

FACTOR INFLUENCING THE CUSTOMERS TO USE ONLINE SHOPPING PLATFORM FOR SHOPPING COSMETICS: A CASE STUDY OF PEOPLE IN BANGKOK

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ABSTRACT: Nowadays social media highly influence people with the enjoyment of online platform such as chatting, watching, listing, working and/or shopping. The research has been gathered to survey and look into the points that impact consumers use of online shopping platform to shop cosmetics in Bangkok. The data were collected through questionnaire survey by distributing 400 questionnaires to 400 qualified respondents who are living in Bangkok and have experience from an online platform to shop cosmetics by using easy sampling techniques. Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) are used to test the validity and credibility of the model and to analyze the impact between factors. The study results indicated that eWOM and Relative Advantage have a direct considerable impact on trust and indirect significant influence on attitude towards online shopping. Moreover, the research has been found that relative advantage, perceived benefit and trust also have a direct significant influence on attitude towards online shopping. Thus, the online platform encourages people to seek and consume products as well as cosmetics, customers could select the willingness of cosmetic products according to their preference.

Keywords: Online shopping platform, Shopping cosmetics, Perceived benefits, eWOM, Relative advantage, Trust and Attitude towards online shopping.

Introduction

In recent trends, people are starting to use social media platforms instead of traditional media as part of communication. Before the emergence of social media, it was often used in terms of hobby to communicate between oneself and close acquaintances, afterwards expanding its horizons to the business sector. Therefore,

it has greatly received feedback from people (Zarrella, 2010). Online shopping is gaining popularity for a lot of reasons. Certainly, there are outside factors such as increase in petrol prices, difficulties getting to stores and frequent hassles associated with shopping malls and other retail stores that lead to a growing interest in online shopping (Babin, Darden and Griffin, 1994). In addition, online network can improve the shopping online experience by offering updated product details and an accessible internet advertisement channel (Duffett, 2015) that can be used and relevant for trend-setting, quickly-moving businesses such as cosmetics and other

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toiletries (Kang & Johnson, 2013; Kim & Ko, 2010; Park & Cho, 2012).

In 2018, roughly about 47.5 Million Thais use internet on a daily basis which has shown an increase compared to 26.1 Million from 2013 with an average growth of 81.5% per year. A survey of internet user behavior in 2019 identified that Facebook, Twitter and Instagram has the most active users followed by surfing through online platform, looking for information online, whereas online shopping stands at the seventh most sought after activities. COVID-19 has led the majority of the customers to stay at home, which as a results gives them enough time to stay online actively. Therefore, the percentage of online shopping will highly be elevated (ETDA, 2019).

Consequently, the study investigated the factors influencing customers' use of online shopping platforms to shop cosmetic products in Bangkok. In particular, the research aims to analyze that consist of the study of variables affecting attitude towards online shopping platform. Secondly this research studies on the variable that effect trust to use online shopping platform.

Literature Review

The effects of Trust, Perceived Benefits, and Perceived Web Quality (CATO)

Consumer attitude towards online shopping are the effects of trust, perceived benefits, and perceived web quality that was studied by Al-Debei (2014). It explained factors influencing consumer's attitude towards online shopping. CATO consists of Perceived Benefit (PB), eWOM, Trust (TR), Attitude Towards Online Shopping (OSA), The empirical results from this study suggested that confidence and perceived benefits decide customer

attitude towards online shopping. Trust is a combination of perceived Web quality and eWOM and the latter part is a perceived Web quality feature. According to the findings, trust and perceived benefits are the primary predictors of customer attitude towards online shopping. The researchers also identified that perceived benefits and confidence caused 28 per cent of the variance in online shopping attitudes.

An Integrated model of factors affecting consumer attitude towards online shopping

An integrated model of factors affecting consumer attitude towards online shopping was developed and analyzed by Al-Debei (2015). It explained factors influencing consumer attitude towards online shopping that introduces an integrated model of relative advantage and trust that affect attitude towards online shopping. The empirical results of this study showed that relative advantage and confidence have direct and indirect impact on attitudes of consumers towards online shopping. Shopping attitude of online consumers are primarily affected by perceived relative advantage and trust. The researcher also profound 26 percent in difference in attitude towards online shopping that has a straight influence by trust and relative advantage.

Perceived Benefits

Kim *et al.* (2008) described perceived benefits from the online scope "as a consumer's confidence in the degree to which the online transaction with a certain website would make him or her better off than his or her subordinates." Perceived benefits are considered as the sum of benefits that satisfy the needs or

wishes of a customer (Wu, 2003). The perceived benefit refers to the interpretation of the positive effects of a particular action (Leung, 2013). Forsythe *et al.* (2006) described perceived benefits from online shopping as a replication of what consumers receive. Online shopping can measure the perceived benefit from the level of satisfaction over the product and profit from online shopping.

eWOM

In reality, rapid development in internet technology has made an increase in eWOM connectivity and as a result of the growing number of consumers using the internet to search for relevant information. Hennig-Thurau *et al.* (2004) described eWOM as "any positive or negative statement made by potential, current or former customers about a product or company that is available through the Internet to multitudes of individuals and institutions." For online shoppers, eWOM appears to be an essential mean for online opinions and reviews whereby online shoppers may look for new information as their interest, for instance product/service information and details of service quality (Chevalier and Mayzlin, 2006).

Relative Advantage (RA)

Consumers prefer online shopping on the basis of diffusion of innovation theory if they consider a relative advantage over conventional shopping methods such as low cost or reduced time and effort that make online shopping more convenient for them (Choudhury and Karahanna, 2008). Relative advantage refers to the degree to which an invention is known to offer more gain than it supersedes (Rogers, 2003). Black *et al.* (2001) explained that relative

advantage involves the degree to which potential adopters view an invention as greater than the concept, product or service that it supersedes.

Trust (TR)

McKnight *et al.* (2002) and Lin (2011) referred trust as an individual's belief on others' trustworthiness that can be measured through their presumed honesty, benevolence and competence. Online confidence determinants are factors that lead to the development of online trust. Studying in this field concentrate on a variety of background ranging from personal customer characteristics to website features (Chang & Fang, 2013). Trust in online shopping is the confidence that consumer has towards the online vendor; that he/she can deal equally (Carter *et al.*, 2014). For many factors of trust, the confidence of customer is an integral construct in online shopping (Hajli, 2014).

Attitudes Towards Online Shopping (OSA)

Attitude also applies to the degree to which a customer feels good about taking part in online shopping (Wu, 2011). Attitude, expectation and motivation are not evident from banner clicks or online purchases, but an important part of online marketing strategy and its success or failure factors (Goodwin, 1999). Attitude is a significant forecaster of behavior adoption intention based on rational action theory and expected conduct theory (Ajzen and Fishbein, 1980). Otherwise, behavioral attitude could be described as the negative or positive assessment of a related action by a person, and is composed of the outstanding beliefs of an individual about the perceived effect of behavioral success

Kim and Park (2005); Al-Debei *et al.* (2013).

Related Literature Review

eWOM and Trust

The research of online shopping has emphasized the importance of eWOM to ensure online confidence (Ha, 2004; Awad and Ragowsky, 2008; Wang *et al.*, 2009). Consumers develop credibility based on their website experience (Akroush, 2015) or experience of trusted friends (O'Cass, 2012; Kim, 2017) such as customers write online reviews on their online store experience (Kim, 2017). Since a large number of customers who use eWOM communication with a speedy internet connection, comments from the online social media platforms are seen trustworthy and so does the information collected from friends and families (Al-Debei, 2015; Lee, 2017). The information that similar shoppers provide is used to judge the quality of products and services (O'Cass, 2012). Positive online attitudes reduce the risk that Internet users experience when buying goods or services online (Kim, 2017).

Relative Advantage and Trust

Forsythe *et al.* (2006) depicted that relative advantage has a positive relationship with online shopping, while relative advantage having a very different impact on trust towards online shopping. Examining the related literature reviews showed that empirical studies have rarely investigated the impact of relative advantage on both confidence and website image. However, the researchers agree that a long-term relationship with online shoppers can be built through a relative advantage that increases customers trust and confidence on the website they (customers) usually shop from (De Ruyter

et al., 2001; Park and Kim, 2003). On the other hand, the researchers also postulated that the perceived identity of the website is often impacted by consumer's determination of the relative benefit he/she can gain from the website. The broader benefits customers get from the website, the greater the trust will be formed. Retail customers are claimed to build confidence knowledge based on their website experience or the experience of others they trust about the advantages and value elements that can be met (O'Cass and Carlson, 2012).

Perceived Benefit and Attitudes

Wu (2003) described an attitude towards online shopping as being strongly linked to perceived benefits. Shopping online helps customers to purchase goods and services anywhere at any time (Akroush, 2015). Attitude towards objects is affected by object assumption (Liu, 2012; Ajzen, 1980). Models of assumption have been used to explain attitudes from that of the 1970s onward. Perceived benefits of an object play a significant role that impact the attitude of consumers (Liu, 2012). Consumers can easily find information through online shopping and helpfully compare with different product and prices (Fang, 2014). The perceived benefit of online shopping is higher compared to conventional shopping, which is a major factor influencing the attitude of consumers (Ajzen, 1980). The better the perceived benefit of the websites, the more positive attitudes of customers towards shopping online will be formed. Perceived benefits play a significant role in understanding customer perceptions of online shopping (Liu, 2012).

Relative Advantage and Attitudes

The customer should be happy with added advantages for moving to online shopping, compared to usual form of shopping and it can be referred as attitude (Hsiao, 2009). It also leads to a product's degree of superiority and attractiveness to customers over similar existing products. Firstly, online shopping helps customers to buy goods and services at all times and at their convenience. Secondly, online shopping enables customers to save money, energy and time while buying goods. For example, online retailers compare in terms of prices for a given product can be achieved through online shopping easily and efficiently. Thirdly, online shopping provides customers an opportunity to check and collect more information, with a high degree of accessibility and convenience. Such advantages will also have a significant and positive impact on customer attitude towards online shopping (Delafrouz, 2011).

Trust and Attitudes

The trusted relationship between the company and its customers is an integral aspect of effective online transactions (Kim, 2013). Cyberspace is unpredictable and complex, so trust is a key determinant of customer attitudes (Akroush, 2015; Lin, 2011 and Gefen, 2003). Trust was profound to be an integral predictor of customer retention (Fang, 2014). It refers to the readiness to vulnerability based on the actions of another person to carry out a certain action (Ajzen, 2001; Baganzi, 2017 and Zhou, 2014). Trust also refers to people's confidence in the trustworthiness of others, which is the outcome of their supposed kindness, competence and honesty (Akroush, 2015; Hsu, 2014; Lin, 2011 and McKnight, 2002). This is really the expectation that others do not take advantage of it or handle themselves

opportunistically (Akroush, 2015; Baganzi, 2017 and Gefen, 2003). The confidence that consumers have in the websites has a positive impact on their attitude towards online shopping. (Limbu, 2012; Hsu, 2014). Previous scholars have stressed the value of trust as a major deciding factor of consumer attitude towards buying intention (Akroush, 2015; Hsu, 2014; Lin, 2011 and Gefen, 2003) So the researchers have hypothesized accordingly.

Research Framework

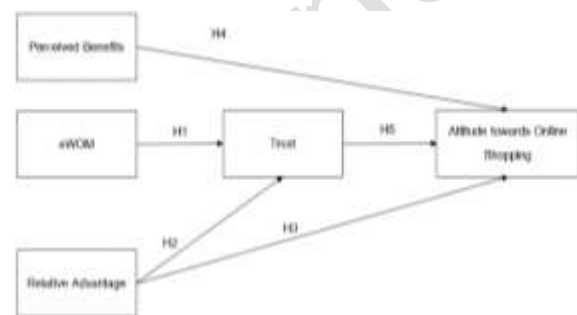


Figure 1: Research Framework

A theoretical framework is built from research-based analysis of the conceptual frameworks. It is taken out of the theoretical product model analysis recommendation above Consumer attitude towards online shopping. The effects of trust, perceived benefits and perceived web quality (Mutaz, Mamoun & Mohamed, 2014) which aims to study eWOM influenced on result with a higher level of trust in online shopping web sites, perceived benefits are influenced on attitude towards online shopping and trust influenced on results with a more positive attitude towards online shopping web sites and an integrated model of factors affecting consumer attitude towards online shopping (Mamoun & Mutaz, 2015), in which studies of relative advantage has a significant positive influence on trust and relative advantage has a significant positive

influence on attitude towards online shopping. This research composed of eWOM and relative advantage as autonomous variable that effect on trust, as the researchers intend to lookup more onto the perceived benefit, trust and relative advantage that are influential towards online shopping attitude. The below hypotheses are prepare to adhere to the above conceptual framework.

- H₁:** eWOM has significant influence on Trust (TR).
- H₂:** Relative Advantage (RA) has significant influence on Trust (TR).
- H₃:** Relative Advantage (RA) has significant influence on Attitude towards online shopping (OSA).
- H₄:** Perceived Benefit (PB) has significant influence on Attitude towards online shopping (OSA).
- H₅:** Trust (TR) has significant influence on Attitude towards online shopping (OSA).

Methodology

The researcher has performed a quantitative approach in order to collect data. The information obtained from the target responders are evaluated according to the variables that drive consumers to use online shopping platforms. The screening test consists of three sections. Firstly, the screening questions were suggested to identify responders who are Foreign or Thai citizens residing in Bangkok before using online shopping. Secondly, a five-point Likert scale problem was used to calculate the difference between six variables comparing total hypotheses ranging from strongly disagree (1) to strongly agree (5). Finally, demographic questions were allocated to bring together personal details of the respondents for example income, age, gender and online shopping

experience. The questionnaires were provided to 30 respondents for pilot testing in order to verify the instrument's reliable to apply the Cronbach's alpha examination to guarantee the accuracy and effectiveness of the questionnaires. Afterwards, the questionnaires were proceeded to be distributed to collect qualified 400 responses through online channels. For data collection, the researcher used the sampling convenience method as a non-probability sampling method. The collected data were analyzed by using SPSS 24 and AMOS 18.0. To check the confirmation of the findings, Confirmatory Factor Analysis (CFA) was used to ensure the data fit within the conceptual context in this study. The fitness of the measuring device was tested to check the overall match taking into account the information to guarantee model's validity and performance. The Structural Equation Model (SEM) was eventually used to analyze the effects between factors.

Population and Sample Size

The researcher chose Thai residents living in Bangkok and have been using online shopping platforms for shopping and identified them as the research target population. Hair, Black, Babin and Anderson (2010) proposed that a total of 400 respondents would be a sufficient sample size of the Structural Equation Model (SEM) techniques for six factors. More variable numbers would increase many size of samples. The total number of responses from various demographic groups who took part in the survey were 444. After reviewing all of the samples, there were a total of 415 respondents available in this study for continued analysis.

Sampling Technique

The survey was conducted online using non-probability sampling approach along with convenience sampling to gather information from target respondents living in Bangkok and used online shopping platform for shopping cosmetics. It is the target demographic as the basis of questionnaire distribution via online platforms to gather information from the respondents. The questionnaire was randomly spread to people in Bangkok through convenient access and closeness of researcher communicating each platform such as Twitter, Line and Email, essentially via online channels. Afterwards, the questionnaires will be forwarded to their families, friends or coworkers who has similar attributes.

Pilot Test

In pilot testing, Cronbach's Alpha analysis was practical to verify the reliability test for components. The researcher conducted SPSS software to test the reliability after the questionnaires were distributed and met 30 respondents, and profound that the Cronbach's Alpha of each variable had a higher result than 0.60. This means that the questionnaire was appropriate and the data obtained were highly accurate (Hulin, Netemeyer, and Cudeck, 2001). The Alpha Coefficient of the Cronbach which fell inside the range between 0.639 to 0.735 are mentioned in table 2. This means that the questionnaires have met quality needed for reliability testing in a significant way.

Table 2: Reliability Test (Consistency of the scales test N=30)

Variables	Number of Items	Cronbach's Alpha
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eWOM	5	0.723
RA	3	0.639
PB	3	0.735
TR	4	0.707
OSA	3	0.672

Result and Discussion

Demographic Factors

Table 3: Demographic Profile

Demographical and Behavior Data (N=400)		Frequency	Percentage
Gender	Male	32	8.0%
	Female	368	92.0%
Marital Status	Single	362	90.5%
	Married	38	9.5%
	Divorced	-	-
	Widowed	-	-
Age	20 years old or less	44	11.0%
	21 - 30 years old	271	67.8%
	31 - 40 years old	71	17.8%
	41 - 50 years old	10	2.5%
	51 or more	4	1.0%
Monthly income	Less than 10,000 Baht	32	8.0%
	10,001 - 20,000 Baht	181	45.3%
	20,001 - 30,000 Baht	101	25.3%
	More than 30,000 Baht	86	21.5%
	High School	44	11.0%

Highest Education Level	Graduate or less		
	College Graduate	19	4.8%
	Bachelor degree	297	74.3%
	Master degree	40	10.0%
	Ph.D.	-	-
Employment Status	Student	54	13.5%
	Employee	297	74.3%
	Self Employed	20	5.0%
	Government Employees	29	7.2%
	Retired	-	-
Nationality	Thai	400	100.0%
	Non-Thai	-	-

Confirmatory Factor Analysis (CFA)

A data validity check was performed by the CFA which was compatible with the belief model. In this study, the CFA has been able to analyze the effects of composite load reliability (CR) and separation of concession variance (AVE). The variable must be loaded over 0.3 (Kline, 1994). Convergence reliability (CR) should exceed 0.7 and the average extracted variance (AVE) used of convergence accuracy could exceed 0.5 (Hair *et al.*, 2010). The composite reliability (CR) and mean extracted variance (AVE) as shown in Table 4 are greater than 0.7 and 0.5.

To test between variables, the classification accuracy is assessed by measuring the square root of the extracted mean-variance (AVE). Each variable would usually be greater than the variance relationship between the model variables. It

can confirm that the correlativity coefficient between two factors is small than building variable's AVE square root which is shown in Table 5.

The confirmative variable analysis showed fair fit of information to the calculating model of six factors as shown in Table 6. All Indexes were better than the recommendation of parameters indicating strong appropriate model fit between the research's theoretical model and information.

Table 4: Confirmatory factor analysis result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Factor Loading	S.E.	T-value	CR	AVE
eWOM (eWord)				0.850	0.532
eWord 1	0.704				
eWord 2	0.67	.079	12.311***		
eWord 3	0.799	.079	14.484***		
eWord 4	0.781	.074	14.240***		
eWord 5	0.685	.082	12.627***		
Relative Advantage (RA)				0.826	0.613
RA3	0.802				
RA2	0.767	.061	15.910***		
RA1	0.78	.062	16.203***		
Perceived Benefits (PB)				0.770	0.535
PB3	0.547				
PB2	0.799	.138	10.997***		
PB1	0.817	.140	11.113***		
Trust (TR)				0.801	0.511
TR1	0.562				
TR2	0.641	.142	8.735***		
TR3	0.685	.130	10.429***		
TR4	0.92	.176	8.800***		
Online Shopping Attitude (OSA)				0.841	0.637
OSA1	0.835				
OSA2	0.781	.055	16.639***		
OSA3	0.778	.053	16.488***		

Remark: CR = Composite Reliability, AVE = Average Variance Extracted,
*** = Significant at the 0.05 significant levels
($p < 0.05$)

Table 5: Discriminant Validity

	eWOM	RA	PB	TR	OSA
eWOM	0.730				
RA	.622	0.783			
PB	.555	.657	0.731		
TR	.461	.530	.682	0.715	
OSA	.644	.535	.507	.519	0.798

Table 6: Goodness of Fit

Index	Criteria	Reference	Result of this study
CMIN/DF	< 5.00	(Bentler and Bonett, 1980)	3.655
GFI	> 0.90	(Hair <i>et al.</i> , 2006)	0.903
AGFI	< 0.90		0.857
NFI	≥ 0.9		0.9
CFI	> 0.90	(Hair <i>et al.</i> , 2006)	0.925
TLI	> 0.90	(Hu and Betler, 1999; Marsh, Hau and Wen, 2004)	0.901
RMSEA	> 0.08		0.082
RMR	< 0.05	(Hair <i>et al.</i> , 2006)	0.037

Remark : CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, TLI = Tucker-Lewis index, CFI = comparative fit index, RMSEA = root mean square error of approximation, and RMR = rootmean square residual

Structural Equation Model (SEM)

Structural Equation Model (SEM) is used to test the measurement and the structural regression of model. After running SEMs and revising the model, the overall model fit index is CMIN/DF = 3.655, GFI = 0.903, AGFI = 0.857, NFI = 0.9, CFI = 0.925, TLI = 0.901, RMSEA = 0.082, RMR = 0.037 as measurable criteria refers to Table 6.

Research Hypothesis Testing

The results of hypothesized test are represented in Table 7. The result applied that H₁, H₂ and H₅ are supported excluding H₂ and H₃, which are not supported and can be rejected.

Table 7: Hypotheses Result of the Structural Model

Hypothesis	Standardize d Path Coefficients (β)	T-Value	Test Results
H ₁ : eWOM => Trust	0.315	4.745** *	Supporte d
H ₂ : Relative Advantage => Trust	0.440	5.530** *	Supporte d
H ₃ : Relative Advantage => OSA	0.393	4.900** *	Supporte d
H ₄ : Perceived Benefit => OSA	0.103	1.364	Not Supporte d
H ₅ : Trust => OSA	0.259	3.938** *	Supporte d

Remark: *** $p < 0.05$

The results from Table 7 can be summarized that;

H₁: The standardized path coefficient between eWOM and Trust was 0.315 (t-value = 4.745***). eWOM has significant influence on Trust. In addition, the results showed that eWOM, but are characterized as “You read positive online reviews about the Cosmetic products from an online shopping platform.” (0.801) and “You post positive online comments about online shopping platform.” (0.776) outweigh another result from “When you buy a Cosmetic product from online shopping platform, consumer’s online recommendations and reviews make me more confident in purchasing the Cosmetic product.” (0.707), “You read online recommendations to buy Cosmetic products from online shopping platform.”

(0.693), and “My e-community frequently post online recommendations to buy from online shopping platform.” (0.666). The result is aligned with findings from previous researches conducted by Hennig-Thurau *et al.* (2004); Ha (2004); Ragowsky, (2008) and Wangetal, (2009).

H₂: The standardized path coefficient between Relative Advantage and Trust was 0.440 (t-value = 5.530***). Relative Advantage has significant influence on Trust. In addition, the results showed that relative advantage that are characterized as “Buying from online shopping platform can save the effort of buying what you want from offline/traditional stores.” (0.823) and “By using online shopping, you can get promotion more than offline” (0.775) and “You can buy from an online shopping platform whenever you want.” (0.746). The result is aligned with the findings from previous researches conducted by Forsythe *et al.*, (2006), O’Cass and Carlson, (2012).

H₃: The standardized path coefficient between Relative Advantage and attitudes toward online shopping was 0.393 (t-value = 4.900***). Relative Advantage has significant influential attitude towards online shopping. In addition, the results showed that consumer’s perceived value of flash sale that are characterized as “An idea of buying from an online shopping platform is a good idea.” (0.834) and “Buying from online shopping platform is better than buying from a real store/shop” (0.779) and “Buying from online shopping platform is a pleasant thing to do.” (0.779). This set of findings is contrasting with past research from Delafrooz (2011) and Hsiao (2009).

H₄: The standardized path coefficient between Perceived Benefit and Online shopping attitudes was 0.103 (t-value = 1.364). Perceived Benefit has no

significant influence on Online shopping attitudes. Thus, H₄ was not supported.

H₅: The standardized path coefficient between Trust and Attitude towards online shopping to use was 0.259 (t-value = 3.938***). Trust has significant influence on Attitude towards online shopping. In addition, the results show that consumer’s perceived value of flash sale that are characterized as “An online shopping platform is secured given that it uses digital certificates.” (0.746) and “An online shopping platform will not sell my personal information (e-mail, phone number, names etc.) to others for commercial use” (0.741) outweigh the “An online shopping platform will protect your financial-related information from being leaked or hacked” (0.694), and “It is safe to pay money and perform a financial transaction on online shopping platform.” (0.646). The finding also reflects to past studies conducted by Ajzen (2001); Baganzi (2017); Zhou (2014) and Kim (2013).

Direct, Indirect, and Total Effects of Relationships

The relationship between variables can be determined by the sum of direct and indirect effects. Direct effect refers to the effect of an independent variable towards a dependent variable directly without resolving variables. On the other hand, indirect effect means that independent variables affect a dependent variable indirectly through mediating variables and that the total effect is the number of direct and indirect effects (Asher, 1983).

AMOS software is used by the researcher to evaluate the direct, indirect and overall effects as shown in Table 8. Figure 2 also demonstrates the research model for the structural equation.

Table 8: Direct, Indirect and Total Effects of Relationships

Dependent Variable	Independent variables				
	Effect	eWOM	Relative Advantage	Perceived Benefit	Trust
Trust	DE	0.315	0.440		
	IE				
	TE	0.315	0.440		
	R ²	0.482			
Attitude towards Online Shopping	DE		0.393	0.103	0.259
	IE	0.082	0.114		
	TE	0.082	0.507	0.103	0.259
	R ²	0.487			

Remark: DE = Direct Effect, IE = Indirect Effect, TE = Total Effect (DE+IE), ***= $p < 0.05$

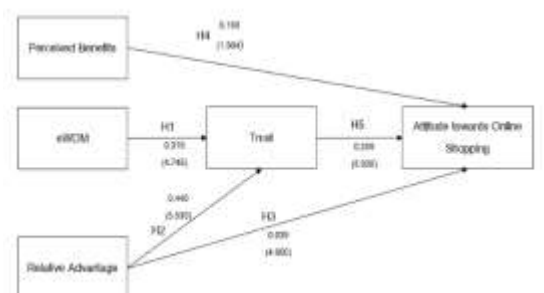


Figure 2: The Results of Structural Model
The result from Table 8 can be explained that:

Trust: The significant direct effect of eWOM on trust was 0.315. The significant direct effect of relative advantage on trust was 0.440. There was no indirect effect found, so the direct effects were equal to the total effects. In term of the total effect, relative advantage is the most important variable that significantly influences trust.

Attitude towards Online Shopping: The significant direct effect of relative

advantage was 0.393. The significant direct effect of perceived benefit on attitude toward online shopping was 0.103. Also, the significant direct effect of trust on attitude towards online shopping was 0.259. There was an indirect effect found as shown in Table 8. The significant indirect effect eWOM on Attitude towards online shopping was 0.082. The significant indirect effect of relative advantage to use was 0.114.

In terms of the total effect, the total effect of eWOM as same as direct effect. The total effect of relative advantage was 0.507. Also, both perceived benefit and trust as same as direct effect.

To summarize, trust has the most significant influence related advantage for shopping cosmetics (0.440), followed by relative advantage that influence on attitude towards online shopping (0.393) followed by eWOM that influence on trust (0.315).

Conclusion, Recommendation and Limitation

Conclusion

The research goal was to investigate factors affecting consumers to find an attitude towards online shopping in Bangkok for shopping cosmetics. The conceptual framework was applied from Consumer attitude towards online shopping. The effects of trust, perceived benefits, and perceived web quality (CATO) and an integrated model of factors affecting consumer attitude towards online shopping which composed of Relative Advantage, Perceived Benefit, eWOM, Trust and Attitudes Towards Online Shopping. The questionnaire were distributed to respondents living in Bangkok and have been using online shopping platform for shopping cosmetics. The study results were

analyzed using Confirmatory Factor Analysis (CFA), which confirmed the model's validity and reliability. Additionally, Structural Equation Model (SEM) has examined the influence of variables.

Relative advantage has the most direct influence on trust for online shopping cosmetics. Because of the trend in the present, customer tend to look for everything specially cosmetics from online platform such as Line Application, Shopee, Lazada, Facebook and Instagram. The group has a better feeling and pleasure to used online platform to shop cosmetics. Second analysis has presented that relative advantage that influence on attitude towards online shopping. Final analysis has presented that eWOM that influence on trust. Since online platform has been starting in this era and encouraging customers to shop online, the customer is willing to spend a lot of time online. Moreover, the e-commerce platform such as Line Application, Shopee, Lazada Facebook and Instagram are easy to search products as well as the functions are easy to use.

Recommendation

The results of this research showed that the decision to use online platform to shop cosmetics relies on relative advantage, eWOM and trust. Both relative advantage and trust strongly influence on attitude towards online shopping. Therefore, the research provides recommendations to those variables to develop online platform to shop cosmetics. These recommendations include suggestions for online platform features to enhance online customer such as developing in review features. The feature will increase more trust of customers consuming products via online shopping

platform. It means that the online platform could sell more products from the application. In addition, online platform should develop sales transfection such as adding more payment options (Rabbit Line Pay, True Money Wallet) to encourage increasing sales and highly create trust among customers. Moreover, developing relation building between customer and online shopping platform is recommended to support any reason that customer found and keep good relationship among the brand and consumer to enhance customer loyalty. Each of these features will improve shopping efficiency and impact attitude so that online shopping platform can be more appealing and interesting to customers.

Limitation and Further Study

Even if the research provides significant insights into the factors affecting customer to use online shopping platforms for cosmetics shopping in Bangkok. Some limitations should be applied to further research. Firstly, data were gathered only from Bangkok so further study should find more respondents in diverse geographical areas. Secondly, the outputs may be generalizable only to online platform. Further studies should explore other sales options via social media as well as the influence on intention to use online shopping. Finally, there are few factors that may not have covered all of the observable factors that affects the usage of online shopping platform for cosmetics shopping.

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