

**Factors affecting online purchase intention of Thai
Generation Z towards e-commerce platform**

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ใบรับรองสารนิพนธ์

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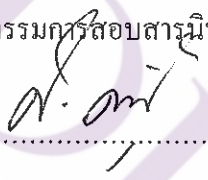
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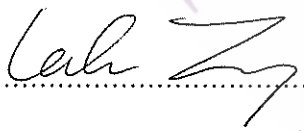
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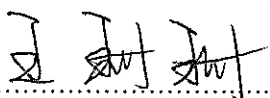
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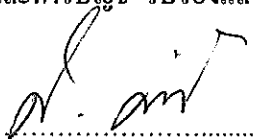
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ABSTRACT

The Internet's fast growth of e-commerce platforms are experiencing rapid changes on the value in Thailand industry. Consumers and SME businesses are beneficial to the convenience of purchasing product and service, ease of transaction, and variety of choices. The values of Thailand's e-commerce platforms are worth more than 4.02 trillion Baht in 2019. Generation Z consumers were the main target respondent in this study to identify the factors affecting online purchase intention towards e-commerce platform. This study aims to identify the effect of the Demographic Profiles, Service Marketing Mix Strategy (7Ps), and Customer Lifestyle on the online purchase intention of Thai Generation Z towards e-commerce platform.

The findings revealed that there are not differences between Thai Gen Z's demographic profiles (gender, age, hometown, education level, occupation, and monthly income) and online purchase intention towards e-commerce platform. It was also found that there is a partial effect between service marketing mix (7Ps) and online purchase intention of Thai Gen Z towards e-commerce platform in term of place and physical evidence. Moreover, the study also found that there is a partial effect between lifestyle marketing (AIO) and online purchase intention of Thai Gen Z towards e-commerce platform.

The results might benefit to both consumers and business operators who wish to expand their opportunities. It can be served as guidelines to improve the marketing strategies to better targeting Thai generation Z to the e-commerce platforms.

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Ruksapong Charastrakool

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Figure 1.1 Conceptual framework of the research study

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CHAPTER 1

INTRODUCTION

1.1 Background to the Study

The e-commerce industry is currently experiencing rapid change, trend, and growth with the value of Thailand's e-commerce market in the past year until now. The e-commerce marketplace has been a channel and platform for both consumer and SME businesses where online money transactions can easily flow wirelessly. According to the Electronic Transactions Development Agency (ETDA), under the Ministry of Digital Economy and Society, the market value of Thailand's e-commerce is worth more than 4.02 trillion Baht in 2019 or approximated 6.91 percent growth from 2019, equivalent to 3.76 trillion Baht. The majority of income is generated from online shopping goods and services within the country up to 91.29 percent. Furthermore, Thailand is first ranked in the Association of Southeast Asian Nations (ASEAN) for its e-commerce in Business-to-Consumer (B2C) total value of 46.51 billion US Dollars since 2017.

Focused on the rapidly changed in consumers' trends and intentions of accessing e-commerce marketplace websites. More and more consumers are opting to shop online than in stores, due to the easy accessibility, convenience, cost, and variety of products. According to a report from We Are Social, Digital in January 2020: Southeast Asia (Thailand), 52 million of Thailand's total population of 69.71 million, or 75 percent of the population, are internet users, with an average daily amount of time spent on the internet via on any device of 9 hours 1 minute and approximate 4 hours 57 minutes on mobile devices. The most-viewed websites (Alexa) by average monthly traffic, two of the famous

e-commerce websites are Lazada.co.th and Shopee.co.th. According to the report, Lazada.co.th was ranked in the fifth position with an average of 8 minutes 41 seconds per visit and 5.5 pages per time, while Shopee.co.th was ranked in the ninth position with an average 7 minutes 26 seconds; time per visit, and 4.4 pages per time. It is also shown that 90 percent of the average internet users aged 16 to 64 searched online for a product or service to purchase (on any device) and 82 percent purchased a product online (on any device). On average, 34 percent of internet users made an online purchase of a laptop or desktop computer, while 69 percent made an online purchase via a mobile device.

Due to the pandemic of Coronavirus 2019 or the so-called Covid-19 that occurred since January 2020, it has affected the changes in consumer trends and intention in different ways and directions. Consumers begin to take more adaptation of the digital lifestyle, which means they are getting comfortable with the 'New Normal' lifestyle. From the information above, it has shown that consumer behavior can constantly change and develop due to different factors, understanding consumer online purchase intention towards E-commerce platform will give us information on how they are behaving on the platform. This will benefit both consumers and business operators who wish to expand their opportunities. This research study will reveal consumer online purchase intention, demographic profiles, and factors that can be used as references to continue their businesses and educate consumers on what is happening in the industry.

1.2 Research Study

What are This Generation Z's online purchase intention towards e-commerce platform?

1.3 Research Objectives

The aims of this study are as follows:

1.3.1 To identify the effect of the Demographic Profiles on the online purchase intention of Thai Generation Z towards e-commerce platform.

1.3.2 To determine the effect of Service Marketing Mix Strategy (7Ps) on the online purchase intention of Thai Generation Z towards e-commerce platform.

1.3.3 To determine the effect of Customer Lifestyle on the online purchase intention of Thai Generation Z towards e-commerce platform.



1.4 Conceptual Framework

Based on the objectives of the study, a conceptual framework have been constructed and divided into dependent variables and independent variables as followings:

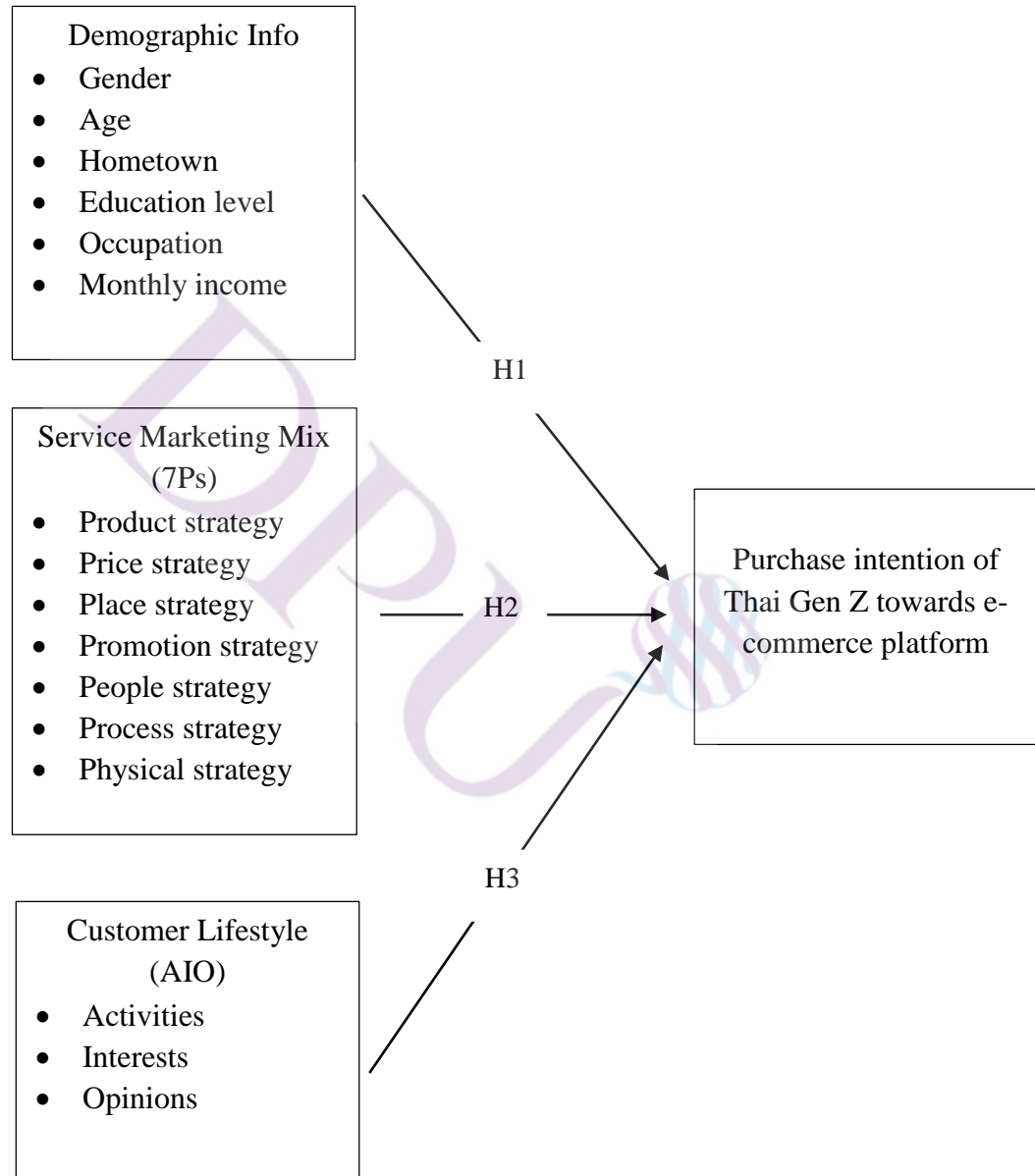


Figure 1.1 Conceptual framework of the research study

1.5 Hypothesis of the Study

The hypotheses are listed as follows:

H1: Different Thai Generation Z consumer's demographic profiles will have different online purchase intention towards E-commerce platform.

H2: Service marketing mix strategy (7Ps) will have an effect on the online purchase intention of Thai Generation Z towards e-commerce platform.

H3: Customer lifestyle (AIO) will have an effect on the online purchase intention of Thai Generation Z towards e-commerce platform.

1.6 Scope and Limitations of the Study

This research paper focuses on the effects of demographic profile, marketing mix strategy (7Ps) on the online purchase intention of Thai Generation Z towards e-commerce platform. Moreover, with the limitation of the study period i.e. 3 months and following previous studies e.g. Udomsuk & Tiangsoongnern (2018), the minimum receivable respondent will be 100 in limited period.

1.7 Population and Sample

Population: This generation Z (age between 18 – 25) current users group who have experienced e-commerce platform.

Sample: This consumers representative of e-commerce platform.

Sample Size Estimation: The sample of this research will calculate by using Taro Yamane (Yamane, 1973) formula with a 95% confidence level and 5% sampling error. Due to the number of the population is unknown, it suggested to collect data from 400 samples.

1.7.1 Sampling Method

Convenience sampling method - A self-administered questionnaire will be distributed to the Thais group consumers through online channels using Google Form.

1.7.2 Study Variables:

Independent variables:

1. Demographic Profiles

- Gender
- Age
- Hometown
- Education level
- Occupation
- Income

2. Service Marketing Mix (7Ps)

- Product Strategy
- Price Strategy
- Place Strategy
- Promotion Strategy
- People Strategy
- Process of Service Strategy
- Physical Evidence Strategy

3. Customer Lifestyle (AIO)

- Activities

- Interests
- Opinions

Dependent Variable:

1. Online purchase intention of Thai Generation Z towards via E-Commerce Platform measured by customer's intention, continuity, and future consideration to purchase.

1.8 Definition of Terms

To have a better understanding of this study, below are terms and its meaning:

Demographic Profile – A description of a customer, including their gender, age, hometown, education level, occupation, and income.

E-commerce - A business model that lets firms and individuals buy and sell things over the internet including Lazada and Shopee.

Generation Z Consumer – Thai people in age between 18 to 25 years old.

Online Purchase Intention - The preference of consumer to buy the product or service measured by customer's intention, continuity, and future intention to purchase.

Online Shopping -The activity or action of buying products or services over the E-commerce platforms.

Customer Lifestyle (AIO) – The pattern to identified to person's activities, interests, and opinions (Kotler & Keller, 2016).

Service Marketing Mix Strategy - The set of actions including product price place, promotion, people, process and physical evidence to targeting in the market.

1.9 Significance of the Study

This study aims to focus on consumers online purchasing intention towards e-commerce platform to see how the demographic profile and service marketing mix strategy is applied among different consumers. This study will be beneficial to online marketers and online e-commerce marketplace when they undertake effective learning on consumer attitudes and perceptions. By understanding consumer online purchasing intention and other related factors, it will provide in-depth information on the effectiveness of e-commerce platform. Moreover, this research will provide recommendations on how to evaluate consumer purchase intention with an analytical framework. It will also serve as a future reference for researchers about developing marketing strategies for the online e-commerce industry or marketplace.

1.10 Organization of the Study

The Independent Study comprises five chapters: (1) introduction, (2) literature review, (3) research method, (4) findings, and (5) conclusions and recommendations.

CHAPTER 2

LITERATURE REVIEW

This chapter addresses relevant constructs and research articles that were examined in the research study topic. This chapter is organized into sections which consist of:

- 2.1 Demographic Profiles
- 2.2 Service Marketing Mix Strategy (7Ps)
- 2.3 Lifestyle Marketing (AIO)
- 2.4 Online Purchase Intention
- 2.5 Related Research Articles

2.1 Demographic Profiles

The term demographic refers to a group defined by its sociological and demographic characteristics. It refers to: of, relating, or involving a combination of social and demographic factors.

The previous study by Akman and Rehan (2014) revealed that the characteristics of gender, age, education level, income, and daily internet usage constitute the socio-demographic profiles in describing consumer purchase behavior.

Wblin's (1999) study has contributed that demographic factors have a great effect on consumer online shopping behaviors and purchase intention via the Internet.

Baubonienė and Gulevičiūtė (2015) found statistically, that women prefer to shop online because of the lower prices he products offered, while men value the speed and convenience of online shopping.

Padmaja and Moha (2015) also reported that factors like age, income, and occupation have an impact on online buying behavior and purchase intention.

Khomson Tunsakul (2015) also used demographic factors of respondents to comprise gender, income, and frequency of visiting favorite online stores.

Based on the previous studies, the researchers found that there were various demographic factors that influence consumer purchasing behavior. However, the demographic profiles will be applied in this study to examine the purchasing behavior of generation Z towards e-commerce platform.

2.2 Service Marketing Mix Strategy (7Ps')

The previous study by Sudheer (2017) has an approach to identify factors that significantly influence customers on the content of the service marketing mix strategy of 7Ps.

In the field of service marketing mix strategy (7Ps) in the e-commerce industry, the vital elements include product, price, place, promotion, people, process, and physical evidence (Kolter & Keller, 2016; Sudheer, 2017).

- Product includes production and end-used goods, delivered through traditional logistics channels; information products, and information services delivered through Internet channels trade and information services provided by online stores.
- Price is distinguished by a high degree of personalization, flexibility, and it depends on market conditions, the dynamic pricing policy.
- Place of sale is a set of interconnected virtual sales channels, including a website, a trading platform in the social network, and a mobile application.

- Promotion: includes a system of tools, including the display and paid search advertising, mobile advertising, social media marketing. The use of these tools aims to involve consumers in the process of communication and promotion to broadcast messages of the brand.
- Process represents the unity of the production and delivery of complex commercial and information services based on 100% automated business processes.
- People involve people's movement from the contact zone into the invisible part of the business.
- Physical evidence is transformed into a virtual environment: a corporate website, a site, or a group in a social network, a mobile application.

The concept of 7P by Booms (1981) and Bitner (1981) was the system marketing concept (1981). The classic marketing-model 4P (product, price, place, promotion) by McCarthy and Jerome (1964) has been extended by the authors to 7 P (+ process, people, physical evidence) mainly to develop the tools for improving the competitiveness of organizations in the service sector.

2.3 Customer Lifestyle (AIO)

By the definition of lifestyle marketing strategy, there is not an exact definition to describe the term itself. According to Cleverism, a lifestyle is a mode of behavior based on a set of interests, activities, ideas, attitudes, opinions, and other characteristics that set a group of people or culture apart from other groups and cultures. When applied to the marketing, life marketing becomes a marketing approach that where a brand ties itself to and embodies the aspirations, ideals, values, and aesthetics that its target market identifies

with. In the related aspect of lifestyle marketing, psychographic lifestyle characteristics are the bigger image of segmentation.

Niosi (2020) has mentioned that in consumer marketing, lifestyle is considered a psychological variable is known to influence the buyer decision process for consumers. It is also defined as the way consumer lives and how it reflects an individual's attitudes, values, or worldview.

Kotler and Keller (2016) has mentioned that a person's pattern of living in the world as expressed in activities, interests, and opinions (AIO). Therefore, lifestyle reflects the whole person's interaction with the surroundings. The model of AIO also pioneered by Wilson (1966), Pessemer and Tigert (1966), Wells (1968), and Plummer (1974), which concedes that lifestyle has developed separately and variety.

AIO studies visualize a wide variety of variables and measures the major dimensions shown below:

Table 2.1 Joseph T Plummer's AIO Classification

Activities	Interests	Opinions
Work	Family	Themselves
Hobbies	Home	Social
Social Events	Employment	Politics
Holidays	Community	Business
Entertainment	Recreations	Economy
Club Membership	Fashion	Education
Community	Food	Products

Shopping	Media	Future
Sports	Achievements	Culture
Source: Joseph T Plummer (1974)		

2.4 Online Purchase Intention

Online purchase intention was defined as the state of affairs that an individual is willing and intend to engage in the online transaction (Pavlou, 2003).

It is also defining as consumers' willingness to purchase certain products or services from the online shopping platforms (Ailawadi, Neslin, & Gedenk, 2001).

Salisbury (2001) have defined online purchase intention as the construct that encourages the strength of a customer's intention to purchase online.

2.4.1 Analysis of Consumer Behavior

Consumer behaviors are a study of the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon, Russell-Bennett and Previte, 2013).

Consumer behavior is defined as the study of processes used by people, groups, and organizations to select, acquire and dispose of products, experiences, and services for utility purposes, and how this behavior impacts both the consumer and the society as a whole (Sabine, 2012, p 110).

According to Philip Kotler (2013), he implied that consumer behavior is an activity related to selection, purchase, and make a decision to satisfy consumer needs. He suggested

that marketers should examine consumer purchasing behavior using 6W's and 1H questions to understand the consumption process of consumers.

Table 2.2 Analysis of Consumer Behavior

Question (6W's & 1H)	The answer to know (7Os)	Marketing Strategy
1. Who is in the target market?	Occupants of the target group including 1. Demographic 2. Geographic 3. Psychology 4. Behavior	Marketing Mix includes the product, price, place, promotion for satisfying the target group
2. What does the consumer buy?	Objects to consumer buy; who want product component & competitive differentiation	Product strategies including 1. Core product 2. Tangible product, such as quality, feature style, packing, and brand 3. Augmented product 4. Expected product 5. Competitive differentiation product
3. Why does the consumer buy?	Purchasing objective of the consumer; for physical & psychology need that study in physical factor, social, culture, and personality	Product strategies 1. Promotion strategies including advertising, personal selling, public relation 2. Price strategies 3. Distribution channel strategies
4. Who participates in the buying?	Influence organization including people to 1. Initiator 2. Influencer 3. Decider 4. Buyer 5. User	Advertising and promotion strategies to influence the organization

5. When does the consumer buy?	Occasions such as during seasonal of festival time	Promotion strategies relate to occasions
6. Where does the customer buy?	Outlets, such as a dependent store, convenience store, and discount store	Distribution channel strategies for a suitable middle man to customer
7. How does the customer buy?	Operations including 1. Problem recognition 2. Information search 3. Evaluation of alternative 4. Purchase decision 5. Post-purchase evaluation	Promotion strategies including advertising, personal selling, public relation, and direct marketing

Source: Philip Kotler, Marketing Management 12e, page 180, 2003

2.5 Related Research

According to Wood (2013), Generation Z are considered to characterize on a focus on innovation, an insistence on convenience, an underlying desire for security, and a tendency towards escapism.

The previous study by Tansakul (2020) mentioned that shopping motives of hedonic motive and usefulness motive had a significant influence on the Thai generation Z consumers' attitude towards online shopping.

Bernstein (2015) stated that generation z is the first generation that was born in the digital world that lives online, virtually integrates, and engages with its favorites brand.

Iqbal et al. (2012) stated online purchase intentions as the customers' willingness to use internet services, making an actual purchase of goods and services, or comparing the

prices of products. Consumer's purchase intention is vital in forecasting consumer behavior that depends on the influencing factors, which make the measurement difficult under different circumstances.

Throughout the literature reviews, this study aims to test whether there is a significant influence on demographic profiles, marketing mix strategy, and lifestyle marketing on the online purchasing intention of Thai generation Z towards e-commerce platform. Therefore, this study proposed three hypotheses as follows:

H1: Different Thai Generation Z consumer's demographic profiles will have different online purchase intention towards E-commerce platform.

H2: Service Marketing Mix Strategy (7Ps) has an effect on the online purchase intention of Thai Generation Z towards e-commerce platform.

H3: Customer Lifestyle(AIO) has an effect on the online purchase intention of Thai Generation Z towards e-commerce platform.

CHAPTER 3

METHODOLOGY

This research study addresses the factors influencing the online purchase intention of Thai generation Z towards e-commerce platform using the following constructs:

1. Demographic profiles: gender, age, hometown, education level, occupation, monthly income
2. Service marketing mix strategy: product, price, place, promotion, people, process of service, physical evidence
3. Lifestyle marketing: activities, interests, opinions
4. Consumer online purchasing intention

The research approach will be applied with a survey research design using a self-administrative questionnaire to collect data from respondents (Malhotra, 2007). Several steps of research methodology were presented as follows:

1. Identifying population and sample
2. Measurement items
3. Data collection method
4. Data analysis

3.1 Identifying population and sample

Population: This generation Z (age between 18 – 25) current users group who have experienced e-commerce platform.

Sample: This consumers representative of e-commerce platform.

Sample Size Estimation: The sample of this research will calculate by using Taro Yamane (Yamane, 1973) formula with a 95% confidence level and 5% sampling error.

$$n = Z^2 [P (1-P)] / e^2$$

$$n = \text{Sample size}$$

$$Z = \text{Reliability of 95\% is 1.96}$$

$$e = \text{Not reliability is 0.05}$$

$$P = \text{Percentage (0.05)}$$

Calculation:

$$\begin{aligned} n &= Z^2 [P (1-P)] / e^2 \\ &= (1.96)^2 [(0.05) (1-0.05)] / (0.05)^2 \\ &= 384 \end{aligned}$$

Due to the number of the population is unknown, it suggested to collect data from 400 samples. However, with the limitation of the study period i.e. 3 months and following previous studies e.g. Udomsuk & Tiangsoongnern (2018), the minimum receivable respondent will be 100 in limited period.

Sampling Method

This research adopted convenience sampling method by distributing out questionnaire (Google Forms) to the Thais generation Z of e-commerce user group through online channels. The convenience sampling was used for this study because the respondents are selected to be in the right time and least time consuming compared to other sampling techniques (Malhotra, 2017).

3.2 Measurement Items

This study developed and adapted items from previous studies to measure the constructs following study:

6 items to measure demographic profile of current users group who have experienced e-commerce platform (gender, age, hometown, education level, occupation, income).

21 items to measure the service marketing mix (7Ps) (product, price, place, promotion, people, process of service, and physical evidence).

3 items to measure the customer lifestyle (activities, interests, opinion).

3 items to measure the online purchase intention.

Likert Scale was used to quantify level of agreement on items related service marketing mix strategy, customer lifestyle, and online purchase intention.

The scale descriptions are as follows:

“5” = Strongly agree with the statement

“4” = Agree with the statement

“3” = Feel neutral with the statement

“2” = Disagree with the statement

“1” = Strongly disagree with the statement

According to Sirirat (2005), each item is assigned a numerical score, ranging from 1 to 5 as follows:

- Calculate the cutting/interval score = $(5-1)/5 = 0.80$

- Thus, descriptions of the revised score are as follows:

Range of Score Level of agreement

1.00 - 1.80 = strongly disagree with the statement

1.81 - 2.60 = disagree with the statement

2.61 - 3.40 = feel neutral with the statement

3.41 - 4.20 = agree with the statement

4.21 - 5.00 = strongly agree with the statement

3.2.1 Measurement Validation

There are 2 steps of validity tests for survey research questionnaires which are;

1.1 Content Validity

Content validity was assured by developing the study constructs based on relevant literature and suggestions of academician and practitioners.

1.2 Reliability Validity

Researcher conducted a pilot test with 41 respondents. The data had coefficient alpha, or Cronbac's Alpha, 0.6 which indicated a moderate - fair internal consistency of the study constructs (Malhotra, 2007).

3.3 Data Collection

This study collected 2 types of data which are:

1. Primary Data – using the questionnaire to current users group of generation Z who have experienced e-commerce platform.
2. Secondary Data – using the documentary research to collect the data from text books, article and related research to develop the conceptual framework of the study.

3.4 Data Analysis

Data was analyzed using the following statistics:

1. Descriptive Statistic –percentage, mean and standard deviation.

2. Inferential Statistics;

2.1 T-test and One-way ANOVA was used to test the effect between demographic profiles and consumer online purchase intention on current users group of generation Z who have experienced e-commerce platform.

2.2 Multiple Regression analysis used to test the effect marketing mix strategy (7Ps) and customer lifestyle on the consumer online purchase intention on current users group of generation Z who have experienced e-commerce platform (Malhotra, 2007).

The confidence level of 95% or $\alpha < 0.05$ was adopted to test the hypotheses of the study.

CHAPTER 4

FINDINGS

This chapter describes the analysis and interpretation of data followed by a discussion of research findings. In this chapter, findings data are systematically linked to the format of self-developed questionnaire attached in the appendix. Data are collected by using questionnaire and 400 copies were distributed with link using Google Form through social media: resulting 100 respondents were received; response rate is $\frac{100}{400} = 25\%$ were achieved. Collected data are analyzed to identify, describe and test the effect between factors and consumers' Factors online purchase intention of Thai Gen Z towards e-commerce platform. Moreover, result of five Likert scales for each factors of items are shown in the appendix.

The results were presented as follows:

4.1 Demographic Profile of Respondents

4.2 Descriptive Result

4.2.1 Service Marketing Mix

4.2.2 Customer Lifestyle (AIO)

4.2.3 Online Purchase Intention

4.2.4 Hypothesis Result

Data were screened to assume that normal distribution could be assumed. The 100 sets of questionnaires tended to perform normal distribution within the $-1 \leq \text{skewness} \leq +1$ and $-2 \leq \text{kurtosis} \leq +2$ (Tabadinick & Fidell 2001).

4.1 Demographic Profile of Respondents

1. Gender – the majorities of respondents were female (65%) followed by male (35%).

2. Age – the majorities of respondents were 24-25 years old (61%) followed by 22-23 years old (24%), 20-21 years old (13%), and 18-19 years old (2%).

3. Hometown – the majorities of respondents live in Bangkok (68%) followed by Other cities (32%).

4. Education level – the majorities of respondents were university level (98%) followed by high school level (2%).

5. Occupation - the majorities of respondents were employees 40,001 (58%) followed by student (34%) and others (8%).

6. Monthly income - the majorities of respondents had 20,000 baht or lower (42%) followed by 20,001-30,000 baht (29%), 30,001-40,000 baht (12%), 40,001-50,000 baths (11%) and 50,001 baht or above (6%).

Table 4.1 Descriptive Result of Respondents' Demographic Profile

Info	Frequency	Percentage (%)
Gender		
Male	35	35
Female	65	65
Others	-	-
Age		
18-19	2	2
20-21	13	13
22-23	24	24
24-25	61	61
Hometown		

Bangkok	68	68
Other cities	32	32
Education level		
Highschool level	2	2
University level	98	98
Occupation		
Student	34	34
Employees	58	58
Others	8	8
Monthly income		
20,000 baht or lower	42	42
20,001-30,000 baht	29	29
30,001-40,000 baht	12	12
40,001-50,000 baht	11	11
50,001 baht or above	6	6

4.2 Descriptive Result

4.2.1 Service Marketing Mix (7Ps)

The following tables showed the results of Thai Gen Z's interpretation on the service marketing mix strategy (7Ps).

a) Product Strategy

Table 4.2 reports that the majority of the respondents agreed that finding product information on e-commerce platform is easy (*Mean = 3.97*), finding new/trendy products on e-commerce platform is easy (*Mean = 3.91*) and I think after sale service from e-commerce is very important (*Mean = 3.90*). Overall product strategy has an effect on interpretation of Thai Gen Z (*Mean = 3.92*).

Table 4.2 Descriptive Result of Product Strategy

Product strategy	Mean	Standard Deviation	Interpretation
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2.1 Finding product information on e-commerce platform is easy.	3.97	.94767	Agree
2.2 Finding new/trendy products on e-commerce platform is easy.	3.91	.87727	Agree
2.3 I think after sale service from e-commerce is very important.	3.90	.98985	Agree
Total	3.92	.93825	Agree

b) Price Strategy

Table 4.3 reports that the majority of the respondents agreed that I have many choices to pay for products/services on e-commerce platform (*Mean = 4.10*), I can easily compare product price on e-commerce platform (*Mean = 4.01*), and I think products from e-commerce platform is cheap (*Mean = 3.42*). Overall price strategy has an effect on interpretation of Thai Gen Z (*Mean = 3.84*).

Table 4.3 Descriptive Result of Price Strategy

Price strategy	Mean	Standard Deviation	Interpretation
2.4 I think products from e-commerce platform is cheap.	3.42	.94474	Agree
2.5 I can easily compare product price on e-commerce platform.	4.01	.97954	Strongly agree
2.6 I have many choices to pay for products/services on e-commerce platform.	4.10	.98985	Strongly agree
Total	3.84	.97137	Strongly agree

c) Place Strategy

Table 4.4 reports that the majority of the respondents agreed that buying stuffs from e-commerce platform is convenient (*Mean = 4.00*), I can buy products that I want anytime on e-commerce platform (*Mean = 3.98*), and product delivery

on e-commerce platform is quick (*Mean* = 3.75). Overall place strategy has an effect on interpretation of Thai Gen Z (*Mean* = 3.91).

Table 4.4 Descriptive Result of Place Strategy

Place strategy	Mean	Standard Deviation	Interpretation
2.7 I can buy products that I want anytime on e-commerce platform.	3.98	.96379	Agree
2.8 Product delivery on e-commerce platform is quick.	3.75	.98857	Agree
2.9 Buying stuffs from e-commerce platform is convenient.	4.00	.99494	Agree
Total	3.91	.98243	Agree

d) Promotion Strategy

Table 4.5 reports that the majority of the respondents agreed that I often visit e-commerce platform because of sales promotion (*Mean* = 3.88), sales promotions on e-commerce platform attract my attention (*Mean* = 3.83), and there are many interesting product discounts on e-commerce platform (*Mean* = 3.82). Overall promotion strategy has an effect on interpretation of Thai Gen Z (*Mean* = 3.84).

Table 4.5 Descriptive Result of Promotion Strategy

Promotion strategy	Mean	Standard Deviation	Interpretation
2.10 There are many interesting product discounts on e-commerce platform.	3.82	.89194	Agree
2.11 Sales promotions on e-commerce platform attract my attention.	3.83	.98530	Agree
2.12 I often visit e-commerce platform because of sales promotion.	3.88	1.03748	Agree
Total	3.84	.97157	Agree

e) People Strategy

Table 4.6 reports that the majority of the respondents agreed that sales representatives on e-commerce platform can answer my questions clearly (*Mean* = 3.39), sales representatives on e-commerce platform understand my needs (*Mean* = 3.33), and sales representatives on e-commerce platform quickly respond to my inquiry (*Mean* = 3.25). Overall people strategy has an effect on interpretation of Thai Gen Z (*Mean* = 3.23).

Table 4.6 Descriptive Result of People Strategy

People strategy	Mean	Standard Deviation	Interpretation
2.13 Sales representatives on e-commerce platform quickly respond to my inquiry.	3.25	.89188	Neutral
2.14 Sales representatives on e-commerce platform can answer my questions clearly.	3.39	.88643	Neutral
2.15 Sales representatives on e-commerce platform understand my needs.	3.33	.94340	Neutral
Total	3.23	.90723	Neutral

f) Process Strategy

Table 4.7 reports that the majority of the respondents agreed that I can buy products from e-commerce platform in only a few steps (*Mean* = 3.84), I can easily claim my products on e-commerce platform (*Mean* = 3.34), and I can talk to support of e-commerce platform easily (*Mean* = 3.31). Overall process strategy has an effect on interpretation of Thai Gen Z (*Mean* = 3.49).

Table 4.7 Descriptive Result of Process Strategy

Process strategy	Mean	Standard Deviation	Interpretation
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2.16 I can buy products from e-commerce platform in only a few steps	3.84	.99209	Agree
2.17 I can easily claim my products on e-commerce platform.	3.34	1.04659	Neutral
2.18. I can talk to support of e-commerce platform easily.	3.31	1.04151	Neutral
Table	3.49	1.02673	Neutral

g) Physical Evidence Strategy

Table 4.8 reports that the majority of the respondents agreed that I can search for products that I want easily on e-commerce platform (*Mean = 3.96*), navigating on e-commerce platform is easy (*Mean = 3.75*), and e-commerce platform has a good design (*Mean = 3.74*). Overall physical evidence strategy has an effect on interpretation of Thai Gen Z (*Mean = 3.81*).

Table 4.8 Descriptive Result of Physical Evidence Strategy

Physical evidence strategy	Mean	Standard Deviation	Interpretation
2.19 I can search for products that I want easily on e-commerce platform.	3.96	.94195	Agree
2.20 E-commerce platform has good web design.	3.74	1.03103	Agree
2.21 Navigating on e-commerce platform is easy.	3.75	1.00880	Agree
Total	3.81	.99392	Agree

4.2.2 Customer Lifestyle (AIO)

The following tables showed the results of Thai Gen Z's interpretation on the customer lifestyle (AIO).

a) Activities

Table 4.8 reports that the majority of the respondents agreed that I regularly search for information that I want from online channel (*Mean = 4.19*), I regularly chat/contact with friends on social media (*Mean = 4.03*), and I often buy stuffs from online channel (*Mean = 3.81*). Overall activities have an effect on interpretation of Thai Gen Z (*Mean = 4.01*).

Table 4.9 Descriptive Result of Activities

Activities	Mean	Standard Deviation	Interpretation
3.1 I regularly chat/contact with friends on social media.	4.03	1.08670	Agree
3.2 I regularly search for information that I want from online channel.	4.19	1.10732	Agree
3.3 I often buy stuffs from online channel.	3.81	1.02193	Agree
Total	4.01	1.07198	Agree

b) Interests

Table 4.10 reports that the majority of the respondents agreed that I enjoy my free time on internet (*Mean = 3.97*), I am interested in products/services from online channel (*Mean = 3.82*), and I enjoy social media (*Mean = 3.79*). Overall interests have an effect on interpretation of Thai Gen Z (*Mean = 3.86*).

Table 4.10 Descriptive Result of Interests

Interests	Mean	Standard Deviation	Interpretation
3.4 I enjoy social media.	3.79	1.06643	Agree
3.5 I enjoy my free time on internet.	3.97	1.05844	Agree
3.6 I am interested in products/services from online channel.	3.82	1.06723	Agree
Total	3.86	1.06403	Agree

c) Opinions

Table 4.11 reports that the majority of the respondents agreed that e-commerce helps me save a lot of time and effort (*Mean = 4.09*), I think everyone should try e-commerce (*Mean = 4.06*), and I think online channel is a very useful shopping method (*Mean = 4.04*). Overall opinions have an effect on interpretation of Thai Gen Z (*Mean = 4.06*).

Table 4.11 Descriptive Result of Opinions

Opinions	Mean	Standard Deviation	Interpretation
3.7 I think online channel is a very useful shopping method.	4.04	.90921	Neutral
3.8 E-commerce helps me save a lot of time and effort.	4.09	.94383	Neutral
3.9 I think everyone should try e-commerce.	4.06	.88557	Neutral
Total	4.06	.91287	Neutral

4.2.3 Online Purchase Intention

The following table 4.12 showed the results of Thai Gen Z's interpretation on the online purchase intention. It is reports that the majority of the respondents agreed that I will buy more from e-commerce in the future (*Mean = 3.95*), I will continue to buy products/services from e-commerce (*Mean = 3.90*), and I have intention to buy products/services from e-commerce (*Mean = 3.83*).

Table 4.12 Descriptive Result of Online Purchase Intention

Online purchase intention	Mean	Standard Deviation	Interpretation
4.1 I have intention to buy products/services from e-commerce.	3.83	.95405	Agree

4.2 I will continue to buy products/services from e-commerce.	3.90	.97959	Agree
4.3 I will buy more from e-commerce in the future.	3.95	.95743	Agree
Total	3.89	.96369	Agree

4.2.4 Hypothesis Result

T-test and One-way ANOVA was used to test hypothesis 1

H1: Different Thai Generation Z consumer's demographic profiles will have different online purchase intention towards E-commerce platform.

Demographic profile data was described by gender, age, hometown, education level, occupation, and monthly income. Online purchase intention was measured by the level of agreement. This study found non-significant to support H1 as follows:

Gender vs. online purchase intention

Table 4.13 shows that demographic profile in gender does not have significant effect with online purchase intention (*Levene's test report Sig.926 > 0.05, equal variances assumed then use the Sig.=.190 > 0.05*). So, the H1 is not supported; no difference.

Table 4.13 Effect Between Demographic Profile in Gender and Online Purchase Intention

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Online	Male	35	3.7333	.84327	.14254
	Female	65	3.9795	.91454	.11343

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Online	Equal variances assumed	.009	.926	-1.319	98	.190	-.24615	.18669	-.61664	.12433
	Equal variances not assumed			-1.351	74.770	.181	-.24615	.18217	-.60907	.11676

Age vs. online purchase intention

Table 4.14 shows that demographic profile in age does not have significant effect with purchase intention ($Sig.130 > 0.05$). So, the H1 is not supported.

Table 4.14 Effect Between Demographic Profile in Age and Online Purchase Intention

ANOVA					
Online					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.502	3	1.501	1.932	.130
Within Groups	74.583	96	.777		
Total	79.084	99			

Hometown vs. online purchase intention

Table 4.15 shows that demographic profile in hometown does not have significant effect with online purchase intention (*Levene's test report* $Sig.515 > 0.05$, equal variances assumed then use the $Sig.=.827 > 0.05$). So, the H1 is not supported; no difference.

Table 4.15 Effect Between Demographic Profile in Gender and Online Purchase Intention

Group Statistics					
	Hometown	N	Mean	Std. Deviation	Std. Error Mean
Online	1.00	68	3.9069	.92657	.11236
	2.00	32	3.8646	.83327	.14730

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Online	Equal variances assumed	.427	.515	.220	98	.827	.04228	.19253	-.33979	.42435
	Equal variances not assumed			.228	67.066	.820	.04228	.18527	-.32751	.41206

Education level vs. online purchase intention

Table 4.16 shows that demographic profile in education level does not have significant effect with online purchase intention (*Levene's test report Sig.613 > 0.05, equal variances assumed then use the Sig.=.532 > 0.05*). So, the H1 is not supported; no difference.

Table 4.16 Effect Between Demographic Profile in Gender and Online Purchase Intention

Group Statistics					
	Education level	N	Mean	Std. Deviation	Std. Error Mean
Online	1.00	2	3.5000	.70711	.50000
	2.00	98	3.9014	.89827	.09074

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Online	Equal variances assumed	.232	.631	-.627	98	.532	-.40136	.64038	-1.67217	.86945
	Equal variances not assumed			-.790	1.067	.568	-.40136	.50817	-5.97536	5.17264

Occupation vs. online purchase intention

Table 4.17 shows that demographic profile in age does not have significant effect with purchase intention ($Sig.293 > 0.05$). So, the H1 is not supported.

Table 4.17 Effect Between Demographic Profile in Occupation and Online Purchase Intention

ANOVA					
Online					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.976	2	.988	1.243	.293
Within Groups	77.108	97	.795		
Total	79.084	99			

Monthly income vs. online purchase intention

Table 4.18 shows that demographic profile in monthly income does not have significant effect with purchase intention ($Sig.279 > 0.05$). So, the H1 is not supported.

Table 4.18 Effect Between Demographic Profile in Monthly Income and Online Purchase Intention

ANOVA					
Online					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.076	4	1.019	1.291	.279
Within Groups	75.008	95	.790		
Total	79.084	99			

Multiple Regression analysis was used to test hypothesis 2

H2: Service marketing mix strategy (7Ps) has an effect on the online purchase intention of Thai Generation Z towards e-commerce platform.

Marketing mix strategy (7Ps) was described by product, price, place, promotion, people, and physical evidence. Online purchase intention was measured by the level of agreement. This study found partial significant to support H2 as follows:

Table 4.19 revealed that online purchase intention is affected by marketing mix strategy of physical evidence, process, price, product, place, promotion ($Sig.000 < 0.05$). It also found that that the set of marketing mix strategy can explain 68.7% of variance in Thai Gen Z's online purchase intention ($Adjusted R^2 = .667, p < 0.05$). The coefficients values showed that physical evidence by itself has positive effect on online purchase intention ($\beta = .402, p < 0.05$). This means the higher agreement of physical evidence, the greater in online purchase intention. Another coefficients value also showed that place by itself has positive effect on online purchase intention ($\beta = .382, p < 0.05$). Therefore, it is showed that place strategy and physical evidence strategy are significant to an online purchase intention ($Sig.000 < 0.05$). The people strategy was excluded in the regression model.

Table 4.19 Effect Between Marketing Mix Strategy (7Ps) and Online Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829 ^a	.687	.667	.51593

a. Predictors: (Constant), Physical, Process, Price, Product, Place, Promotion

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.329	6	9.055	34.017	.000 ^b
	Residual	24.756	93	.266		
	Total	79.084	99			

a. Dependent Variable: Online purchase intention
b. Predictors: (Constant), Physical, Process, Price, Product, Place, Promotion

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.098	.308		.319	.751
	Product	.050	.095	.044	.524	.602
	Price	.176	.093	.159	1.896	.061
	Place	.399	.095	.382	4.209	.000*
	Promotion	-.070	.094	-.068	-.743	.460
	Process	.024	.079	.021	.298	.766
	Physical	.407	.099	.402	4.111	.000*

a. Dependent Variable: Online purchase intention
*significant at 0.05

Multiple Regression analysis was used to test hypothesis 3

H3: Customer lifestyle (AIO) has an effect on the online purchase intention of Thai Generation Z towards e-commerce platform.

Customer lifestyle (AIO) was described by activities, interests, opinions. Online purchase intention was measured by the level of agreement. This study found partial significant to support H3 as follows:

Table 4.20 revealed that online purchase intention will be affecting by customer lifestyle of activities, interests, and opinions ($Sig.000 < 0.05$). It also found that that the set of customer lifestyle can explain 75.6% of variance in Thai Gen Z's online purchase intention ($Adjusted R^2 = .748, p < 0.05$). The coefficients values showed that opinions by itself has positive effect on online purchase intention ($\beta = .391, p < 0.05$). Another coefficients value also showed that interests by itself has positive effect on online purchase intention ($\beta = .371, p < 0.05$). This means the higher agreement of opinions, the greater in online purchase intention. Therefore, it is showed that opinions ($Sig.000 < 0.05$) and interests ($Sig.001 < 0.05$) are significant predictors to an online purchase intention.

Table 4.20 Effect Between Customer Lifestyle (AIO) and Online Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 ^a	.756	.748	.44869
a. Predictors: (Constant), Opinion, Activities, Interests				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.758	3	19.919	98.944	.000 ^b
	Residual	19.327	96	.201		
	Total	79.084	99			
a. Dependent Variable: Online						
b. Predictors: (Constant), Opinion, Activities, Interests						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.076	.239		.319	.751
	Activities	.168	.093	.165	1.806	.074
	Interests	.361	.102	.374	3.527	.001*
	Opinion	.430	.098	.391	4.381	.000*
a. Dependent Variable: Online purchase intention						
*Significant at 0.05						

Results of hypothesis testing can be summarized as follows:

H1 * statement

H2 * statement

H3* statement

Remark: partial support at significant level of 0.05

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This study aims to identify factors affecting online purchase intention of Thai Gen Z towards e-commerce platform and to determine the effect and effect of demographic profile, marketing mix strategy (7Ps), and customer lifestyle (AIO) on Thai Gen Z's online purchase intention.

Results of hypothesis testing are to be discussed as follows:

H1: Different Thai Generation Z Consumer's Demographic Profiles have different online purchase intention towards E-commerce platform.

H2: Service marketing mix strategy (7Ps) has an effect on the online purchase intention of Thai Generation Z towards e-commerce platform.

H3: Customer lifestyle (AIO) has an effect on the online purchase intention of Thai Generation Z towards e-commerce platform.

Discussion and recommendation of the findings were presented in the next sections.

5.1 Discussion

This study aims to identify factors affecting online purchase intention of Thai Gen Z towards e-commerce platform and to determine the effect and effect of demographic profile, marketing mix strategy (7Ps), and customer lifestyle (AIO) on Thai Gen Z's online purchase intention. Some of research findings can be discussed as follows:

H1: Different Thai Generation Z consumer's demographic profiles will have different online purchase intention towards E-commerce platform.

Regarding to hypothesis 1, the study found that there are not differences between Thai Gen Z's demographic profile and online purchase intention towards e-commerce platform. It is implied that the different demographic profiles such as gender, age, hometown, education level, occupation, and monthly income were not found significant effect in online purchase intention. Therefore, it clearly showed that female tends to have more online purchase intention than male, which is close similarity to the study of Baubonienė and Gulevičiūtė (2015). The result was in line with a study of Korgaonkar and Wblin (1999) that demographic profiles does have great effect on consumer online shopping behavior and purchase intention. (See table 4.13)

H2: Service marketing mix strategy (7Ps) has an effect on the online purchase intention of Thai Generation Z towards e-commerce platform.

Regarding to hypothesis 2, the study found that there is a partial effect between service marketing mix (7Ps) and online purchase intention of Thai Gen Z towards e-commerce platform. The results showed that place strategy and physical evidence strategy were found significant effect with online purchase intention of Thai Gen Z, while it is in line with the study of Wood (2013) that generation Z are considered to focus insistence on convenience and desire for security when comparing to place and physical evidence. In contrast, the product, price, promotion, process strategies were not found significant with online purchase intention of Thai Gen Z. Therefore, variable of people strategy was excluded in the regression model as it had no effect on original variables (6P's) and online purchase intention. The statistical analysis tools recommended to be excluded variable to avoid error in testing results. (See table 4.14)

H3: Customer Lifestyle (AIO) has an effect on the online purchase intention of Thai Generation Z towards e-commerce platform.

Regarding to hypothesis 3, the study found that there is a partial effect between customer lifestyle (AIO) and online purchase intention of Thai Gen Z towards e-commerce platform. The resulted illustrated that interests and opinions has an effect on the online purchase intention of Thai Gen Z towards e-commerce platform, in contrast it is found that activities had no effect on the online purchase intention of Thai Gen Z towards e-commerce platform.

In conclusion, the findings revealed that Thai Gen Z from different demographic profiles such as gender, age, hometown, education level, occupation, and monthly income have no different in online purchase intention towards E-commerce platform. It was also found that there is a partial significant of service marketing mix (7Ps) and online purchase intention of Thai Gen Z towards e-commerce platform. As there are only place strategy and physical evidence strategy that are accepted, while other variables are rejected. Moreover, the study also found that there is a partial effect between lifestyle marketing (AIO) and online purchase intention of Thai Gen Z towards e-commerce platform, in term of opinions and activities that are accepted to the hypothesis.

5.2 Implications of the Study

This study provides some useful implications for e-commerce and online purchase intention. The research results both illustrated consistent and different from the theories and previous studies. Even though the study shows that different demographic profiles does not significant affect online purchase intention of Thai Gen Z towards e-commerce

platform, it is recommended that demographic profiles should be taken into more in dept aspect to have better understandings of online purchase intention in newer generations. According to Bernstein (2015), it is mentioned that generation z is the first generation that was born in the digital world that lives online and virtually integrates; the factors that are affect the purchasing intention also can constantly change and the patterns of how consumers live will reflects an individual's lifestyle (Niosi, 2020). The marketing mix strategy (7Ps) also should be taken into the development of e-commerce platform to meet wider consumer's online purchase intention. In addition, the development of marketing mix strategy (7Ps) in e-commerce platform will be highly important for both marketers and retailers to target more consumer to the platform that will lead to conversion. As the customer lifestyle (AIO) only found partial effect with online purchase intention of Thai Gen Z towards e-commerce platform with variable of opinions and interests. It should be taken in development and future studies since the lifestyle of consumers are fast changing and not consistent. The e-commerce platform will have to adaptive marketing nor strategies to best meet various and different of consumer lifestyle.

5.3 Limitations of the Study

Although the research has reached its aims and objectives, there were some unavoidable limitations. First, because of the time limit, this research was conducted on a small population size of 100 respondents. Second, since the questionnaire was designed to measure consumers' online purchase intention of Thai generation z toward e-commerce platform, it did not seem to provide enough in-depth information of the consumers' actual online purchase intention.

5.4 Recommendations for Future Research

The research has given an insight into the field of consumers' online purchase intention of Thai generation z towards e-commerce platform, but there are still more important and interesting findings that can be made in this area for further study.

1. Focus groups and in-depth exploration of Thai Gen Z users on using and experiencing e-commerce platform would be very helpful. Focus groups would allow participants to generate ideas, brainstorming, and deepening discussions on the use of the service. The variety of participants and their experiences will provide better feelings, attitudes, behaviors, perceptions and opinions, where they can clarify their answers.
2. The same study could be done with the new generation such as alpha generation in future which would be helpful in developing the e-commerce platform that will meet new demographic profiles, marketing mix strategy, and online purchase intention.
3. The same study could be done with larger sample to increase generalize power of the results.

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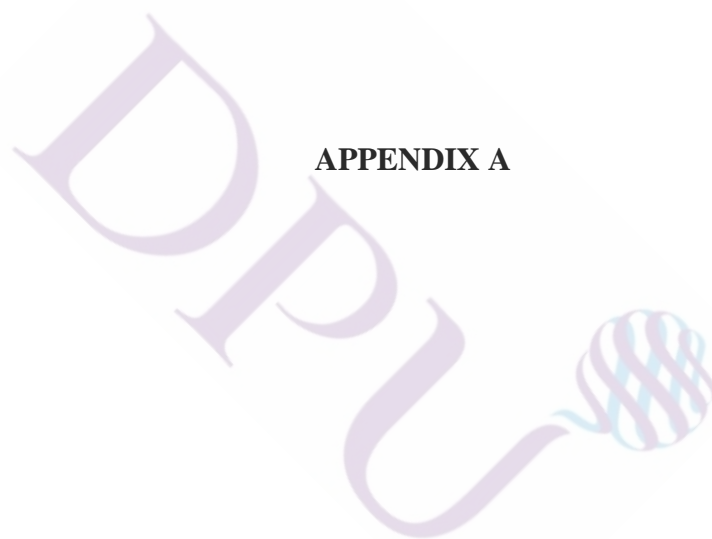
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Factors Affecting Online Purchase Intention of Thai Gen Z Towards E-Commerce Platform

Questionnaire survey

This questionnaire is a partial fulfilment of the degree of Master of Business Administration concentration in Integrated Marketing Communications, College of Innovative Business and Accountancy (CIBA) – International Program, Dhurakij Pundit University. The information obtained will be kept confidential and used for academic study only.

Part 1: Demographic information

1.1 Gender

- Male Female
 Others _____

1.2 Age of GenZ

- 18-19 yrs 20-21 yrs 22-23 yrs
 24-25 yrs

1.3 Hometown

- Capital city (Bangkok)
 Other cities

1.4 Education level

- Highschool level
 University level

1.5 Occupation

- Students Employees
 Others

1.6 Monthly income

- () 20,000 baht or lower () 20,001 - 30,000 baht
 () 30,001 – 40,000 baht () 40,001 – 50,000 baht
 () 50,000 baht or above

Part 2: Service marketing mix

Note: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly agree

Statements	Scale				
	1	2	3	4	5
Product strategy					
2.1 Finding product information on e-commerce platform is easy.					
2.2 Finding new/trendy products on e-commerce platform is easy.					
2.3 I think after sale service from e-commerce is very important.					
Price strategy					
2.4 I think products from e-commerce platform is cheap.					
2.5 I can easily compare product price on e-commerce platform.					
2.6 I have many choices to pay for products/services on e-commerce platform.					
Place strategy					
2.7 I can buy products that I want anytime on e-commerce platform.					
2.8 Product delivery on e-commerce platform is quick.					
2.9 Buying stuffs from e-commerce platform is convenient.					
Promotion strategy					
2.10 There are many interesting product discounts on e-commerce platform.					
2.11 Sales promotions on e-commerce platform attract my attention.					
2.12 I often visit e-commerce platform because of sales promotion.					
People strategy					
2.13 Sales representatives on e-commerce platform quickly respond to my inquiry.					
2.14 Sales representatives on e-commerce platform can answer my questions clearly.					
2.15 Sales representatives on e-commerce platform understand my needs.					

Process strategy					
2.16 I can buy products from e-commerce platform in only a few steps					
2.17 I can easily claim my products on e-commerce platform.					
2.18. I can talk to support of e-commerce platform easily.					
Physical strategy					
2.19 I can search for products that I want easily on e-commerce platform.					
2.20 E-commerce platform has good web design.					
2.21 Navigating on e-commerce platform is easy.					

Part 3: Lifestyle activities (AIO)

Note: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly agree

Statements	Scale				
	1	2	3	4	5
Activities					
3.1 I regularly chat/contact with friends on social media.					
3.2 I regularly search for information that I want from online channel.					
3.3 I often buy stuffs from online channel.					
Interests					
3.4 I enjoy social media.					
3.5 I enjoy my free time on internet.					
3.6 I am interested in products/services from online channel.					
Opinions					
3.7 I think online channel is a very useful shopping method.					
3.8 E-commerce helps me save a lot of time and effort.					
3.9 I think everyone should try e-commerce.					

Part 4: Online purchase intention

Note: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly agree

Statements	Scale				
	1	2	3	4	5
Online purchase intention					
4.1 I have intention to buy products/services from e-commerce.					
4.2 I will continue to buy products/services from e-commerce.					
4.3 I will buy more from e-commerce in the future.					

Thank you for your participation ☺

