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建構電子商務成功延伸模型：計畫行為理論之應用

Toward an Extension of E-Commerce Success Model: An  
Application of the Theory of Planned Behavior

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the Theory of Planned Behavior

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# MBA RECOMMENDATION LETTER

## 準碩士推薦函

本校企業管理學系管理科學碩士班研究生 Nattakan Juljongkol 君在本系修業 2.5 年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

1、在修業課程方面：Nattakan Juljongkol 君已修滿 36 學分，其中必修科目：Management Sciences、Method of research、Applied Statistic、Investment 等科目，成績及格(請查閱碩士班歷年成績)。

2、在論文研究方面：Nattakan Juljongkol 君在學期間已完成下列論文：

(1)碩士論文：Toward an Extension of E-Commerce Success Model: An application of the Theory of Planned Behavior

(2)學術期刊：Toward a Model of E-commerce Success: The Moderating Roles of Compulsive Buying Tendency and Demographic Variables

本人認為 Nattakan Juljongkol 君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：Toward an Extension of E-Commerce Success Model: An application of the Theory of Planned Behavior，以參加碩士論文口試。

吳萬益

指導教授： 陽安凱 簽章

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## **ABSTRACT**

In recent years, e-commerce has experienced significant growth due to its convenience, product availability, and technological advancements. The COVID-19 pandemic further accelerated this trend as in-person shopping became limited. However, online shopping comes with potential issues such as the inability to physically examine products, delivery problems, security concerns, and difficulties in returns.

This research focused on identifying factors that influence consumers' intentions to purchase through the Lazada online shopping application in Thailand. It examined the impact of marketing stimuli, social norms, self-efficacy, and perceived value on purchase decisions. The study also investigated how consumer characteristics, such as age, gender, income, and education, moderated the relationship between perceived value and online purchase intention.

The empirical study has collected 364 data based on the consumers of Lazada online shopping application in Thailand through questionnaire survey. The research findings indicated that marketing stimuli significantly influence consumers' attitudes, social norms, and self-efficacy toward online adoption. Social

comparison theory suggested that social norms and self-efficacy play a positive role in online purchase intention. Attitude and social norms toward online adoption were found to positively influence perceived value and purchase intention. Additionally, demographic factors, including age, education, and gender, were found to moderate the relationship between perceived value and purchase intention.

However, the hypothesis that self-efficacy toward online adoption positively affects perceived value was not supported. Possible reasons for this could be the participants' pre-existing high self-efficacy levels or a lack of sufficient information or familiarity with online shopping. Overall, this study provides valuable insights into the factors that influence consumer behavior in online shopping and offers strategies for online retailers to improve their presence and increase revenue.

**Keywords:** *Online purchase intention, perceived value, attitude, social norms, self-efficacy*

南華大學企業管理學系管理科學碩士班

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**中文摘要**

近年來，由於電子商務的便利性、產品供應快速以及技術進步，電子商務有顯著的增長。尤其 COVID-19 大流行，實體購物受到限制，更加速此趨勢。然而，網路購物也存在一些潛在問題，例如無法實際檢查產品、交貨問題、安全問題以及退貨困難等。

本研究旨在調查影響泰國消費者在 Lazada 網路應用程式購買意願的因素。研究針對市場行銷刺激、社會規範、自我效能和知覺價值對購買決策的影響及消費者特徵（如年齡、性別、收入和教育）在知覺價值和網上購買意圖之間的關係中的調節作用。

本實證研究以問卷調查方式收集 364 份使用泰國 Lazada 網路應用程式的消費者數據。研究結果顯示，市場行銷刺激對消費者的態度、社會規範和自我效能對採用意圖有顯著影響。此外，社會規範和自我效能對網路購買意圖也有促進的影響。態度和社會規範對網路應用程式採用意圖的影響也被證實其對知覺價值和購買意圖產生顯著影響。此外，年齡、教育程度性別等人口因素對於知覺價值和購買意圖之關係具有調節作用。



然而，自我效能對網路購物應用程式採用的假設並未得到支持。可能的原因是參與者已有較高的自我效能水平，或者對網路應用程式的相關信息或熟悉度不足。整體而言，本研究提供了有價值的見解，了解影響消費者在網路購物行為之因素，並為網路零售商提供改善策略。

關鍵字：網路消費意圖、知覺價值、態度、社會規範、自我效能



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# CHAPTER ONE

## INTRODUCTION

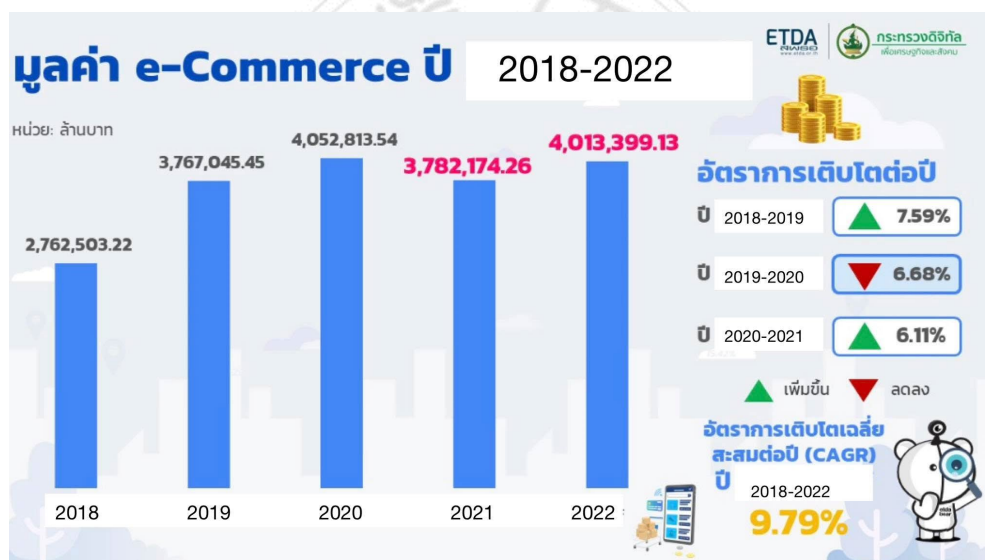
### 1.1 Research Background

Various online websites exist in today's digital or online media environment. It is an essential new business operation, and its influence is still increasing in advertising and marketing. Many advertising companies have focused more on promoting products or spreading information through online media because it is a reliable and effective platform for rea

ching people in this era. The population influenced technology development, especially online communication technology, technology that can use within organizations, and mobile phones that are constantly changing. It also helped to change lifestyle, making it easier to communicate than before. These technologies provided help to resolve problems that could make life more comfortable (Hongyont, 2019).

According to The Electronic Transactions Development Agency (2021) the Electronic Transactions Development Agency (ETDA) has surveyed Internet users' behavior in Thailand for the ninth consecutive year since 2013. By collecting data through an online questionnaire with a sample of 44,545 people during April-June 2021 and analyzing the data, it found that the situation of COVID-19 makes, the internet behavior more popular the first rank was Generation Z (under 21 years old), which uses the internet the most, averaging 12 hours and 5 minutes a day, Generation Y uses the internet an average of 11 hours and 52 minutes a day, Generation X (41-56 years old) ) use an average of 9 hours and 12 minutes per day and Baby Boomer generation (57-75 years old) use the least, average 6 hours and 21 minutes per day. Overall, the results found that most survey respondents use the

internet an average of 10 hours and 36 minutes daily. On working days, they used the internet for an average of 10 hours and 55 minutes per day for study or work; on holidays, they used 9 hours and 49 minutes. However, the COVID-19 epidemic situation has decreased, but online trading investment, online bill payments, and financial transactions such as transfers, lending, and payment of goods, online services, reading posts, news, articles, online books (e-Book), donations of money online. (e-Donation), using government services online, selling food and beverages online, and searching for information by voice commands through the device (Voice Command) still users increasingly.



Source: The Electronic Transactions Development Agency (2021)

**Figure 1- 1 E-Commerce value of Thailand in 2018-2022**

According to The Electronic Transactions Development Agency (2021) the Electronic Transactions Development Agency (ETDA) revealed the results of the survey, the value of e-commerce in Thailand in 2020 was 3.78 trillion baht, an increase from the year 2020 with a value of 4.05 trillion baht in 2021 or 6.68% due to the COVID-19 epidemic situation. Causing measures to restrict international and

domestic travel, including the work from the home measure, which negatively impacts the accommodation, transportation, and manufacturing industries, is enormous. Although the retail and wholesale industry continue to grow from changing the behavior of Thai people who prefer to purchase more goods and services online

According to The Electronic Transactions Development Agency (2021) Thailand is the 19th largest market for eCommerce, with a predicted revenue of US\$20,900.0 million by 2023. Revenue is expected to show a compound annual growth rate (CAGR 2023-2027) of 11.9%, resulting in a projected market volume of US\$32,810.5 million by 2027. With an expected increase of 14.3% in 2023, the Thai eCommerce market contributed to a worldwide growth rate of 17.0% in 2023. Like in Thailand, global eCommerce sales are expected to increase over the following years. E-commerce DB considers five markets within the Thai eCommerce market. Food & Personal Care is the largest market, accounting for 48.6% of Thai eCommerce revenue. It is followed by Electronics & Media with 27.0%, Fashion with 8.8%, Toys, Hobby & DIY with 8.5%, and Furniture & Appliances with the remaining 7.2%. The Electronic Transactions Development Agency (ETDA) revealed that "The COVID-19 epidemic is considered a significant turning point that results in a new way of living or the new normal that has completely changed and causing people in society to change their lives. This is why people nowadays choose and consume more products and services online. Especially various online businesses in the country have adapted by relying on technology and choosing to use these technologies to drive business in the form of an online business or a form of selling through e-commerce and marketplaces. Marketplace, which is a form of business that focuses on purchasing and selling parts, is another trendy business; in addition to developing within the organization

to progress with technology to various online media, it also developed the website to sell products and provide information to consumers in terms of images, product details, exact product price and methods for making purchases and payments that are more convenient and easier. It's like purchasing products through a physical store.

Due to online trading the popularity of online trading among Thai people has grown significantly over the past several years, indicating a growing opportunity for businesses to step into online platforms in the future. Currently, the purchase channel is selling online; there are many service platforms, including e-Marketplace, Social Commerce, Website, and others; each platform has different usage details and target groups. According to (WP, 2021) Purchase channels and the most popular online services of Thai purchasers are (1). Shopee, Lazada (70%), (2). Social media (61%), (3). Search engines are all popular platforms that Thai people use in their daily lives. According to Electronic Transactions Development Agency (2021) especially during COVID-19, when people can't go anywhere, with e-Commerce coming in to facilitate and become a New Normal phenomenon and create many new jobs in the online world during this crisis.

According to Sathienchok (2017) Lazada Thailand (Lazada) is part of the Lazada Group, the leader in the platform and the largest e-commerce retailer and wholesaler in Southeast Asia. It has the highest number of users in Thailand. It operates as an online department store that handles through electronic channels. With products from both domestically and abroad to choose from over 16 categories, more than 200,000 items, and is a service provider. This first electronic commerce platform has publicity through TV media and organizes promotional activities continuously. There is a return exchange service and efficient payment and delivery systems through major providers such as helloPay, PayPal, Kerry

Express, DHL, etc. Lazada currently has a network of partners in 5 other countries in the region: Indonesia, Malaysia, Philippines, Singapore, and Vietnam.

In Thailand, Lazada's e-commerce platform business is growing rapidly. There are more than 5 million users on the Lazada website and application per day, and most consumers prefer to purchase products through Lazada more than other electronic channels such as social commerce networks and the company's website or commercial platform another electronic (Economic and Business Research Center Siam Commercial Bank, 2017). In addition, Lazada has also partnered with many domestic manufacturers and large wholesalers and retailers, including Unilever, Microsoft, and Tesco Lotus, to build a business selling products on Lazada's electronic platform (Sathienchok, 2017).

This research background provides insight into the various marketing stimuli that can have an influence on consumer attitudes, social norm and self-efficacy towards online adoption, as well as the moderating influence of consumer's demographic consumption status on the relationship between perceived value, and online purchase intention. The research background has highlighted the importance of understanding compulsive buying tendencies in the context of online shopping. This research motivation explores the moderating effect of consumer's demographic consumption status, including age, gender, income, and education, on the relationship between perceived value, and online purchase intention in the context of online shopping. This research aims to explore the relationship between marketing stimuli, attitude, social norms, and self-efficacy towards online adoption, as well as the relationships between perceived value, and online purchase intention. This research also aims to gain insight into how these factors influence consumer behavior in the context of online shopping, in order to develop more

effective marketing strategies tailored to different consumer's groups, cultural, values and norms.

## **1.2 Research Motivation**

According to Solomon (2019) marketing stimuli are the various elements that marketers use to influence consumer behavior and encourage them to make a purchase or take a desired action. Marketing Stimuli included advertising, sale promotion, personal selling, public relations, direct marketing, packaging, branding, etc. Marketing stimuli can have a significant impact on consumer attitudes toward online adoption. For example, a well-crafted online advertising campaign can increase consumer awareness and interest in online services, making them more likely to adopt them. Based on Ajzen et al. (1975) attitude refers to a person's evaluation or opinion about a particular object, person, idea, or situation. A mental state or position influences a person's behavior and decision-making. Attitudes can be positive, negative, or neutral, ranging from strong to weak. According to Solomon (2021) marketing stimuli can significantly influence consumers' attitudes toward online adoption in the following ways. Providing information, when providing information about the benefits of online adoption can positively influence attitudes. Social influence can impact attitudes toward online adoption. When consumers see people they admire or trust using online services, it can affect their attitudes toward online adoption. Social influence can come from various sources, such as friends, family, or social media influencers. Emotional appeals can appeal to consumers' emotions and impact attitudes toward online adoption. Offering incentives, such as free trials, discounts, or rewards, can also positively influence attitudes toward online adoption. Incentives can encourage

consumers to try online services and have a positive experience, leading to a more favorable attitude toward online adoption.

According to Kim and Hwang (2018), the Elaboration Likelihood Model (ELM) suggests that marketing stimuli can influence attitudes toward online adoption through central processing or peripheral processing. According to the ELM, when an individual is highly motivated and can process information about online adoption, they are likely to engage in the central processing of marketing stimuli; this means that they carefully considered the arguments and information presented to them in the marketing stimuli. In addition, the ELM suggests that peripheral cues, such as the marketing stimuli's source or the message's attractiveness, can influence attitudes toward online adoption. Refer to existing study. In addition to the Hwang and Kim (2018) research, the results showed that all marketing stimuli significantly positively impacted attitudes toward online adoption and that this relationship was partially mediated by perceived trust. In other words, marketing stimuli can positively influence consumers' attitudes toward online shopping. This effect is partly due to the trust consumers perceive in the online shopping environment. The study also found that advertising had the strongest impact on attitudes toward online adoption, followed by personal selling and sales promotion, while public relations had the weakest impact. These findings suggested that different marketing stimuli have varying degrees of influence on consumers' attitudes toward online adoption. Hence, our study aims to explore this relationship in depth toward online shopping business.

Additionally, according to Chen and Xie (2017) Marketing stimuli can certainly have an impact on social norms. Social norms are the unwritten rules and expectations that guide behavior within a particular society or group. Various factors, including cultural values, socialization, and the influence of peers, media,

and other sources of information, shape them (Kallgren et al., 1990). Marketing stimuli, including advertising, product placement, and social media campaigns, can influence social norms by shaping people's perceptions and attitudes toward certain behaviors or products. For example, advertising that promotes unhealthy foods or glamorizes alcohol consumption can contribute to normalizing these behaviors within society (Brownell et al., 2010). On the other hand, marketing stimuli can also be used to promote positive social norms and encourage healthy behaviors. For example, campaigns that promote environmental sustainability or safe driving can shift societal attitudes and behaviors towards more responsible and sustainable practices (National Highway Traffic Safety Administration, 2021). The impact of marketing stimuli on social norms depended on various factors, including the specific messages conveyed and the target audience's values and beliefs (Kallgren et al., 1993). Yet, this study has not been examined in Thailand. Hence, our study aims to explore this relationship in depth toward online shopping business.

Additionally, according to Bandura (1997) marketing stimuli can impact self-efficacy by influencing consumers' beliefs about their ability to perform certain behaviors or achieve certain outcomes, in addition to an existing study that examined the relationship between marketing stimuli and self-efficacy. According to Tung and Chen (2014) study, exposure to advertising messages that emphasized the benefits and features of a product increased consumers' self-efficacy beliefs, can increase their purchase intentions. The effect was stronger for products with high involvement (i.e., products that were personally relevant or important to consumers). Hence, our study aims to explore this relationship in depth toward online shopping business.

Additionally, social norms regarding online adoption can shape individuals' attitudes through processes such as social influence, conformity, and perceived



behavioral control. When a social norm is favorable and supports online adoption, it can lead individuals to perceive online technologies as more acceptable, beneficial, and normal. This, in turn, can influence their attitudes and increase their likelihood of adopting and using online platforms and services. On the other hand, if the social norm is negative or skeptical towards online adoption, it can create barriers and resistance. Individuals may perceive online technologies as risky, inconvenient, or incompatible with prevailing norms, leading to less favorable attitudes and lower adoption rates (Smith, 2019). This study investigates the influence of social norms on individuals' intentions to adopt new technologies across different cultures. Although it doesn't focus specifically on online adoption, it provides insights into the role of social norms in shaping attitudes and intentions towards technology adoption in general (Davis et al., 2003). Hence, our study aims to explore this relationship in depth toward online shopping business.

Additionally, social norms can influence self-efficacy towards online adoption through various mechanisms. Bandura (1997) Self-efficacy refers to an individual's belief in their own capability to successfully perform a specific task or behavior. When social norms towards online adoption are positive and supportive, individuals are more likely to perceive themselves as capable and competent in adopting and utilizing online technologies. Positive social norms can provide examples, encouragement, and social support, thereby increasing self-efficacy. On the other hand, negative social norms towards online adoption can undermine self-efficacy. If individuals perceive online adoption as disapproved or challenging due to prevailing social norms, they may doubt their own abilities and have lower self-efficacy in adopting and using online technologies (Johnson, 2020). Hence, our study aims to explore this relationship in depth toward online shopping business.

Furthermore, Roger et al. (2021) argued that marketing stimuli, attitudes, social norms, and self-efficacy can influence perceived value in different ways. Here is an explanation of how each factor can impact perceived value. First, Marketing stimuli can increase perceived value by highlighting the offering's benefits, quality, and reliability. Conversely, negative marketing messages or lack of exposure to marketing stimuli can decrease perceived value (Hansen et al., 2019). Second, attitude can lead to higher perceived value, as consumers believe the offering met their needs and expectations if the customer has a positive attitude. On the other hand, a negative attitude can decrease perceived value (Hogg et al., 2016). Third, Social norms, or the perceived beliefs and behaviors of others, can influence perceived value by creating a sense of social pressure to adopt or avoid a particular product or service. If others widely accept and use a product or service, consumers may perceive it as more valuable (Goldstein, 2004). Lastly, Self-efficacy towards online adoption: Consumers' perceived ability to adopt and use online services can impact their perceived value. If consumers feel confident in their ability to use a product or service, they may perceive it as more valuable. On the other hand, if consumers think they need to be more confident in online adoption, they may perceive the offering as less valuable (Bandura, 1977). One way to strengthen the relationship between Marketing stimuli, attitude, social norms, and self-efficacy towards online adoption is to influence perceived value by providing a risk associated with the application for the customers (Leiva, 2014). Consumers may perceive various types of risk associated with a product or service, such as financial risk, performance risk, social risk, or time risk. High levels of perceived risk can decrease perceived value, while low levels of perceived risk can increase perceived value (Kacmar et al., 2002). A study by Park and Kim (2017) found that perceived risk had a significant negative impact on perceived value.

Additionally, compulsive buying tendency refers to compulsive buying disorder or oniomania, is a behavioral addiction characterized by an irresistible urge to buy things, even if they are not needed or cannot be afforded, resulting in negative consequences such as financial problems, anxiety, depression, and relationship difficulties. People with compulsive buying tendencies may experience a rush of excitement or relief from stress when making a purchase, followed by guilt or remorse afterward. This behavior can have a significant impact on their lives and the lives of those around them (Mueller, 2011). One study that investigated the moderating role of the compulsive buying tendency on the relationship between perceived value and online purchase intention by (Zhao, 2018) found that compulsive buying tendency had a positive effect on perceived value, and online purchase intention. Additionally, the study found that compulsive buying tendencies moderated the relationship between perceived value and online purchase intention. Specifically, the positive effect of perceived value on online purchase intention was stronger for individuals with high levels of compulsive buying tendency. According to Jiménez (2019) found that compulsive buying tendencies had a positive effect on perceived value and online purchase intention. Perceived value had a positive effect on online purchase intention.

Additionally, Fu et al. (2018) study found that perceived value mediated the relationship between compulsive buying tendencies and online purchase intention. Specifically, perceived value partially mediated the positive effect of compulsive buying tendencies on online purchase intention. The authors also proposed that the future study on the impact of perceived value on the relationship between compulsive buying tendency and online purchase intention suggests that online retailers should focus on enhancing the perceived value of their websites to increase online purchase intention, especially for consumers with high levels of

compulsive buying tendency. Additionally, the study highlights the importance of understanding the underlying mechanisms of compulsive buying behavior in the context of online shopping and the potential negative consequences of compulsive buying for consumer well-being. Hence, our study aims to explore this relationship in dept.

Furthermore, Jang (2016) explores the moderating effect of consumer demographic consumption status on the relationship between perceived value, and purchase intention. The study explores the moderating effect of consumer characteristics, including age, gender, income, and education, on the relationship between perceived value, and purchase intention in the context of online shopping. The study examines the moderating influence of demographic consumption status using data from a survey of 358 online shoppers in South Korea, and the authors used regression analysis to test their hypotheses. They found that consumer characteristics such as age, gender, income, and education significantly moderated the relationship between perceived value, and purchase intention. The study found that age and income had a significant moderating effect on the relationship between perceived value and purchase intention. For example, the relationship between perceived value and purchase intention was stronger for older consumers and those with higher incomes. Jang (2016) proposed that future studies should compare the moderating effects of consumer characteristics across different cultures or countries. Comparing the moderating effects of consumer characteristics across different cultures or countries is important because consumer behavior is influenced by cultural values and norms, which can differ significantly between different countries or cultures. For example, consumers in some cultures may place a higher value on individualism, while consumers in other cultures may place a higher value on collectivism. These cultural differences can influence how

consumers perceive value in online shopping, affecting their purchase intention. By comparing the moderating effects of consumer characteristics across different cultures or countries, researchers can better understand how cultural factors influence consumer behavior in the context of online shopping. This can help businesses develop more effective marketing strategies tailored to different consumer groups' cultural values and norms. Hence, our study aims to explore this relationship in dept.

Lastly, the consumption status of a particular demographic group can influence compulsive buying tendency (Park, 2018) this study conducted used the social comparison theory to investigate how demographic consumption status influences compulsive buying tendency, according to social comparison theory. This theory posits that people evaluate themselves and their abilities based on comparisons with others in their social group, which can lead to feelings of self-worth or self-doubt. In terms of compulsive buying, social comparison theory suggests that individuals may engage in excessive buying behavior as a way to maintain or improve their social status or self-esteem. For example, suppose someone belongs to a social group where conspicuous consumption is valued. In that case, they may feel pressure to keep up with their peers and purchase expensive or luxury items to signal their status within the group. Additionally, social comparison theory suggests that the impact of social comparison depends on the salience of the comparison group. The more similar the comparison group is to the individual, the more relevant the comparison likely to be and the more influence it had on the individual's behavior. Empirical research has supported the link between social comparison and compulsive buying. For example, Park (2018) study found that materialistic values and the importance of social status were associated with greater compulsive buying tendencies. The researchers suggested

that these findings support the idea that social comparison processes are an important factor in the development of compulsive buying behavior.

### **1.3 Research Objectives**

Based on the above dimensions. The research objectives of the study as follows

1. To identify the antecedents, mediators, moderators of purchase value and purchase intention towards online purchase intention through the Lazada online shopping application of consumer in Thailand
2. To study marketing stimuli factors that affect the customer's decision to purchase online products through the Lazada online shopping application of consumers in Thailand
3. To study customer mediating factor including attitude, social norm, self-efficiency, perceived value and purchase intention that affect the customer's decision to purchase product online products through the Lazada online shopping application of consumers in Thailand
4. To study the perceived value factors that affect the customer's decision to purchase product online products through the Lazada online shopping application of consumers in Thailand
5. To study the compulsive purchase tendency and demographic variables as the moderators that affected the customer's decision to purchase product online products through the Lazada online shopping application of consumers in Thailand

### **1.4 Research Contribution**

This thesis contributes to the literature in some way by combining attitude towards online adoption, social norms towards online adoption, self-efficiency

towards online adoption, Perceived value, and compulsive buying tendency. First, this study looked at attitude towards online adoption, social norms towards online adoption, self-efficiency towards online adoption on perceived value and online purchase intention at the same time. Second, this research added to the existing body of literature about combining attitude towards online adoption, social norms towards online adoption, self-efficiency towards online adoption, perceived value, compulsive buying tendency and online purchase intention. Third, this study investigated the mediation effect of the combining attitude towards online adoption, social norms towards online adoption, self-efficiency towards online adoption, perceived value for the influence of the marketing stimuli on perceived value. Lastly, this study sheds some lights on two moderating variables: Demographic consumption status and compulsive buying tendency, both of which moderate the effects of attitude, self-efficacy and perceived value on online purchase intention.

### **1.5 Research Project and Scope of the Study**

Based on the above research objectives, the authors developed the scope and the project of the current study as shown in table 1-1.

**Table 1- 1 Scope of the Study**

<b>Items</b>	<b>Scope of the study</b>
Types of the study	The literature reviews that were used to developed the research hypotheses and framework. to collect empirical data, questionaries and construct measures are utilized, as well as to test hypotheses and draw conclusions
Key issues	The current study focused on identify the moderating effect of demographic consumption status and compulsive buying tendency effect for the influence of the perceived value toward lazada online shopping application on online purchase intention and to study the factors affecting online purchase intention of lazada online shopping application in thailand, including marketing stimuli, attitude towards online adoption, social norm toward online adoption, self- efficiency towards, perceived value
Dependent variables	online purchase intention
Independent variables	marketing stimuli, attitude towards online adoption, social norm toward online adoption, self- efficiency towards, perceived value demographic consumption status, compulsive buying tendency
Moderating variables	demographic consumption status and compulsive buying tendency
Underlying theory	e-commerce success models, compensatory consumption theory, social identity theory, the elaboration likelihood model (elm), expectancy-value theory, social cognitive theory, social influence theory, the technology acceptance model (tam), the theory of reasoned action (tra), self-identity theory, diffusion of innovation theory, social comparison theory.
Testing location and sample	The customers who used Lazada online shopping application in Thailand
Analyzed unit	Individual level
Time frame	Cross-sectional study
Research instruments	1. Survey: SPSS 22.0 and PLS-SEM 3.0 were used for theory inference, primary data and analytical approaches

Source: This study.



## **1.6 Research Procedures and Structure**

This thesis contained of five chapters, and the summary for each chapter is as follows;

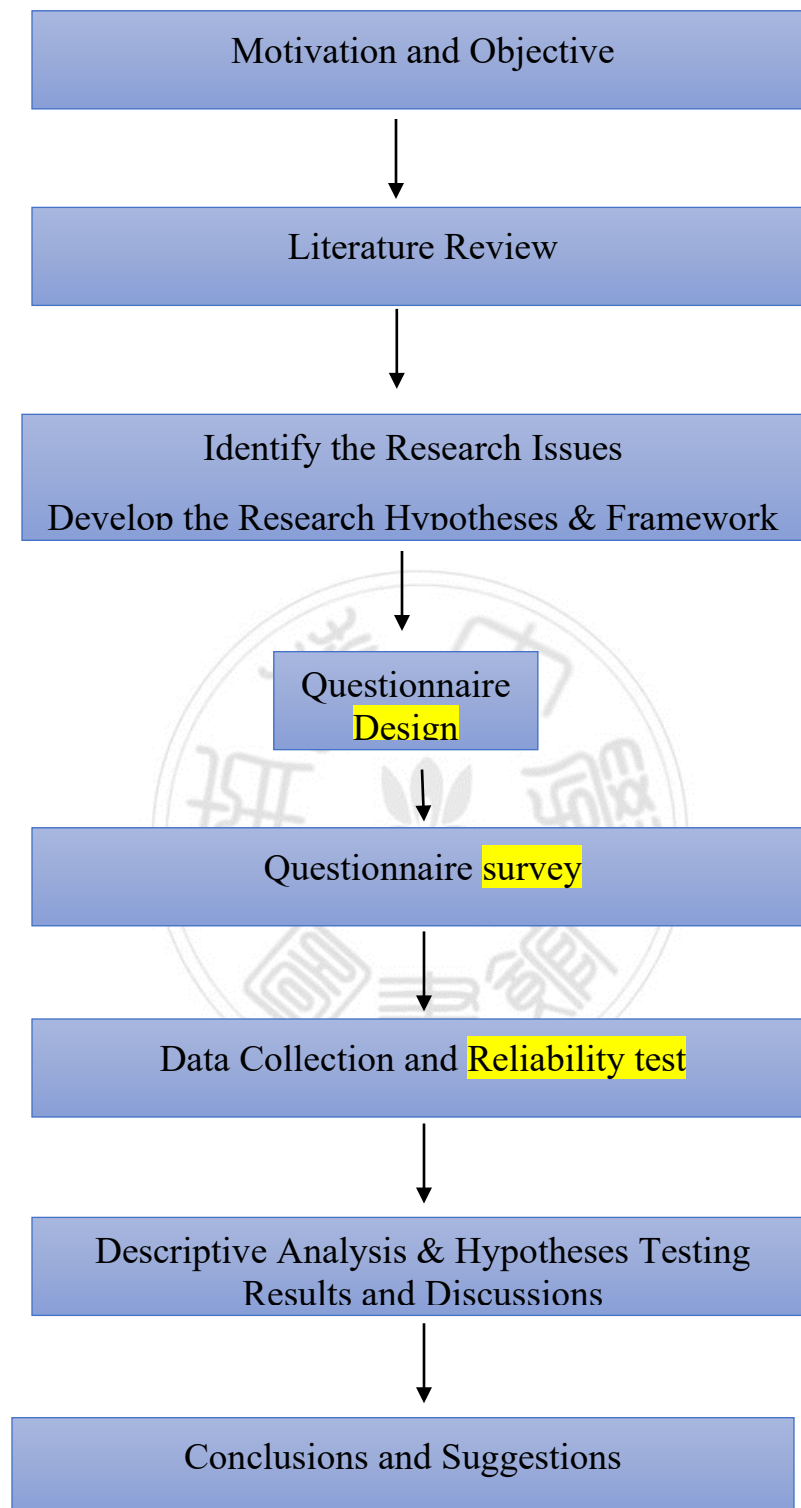
Chapter one labeled the research background and research motivation, research objectives, research contribution, research project, scope of the study and research procedure

Chapter two presented the online shopping consumption in Thailand, the literature review, including the evaluation of the theoretical information, the definition of research variable and hypothesis development.

Chapter three discussed the development research hypotheses, study design, and the methods. In addition, the research model was given in this chapter. The research design was described, which included a questionnaire survey. Data collection procedure and data analysis procedure of each research method are presented.

Chapter four presented the empirical results of the hypothesis testing questionnaire survey. This chapter also included descriptive analysis, measurement scale reliability and validity, and hypothesis testing.

Chapter five presented the study's conclusion and suggestions. A summary and conclusion of the research outcomes were offered. The research contributed; academic and practical implication; limitation and the future directions were also presented in this chapter.



**Figure 1- 2 The flow chart**

Source: This Study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 E-commerce Success Model**

E-commerce, or electronic commerce, refers to the buying and selling of goods and services over the Internet. With the increasing popularity of online shopping and the growth of the digital economy, e-commerce has become a significant aspect of modern business (Traver et al., 2021). E-commerce success models are frameworks or methodologies that aim to explain the key factors and strategies that contribute to the success of e-commerce ventures (Zhao, 2010).

The development of e-commerce success models can be traced back to the early days of e-commerce in the 1990s when businesses started exploring the potential of online selling. Over the years, as e-commerce has evolved and matured, various models have been proposed to provide insights into the factors that influence the success of online businesses (Lin et al., 2005). These models typically include a combination of technological, organizational, marketing, and customer-related factors that are considered critical for e-commerce success. For example, some models emphasize the importance of having a user-friendly website, efficient supply chain management, effective online marketing strategies, and a strong focus on customer experience and satisfaction (Foley et al., 2000).

Additionally, e-commerce success models may take into consideration external factors such as market conditions, competitive landscape, and regulatory environment, as well as internal factors such as business model, product or service offerings, pricing strategies, and operational capabilities (Kim et al., 2001).

The development of e-commerce success models has been driven by the need for businesses to understand and adapt to the rapidly changing digital landscape and effectively compete in the online marketplace. By leveraging these models, companies can gain insights into the critical success factors and best practices for e-commerce and develop strategies to enhance their online presence, attract customers, and drive sales (Huang et al., 1998).

## **2.2 Marketing Stimuli on Attitude towards Online Adoption**

Marketing stimuli is considered as one of the factors that influence consumers' decision-making process. Marketing stimuli refer to the various marketing efforts made by companies, such as advertising, promotions, product features, pricing, and other marketing communications, that are intended to influence consumer behavior (Keller et al., 2016).

Self-identity theory suggests that individuals develop a sense of self based on their personal characteristics, social roles, and group memberships. This sense of self influences their behavior and attitudes towards different stimuli, including marketing messages and online adoption (Burke et al., 2000).

According to Self-identity theory, Zhang et al. (2021) stated that self-identity has a significant influence on the relationship between marketing stimuli and attitudes towards online adoption. They found that individuals with a stronger sense of self-identity are more likely to have positive attitudes towards online adoption, and that this relationship is mediated by their perceived usefulness and perceived ease of use of the online platform. In other words, individuals who have a stronger sense of self-identity are more likely to perceive online adoption as

useful and easy to use, which leads to more positive attitudes towards the technology. Based on the above explanation, the first hypothesis of this study as follows:

H1: Marketing stimuli has a positive significant effect on attitude towards online adoption

### **2.3 Marketing Stimuli on Social Norm towards Online Adoption**

A social norm is a "collective expectation for members of a social group regarding the acceptable or appropriate behavior, attitudes, and beliefs within that group" Goldstein et al. (2004). Social norms are often unwritten rules that guide our behavior in a given community or society. They can include everything from customs and traditions to laws and regulations. Social norm is a behavioral expectation shared by members of a social group or society (Thöni, 2019).

The Theory of Reasoned Action (TRA) is a social psychology theory that was developed by Martin Fishbein and Icek Ajzen in the late 1970s. The theory aims to explain and predict human behavior, particularly in the context of attitudes and social norms (Ajzen et al., 1975). According to TRA, an individual's behavior is determined by their intention to perform that behavior, which is influenced by their attitude towards the behavior and the subjective norms that surround it. Attitude refers to an individual's overall evaluation of the behavior, while subjective norms refer to the perceived social pressure to perform or not perform the behavior (Ajzen et al., 1975). The Theory of Reasoned Action (TRA) suggests that individuals' attitudes and subjective norms influence their behavioral intentions, which in turn influence their actual behavior. This theory has been

applied to explain how marketing stimuli can influence social norms towards online adoption.

According to Cheng et al. (2013) the factors of TRA has a significant influence on the relationship between marketing stimuli and social norms towards online adoption. They found that marketing stimuli such as advertising and promotion can influence individuals' attitudes towards online adoption, which in turn can influence their subjective norms regarding the technology. In their study, Cheng et al. (2013) found that individuals who had positive attitudes towards online adoption were more likely to perceive social pressure to use the technology, which in turn increased their intention to adopt it. This suggests that marketing stimuli can indirectly influence social norms towards online adoption by shaping individuals' attitudes and perceived social pressure. Heijden (2019) explored how marketing stimuli, such as price promotions and brand positioning, influence social norms towards online adoption from a Theory of Reasoned Action perspective, and concluded that marketing stimuli have a significant impact on social norms towards online adoption, with price promotions having the strongest influence. Radonjić et al. (2020) found that attitude, subjective norm, and perceived behavioral control have a significant influence on online adoption. Furthermore, marketing stimuli (e.g., advertising campaigns, online customer reviews, etc.) have an indirect effect on online adoption, mediated by the influence of social norms. Based on the above explanation, the second hypothesis of this study as follows:

H2: Marketing stimuli has a positive significant effect on social norms towards online adoption

## **2.4 Marketing Stimuli on Self- Efficacy towards Online Adoption**

Self-efficacy refers to an individual's belief in their own ability to successfully perform a specific task or behavior in a particular context. It is a key construct in social cognitive theory and has been widely studied in the field of psychology and consumer behavior (Bandura, 1986). Social Cognitive Theory (SCT) proposes that people's behavior is influenced by personal, behavioral, and environmental factors, and self-efficacy plays a key role in shaping behavior. Self-efficacy is an individual's belief in their ability to perform a specific behavior, and it can be influenced by various factors, including social modeling, verbal persuasion, and physiological feedback (Mathew et al., 2013). SCT suggests that marketing stimuli can influence self-efficacy towards online adoption by providing social modeling and verbal persuasion, as well as shaping perceptions of environmental factors that impact self-efficacy (Kim et al., 2003)

In the context of online adoption, marketing stimuli such as advertising, promotions, and testimonials can serve as sources of social modeling and verbal persuasion. For example, a positive testimonial from a satisfied user of an online service can boost the self-efficacy of potential users who are considering adopting the service. Similarly, a persuasive advertisement that highlights the ease of use and benefits of an online technology can increase the self-efficacy of users who are unsure about their ability to use the technology (Hsiao et al., (2010). In addition, marketing stimuli can also influence the perceived environmental factors that can impact self-efficacy towards online adoption, such as the perceived complexity and compatibility of the technology. For example, an advertisement that emphasizes the user-friendly interface and compatibility with existing software can reduce the perceived complexity and increase the perceived compatibility of an online

technology, thus boosting self-efficacy towards adopting it (Hsiao et al., 2010). The results of this study showed that social cognitive theory has a positive influence on the self-efficacy of users towards online adoption, by helping them to form positive beliefs about the online environment, enhancing their self-efficacy, and providing them with the necessary skills and knowledge required to use online services. Additionally, the study found that marketing stimuli have a positive effect on self-efficacy towards online adoption, as they provide users with the necessary information and support to increase their confidence in the online environment (Baweja et al., 2020). The study also found that marketing stimuli have a positive influence on online self-efficacy. Specifically, it was found that the perceived usefulness, perceived ease of use, perceived enjoyment, and perceived trust of online services had positive impacts on self-efficacy for online adoption, while perceived risk had a negative impact. The results suggest that marketers should pay more attention to the design of marketing stimuli to enhance users' self-efficacy and ultimately increase online adoption (Zhang et al., 2020). Based on the above explanation, the third hypothesis of this study as follows:

H3: Marketing stimuli has a positive significant effect on self-efficacy towards online adoption

## **2.5 Social Norm towards Online Adoption on Attitude towards Online Adoption**

Diffusion of Innovation theory focuses on the spread of new innovations and technologies within a social system. It suggests that individuals' adoption of new technologies is influenced by the perceived relative advantage, compatibility, complexity, trialability, and observability of the innovation. Social norms can act



as a mechanism for creating social proof and demonstrating the relative advantage and compatibility of online adoption. When individuals observe others in their social network adopting online platforms and perceive positive social norms associated with it, it can shape their attitude towards online adoption (Roger, 2003).

Diffusion of Innovation (DOI) Theory can influence the relationship between social norms towards online adoption and attitude towards online adoption in several ways; First, relative advantage: Diffusion of Innovation Theory suggests that individuals are more likely to adopt an innovation, such as online platforms, if they perceive it to have a relative advantage over existing alternatives. If social norms communicate that online adoption provides benefits such as convenience, cost-effectiveness, or access to a wider range of options, individuals may develop positive attitudes towards online adoption (Sreekanth and Prabhu, 2019). Second, compatibility: The theory emphasizes the importance of compatibility between the innovation and individuals' existing values, needs, and experiences. Social norms that highlight the compatibility of online adoption with individuals' lifestyles, values, or social identities can influence their attitude towards online adoption. For example, if online adoption aligns with social norms of efficiency or environmental consciousness, individuals may develop positive attitudes towards it (Lee and Kim, 2020). Third, observability: The theory suggests that individuals are more likely to adopt an innovation when they can observe others who have already adopted it and perceive positive outcomes. Social norms that highlight successful instances of online adoption and demonstrate positive outcomes can shape individuals' attitude towards online adoption by providing social proof and reducing uncertainty (Khan, 2018). The study found that DOI

theory had a positive effect on social norms and attitude towards online adoption, with a medium effect size. The authors concluded that DOI Theory is a powerful framework for understanding the acceptance and adoption of online services and technologies (Yiu et al., 2020). According to Rosen et al. (2021) the diffusion of innovation has a positive influence on attitudes towards online adoption, and that this influence is mediated by social norms. Therefore, social norms are an important factor in determining the adoption of online services. This suggests that companies should incorporate social norms into their marketing strategies in order to promote online adoption. Based on the above explanation, the fourth hypothesis of this study as follows:

H4: Social norm towards online adoption has a positive significant effect on attitude towards online adoption

## **2.6 Social Norm towards Online Adoption on Self-Efficacy towards Online Adoption**

Social Comparison Theory suggests that individuals evaluate themselves by comparing their abilities, opinions, and behaviors to those of others. Social norms towards online adoption can act as a reference point for individuals to assess their own abilities and confidence in adopting online platforms. When individuals observe others in their social network or society successfully adopting online platforms, it can enhance their self-efficacy by providing evidence that they can also succeed in online adoption (Festinger, 1954).

Social Comparison Theory can influence the relationship between social norms towards online adoption and attitude towards online adoption in several

ways; First, social Comparison Theory suggests that individuals evaluate themselves by comparing their abilities, opinions, and behaviors to those of others. When it comes to online adoption, individuals may look to their social network or society to gauge the level of adoption and acceptance of online platforms. Positive social norms towards online adoption, where individuals perceive that the majority of people in their social environment are adopting online platforms, can create a sense of social validation and influence an individual's attitude towards online adoption (Kwon and Shin 2020). Second, social norms act as a reference point against which individuals evaluate their own behavior. When individuals observe others in their social network or society adopting online platforms and perceive positive attitudes and outcomes associated with such adoption, it can shape their own attitude towards online adoption. If the prevailing social norm is that online adoption is valued and beneficial, individuals are more likely to develop a positive attitude towards online adoption as they align themselves with the perceived majority (Kumar et al., 2021). Third, social norms can provide individuals with a sense of certainty and confidence in their decisions. When individuals observe others successfully adopting online platforms, it can reduce their uncertainty and increase their confidence in their own ability to adopt and use online platforms effectively. This increased confidence can contribute to a more positive attitude towards online adoption (Wood, 1989). According to Tsai et al. (2021) the study showed that social comparison theory had a positive effect on social norms and self-efficacy towards online adoption, which could be seen as an indicator of successful online adoption. According to Lim et al. (2020) the concept of comparison has a significant influence on online adoption, which in turn increases self-efficacy towards online adoption. Specifically, individuals who experienced higher levels of social comparison were more likely to adopt online services, and

the adoption improved their self-efficacy. In addition, the study found that self-efficacy was a stronger predictor of actual online adoption than social comparison theory. Based on the above explanation, the fifth hypothesis of this study as follows:

H5: Social norm towards online adoption has a positive significant effect on attitude towards online adoption

## **2.7 Attitude towards Online Adoption on Perceived value**

Perceived value refers to consumers' subjective assessment of the worth or benefit they expect to receive from a product, service, or technology. It includes factors such as quality, features, convenience, and price, and can influence consumers' purchase intention as they are more likely to buy products or services that they perceive as providing greater value (Zeithaml et al., 1988).

The Technology Acceptance Model (TAM) is a social psychology theory that was developed by Fred Davis in 1989. The theory aims to explain and predict how users adopt and use new technologies. According to TAM, an individual's intention to use a technology is determined by their perceived usefulness and perceived ease of use of the technology. Perceived usefulness refers to the degree to which an individual believes that using the technology improved their performance or productivity, while perceived ease of use refers to the degree to which an individual believes that using the technology would be effortless or easy (Davis, 1989). Research has shown that the TAM can be used to explain the relationship between attitude towards online adoption, perceived value. For example, Cabanillas et al. (2014) found that perceived usefulness and ease of use

significantly influenced the attitude towards mobile banking, which in turn had a positive effect on the perceived value in mobile banking

In the context of online adoption, if an individual perceives online technology as useful and easy to use, they are likely to have a positive attitude towards it. This positive attitude can lead to a higher perceived value of the technology, as they believe that the technology provides greater benefits than costs. The study found factors of the Technology Acceptance Model (TAM) had a positive influence on attitude towards online adoption and perceived value. The results showed that perceived usefulness, perceived ease of use, attitude and perceived value had a significant positive relationship with online adoption. The results also showed that perceived ease of use had the highest influence on attitude towards online adoption and perceived value was the most influential factor in predicting online adoption (Peddinti and Bhatnagar, 2020). According to Zhu and Hu (2021) The study found that perceived value had a significant impact on online adoption attitudes, and this impact was mediated by the Technology Acceptance Model (TAM). Specifically, perceived usefulness and perceived ease of use had a direct impact on online adoption attitude, while perceived enjoyment had an indirect impact on online adoption attitude through perceived usefulness and perceived ease of use. The results of the study suggest that organizations should focus on increasing user perceived value to encourage online adoption. Based on the above explanation, the sixth hypothesis of this study as follows:

H6: Attitude towards online adoption has a positive significant effect on perceived value

## **2.6 Social Norms towards Online Adoption on Perceived Value**

Social Influence Theory is a psychological theory that explains how individuals are influenced by others in their attitudes, beliefs, and behaviors. The theory proposes that social influence occurs through three processes: conformity, compliance, and obedience. Conformity occurs when individuals adjust their behaviors or beliefs to fit in with a group, even if they don't necessarily agree with the group's opinions. Compliance occurs when individuals change their behavior in response to a direct request from another person or group. Obedience occurs when individuals comply with an authority figure's demands, even if they conflict with their own values or beliefs.

In the context of Social Influence Theory, social norms play a significant role in shaping an individual's attitudes and behaviors. Social norms are unwritten rules and expectations about what is appropriate or acceptable behavior in a particular social context or group. They can be descriptive (what most people do) or injunctive (what people should do). In the context of online adoption, social norms can influence an individual's perceived value in online technologies. For example, if an individual perceives that most people in their social group use online technologies and have positive experiences with them Kallgren et al., (1990) investigated the factors that influence the adoption of mobile commerce (m-commerce) in China. The results showed that social influence, including social norms and social support, significantly affected users' attitudes towards m-commerce. Specifically, the study found that social norms positively influenced users' perceived value in m-commerce. Users who perceived e-commerce as conforming to social norms were more likely to perceive it as valuable (Carlsson et al., 2010). Yin et al. (2020) found that social influence theory had a positive

influence on perceived value and a negative influence on social norms towards online adoption. The results of the study suggest that social influence theory can be used to understand and predict online adoption behavior. Guo and Reddy (2020) found that social influence has a significant effect on online adoption and perceived value, and that it is an important factor in the success of online adoption. They also concluded that different levels of influence have different effects, and that the effects can vary depending on the context. Finally, they suggest that future research should focus on how social influence can be used to better understand online adoption and perceived value. Uppal and Jain (2020) showed that social influence theory is an important factor in determining how individuals perceive the value of online adoption. The study found that perceived value is significantly affected by the presence of significant others, including family members and friends, in online adoption decisions. The study also found that social norms play an important role in influencing perceived value in the adoption decision process. Additionally, the study found that perceived value increases when users are able to share their experiences with others online. Based on the above explanation, the seventh hypothesis of this study as follows:

H7: Social norms towards online adoption has a positive significant effect on perceived value

## **2.8 Self-Efficacy towards Online Adoption on Perceived Value**

Social Cognitive Theory (SCT) is a theoretical framework that emphasizes the cognitive, behavioral, and environmental factors that shape human behavior. SCT posits that individuals learn by observing the behavior of others, as well as the outcomes of those behaviors. SCT also emphasizes the role of self-efficacy, or an

individual's belief in their ability to perform a specific behavior or task, in shaping behavior (Bandura, 1986). In the context of online adoption, individuals who have a high level of self-efficacy for using a particular technology or platform are more likely to adopt it, and this can lead to a higher perceived value in the technology.

The Social Cognitive Theory proposes that user acceptance of information technology is influenced by individual factors. Davis et al. (2003) propose that self-efficacy is a key determinant of individuals' attitudes and intentions towards using a technology, which in turn affects their actual use of the technology. Specifically, Davis et al. (2003) argued that individuals who have a high level of self-efficacy for using a technology are more likely to perceive it as useful and easy to use, which leads to a higher perceived value in the technology. Davis et al. (2003) presented evidence from a meta-analysis of over 200 studies to support their proposed model and highlight the importance of self-efficacy as a predictor of technology adoption (Davis et al., 2003). Liu et al. (2020) that social cognitive theory (SCT) can positively influence perceived value and self-efficacy for online adoption, and that perceived value and self-efficacy have a positive relationship with online adoption. The study concluded that SCT can be used as an effective tool to promote online adoption. Nguyen et al. (2019) showed that self-efficacy was a significant predictor of perceived value, and that perceived value was a significant predictor of online adoption. The findings, suggest that self-efficacy is an important factor in influencing online adoption, and that increasing self-efficacy can lead to increased online adoption and perceived value. Nik and Othman (2020) found that perceived value has a positive correlation with self-efficacy, which consequently affects online adoption. It was also found that self-efficacy has a direct and significant impact on online adoption. The results of the study suggest



that online adoption can be enhanced by improving the perceived value and self-efficacy of users. Based on the above explanation, the eighth hypothesis of this study as follows:

H8: Self efficacy towards online adoption has a positive significant effect on perceived value

## **2.9 Perceived Value on Online Purchase Intention**

Expectancy-Value Theory suggests that individuals evaluate the attractiveness of an action or behavior based on their expectations of the outcomes and the value they place on those outcomes. In the context of online purchase intention, individuals who perceive a high value in the products or services being offered online (Ajzen et al., 1975).

Chung and Kim (2015) found that both perceived value had a significant positive effect on online purchase intention. They also found that perceived value had a stronger influence on online purchase intention than perceived trust. The study provides support for the expectancy-value theory's proposition that individuals evaluate the attractiveness of an action based on their expectations of the outcomes and the value they place on those outcomes. Kamran et al. (2019) indicated that perceived value has a direct significant effect on online purchase intention. Additionally, Expectancy-Value Theory significantly influences perceived value and online purchase intention. Chen et al. (2021) found that individual's perceived value, which is an important construct of the expectancy-value theory, has a positive relationship with online purchase intention. The results indicated that online purchase intention was significantly affected by perceived

value, product quality, and perceived risk. Moreover, the study concluded that the expectancy-value theory can be applied to explain online purchase intention. Based on the above explanation, the ninth hypothesis of this study as follows:

H9: Perceived Value has a positive significant effect on Online Purchase Intention

## **2.10 Marketing Stimuli on Online Purchase Intention**

The Elaboration Likelihood Model (ELM) suggests that there are two routes to persuasion: the central route and the peripheral route. The central route involves a more thoughtful and cognitive processing of information, while the peripheral route involves less cognitive effort and relies on cues such as emotions and heuristics (Cacioppo et al., 1986).

The central route involves careful and thoughtful consideration of the message's content and logic, while the peripheral route relies on more superficial cues, such as the source's credibility or attractiveness. The ELM suggests that the route taken depends on the individual's motivation and ability to process the message.

The model also proposes that the effectiveness of a persuasive message depends on the level of elaboration, or the extent to which the individual processes the message. If the individual processes the message deeply, persuasion is more likely to occur through the central route, while if the individual processes the message superficially, persuasion is more likely to occur through the peripheral route (Cacioppo et al., 1986).

In the context of online purchase intention, marketing stimuli such as advertisements, promotions, and product information can influence consumers' attitudes and intentions through both the central and peripheral routes. For example, consumers who are highly involved in the purchase decision may process the information in the marketing stimuli more thoughtfully and be influenced by the content of the message, while consumers who are less involved may be more influenced by peripheral cues such as the attractiveness of the advertisement or the popularity of the product (Cacioppo et al., 1986).

Therefore, the ELM suggests that marketers need to understand the level of involvement of their target audience and tailor their marketing messages accordingly to effectively influence online purchase intention. Marketers may need to provide more detailed and informative content for consumers who are highly involved and rely on the central route, while focusing on more attractive and emotionally appealing content for consumers who are less involved and rely on the peripheral route (Cacioppo et al., 1986). Asadullah et al. (2021) found that the ELM has a significant influence on online purchase intentions, particularly when it is used with persuasive and interactive marketing stimuli. Additionally, the study found that the use of the ELM can help marketers create more effective online campaigns. Pan et al. (2020) found that marketing stimuli had a significant impact on online purchase intention. Specifically, it found that the higher the perceived attractiveness of the product, the higher the online purchase intention. Additionally, it found that the more elaborately consumers processed information, the higher the online purchase intention. These results demonstrate the importance of the ELM in understanding consumer behavior and how it influences online

purchase intentions. Based on the above explanation, the tenth hypothesis of this study as follows:

H10: Marketing Stimuli has a positive significant effect on Online Purchase Intention

## **2.11 Demographic Consumption status on Perceived value and Online Purchase Intention**

Demographic status refers to the social and economic characteristics of a population, such as age, gender, income, education level, and occupation. These variables can impact various aspects of consumer behavior, including purchasing decisions, product preferences, and brand loyalty. Studies have shown that demographic variables are significant predictors of online purchase intention and behavior, with factors such as income, education level, and age influencing the likelihood of engaging in online shopping activities (Kim et al., 2008).

Social identity theory can be used to explore the moderating effect of demographic consumption status on the relationship between perceived value, and online purchase intention. Social identity theory suggests that individuals derive part of their self-concept and social identity from the groups they belong to, such as their age, gender, income level, or educational background (Tajfel and Turner, 1986).

Research has found that women tend to be more risk-averse than men, and may place a higher value on trust and reliability when making online purchases (Kim et al., 2008). Women may also be more likely to seek out information and reviews from other consumers before making a purchase, whereas men may be

more likely to rely on their own judgment and experience. In terms of age. The results of the study show that perceived value is positively associated with online purchase intention, and the influence of demographic consumption status on perceived value is moderated by age. Specifically, the study of Wang et al. (2020) found that for older consumers, demographic consumption status has a weaker impact on perceived value and online purchase intention, compared to younger consumers. The research found that social identity theory had a positive influence on demographic consumption status, perceived value, and online purchase intentions in the educational setting. Specifically, it found that when individuals perceived their group as similar to them, they were more likely to have a higher demographic consumption status and perceived value, and greater online purchase intentions. This study can help marketers understand how to better target consumers in the educational setting and increase online purchase intentions (Zhang et al., 2020). Based on the above explanation, the eleventh hypothesis of this study as follows:

H11: Demographic status including (H9a) gender, (H9b) age, (H9c) has a positive significant effect on Perceived value and Online Purchase Intention

## **2.12 Compulsive Buying Tendency on Perceived Value and Online Purchase Intention**

Compensatory Consumption Theory is a social psychology theory that suggests that individuals may engage in excessive or compulsive buying behavior as a way to compensate for negative experiences or emotions in other areas of their lives. This theory proposes that when individuals experience negative events or emotions such as stress, anxiety, or low self-esteem, they may seek out

consumption experiences as a way to cope or compensate for these negative feelings (Fisher et al., 1995).

One influential study on Compensatory Consumption Theory was conducted by Rook et al. (1995), who found that individuals who reported high levels of stress were more likely to engage in compulsive buying behavior as a way to cope with their negative emotions. These individuals were more likely to report that shopping helped them to feel better, and they were more likely to engage in shopping behaviors as a way to distract themselves from their problems.

Compensatory Consumption Theory suggests that individuals may engage in excessive or compulsive buying behavior as a way to cope with negative emotions or experiences in other areas of their lives. This theory can help to explain the relationship between compulsive buying tendency, perceived value and online purchase intention.

Hirschman and Holbrook (1982) have found that individuals with a high compulsive buying tendency may be more likely to place a high value on the act of buying itself, rather than on the actual products or services being purchased. In other words, these individuals may be more focused on the immediate gratification or emotional satisfaction that comes from the act of buying, rather than on the long-term value of the purchase. This focus on immediate gratification may lead to higher perceived value of the act of buying, but lower perceived value of the actual products or services being purchased.

Additionally, in terms of online purchase intention, research has found that individuals with a high compulsive buying tendency may be more likely to engage in online shopping as a way to cope with stress or negative emotions (Bond et al.,

2007). However, this behavior can also lead to negative consequences such as financial difficulties or feelings of guilt or regret, which may ultimately lead to lower levels of online purchase intention.

Finally, Harnjanawapitak and Chitradon (2020) found that the influence of compensatory consumption theory on compulsive buying tendency had a statistically significant positive effect on perceived value and online purchase intention. Compensatory consumption theory was found to be a significant predictor of perceived value and online purchase intention. The results of this study suggest that compensatory consumption theory and compulsive buying tendency can be used to understand and predict consumer behaviour when it comes to online purchase intentions. Huang et al. (2020) found that compensatory consumption theory positively affects compulsive buying tendency, perceived value, and online purchase intention. Furthermore, the results showed that perceived value mediates the relationship between compensatory consumption theory and online purchase intention. Tzu et al. (2020) found that compensatory consumption theory has a positive effect on compulsive buying tendency, perceived value, and online purchase intention. Thus, the results suggest that compensatory consumption theory can be used as a strategy to increase online purchase intention. Based on the above explanation, the twelfth hypothesis of this study as follows:

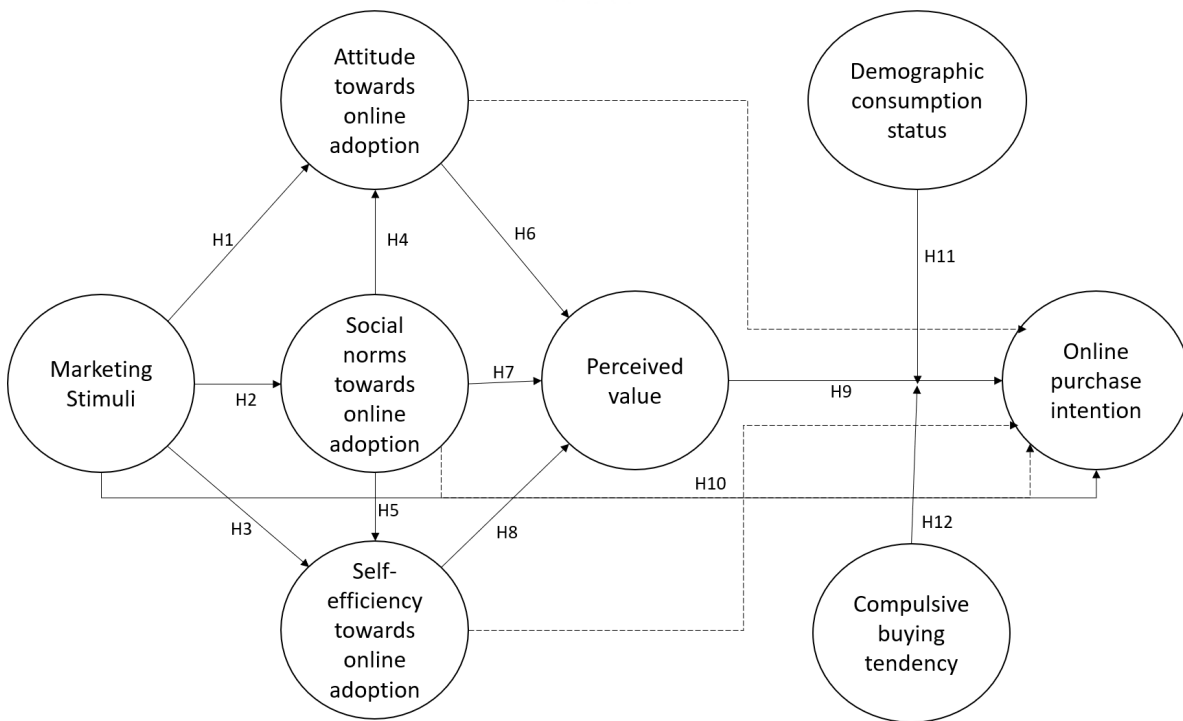
H12: Compulsive buying tendency has a positive significant effect on Perceived value and Online Purchase Intention

# CHAPTER THREE

## RESEARCH METHOD

### 3.1 Research framework

The current study argued that marketing stimuli, attitude, social norms, self-efficacy towards online adoption are all interrelated and have a significant impact on perceived value and. The perceived value will promote online purchase intention, in consistent with the above research hypotheses, this research developed a research framework as showed in Figure 3-1



Noted: Direct effect →

Indeirect effect - ->

**Figure 3 - 1 The research framework**



### **3.2 Constructs measurement**

This study identified marketing stimuli, attitude, social norms, self-efficacy towards online adoption, perceived value as antecedents of online purchase intention. Furthermore, demographic consumption status and compulsive buying tendency are served as two moderating variables that moderate the influence of perceived value and online purchase intention. Based on a literature review and the objective of this study, survey questionnaire items were created. The following constructions' research items were created:

#### **3.2.1 Marketing Stimuli**

Following Tareerak (2021) in this study, marketing stimuli are the various elements that are used by marketers to influence consumer behavior and encourage them to make a purchase or take a desired action including, product quality, service quality, price, system quality and information quality. All measurement items were designed in seven-point Likert scales from 1= strongly disagree to 7 = strongly agree. The questionnaire items are as a follow:

##### Product quality

PQ1: The products that sell on Lazada online shopping application have a good quality

PQ2: The products that sell on Lazada online shopping application are a variety

PQ3: The products that sell on Lazada online shopping application are trendy

PQ4: The products that sell on Lazada online shopping application meet the customer's needs

PQ5: The products that sell on Lazada online shopping application are trustable  
Service quality

SQ1: The products that sell on Lazada online shopping application has a good  
service after the sales

SQ2: The products that sell on Lazada online shopping application has a  
certification and guarantee to assume the quality of services

SQ3: The products that sell on Lazada online shopping application has a fast  
delivery

SQ4: Lazada online shopping application has many delivery companies for the  
customers to choose

SQ5: The service on Lazada online shopping application is very much reliable  
Price

PP1: The products that sell on Lazada online shopping application has the worthy  
price

PP2: The products that sell on Lazada online shopping application is cheaper than  
those sell at the physical shop

PP3: The products that sell on Lazada online shopping application has reasonable  
delivery fees

PP4: The products that sell on Lazada online shopping application has a better

price than those of other competitors

#### System Quality

SQ1: I feel that Lazada online shopping application is innovative

SQ2: I feel that Lazada online shopping application is simple to use and read

SQ3: I feel that Lazada online shopping application is trustable

SQ4: I feel that Lazada online shopping application is secure as traditional shopping

#### Information Quality

IQ1: I feel that Lazada online shopping application provides useful information

IQ2: I feel that the staff for Lazada online shopping application can give customer advice fast when the customer has any question

IQ3: I feel that the information given from Lazada online shopping application about the products and services is sufficient

IQ4: I feel that the sellers of Lazada online shopping application provides sufficient information about the goods

IQ5: I feel that the sellers of Lazada online shopping application provides clear information about the goods

### **3.2.2 Attitudes towards Online Adoption**

Attitudes towards online adoption have become increasingly positive over time. Most people now view online adoption as a valid and attractive alternative to

traditional adoption. In fact, many people have found that online adoption provides them with an easier, more convenient way to adopt a child. This study designs Attitudes toward Online Adoption, including three factors: cognitive attitude, affective attitude, and behavioral attitude. The measurement items of Attitudes towards Online Adoption are adopted from Kukkong (2022). All measurement items were designed on seven-point Likert scales from 1 = strongly disagree to 7 = strongly agree. The questionnaire items are as follow:

#### Cognitive attitude

CA1: It is very easy to buy rare products from Lazada online shopping application

CA2: I can buy whenever and wherever I want from Lazada online shopping application

CA3: Purchasing from Lazada online shopping application enable me to waste no time going out

CA4: Purchasing from Lazada online shopping application enable me to save the costs for transportation

CA5: Purchasing from Lazada online shopping application enable me to have a variety type of goods to choose

CA6: Purchasing from Lazada online shopping application enable me to have many shops for making a decision

CA7: Purchasing from Lazada online shopping application enable me to have a chance to receive goods that do not match the present picture

#### Affective Attitude

AA1: I feel that the price level of goods and services at Lazada online shopping application is appropriate.

AA2: I feel that the products and services we purchase are safe.

AA3: I feel that the products and services which promoted or reviewed are reliable

AA4: I feel happy using the products and services purchased from Lazada online application

#### Behavioral Attitude

BA1: I always do shop online from Lazada online shopping application

BA2: I always buy goods by myself from Lazada online shopping application

BA3: I always buy product and services directly with the seller of Lazada online shopping application

BA4: To buy product from Lazada online shopping application I don't have to be tired from going out

### **3.2.3 Social Norm towards Online Application**

Social norms refer to the unwritten rules that dictate acceptable behavior within a given society or community. With the increasing prevalence of online applications, the social norms surrounding their use have evolved over time. The measurement items of Social Norm towards Online Application are adopted from (Boontod, 2020). All measurement items were designed in seven-point Likert scales from 1= strongly disagree to 7 = strongly agree. The questionnaire items are as a follow:

SN1: I do shop from Lazada online shopping application because people around me think that I should use it

SN2: I do shop from Lazada online shopping application because people around me use it

SN3: I do shop from Lazada online shopping application because people around me introduce it to me

SN4: I do shop from Lazada online shopping application because my closet friends support me to do so

SN5: I think people shopping is common

### **3.2.4 Self-Efficiency towards Online Adoption**

Self-efficiency towards online adoption refers to the ability of an individual to navigate and complete an online application independently, without the need for assistance from another person. This includes being able to understand the instructions, locate the applicable information, and enter it accurately into the online application. The measurement items of Self-Efficiency towards Online Application are adopted from (Pookulangara, 2008). All measurement items were designed in seven-point Likert scales from 1= strongly disagree to 7 = strongly agree. The questionnaire items are as a follow:

SE1: I acknowledge purchasing products through Lazada online shopping application, I don't need time to understand process

SE2: I acknowledge purchasing products through Lazada online shopping application, I don't need time to search for information

SE3: I have the ability to purchase Lazada online shopping application

SE4: I am capable of purchasing efficiently through Lazada online shopping

application

### 3.2.5 Perceived Value

Perceived value is the concept that customers assign to a product or service based on their own personal assessment of its quality. It is a subjective measure that is often based on a combination of factors such as the product's quality, functionality, design, and price. Customers form their opinion of a product's perceived value based on how it meets their needs and wants. Companies work to create a high perceived value in order to make their products more attractive to potential customers. They may do this by using more expensive materials, offering more features, or providing better customer service. This study designs Perceived Value included four factors: service online channel value, emotional value, monetary value, brand integration value and convenience value. The measurement items of Perceived Value are adopted from (Suphanetirat, 2017). All measurement items were designed in seven-point Likert scales from 1= strongly disagree to 7 = strongly agree. The questionnaire items are as a follow:

#### Service online channel value

PCV1: Lazada online shopping application provides goods that are related to the customer's needs

PCV2: Lazada online shopping application provides a very good service quality

PCV3: Lazada online shopping application is innovative

PCV4: Overall, Lazada online shopping application has further coverage decision to purchase products and services

### Emotional value

PEV1: I feel happy when shopping through Lazada online shopping application

PEV2: I feel excited when shopping through Lazada online shopping application

PEV3: I feel satisfied when shopping through Lazada online shopping application

PEV4: Overall, I have a positive impression by buying products from Lazada  
online shopping application

### Monetary value

PMV1: Price setting for the products from Lazada online shopping application is  
fair

PMV2: Price setting for the products from Lazada online shopping application is  
accurate

PMV3: Price setting for products from Lazada online shopping application has a  
positive effect on buying decision

PMV4: Overall, I think buying products from Lazada online shopping application  
is worthy

### Brand integration value and Convenience value

PBI1: The image of the products presented on Lazada online shopping application  
match the image of the product we decide to buy

PBI2: The image of the products presented on Lazada online shopping application



is similar to the image of the product we decide to buy

PBI3: Overall, the product that purchased through Lazada online shopping

application is more unique than other businesses that provide discount

PBI4: Buying decision through Lazada online shopping application is easier than

going to a physical shop

PBI5: Buying decision through Lazada online shopping application is easier to

access than buying from a catalog, or through a phone call, etc.

PBI6: Buying decision through Lazada online shopping application is an

alternative way for customers to visit the shop

PBI7: Overall, buying through Lazada online shopping application can buy every

time and everywhere

### **3.2.6 Compulsive Buying Tendency**

Compulsive buying tendency is a disorder that involves a person's overwhelming urge to purchase items even when they don't need them. People suffering from this disorder often feel an intense need to buy multiple items, regardless of their cost or practicality. The measurement items of Compulsive Buying Tendency are adopted from (Shah, 2021). All measurement items were designed in seven-point Likert scales from 1= strongly disagree to 7 = strongly agree. The questionnaire items are as a follow:

CBT1: I purchase the products from Lazada online shopping application based on

my emotional arousal

CBT2: I just want to buy the products from Lazada online shopping application  
and I never worry about what I purchase

CBT3: I buy the products from Lazada online shopping application to refresh my  
mind

CBT4: I feel nervous and anxious that I do not buy products from Lazada online  
shopping application

CBT5: I buy products from Lazada online shopping application and put away the  
product without using it

### **3.2.7 Online Purchase Intention**

Online purchase intention refers to the attitude of individuals toward buying products or services online. It is a measure of how likely customers are to shop online and is driven by factors such as convenience, product availability, cost, quality, trust, and security. In recent years, online purchase intention has increased significantly due to the proliferation of e-commerce websites and the ease of access to the internet. Consumers are now more comfortable making purchases over the internet. The measurement items of Online Purchase Intention are adopted from (Tidsatean, 2022). All measurement items were designed in seven-point Likert scales from 1= strongly disagree to 7 = strongly agree. The questionnaire items are as a follow:

OPI1: I will purchase products through Lazada online shopping application

OPI2: In the future. I tend to purchase products through Lazada online shopping  
application

OPI3: I have the intention to purchase products through Lazada online shopping application

OPI4: I absolutely purchase products through Lazada online shopping application

**Participants in decision-making to use Lazada online shopping application.**

Myself.

My family members.

My friends.

My colleague.

**Characteristic to using the service.**

Customer who using Lazada online shopping application.

### **3.3 Data Collection**

The questionnaire items were developed in the following ways. The language for the survey is in Thai language base due to all of the respondents were Thai. All questionnaire items were measured based on a seven-point Likert scale from 1= totally disagree, 7= totally agree. The survey consists of 89 questionnaire items and sent online to the respondents and most of the respondent were convenient respondent. The data were gathered through questionnaire survey in a three months' period from the 27 of February 2023, to the end of May 2023 in Thailand.

### **3.4 Data analysis techniques**

#### **3.4.1 Descriptive statistical analysis**

Descriptive statistics were used to give a numerical overview of the data set, which included a count of the data points (frequency), the average of the data (mean), the variation of the data (standard deviation).

#### **3.4.2 Reliability and validity measures**

This study used several methods to ensure the accuracy and dependability of the research construct, such as factor analysis, correlation analysis, and internal consistency analysis (Cronbach's alpha). Factor analysis was used to identify the dimensionality of each construct by selecting questionnaires with high factor loadings and comparing them to the theoretically provided questions. The item-to-total correlation and coefficient alpha were also determined to measure the internal consistency and dependability of the construct. Latent roots determined the number of dimensions, the scree test, and eigen-value.

When normatively specified constructs are included in the PLS route model, partial least squares structural equation modeling (PLS-SEM) was the preferred technique. According to Hair et al. (2021), the evaluation of formative measurement models involves three key steps: (1) assessing convergent validity, (2) examining indicator collinearity, and (3) testing the statistical significance and relevance of the indicator weights. In this study, these steps are followed, adhering to the four fundamental criteria proposed by Hair et al. (2021) for evaluating reflective measurement models including indicator reliability, internal consistency reliability (Cronbach's alpha and composite reliability), convergent validity, and discriminant validity. First, the composite reliability ratings were found to be

above 0.80 but below 0.95, above the minimum requirement of 0.70 to establish internal consistency reliability (Hair et al., 2021). Second, indicator reliability was validated by ensuring that the outer loading of each item exceeded 0.708, indicating that the construct accounted for more than half of the variation in the indicator, thus ensuring appropriate indicator reliability (Hair et al., 2021). Finally, convergent validity was assessed by analyzing the average variance extracted (AVE) of each idea, using a threshold value of 0.50, as recommended by (Hair et al., 2019), to determine convergent validity.

To access discriminant validity, all the square root of the AVE values on the diagonals should be greater than the correlation between the corresponding row and column values, which would signify that the core construct measures discriminance between construct variances (Fornell-Larker, 1981) method and the heterotrait-monotrait ratio (HTMT) were also adopted to confirm that all HTMT ratio were lower than 0.9 (Henseler et al, 2015).

### **3.4.3 Collinearity statistics**

In research employing PLS-SEM, common method bias is a phenomenon that is caused by the measuring method used in the study rather than the causal relationships between the variables being examined. Instructions given at the beginning of a questionnaire, for example, can result in a certain amount of common variance among the indicators, as respondents may be influenced to provide similar responses. Additionally, implicit social desirability associated with answering questions in a particular way can also lead to common variation among indicators. For this reason, it is important to utilize collinearity analysis to identify if there is any common method bias present in the survey.

When two or more indicators measure the same underlying concept or aspect of a construct, this is referred to as collinearity. This approach creates variance inflation factors (VIFs) for all latent variables in a model, which is fully automated by the software WarpPLS. Collinearity is usually defined in multiple regression models as a predictor-predictor phenomenon. VIFs of less than 5 or equal have been suggested as a sign of pathological collinearity, as well as the potential that a model is contaminated by common method bias. This only applies to standard or vertical collinearity. Lateral collinearity is a predictor criterion phenomenon that occurs when a predictor variable measures the same underlying construct, or a subset thereof, as a variable in a model to which it refers (Kock and Lynn, 2012; Kock and Gaskins, 2014). Therefore, the model is exempt from common method bias if all VIFs from a complete collinearity test are equal to or less than 5.

#### **3.4.4 Hypotheses testing techniques**

The major hypotheses were tested using Partial Least Squares Structural Equation Modeling (PLS-SEM). Furthermore, in response to recent critiques that simply using p-values to test hypotheses is inadequate, this study used p-values with confidence intervals and effect sizes as additional criterion (Hahn and Ang, 2017). The structural model was validated by reporting the coefficient of determination ( $R^2$ ), path coefficient ( $\beta$ ), p-values, effect size ( $f^2$ ) and t-values using a bootstrapping approach with 5,000 subsamples as suggested by Hair et al (2019).  $R^2$  has a value between zero and one, with a higher value indicating more forecasting accuracy.  $R^2$  values of 0.19, 0.33, and 0.67 in PLS-SEM are seen as weak, medium, and strong, respectively (Hair et al., 2017). A moderate amount of  $R^2$  is also acceptable, particularly when the endogenous construct is described by the few exogenous constructs connected to it. The coefficient of determination ( $R^2$ )

is calculated to calculate the amount of change in the dependent constructs explained by the related independent constructs in order to evaluate the predictive capacity of the structural model that are statistically known as both endogenous and exogenous variables, respectively (Hair et al., 2017).

A path coefficient with a value close to +1 implies a strong and significant correlation, whilst a negative value signifies a negative relationship. Coefficients close to zero imply that the constructs have weak correlations (Hair et al., 2017). Additionally, the bootstrap 95% confidence interval (CI) determines the importance of the coefficients by demonstrating how sizeable the route coefficient is unlike zero. The structural model symbolizes the envisioned connections of the constructs, with estimated route coefficient values ranging from -1 to +1 (Hair et al., 2017).

The impact of an extraneous construct on an endogenous construct can be assessed by adding it to the model, which alters the  $R^2$  value (Hair et al., 2017). The magnitude of the extraneous component's impression ( $f^2$ ) is expressed as the shift in the  $R^2$  value (Hair et al., 2017). Small, medium, and large effects are categorized as  $f^2$  values of 0.02, 0.15, and 0.35, respectively.

## **CHAPTER FOUR**

### **EMPIRICAL RESULTS**

The empirical findings are presented in this chapter. The hypotheses were tested by analyzing the data collected from questionnaire survey.

#### **4.1 Descriptive analysis**

As shown in Table 4-1, the characteristics of respondents involved gender, age, education occupation and income. In particular, 17.0 percent of responders were male, while 83.0 percent were female. In terms of age, the 21 to 25 years old age group has the biggest share (45.30 percent), followed by 16-20 years old (27.20 percent), followed by 26-30 years old (18.40 percent), followed by 31-40 years old (7.70 percent), Followed by Below 15 years old (1.10 percent) and finally those aged 40 years old (0.30 percent). In terms of education, the results show that respondents with a Bachelor's degree account for the majority (75.00 percent), followed by those with a High school diploma or less (13.70 percent), and lastly those with a Master's degree (11.30 percent). In terms of Occupation, the results show that respondents who are Student account for the majority (67.60 percent), followed by those work with private company (25.30 percent), followed by those who are unemployed (4.40 percent), Followed by those who are the entrepreneur (1.90 percent) and lastly with those who work in the public sector (0.8. percent). In terms of Income, the results show that the respondents with below 15,000 baht income for the majority (51.40 percent), followed by who gain 15,001-20,000 baht income (23.90 percent), followed by who gain Over 30,000 baht (12.60 percent), followed by whom gain 20,001- 25,000 baht (7.40 percent) and lastly with who gain 25,001- 30,000 baht (4.70 percent)



**Table 4- 1Profile of respondents**

Index	N=364	Percentage%
<u>Gender</u>		
Male	62	17.0
Female	302	83.0
<u>Age</u>		
Below 15 years old	4	1.1
16-20 years old	99	27.2
21- 25 years old	166	45.6
26-30 years old	67	18.4
31-40 years old	28	7.7
<u>Education</u>		
High school diploma or less	50	13.7
Bachelor's degree	273	75.0
Master's degree	41	11.3
<u>Occupation</u>		
Student	246	67.6
Public sector	3	0.8
Private company	92	25.3
Unemployed	16	4.4
Entrepreneur	7	1.9
<u>Income</u>		
Below 15,000 baht	187	51.4
15,001- 20,000 baht	87	23.9
20,001- 25,000 baht	27	7.4
25,001- 30,000 baht	17	4.7
Over 30,000 baht	46	12.6

Source: This Study

## 4.2 Measurement results for research variables

Table 4-2 showed descriptive statistics for each of the research variables from 364 respondents, including mean values and standard deviations. The results indicate that all respondents tend to report higher levels for most items of the constructs of this research framework (the value of mean all above 5). Moreover, many construct items had mean scores over 5.0 on a seven-point scale

**Table 4- 2 Results of mean and standard deviation of items**

Research Item:	Mean	Std. Dev.
<b>Research Construct: Marketing stimuli</b>		
<b><u>Product Quality</u></b>		
PQ1: The products that sell on Lazada online shopping application have a good quality	5.01	1.211
PQ2: The products that sell on Lazada online shopping application are a variety	5.92	1.252
PQ3: The products that sell on Lazada online shopping application are trendy	5.91	1.168
PQ4: The products that sell on Lazada online shopping application meet the customer's needs	5.78	1.267
PQ5: The products that sell on Lazada online shopping application are trustable	5.15	1.265
<b><u>Service Quality</u></b>		
SQ1: The products that sell on Lazada online shopping application has a good service after the sales	4.64	1.443
SQ2: The products that sell on Lazada online shopping application has a certification and guarantee to assume the quality of services	4.81	1.333
SQ3: The products that sell on Lazada online shopping application has a fast delivery	5.62	1.317
SQ4: Lazada online shopping application has many delivery companies for the customers to choose	4.99	1.536
SQ5: The service on Lazada online shopping application is very much reliable	5.06	1.249

Research Item:	Mean	Std. Dev.
<b><u>Price</u></b>		
PP1: The products that sell on Lazada online shopping application has the worthy price	5.65	1.252
PP2: The products that sell on Lazada online shopping application is cheaper than those sell at the physical shop	5.80	1.312
PP3: The products that sell on Lazada online shopping application has reasonable delivery fees	5.67	1.295
PP4: The products that sell on Lazada online shopping application has a better price than those of other competitors	5.55	1.255
<b><u>System Quality</u></b>		
SQ1: I feel that Lazada online shopping application is innovative	5.65	1.285
SQ2: I feel that Lazada online shopping application is simple to use and read	5.41	1.389
SQ3: I feel that Lazada online shopping application is trustable	5.30	1.205
SQ4: I feel that Lazada online shopping application is secure as traditional shopping	5.20	1.279
<b><u>Information Quality</u></b>		
IQ1: I feel that Lazada online shopping application provides useful information	5.30	1.232
IQ3: I feel that the information given from Lazada online shopping application about the products and services is sufficient	5.26	1.253
IQ4: I feel that the sellers of Lazada online shopping application provides sufficient information about the goods	5.34	1.147
IQ5: I feel that the sellers of Lazada online shopping application provides clear information about the goods	5.42	1.146
<b><u>Cognitive Attitude</u></b>		
CA1: It is very easy to buy rare products from Lazada online shopping application	5.74	1.382
CA2: I can buy whenever and wherever I want from Lazada online shopping application	6.20	1.184
CA3: Purchasing from Lazada online shopping application enable me to waste no time going out	6.19	1.079
CA4: Purchasing from Lazada online shopping application enable me to save the costs for transportation	6.20	1.141

Research Item:	Mean	Std. Dev.
CA5: Purchasing from Lazada online shopping application enable me to have a variety type of goods to choose	6.08	1.270
CA6: Purchasing from Lazada online shopping application enable me to have many shops for making a decision	6.08	1.197
CA7: Purchasing from Lazada online shopping application enable me to have a chance to receive goods that do not match the present picture	5.56	1.338
<b><u>Affective Attitude</u></b>		
AA1: I feel that the price level of goods and services at Lazada online shopping application is appropriate.	5.65	1.153
AA2: I feel that the products and services we purchase are safe.	5.27	1.315
AA3: I feel that the products and services which promoted or reviewed are reliable	5.18	1.295
<b><u>Behavioral Attitude</u></b>		
BA1: I always do shop online from Lazada online shopping application	5.12	1.512
BA2: I always buy goods by myself from Lazada online shopping application	5.18	1.453
BA3: I always buy product and services directly with the seller of Lazada online shopping application	5.27	1.501
BA4: To buy product from Lazada online shopping application I don't have to be tired from going out	5.82	1.328
<b>Research Construct: Social Norm towards Online Application</b>		
<b><u>Social Norm towards Online Application</u></b>		
SN1: I do shop from Lazada online shopping application because people around me think that I should use it	4.62	1.582
SN2: I do shop from Lazada online shopping application because people around me use it	4.99	1.458
SN3: I do shop from Lazada online shopping application because people around me introduce it to me	4.98	1.507
SN4: I do shop from Lazada online shopping application because my closet friends support me to do so	4.79	1.618
SN5: I think people shopping is common	5.73	1.187

Research Item:	Mean	Std.Dev.
<b>Research Construct: Self-Efficiency towards Online Adoption</b>		
<b><u>Self-Efficiency towards Online Adoption</u></b>		
SE1: I acknowledge purchasing products through Lazada online shopping application, I don't need time to understand process	5.47	1.389
SE2: I acknowledge purchasing products through Lazada online shopping application, I don't need time to search for information	5.41	1.307
SE3: I have the ability to purchase Lazada online shopping application	5.80	1.186
SE4: I am capable of purchasing efficiently through Lazada online shopping application	5.83	1.208
<b>Research Construct: Perceived Value</b>		
<b><u>Service Online Channel Value</u></b>		
PCV1: Lazada online shopping application provides goods that are related to the customer's needs	5.78	1.230
PCV2: Lazada online shopping application provides a very good service quality	5.56	1.118
PCV3: Lazada online shopping application is innovative	5.79	1.250
PCV4: Overall, Lazada online shopping application has further coverage decision to purchase products and services	5.87	1.183
<b><u>Emotional Value</u></b>		
PEV1: I feel happy when shopping through Lazada online shopping application	5.65	1.312
PEV2: I feel excited when shopping through Lazada online shopping application	5.57	1.269
PEV3: I feel satisfied when shopping through Lazada online shopping application	5.76	1.179
PEV4: Overall, I have a positive impression by buying products from Lazada online shopping application	5.74	1.237
<b><u>Monetary Value</u></b>		
PMV1: Price setting for the products from Lazada online shopping application is fair	5.40	1.390
PMV2: Price setting for the products from Lazada online shopping application is accurate	5.42	1.308

Research Item:	Mean	Std.Dev.
PMV3: Price setting for products from Lazada online shopping application has a positive effect on buying decision	5.59	1.396
PMV4: Overall, I think buying products from Lazada online shopping application is worthy	5.60	1.370
PBI1: The image of the products presented on Lazada online shopping application match the image of the product we decide to buy	5.18	1.362
PBI2: The image of the products presented on Lazada online shopping application is similar to the image of the product we decide to buy	5.30	1.236
PBI3: Overall, the product that purchased through Lazada online shopping application is more unique than other businesses that provide discount	5.18	1.311
PBI4: Buying decision through Lazada online shopping application is easier than going to a physical shop	5.67	1.280
PBI6: Buying decision through Lazada online shopping application is an alternative way for customers to visit the shop	5.76	1.303
PBI7: Overall, buying through Lazada online shopping application can buy every time and everywhere	6.01	1.287
<b>Research Construct: Compulsive Buying Tendency</b>		
<b><u>Compulsive Buying Tendency</u></b>		
CBT1: I purchase the products from Lazada online shopping application based on my emotional arousal	5.15	1.516
CBT2: I just want to buy the products from Lazada online shopping application and I never worry about what I purchase	4.76	1.525
CBT3: I buy the products from Lazada online shopping application to refresh my mind	5.27	1.418
CBT4: I feel nervous and anxious that I do not buy products from Lazada online shopping application	4.48	1.679

Research Item:	Mean	Std.Dev.
<b>Research Construct: Online Purchase Intention</b>		
<b><u>Online Purchase Intention</u></b>		
OPI1: I will purchase products through Lazada online shopping application	5.73	1.280
OPI2: In the future. I tend to purchase products through Lazada online shopping application	5.81	1.200
OPI3: I have the intention to purchase products through Lazada online shopping application	5.69	1.244
OPI4: I absolutely purchase products through Lazada online shopping application	5.62	1.624

Source: This study

### 4.3 Factor analysis and reliability test

To evaluate the dimension and reliability of the research constructs, three purification methods were used in this work, including factor analysis, item-to-total correlation analysis, and internal consistency analysis (Cronbach's alpha). In factor analysis, items are selected with high loadings and the latent construct are identified. The number of dimensions retrieved from the main component factor analysis was determined by the following criterias.

The study adopted principal component factor analysis as well as varimax rotated methods to extract the relevant factors. According to Hair et al. (2010), eigenvalue should be greater than 1. Item-to-total correlation and coefficient alpha were also calculated to determine the constructs' internal consistency and reliability. Kaiser-Meyer-Olkin Measure (KMO) should be greater than 0.5, Bartlett p-value should be less than 0.05, factor loadings should be higher than 0.6. In addition, the following criteria should also be followed: variance explained >

60%, item-to-total correlation  $>0.5$ , and Cronbach alpha ( $\alpha$ )  $> 0.7$  should be also accepted. In the current study, most of the items loading exceeded 0.60. Cronbach's alpha ( $\alpha$ ) for all factors should be exceeded 0.7. The complete results of the factor analysis and reliability test were shown from Table 4-3 to Table 4-10.

Marketing stimuli includes five factors: Product quality, service quality, price, system quality, information quality. Table 4-3 showed that, factor loading of all items are greater than 0.6 and the greatest factor loading is PP2 (0.931) and the lowest is PQ1 (0.728) and the Item-to total correlations of each item are ranged from 0.618 to 0.869. For Product quality, the Eigenvalue is 3.421, cumulative explained variance is 68.42%, Cronbach's alpha is 0.883 and KMO = 0.785  $> 0.5$ , Bartlett p-value is less than 0.05. For Service quality, the Eigenvalue is 3.608, cumulative explained variance is 72.15%, Cronbach's alpha is 0.903 and KMO = 0.829  $> 0.5$ , Bartlett p-value less is than 0.05. For Price, the Eigenvalue is 3.230, cumulative explained variance is 80.75%, Cronbach's alpha is 0.92 and KMO = 0.840  $> 0.5$ , Bartlett p-value less is than 0.05. For System quality, the Eigenvalue is 2.923, cumulative explained variance is 73.31%, Cronbach's alpha is 0.879 and KMO = 0.761  $> 0.5$ , Bartlett p-value less is than 0.05. For Information, the Eigenvalue is 3.891, cumulative explained variance is 77.82%, Cronbach's alpha is 0.928 and KMO = 0.884  $> 0.5$ , Bartlett p-value less is than 0.05.

Attitude towards online adoption includes three factors: Cognitive attitude, Affective Attitude, Behavioral Attitude Table 4-4 showed that, factor loading of all items are greater than 0.6 and the greatest factor loading is BA2 (0.953) and the lowest is CA7 (0.601) and the Item-to total correlations of each item are ranged from 0.527 to 0.910.



**Table 4- 3 Results of factor analysis and reliability check on Marketing stimuli**

Research Construct	Research Item	Factor loading	Eigen value	Accumulative Explained	Item to Total Correlation	Conbr anch's a
<b>Section 1. Marketing stimuli</b>	Product quality KMO= 0.785		3.421	68.42		0.883
	PQ4: The products that sell on Lazada online shopping application meet the customer's needs	0.904			0.817	
	PQ3: The products that sell on Lazada online shopping application are trendy	0.872			0.765	
	PQ2: The products that sell on Lazada online shopping application are a variety	0.869			0.758	
	PQ5: The products that sell on Lazada online shopping application are trustable	0.747			0.639	
	PQ1: The products that sell on Lazada online shopping application have a good quality	0.728			0.618	
	Service quality KMO=0.829		3.608	72.15		0.903
	SQ2: The products that sell on Lazada online shopping application has a certification and guarantee to assume the quality of services	0.884			0.804	
	SQ1: The products that sell on Lazada online shopping application has a good service after the sales	0.87			0.779	
	SQ5: The service on Lazada online shopping application is very much reliable	0.861			0.776	
	SQ4: Lazada online shopping application has many delivery companies for the customers to choose	0.839			0.744	
	SQ3: The products that sell on Lazada online shopping application has a fast delivery	0.79			0.687	
	Price KMO=0.840		3.230	80.75		0.92
	PP2: The products that sell on Lazada online shopping application is cheaper than those sell at the physical shop	0.931			0.870	

Research Construct	Research Item	Factor loading	Eigen value	Accumulative Explained	Item to Total Correlation	Conbr anch's a
	PP1: The products that sell on Lazada online shopping application has the worthy price	0.893			0.807	
	PP3: The products that sell on Lazada online shopping application has reasonable delivery fees	0.892			0.806	
	PP4: The products that sell on Lazada online shopping application has a better price than those of other competitors	0.877			0.784	
	System Quality KMO=0.761		2.932	73.31		0.879
	SQ2: I feel that Lazada online shopping application is simple to use and read	0.868			0.755	
	SQ4: I feel that Lazada online shopping application is secure as traditional shopping	0.863			0.744	
	SQ3: I feel that Lazada online shopping application is trustable	0.856			0.737	
	SQ1: I feel that Lazada online shopping application is innovative	0.837			0.714	
	Information Quality KMO=0.884		3.891	77.82		0.928
	IQ5: I feel that the sellers of Lazada online shopping application provides clear information about the goods	0.916			0.859	
	IQ3: I feel that the information given from Lazada online shopping application about the products and services is sufficient	0.910			0.855	
	IQ1: I feel that Lazada online shopping application provides useful information	0.869			0.792	
	IQ4: I feel that the sellers of Lazada online shopping application provides sufficient information about the goods	0.864			0.784	
	IQ2: I feel that the staff for Lazada online shopping application can give customer advice fast when the customer has any question	0.849			0.768	

For Cognitive attitude, the Eigenvalue is 5.293, variance explained is 75.61%, Cronbach's alpha is 0.943 and KMO = 0.895 > 0.5, Bartlett p-value is less than 0.05. For Affective Attitude, the Eigenvalue is 2.346, variance explained is 58.65% <60%, Cronbach's alpha is 0.905 and KMO = 0.759 > 0.5, Bartlett p-value less is than 0.05. For Behavioral Attitude, the Eigenvalue is 3.355, cumulative explained variance is 83.87%, Cronbach's alpha is 0.934 and KMO = 0.828 > 0.5, Bartlett p-value less is than 0.05.

**Table 4- 4 Results of factor analysis and reliability check on Attitude toward online adoption**

Research Construct	Research Item	Factor loading	Eigen value	Accumulative Explained	Item to Total Correlation	Conbranch's a
Section 2. Attitude toward online adoption	Cognitive attitude KMO=0.895		5.293	75.61		0.943
	CA4: Purchasing from Lazada online shopping application enable me to save the costs for transportation	0.936			0.895	
	CA3: Purchasing from Lazada online shopping application enable me to waste no time going out	0.935			0.894	
	CA2: I can buy whenever and wherever I want from Lazada online shopping application	0.926			0.877	
	CA5: Purchasing from Lazada online shopping application enable me to have a variety type of goods to choose	0.925			0.873	
	CA6: Purchasing from Lazada online shopping application enable me to have many shops for making a decision	0.91			0.861	
	CA1: It is very easy to buy rare products from Lazada online shopping application	0.8			0.74	
	CA7: Purchasing from Lazada online shopping application enable me to have a chance to receive goods that do not match the present picture	0.601			0.527	

Research Construct	Research Item	Factor loading	Eigen value	Accumulative Explained	Item to Total Correlation	Conbranch's a
	Affective Attitude KMO=0.759		2.346	58.65		0.905
	AA1: I feel that the price level of goods and services at Lazada online shopping application is appropriate.	0.889			0.796	
	AA4: I feel happy using the products and services purchased from Lazada online shopping application	0.884			0.783	
	AA3: I feel that the products and services which promoted or reviewed are reliable	0.880			0.787	
	AA2: I feel that the products and services we purchase are safe.	0.874			0.774	
	Behavioral Attitude KMO=0.828		3.355	83.87		0.934
	BA2: I always buy goods by myself from Lazada online shopping application	0.953			0.91	
	BA1: I always do shop online from Lazada online shopping application	0.953			0.909	
	BA3: I always buy product and services directly with the seller of Lazada online shopping application	0.941			0.888	
	BA4: To buy product from Lazada online shopping application I don't have to be tired from going out	0.808			0.693	

Social norms towards online adoption. Table 4-5 showed that, factor loading of all items are greater than 0.6 and the greatest factor loading is SN4 (0.942) and the lowest is SN5 (0.582) and the Item-to total correlations of each item are ranged from 0.467 to 0.899, which SN5 were lower than 0.05 then SN5 was not deleted. For Social norms towards online adoption, the Eigenvalue is 3.788, variance explained is 75.77%, Cronbach's alpha is 0.913 and KMO = 0.839 > 0.5, Bartlett p-value is less than 0.05.

**Table 4- 5 Results of factor analysis and reliability check on Social norm toward online adoption**

Research Construct	Research Item	Factor loading	Eigen value	Accumulative Explained	Item to Total Correlation	Conbrach's a
Section 3. Social Norm towards Online Application	Social norm towards online application KMO=0.839		3.788	75.77		0.913
	SN4: I do shop from Lazada online shopping application because my closet friends support me to do so	0.942			0.899	
	SN2: I do shop from Lazada online shopping application because people around me use it	0.941			0.894	
	SN1: I do shop from Lazada online shopping application because people around me think that I should use it	0.916			0.855	
	SN3: I do shop from Lazada online shopping application because people around me introduce it to me	0.914			0.847	
	SN5: I think people shopping is common	0.582			0.467	

Self-efficacy towards online adoption. Table 4-6 showed that, factor loading of all items are greater than 0.6 and the greatest factor loading is SE4 (0.905) and the lowest is SE2 (0.849) and the Item-to total correlations of each item are ranged from 0.748 to 0.809. For Self-efficacy towards online adoption, the Eigenvalue is 3.123, variance explained is 78.08%, Cronbach's alpha is 0.906 and KMO = 0.697 > 0.5, Bartlett p-value is less than 0.05.

Perceived Value includes Four factors: Service online channel value, Emotional value, Monetary value, Brand integration value and Convenience value. Table 4-7 showed that, factor loading of all items are greater than 0.6 and the greatest factor loading is PMV1 (0.952) and the lowest is PBI3 (0.816) and the Item-to total correlations of each item are ranged from 0.753 to 0.913.

**Table 4- 6 Results of factor analysis and reliability check on Self- efficacy toward online adoption**

Research Construct	Research Item	Factor loading	Eigen value	Accumulative Explained	Item to Total Correlation	Conbra nch's a
Section 4. Self-efficiency towards Online Application	Self-efficiency towards online application KMO=0.697		3.123	78.08		0.906
	SE4: I am capable of purchasing efficiently through Lazada online shopping application	0.905			0.809	
	SE3: I have the ability to purchase Lazada online shopping application	0.904			0.809	
	SE1: I acknowledge purchasing products through Lazada online shopping application, I don't need time to understand process	0.875			0.784	
	SE2: I acknowledge purchasing products through Lazada online shopping application, I don't need time to search for information	0.849			0.748	

For Service online channel value, the Eigenvalue 3.355, variance explained is 83.87%, Cronbach's alpha is 0.936 and KMO = 0.839 > 0.5, Bartlett p-value is less than 0.05. For Emotional value, the Eigenvalue is 3.330, variance explained is 83.24%, Cronbach's alpha is 0.933 and KMO = 0.826 > 0.5, Bartlett p-value less is than 0.05. For Monetary value, the Eigenvalue is 3.558, variance explained is 88.95%, Cronbach's alpha is 0.959 and KMO = 0.769 > 0.5, Bartlett p-value less is than 0.05. For Brand integration value and Convenience value, the Eigenvalue is 5.228, variance explained is 74.69%, Cronbach's alpha is 0.943 and KMO = 0.893 > 0.5, Bartlett p-value less is than 0.05.

**Table 4- 7 Results of factor analysis and reliability check on Perceived Value**

Research Construct	Research Item	Factor loading	Eigen value	Accumulative Explained	Item to Total Correlation	Conbranch's a
<b>Section 6. Perceived Value</b>	Service online channel value KMO=0.839		3.355	83.87		0.936
	PCV3: Lazada online shopping application is innovative	0.926			0.863	
	PCV4: Overall, Lazada online shopping application has further coverage decision to purchase products and services	0.921			0.858	
	PCV2: Lazada online shopping application provides a very good service quality	0.911			0.841	
	PCV1: Lazada online shopping application provides goods that are related to the customer's needs	0.905			0.830	
	Emotional value KMO=0.826		3.330	83.24		0.933
	PEV3: I feel satisfied when shopping through Lazada online shopping application	0.932			0.874	
	PEV4: Overall, I have a positive impression by buying products from Lazada online shopping application	0.919			0.848	
	PEV2: I feel excited when shopping through Lazada online shopping application	0.905			0.831	
	PEV1: I feel happy when shopping through Lazada online shopping application	0.893			0.811	
	Monetary value KMO=0.769		3.558	88.95		0.959
	PMV1: Price setting for the products from Lazada online shopping application is fair	0.953			0.913	
	PMV3: Price setting for products from Lazada online shopping application has a positive effect on buying decision	0.947			0.905	
	PMV4: Overall, I think buying products from Lazada online shopping application is worthy	0.939			0.891	

Research Construct	Research Item	Factor loading	Eigen value	Accumulative Explained	Item to Total Correlation	Conbranch's a
	PMV2: Price setting for the products from Lazada online shopping application is accurate	0.934			0.882	
	Brand integration value and Convenience value KMO=0.893		5.228	74.69		0.943
	PBI4: Buying decision through Lazada online shopping application is easier than going to a physical shop	0.901			0.859	
	PBI2: The image of the products presented on Lazada online shopping application is similar to the image of the product we decide to buy.	0.897			0.858	
	PBI5: Buying decision through Lazada online shopping application is easier to access than buying from a catalog, or through a phone call, etc.	0.884			0.834	
	PBI6: Buying decision through Lazada online shopping application is an alternative way for customers to visit the shop	0.860			0.803	
	PBI7: Overall, buying through Lazada online shopping application can buy every time and everywhere	0.852			0.794	
	PBI1: The image of the products presented on Lazada online shopping application match the image of the product we decide to buy.	0.835			0.776	
	PBI3: Overall, the product that purchased through Lazada online shopping application is more unique than other businesses that provide discount	0.816			0.753	

Compulsive Buying Tendency. Table 4-8 showed that, factor loading of all items are greater than 0.6 and the greatest factor loading is CBT2 (0.905) and the lowest is CBT3 (0.752) and the Item-to total correlations of each item are ranged from 0.635 to 0.838. For Compulsive Buying Tendency, the Eigenvalue is 3.620, variance explained is 72.41%, Cronbach's alpha is 0.904 and KMO = 0.794 > 0.5, Bartlett p-value is less than 0.05.



**Table 4- 8 Results of factor analysis and reliability check on Compulsive buying tendency**

Research Construct	Research Item	Factor loading	Eigen value	Variance Explained (%)	Item to Total Correlation	Cronbach's $\alpha$
Section 7. Compulsive Buying Tendency	Compulsive BuyingTendency (KMO=0.794, Barlett=0.000)		3.620	72.41		0.904
	CBT2: I just want to buy the products from Lazada online shopping application and I never worry about what I purchase	0.905			0.838	
	CBT4: I feel nervous and anxious that I do not buy products from Lazada online shopping application	0.887			0.812	
	CBT5: I buy products from Lazada online shopping application and put away the product without using it	0.868			0.784	
	CBT1: I purchase the products from Lazada online shopping application based on my emotional arousal	0.834			0.738	
	CBT3: I buy the products from Lazada online shopping application to refresh my mind	0.752			0.635	

Online Purchase Intention Table 4-9 showed that, factor loading of all items are greater than 0.6 and the greatest factor loading is OPI2 (0.960) and the lowest is OPI4 (0.831) and the Item-to total correlations of each item are ranged from 0.720 to 0.912. For Compulsive Buying Tendency, the Eigenvalue is 3.307, variance explained is 82.67%, Cronbach's alpha is 0.929 and KMO = 0.829 > 0.5, Bartlett p-value is less than 0.05.

**Table 4- 9 Results of factor analysis and reliability check on Online Purchase Intention**

Research Construct	Research Item	Factor loading	Eigen value	Variance Explained (%)	Item to Total Correlation	Cronbach's $\alpha$
<b>Section 8.</b>						
<b>Online Purchase Intention</b>	Online purchase intention (KMO=0.829, Barlett=0.000)		3.307	82.67		0.929
	OPI2: In the future. I tend to purchase products through Lazada online shopping application	0.96			0.912	
	OP3: I have the intention to purchase products through Lazada online shopping application	0.93			0.859	
	OPI1: I will purchase products through Lazada online shopping application	0.911			0.823	
	OPI4: I absolutely purchase products through Lazada online shopping application	0.831			0.72	

#### 4.4 Independent Sample T-test

In this study, an independent sample t-test was utilized to assess means for gender on Product quality, Service quality, Price, System quality, Information quality, Cognitive attitude, Affective attitude, Behavioral attitude, Social norm toward online adoption, Self- efficacy toward online adoption, Service online channel value, Emotional value, Monetary value, Brand integration value and Convenience value, Compulsive buying tendency, Online purchase intention, to use Lazada online shopping application. If the p-value is less than 0.05 and the absolute t-value is more than 1.96, the difference is considered significant.

#### **4.4.1 Gender**

The independent sample t-test results were presented in Table 4 -10 below. It showed that there is no significant difference between males and females in most of constructs. The independent sample t-test results also presented that there is significant difference in Information quality (with higher score for female), and compulsive buying tendency (with higher score for male) between males and females with an F-value of 3.060, 2.189 and a P-value of 0.002, 0.029, respectively.

**Table 4- 10 Results of the differences between groups of Gender**

Constructs	Male N=62	Female N=302	F-value	p-value
PQ	5.3516	5.5940	-1.317	0.192
SQ	5.0968	5.0119	0.455	0.650
PP	5.4637	5.7111	-1.547	0.123
SQ_A	5.3185	5.4031	-0.549	0.583
IQ	5.6226	5.1715	3.060	0.002
CA	5.8018	6.0506	-1.700	0.090
AA	5.5927	5.3825	1.354	0.177
BA	5.3952	5.3402	0.296	0.767
SM	5.2452	4.9748	1.266	0.209
SE	5.7863	5.5935	1.231	0.219
PCV	5.7984	5.7392	0.387	0.699
PEV	5.7661	5.6656	0.633	0.527
PMV	5.7298	5.4570	1.522	0.129
PBI	5.7281	5.5246	1.305	0.193
CBT	5.1484	4.7411	2.189	0.029
OPI	5.7016	5.7119	-0.061	0.951

Note:1. PQ = Product Quality, SQ = Service Quality, PP = Price, SQ\_A = System Quality, IQ = Information Quality, CA = Cognitive Attitude, AA = Affective Attitude, BA = Behavioral Attitude, SM =

Social Norm towards Online Adoption, SE = Self-Efficacy towards Online Adoption, PCV = Service Online Channel Value, PEV = Emotional Value, PMV = Monetary Value, PBI = Brand Integration Value and Convenience Value, CBT = Compulsive Buying Tendency, OPI = Online Purchase Intention.

2. \*\*\*  $p < 0.001$ , \*\*  $p < 0.05$

3. N.S = Not Significant N.A = Not Available

## **4.5 One-way Analysis of Variance (ANOVA)**

In this study, one-way ANOVA was used to determine whether there was a significant difference in the ages, occupation, income and Education or of two or more groups of respondents based on the mean score of each construct in each group. The one-way ANOVA method generates a one-way analysis of the variance of a quantitative dependent variable by a single factor known as the independent variable.

### **4.5.1 Age**

A one-way ANOVA was performed to compare the effect of respondent's age on Product quality, Service quality, Price, System quality, Information quality, Cognitive attitude, Affective attitude, Behavioral attitude, Social norm toward online adoption, Self- efficacy toward online adoption, Service online channel value, Emotional value, Monetary value, Brand integration value and Convenience value, Compulsive buying tendency, Online purchase intention, to use Lazada online shopping application.

A one-way ANOVA revealed that there was a statistical difference in Product quality, Service quality, Price, System quality, Information quality, Cognitive attitude, Affective attitude, Behavioral attitude, Social norm toward

online adoption, Self- efficacy toward online adoption, Interaction, Word of mouth, Service online channel value, Emotional value, Monetary value, Brand integration value and Convenience value, Compulsive buying tendency, to use Lazada online shopping application, since the p- value < 0.05. A one-way ANOVA also revealed that there was not a statistical difference in Online purchase intention between respondent's age with an F-value of 0.183 and a P-value of 1.566.

**Table 4- 11 Results of the differences between groups of Age**

Research construct	Age					F value	P value	Duncan
	Cluster 1 (<15) N=4	Cluster 2 (16-20) N=99	Cluster 3 (21-25) N=166	Cluster 4 (26-30) N=67	Cluster 5 (31-40) N=28			
<b>Marketing Stimuli</b>								
PQ	6.05	5.75	5.40	5.50	5.76	2.53	0.04	(34251)
SQ	5.10	4.90	4.85	5.33	6.05	3.68	0.01	(3452,21)
PP	5.25	5.62	5.60	5.90	6.25	2.42	0.04	(5342,3421)
SQ_A	5.87	5.57	5.32	5.10	5.73	2.89	0.02	(43251)
IQ	6.45	5.48	5.23	4.78	5.44	6.19	0.00	(4352,1)
<b>Attitudes towards online adoption</b>								
CA	6.39	6.29	5.89	5.78	6.13	3.32	0.01	(43521)
AA	6.43	5.61	5.35	5.08	5.74	3.88	0.00	(4325,51)
BA	5.50	5.48	5.38	4.86	5.78	3.33	0.01	(43215)
<b>Social Norm towards Online Application</b>								
SM	4.30	5.36	4.82	4.85	5.45	4.33	0.00	(134,3425)
<b>Self-efficiency towards Online Application</b>								
SE	6.62	5.76	5.49	5.52	6.02	2.81	0.03	(3425,51)

<b>Perceived Value</b>								
PCV	6.18	6.06	5.59	5.57	5.91	3.84	0.00	(43521)
PEV	5.75	5.99	5.54	5.49	5.79	3.04	0.01	(43152)
PMV	6.56	6.02	5.29	5.44	4.88	8.03	0.00	(534,342,21)
PBI	5.35	5.90	5.60	5.23	4.87	6.85	0.00	(5413,4132)
<b>Compulsive Buying Tendency</b>								
CBT	4.25	5.22	4.55	4.66	5.30	5.43	0.00	(1342,3425)
<b>Online Purchase Intention</b>								
OPI	5.18	5.91	5.66	5.48	5.85	1.62	0.16	n.s.

Note: 1. PQ = Product Quality, SQ = Service Quality, PP = Price, SQ\_A = System Quality, IQ = Information Quality, CA = Cognitive Attitude, AA = Affective Attitude, BA = Behavioral Attitude, SM = Social Norm towards Online Adoption, SE = Self-Efficacy towards Online Adoption, PCV = Service Online Channel Value, PEV = Emotional Value, PMV = Monetary Value, PBI = Brand Integration Value and Convenience Value, CBT = Compulsive Buying Tendency, OPI = Online Purchase Intention.

2. n.s. = Not significant

#### **4.5.2 Education**

A one-way ANOVA was performed to compare the effect of respondent's Education on Product quality, Service quality, Price, System quality, Information quality, Cognitive attitude, Affective attitude, Behavioral attitude, Social norm toward online adoption, Self- efficacy toward online adoption, Service online channel value, Emotional value, Monetary value, Brand integration value and Convenience value, Compulsive buying tendency, Online purchase intention, to use Lazada online shopping application.

A one-way ANOVA revealed that there was a statistical difference on Information quality, Social norm toward online adoption, Self- efficacy toward online adoption, Monetary value, Brand integration value and Convenience value, Compulsive

buying tendency to use Lazada online shopping application, since the p- value < 0.05. A one-way ANOVA also revealed that there was not a statistical difference on on Product quality, Service quality, Price, System quality, Cognitive attitude, Affective attitude, Behavioral attitude, Service online channel value, Emotional value, Online purchase intention, between respondent's Education, since the p-value < 0.05.

**Table 4- 12 Results of the differences between groups of Education**

Research construct	Education			F value	P value	Duncan
	Cluster 1 (High school diploma or less) N=50	Cluster 2 (Bachelor's degree) N=273	Cluster 3 (Master's degree) N=41			
<b>Marketing Stimuli</b>						
PQ	5.58	5.52	5.71	0.63	0.53	n.s.
SQ	5.30	4.96	5.08	1.83	0.16	n.s.
PP	5.33	5.74	5.60	2.80	0.06	n.s.
SQ_A	5.46	5.34	5.59	1.03	0.35	n.s.
IQ	5.54	5.24	4.92	3.88	0.02	(32,21)
<b>Attitudes towards online adoption</b>						
CA	5.91	6.00	6.14	0.56	0.57	n.s.
AA	5.72	5.37	5.31	2.27	0.10	n.s.
BA	5.44	5.33	5.34	0.13	0.87	n.s.
<b>Social Norm towards Online Application</b>						
SM	5.41	4.93	5.11	3.08	0.04	(23,31)
<b>Self-efficiency towards Online Application</b>						
SE	5.96	5.53	5.81	3.72	0.02	(23,31)

<b>Perceived Value</b>						
PCV	5.98	5.71	5.70	1.34	0.26	n.s.
PEV	5.93	5.68	5.36	2.84	0.06	n.s.
PMV	5.84	5.53	4.90	6.31	0.00	(321)
PBI	5.68	5.60	5.07	4.53	0.01	(3,21)
<b>Compulsive Buying Tendency</b>						
CBT	5.68	4.60	5.10	15.99	0.00	(2,3,1)
<b>Online Purchase Intention</b>						
OPI	5.97	5.63	5.87	2.07	0.12	n.s.

Note: 1. PQ = Product Quality, SQ = Service Quality, PP = Price, SQ\_A = System Quality, IQ = Information Quality, CA = Cognitive Attitude, AA = Affective Attitude, BA = Behavioral Attitude, SM = Social Norm towards Online Adoption, SE = Self-Efficacy towards Online Adoption, PCV = Service Online Channel Value, PEV = Emotional Value, PMV = Monetary Value, PBI = Brand Integration Value and Convenience Value, CBT = Compulsive Buying Tendency, OPI = Online Purchase Intention.

2. n.s. = Not significant

#### **4.6 Reliability and convergent validity.**

Table 4-13 displayed the results of the model's construct reliability and validity assessment using Hair et al. (2011) criteria. Cronbach's alpha values (0.871-1.000) are exceeded the recommended value of 0.7. (Hair et al. 2012). Furthermore, each structure had a CR greater than 0.7 (0.921-1.000). This demonstrates that the measurement scale had high internal consistency and reliability. The AVE must be greater than 0.5 to achieve convergent validity (Chin, 1998 & Höck. 2010). As a result of these findings, all AVE (0.722-1.000) met the required criteria. Overall, the results showed adequate model fit, good reliability, and adequate convergent and discriminant validity.



**Table 4- 13 Reliability and convergent validity assessment**

	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha	rho_A
1. Attitude toward online adoption	0.801	0.923	0.875	0.878
2. Compulsive buying tendency	0.722	0.928	0.904	0.906
3. Online Purchase Intention	0.826	0.950	0.929	0.932
4. Perceived Value	0.796	0.921	0.871	0.878
5. Self-Efficacy towards online adoption	0.780	0.934	0.906	0.918
6. Social norms towards online adoption	0.736	0.933	0.913	0.949
7. Marketing Stimuli	0.761	0.941	0.921	0.922

#### **4.7 Discriminant validity**

Discriminant validity refers to the ability of a variable to distinguish between different groups of observations (Hair et al., 2010). First method, Fornell and Larcker suggested that the square root of AVE should exceed the highest correlation between any two constructs in the research. Second method, Henseler et al. recommended using the heterotrait-monotrait ratio (HTMT) to examine the discriminant validity of a formative model, with a threshold of 0.85 for conceptually similar constructs and 0.90 for conceptually different constructs.

In the table 4-14 showed the discriminant validity for the research constructs based on the Fornell-Larcker criteria. With very few exceptions, the AVEs as showed in the diagonal (0.850-1.000) were higher than the highest correlations with other research constructs as shown below the diagonal.

In the table 4-14 these results have fulfilled the criteria as suggested by Fornell-Larcker (1981), and the discriminant validity for each research constructs has been confirmed.

**Table 4- 14 Discriminant validity results based on Fornel-Larcker criterion**

	1	2	3	4	5	6	7
1. Attitude toward online adoption	0.895						
2. Compulsive buying tendency	0.436	0.850					
3. Online Purchase Intention	0.656	0.611	0.909				
4. Perceived Value	0.768	0.540	0.698	0.892			
5. Self-Efficacy towards online adoption	0.737	0.432	0.565	0.632	0.883		
6. Social norms towards online adoption	0.593	0.689	0.536	0.609	0.554	0.858	
7. Marketing Stimuli	0.872	0.485	0.618	0.802	0.718	0.601	0.872

Noted: Data shown in the diagonal are the value for each research construct, while data shown below the diagonal are the correlations between research constructs.

Besides the Fornell-Larcker criterion, this study also adopted Hanseler et al's HTMT criteria to identify the discriminant of research construct. Table 4-15 showed the HTMT ratio. Excepted for one case, All HTMTs were lower than 0.9. Thus, the discriminant validity of the research construct was confirmed.

**Table 4- 15 Discriminant validity results based on HTMT**

	1	2	3	4	5	6	7
1. Attitude toward online adoption							
2. Compulsive buying tendency	0.476						
3. Online Purchase Intention	0.728	0.657					
4. Perceived Value	0.877	0.592	0.772				
5. Self-Efficacy towards online adoption	0.823	0.477	0.609	0.700			
6. Social norms towards online adoption	0.594	0.770	0.528	0.628	0.553		
7. Marketing Stimuli	0.969	0.525	0.666	0.895	0.781	0.604	

## **4.8 Evaluation of the structural model**

### **4.8.1 Model fit**

Using the PLS-SEM approach to run the structural equation models, the relevance of each path coefficient was estimated for hypotheses testing. A sample of 364 respondents was got from the survey. The research hypotheses could be confirmed by adopting SmartPLS 3 with a non-parametric bootstrapping procedure using 5000 sub-samples. Before testing the research hypotheses, it was required to check the model fit of the structural model. Hair et. al. (2016) suggested that four criteria should be evaluated.

- (1) VIF (Variance of inflation Factor): VIF is the inverse of the tolerance coefficient. If we set the tolerance coefficient to be higher than 0.2, then VIF

- fit the criteria of 5. This study used  $VIF < 5$  as the maximum cut-off to ensure that the collinearity between latent exogenous constructs could keep lower.
- (2) Effect size ( $f^2$ ):  $f^2$  was used to measure the impact size of the influence of the latent exogenous construct explained by endogenous constructs. This study adopted the criteria from Cohen (1988) and Hair et.al. (2016) and the set of  $f^2$  of 0.02, 0.15 and 0.35 as small, medium and large effect size, respectively.
- (3) Coefficient of determination  $R^2$ :  $R^2$  was the explained variance of a latent endogenous construct that was explained by latent exogenous constructs. This study adopted the criteria from Hair et al., (2013) and classified  $R^2$  value of higher than 0.65 as a vital, 0.33 as moderate, and 0.19 as weak
- (4) GoF (Goodness of fit): GoF in PLS-SEM referred to the degree to which the structural model fit the observed data. GoF is calculated using  $R^2$  and AVE, A higher GoF indicated the better fit between model and the data, suggesting that the model provided the good representation of the underlying relationship as shown in the structure model. This study followed Vinzi et. Al., (2010) and set the GoF of more than 0.36 as big, 0.25 as a medium and 0.10 as small.

Table 4-16 showed the VIF between research constructs. Since all VIFs fit the criteria of 5 (1.000-3.186), the results suggested that the correlation among latent exogenous constructs were not significant. This study then declared that the multi-collinearity issues among latent exogenous did not exist.

**Table 4- 16 Collinearity statistics: Variance of inflation Factor (VIF)**

	1	2	3	4	5	6	7
1. Attitude toward online adoption				2.455			
2. Compulsive buying tendency			1.429				
3. Online Purchase Intention							
4. Perceived Value			3.186				
5. Self-Efficacy towards online adoption				2.296			
6. Social norms towards online adoption	1.564			1.617	1.564		
7. Marketing Stimuli	1.564		2.897		1.564	1.000	

Table 4-17 showed  $R^2$  and adjusted  $R^2$  values for all latent endogenous constructs, including Attitude toward online adoption, Online Purchase Intention, Perceived Value, Self -Efficacy towards online adoption, Social norms towards online adoption. The results indicated that the endogenous construct of Attitude toward online adoption got the highest explained variance ( $R^2=0.766$ ), followed by Perceived Value ( $R^2=0.627$ ), online purchase intention ( $R^2= 0.565$ ), Self-efficacy towards online adoption ( $R^2=0.536$ ), Social norm towards online adoption ( $R^2=0.359$ ). These  $R^2$  values were between vital and moderate

**Table 4- 17 The Assessment of Effect Size R<sup>2</sup>**

	R <sup>2</sup>	R <sup>2</sup> Adjusted
1. Attitude toward online adoption	0.767	0.766
2. Online Purchase Intention	0.570	0.565
3. Perceived Value	0.630	0.627
4. Self -Efficacy towards online adoption	0.539	0.536
5. Social norms towards online adoption	0.361	0.359

Table 4-18 showed GoF referred to the degree to which the structural model fit the observed data. R<sup>2</sup> and AVE are used to determine GoF. The findings indicated that GoF was classified as medium (0.664), which implying that the model provided the good representation of the underlying relationship as shown in the structure model.

**Table 4- 18 The assessment of GoF**

Constructs	AVE	R <sup>2</sup>
1. Attitude toward online adoption	0.801	0.767
2. Compulsive buying tendency	0.722	
3. Online Purchase Intention	0.826	0.570
4. Perceived Value	0.796	0.630
5. Self Efficacy towards online adoption	0.780	0.539
6. Social norms towards online adoption	0.736	0.361
7. Marketing Stimuli	0.761	
Average	0.774	0.573
GOF:		0.664

Table 4-19 showed the assessment of effect size  $f^2$  for the influence of latent endogenous constructs. It was illustrated that for the influenced of marketing stimuli, its links to Attitude toward online adoption (1.787), Self -Efficacy towards online adoption (0.503), Social norms towards online adoption (0.564) were higher than 0.02. However, the influence of Marketing stimuli, its links to Online purchase intention (0.009), Self -Efficacy towards online adoption, its links to Perceived Value (0.009). Other than that, the effect size of Attitude toward online adoption (0.360), Compulsive buying tendency (0.167), Perceived Value (0.129), Social norms towards online adoption (0.032-0.082) all showed significant effect size from latent exogenous constructs to endogenous constructs.

**Table 4- 19 The Assessment of Effect Size  $f^2$**

	1	2	3	4	5	6	7
1. Attitude toward online adoption				0.360			
2. Compulsive buying tendency			0.167				
3. Online Purchase Intention							
4. Perceived Value			0.129				
5. Self -Efficacy towards online adoption				0.009			
6. Social norms towards online adoption	0.032			0.082	0.051		
7. Marketing Stimuli	1.787		0.009		0.503	0.564	

#### **4.8.2 Direct effect (Hypotheses testing)**

Table 4-20 showed the path coefficient ( $\beta$ ), t values, and p values for each of the research hypotheses as developed in this study,

For the influence of Marketing stimuli factors, the results illustrated that Marketing stimuli has significant impact on Attitude towards online adoption ( $\beta=0.065$ ,  $t=49.09$ ,  $p<0.000$ ), Social norm towards online adoption ( $\beta=0.601$ ,  $t=16.361$ ,  $p<0.000$ ), self-efficacy towards online adoption ( $\beta=0.115$ ,  $t=20.175$ ,  $p<0.000$ ). Thus, hypothesis H1, H2 and H3 were supported.

**Table 4- 20 Direct Effect (Hypothesis Testing)**

Hypo	Path	Path Coefficient	t values	P values
H1	STA -> ATOA	0.065	49.090	0.000
H2	STA -> SNN	0.601	16.361	0.000
H3	STA -> SEE	0.115	20.175	0.000
H4	SNN -> ATOA	0.109	2.771	0.006
H5	SNN -> SEE	0.192	4.400	0.000
H6	ATOA -> PVV	0.572	10.309	0.000
H7	SNN -> PVV	0.079	8.001	0.000
H8	SEE -> PVV	0.088	1.759	0.079
Hypo	Path	Path Coefficient	t values	P values
H9	PVV -> OPII	0.421	4.801	0.000
H10	STA -> OPII	0.292	8.349	0.000

Noted: ATOA = Attitude towards online adoption, PVV = Perceived value, CBT = Compulsive buying tendency, SEE = Self-efficacy towards online adoption, SNN = Social norm towards online adoption, OPII = Online purchase intention, STA = Marketing stimuli.

Further illustrated that Social norm factors has a significant influence on Attitude towards online adoption ( $\beta=0.109$ ,  $t=2.771$ ,  $p<0.006$ ), Self-efficacy towards online adoption ( $\beta=0.192$ ,  $t=4.400$ ,  $p<0.000$ ). Thus, hypothesis H4 and H5 were



supported. Further illustrated that perceived value is significantly influenced by Attitude towards online adoption factor ( $\beta=0.572$ ,  $t=10.309$ ,  $p<0.000$ ), Social norm towards online adoption factor ( $\beta=0.079$ ,  $t=8.001$ ,  $p<0.000$ ), Self- efficacy factor ( $\beta=0.088$ ,  $t=1.759$ ,  $p<0.079$ ). Thus H6, H7 were supported but H8 were not supported. Further illustrated that online purchase intention is significantly influenced by perceived value factor ( $\beta=0.421$ ,  $t=4.801$ ,  $p<0.000$ ), marketing stimuli ( $\beta=0.292$ ,  $t=8.394$ ,  $p<0.000$ )

#### **4.8.3 Mediating effect**

This study assessed the mediating effect of Attitude towards online adoption, Social norm towards online adoption and self-efficacy towards online adoption for the influenced of Marketing stimuli on perceived value, According to Baron and Kenny (1986) the mediation effect should be tested through the following four regression model:

M1: Independent variable should predict the dependent variable (X-Y)

M2: Independent variable should predict the mediator (X-M)

M3: Mediator should predict the dependent variable (M-Y)

M4: Independent variable and mediator should predict the dependent variable (X-M-Y)

If the path coefficient of regression M1 was not significant, and M2 M3 and M4 were all significant, then full mediation was justified. If the path coefficient of M1, M2, M3, M4 were insignificant, then only a direct effect from the independent variable to dependent variable was justified.

Table 4-21 showed the mediation effects of the attitude towards online adoption, social norm towards online adoption and self-efficacy towards online adoption. For the mediation of perceived value on the relationship between marketing stimuli factors on perceived value, the path coefficient of M114 (marketing stimuli ->attitude towards online adoption->perceived value) was significant ( $\beta= 0.461$ ,  $t=9.492$ ,  $p=0.000$ ), the path coefficient of M111 (marketing stimuli->attitude towards online adoption) was also significant ( $\beta=0.065$ ,  $t=49.090$ ,  $p=0.000$ ). Since both the direct and indirect effect were significant, thus, a partial mediation was justified for the mediator of attitude towards online adoption.

For the mediation of social norm towards online adoption on the relationship between marketing stimuli factors on perceived value, the path coefficient of M124 (marketing stimuli factors->social norm towards online adoption->perceived value) was significant ( $\beta=0.133$ ,  $t=4.293$ ,  $p=0.000$ ), the path coefficient of M121 (marketing stimuli factors-> social norm towards online adoption) was also significant ( $\beta=0.601$ ,  $t=16.361$ ,  $p=0.000$ ). Since both the direct effect and indirect effect were significant, thus, a partial mediation was justified for the mediator of social norm towards online adoption.

For the mediation of self-efficacy on the relationship between marketing stimuli factors on perceived value, the path coefficient of M134 ( marketing stimuli factors -> self-efficacy towards online adoption-> perceived value) was insignificant ( $\beta=0.053$ ,  $t=1.680$ ,  $p=0.093$ ), the path coefficient of M131 ( marketing stimuli factors -> self-efficacy towards online adoption->perceived value) was significant ( $\beta=0.115$ ,  $t=20.175$ ,  $p=0.000$ ) thus, no partial mediation was justified, just a direct effect of marketing stimuli on perceived value and marketing stimuli on self-efficacy were justified.

**Table 4- 21 Mediators Effects**

Hypo	Path	Path Coefficient	t values	P values
M111	STA -> ATOA	0.065	49.090	0.000
M112	ATOA -> PVV	0.572	10.309	0.000
M113	STA -> PVV	0.695	17.271	0.000
M114	STA -> ATOA -> PVV	0.461	9.492	0.000
M121	STA -> SNN	0.601	16.361	0.000
M122	SNN -> PVV	0.079	8.001	0.000
M123	STA -> PVV	0.695	17.271	0.000
M124	STA -> SNN -> PVV	0.133	4.293	0.000
M131	STA -> SEE	0.115	20.175	0.000
M132	SEE -> PVV	0.088	1.759	<b>0.079</b>
M133	STA -> PVV	0.695	17.271	0.000
M134	STA -> SEE -> PVV	0.053	1.680	<b>0.093</b>

Noted: ATOA = Attitude towards online adoption, PVV = Perceived value, SEE = Self-efficacy towards online adoption, SNN = Social norm towards online adoption, STA = Marketing stimuli

#### **4.8.4 The Moderating Effects**

This study identified two aspects of moderators; compulsive buying tendency and Demographic consumption status to investigate their impacts on the influences of perceived value and online purchase intention. Demographic moderators include age, gender and education level. To evaluate the moderating effects of this manner of moderator, this study divided the respondents into four (4) groups using perceived value and the moderators (2x2) as the clustering variables

in the K-mean cluster analysis. Later, analysis of variance was then conducted to verify whether the differences of the dependent variables are significant among these four groups of the respondents.

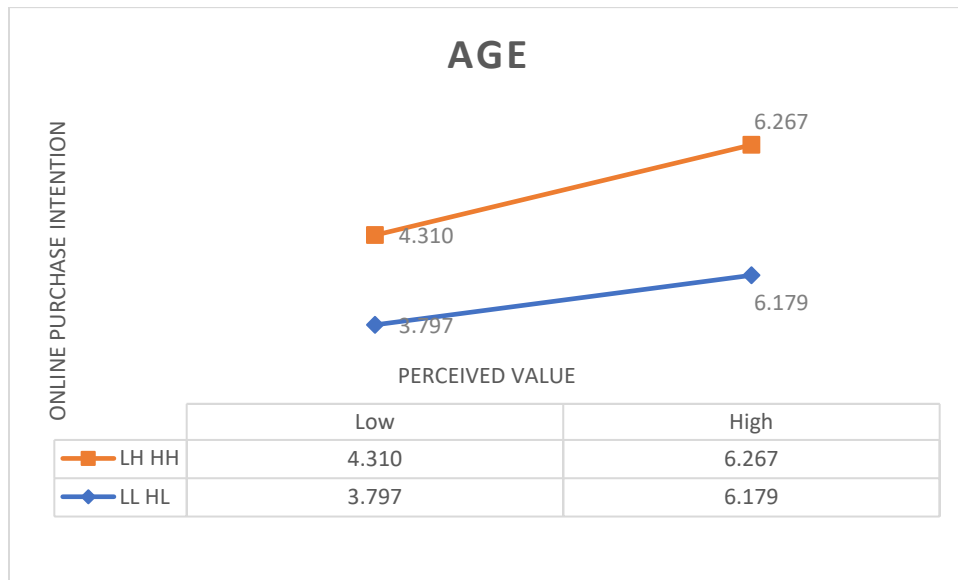
#### **4.8.4.1 The Evaluating Moderating Effect of Age**

To evaluate the moderating effect of age, this study uses K-means method to cluster the respondents into 4 groups for each age moderator, the respondents were divided into four group as follows: (1) Low perceived value/Low age, (2) Low perceived value/High age, (3) High perceived value/Low age, (4) High perceived value/High age. The ANOVA results shown that Age ( $F=128.003$ ,  $p<0.000$ ) Exhibited significant moderating effect of the relationship between perceived value and online purchase intention. Therefore, H9b is supported and confirmed in this study.

Figure 4-1 Represented the moderating effect of Age. This figure indicated that respondents with higher level of Age ( $\bar{x}=6.262$ ) tended to achieved the highest level of Perceived value and online purchase intention to purchase online product. In the other hand, respondents with lower level of age and high level perceived value ( $\bar{x}=6.178$ ) tended to have lower levels of online purchase intention to purchase online products. Furthermore, the post-hoc Duncan in Table 4-22 showed that cluster 3 and 4 are in the same group, while cluster 1 and 2 are in the other group.

**Table 4- 22 The Result of Age Moderator**

Factor	Low perceived value		High perceived value		P value	Duncan
	1. Low age	2. High age	3. Low age	4. High age		
	(n=16)	(n=186)	(n=87)	(n=75)		
Online purchase intention	3.796875	4.3100	6.1788	6.2672	0.0000	(1,2,34)



**Figure 4 - 1 The role of Age moderator**

Source: This study

**4.8.4.2 The Evaluating Moderating Effect of Gender**

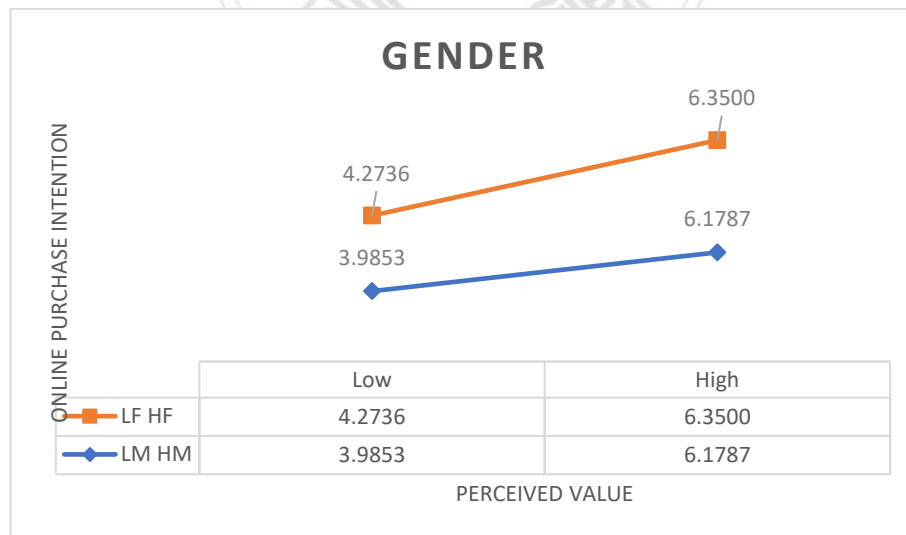
To evaluate the moderating effect of Gender, this study uses K-means method to cluster the respondents into 4 groups for each age moderator, the respondents were divided into four group as follows: (1) Low perceived value/Male, (2) Low perceived value/Female, (3) High perceived value/Male, (4) High perceived value/Female. The ANOVA results shown that Gender ( $F=126.385, p<0.000$ ) Exhibited significant moderating effect of the relationship

between perceived value and online purchase intention. Therefore, H9a is supported and confirmed in this study.

Figure 4-2 Represented the moderating effect of Gender. This figure indicated that respondents with Female ( $\bar{x}=6.350$ ) tended to achieved the highest level of Perceived value and online purchase intention to purchase online product. In the other hand, respondents with Male and high level perceived value ( $\bar{x}=6.178$ ) tended to have lower levels of online purchase intention to purchase online products. Furthermore, the post-hoc Duncan in Table 4-23 showed that cluster 1 and 2 are in the same group, while clusters 3 and 4 are in the same group.

**Table 4- 23 The Result of Gender Moderator**

Factor	Low perceived value		High perceived value		P value	Duncan
	1. Male	2. Female	3. Male	4. Female		
	(n=17)	(n=74)	(n=45)	(n=228)		
Online purchase intention	3.9853	4.2736	6.1787	6.3500	0.0000	(12,34)



**Figure 4 - 2 The role of Gender moderator**

Source: This study

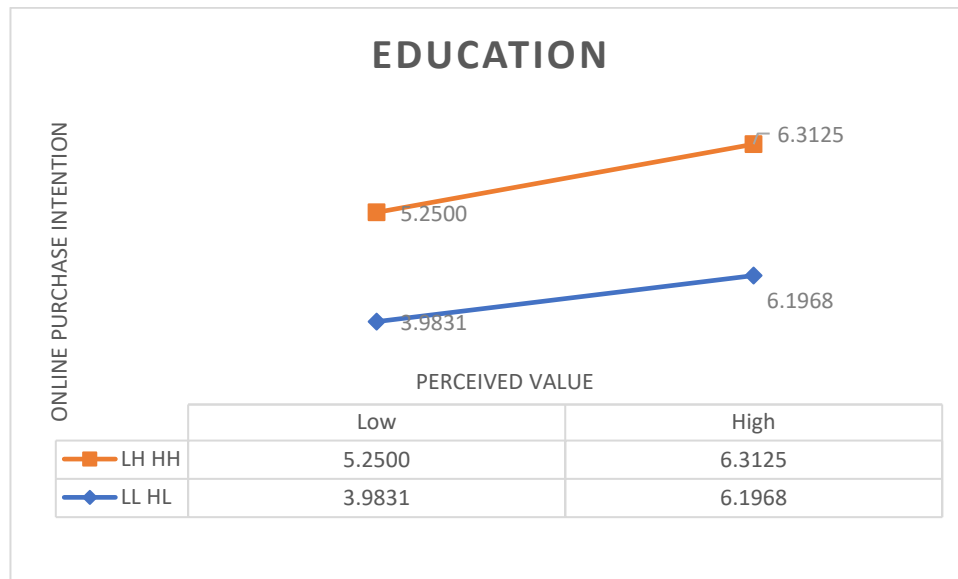
#### **4.8.4.3 The Evaluating Moderating Effect of Education**

To evaluate the moderating effect of Education, this study uses K-means method to cluster the respondents into 4 groups for each age moderator, the respondents were divided into four group as follows: (1) Low perceived value/Low education, (2) Low perceived value/High education, (3) High perceived value/Low education, (4) High perceived value/High education. The ANOVA results shown that Education ( $F=147.344$ ,  $p<0.000$ ) Exhibited significant moderating effect of the relationship between perceived value and online purchase intention. Therefore, H9c is supported and confirmed in this study.

Figure 4-3 Represented the moderating effect of Education. This figure indicated that respondents with High education ( $\bar{x}=6.312$ ) tended to achieved the highest level of Perceived value and online purchase intention to purchase online product. In the other hand, respondents with Low education and high level perceived value ( $\bar{x}=6.196$ ) tended to have lower levels of online purchase intention to purchase online products. Furthermore, the post-hoc Duncan in Table 4-24 showed that cluster 3 and 4 are in the same group, while clusters 1 and 2 are in the other group.

**Table 4- 24 The Result of Education Moderator**

Factor	Low perceived value		High perceived value		P value	Duncan
	1. Low EDU	2. High EDU	3. Low EDU	4. High EDU		
	(n=74)	(n=17)	(n=249)	(n=24)		
Online purchase intention	3.9831	5.2500	6.1968	6.3125	0.0000	(1,2,34)



**Figure 4 - 3 The role of Education moderator**

Source: This study

#### **4.8.4.4 Regression Analysis**

The analysis is a more refined version of traditional regression analysis and is the most commonly employed in research. The fundamental goal of regression is to delve further into the relationships between continuous or categorical independent variables and dependent variables. The findings of this regression analysis are calculated in three steps. The first is the outcome of the F-value, which is used to assess the model's fitness. The  $R^2$  is used to calculate the model's explanatory power. Finally, the data needed to compute the regression coefficient is presented, as well as whether it is significant and if the coefficient had a positive or negative influence. Tables 4–25 present the results of the regression analysis. Table 4 - 25 showed the P-value of Model 1 to Model 10 are regression models that good fit for the data.



**Table 4- 25 The results of the regression analysis**

Independent Variables	Dependent Variable									
	<i>ATOA</i>	<i>PVV</i>	<i>PVV</i>	<i>SNN</i>	<i>PVV</i>	<i>SEE</i>	<i>PVV</i>	<i>PVV</i>	<i>PVV</i>	<i>PVV</i>
	Model -1	Model -2	Model -3	Model -4	Model -5	Model -6	Model -7	Model -8	Model -9	Model-10
	Beta ( $\beta$ )	Beta ( $\beta$ )	Beta ( $\beta$ )	Beta ( $\beta$ )	Beta ( $\beta$ )	Beta ( $\beta$ )	Beta ( $\beta$ )	Beta ( $\beta$ )	Beta ( $\beta$ )	Beta ( $\beta$ )
STA	0.86***		0.80***	0.53***		0.71***		0.53***	0.72***	0.74***
ATOA		0.77***						0.31***		
SNN					0.53***				0.14***	
SEE							0.61***			0.08***
<b>R<sup>2</sup></b>	.86 <sup>a</sup>	.77 <sup>a</sup>	.80 <sup>a</sup>	.53 <sup>a</sup>	.53 <sup>a</sup>	.71 <sup>a</sup>	.61 <sup>a</sup>	.81 <sup>a</sup>	.81 <sup>a</sup>	.80 <sup>a</sup>
<b>Adj-R<sup>2</sup></b>	0.75	0.60	0.64	0.28	0.28	0.50	0.37	0.67	0.66	0.64
<b>F-value</b>	1096.20	542.62	660.40	146.79	146.52	368.31	217.58	366.84	352.67	334.45
<b>P-value</b>	.00 <sup>b</sup>	.00 <sup>b</sup>	.00 <sup>b</sup>	.00 <sup>b</sup>	.00 <sup>b</sup>	.00 <sup>b</sup>	.00 <sup>b</sup>	.00 <sup>b</sup>	.00 <sup>b</sup>	.00 <sup>b</sup>
<b>D-W</b>	2.03	1.93	1.93	2.00	1.93	1.95	1.79	1.93	1.93	1.91
<b>VIF Range</b>	1.00	1.00	1.00	1.00	1.00	1.00	1.00	4.02	1.40	2.01

## **CHAPTER FIVE**

### **CONCLUSION AND SUGGESTION**

This chapter has divided into two sections: conclusion and suggestion. The first section concluded the results of this study. The academic and managerial implications were presented. Finally, the limitations and recommendations for future research were presented.

#### **5.1 Research Conclusion**

E-Commerce has seen a rapid growth in recent year, driven by the convenience of online shopping, the increasing availability of goods and services, and the rise of technology. This has been particularly evident during the COVID-19 pandemic, when people were unable to go out to shop in person. However, buying products from online applications may present some potential problems for consumers, such as the inability to physically examine products, uncertainty about product quality, delivery issues, security concerns, limited customer support, and difficulty in returning products.

This research aimed to identify the factors that affect consumers' online purchase intention through the Lazada online shopping application in Thailand. The study focused on the antecedents, mediators, and moderators of purchase value and purchase intention. Additionally, the research explored the impact of marketing stimuli, social norms, self-efficacy, and perceived value on the customer's decision to purchase online products. The study also looked at how consumer characteristics, such as age, gender, income, and education, moderated the relationship between perceived value, and online purchase intention.

First, marketing stimuli have a significant impact on consumers' attitudes, social norms, and self-efficacy towards online adoption. The previous research has shown that marketing stimuli have a positive effect on consumers' attitudes towards online adoption (Leiva et al., 2018) and that emotional appeals can appeal to consumers' emotions and impact attitudes towards online adoption (Goldstein et al., 2018). Additionally, research has demonstrated that social influence can impact attitudes towards online adoption (El-Haddadeh et al., 2017). Lastly, research has demonstrated that self-efficacy towards online adoption has an influence on perceived value (Hogg et al., 2016).

Second, social norms towards online adoption and self-efficacy towards online adoption has a positive significant effect on online purchase intention. According to (Kim and Hwang, 2016), which suggests that people evaluate themselves and their abilities based on comparisons with others in their social group. This can lead to either feelings of self-worth or self-doubt, which can in turn affect their online purchase intention.

Third, perceived value and purchase intention are positively influenced by attitude towards online adoption and social norms towards online adoption. Social Influence Theory, which states that an individual's attitudes and behavior are shaped by the influence of those around them (Bassili, 1996). The theory suggested that an individual's attitude towards online adoption and social norms towards online adoption can positively influence their perceived value, perceived trust, and purchase intention. This is supported by the study of Leiva (2017), which found that individuals with a stronger sense of self-identity are more likely to have positive attitudes towards online adoption, and that this relationship is mediated by their perceived usefulness and perceived ease of use of the online platform. Hansen et al. (2019) also found that providing information about the benefits of online

adoption can positively influence attitudes. Additionally, emotional appeals can appeal to consumers' emotions and impact attitudes towards online adoption (Hogg et al., 2016).

Fourth, according to the TRA, attitudes and social norms are two important factors that affect the formation of an individual's intentions (Fishbein and Ajzen, 1975). Thus, marketing stimuli, such as incentives, can influence consumer attitudes and social norms, which then shape the individual's intentions to purchase products online. This is supported by the findings of Hwang and Kim (2019), who found that perceived value partially mediated the positive effect of compulsive buying tendencies on online purchase intention.

Fifth, demographic consumption status significantly moderated the relationship between perceived value, this result is supported by Roger et al. (2016) who explore the moderating effect of consumer demographic consumption status on the relationship between perceived value, and purchase intention, and concluded that age and income had a significant moderating effect on the relationship between perceived value and purchase intention.

Sixth, the study explains the moderating role of gender on the relationship between perceived value and online purchase intention, perceived value had a stronger effect on online purchase intention for female than men. This result also supported by the Elaboration Likelihood Model (ELM) (Petty and Cacioppo (1986). According to the ELM, gender is one of the demographic variables that can influence how people process and respond to information presented to them. It suggests that gender can affect the extent to which people process information in a central or peripheral way. For example, women tend to process information in a more elaborate way, so they are more likely to be influenced by perceived value when making a purchase decision. On the other hand, men tend to process

information in a more peripheral way, so they are less likely to be influenced by perceived value when making a purchase decision (Rogers et al., 2018).

However, one hypothesis was not supported in this study, hypothesis 8, self-efficacy towards online adoption does not show a significant effect on perceived value. This could be due to the fact that self-efficacy is a cognitive construct that is related to a person's ability to complete a task or respond to a situation. It is possible that the participants in this study already had a high level of self-efficacy towards online adoption, which in turn did not affect their perceived value. Additionally, it is possible that the participants did not have enough information or knowledge to form an opinion on the level of self-efficacy necessary for online adoption. It is also possible that the participants were already familiar with online shopping and therefore did not need to increase their self-efficacy towards online adoption in order to increase their perceived value. Moreover, it is possible that the participants already had a positive attitude towards online adoption, and thus their self-efficacy did not influence their perceived value of the online platform.

In conclusion, this study contributes to the literature by exploring the relationships between attitude towards online adoption, social norms towards online adoption, self-efficacy towards online adoption, perceived value, compulsive buying tendency, and online purchase intention. It provides insights into the factors that affect consumer behavior towards online shopping and suggests strategies that online retailers can use to enhance their online presence and increase their revenue.

As shown in Table 5-1, the result of the hypotheses tested that among the 12 hypotheses, 11 are supported, and 1 is not supported.

**Table 5 - 1 A summary of Hypotheses Results**

Hypo	Research Hypotheses	Results
H1	H1: Marketing stimuli has a positive significant effect on attitude towards online adoption	Supported
H2	H2: Marketing stimuli has a positive significant effect on social norms towards online adoption	Supported
H3	H3: Marketing stimuli has a positive significant effect on self-efficacy towards online adoption	Supported
H4	H4: Social norm towards online adoption has a positive significant effect on attitude towards online adoption	Supported
H5	H5: Social norm towards online adoption has a positive significant effect on attitude towards online adoption	Supported
H6	H6: Attitude towards online adoption has a positive significant effect on perceived value	Supported
H7	H7: Social norms towards online adoption has a positive significant effect on perceived value	Supported
H8	H8: Self efficacy towards online adoption has a positive significant effect on perceived value	Not Supported
H9	H9: Perceived Value has a positive significant effect on Online Purchase Intention	Supported
H10	H10: Marketing Stimuli has a positive significant effect on Online Purchase Intention	Supported
H11	H11: Demographic status including (H9a) gender, (H9b) age, (H9c) has a positive significant effect on Perceived value and Online Purchase Intention	Supported
H12	H12: Compulsive buying tendency has a positive significant effect on Perceived value and Online Purchase Intention	Not Supported

## 5.2 Academic Implication

Several academic implications can be drawn from the results of this study. Firstly, in filling the gap of previous studies, this research provides one integrative model of the antecedents, mediators, and moderators and consequences online purchases intention. The academic implications of this study are significant.

Secondly, this study integrated several theories to support the research, self-identity theory can be used to explain the positive effect of marketing stimuli on attitude towards online adoption. According to self-identity theory, the way people perceive and evaluate themselves has a significant influence on their attitudes and behavior (Goldstein et al., 2021). Therefore, marketing stimuli that are directed at a person's identity can influence their attitude towards online adoption.

Thirdly, the Theory of Reasoned Action (TRA) was used to explain how marketing stimuli can have a positive significant effect on social norms towards online adoption. The marketing stimuli could influence the individual's perception of social norms by creating a positive perception of online shopping among the individual's social group (Ajzen et al., 1975).

Fourthly, the Social Cognitive Theory (SCT) was used to explain that self-efficacy can be increased or enhanced when individuals observe or experience other individuals performing a task successfully, and this is known as vicarious learning. Moreover, SCT also posits that self-efficacy can be increased by providing individuals with positive feedback and encouragement, which can be seen in the form of positive messages and images presented in marketing stimuli (Mathew et al., 2013).

Fifthly, the Technology Acceptance Model (TAM) was used to explain the acceptance of new technology and the intention to use it. According to TAM, attitude towards online adoption is a key factor in the acceptance of new technology and the intention to use it. Individuals with a positive attitude towards online adoption are likely to perceive more value in the technology, which may lead them to purchase items through the online platform (Davis, 1989).

Additionally, Social Influence Theory was used to explain that one's behavior is influenced by the presence and behavior of others. According to this theory, social norms play an important role in determining how people behave in a given situation (Kallgren et al., 1990).

Moreover, Expectancy-Value Theory was used to explain consumer's purchase decision is based on an evaluation of the value (positive or negative) of a

product or service and the expected outcome of the purchase. When a consumer perceives a product or service to be of high value the provider, they are more likely to be motivated to purchase the product or service (Ajzen et al., 1975).

Finally, Social Identity Theory (SIT) was used to explain demographic status (gender, age, education level) has a positive and significant effect on perceived value and online purchase intention. According to the theory, individuals compare themselves to others in order to develop an identity and gain self-esteem. Thus, when individuals are exposed to marketing messages, they use the information to compare themselves with others in terms of their demographic characteristics. As a result, they develop a perception of their own value and a greater likelihood of making an online purchase (Tajfel and Turner, 1986).

### **5.3 Managerial Implication**

The findings from this research have implications for managers in terms of understanding the customer's decision process and their online purchase intention towards the products offered by Lazada, an e-commerce platform. In today's digital age, where online shopping has become increasingly prevalent, managers need to be well-versed in the factors that influence customers' buying decisions and their intentions to make purchases online. By gaining insights into these areas, managers can effectively tailor their strategies and enhance the overall customer experience, thereby driving sales and fostering customer loyalty.

One of the key implications for managers is the need to comprehend the customer's decision process. This process typically consists of several stages, including problem recognition, information search, evaluation of alternatives,



purchase decision, and post-purchase evaluation. Managers must recognize that customers go through these stages when making online purchases, and they need to align their marketing efforts accordingly. For instance, managers can leverage digital marketing techniques such as search engine optimization (SEO) and social media advertising to ensure that their products are visible and accessible during the information search stage. By understanding the customer's decision process, managers can identify opportunities to engage with customers at each stage and influence their purchase intentions positively.

Furthermore, managers must recognize the factors that influence customers' online purchase intentions. These factors can vary widely and include both internal and external influences. Internal influences refer to the customer's personal characteristics, such as their needs, preferences, and attitudes. On the other hand, external influences encompass factors like social, cultural, and situational aspects that impact the customer's decision-making process. For instance, social media platforms play a significant role in shaping consumers' purchase intentions. Managers can harness the power of social media by actively engaging with customers, addressing their concerns, and sharing positive experiences related to their products. By understanding the various influences on customers' purchase intentions, managers can devise effective marketing strategies that resonate with their target audience and drive online sales (Dixit and Arora, 2020).

Moreover, managers must recognize the importance of building trust and credibility in the online marketplace. Online shopping inherently involves a degree of risk for customers, as they cannot physically inspect or try out the products before making a purchase. Consequently, trust becomes a crucial factor in influencing customers' purchase intentions. Managers need to invest in building a

strong brand reputation and ensuring a seamless and secure online shopping experience. This can be achieved by providing detailed product descriptions, high-quality product images, customer reviews, and secure payment gateways. Managers should also address any concerns promptly and transparently to establish trust with customers. By prioritizing trust and credibility, managers can instill confidence in customers' purchase intentions and encourage repeat purchases.

Managers must stay updated with the latest trends and advancements in technology to effectively understand and cater to the evolving needs and expectations of customers. The e-commerce landscape is constantly evolving, with new technologies and platforms emerging regularly. For instance, the rise of mobile shopping has transformed the way customers interact with online platforms. Managers must ensure that Lazada's website and mobile app are optimized for a seamless mobile shopping experience. Additionally, emerging technologies such as artificial intelligence (AI) and virtual reality (VR) can be leveraged to enhance the customer experience further. For instance, AI-powered chatbots can provide instant assistance to customers, addressing their queries and concerns in real-time. By staying up-to-date with technology trends, managers can adapt their strategies to align with the changing customer behaviors and preferences (Chen et al., 2020).

Another important implication for managers is the need to leverage data and analytics to gain actionable insights into customers' decision processes and purchase intentions. E-commerce platforms like Lazada generate vast amounts of data, including customer browsing behavior, purchase history, and demographic information. By employing robust data analytics tools, managers can extract valuable insights from this data and make informed decisions. For example, data analytics can help identify patterns and trends in customer behavior, enabling

managers to personalize product recommendations and targeted marketing campaigns. Additionally, managers can use data analytics to identify potential bottlenecks in the customer's decision process and take proactive measures to address them. By leveraging data and analytics, managers can gain a comprehensive understanding of customers' decision processes and purchase intentions, allowing them to make data-driven decisions and optimize their marketing strategies (Bhatia and Singh, 2020).

Lastly, managers must recognize the importance of continuous monitoring and adaptation in understanding customers' decision processes and purchase intentions. The digital landscape is dynamic, with customer behaviors and preferences evolving rapidly. Therefore, managers need to continuously monitor market trends, customer feedback, and competitor activities to stay ahead of the curve. Regular monitoring allows managers to identify any shifts in customer behavior and adapt their strategies accordingly. It also provides valuable insights into the effectiveness of current marketing efforts and highlights areas for improvement. By embracing a culture of continuous learning and adaptation, managers can stay attuned to the ever-changing customer landscape and enhance their understanding of customers' decision processes and purchase intentions.

#### **5.4 Limitations and Future Research**

Limitations of this study include the use of self-reported data, which may be subject to response bias and social desirability bias. Additionally, the sample size of this study was relatively small and may not represent the larger Thai online shopping population. The study's cross-sectional design also limits the ability to establish causality between the variables. In addition, the study was only focused on the Lazada online shopping application, and future research can explore other

online shopping platforms in Thailand. This study explored several factors that influence online purchase intention, there may be additional variables that could contribute to a more comprehensive understanding of consumer behavior. For example, factors such as trust, perceived risk, website design, and online reviews could be investigated to determine their effects on online purchase intention.

For future research directions, investigating the role of technology, it is essential to examine how emerging technologies, such as artificial intelligence, virtual reality, and augmented reality, influence online purchase intention. Exploring how these technologies shape the consumer experience, trust, and perceived value could provide valuable insights for online retailers.

Conducting cross-cultural studies to examine the influence of cultural factors on online purchase intention would contribute to a broader understanding of consumer behavior. Different cultures may have unique attitudes, values, and norms that shape online purchase decisions. Comparing these cultural variations can provide insights into effective strategies for international online retailers.

Longitudinal studies that track consumer behavior over an extended period would allow researchers to observe changes in online purchase intention and identify trends. This approach could reveal insights into the stability of the relationships observed in your study and how they may evolve over time. This study indicated that limited customer supports could be a potential problem for online shoppers. Investigating the impact of effective customer support, such as live chat or personalized assistance, on online purchase intention could provide insights into strategies for improving customer satisfaction and trust.

Social media platforms have become integral to the online shopping experience. Research could examine how social media influences online purchase intention through factors like social influence, user-generated content, influencer marketing, and social endorsements.

Personalization is becoming increasingly important in online retail. Investigating the impact of personalized recommendations, customized offers, and targeted marketing messages on online purchase intention could provide valuable insights into enhancing the customer experience and driving sales.

Although this study focused on online purchase intention, offline experiences can also influence consumer behavior. Exploring how offline experiences, such as physical store visits or word-of-mouth recommendations, influence online purchase intention would provide a more holistic understanding of consumer decision-making.

Sustainable consumption is gaining importance among consumers. Investigating how factors related to sustainability, such as eco-friendly products, ethical business practices, and corporate social responsibility initiatives, impact online purchase intention could help online retailers align their strategies with consumer values and preferences.

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## APPENDIX

### Appendix I: Questionnaire (English Version)

Dear respondents,

This academic questionnaire is to investigate “Toward an Extension of E-commerce Success Model: An Application of the Theory of Planned Behavior”

If you are a customer of who have purchased Lazada product through Lazada online shopping application in Thailand that use Lazada online shopping application to purchase product, the author sincerely invites you to spend a maximum of 10 minutes answering the questionnaire below.

Please be advised that no personal information will be made public. Your answer will be kept confidentiality, and only aggregate results will be reported. Your help is crucial for our research and also for future understanding of these research issues. The author deeply appreciates your kind cooperation

Sincerely,

Researcher: Nattakan Juljongkol

Department of Business Administration Nanhua University, Wann-Yih Wu, Ph. D., Liao Ying-Kai, Ph. D., Taiwan

E-mail: [nattakanjul@gmail.com](mailto:nattakanjul@gmail.com)

Have you ever purchased products through Lazada online shopping application?

Yes

No

Have you ever purchased products through Lazada online shopping application in the last 3 months?

- Yes  No

How many times have you ever purchased products through Lazada online shopping application?

- Less than 3 times  3-5 times  
 6-10 times  more than 10 times

The average price of each product purchased from an Lazada online shopping application?

- Less than 100 baht  100 – 300 baht  
 300 – 500 baht  500 – 1000 baht  
 More than 1000 baht

What are product types you actually consume through Lazada online shopping application?

- Home appliances  Digital communication  
 Computers  Home department stores  
 Clothing apparel  Maternal and child  
 Books  Food  
 Other.....

## Section 1. Marketing stimuli

Please take a brief look at the following questions related to <b>Marketing stimuli including product quality, service quality, price, system quality, information quality</b> and then <b>CIRCLE</b> the level of agreement based on your view on each of the following items.2	Levels of Agreement							
	Abbreviation for items	Strongly disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly agree
<b>Product quality</b>								
PQ1: The products that sell on Lazada online shopping application have a good quality		1	2	3	4	5	6	7
PQ2: The products that sell on Lazada online shopping application are a variety		1	2	3	4	5	6	7
PQ3: The products that sell on Lazada online shopping application are trendy		1	2	3	4	5	6	7
PQ4: The products that sell on Lazada online shopping application meet the customer's needs		1	2	3	4	5	6	7
PQ5: The products that sell on Lazada online shopping application are trustable		1	2	3	4	5	6	7
<b>Service quality</b>								
SQ1: The products that sell on Lazada online shopping application has a good service after the sales		1	2	3	4	5	6	7
SQ2: The products that sell on Lazada online shopping application has a certification and guarantee to assume the quality of services		1	2	3	4	5	6	7
SQ3: The products that sell on Lazada online shopping application has a fast delivery		1	2	3	4	5	6	7
SQ4: Lazada online shopping application has many delivery companies for the		1	2	3	4	5	6	7

customers to choose								
SQ5: The service on Lazada online shopping application is very much reliable		1	2	3	4	5	6	7
<b>Price</b>								
PP1: The products that sell on Lazada online shopping application has the worthy price		1	2	3	4	5	6	7
PP2: The products that sell on Lazada online shopping application is cheaper than those sell at the physical shop		1	2	3	4	5	6	7
PP3: The products that sell on Lazada online shopping application has reasonable delivery fees		1	2	3	4	5	6	7
PP4: The products that sell on Lazada online shopping application has a better price than those of other competitors		1	2	3	4	5	6	7
<b>System Quality</b>								
SQ1: I feel that Lazada online shopping application is innovative		1	2	3	4	5	6	7
SQ2: I feel that Lazada online shopping application is simple to use and read		1	2	3	4	5	6	7
SQ3: I feel that Lazada online shopping application is trustable		1	2	3	4	5	6	7
SQ4: I feel that Lazada online shopping application is secure as traditional shopping		1	2	3	4	5	6	7
<b>Information Quality</b>								
IQ2: I feel that Lazada online shopping application provides useful information		1	2	3	4	5	6	7
IQ2: I feel that the staff for Lazada online shopping application can give customer advice fast when the customer has any question		1	2	3	4	5	6	7
IQ3: I feel that the information given from Lazada online shopping application about the products and services is sufficient		1	2	3	4	5	6	7
IQ4: I feel that the sellers of Lazada online shopping application provides sufficient		1	2	3	4	5	6	7

information about the goods								
IQ5: I feel that the sellers of Lazada online shopping application provides clear information about the goods		1	2	3	4	5	6	7

**Section 2. Attitude toward online adoption**

Please take a brief look at the following questions related to <b>Attitude toward online adoption including cognitive attitude, affective attitude, behavioral attitude</b> and then <b>CIRCLE</b> the level of agreement based on your view on each of the following items.	Levels of Agreement							
	Abbreviation for items	Strongly disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly agree
<b>Cognitive attitude</b>								
CA1: It is very easy to buy rare products from Lazada online shopping application		1	2	3	4	5	6	7
CA2: I can buy whenever and wherever I want from Lazada online shopping application		1	2	3	4	5	6	7
CA3: Purchasing from Lazada online shopping application enable me to waste no time going out		1	2	3	4	5	6	7
CA4: Purchasing from Lazada online shopping application enable me to save the costs for transportation		1	2	3	4	5	6	7
CA5: Purchasing from Lazada online shopping application enable me to have a variety type of goods to choose		1	2	3	4	5	6	7
CA6: Purchasing from Lazada online shopping application enable me to have many shops for making a decision		1	2	3	4	5	6	7
CA7: Purchasing from Lazada online shopping application enable me to have a chance to receive goods that do not match		1	2	3	4	5	6	7

the present picture								
<b>Affective Attitude</b>								
AA1: I feel that the price level of goods and services at Lazada online shopping application is appropriate.		1	2	3	4	5	6	7
AA2: I feel that the products and services we purchase are safe.		1	2	3	4	5	6	7
AA3: I feel that the products and services which promoted or reviewed are reliable		1	2	3	4	5	6	7
AA4: I feel happy using the products and services purchased from Lazada online shopping application		1	2	3	4	5	6	7
<b>Behavioral Attitude</b>								
BA1: I always do shop online from Lazada online shopping application		1	2	3	4	5	6	7
BA2: I always buy goods by myself from Lazada online shopping application		1	2	3	4	5	6	7
BA3: I always buy product and services directly with the seller of Lazada online shopping application		1	2	3	4	5	6	7
BA4: To buy product from Lazada online shopping application I don't have to be tired from going out		1	2	3	4	5	6	7



### Section 3. Social Norm towards Online Application

	Levels of Agreement							
	Abbreviation for items	Strongly disagree	Disagree	Somewhat Disagree	Neither Agree or Nor Disagree	Somewhat Agree	Agree	Strongly agree
Please take a brief look at the following questions related to <b>The social norm towards online application</b> and then <b>CIRCLE</b> the level of agreement based on your view on each of the following items.								
<b>Social norm towards online application</b>								
SN1: I do shop from Lazada online shopping application because people around me think that I should use it		1	2	3	4	5	6	7
SN2: I do shop from Lazada online shopping application because people around me use it		1	2	3	4	5	6	7
SN3: I do shop from Lazada online shopping application because people around me introduce it to me		1	2	3	4	5	6	7
SN4: I do shop from Lazada online shopping application because my closet friends support me to do so		1	2	3	4	5	6	7
SN5: I think people shopping is common		1	2	3	4	5	6	7

#### Section 4. Self-efficiency towards Online Application

	Levels of Agreement							
Please take a brief look at the following questions related to <b>self-efficiency towards online application</b> and then <b>CIRCLE</b> the level of agreement based on your view on each of the following items.	Abbreviation for items	Strongly disagree	Disagree	Somewhat Disagree	Neither Agree or Nor Disagree	Somewhat Agree	Agree	Strongly agree
	<b>Self-efficiency towards online application</b>							
SE1: I acknowledge purchasing products through Lazada online shopping application, I don't need time to understand process		1	2	3	4	5	6	7
SE2: I acknowledge purchasing products through Lazada online shopping application, I don't need time to search for information		1	2	3	4	5	6	7
SE3: I have the ability to purchase Lazada online shopping application		1	2	3	4	5	6	7
SE4: I am capable of purchasing efficiently through Lazada online shopping application		1	2	3	4	5	6	7

#### Section 6. Perceived Value

	Levels of Agreement							
Please take a brief look at the following questions related to <b>Perceived value of service online channel value, emotional value, monetary value, brand integration value, convenience value</b> and then <b>CIRCLE</b> the level of agreement based on your view on each of the following items.	Abbreviation for items	Strongly disagree	Disagree	Somewhat Disagree	Neither Agree or Nor Disagree	Somewhat Agree	Agree	Strongly agree
	<b>Service online channel value</b>							
PCV1: Lazada online shopping application provides goods that are related to the		1	2	3	4	5	6	7

customer's needs								
PCV2: Lazada online shopping application provides a very good service quality		1	2	3	4	5	6	7
PCV3: Lazada online shopping application is innovative		1	2	3	4	5	6	7
PCV4: Overall, Lazada online shopping application has further coverage decision to purchase products and services		1	2	3	4	5	6	7
<b>Emotional value (Suphanetirat, 2017)</b>								
PEV1: I feel happy when shopping through Lazada online shopping application		1	2	3	4	5	6	7
PEV2: I feel excited when shopping through Lazada online shopping application		1	2	3	4	5	6	7
PEV3: I feel satisfied when shopping through Lazada online shopping application		1	2	3	4	5	6	7
PEV4: Overall, I have a positive impression by buying products from Lazada online shopping application		1	2	3	4	5	6	7
<b>Monetary value</b>								
PMV1: Price setting for the products from Lazada online shopping application is fair		1	2	3	4	5	6	7
PMV2: Price setting for the products from Lazada online shopping application is accurate		1	2	3	4	5	6	7
PMV3: Price setting for products from Lazada online shopping application has a positive effect on buying decision		1	2	3	4	5	6	7
PMV4: Overall, I think buying products from Lazada online shopping application is worthy		1	2	3	4	5	6	7
<b>Brand integration value and Convenience value</b>								
PBI1: The image of the products presented on Lazada online shopping application match the image of the product we decide to buy.		1	2	3	4	5	6	7

PBI2: The image of the products presented on Lazada online shopping application is similar to the image of the product we decide to buy.		1	2	3	4	5	6	7
PBI3: Overall, the product that purchased through Lazada online shopping application is more unique than other businesses that provide discount		1	2	3	4	5	6	7
PBI4: Buying decision through Lazada online shopping application is easier than going to a physical shop		1	2	3	4	5	6	7
PBI5: Buying decision through Lazada online shopping application is easier to access than buying from a catalog, or through a phone call, etc.		1	2	3	4	5	6	7
PBI6: Buying decision through Lazada online shopping application is an alternative way for customers to visit the shop		1	2	3	4	5	6	7
PBI7: Overall, buying through Lazada online shopping application can buy every time and everywhere		1	2	3	4	5	6	7

### Section 7. Compulsive Buying Tendency

Please take a brief look at the following questions related to <b>Compulsive buying tendency</b> and then <b>CIRCLE</b> the level of agreement based on your view on each of the following items.	Abbreviation for items	Levels of Agreement						
		Strongly disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly agree
<b>Compulsive Buying Tendency</b>								
CBT1: I purchase the products from Lazada online shopping application based on my emotional arousal		1	2	3	4	5	6	7

CBT2: I just want to buy the products from Lazada online shopping application and I never worry about what I purchase		1	2	3	4	5	6	7
CBT3: I buy the products from Lazada online shopping application to refresh my mind		1	2	3	4	5	6	7
CBT4: I feel nervous and anxious that I do not buy products from Lazada online shopping application		1	2	3	4	5	6	7
CBT5: I buy products from Lazada online shopping application and put away the product without using it		1	2	3	4	5	6	7

### Section 8. Online Purchase Intention

Please take a brief look at the following questions related to <b>Online purchase intention</b> and then <b>CIRCLE</b> the level of agreement based on your view on each of the following items.	Abbreviation for items	Levels of Agreement						
		Strongly disagree	Disagree	Somewhat Disagree	Neither Agree or Not Disagree	Somewhat Agree	Agree	Strongly agree
<b>Online purchase intention</b>								
OPI1: I will purchase products through Lazada online shopping application		1	2	3	4	5	6	7
OPI2: In the future. I tend to purchase products through Lazada online shopping application		1	2	3	4	5	6	7
OP3: I have the intention to purchase products through Lazada online shopping application		1	2	3	4	5	6	7
OPI4: I absolutely purchase products through Lazada online shopping application		1	2	3	4	5	6	7

## Section 9. Demographic

Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
Age	<input type="checkbox"/> Below 15 years old
	<input type="checkbox"/> 16-20 years old
	<input type="checkbox"/> 21- 25 years old
	<input type="checkbox"/> 26-30 years old
	<input type="checkbox"/> 31-40 years old
	<input type="checkbox"/> More than 40 years old
Education Level	<input type="checkbox"/> High school diploma or less
	<input type="checkbox"/> Bachelor's degree
	<input type="checkbox"/> Master's degree
	<input type="checkbox"/> Doctoral's degree
Occupation	<input type="checkbox"/> Student
	<input type="checkbox"/> Public sector
	<input type="checkbox"/> Private company
	<input type="checkbox"/> Unemployed
	<input type="checkbox"/> Entrepreneur
	<input type="checkbox"/> Others.....
Salary	<input type="checkbox"/> Below 15,000 baht
	<input type="checkbox"/> 15,001- 20,000 baht
	<input type="checkbox"/> 20,001- 25,000 baht
	<input type="checkbox"/> 25,001- 30,000 baht
	<input type="checkbox"/> Over 30,000 baht

## Appendix II: Questionnaire (Thai version)

เรียน ผู้ตอบแบบสอบถาม

แบบสอบถามทางวิชาการนี้มีขึ้นเพื่อศึกษาเรื่อง “การต่อยอดโมเดลความสำเร็จของอีคอมเมิร์ซ: การประยุกต์ทฤษฎีพฤติกรรมตามแผน”

หากคุณเป็นลูกค้าที่ซื้อสินค้าผ่านแอปพลิเคชันช้อปปิ้งออนไลน์ล่าสุดในประเทศไทย ผู้วิจัยขอเชิญชวนให้คุณใช้เวลาไม่เกิน 10 นาทีในการตอบคำถามด้านล่าง

โปรดทราบว่า จะไม่มีการเปิดเผยข้อมูลส่วนบุคคลต่อสาธารณะ คำตอบของคุณจะถูกเก็บเป็นความลับ และจะรายงานเฉพาะผลลัพธ์โดยรวมเท่านั้น ความช่วยเหลือของคุณมีความสำคัญต่อการวิจัยของเราและเพื่อความเข้าใจในอนาคตเกี่ยวกับประเด็นการวิจัยเหล่านี้ ผู้เขียนซาบซึ้งสำหรับความร่วมมือของคุณทุกท่าน

ขอแสดงความนับถืออย่างสูง,

ผู้วิจัย: ณิชกาญจน์ จุลจงกล

คณะ บริหารธุรกิจ มหาวิทยาลัย หนานหัว, วาน อี อู, Ph. D., เหลียว อิง โท, Ph. D., ไต้หวัน

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ท่านเคยซื้อสินค้าผ่านแอปพลิเคชันล่าสุดหรือไม่

เคย  ไม่เคย

ท่านซื้อสินค้าผ่านแอปพลิเคชันล่าสุดในระยะเวลา 3 เดือนที่ผ่านมาหรือไม่

เคย  ไม่เคย

ท่านเคยซื้อสินค้าผ่านแอปพลิเคชันล่าสุดเป็นจำนวนกี่ครั้ง

น้อยกว่า 3 ครั้ง  3-5 ครั้ง  
 6-10 ครั้ง  มากกว่า 10 ครั้ง

ราคาโดยเฉลี่ยของสินค้าที่ท่านซื้อจากแอปพลิเคชันล่าสุด

น้อยกว่า 100 บาท  100-300 บาท  
 300-500 บาท  500-1,000 บาท  
 มากกว่า 1,000 บาท

ประเภทของสินค้าที่ท่านซื้อผ่านแอปพลิเคชันล่าสุด

- เครื่องใช้ไฟฟ้าภายในบ้าน       อุปกรณ์สื่อสาร  
 คอมพิวเตอร์       ของใช้ภายในบ้าน  
 เสื้อผ้า       ผลิตภัณฑ์สำหรับแม่และเด็ก  
 หนังสือ       อาหาร  
 อื่นๆ

ส่วนที่ 1. ส่วนประสมทางการตลาด

	ระดับความพึงพอใจ						
	ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	ค่อนข้างไม่เห็นด้วย	เฉยๆ	ค่อนข้างเห็นด้วย	เห็นด้วย	เห็นด้วยอย่างมาก
PQ1: สินค้าที่ขายผ่านแอปพลิเคชันลาซาด้ามีคุณภาพดี	1	2	3	4	5	6	7
PQ2: สินค้าที่ขายผ่านแอปพลิเคชันลาซาด้ามีความหลากหลาย	1	2	3	4	5	6	7
PQ3: สินค้าที่ขายผ่านแอปพลิเคชันลาซาด้ามีความทันสมัย	1	2	3	4	5	6	7
PQ4: สินค้าที่ขายผ่านแอปพลิเคชันลาซาด้าตรงตามความต้องการของลูกค้า	1	2	3	4	5	6	7
PQ5: สินค้าที่ขายผ่านแอปพลิเคชันลาซาด้ามีความน่าเชื่อถือ	1	2	3	4	5	6	7
SQ1: สินค้าที่ขายผ่านแอปพลิเคชันลาซาด้ามีบริการหลังการขายที่ดี	1	2	3	4	5	6	7
SQ2: สินค้าที่ขายผ่านแอปพลิเคชันลาซาด้ามีการรับประกันในคุณภาพด้านการบริการ	1	2	3	4	5	6	7
SQ3: สินค้าที่ขายผ่านแอปพลิเคชันลาซาด้ามีการขนส่งที่รวดเร็ว	1	2	3	4	5	6	7
SQ4: สินค้าที่ขายผ่านแอปพลิเคชันลาซาด้ามีหลากหลายบริษัทขนส่ง เพื่อเป็นทางเลือกให้กับผู้บริโภค	1	2	3	4	5	6	7



SQ5: การบริการบนแอปพลิเคชันลาซาด้ามีความน่าเชื่อถือ อย่างยิ่ง	1	2	3	4	5	6	7
PP1: สินค้าที่ขายผ่านแอปพลิเคชันลาซาด้ามีราคาที่เหมาะสม	1	2	3	4	5	6	7
PP2: สินค้าที่ขายผ่านแอปพลิเคชันลาซาด้าราคาถูกกว่าสินค้า ที่ขายตามร้านทั่วไป	1	2	3	4	5	6	7
PP3: สินค้าที่ขายผ่านแอปพลิเคชันลาซาด้ามีค่าขนส่งที่ สมเหตุสมผล	1	2	3	4	5	6	7
PP4: สินค้าที่ขายผ่านแอปพลิเคชันลาซาด้ามีราคาดีกว่าแอป พลิเคชันขายสินค้าออนไลน์อื่นๆ	1	2	3	4	5	6	7
SQ1: ฉันรู้สึกว่แอปพลิเคชันลาซาด้ามีความทันสมัย	1	2	3	4	5	6	7
SQ2: ฉันรู้สึกว่แอปพลิเคชันลาซาด้าใช้งานง่าย	1	2	3	4	5	6	7
SQ3: ฉันรู้สึกว่แอปพลิเคชันลาซาด้ามีความน่าเชื่อถือ	1	2	3	4	5	6	7
SQ4: ฉันรู้สึกว่แอปพลิเคชันลาซาด้ามีความปลอดภัย เหมือนกับการซื้อสินค้าตามร้านทั่วไป	1	2	3	4	5	6	7
IQ1: ฉันรู้สึกว่แอปพลิเคชันลาซาด้าให้ข้อมูลที่เป็ นประโยชน์	1	2	3	4	5	6	7
IQ2: ฉันรู้สึกว่พนักงานของแอปพลิเคชันลาซาด้าสามารถให้ คำแนะนำอย่างรวดเร็ว เมื่อมีการสอบถาม	1	2	3	4	5	6	7
IQ3: ฉันรู้สึกว่ได้รับข้อมูลสินค้าและบริการจากแอปพลิเคชัน ลาซาด้าอย่างเพียงพอ	1	2	3	4	5	6	7
IQ4: ฉันรู้สึกว่ผู้ขายบนแอปพลิเคชันลาซาด้าให้ข้อมูล เกี่ยวกับสินค้าอย่างเพียงพอ	1	2	3	4	5	6	7
IQ5: ฉันรู้สึกว่ผู้ขายบนแอปพลิเคชันลาซาด้าให้ข้อมูล เกี่ยวกับสินค้าอย่างชัดเจน	1	2	3	4	5	6	7

ส่วนที่ 2. ทศนคติต่อการใช้ออนไลน์

	ระดับความพึงพอใจ						
	ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	ค่อนข้างไม่เห็นด้วย	เฉยๆ	ค่อนข้างเห็นด้วย	เห็นด้วย	เห็นด้วยอย่างมาก
CA1: การซื้อสินค้าผ่านแอปพลิเคชันลาชาต้าสามารถซื้อสินค้าที่หายากได้ง่าย	1	2	3	4	5	6	7
CA2: การซื้อสินค้าผ่านแอปพลิเคชันลาชาต้าสามารถซื้อได้ทุกที่ทุกเวลา	1	2	3	4	5	6	7
CA3: การซื้อสินค้าผ่านแอปพลิเคชันลาชาต้าสามารถประหยัดเวลา	1	2	3	4	5	6	7
CA4: การซื้อสินค้าผ่านแอปพลิเคชันลาชาต้าสามารถประหยัดค่าเดินทาง	1	2	3	4	5	6	7
CA5: การซื้อสินค้าผ่านแอปพลิเคชันลาชาต้าสามารถเลือกซื้อสินค้าได้หลายประเภท	1	2	3	4	5	6	7
CA6: การซื้อสินค้าผ่านแอปพลิเคชันลาชาต้าสามารถเลือกสรรสินค้าได้จากหลายร้านค้า	1	2	3	4	5	6	7
CA7: การซื้อสินค้าผ่านแอปพลิเคชันลาชาต้ามีโอกาสที่จะได้รับสินค้าที่ไม่ตรงกับรูปที่ร้านค้าได้ให้ไว้	1	2	3	4	5	6	7
AA1: ฉันรู้สึกว่าราคาของสินค้าและบริการบนแอปพลิเคชันลาชาต้าเป็นไปอย่างเหมาะสม	1	2	3	4	5	6	7
AA2: ฉันรู้สึกว่าการซื้อสินค้าและบริการบนแอปพลิเคชันลาชาต้ามีความปลอดภัย	1	2	3	4	5	6	7
AA3: ฉันรู้สึกว่าการซื้อสินค้าและบริการบนแอปพลิเคชันลาชาต้าที่ได้รับการรีวิวมีความน่าเชื่อถือ	1	2	3	4	5	6	7
AA4: ฉันรู้สึกมีความสุขที่ได้ใช้สินค้าและบริการที่ซื้อผ่านแอปพลิเคชันลาชาต้า	1	2	3	4	5	6	7

BA1: ถิ่นซื้อสินค้าออนไลน์ผ่านแอปพลิเคชันลาชาค้าอย่างสม่ำเสมอ	1	2	3	4	5	6	7
BA2: ถิ่นซื้อสินค้าออนไลน์ด้วยตนเองผ่านแอปพลิเคชันลาชาค้าอย่างสม่ำเสมอ	1	2	3	4	5	6	7
BA3: ถิ่นซื้อสินค้าและบริการ โดยตรงจากผู้ขายบนแอปพลิเคชันลาชาค้าอย่างสม่ำเสมอ	1	2	3	4	5	6	7
BA4: การซื้อสินค้าผ่านแอปพลิเคชันลาชาค้าทำให้ไม่ต้องเหนื่อยกับการเดินทาง	1	2	3	4	5	6	7

ส่วนที่ 3. บรรทัดฐานทางสังคมต่อออนไลน์แอปพลิเคชัน

	ระดับความพึงพอใจ						
	ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	ค่อนข้างไม่เห็นด้วย	เฉยๆ	ค่อนข้างเห็นด้วย	เห็นด้วย	เห็นด้วยอย่างมาก
SM1: ถิ่นซื้อสินค้าผ่านทางแอปพลิเคชันลาชาค้าเนื่องจากผู้คนรอบตัวฉันคิดว่าฉันควรใช้แอปพลิเคชันนี้	1	2	3	4	5	6	7
SM2: ถิ่นซื้อสินค้าผ่านทางแอปพลิเคชันลาชาค้าเนื่องจากผู้คนรอบตัวฉันใช้แอปพลิเคชันนี้	1	2	3	4	5	6	7
SM3: ถิ่นซื้อสินค้าผ่านทางแอปพลิเคชันลาชาค้าเนื่องจากผู้คนรอบตัวฉันแนะนำให้ฉันใช้	1	2	3	4	5	6	7
SM4: ถิ่นซื้อสินค้าผ่านทางแอปพลิเคชันลาชาค้าเนื่องจากเพื่อนสนิทของฉันแนะนำให้ใช้	1	2	3	4	5	6	7
SM5: ถิ่นซื้อสินค้าผ่านทางแอปพลิเคชันลาชาค้าเนื่องจากเป็นเรื่องปกติ	1	2	3	4	5	6	7

ส่วนที่ 4. การเห็นคุณค่าในตัวเองต่อแอปพลิเคชันออนไลน์

	ระดับความพึงพอใจ						
	ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	ค่อนข้างไม่เห็นด้วย	เฉยๆ	ค่อนข้างเห็นด้วย	เห็นด้วย	เห็นด้วยอย่างมาก
SE1: ฉันมีความรู้เกี่ยวกับการซื้อสินค้าผ่านทางแอปพลิเคชัน ลาซาด้าและไม่ต้องใช้เวลาในการทำความเข้าใจวิธีการใช้	1	2	3	4	5	6	7
SE2: ฉันมีความรู้เกี่ยวกับการซื้อสินค้าผ่านทางแอปพลิเคชัน ลาซาด้าและไม่ต้องใช้เวลาในการค้นหาข้อมูล	1	2	3	4	5	6	7
SE3: ฉันมีความสามารถในการซื้อสินค้าผ่านแอปพลิเคชัน ลาซาด้า	1	2	3	4	5	6	7
SE4: ฉันสามารถซื้อสินค้าผ่านแอปพลิเคชันลาซาด้าได้เป็น อย่างดี	1	2	3	4	5	6	7

ส่วนที่ 6. การรับรู้ถึงคุณค่า

	ระดับความพึงพอใจ						
	ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	ค่อนข้างไม่เห็นด้วย	เฉยๆ	ค่อนข้างเห็นด้วย	เห็นด้วย	เห็นด้วยอย่างมาก
PCV1: สินค้าบนแอปพลิเคชันลาซาด้าตรงกับความต้องการของลูกค้า	1	2	3	4	5	6	7
PCV2: แอปพลิเคชันลาซาด้ามีการบริการที่ดี	1	2	3	4	5	6	7
PCV3: แอปพลิเคชันลาซาด้ามีความทันสมัย	1	2	3	4	5	6	7
PCV4: โดยรวมแอปพลิเคชันลาซาด้าครอบคลุมการ ตัดสินใจซื้อสินค้าและบริการ	1	2	3	4	5	6	7
PEV1: ฉันรู้สึกมีความสุขเมื่อซื้อสินค้าผ่านทางแอปพลิเคชัน ลาซาด้า	1	2	3	4	5	6	7

PEV2: ฉันรู้สึกตื่นเต้นเมื่อซื้อสินค้าผ่านแอปพลิเคชัน ลาชาด้า	1	2	3	4	5	6	7
PEV3: ฉันรู้สึกพึงพอใจเมื่อซื้อสินค้าผ่านแอปพลิเคชัน ลาชาด้า	1	2	3	4	5	6	7
PEV4: โดยรวมฉันมีความรู้สึกประทับใจเมื่อซื้อสินค้าผ่าน ทางแอปพลิเคชันลาชาด้า	1	2	3	4	5	6	7
PMV1: การตั้งราคาสินค้าบนแอปพลิเคชันลาชาด้ามีราคา ที่เป็นธรรม	1	2	3	4	5	6	7
PMV2: การตั้งราคาสินค้าบนแอปพลิเคชันลาชาด้าเป็นไป อย่างถูกต้อง	1	2	3	4	5	6	7
PMV3: การตั้งราคาสินค้าบนแอปพลิเคชันลาชาด้า ทำให้ รู้สึกดีและตัดสินใจซื้อสินค้าบนแอปพลิเคชันนี้	1	2	3	4	5	6	7
PMV4: โดยรวมฉันคิดว่า การซื้อสินค้าบนแอปพลิเคชัน ลาชาด้ารู้สึกคุ้มค่า	1	2	3	4	5	6	7
PBI1: รูปภาพของสินค้าที่แสดงบนแอปพลิเคชันลาชาด้า ตรงกับรูปภาพของสินค้าที่ตัดสินใจซื้อ	1	2	3	4	5	6	7
PBI2: รูปภาพของสินค้าที่แสดงบนแอปพลิเคชันลาชาด้า คล้ายคลึงกับรูปภาพของสินค้าที่ตัดสินใจซื้อ	1	2	3	4	5	6	7
PBI3: โดยรวมสินค้าที่ซื้อบนแอปพลิเคชันลาชาด้ามีความ เป็นเอกลักษณ์ และน่าสนใจมากกว่าแอปพลิเคชันอื่นที่มีโปรโม ชัน	1	2	3	4	5	6	7
PBI4: การตัดสินใจซื้อสินค้าบนแอปพลิเคชันลาชาด้ามี ความสะดวกสบายกว่าซื้อผ่านร้านค้าทั่วไป	1	2	3	4	5	6	7
PBI5: การตัดสินใจซื้อสินค้าบนแอปพลิเคชันลาชาด้าง่าย ต่อการเข้าถึงมากกว่าซื้อสินค้าจากแคตตาล็อกหรือทางโทรศัพท์	1	2	3	4	5	6	7
PBI6: การซื้อสินค้าบนแอปพลิเคชันลาชาด้ามีหลาย ทางเลือกสำหรับลูกค้าเพื่อไปเยี่ยมชมร้านค้าออนไลน์	1	2	3	4	5	6	7
PBI7: โดยรวมการซื้อสินค้าบนแอปพลิเคชันลาชาด้า	1	2	3	4	5	6	7

สามารถซื้อได้ตลอดเวลาและทุกที่							
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ส่วนที่ 7. การเสพติดการซื้อของ

	ระดับความพึงพอใจ						
	ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	ค่อนข้างไม่เห็นด้วย	เฉยๆ	ค่อนข้างเห็นด้วย	เห็นด้วย	เห็นด้วยอย่างมาก
CBT1: ถิ่นซื้อสินค้าบนแอปพลิเคชันลาซาด้าเนื่องจากถูกกระตุ้นการอยากซื้อ	1	2	3	4	5	6	7
CBT2: ถิ่นซื้อสินค้าบนแอปพลิเคชันลาซาด้าโดยไม่มี ความกังวลว่าถิ่นซื้ออะไรมาบ้าง	1	2	3	4	5	6	7
CBT3: ถิ่นซื้อสินค้าบนแอปพลิเคชันลาซาด้าเพื่อที่จะทำ ให้รู้สึกมีชีวิตชีวมากขึ้น	1	2	3	4	5	6	7
CBT4: ถิ่นรู้สึกเป็นกังวลเมื่อไม่ได้ซื้อสินค้าบนแอปพลิเคชันลาซาด้า	1	2	3	4	5	6	7
CBT5: ถิ่นซื้อสินค้าบนแอปพลิเคชันลาซาด้ามากมายโดย บางครั้งไม่ได้ใช้มัน	1	2	3	4	5	6	7

ส่วนที่ 8. ความตั้งใจซื้อ

	ระดับความพึงพอใจ						
	ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	ค่อนข้างไม่เห็นด้วย	เฉยๆ	ค่อนข้างเห็นด้วย	เห็นด้วย	เห็นด้วยอย่างมาก
OPI1: ถิ่นจะซื้อสินค้าบนแอปพลิเคชันลาซาด้า	1	2	3	4	5	6	7
OPI2: ในอนาคตฉันมีแนวโน้มที่จะซื้อสินค้าบนแอปพลิเคชันลาซาด้า	1	2	3	4	5	6	7
OPI3: ฉันมีความตั้งใจที่จะซื้อสินค้าบนแอปพลิเคชันลาซาด้า	1	2	3	4	5	6	7

OPI4: ฉันจะซื้อสินค้าบนแอปพลิเคชันลาชาตัวอย่างแน่นอน	1	2	3	4	5	6	7
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ส่วนที่ 9. ข้อมูลด้านประชากรศาสตร์ของผู้ตอบแบบสอบถาม

เพศ	<input type="checkbox"/> ชาย <input type="checkbox"/> หญิง
อายุ	<input type="checkbox"/> ต่ำกว่า 15 ปี
	<input type="checkbox"/> 16-20 ปี
	<input type="checkbox"/> 21-25 ปี
	<input type="checkbox"/> 26-30 ปี
	<input type="checkbox"/> 31-40 ปี
	<input type="checkbox"/> มากกว่า 40 ปี
ระดับการศึกษา	<input type="checkbox"/> มัธยมหรือต่ำกว่า
	<input type="checkbox"/> ปริญญาตรี
	<input type="checkbox"/> ปริญญาโท
	<input type="checkbox"/> ปริญญาเอก
อาชีพ	<input type="checkbox"/> นักเรียน
	<input type="checkbox"/> ข้าราชการ
	<input type="checkbox"/> พนักงานบริษัทเอกชน
	<input type="checkbox"/> ว่างาน
	<input type="checkbox"/> เจ้าของธุรกิจ
	<input type="checkbox"/> อื่นๆ.....
รายได้ต่อเดือน	<input type="checkbox"/> ต่ำกว่า 15,000 บาท
	<input type="checkbox"/> 15,001-20,000 บาท
	<input type="checkbox"/> 20,001-25,000 บาท
	<input type="checkbox"/> 25,001-30,000 บาท
	<input type="checkbox"/> มากกว่า 30,000 บาท