decision and are still looking into and gathering information on the product's attributes. When consumers go shopping, they may already have a product in mind that they intend to buy. In such cases, they often look at review summaries to help them evaluate the product and make the shopping process easier, especially in the initial stages of their purchase. (Pan & Zhang, 2011)

2.4.2 Stimulus-Organism-Response Model (S-O-R Model)

The Stimulus-Organism-Response (S-O-R) model was established by environmental psychologists Mehrabian and Russell in 1974. This model has been used to examine user behavior in diverse contexts. According to the framework, a person's internal evaluation state (organism) can be triggered by cues (stimuli) observed from the environment, which leads to either positive or negative behaviors (responses) to stimuli. The S-O-R model is a well-known paradigm in the Cognitive

approach, which is one of the typological classifications of the theoretical approaches to the study of consumer behavior. It was developed in an attempt to explain how consumers make decisions on their own, in groups, or inside organizations. This model has been applied by previous studies to explain consumer loyalty, purchase intention, purchasing behavior, engagement, co-creation, and other phenomena.

The information processing model and the S-O-R framework are fairly similar in how they process inputs and lead to responses (Wang & Chang, 2013). According to Jiang et al. (2010), through the use of interactive features on provide, online shoppers interact with e-commerce websites or platforms. Online shopping platforms may influence consumers' psychological processes and their desire to make a purchase. These aspects are essential to consider. The S-O-R model's analysis of consumers' purchase intentions reveals that aspects such as consumer self-factors (hedonic value, use value, etc.), environmental stimuli (online reviews, star ratings, sales volume), social interaction, product factors, etc., have an internal and external impact on the purchase intention. Consumers are encouraged to develop an emotional state of purchase motivation and are guided by the motivation to enhance their purchase intentions by boosting their psychological perceptions (B. Lin & Shen, 2023).

Online reviews may provide consumers with new stimuli as a clue or evidence. In the topic of information systems, there has been substantial research on the effect of ratings and reviews on purchase intention (Goh et al., 2013; Gu et al., 2012). For instance, Lee and Shin (2014) used online reviews to study the consumer experience and perception of online services. Their research supported the idea that

online reviews serve as helpful resources for potential consumers, which would significantly affect their decision to make a purchase. Ryu et al. (2012) and Al-Debei et al. (2015) have both discussed purchase intention at length. However, Ali (2016) and Moon et al. (2018) have considered purchase intention as a response factor in the S-O-R model, which means that it is a factor of response (R) for consumers in the e-commerce context.

2.5 Related Studies

eWOM

Kumar et al. (2023) conducted a study about how e-WOM influences consumers' purchase intention towards private label brands on e-commerce platforms. The study suggested that consumers effectively consider online product reviews, product ratings, and sales volume information and gather relevant information while purchasing any product or service. The study confirmed that there is a significant positive co-relationship between e-WOM and the purchase intention of consumers. The questionnaire survey used a five-point Likert scale, with a reliability value of 0.890 Cronbach's alpha. There were 5 questionnaire items in eWOM that were adopted from Anusha et al. (2020): "I will go through the reviews shared by customers before making a purchase," "I will seek the customer reviews of the stores," "I trust other people's opinion which was shared on e-commerce platforms," "I like to gather the product ratings before I buy a product," and "Product ratings will not trigger me while I'm choosing a product." As a result of the study, the adoption of e-WOM information has been found to have a positive influence on consumers' purchase intention.

The study by Kamalaseena and Sirisena (2021) examined the impact of eWOM on the purchase intention of Generation Y, with a specific focus on the mediating role of brand trust. The research followed a quantitative research approach and utilized a single cross-sectional research design. Data was collected through a self-administered questionnaire from 150 individuals aged 25 to 40 who were using online marketplaces in the Colombo district of Sri Lanka. The constructs were operationalized based on a thorough analysis of the literature and measured on a 5-point Likert scale. The indicators were modified from Bambauer-Sachse and Mangold (2011) a five-pointed Likert scale with a 0.873 Cronbach's alpha reliability value. All 6 statements are "To make sure I buy the right product, I often read other customer reviews on the app," "I frequently gather information from customer reviews before I buy a certain product," "I find that the customer reviews are helpful," "The star ratings on the app allow me to find well-rated products," "The star ratings allow me to get a quick overview of the products," and "I always see the star ratings before buying a product." The study found that eWOM had a significant positive impact on brand trust and purchase intention, with brand trust mediating the relationship between eWOM and purchase intention.

Sale Volume

The study conducted by Rachim et al. (2022) aimed to investigate the impact of product rating and sale volume on purchase intention, consumer confidence, and perceived risk in online marketplaces. The researchers conducted two studies to examine these relationships. Study 1 focused on the impact of product rating on purchase intention and consumer confidence. The study recruited 99 respondents who

had bought goods through e-commerce websites. Data was collected using questionnaires distributed through Google Forms. The results of Study 1 showed that product rating had a significant effect on both purchase intention and consumer confidence. Study 2 examined the effect of sale volume on purchase intention, consumer confidence, and perceived risk. Similar to Study 1, data collection was conducted through questionnaires distributed via Google Forms. The study recruited 97 respondents who had bought goods through e-commerce websites, and the dependent variables in Study 2 included purchase intention and consumer confidence. Additionally, perceived risk was measured to assess the respondents' perception of the potential negative consequences or uncertainties associated with their purchase decisions. The sales volume variable was measured by a five-point Likert scale survey question anchored by strongly agree and strongly disagree. The measurement shows a Cronbach's alpha reliability of 0.813. The sample items were "When I buy a product on e-commerce websites, I usually look at the number of products sold by the seller," "A high number of products sold by the seller makes me confident in purchasing the product," "I am still interested when sellers have sold only a few products," "I think products with a high number of products sold are more appealing," and "The number of products sold affects my opinion." The results of Study 2 revealed that the sale volume had a significant impact on purchase intention, consumer confidence, and perceived risk. Respondents exposed to high product-sold information displayed higher purchase intention and greater consumer confidence while perceiving lower risk compared to those exposed to low product-sold information.

COO

Ali et al. (2021) conducted a study about the role of COO, perceived value, trust, and influencer marketing in determining purchase intention through social commerce. The study aimed to improve understanding of the causes why customers intend to purchase online through social media networks. The study examined factors affecting purchase intention namely: COO, trust, perceived value, and influencer marketing on the willingness of buyers to purchase clothes through social commerce. The survey questionnaire utilized a five-point Likert scale and showed high reliability (Cronbach's alpha = 0.905). There were 5 questionnaire items in COO and were borrowed from Coster et al. (2015): “I think a lot about what country fashion clothes come from”, “Which country fashion clothes come from is important to me”, “Which country fashion clothes come from, affects my opinion”, “Which country fashion clothes come from is an important part of my purchase decision”, and “I always take into account where fashion clothes come from”. According to the findings of the study, COO was found to be an important factor and it affects positively purchase intention; this is concordant with former research (Lin & Chen, 2006). In addition, the COO was found to be having a positive impact on trust.

Xie (2012) studied the factors affecting the purchase intention of electric cooking appliances on e-commerce platforms in Thailand. The main objectives of this study were to analyze the determinants such as brand image, country of origin, perceived behavior control, subjective norm, and attitudes of Bangkok and Chiang Mai consumers' purchase intention on electric cooking appliances on e-commerce platforms. The study used the quantitative research method to progress the research

and the data were collected through the questionnaire survey distributed to Bangkok and Chiang Mai. The scales were adopted from Koubaa (2008) and there are four items to measure COO; “I usually look for where the product comes from to determine the quality of the product,” “When I am buying a new product, the country of origin is the first piece of information that I consider,” “I feel that it is important to look for a country-of-origin information when deciding which product to buy,” and “I refuse to purchase a product without knowing its country of origin.” The study found that brand image, COO, perceived behavior control, subjective norms, and attitudes have significant effects on purchase intention in Thailand. Based on the study, the variable COO ($\beta=0.143$, $P=0.04$) has a significant relationship with the purchase intention.

Online Customer Reviews, Prices, and Sales Promotions

Hartawati et al. (2023) tested the influence of online customer reviews, prices, and sales promotions on buying intention in the Tokopedia Marketplace. This study aimed to determine the impact of Tokopedia's online customer reviews, prices, and sales promotions on consumers' intentions to purchase. The study's target sample was Indonesian Tokopedia users, and 174 people participated in the sample. The sampling technique was a purposive sampling technique with the criteria for a sample of respondents using the Tokopedia application. The research method was quantitative, and SmartPLS 3.2.9 software was used to process the data. The online customer reviews variable was measured by a five-point Likert scale survey question anchored by strongly agree and strongly disagree. The measurement shows a Cronbach's alpha reliability of 0.867. The sample items were “Online customer review helps me to

choose the right products,” “I think that online customer review is one of the deciding factors that I look for while purchasing a product,” and “I always see the average online review score before buying a product.” The price variable was measured by a five-point Likert scale survey question anchored by strongly agree and strongly disagree. The measurement shows a Cronbach’s alpha reliability of 0.818. The sample items were “some products sold in the application have lower prices than other e-commerce sites,” “the application provides a price match to the quality of the product,” and “the application provides attractive prices with vouchers / free postage promos.” The survey question used a five-point Likert scale to measure the sales promotion variable. The measurement had a reliability of 0.907, as shown by Cronbach’s alpha. The sample items were “the app gives attractive price discount promotion,” “the app gives free coupons or free delivery payment,” “the app gives attractive cashback,” and “the app often gives flash sales.” According to the findings of this study, online customer reviews, pricing, and sales promotions positively impact the intention to purchase. Among these factors, online customer reviews have the most significant influence on purchase intention, with a t count of 4.526.

Sales Promotion and Price

The study conducted by Adirinekso (2021) aimed to examine the impact of brand image, sales promotion, and price on the purchasing decisions of Shopee consumers in Jakarta. The study used nonprobability sampling, specifically purposive sampling, to collect data from 120 Shopee customers in DKI Jakarta who are urban workers and they were selected by the purposive sampling method. The data was analyzed using ordinary multiple regression analysis to examine the connection

between independent and dependent variables. The price factor was evaluated by a survey question on a five-point Likert scale, with the endpoints being strongly agree and strongly disagree. The measurement demonstrates a reliability of Cronbach's alpha of 0.847. The sample items were “the price is worthwhile when shopping through the app,” “in the application, the product price is clearly specified,” and “purchases made through the app have a reasonable shipping price.” The sales promotion variable was measured by a five-point Likert scale survey question anchored by strongly agree and strongly disagree. The measurement shows a Cronbach’s alpha reliability of 0.916. The sample items were “A shopping festival day such as the 11.11 campaign excites me to shop on the app,” “A Birthday Sale campaign is important to me,” “I tend to shop if there is a coupon from brand partners and sellers on the app,” “I tend to shop if there is a promotion code from brand partners and sellers,” and “If there is free shipping, that can be a reason to shop.” As a result, the study concluded that brand image, sales promotion, and price all have an impact on the purchasing decisions of Shopee consumers in Jakarta. Sales promotion and brand image positively affected purchasing decisions, while price had a negative effect. The study found that brand image partially mediates the effect of sales promotion and completely mediates the effect of price on purchasing decisions. The study also suggested that Shopee should focus on improving its brand image and sales promotions to increase its market share in Jakarta. The study also indicated that Shopee should consider adjusting its pricing strategy to be more competitive with other marketplaces in Indonesia.

Price, eWOM, and Purchase Intention

Sugiran et al. (2022) conducted a study examining the factors that influence consumers' purchase intention on social commerce sites. The researchers used a self-administered questionnaire distributed through an online platform. The study was grounded in Bandura's Social Cognitive Theory, which predicts behavior based on personal, environmental, and behavioral determinants. The five-point Likert scale survey question was used to measure the price variable, with anchors at strongly agree and strongly disagree. The measurement has a Cronbach's alpha reliability of 0.820. The sample items were "I think the money saved by finding a lower price is usually worth it," "I intend to buy the product that meets my requirements at the lowest price available," and "I am willing to put in extra effort to search for lower prices." The e-WOM variable was measured by a five-point Likert scale survey question anchored by strongly agree and strongly disagree. The measurement shows a Cronbach's alpha reliability of 0.860. The sample items were "When I consider new products, I read the review sections first on Social Commerce Site," "I like to get opinions from other people on Social Commerce Site before I purchase tickets from there," "I feel more comfortable buying tickets when I have gotten other opinions through review sections on Social Commerce Site," and "I tend to search for others' opinions or comments on review sections on Social Commerce Site regarding products that I want to buy." The survey used a five-point Likert scale to measure purchase intention, with a Cronbach's alpha reliability of 0.830. The sample items were "Whenever I need to shop, I intend to purchase tickets on Social Commerce Site," "Whenever I need to shop, I plan to purchase tickets on Social Commerce Site," "I predict that I will purchase tickets on Social Commerce Site," and "I will likely purchase tickets on

Social Commerce Site.” The outcomes of the study revealed significant positive relationships between price, deal proneness, e-WOM, coupon proneness, and consumers' purchase intention on social commerce sites. The study also found that price consciousness and the availability of discounts and promotions play a crucial role in attracting consumers to these sites. The study contributes to the understanding of consumer decision-making processes in social commerce and provides insights that can assist businesses in stimulating consumer purchase intention on social commerce platforms.

2.6 Conceptual Framework

In the previous sections, a literature review was conducted, and based on that, this study has developed a conceptual framework, which is illustrated in Figure 2.1. The objective of this research is to identify the factors that have the highest effect on the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand. Moreover, this study also studies the differences in factors affecting the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand. The conceptual framework consists of five main variables, with eWOM, sales volume, COO, sales promotion, and price being the independent variables, and online purchase intention being the dependent variable.

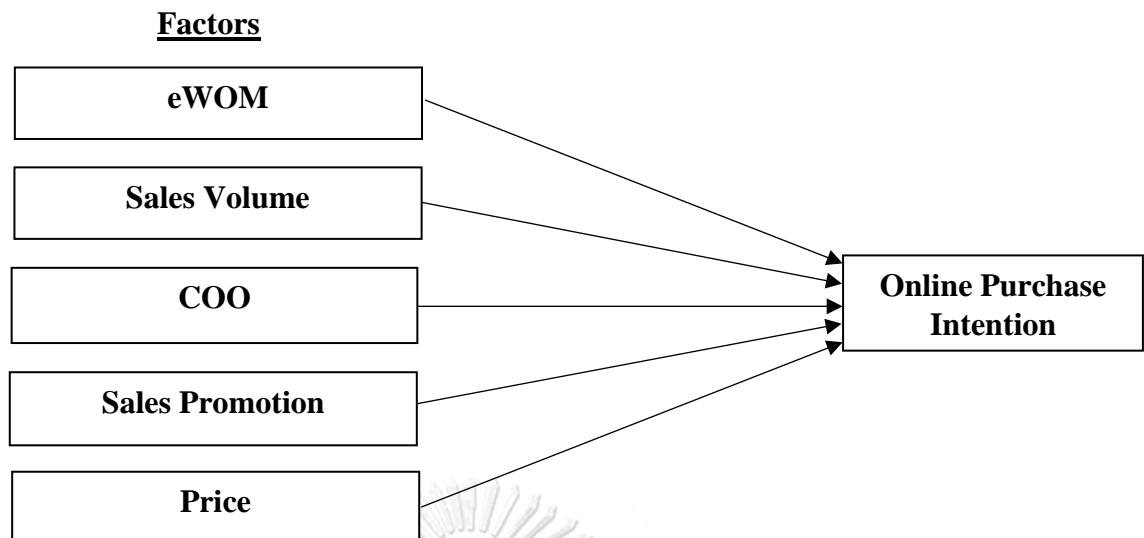


Figure 3 Conceptual Framework

The following hypotheses are drawn out in this study according to the previously mentioned literature:

H1: eWOM, sales volume, COO, sales promotion, and price have a significant positive effect on online purchase intention of Thai shoppers

H2: eWOM, sales volume, COO, sales promotion, and price have a significant positive effect on online purchase intention of non-Thai shoppers

H3: There are differences in the ranking of factors between Thai and non-Thai shoppers towards online purchase intention

CHAPTER 3

Methodology

The current study aims to identify the factors that have the highest effect on the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand. Moreover, this study also studies the differences in factors affecting the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand. The study tool that was used to gather data was an online questionnaire. This chapter includes information on the research instrument, measurement scales used to assess the variables, validity, and reliability of the scales, data collecting and analysis, and research sample and sampling technique.

3.1 Research Sample and Sampling Method

Using an online survey, a quantitative research approach was used to perform the study. Only 212 of the 264 respondents who were requested to complete the survey were considered valid for the study. The necessary data for this research was collected from 212 respondents: 106 Thai and 106 non-Thai who currently reside in Thailand to compare the factors affecting the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand. The respondents are all genders and between the ages of 19 and 39, as the Lazada Group study (Devteam, 2023) reveals that the largest group of Lazada users is between the ages of 19 and 29 (33%), followed by 30 and 39 (29%). Therefore, the sample requirements are:

- Respondents must be aged between 19-39.
- Respondents must be residing in Thailand.
- Respondents must have shopped on Lazada in the past three months.

The participants were chosen from the population using a purposive sample technique in order to meet the above-indicated criteria. This kind of sampling method is especially helpful when a target sample needs to be reached quickly (Crossman, 2020). The sample is selected based on individuals who possess certain characteristics that are relevant to the research being conducted.

3.2 Questionnaire Format

Because the samples in this study are both Thai and non-Thai, a well-designed questionnaire was used to gather data from the respondents. The questionnaire was developed in both English and Thai. Screening questions, demographics, eWOM, sales volume, COO, sales promotions, price, and online purchase intention were among the nine parts that formed the questionnaire.

The screening questions made up the first section of the questionnaire. It consisted of three questions: one about age; another about if the respondents had recently purchased anything from Lazada in the last three months; and a third about whether they were residents of Thailand.

The second section of the survey addressed eWOM. This section investigated the degree to which respondents agreed or disagreed with six statements.

Five statements in the third section of the questionnaire examined respondents' consideration of the quantity of products sold in relation to sales volume.

The fourth part of the questionnaire focused on the country of origin with 5 statements exploring whether the respondents consider where the product is shipped from Thailand or overseas.

The fifth part of the questionnaire focused on sales promotion with 5 statements, asking the respondents whether the sales promotion tools are important to them.

The sixth part of the questionnaire examined the price containing 5 statements, asking the respondents' perception of the price provided on Lazada.

The respondents were asked to rate their level of agreement with five statements regarding their intention to purchase online in the seventh section of the questionnaire.

The final section of the survey asked seven questions on general and demographic data, including whether or not the respondent was Thai, as well as questions about age, gender, income, education, and average frequency of purchases on Lazada.

3.3 Measurement of the Variables

The questionnaire items have been gathered from previously conducted studies that measure eWOM, sales volume, COO, sales promotion, price, and online purchase intention. The variables in this study are measured using a five-point Likert scale.

Thirty-one statements about the respondents' eWOM, sales volume, COO, sales promotion, price, and online purchase intention were accumulated from the questionnaire. The following is an explanation of the measuring scales used to measure the variables.

With a high reliability of 0.833, the first variable was eWOM, and the scale was modified from Kamalaseana and Sirisena (2021). There were six statements on the scale, some of which are displayed below:

1. I find that the customer reviews on Lazada are helpful.
2. I always see the star ratings before buying a product on Lazada.
3. The star ratings allow me to find well-rated products.

Sales volume was the second variable. Rachim et al. (2022) specified the scale, which was modified and has a good reliability of 0.813. There were five statements on the scale, some of which are displayed below:

1. I am still interested when sellers have sold only a few products.
2. I think products with a high number of products sold are more appealing.
3. The number of products sold affects my opinion.

With a high reliability of 0.905, the third variable was COO, and the scale was modified from Cöster et al. (2015). There were five statements on the scale, some of which are displayed below:

1. When shopping on Lazada, I think a lot about whether the product is shipped from Thailand or overseas.
2. It is important to me whether the product is shipped from Thailand or overseas.
3. Whether the product is shipped from Thailand or overseas affects my opinion.

With a high reliability of 0.916, the scale was adapted from Adirinekso (2021) for the fourth variable, sales promotion. There were five statements on the scale, some of which are displayed below:

1. Sale promotion like 11.11 sale excites me to shop.
2. Sale promotion like 11.11 sale is important to me.
3. Sale promotion like 11.11 sale makes me feel like I am saving money.

With a high reliability of 0.820, the scale adopted by Sugiran et al. (2022) and included price as the fifth variable. There were five statements on the scale, some of which are displayed below:

1. I intend to buy the product that meets my requirements at the lowest price available.
2. I am more likely to make a purchase when the price is lower.
3. I intend to buy when price fluctuations and price drops.

The last variable, online purchase intention, had a high reliability of 0.830 and was measured using a scale that was modified by Sugiran et al. (2022). There were five statements on the scale, some of which are displayed below:

1. I would probably consider buying the product during a sale promotion like 11.11 sale.
2. If I were to buy the product, I would consider the location where it is shipped from.
3. I am willing to purchase the product at the lowest possible price.

3.4 Reliability and Validity

The advisor to the study examined the questionnaire to verify the validity of the scales, and a pilot test was run to make sure the scale items accurately represented the study's objectives. Ten respondents received a pre-test questionnaire before the actual questionnaire was distributed, to see if they could understand it completely.

Cronbach's Alpha is applied to establish validity and reliability of the online survey. A pre-test with 10 samples is conducted with the acceptance level of 0.7 for all the variables is to be considered correlated.

Table 2 Cronbach Alpha Reliability and Validity for the variables

| Variable | Cronbach's Alpha Value | No. of Statements |
|---------------------------|------------------------|-------------------|
| Electronic Word-of-Mouth | 0.752 | 6 |
| Sales Volume | 0.871 | 5 |
| Country of Origin | 0.975 | 5 |
| Sales Promotion | 0.902 | 5 |
| Price | 0.827 | 5 |
| Online Purchase Intention | 0.797 | 5 |

3.5 Data Collection and Data Analysis

Online data collecting was conducted, and between October 18 and October 31, 2023, a Google Form was used to distribute the questionnaire to several social media platforms, including Facebook, Instagram, Messenger, and Line. The data collected were computed and analyzed using version 23 of the Statistical Package for the Social Science (SPSS) software. Data analysis was performed using descriptive

statistics, which included mean and standard deviation. Furthermore, there is a 95% confidence level in the statistics. Moreover, the effect between variables and all hypotheses were examined using multiple linear regression and the Mann-Whitney U test as inferential statistics.



CHAPTER 4

Research Findings

The findings of the study are presented in this chapter. In order to support the objectives of the research, a survey was chosen as the data collection method.

The research findings are categorized into four sections: the impact of age, gender, and income level on eWOM, sales volume, country of origin, sales promotion, and price; descriptive analysis of the variables; inferential analysis for hypothesis testing; and the descriptive analysis of the demographics and variables.

4.1 Descriptive Analysis of Demographics

Information regarding the respondent's characteristics was provided in the study's demographic section. The demographic data covered the age, gender, level of education, average monthly income, and average frequency of purchases made on Lazada for each category of respondents.

The screening question qualified 212 responses in total. They recently made a purchase on Lazada during the last three months and range in age from 19 to 39.

Table 3 Groups of the Respondents

| Groups | <i>n</i> | <i>%</i> |
|---------------|-----------------|-----------------|
| Thai | 106 | 50.0 |
| Non-Thai | 106 | 50.0 |
| Total | 212 | 100.0 |

To determine what differentiates between Thai and non-Thai shoppers on Lazada, Table 3 shows the two groups of respondents. There was a total of 212 respondents for both Thai and non-Thai shoppers' groups and each group had 106 respondents, accounting for 50% of the sample.

Table 4 Respondents' Gender

| Gender | Thai | | Non-Thai | |
|--------------|------------|--------------|------------|--------------|
| | <i>n</i> | % | <i>n</i> | % |
| Female | 77 | 72.6 | 70 | 66.0 |
| Male | 29 | 27.4 | 36 | 34.0 |
| Total | 106 | 100.0 | 106 | 100.0 |

Notes: Total number of respondents is 212.

Table 4 provides information on the gender distribution of the respondents in both groups. Out of the 212 total respondents, the majority were females. In the group of Thai shoppers, there were 77 females, making up 72.6% of the sample, and 29 males, accounting for 27.4% of the sample. In the non-Thai shoppers' group, there were 70 females, accounting for 66.0% of the sample, and 36 males, accounting for 34.0% of the sample.

Table 5 Respondents' Age

| Age | Thai | | Non-Thai | |
|--------------|------------|--------------|------------|--------------|
| | <i>n</i> | % | <i>n</i> | % |
| 19 – 29 | 94 | 88.7 | 83 | 78.3 |
| 30 – 39 | 12 | 11.3 | 23 | 21.7 |
| Total | 106 | 100.0 | 106 | 100.0 |

Notes: Total number of respondents is 212.

There were 212 responders in all, and their ages were broken down into two groups. Between the ages of 19 and 29, the majority of respondents belonged to both the Thai and non-Thai shopping groups. There were 94 respondents, or 88.7% of the 19–29 age group, who identified as Thai shoppers. 12 respondents, or 11.3% of the group, were in the 30-39 age range. There were 83 respondents, or 78.3% of 19–29, under the non-Thai shoppers' category, and 23 (21.7%) respondents, or people in the 30-39 age range. Table 5 displays the respondents' distribution across the different age categories.

Table 6 Respondents' Level of Education

| Educational Level | Thai | | Non-Thai | |
|---------------------------------|------------|--------------|------------|--------------|
| | <i>n</i> | % | <i>n</i> | % |
| Lower than a Bachelor's Degree | 4 | 3.8 | 11 | 10.4 |
| A Bachelor's Degree | 72 | 67.9 | 44 | 41.5 |
| Higher than a Bachelor's Degree | 30 | 28.3 | 51 | 48.1 |
| Total | 106 | 100.0 | 106 | 100.0 |

Notes: Total number of respondents is 212.

The educational levels are lower than a bachelor's degree, bachelor's degree, and higher than a bachelor's degree, as indicated in Table 6. Of the respondents in the Thai shoppers' group, 72 respondents, or 67.9% of the sample, held a bachelor's degree. A total of 30 respondents, or 28.3%, had a degree higher than a bachelor's. With 4 respondents or 3.8% of the sample, the lowest percentage of respondents had less than a bachelor's degree. Out of the 51 respondents, or 48.1% of the sample, most of the non-Thai shoppers' group had a degree higher than a bachelor's. A bachelor's degree was held by 44 respondents or 41.5% of the sample. With 11 respondents or 10.4% of the sample, the lowest percentage of respondents had lower than a bachelor's degree.

Table 7 Respondents' Monthly Average Income Level

| Monthly Average Income Level | Thai | | Non-Thai | |
|------------------------------|------------|--------------|------------|--------------|
| | <i>n</i> | % | <i>n</i> | % |
| Less than THB 15,000 | 35 | 33.0 | 41 | 38.7 |
| THB 15,000 – 20,000 | 28 | 26.4 | 34 | 32.1 |
| THB 20,001 – 30,000 | 18 | 17.0 | 12 | 11.3 |
| THB 30,001 – 40,000 | 10 | 9.4 | 11 | 10.4 |
| More than THB 40,000 | 15 | 14.2 | 8 | 7.5 |
| Total | 106 | 100.0 | 106 | 100.0 |

Notes: Total number of respondents is 212.

The average monthly income of the respondents is shown in Table 7. The findings indicated that the majority of the Thai shoppers belonged to a category whose monthly average income was less than THB 15,000. 35 responders, or 33.0%

of the sample, represented this group. With monthly incomes between THB 15,000 - 20,000, 28 respondents (26.4%) represented the second-highest category. 18 respondents, or 17.0%, reported having an income between THB 20,001 - 30,000. 15 respondents, or 14.2%, revealed having an income of more than THB 40,000. The lowest percentage of participants—9.4% of the sample, or only 10 respondents—were paid between THB 30,001 - 40,000 per month. The table shows that the majority of the group of non-Thai shoppers made, on average, less than THB 15,000 per month. There were 41 responders in this group, or 38.7% of the total sample. 34 (32.1%) respondents, whose monthly income ranged between THB 15,000 - 20,000, were in the second-highest category. 11 respondents (10.4%) had an income level of THB 30,001 – 40,000, while 12 respondents (11.3%) had an income status of THB 20,001 – 30,000. Of the sample, 7.5% had more than THB 40,000 in monthly income, or 8 respondents, the lowest percentage.

Table 8 Respondents' average frequency of purchases on Lazada

| Average Purchase Frequency | Thai | | Non-Thai | |
|----------------------------|------------|--------------|------------|--------------|
| | <i>n</i> | % | <i>n</i> | % |
| More than 5 times a week | 8 | 7.5 | 2 | 1.9 |
| 1-5 times a week | 21 | 19.8 | 9 | 8.5 |
| 2-3 times a week | 18 | 17.0 | 16 | 15.1 |
| About once a month | 59 | 55.7 | 79 | 74.5 |
| Total | 106 | 100.0 | 106 | 100.0 |

Notes: Total number of respondents is 212.

As shown in Table 8, the last demographic feature was the average purchase frequency on Lazada. The majority of the respondents had purchased a product on Lazada once a month for both groups. As a Thai shoppers' group, the majority of the respondents had purchased a product on Lazada once a month, accounting for 59 respondents or 55.7% of the sample. There were 21 respondents or 19.8% with 1-5 times a week purchased on Lazada. 18 respondents had purchased a product on Lazada 2- 3 times a week accounting for 17.0% of the sample followed by 8 respondents who had purchased a product on Lazada more than 5 times a week (7.5%). For the non-Thai shoppers' group, the majority of the respondents (79 respondents or 74.5% of the sample) had purchased a product on Lazada once a month. Meanwhile, 16 respondents or 15.1% had made purchases 2-3 times a week on Lazada. 9 respondents had purchased a product on Lazada 1 - 5 times a week accounting for 9% of the sample followed by 2 respondents who had purchased a product on Lazada more than 5 times a week (1.9%).

4.2 Descriptive Analysis of the Variables

This section addresses the mean and standard deviation of the variables: eWOM, sales volume, COO, sales promotion, price, and online purchase intention.

Table 9 Mean and Standard Deviation of eWOM

| Statements | <i>M (SD)</i> | |
|--|--------------------|--------------------|
| | Thai | Non-Thai |
| I often read other customer reviews on Lazada to make sure I buy the right product | 4.72 (0.55) | 4.66 (0.53) |
| I frequently gather information from customer reviews on Lazada before I buy a certain product | 4.50 (0.61) | 4.43 (0.63) |
| I find that the customer reviews on Lazada are helpful | 4.52 (0.68) | 4.19 (0.71) |
| I always see the star ratings before buying a product on Lazada | 4.37 (0.75) | 4.33 (0.79) |
| The star ratings allow me to find well-rated products | 4.00 (0.91) | 4.03 (0.91) |
| The star ratings allow me to get a quick overview of the products | 4.15 (1.00) | 4.10 (0.77) |
| Total | 4.38 (0.75) | 4.29 (0.72) |
| <i>Notes: Cronbach's Alpha value</i> | <i>0.749</i> | <i>0.756</i> |

Table 9 shows the average score of eWOM affecting the online purchase intention of the respondents and it consists of 6 statements. To assess the level of agreement among the respondents, a five-point Likert Scale was used and Cronbach's Alpha value for these 6 statements was 0.746, ensuring high reliability of the scale.

Based on the results of the Thai shoppers' group, the average score on eWOM was 4.38 (SD = 0.75), indicating a high level of agreement among the respondents. The statement that received the highest mean score was 'I often read other customer

reviews on Lazada to make sure I buy the right product' with a mean score of 4.72 (SD = 0.55), followed by the statement 'I find that the customer reviews on Lazada are helpful' with a mean score of 4.52 (SD = 0.68). However, the statement with the lowest mean score (M = 4.00, SD = 0.91) was 'The star ratings allow me to find well-rated products.'

According to the non-Thai shoppers' group result, the average score on eWOM was 4.29 (SD = 0.72), indicating a high level of agreement among the respondents. The statement that received the highest mean score was 'I often read other customer reviews on Lazada to make sure I buy the right product' with a mean score of 4.66 (SD = 0.53), followed by the statement 'I find that the customer reviews on Lazada are helpful' with a mean score of 4.43 (SD = 0.63). However, the statement with the lowest mean score (M = 4.03, SD = 0.91) was 'The star ratings allow me to find well-rated products.'

Table 10 Mean and Standard Deviation of Sales Volume

| Statements | <i>M (SD)</i> | |
|--|--------------------|--------------------|
| | Thai | Non-Thai |
| I usually look at the number of products sold by the seller when I buy a product on Lazada | 4.41 (0.71) | 4.18 (0.90) |
| A high number of products sold by the seller makes me confident in purchasing the product | 4.23 (0.80) | 4.26 (0.83) |
| I am still interested when sellers have sold only a few products | 3.40 (0.97) | 3.37 (0.84) |
| I think products with a high number of products sold are more appealing | 4.29 (0.79) | 4.09 (0.70) |
| The number of products sold affects my opinion | 4.22 (0.83) | 3.96 (0.86) |
| Total | 4.11 (0.82) | 3.97 (0.83) |
| <i>Notes: Cronbach's Alpha value</i> | <i>0.833</i> | <i>0.834</i> |

Table 10 shows the average score of sales volume affecting the online purchase intention of the respondents and it consists of 5 statements. To assess the level of agreement among the respondents, a five-point Likert Scale was used and Cronbach's Alpha value for these 5 statements was 0.833, ensuring high reliability of the scale.

According to the results of the Thai shoppers' group, the respondents had a high level of agreement on sales volume with an overall average score of 4.11 (SD = 0.82). The statement that received the highest mean score was 'I usually look at the number of products sold by the seller when I buy a product on Lazada' with a mean score of 4.41 (SD = 0.71), while the statement 'I think products with a high number of

products sold are more appealing' received a mean score of 4.29 (SD = 0.79).

Conversely, the statement with the lowest mean score (M = 3.40, SD = 0.97) was 'I am still interested when sellers have sold only a few products.'

As per the findings of the non-Thai shoppers' group, the respondents showed a high level of agreement on sales volume with an overall average score of 3.97 (SD = 0.83). The statement that received the highest mean score was 'A high number of products sold by the seller makes me confident in purchasing the product' with a mean score of 4.26 (SD = 0.83), followed by the statement 'I usually look at the number of products sold by the seller when I buy a product on Lazada' (M = 4.18, SD = 0.90). On the other hand, the statement with the lowest mean score (M = 3.37, SD = 0.84) was 'I am still interested when sellers have sold only a few products.'

Table 11 Mean and Standard Deviation of COO

| Statements | <i>M (SD)</i> | |
|---|--------------------|--------------------|
| | Thai | Non-Thai |
| When shopping on Lazada, I think a lot about whether the product is shipped from Thailand or overseas | 4.10 (0.90) | 3.67 (1.07) |
| It is important to me whether the product is shipped from Thailand or overseas | 3.80 (1.13) | 3.37 (1.15) |
| Whether the product is shipped from Thailand or overseas affects my opinion | 3.80 (1.07) | 3.15 (1.15) |
| Whether the product is shipped from Thailand or overseas is an important part of my purchase decision | 3.86 (0.99) | 3.27 (1.22) |
| I always pay attention to whether the product is shipped from Thailand or overseas | 3.91 (1.04) | 3.42 (1.13) |
| Total | 3.89 (1.03) | 3.38 (1.14) |
| <i>Notes: Cronbach's Alpha value</i> | <i>0.933</i> | <i>0.929</i> |

Table 11 shows the average score of the country of origin affecting the online purchase intention of the respondents and it consists of 5 statements. To assess the level of agreement among the respondents, a five-point Likert Scale was used and Cronbach's Alpha value for these 5 statements was 0.935, ensuring high reliability of the scale.

Based on the results of the Thai shoppers' group, the respondents had a moderate level of agreement on COO, with an overall average score of 3.89 (SD = 1.03). The statement that received the highest mean score was 'When shopping on Lazada, I think a lot about whether the product is shipped from Thailand or overseas', which had a mean score of 4.10 (SD = 0.90). The second-highest mean score was for

the statement 'I always pay attention to whether the product is shipped from Thailand or overseas' ($M = 3.91$, $SD = 1.04$). On the other hand, the statements with the lowest mean score were 'It is important to me whether the product is shipped from Thailand or overseas' and 'Whether the product is shipped from Thailand or overseas affects my opinion', both of which had a mean score of 3.80 ($SD = 1.13$ and $SD = 1.07$, respectively).

Based on the results of the non-Thai shoppers' group, the average score for COO was 3.38 ($SD = 1.14$). This suggests that the respondents had a moderate level of agreement about the country of origin. The statement that received the highest mean score was 'When shopping on Lazada, I think a lot about whether the product is shipped from Thailand or overseas' with a mean score of 3.67 ($SD = 1.07$). This statement was followed by 'I always pay attention to whether the product is shipped from Thailand or overseas' with a mean score of 3.42 ($SD = 1.13$). On the other hand, the statement with the lowest mean score ($M = 3.15$, $SD = 1.15$) was 'Whether the product is shipped from Thailand or overseas affects my opinion.'

Table 12 Mean and Standard Deviation of Sales Promotion

| Statements | M (SD) | |
|---|--------------------|--------------------|
| | Thai | Non-Thai |
| Sale promotions such as flash sales or 11.11 sales excite me to shop | 4.41 (0.86) | 4.15 (0.86) |
| Sale promotions such as flash sales or 11.11 sales are important to me | 4.26 (0.92) | 3.88 (0.96) |
| Sale promotions such as flash sale or 11.11 sale makes me feel like I am saving money | 4.29 (0.95) | 4.00 (1.03) |
| I usually look out for sale promotions such as flash sales or 11.11 sales | 4.41 (0.85) | 4.05 (0.99) |
| If there are sale promotions such as flash sales or 11.11 sales, that can be a reason to shop | 4.39 (0.82) | 4.04 (0.90) |
| Total | 4.35 (0.88) | 4.02 (0.95) |
| <i>Notes: Cronbach's Alpha value</i> | <i>0.926</i> | <i>0.876</i> |

Table 12 shows the average score of sales promotion affecting the online purchase intention of the respondents and it consists of 5 statements. To assess the level of agreement among the respondents, a five-point Likert Scale was used and Cronbach's Alpha value for these 5 statements was 0.909, ensuring high reliability of the scale.

Based on the results of a survey conducted by a Thai shoppers' group, the respondents showed a high level of agreement on sales promotion, with an overall average score of 4.35 (SD = 0.88). The statements that received the highest mean score were 'Sale promotions such as flash sales or 11.11 sales excite me to shop' and 'I usually look out for sale promotions such as flash sales or 11.11 sales', with a mean

score of 4.41 (SD = 0.86) and 4.41 (SD = 0.85), respectively. The statement 'If there are sale promotions such as flash sales or 11.11 sales, that can be a reason to shop' also received a high mean score of 4.39 (SD = 0.82). On the other hand, the statement with the lowest mean score (M = 4.26, SD = 0.92) was 'Sale promotions such as flash sales or 11.11 sales are important to me.'

Based on the results from the non-Thai shoppers' group, the average score for sales promotion was 4.02 (with a standard deviation of 0.95), which indicates that the respondents were highly in agreement with sales promotions. The statement with the highest mean score was "Sale promotions such as flash sales or 11.11 sales excite me to shop," with a mean score of 4.15 (SD = 0.86). This was followed by the statement "I usually look out for sale promotions such as flash sales or 11.11 sales" (M = 4.05, SD = 0.99). On the other hand, the statement with the lowest mean score (M = 3.88, SD = 0.96) was "Sale promotions such as flash sales or 11.11 sales are important to me."

Table 13 Mean and Standard Deviation of Price

| Statements | <i>M (SD)</i> | |
|--|--------------------|--------------------|
| | Thai | Non-Thai |
| I think the money saved by finding a lower price is usually worth it | 4.31 (0.71) | 3.78 (0.89) |
| I intend to buy the product that meets my requirements at the lowest price available | 4.24 (0.83) | 3.90 (0.88) |
| I am willing to put in extra effort to search for lower prices | 4.25 (0.74) | 3.86 (0.82) |
| I am more likely to make a purchase when the price is lower | 4.38 (0.68) | 3.99 (0.71) |
| I intend to buy when price fluctuations and price drops | 4.17 (0.85) | 3.88 (0.75) |
| Total | 4.27 (0.76) | 3.88 (0.81) |
| <i>Notes: Cronbach's Alpha value</i> | <i>0.818</i> | <i>0.793</i> |

Table 13 shows the average score of price affecting the online purchase intention of the respondents and it consists of 5 statements. To assess the level of agreement among the respondents, a five-point Likert Scale was used and Cronbach's Alpha value for these 5 statements was 0.824, ensuring high reliability of the scale.

Based on the result of a survey conducted by the Thai shoppers' group, the respondents had a high level of agreement on price, with an overall average score of 4.27 (SD = 0.76). The statement with the highest mean score was 'I am more likely to make a purchase when the price is lower' with a mean score of 4.38 (SD = 0.68), followed by the statement 'I think the money saved by finding a lower price is usually

worth it' ($M = 4.31$, $SD = 0.71$). However, the statement with the lowest mean score ($M = 4.17$, $SD = 0.85$) was 'I intend to buy when price fluctuations and price drops.'

Based on the results of a survey conducted among non-Thai shoppers, it was found that the respondents had a moderate level of agreement on the prices of products, with an overall average score of 3.88 ($SD = 0.81$). The statement that received the highest mean score was 'I am more likely to make a purchase when the price is lower', with a mean score of 3.99 ($SD = 0.71$). This was followed by the statement 'I intend to buy the product that meets my requirements at the lowest price available', which received a mean score of 3.90 ($SD = 0.88$). The statement with the lowest mean score ($M = 3.78$, $SD = 0.89$) was 'I think the money saved by finding a lower price is usually worth it.'

Table 14 Mean and Standard Deviation of Online Purchase Intention

| Statements | <i>M (SD)</i> | |
|--|--------------------|--------------------|
| | Thai | Non-Thai |
| I will consider buying the product after checking customer reviews and star ratings on Lazada | 4.44 (0.65) | 4.46 (0.65) |
| In the future, I will frequently shop from sellers that have a good number of products sold on Lazada | 4.06 (0.78) | 4.15 (0.71) |
| I would probably consider buying the product during sale promotions such as flash sales or 11.11 sales | 4.36 (0.78) | 4.06 (0.78) |
| If I were to buy the product on Lazada, I would consider whether it is shipped from Thailand or overseas | 3.92 (0.98) | 3.42 (1.08) |
| I am willing to purchase the product at the lowest possible price | 4.21 (0.85) | 3.85 (0.89) |
| Total | 4.20 (0.81) | 3.99 (0.82) |
| <i>Notes: Cronbach's Alpha value</i> | <i>0.840</i> | <i>0.834</i> |

Table 14 shows the average score of the online purchase intention of the respondents and it consists of 5 statements. To assess the level of agreement among the respondents, a five-point Likert Scale was used and Cronbach's Alpha value for these 5 statements was 0.843, ensuring high reliability of the scale.

A survey conducted by the Thai shoppers' group revealed that the respondents had a high level of agreement on online purchase intention, with an overall average score of 4.20 (SD = 0.81). The statement with the highest mean score was 'I will consider buying the product after checking customer reviews and star ratings on Lazada', with a mean score of 4.44 (SD = 0.65). This was followed by the statement 'I would probably consider buying the product during sale promotions such as flash

sales or 11.11 sales' ($M = 4.36$, $SD = 0.78$). However, the statement with the lowest mean score ($M = 3.92$, $SD = 0.98$) was 'If I were to buy the product on Lazada, I would consider whether it is shipped from Thailand or overseas.'

Based on the results of a survey conducted among non-Thai shoppers, the average score of their online purchase intention was 3.99 (with a standard deviation of 0.82), indicating a high level of agreement among the respondents. The statement that received the highest mean score was 'I will consider purchasing the product after checking customer reviews and star ratings on Lazada', which had a mean score of 4.46 (with a standard deviation of 0.65). This was followed by the statement 'In the future, I will frequently shop from sellers that have a good number of products sold on Lazada' (with a mean score of 4.15 and a standard deviation of 0.71). Conversely, the statement that received the lowest mean score was 'If I were to buy the product on Lazada, I would consider whether it is shipped from Thailand or overseas', with a mean score of 3.42 and a standard deviation of 1.08.

4.3 Inferential Analysis – Hypothesis Testing

The findings in this section describe to test five hypotheses as mentioned in Chapter 2 and the findings will be described in this section. To answer research objective 1 and 2 and analyze hypotheses H1 and H2, a multiple linear regression test was used. To answer research objective 3 and analyze hypothesis H3, the Mann-Whitney U test was applied.

4.3.1 Multiple Linear Regression

H1: eWOM, sales volume, country of origin, sales promotion, and price have a significant positive effect on online purchase intention of Thai shoppers

H2: eWOM, sales volume, country of origin, sales promotion, and price have a significant positive effect on online purchase intention of non-Thai shoppers

Table 15 Multiple Regression Analysis of eWOM, sales volume, COO, sales promotion, and price on online purchase intention

| Model | Thai Shoppers | | | Non-Thai Shoppers | | |
|-------------------|----------------|-------|-------|-------------------|-------|-------|
| | β -value | t | Sig. | β -value | t | Sig. |
| eWOM | .135 | 2.233 | .028 | .162 | 2.588 | .011 |
| Sales Volume | .301 | 4.995 | <.001 | .066 | 1.058 | .293 |
| Country of Origin | .366 | 6.868 | <.001 | .388 | 6.527 | <.001 |
| Sales Promotion | .153 | 2.368 | .020 | .233 | 3.917 | <.001 |
| Price | .377 | 5.788 | <.001 | .498 | 8.126 | <.001 |

Notes: Dependent Variable – Online Purchase Intention, $p < 0.05$, $R^2 = 0.730$ (Thai), $R^2 = 0.659$ (non-Thai)

Table 15 shows the multiple regression analysis by a stepwise method which is the most suitable forecasting method.

According to the findings, the Thai shoppers' group has a strong inference, with a value of 0.730. This means that about 73.0% of online purchase intention can be explained by all five variables that were tested. The adjusted R^2 value is 0.717. From the table provided, it is evident that price has the highest standardized Beta value ($\beta = 0.377$; $p < 0.05$), followed by COO ($\beta = 0.366$; $p < 0.05$), sales volume ($\beta =$

0.301; $p < 0.05$), sales promotion ($\beta = 0.153$; $p < 0.05$), and eWOM ($\beta = 0.135$; $p < 0.05$). All variables were tested at a 0.05 significant level, and hypothesis H1 is accepted. The results indicate that all variables have significant positive effects on the online purchase intention of Thai shoppers. However, only three factors, namely price, country of origin, and sales volume, had the highest effect on the online purchase intention of Thai shoppers.

In the group of non-Thai shoppers, R^2 presented a strong inference of 0.659, indicating that about 65.9% of online purchase intention can be explained by all the five variables that were tested. The adjusted R^2 value is 0.642. The highest standardized Beta value ($\beta = 0.498$; $p < 0.05$) was found for price, followed by the country of origin ($\beta = 0.388$; $p < 0.05$), sales promotion ($\beta = 0.233$; $p < 0.05$), eWOM ($\beta = 0.162$; $p < 0.05$), and sales volume ($\beta = 0.066$; $p > 0.05$). All variables were tested at a 0.05 significant level, and hypothesis H2 is rejected. The results suggest that only four out of the five factors - eWOM, COO, sales promotion, and price - have significant positive effects on the online purchase intention of non-Thai shoppers. Among these four factors, only price, country of origin, and sales promotion have the highest effect on the online purchase intention of non-Thai shoppers.

4.3.2 Mann-Whitney U Test

H3: There are differences in the ranking of factors between Thai and non-Thai shoppers towards online purchase intention on Lazada

Table 16 Mann-Whitney U Test of the Variables

| | Group | Mean Rank | Mann-Whitney U | Z | Sig. |
|--------------------------|--------------|------------------|-----------------------|----------|-------------|
| eWOM | Thai | 112.96 | 6302.5 | -1.542 | .123 |
| | Non-Thai | 100.04 | | | |
| Sales Volume | Thai | 113.98 | 6410.5 | -1.788 | .74 |
| | Non-Thai | 99.02 | | | |
| Country of Origin | Thai | 122.69 | 7334.5 | -3.859 | <.001 |
| | Non-Thai | 90.31 | | | |
| Sales Promotion | Thai | 119.01 | 6944.0 | -3.010 | .003 |
| | Non-Thai | 93.99 | | | |
| Price | Thai | 125.46 | 7627.5 | -4.526 | <.001 |
| | Non-Thai | 87.54 | | | |

Notes: Thai (N = 106), Non-Thai (N = 106), $p < 0.05$

As shown in Table 16, the non-parametric Mann-Whitney U test revealed a significant difference in factors between Thai and non-Thai shoppers on Lazada in Thailand. All variables were tested at a 0.05 significant level and p-values of price ($Z = -4.526, p = 0.001$), country of origin ($Z = -3.859, p = 0.001$), and sales promotion ($Z = -3.010, p = 0.003$) and are less than the significance level of 0.05. However, the p-values of sales volume ($Z = -1.788, p = 0.74$) and eWOM ($Z = -1.542, p = 0.123$) are greater than the significance level of 0.05. The results suggested that there is a

significant difference in price, COO, and sales promotion between Thai and non-Thai shoppers, and there is no significant difference in sales volumes and eWOM between Thai and non-Thai shoppers towards online purchase intention on Lazada. It concludes that there are differences in the ranking of factors between Thai and non-Thai shoppers towards online purchase intention on Lazada and thus, hypothesis H3 is accepted.

4.4 The Impact of Demographic Factors on Variables

The findings of a regression analysis examining the impact of age, gender, and income level on eWOM for both Thai and non-Thai shoppers are shown in Table 17.

Table 17 Multiple Regression Analysis of Demographic Factors on eWOM

| Model | Thai Shoppers | | | Non-Thai Shoppers | | |
|--------------|----------------|--------|------|-------------------|--------|------|
| | β -value | t | Sig. | β -value | t | Sig. |
| Age | -.078 | -.790 | .431 | .133 | 1.344 | .182 |
| Gender | -.173 | -1.734 | .086 | -.186 | -1.901 | .060 |
| Income Level | .130 | 1.310 | .193 | -.009 | -.091 | .927 |

Notes: Dependent Variable – Electronic Word of Mouth, $p < 0.05$, $R^2 = 0.046$ (Thai), $R^2 = 0.044$ (non-Thai)

For Thai shoppers, the results show that age, gender, and income level also do not significantly impact eWOM ($p > 0.05$). For non-Thai shoppers, the results are consistent with Thai shoppers. Age, gender, and income level all show a non-significant impact ($p > 0.05$). In summary, age, gender, and income level do not have a statistically significant impact on eWOM for both Thai and non-Thai shoppers on Lazada.

The findings of a regression analysis examining the impact of age, gender, and income level on sales volume for both Thai and non-Thai shoppers are shown in Table 18.

Table 18 Multiple Regression Analysis of Demographic Factors on Sales Volume

| Model | Thai Shoppers | | | Non-Thai Shoppers | | |
|--------------|----------------|-------|------|-------------------|-------|------|
| | β -value | t | Sig. | β -value | t | Sig. |
| Age | .019 | .191 | .849 | -.044 | -.433 | .666 |
| Gender | .113 | 1.120 | .266 | .062 | .624 | .534 |
| Income Level | .006 | .063 | .950 | -.053 | -.533 | .595 |

Notes: Dependent Variable – Sales Volume, $p < 0.05$, $R^2 = 0.014$ (Thai), $R^2 = 0.008$ (non-Thai)

For Thai shoppers, the results show that age, gender, and income level also do not significantly impact sales volume ($p > 0.05$). For non-Thai shoppers, the results are consistent with Thai shoppers. Age, gender, and income level all show a non-significant impact ($p > 0.05$). In summary, age, gender, and income level do not have a statistically significant impact on sales volume for both Thai and non-Thai shoppers on Lazada.

The findings of a regression analysis examining the impact of age, gender, and income level on COO for both Thai and non-Thai shoppers are shown in Table 19.

Table 19 Multiple Regression Analysis of Demographic Factors on COO

| Model | Thai Shoppers | | | Non-Thai Shoppers | | |
|--------------|----------------|--------|------|-------------------|-------|------|
| | β -value | t | Sig. | β -value | t | Sig. |
| Age | .078 | .778 | .438 | -.087 | -.870 | .387 |
| Gender | .069 | .689 | .492 | -.039 | -.395 | .694 |
| Income Level | -.139 | -1.381 | .170 | -.063 | -.633 | .528 |

Notes: Dependent Variable – COO, $p < 0.05$, $R^2 = 0.025$ (Thai), $R^2 = 0.015$ (non-Thai)

For Thai shoppers, the results show that age, gender, and income level also do not significantly impact COO ($p > 0.05$). For non-Thai shoppers, the results are consistent with Thai shoppers. Age, gender, and income level all show a non-significant impact ($p > 0.05$). In summary, age, gender, and income level do not have a statistically significant impact on COO for both Thai and non-Thai shoppers on Lazada.

The findings of a regression analysis examining the impact of age, gender, and income level on sales promotion for both Thai and non-Thai shoppers are shown in Table 20.

Table 20 Multiple Regression Analysis of Demographic Factors on Sales Promotion

| Model | Thai Shoppers | | | Non-Thai Shoppers | | |
|--------------|----------------|--------|------|-------------------|--------|------|
| | β -value | t | Sig. | β -value | t | Sig. |
| Age | -.187 | -1.920 | .058 | -.112 | -1.157 | .250 |
| Gender | -.140 | -1.433 | .155 | -.153 | -1.590 | .115 |
| Income Level | -.076 | -.775 | .440 | -.183 | -1.910 | .059 |

Notes: Dependent Variable – Sales Promotion, $p < 0.05$, $R^2 = 0.079$ (Thai), $R^2 = 0.080$ (non-Thai)

For Thai shoppers, the results show that age, gender, and income level also do not significantly impact sales promotion ($p > 0.05$). For non-Thai shoppers, the results are consistent with Thai shoppers. Age, gender, and income level all show a non-significant impact on sales promotion ($p > 0.05$). In summary, age, gender, and income level do not have a statistically significant impact on sales promotion for both Thai and non-Thai shoppers on Lazada.

The findings of a regression analysis examining the impact of age, gender, and income level on price for both Thai and non-Thai shoppers are shown in Table 21.

Table 21 Multiple Regression Analysis of Demographic Factors on Price

| Model | Thai Shoppers | | | Non-Thai Shoppers | | |
|--------------|----------------|--------|------|-------------------|--------|------|
| | β -value | t | Sig. | β -value | t | Sig. |
| Age | -.031 | -.315 | .753 | -.068 | -.688 | .493 |
| Gender | -.238 | -2.401 | .018 | .028 | .290 | .773 |
| Income Level | .062 | .625 | .533 | -.169 | -1.730 | .087 |

Notes: Dependent Variable – Price, $p < 0.05$, $R^2 = 0.058$ (Thai), $R^2 = 0.036$ (non-Thai)

The findings revealed that age and income level do not have a significant impact on the price of products for both Thai and non-Thai shoppers. However, gender was found to have a significant impact on the price of products for Thai shoppers, but not for non-Thai shoppers. The study did not find any statistically significant impact between income level and price for both Thai and non-Thai shoppers. Therefore, it can be concluded that gender has a more significant impact on the price of products for Thai shoppers than age or income level.

According to Table 21, it revealed that gender significantly impact on price for Thai shopper. Independent sample t-test is used to investigate whether male or female pay more attention to price in Thai shoppers' group.

Table 22 Independent Sample T-Test for Thai Shoppers (Gender)

| Thai Shoppers | <i>M</i> | <i>SD</i> | <i>t</i> | <i>df</i> | <i>Sig.</i> |
|----------------------|-----------------|------------------|-----------------|------------------|--------------------|
| Male | 4.35 | 0.55 | 2.432 | 104 | .017 |
| Female | 4.06 | 0.57 | | | |

According to Table 22, there is a significant difference between the conditions of males ($M=4.35$, $SD=0.55$) and females ($M = 4.06$, $SD = 0.57$); $t(104) = 2.342$, $p = .017$. The p-value is less than the significant level of 0.05. Specifically, the result indicates that Thai male shoppers pay more attention to the price than Thai female shoppers.

CHAPTER 5

Summary and Discussion

This chapter will present an in-depth review of the data analysis and research discussion based on the research findings. Furthermore, this study's limitations, potential future research areas, and practical implications will all be covered.

5.1 Summary

The research's quantitative data, which were collected from respondents in October 2023, will be covered in this part. The demographic profile of the respondents and their agreement on all of the variables affecting online purchase intention on Lazada comprise the results. Furthermore, the results of the analysis using multiple linear regression and Mann Whitney U test are also showcased.

The demographic section of this study includes data on the age, gender, and group of respondents as well as their income status, level of education, and average frequency of purchases. Although 264 people participated part in the online survey, only 212 of them fulfilled the criteria for the study. They were all genders, lived in Thailand at the moment, and had all made purchases from Lazada during the last three months. Their ages ranged from 19 to 39. Both the Thai and non-Thai shoppers' groups included a total of 212 respondents, with 106 respondents per group. For both groups, the majority of respondents were between the ages of 19 and 29, and females made up the majority of the sample as a whole (212 respondents).

Thai Shoppers

For the Thai shoppers' group (106 respondents), the total number of females was 77, accounting for 72.6% of the sample. 94 respondents, or 88.7% of the sample were aged between 19 – 29 years old. The majority of respondents held a Bachelor's degree, comprising 67.9% of the sample. Only 4 respondents (3.8%) had an education level lower than a Bachelor's degree. Furthermore, the respondents' average monthly income was depicted. Many of the respondents on average earned less than 15,000 THB. There were 35 respondents, representing 33.0% of the sample, followed by 28 respondents (26.7%) earning THB 15,000 - 20,000 per month. The last demographic feature was the average purchase frequency on Lazada. The majority of the respondents had purchased a product on Lazada once a month, accounting for 59 respondents or 55.7% of the sample. The minority of the respondents had purchased a product on Lazada more than 5 times a week, accounting for 8 respondents or 7.5% of the sample.

The next findings of the research are about the factors (eWOM, sales volume, COO, sales promotion, price) affecting online purchase intention. The survey revealed that the respondents had a high level of agreement on eWOM, with an overall average score of 4.38 out of 5.00. The statement with the highest mean score was "I often read other customer reviews on Lazada to make sure I buy the right product," with a mean score of 4.72. On the other hand, the statement with the lowest mean score under eWOM was "The star ratings allow me to find well-rated products," receiving a mean score of 4.00 out of 5.00.

The following results are related to the sales volume of products on Lazada. The respondents gave an overall average score of 4.11 out of 5.00, indicating a high level of agreement on sales volume. The statement that received the highest mean score was “I usually check the number of products sold by the seller before making a purchase on Lazada” with a mean score of 4.41. On the other hand, the statement that received the lowest mean score under sales volume was “I am still interested in buying from sellers who have sold only a few products” with a mean score of 3.40.

According to the research, respondents were asked to rate their perception of the COO. The overall average score was 3.89 out of 5.00, indicating that the respondents had a moderate level of agreement on COO. Among all the statements, the one with the highest mean score was “When shopping on Lazada, I think a lot about whether the product is shipped from Thailand or overseas,” with a mean score of 4.10. The statements with the lowest mean score of 3.80 were “It is important to me whether the product is shipped from Thailand or overseas” and “Whether the product is shipped from Thailand or overseas affects my opinion.”

According to the research findings, the respondents rated the sales promotion highly, with an overall average score of 4.35 out of 5.00. This indicates that the respondents agreed to a great extent on the effectiveness of sales promotions. The statements that received the highest mean score were “Sale promotions such as flash sales or 11.11 sales excite me to shop” and “I usually look out for sale promotions such as flash sales or 11.11 sales”, both of which received a mean score of 4.41. On the other hand, the statement “Sale promotions such as flash sales or 11.11 sales are important to me” received the lowest mean score of 4.26.

The following discovery pertains to the pricing aspect of the study. The average score for the respondents' agreement on the price was 4.27 out of 5.00, indicating a high level of agreement. The statement that received the highest mean score of 4.38 was "I am more likely to make a purchase when the price is lower". Conversely, the statement with the lowest mean score of 4.17 was "I intend to buy when price fluctuations and price drops."

The study measured the online purchase intention of the participants by evaluating their willingness to buy products on Lazada. The respondents showed a high level of agreement on online purchase intention, with an overall average score of 4.20 out of 5.00. The statement with the highest mean score was "I will consider buying the product after checking customer reviews and star ratings on Lazada," with a mean score of 4.44. On the other hand, the statement with the lowest mean score of 3.92 was "If I were to buy the product on Lazada, I would consider whether it is shipped from Thailand or overseas."

A multiple linear regression analysis was conducted to test hypothesis H1. All variables- eWOM, sales volume, COO, sales promotion, and price were tested at a 0.05 significant level, and the hypothesis was accepted. The results indicate that all these variables have a significant positive effect on the online purchase intention of Thai shoppers. However, only three factors, namely price, COO, and sales volume, had the highest effect on the online purchase intention of Thai shoppers.

The study found that demographic factors like age, gender, and income level do not significantly impact eWOM, sales volume, COO, and sales promotion. However, gender significantly influences the price, with male Thai shoppers paying

more attention to price than female Thai shoppers. This conclusion is supported by regression analysis results and an independent sample t-test.

Non-Thai Shoppers

In the non-Thai shoppers' group (106 respondents), the total number of females was 70, accounting for 66.0% of the sample. 83 respondents or 78.3% of the sample were aged between 19 – 29 years old. The sample consisted of 51 respondents (48.1%) with a degree higher than a Bachelor's. Only 11 respondents (10.4%) had an education level lower than a Bachelor's degree. Furthermore, the respondents' average monthly income was depicted. Many of the respondents on average earned less than 15,000 THB. There were 41 respondents, representing 38.7% of the sample, followed by 34 respondents (32.1%) earning THB 15,000 - 20,000 per month. The last demographic feature was the average purchase frequency on Lazada. The majority of the respondents had purchased a product on Lazada once a month, accounting for 79 respondents or 74.5% of the sample. The minority of the respondents had purchased a product on Lazada more than 5 times a week, accounting for only 2 respondents or 1.9% of the sample.

The next findings of the research are about the factors (eWOM, sales volume, COO, sales promotion, and price) affecting online purchase intention. The respondents showed a high level of agreement on eWOM, with an overall average score of 4.29 out of 5.00. The statement that received the highest mean score was "I often read other customer reviews on Lazada to make sure I buy the right product," with a mean score of 4.66. On the other hand, the statement that received the lowest

mean score under eWOM was "The star ratings allow me to find well-rated products," with a mean score of 4.03 out of 5.00.

According to the survey results, the respondents generally agreed with the sales volume, as the overall average score was 3.97 out of 5.00. The statement that received the highest mean score of 4.26 was "A high number of products sold by the seller makes me confident in purchasing the product". On the other hand, the statement that received the lowest mean score of 3.37 under sales volume was "I am still interested when sellers have sold only a few products".

According to the research, respondents rated COO of products. The average score was 3.38 out of 5, which means that there was a moderate level of agreement among the respondents. The statement that received the highest mean score was "When shopping on Lazada, I think a lot about whether the product is shipped from Thailand or overseas," with a mean score of 3.67. On the other hand, the statement with the lowest mean score of 3.15 was "Whether the product is shipped from Thailand or overseas affects my opinion."

According to the research, the respondents rated the sales promotion with an overall average score of 4.02 out of 5.00, indicating a high level of agreement on the matter. The statement that received the highest mean score was "Sale promotions such as flash sales or 11.11 sales excite me to shop" with a mean score of 4.15. Conversely, the statement that received the lowest mean score of 3.88 was "Sale promotions such as flash sales or 11.11 sales are important to me."

The following discovery is related to the price of a product. The average score given by the respondents was 3.88 out of 5.00, indicating that they had a moderate

level of agreement on price. The statement that received the highest mean score of 3.99 was “I am more likely to make a purchase when the price is lower”. On the other hand, the statement with the lowest mean score of 3.78 was “I believe that the money saved by finding a lower price is usually worth it”.

According to the survey conducted, the respondents' purchase intention was measured based on their willingness to purchase the product on Lazada. The overall average score was 3.99 out of 5.00, which indicates that the respondents had a high level of agreement on their online purchase intention. The statement with the highest mean score was "I will consider buying the product after checking customer reviews and star ratings on Lazada" with a mean score of 4.46 out of 5.00. However, the statement with the lowest mean score of 3.42 was "If I were to buy the product on Lazada, I would consider whether it is shipped from Thailand or overseas."

During the analysis of hypothesis H2, a multiple linear regression was conducted. The variables tested in the analysis were eWOM, sales volume, COO, sales promotion, and price. It was observed that only 4 out of 5 factors (excluding sales volume) had a significant positive effect on online purchase intention. Among these 4 factors, only 3 - price, COO, and sales promotion - had the highest impact on the online purchase intention of non-Thai shoppers. The study also revealed that demographic factors like age, gender, and income level had no significant impact on eWOM, sales volume, country of origin, sales promotion, and price for non-Thai shoppers on Lazada.

Finally, the results from the hypothesis H3 testing using the Mann-Whitney U test will be revealed. All variables were evaluated at a significant level of 0.05. The p-

values of price, country of origin, and sales promotion were found to be less than 0.05, indicating that there was a significant difference in these factors between Thai and non-Thai shoppers on Lazada. However, the p-values of sales volume and eWOM were greater than the significance level of 0.05. This implies that there was no significant difference in eWOM and sales volumes between Thai and non-Thai shoppers on Lazada. Consequently, hypothesis H3 is accepted, and it can be concluded that there are differences in the ranking of factors between Thai and non-Thai shoppers on Lazada toward online purchase intention.

5.2 Discussion

Four main sections will be discussed in this section based on the study results and research objectives. The first section discusses the effect of factors on the online purchase intention of Thai and non-Thai on Lazada followed by the factors that have the highest effect on the online purchase intention of Thai and non-Thai shoppers on Lazada. The third section discusses the significant differences in factors affecting the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand. And the last section discusses the impact of age, gender, and income level on eWOM, sales volume, country of origin, sales promotion, and price.

5.2.1 The Effect of Factors Affecting Online Purchase Intention of Thai and Non-Thai Shoppers on Lazada

This section discusses the findings of the effect of eWOM, sales volume, country of origin, sales promotion, and price on the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand.

eWOM had a significant positive effect on the online purchase intention of both Thai and non-Thai shoppers. This means that the customer reviews or star ratings about products or services on Lazada are affecting and increasing the intention of the shoppers to purchase. This study supports the results of previous studies conducted by Jalilvand and Samiei (2012), Yaylı and Bayram (2012), AlMana and Mirza (2013), Husin et al. (2016), and Huete-Alcocer (2017), which supported that eWOM has a significant positive effect on online purchase intention.

The study showed that while sales volume positively affected the online purchase intention of Thai shoppers, it had no significant effect on non-Thai shoppers. For Thai shoppers, this means that the volume of products sold appears to correlate with an increased likelihood that they will intend to make purchases on Lazada. This finding is consistent with previous research conducted by Wang et al. (2018), which showed that sales volume significantly positively affects consumers' intentions to make online purchases. For non-Thai shoppers, the positive effect is present, but it is not strong or consistent across different situations. A possible explanation could be individual preferences of non-Thai shoppers may differ, and not all shoppers may be equally affected by the sales volume on Lazada. The study's conclusions contrast with the results of previous studies by He and Oppewal (2018) and Camilleri (2020), which found that sales volume significantly positively affects consumers' intentions to make online purchases.

According to the findings, COO had a significant positive effect on the online purchase intention of both Thai and non-Thai shoppers on Lazada. This means that the shoppers are more likely to intend to purchase a product if they find the location

from which it is shipped to be favorable. The outcome of the study supports the result of previous studies conducted by Shahrokh et al. (2013), Jiménez and Gutiérrez (2014), and Ali et al. (2021) revealing that COO has a significant positive effect on online purchase intention.

Sales promotion positively affected the online purchase intention of both Thai and non-Thai shoppers on Lazada. As a result, when shoppers encounter that there are attractive sales promotions or special offers available on Lazada, they are more likely to make a purchase. The findings of this study match the results from previous studies by Julaeha (2022) and Kulachai et al. (2022) demonstrating the positive and significant effect of sales promotion on the desire to make an online purchase.

The findings disclosed that price has a significant positive effect on the online purchase intention of both Thai and non-Thai shoppers on Lazada. This means that shoppers are particularly sensitive to the cost of products, and when they think that the prices are reasonable and favorable, it positively affects their intention to make online purchases. The findings of this study clarify the findings of Hermiyenti and Wardi's (2019) and Julaeha's (2022) studies, which showed that prices has a significant and positive effect on the intention to make an online purchase.

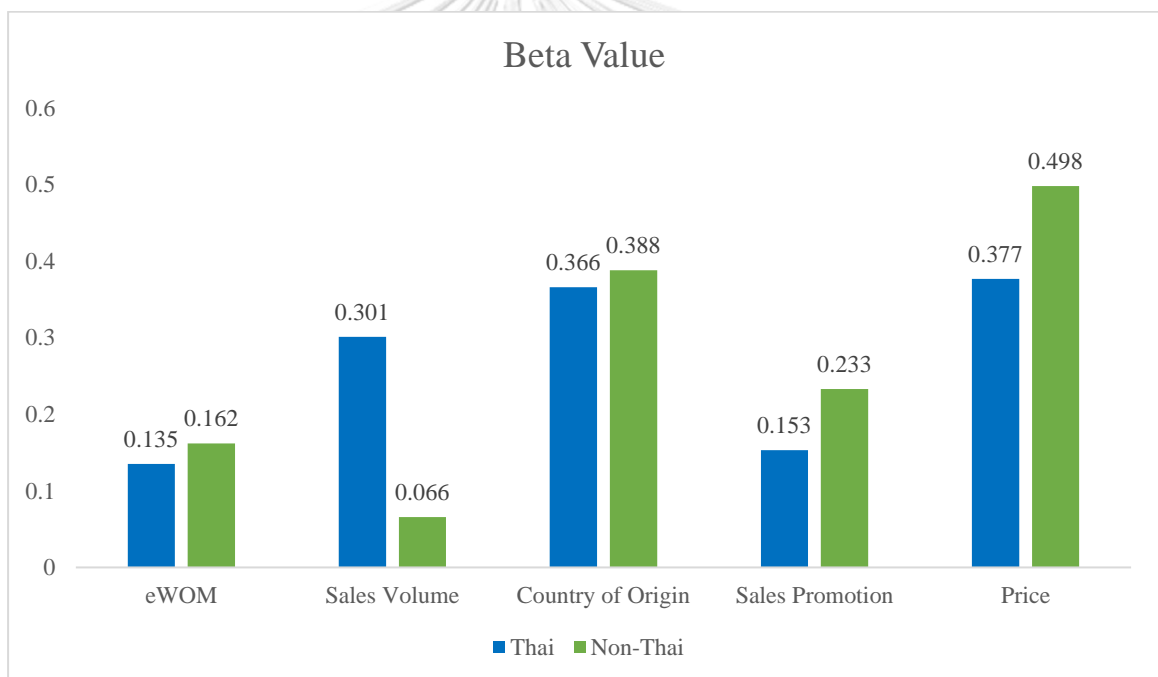
In conclusion, the results demonstrated the five factors; eWOM, sales volume, country of origin, sales promotion, and price can affect the online purchase intention of Thai shoppers on Lazada at 73% ($R^2 = 0.730$, $p = < 0.05$); the four predictors; eWOM, country of origin, sales promotion, and price can affect the online purchase intention of non-Thai shoppers on Lazada at 65.9% ($R^2 = 0.659$, $p = < 0.05$). These

results aligned with previous studies, which indicated that a shopper's behavioral intention can be affected by each of these factors.

5.2.2 Factors that Have the Highest Effect on Online Purchase Intention of Thai and Non-Thai Shoppers on Lazada

To serve the first and second research objectives, this section discusses the findings of the effect of eWOM, sales volume, country of origin, sales promotion, and price on online purchase intention of Thai and non-Thai shoppers on Lazada.

Figure 4 Beta Value of Variables between Thai and Non-Thai Shoppers



By analyzing the degree of Beta value in Figure 4, there are three factors that have the highest effect on the online purchase intention of both Thai and non-Thai shoppers' groups on Lazada in Thailand. The two common factors that affect both groups are the price and country of origin. However, there is a different factor between the two groups. For Thai shoppers, the sales volume had the third-highest

effect, while sales promotion had the third-highest effect on the online purchase intention of non-Thai shoppers on Lazada.

Price stood out as the highest effect predictor variable on the online purchase intention of both Thai and non-Thai shoppers' groups. Irawan et al. (2020) concluded that pricing is seen as the most significant component and has a major impact on how customers make decisions. As a result, price has been seen as an important factor in strategic marketing that greatly affects customer purchasing decisions. Previous study has demonstrated that prices can be easily manipulated to become sensitive constructs that affect consumers' decisions about whether or not to make a purchase (Han & Hyun, 2015). Shoppers will therefore be able to discover a balance in every price range where they will be able to decide whether or not to purchase a product.

COO had the second-highest effect on the online purchase intention of both Thai and non-Thai shoppers' groups. Ghalandari and Norouzi (2012) claimed that the COO is an important factor in marketing since it has been shown to affect both consumer behavior and perceptions. Consumers often associate certain qualities, such as quality, prestige, and authenticity, with products shipped from specific countries. If the perceived country of origin aligns with positive attributes, it can enhance the overall appeal of the product (Verlegh & Steenkamp, 1999). According to a study, buying intention is indirectly influenced by country of origin. People often use COO as a predictor of their desire to buy when they are familiar with the products (Rezvani et al., 2012).

For the Thai shoppers' group, sales volume is the third-highest effect factor on the online purchase intention on Lazada. Sales volume serves as a form of social

proof, indicating popularity and positive feedback from other consumers and it positively influences online purchase intention. The high sales volume creates a sense of momentum and success, contributing to the bandwagon effect (Sunstein, 2002). Thai shoppers may be more inclined to join the trend and make a purchase. High sales volumes can be interpreted by consumers as an indication of trustworthiness and product quality. Consumers may assume that a large number of products sold implies customer satisfaction and a positive reputation, thereby increasing their confidence and intention to make a purchase (Doney & Cannon, 1997).

Sales promotion had the third-highest effect on the online purchase intention of non-Thai shoppers on Lazada. Ye and Haohong (2014) implied that sales promotions significantly increase consumers' intentions to make purchases. Sales promotions are known to enhance the perceived value of products, making them more attractive to consumers (Zeithaml, 1988). The perception of receiving a special deal or discount contributes to the overall value proposition, positively influencing online purchase intention. Sales promotions often involve such strategies, contributing to the perception of a better deal and influencing purchase intention. Shoppers, motivated by the idea of limited-time offers, are more inclined to make a purchase promptly.

To link with the theories, attribution theory helps explain how shoppers attribute reasons to various factors, influencing their online purchase intentions on Lazada. When it comes to pricing, if the prices are perceived as fair and aligned with expectations, it can positively affect online purchase intentions. Conversely, if prices are perceived as too high without corresponding value, it might lead to negative attributions. Similarly, the country of origin can be attributed to factors such as

product quality, delivery speed, or reliability. Positive attributions, such as associating shipping from a certain location with quality, can enhance purchase intentions.

Furthermore, shoppers may attribute the effectiveness of sales promotions to various factors. If a sales promotion is perceived as providing genuine value or aligning with the shopper's needs, it could lead to positive attributions and influence online purchase intentions. Displaying sales volume can also affect shoppers' perceptions of product popularity and trustworthiness. Positive attributions, such as associating high sales volume with product quality or popularity, may positively affect online purchase intentions.

The S-O-R Model helps to conceptualize how external stimuli, internal processes, and behavioral responses are interconnected in the field of online shopping behaviors and the factors affecting online purchase intentions for both Thai and non-Thai shoppers on Lazada. Firstly, the external stimuli, such as price, country of origin, sales promotion, and sales volume, act as environmental cues that affect the internal processes of shoppers, which include perceptions, attitudes, and cultural factors. These internal processes then shape the online purchase intentions of shoppers, which is the ultimate response or behavioral outcome. Additionally, the S-O-R Model implies a feedback loop where responses can affect future stimuli. In the field of online shopping, the post-purchase experience and satisfaction can affect future responses, such as repeat purchases. This feedback loop highlights the dynamic nature of the S-O-R Model and how responses can affect future stimuli.

5.2.3 Differences in Factors Affecting Online Purchase Intention of Thai and Non-Thai Shoppers

This section discusses the results from the Mann-Whitney U test of the study. It revealed significant differences in factors affecting online purchase intention between Thai and non-Thai shoppers on Lazada in Thailand.

1. **eWOM:** The mean rank for both Thai and non-Thai shoppers is quite similar, with Thai shoppers having a slightly higher mean rank. The test indicates that there is no significant difference between the two groups in terms of eWOM. In the era of globalization, shoppers from many different countries might demonstrate comparable attitudes and behaviors, particularly when it comes to online shopping. When it comes to their purchasing experiences and expectations, Thai and non-Thai shoppers may have similar eWOM practices.
2. **Sales Volume:** Similar to eWOM, the mean rank for both groups is close, with Thai shoppers having a slightly higher mean rank. Again, the test shows no significant difference between the two groups in terms of sales volume. Sales volume is one type of social proof that shoppers all over the world may find persuasive. When making decisions, shoppers—both Thai and non-Thai—may find this information persuasive. Additionally, it might provide a product with the appearance of being well-liked and reliable.
3. **COO:** The mean rank for Thai shoppers is significantly higher compared to non-Thai shoppers. The test shows a significant difference between the two groups, indicating that COO plays a role in the online purchase intention of

Thai shoppers. Thai shoppers might be familiar with and trust products shipped from Thai areas. They might have more faith in the purchasing process if they perceive local shipments to be trustworthy. A possible justification would be that local shipments of products could arrive faster than those going abroad. They may favor products sent from within Thailand if they value fast and reliable delivery.

4. **Sales Promotion:** The mean rank for Thai shoppers is significantly higher compared to non-Thai shoppers. The test shows a significant difference between the two groups, suggesting that sales promotion influences online purchase intention of Thai shoppers. Lazada's marketing initiatives can be effectively adapted for the Thai market, offering those sales promotions are in line with Thai culture and appeal to their preferences. Promotional strategies customized to the interests of Thai shoppers may be used by Lazada or the sellers on the platform. This could involve time-limited specials, bundle deals, or discounts that are specifically created for the needs of Thai shoppers.
5. **Price:** The mean rank for Thai shoppers is significantly higher compared to non-Thai shoppers. The test demonstrates a significant difference between the two groups, indicating that price has an impact on online purchase intention of Thai shoppers. Consumer behavior in Thailand may be influenced by factors related to the economy, such as inflation rates or the cost of living. Thai shoppers' decisions to make online purchases may be influenced if economic considerations make them more price-sensitive. For Thai shoppers, the impression of value for money is important. It may have a favorable impact on their desire to make an online purchase if they consider Lazada's prices

to provide good value and savings.

In summary, the factors that showed significant differences were price, country of origin, and sales promotion. This means that Thai and non-Thai shoppers ranked these factors differently in terms of their effects on their online purchase intention. However, there were no significant differences in factors such as sales volume and eWOM between the two groups. Therefore, these findings suggested that price, country of origin, and sales promotion play a significant role in affecting online purchase intention for both Thai and non-Thai shoppers on Lazada, while other factors such as sales volume and eWOM may have a similar effect on both groups.

5.2.4 The impact of Age, Gender, and Income Level on eWOM, Sales Volume, Country of Origin, Sales Promotion, and Price

This section discusses the impact of demographic factors such as age, gender, and income level on various variables such as eWOM, sales volume, country of origin, sales promotion, and price. Regression analyses were conducted for each variable separately. The results showed that age, gender, and income level did not have a statistically significant impact on eWOM, sales volume, country of origin, and sales promotion for both Thai and non-Thai shoppers' groups. However, when it comes to price, gender was found to have a significant impact on Thai shoppers not on non-Thai shoppers.

Compared to female Thai shoppers, male shoppers were shown to be more price-conscious; an independent sample t-test confirmed this finding. One explanation could be that male and female shoppers prioritize different things when it comes to spending or have different income levels. Males may be more price-conscious if, for

example, they typically earn less money or are more budget-conscious. Alternatively, males may place more importance on finding the best deal or value for their money than females do on other considerations like quality or brand.

5.3 Limitations of the Research

The study has yielded positive results which could contribute to the existing knowledge on eWOM, sales volume, COO, sales promotion, price, and online purchase intention. However, there is one limitation that needs to be addressed in future research.

This study only examined the shoppers who had bought the products on one selected e-commerce platform, Lazada. As a result, the findings of this study might not be able to be generalized properly to shoppers on other e-commerce platforms.

5.4 Direction for Future Research

There are several recommendations for future research that can be developed to ensure better research is conducted in the future.

Firstly, to obtain more significant results, future research on e-commerce in Thailand should consider emphasizing multiple platforms other than Lazada and comparing them.

Secondly, there are certain limitations in this study due to the time constraints. Therefore, it is strongly advised to carry out qualitative research with techniques like focus groups and in-depth interviews. This will help in gaining a better understanding of the opinions of Thai and non-Thai shoppers on the three different factors being studied.

Lastly, shoppers of different age groups may perceive things differently when shopping. It is therefore advised to do additional research to confirm whether the same variables apply to shoppers in other age groups. Applying the same variables to other generations—Gen X, Gen Y, and Gen Z, for example—and comparing the outcomes would be helpful in the future.

5.5 Practical Implications

The findings of this research provide valuable knowledge about the factors affecting the online purchase intention of Thai and non-Thai shoppers on Lazada in Thailand. Various implications are obtained from those findings.

Based on the analysis results, it was found that there were slight differences between Thai and non-Thai shoppers in terms of the effect of specific variables in our conceptual model. All the factors were significantly associated with online purchase intention in the Thai shoppers' group, while only sales volume had no effect in the non-Thai shoppers' group. To sum it up, price, country of origin, and sales volume had the highest effect on the online purchase intention of Thai shoppers, while price, country of origin, and sales promotion had the highest effect on the online purchase intention of non-Thai shoppers.

Firstly, to attract both Thai and non-Thai shoppers, Lazada needs to focus on pricing. Competitive pricing strategies, discounts, and aligning prices with the budget considerations and preferences of shoppers are crucial. Both groups of shoppers are highly sensitive to pricing, so it's important to implement these strategies to remain competitive. Secondly, the country of origin of products is significant for both Thai and non-Thai shoppers. It is important to have a clear communication about shipping

locations to meet the expectations of the shoppers. Some shoppers may have preferences for certain locations due to perceived quality, shipping times, or other factors. Thirdly, in terms of sales volume, it is the third highest effect of online purchase intention for Thai shoppers. It is effective to highlight the high sales volume for Thai shoppers. It can showcase best-selling products or items with high demand creating a sense of trust and influence purchase decisions among Thai shoppers. Lastly, unlike Thai shoppers, non-Thai shoppers are particularly highly affected by sales promotion. It is important to implement effective sales promotion strategies, such as discounts, limited-time offers, or other promotional activities that resonate with the preferences of non-Thai shoppers and encourage online purchase intention.

The research findings provide valuable insights for marketers to enhance purchase intentions and positive effects among two different groups of shoppers. By comprehending the buying decision process, marketers can serve potential consumers in a better way. It is crucial to provide detailed descriptions that cater to their informational needs, as it greatly influences their buying intentions. Price, COO, sales volume, and sales promotion are the primary factors that impact online shopping. The study revealed that four out of five identified factors have a significant impact on online purchase intention, and by prioritizing these factors, Lazada can improve the online shopping experience. Therefore, by focusing on the strategy to stay ahead as a leading e-commerce platform in Thailand, Lazada can better serve the needs of its shoppers.

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APPENDIX

Questionnaire (English & Thai)

This research project is conducted in partial requirements of the Communication Research Project, enrolled by M.A. Strategic Communication Management students from the Faculty of Communication Arts, Chulalongkorn University. The purpose of this questionnaire is to explore the buying intention of Thai and non-Thai shoppers on Lazada e-commerce.

This questionnaire will take approximately 10 minutes. Participants are requested to complete all of the following questions based on their opinions and as accurately as possible. The data collected will be analyzed and used for educational purposes only.

โครงการวิจัยนี้จัดทำขึ้นภายใต้ข้อกำหนดบางส่วนของโครงการวิจัยการสื่อสาร โดยนิสิต
ภาควิชาการสื่อสารเชิงกลยุทธ์ คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย

แบบสอบถามนี้มีวัตถุประสงค์เพื่อสำรวจความตั้งใจซื้อของนักช้อปปิ้งชาวไทยและชาวต่างประ
เทศ บนอีคอมเมิร์ซของลาซาด้า

Section 1

Instructions: Please choose the answer that describes you the most.

คำแนะนำ: โปรดเลือกคำตอบที่ตรงกับตัวคุณมากที่สุด

1. Are you currently living in Thailand? / ปัจจุบันคุณอาศัยอยู่ในประเทศไทยใช่ไหม?

Yes / ใช่

No / ไม่ใช่ (End of Survey)

2. Are you in the 19-39 age range? / คุณอยู่ในช่วงอายุ 19-39 ปีใช่หรือไม่?

- Yes / ใช่
- No / ไม่ใช่ (End of Survey)

3. Have you purchased any products on Lazada in the past 3 months? /

คุณเคยซื้อสินค้าใดๆ บน Lazada ในช่วง 3 เดือนที่ผ่านมาหรือไม่?

- Yes / ใช่
- No / ไม่ใช่ (End of Survey)

Section 2

Instructions: Please rate the statements below based on your experience when intending to buy any products on Lazada

คำแนะนำ: โปรดให้คะแนนข้อความด้านล่างตามประสบการณ์ของคุณเมื่อตั้งใจจะซื้อผลิตภัณฑ์ใดๆบน Lazada

ใจจะซื้อผลิตภัณฑ์ใดๆบน Lazada

จุฬาลงกรณ์มหาวิทยาลัย

| Statements | | Strongly Agree ↔ Strongly Disagree | | | | |
|------------|---|------------------------------------|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 |
| 1. | I often read other customer reviews on Lazada to make sure I buy the right product. ฉันมักจะอ่านรีวิวของลูกค้าคนอื่นๆ บน Lazada เพื่อให้แน่ใจว่าฉันซื้อผลิตภัณฑ์ที่เหมาะสม | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 2. | <p>I frequently gather information from customer reviews on Lazada before I buy a certain product.</p> <p>ฉันรวบรวมข้อมูลจากรีวิวของลูกค้าบน Lazada บ่อยครั้งก่อนที่จะซื้อผลิตภัณฑ์บางอย่าง</p> | | | | | |
| 3. | <p>I find that the customer reviews on Lazada are helpful.</p> <p>ฉันคิดว่ารีวิวของลูกค้าใน Lazada มีประโยชน์</p> | | | | | |
| 4. | <p>I always see the star ratings before buying a product on Lazada.</p> <p>ฉันมักจะดูการให้คะแนนดาวก่อนที่จะซื้อสินค้าบน Lazada</p> | | | | | |
| 5. | <p>The star ratings allow me to find well-rated products.</p> <p>การให้คะแนนดาวทำให้ฉันสามารถค้นหาผลิตภัณฑ์ที่ได้รับการจัดอันดับได้เป็นอย่างดี</p> | | | | | |
| 6. | <p>The star ratings allow me to get a quick overview of the products.</p> <p>การให้คะแนนดาวช่วยให้ฉันดูภาพรวมของผลิตภัณฑ์ได้อย่างรวดเร็ว</p> | | | | | |

Section 3

Instructions: Please rate the statements below based on your experience when intending to buy any products on Lazada

คำแนะนำ: โปรดให้คะแนนข้อความด้านล่างตามประสบการณ์ของคุณเมื่อตั้งใจ

จะซื้อผลิตภัณฑ์ใดๆบน Lazada

| Statements | | Strongly Agree ↔ Strongly Disagree | | | | |
|------------|---|------------------------------------|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 |
| 1. | I usually look at the number of products sold by the seller when I buy a product on Lazada. ฉันมักจะดูจำนวนสินค้าที่ผู้ขายสามารถขายได้เมื่อซื้อสินค้าบน Lazada | | | | | |
| 2. | A high number of products sold by the seller makes me confident in purchasing the product. ผู้ขายที่ขายสินค้าได้จำนวนมากทำให้ฉันมั่นใจในการซื้อผลิตภัณฑ์ | | | | | |
| 3. | I am still interested when sellers have sold only a few products. ฉันยังคงสนใจหากผู้ขายขายสินค้า | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | ได้เพียงไม่กี่รายการ | | | | | |
| 4. | I think products with a high number of products sold are more appealing. ฉันคิดว่าสินค้าที่มีจำนวนยอดขายสูงน่าดึงดูดมากกว่า | | | | | |
| 5. | The number of products sold affects my opinion. จำนวนผลิตภัณฑ์ที่ขายได้ส่งผลต่อความคิดเห็นของฉัน | | | | | |

Section 4

Instructions: Please rate the statements below based on your experience when intending to buy any products on Lazada

คำแนะนำ: โปรดให้คะแนนข้อความด้านล่างตามประสบการณ์ของคุณเมื่อตั้งใจจะซื้อผลิตภัณฑ์ใดๆบน Lazada

| Statements | | Strongly Agree ← Strongly Disagree | | | | |
|------------|--|------------------------------------|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 |
| 1. | When shopping on Lazada, I think a lot about whether the product is shipped from Thailand or overseas. | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| | <p>เวลาช้อปปิ้งบน Lazada</p> <p>ฉันคำนึงว่าสินค้าจัดส่งจากไทยหรือจากต่างประเทศ</p> | | | | | |
| 2. | <p>It is important to me whether the product is shipped from Thailand or overseas.</p> <p>สิ่งสำคัญสำหรับฉันคือการที่สินค้าที่จัดส่งจากประเทศไทยหรือจากต่างประเทศ</p> | | | | | |
| 3. | <p>Whether the product is shipped from Thailand or overseas affects my opinion.</p> <p>ไม่ว่าสินค้าจะถูกจัดส่งจากประเทศไทยหรือจากต่างประเทศก็ส่งผลต่อความคิดเห็นของฉัน</p> | | | | | |
| 4. | <p>Whether the product is shipped from Thailand or overseas is an important part of my purchase decision.</p> <p>ไม่ว่าสินค้าจะถูกจัดส่งจากประเทศไทยหรือจากต่างประเทศก็เป็นส่วนสำคัญในการตัดสินใจซื้อของฉัน</p> | | | | | |
| 5. | <p>I always pay attention to whether the product is shipped from Thailand or overseas.</p> <p>ฉันใส่ใจเสมอว่าสินค้านั้นจัดส่งจากประเทศไทยหรือจากต่างประเทศ</p> | | | | | |

Section 5

Instructions: Please rate the statements below based on your experience when intending to buy any products on Lazada

คำแนะนำ: โปรดให้คะแนนข้อความด้านล่างตามประสบการณ์ของคุณเมื่อตั้งใจ

ที่จะซื้อผลิตภัณฑ์ใดๆบน Lazada

| Statements | | Strongly Agree ↔ Strongly Disagree | | | | |
|------------|--|------------------------------------|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 |
| 1. | Sale promotions such as flash sales or 11.11 sales excite me to shop. โปรโมชั่นลดราคา เช่น flash sales หรือ 11.11 sales ทำให้ฉันตื่นเต้นกับการช้อปปิ้ง | | | | | |
| 2. | Sale promotions such as flash sales or 11.11 sales are important to me. การส่งเสริมการขายเช่น flash sales หรือ 11.11 sales มีความสำคัญสำหรับฉัน | | | | | |
| 3. | Sale promotions such as flash sale or 11.11 sale makes me feel like I am saving money. โปรโมชั่นลดราคา เช่น flash sale หรือ 11.11 sale ทำให้ฉันรู้สึกเหมือนกำลังประหยัดเงิน | | | | | |
| 4. | I usually look out for sale promotions such | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| | as flash sales or 11.11 sales. ฉันมักจะมองหาโปรโมชั่นลดราคา เช่น flash sales หรือ 11.11 sales | | | | | |
| 5. | If there are sale promotions such as flash sales or 11.11 sales, that can be a reason to shop. หากมีโปรโมชั่นลดราคา เช่น flash sales หรือ 11.11 sales นั้นก็อาจเป็นเหตุผลให้ซื้อของได้ | | | | | |

Section 6

Instructions: Please rate the statements below based on your experience when intending to buy any products on Lazada

คำแนะนำ: โปรดให้คะแนนข้อความด้านล่างตามประสบการณ์ของคุณเมื่อตั้งใจจะซื้อผลิตภัณฑ์ใดๆบน Lazada

| Statements | Strongly Agree ↔ Strongly Disagree | | | | |
|--|------------------------------------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| 1. I think the money saved by finding a lower price is usually worth it. ฉันคิดว่าเงินที่ประหยัดได้โดยการหาราคาที่ต่ำกว่ามักจะคุ้มค่า | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 2. | I intend to buy the product that meets my requirements at the lowest price available. ฉันตั้งใจที่จะซื้อผลิตภัณฑ์ที่ตรงกับความต้องการของฉันในราคาต่ำสุดเท่าที่จะหาได้ | | | | | |
| 3. | I am willing to put in extra effort to search for lower prices. ฉันยินดีที่จะใช้ความพยายามเป็นพิเศษเพื่อค้นหาราคาที่ต่ำกว่า | | | | | |
| 4. | I am more likely to make a purchase when the price is lower. ฉันมีแนวโน้มที่จะซื้อเมื่อราคาถูกลง | | | | | |
| 5. | I intend to buy when price fluctuations and price drops. ฉันตั้งใจจะซื้อเมื่อราคาผันผวนและราคาลดลง | | | | | |

Section 7

Instructions: Please rate the statements below based on your experience when intending to buy any products on Lazada

คำแนะนำ: โปรดให้คะแนนข้อความด้านล่างตามประสบการณ์ของคุณเมื่อตั้ง

ใจจะซื้อผลิตภัณฑ์ใดๆบน Lazada

| Statements | | Strongly Agree ↔ Strongly Disagree | | | | |
|------------|--|------------------------------------|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 |
| 1. | <p>I will consider buying the product after checking customer reviews and star ratings on Lazada.</p> <p>ฉันจะพิจารณาซื้อผลิตภัณฑ์หลังจากตรวจสอบรีวิวของลูกค้าและการให้คะแนนดาวบน Lazada แล้ว</p> | | | | | |
| 2. | <p>In the future, I will frequently shop from sellers that have a good number of products sold on Lazada.</p> <p>ในอนาคตฉันจะซื้อสินค้าจากผู้ขายที่มีสินค้าขายดีบน Lazada บ่อยๆ</p> | | | | | |
| 3. | <p>I would probably consider buying the product during sale promotions such as flash sales or 11.11 sales.</p> <p>ฉันจะพิจารณาซื้อสินค้าในช่วงโปรโมชันลดราคา เช่น flash sales หรือ 11.11 sales</p> | | | | | |
| 4. | <p>If I were to buy the product on Lazada, I would consider whether it is shipped from</p> | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | Thailand or from overseas. หากฉันจะซื้อสินค้าบน Lazada ฉันจะพิจารณาว่าจัดส่งจากไทยหรือจากต่างประเทศ | | | | | |
| 5. | I am willing to purchase the product at the lowest possible price. ฉันตั้งใจที่จะซื้อสินค้าในราคาที่ถูกที่สุด | | | | | |

Section 8

Instructions: Please choose the answer that describes you the most.

คำแนะนำ: โปรดเลือกคำตอบที่ตรงกับตัวคุณมากที่สุด

1. Are you Thai or non-Thai? / คุณเป็นคนไทยใช่หรือไม่?

Thai / คนไทย

Non-Thai / ไม่ใช่คนไทย

2. What is your age range? / ช่วงอายุของคุณคืออะไร?

19 – 29

30 – 39

3. What is your gender? / เพศของคุณคืออะไร?

Male / ชาย

Female / หญิง

4. What is your educational level? / ระดับการศึกษาของคุณคืออะไร?

- Lower than bachelor's degree / ต่ำกว่าปริญญาตรี
- Bachelor's degree / ปริญญาตรี
- Higher than bachelor's degree / สูงกว่าปริญญาตรี

5. What is your personal average monthly income? /

รายได้เฉลี่ยต่อเดือนของคุณคือเท่าไร?

- Less than THB 15,000 / น้อยกว่า 15,000 บาท
- THB 15,000 – 20,000 / 15,000 – 20,000 บาท
- THB 20,001 – 30,000 / 20,001 – 30,000 บาท
- THB 30,001 – 40,000 / 30,001 – 40,000 บาท
- More than THB 40,000 / มากกว่า 40,000 บาท

6. On average I make purchases on Lazada / โดยเฉลี่ยแล้วคุณซื้อสินค้าใน Lazada

- More than 5 times a week / มากกว่า 5 ครั้งต่อสัปดาห์
- 1-5 times a week / 1-5 ครั้งต่อสัปดาห์
- 2-3 times a week / สัปดาห์ละ 2-3 ครั้ง
- About once a month / ประมาณเดือนละครั้ง

VITA

| | |
|-----------------------|-----------------|
| NAME | Su Myat Hay Thi |
| DATE OF BIRTH | 04 August 1998 |
| PLACE OF BIRTH | Yangon, Myanmar |

