

The Factors that Influencing the Online Purchase Intentions of Furniture through Online Shopping Platforms During the Covid-19 Pandemic in Thailand.

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Abstract

Purpose – Firstly, this study focuses on the customer's online purchase intention of furniture through an online shopping platform in Thailand, Such as Shopee, Lazada, and Facebook marketplace. Secondly, the study measures the factors that can affect the online purchase intention of customers who prefer to purchase furniture online including trust, perceived risk, perceived usefulness, social commerce construct, and perceived behavior control during the Covid-19 Pandemic in Thailand.

Design/Methodology/Approach – This study used the previous research to conduct the information, defense data analysis from the source, and conduct the information as a conceptual framework and state the hypothesis for the research.

Findings – The online purchase intention is defined as customers' conscious plans to acquire a product as a result of a personal process and an evaluative and normative judgment, people will have their perspectives by each person, and it has many positive relationships with many factors which can change the direction of customer minds.

Research Limitations/Implications – Due to time limits, it is difficult to access the literature paper, and there are many ranges of target respondents. The survey's results may be varied, putting the survey's goal at risk of being missed.

Originality/value – The furniture seller of an online shopping platform can use this report as knowledge to manage the process of their product/service and improve on some pain points to propose the appropriate to satisfy customers.

Keywords – online purchase intention, trust, perceived risk, perceived usefulness, social commerce construct, perceived behavior control

Paper type – Research paper

1.Introduction

Due to various technological advancements, consumers in Thailand already can effortlessly access the internet. The convenience that online shopping provides. It allows consumers to start purchasing the goods through an online platform or Electronic Commerce (E-Commerce). In 2014, E-commerce in Thailand achieved a quantum leap in growth. There are exchanges selling goods and services between corporations. Several businesses consider this method a major distribution channel. Online shopping channels are a combination of internet technology and business. The distinct characteristic of E-commerce is to save on costs and to conduct business more efficiently. The E-

commerce trading model is advertising through the web storefront by displaying merchandise for users to buy online. The goods are purchased by selecting them from the seller's website and paying with a credit card or other method. Then the delivery of goods after the seller receiving the payment will be through the post office or other logistic channels. The customer service provides information about warranty such as repair or exchange when there is a problem.

China has the largest E-commerce market share in the world, representing 25% of the market, the United States of America growing by 11%, and Thailand is 3%, respectively. Whether or not the E-commerce market in Thailand has the potential to increase the market share will be equivalent to China in a few years.

In 2019, the E-commerce revenue has around 165,000 million baht. The expansion rate in 2020 is 140% which is 396,000 million baht. In 2021, due to the Covid-19 pandemic, the expansion rate of consumers' behavior in purchasing through E-commerce platforms increased revenue 75%, which is 693,000 million baht. E-commerce has grown exponentially in the last two years, with the coronavirus pandemic driving more online spending. (Electronic Transactions Development Agency, 2021)

People less frequently left their homes to avoid COVID-19 transmissions as they adjusted to the "New Normal." Purchasing habits have shifted toward internet shopping as people isolate themselves and avoid going out. According to the survey, consumers preferred online shopping with home delivery over online shopping with store pickup for all categories, including grocery, frozen food, pet care, and alcoholic drinks. Staying at home also means having more time for leisure activities, cooking, housework, and physical fitness. Consumers have been widely encouraged by COVID-19 to use technology. The poll shows that more people have adjusted their lives to be more online, including ordering food, searching for goods and services, checking the status of deliveries, and attending a virtual school. These behavioral shifts will continue after the COVID-19 pandemic is over, boosting future expectations of increased on-line services. Before COVID-19 hit, Thai retailers did a good job of adapting to the digital age in general. Many retailers have created online channels for customers to do transactions while using data analytics to understand their consumer needs better.

The convenience and significance of online shopping through E-commerce platforms were further highlighted when the pandemic started. People were needed online, and nothing changed over the next few years. Online shopping is here, but the customers have to pick the platform that will give a wider options that offer more reliable service and value for money. They expose buyers to various products. They can effortlessly sell and acquire items on their secure site, without a doubt, which guarantees more safety than buying

directly from sellers, that is why these platforms have been growing exponentially, consumers are increasingly turning to major shopping online platforms. E-commerce trading platforms are divided into three main groups which are Firstly, Social media such as Facebook, Instagram, and LINE. Secondly, E-marketplaces such as Lazada, Shopee, JD Central, WeMall, and PChome Online. Lastly, E-Tailers or Brands dot com such as CENTRAL, KING POWER, Home Pro, TESCO Lotus, JIB and so on. In 2019, Total platform popularity proportion divided into Social media 38%, E-marketplace 47%, and E-Tailers or Brands dot com 15%.

Although e-commerce has benefited people staying in their homes and working from home, more people are shopping online. However, people love and are satisfied with going to department stores. Online shopping has become a new behavior due to convenience because while shopping directly from a department store is still a pleasure having to go online to find information and compare products is just not, Especially furniture. Consumer behavior has shifted dramatically in the last three years. Throughout the past, customers would decorate rooms or houses. They look for inspiration in magazines and browse furniture stores. However, they now primarily seek information through online channels. People are increasingly using their smartphones to make online purchases for viewing products, ordering, or paying.

Simply put, a desktop is a tool for evaluating purchases. However, when it comes to reaching. Thus, many consumers access via their smartphones. Thai people spend their time surfing the internet. Thailand ranks third in the world, giving the E-Commerce market more channels and opportunities to do business online in recent years. Consumers are increasingly using their phones for online shopping, especially during the COVID-19 pandemic.

The challenges of digital transformation that have recently faced the furniture business are indeed a result of shifting consumer habits, new technologies, and market trends. We are evaluating the furniture E-

commerce trends that will determine the direction for the coming year, help businesses establish a strong basis for future success as we enter 2020 and a new decade. Social commerce makes it possible for shopping to be seamless and for the process of searching for and buying products to be intuitive. Social commerce is most relevant to retail lifestyle categories, such as apparel, luxury goods, beauty, and home decor.

In 2016, the furniture marketplace was not common, and most buyers searched the furniture online before making a purchase. Things are evolving. The furniture E-commerce industry has grown significantly. Nobody would have considered purchasing furniture online because shipping would have been prohibitively expensive. These days, buying furniture online is a fairly common thing to add choice and convenience of ordering your furniture online. Worldwide online furniture and homewares sales are expected to be close to \$200 billion in 2019. China is the largest online furniture market, with almost \$80 billion in revenue. Whenever it refers to E-commerce, the furniture industry statistically tends to lag behind the other retails. Since numerous chances are available online, many furniture brands are looking to leverage E-commerce technology. The furniture industry, particularly in the B2B sector, is possibly the industry's most important thing. The E-commerce market would be a proving ground for supply chain channel partners such as manufacturers, wholesalers, and distributors of home furnishings. Between 2019 and 2023, global on-line furniture sales are expected to grow at a 10.0% annual rate, resulting in a market volume of \$289.3 billion in 2023. By 2023, the furniture and home furnishings industry will account for one-third of all e-commerce in the United States. The E-commerce Sale Conversion Rate (SCV) has increased around 8.71%, a marked increase from 2018's average of 4.69%, representing a growth rate of 86%. The Furniture SCVs increased 17.71%, followed by the segment. Mom & Baby, Health & Beauty has the most increase in SCVs category and others, in order of % respectively.

Therefore, the factor of the research encourages consumers to have purchased intention when purchasing furniture in online shopping platforms. Some identified determinants of the customer's online purchase intention include trust, perceived risk, perceived usefulness, social commerce construct, and perceived behavior control during the Covid-19 Pandemic in Thailand. These factors will be conducted in this research. With a good understanding of the consumer's purchase intention, Online shopping platform corporations are able to develop effectively and efficiently. Shopping online platform operations to attract new and potential customers. Thus, this study examines the impact of purchase intention on deciding to utilize an online shopping platform to purchase furniture during the Covid-19 Pandemic in Thailand. In addition, this study also aims to identify which factor has the highest impact on customer purchase intention platforms to purchase furniture in Thailand. In addition, this study also aims to identify which factor has the highest impact on customer purchase intention.

2.Theories of Each Variable

2.1 Online Purchase Intention

According to Ariffin S.K. et al. (2020), consumer's purchase intention is significant for consumer behavior forecast. Purchase intention is often used as a criterion to predict the customers' actual buying activities; however, it depending on the influencing factors that would be changed under different circumstances. Therefore, they studied the influence of consumers' perceived risk on their online purchase intention; the results found that they perceived risks when they intended to purchase online. There are five factors of perceived risk; 1) financial risk, 2) product risk, 3) security risk, 4) time risk, and 5) psychological risk, have a significant negative influence on consumers' online purchase intention: while the social risk was found to be insignificant. Among these factors, the security risk is the main contributor to customers having abandoned online purchases

For previous studies about purchase intention, Jamali et al. (2014) described that since the emergence of E-commerce, The online purchase has made it the third most popular activity, after email sending and Web surfing. Online purchase intention was defined as the customers' readiness to purchase some products or services through the platform on the Internet (Meskaran et al., 2013). Online purchase intention is defined as consumers' willingness to buy some products or services via internet stores or platforms. Online purchase intention is also defined as the intention of online buyers to buy goods and services or compare the prices of products via internet platforms or virtual stores (Iqbal et al., 2012). While C.H. Lee, et al. (2011) mentioned that purchase intention is the subjective possibility that customers will buy a particular product or brand. It can be proposed as a predictor of subsequent purchasing.

2.2 Perceived Behavior Control

According to Ajzen (2002), perceived control is the perception of individuals that they can control the performance of a given behavior. Individuals' perceptions of risk, stress, satisfaction, and well-being in dealing with an uncertain environmental event are significantly influenced by their perception of control over that event (J. Lee & Allaway, 2002). Thus, a person without control over a situation may not be biased to participate. When they perceive that they have control, consumers make the necessary psychological adjustments to the service beforehand and reduce their perception of risk and uncertainty (Featherman & Pavlou, 2003). If online sellers take steps to enhance consumers' perceived control in a service innovation context, it is similar that more consumers will decide to purchase.

Li, Yahong, et al. (2018) study perceived control and purchase intention in online shopping: the mediating role of self-efficacy; the result found that the subjects with the availability of live customer service had a higher level of perceived control and stronger purchase intention. Moreover, there were statistically significant positive correlations among perceived control, self-efficacy, and purchase intention. Structural equation modeling showed that self-efficacy was a significant partial mediator of the effect of perceived control on purchase intention, accounting for 17.4% of the total effect. The result implies that providing

customer service in online shopping that leads consumers to perceived greater control can enhance their self-efficacy and persuade stronger purchase intentions.

2.3 Perceived Risk

One of the most important barriers to online purchase intention is perceived risk. Although there are many definitions of the perceived risk that many researchers provided, Schierz et al. (2010) defined perceived risk as the expectation of losses. The larger the expectations of losses are, the higher the level of risk will be perceived by consumers. The other researcher found that the higher the perception of risk rises among consumers, the more it would stop consumers purchasing intention. Earlier studies by Suresh and Shashikala (2011) found that consumers' perceived risk will harm online purchase intention. Moreover, Almousa (2011) revealed that there were six perception risks of customers related to the customers' purchase intention: performance risk, financial risk, psychological risk, security risk, time risk, and privacy risk, all of which had an influence on purchase intentions. For the details, time risk and performance risk strongly and negatively influenced online purchase intentions; it was also found that security risk and privacy risk negatively affected online shopping intentions. A., Mandilas et al. (2013) mention that perceived risk is the extent of a consumer's belief about the potential uncertain negative outcomes of the online transaction. Their study about Predicting Consumer's Perceptions in On-line Shopping found that perceived usefulness was the strongest predictor for online purchase intention, while perceived risk negatively impacted online purchasing intention. Zhang, X. and Yu, X. (2020) defined perceived risk as the cost associated with customers' purchasing behavior; it also represents a kind of uncertainty about the future. The consumers' purchase intention will be directly affected by this uncertainty.

Finally, there is a relation between perceived risk and purchasing a product or service. If the perceived risk is excessively high, they will not complete the transaction. The consumer may initiate risk-reducing behaviors to account for the high levels of perceived risk. The risk-reducing behaviors may either reduce the amount at stake or the perceived uncertainty of the

situation. If a customer's perceived risk has been reduced, the purchase intention will be increased.

2.4 Perceived Usefulness

Perceived usefulness is one of the independent variables in the Technology Acceptance Model (TAM). According to Davis et al. (1989), TAM is a theory developed to seek how a system's ease of use and usefulness can affect an individual's intention and behavior to use the system. The other studies' ease of use can be described as the system not requiring much more effort when used. While usefulness is described as how a system helps improve the system's performance (McKechnie, Winklhofer, and Ennew, 2006; Lee, Fiore, and Kim, 2006; Chen & Ching, 2013).

In the previous study, Chen & Ching (2013) also mentioned that ease of use and usefulness influence a person's decision to use a system or not. In the context of e-commerce, websites or applications which are easy to use and can provide useful information will be able to increase purchase intention. A., Mandilas et al. (2013) described "perceived usefulness is the final outcome resulting from a chain of shopping activities while consumers associate ease of use and enjoyment with one's shopping process and one's intrinsic perception of e-shopping leading to the consequent perception." According to Mandilas et al. (2013) study, the result found that perceived usefulness is the strongest predictor of online purchase intention. In addition, Hanijaya S.K. et al. (2019) found that ease of use and usefulness positively affect purchase intention in online shopping.

2.5 Social Commerce Construct

Hajli, N. (2015) studied Social commerce constructs and consumers' intentions to buy. In Hajli, N.'s study (2015), social commerce is a new development in e-commerce generated by using social media to enable customers to interact on the internet. The recent advancements in information and communication technology (ICTs), the emergence of Web 2.0 technologies, and the popularity of social media and social networking sites have seen the development of new social platforms. These platforms facilitate the use of social commerce. The researcher

presented a new model to develop an understanding of social commerce using a PLS-SEM methodology to test the model. The result of the study was shown that Web 2.0 applications are attracting individuals to have interactions as well as generate content on the internet. Consumers use social commerce constructs for these activities to increase the level of trust and intention to buy. For more details, Hajli (2013) explained that social commerce constructs refer to the built-in features of a website that enable consumers to interact with other consumers, including referring, rating, commenting, and shopping for products. These features can enhance consumer sociability, which can significantly influence the situation during the COVID-19 pandemic (Hajli and Sims, 2015). Characteristics of social commerce constructs which used to support social buying activities are forums, blogs, videos, reviews, recommendations, and social networks (Kim and Park, 2013; Ng, 2013). The study of Shadkam and O'Hara (2013) considers reviews, ratings, referrals, and recommendations as critical tools for social commerce constructs. Reviews and ratings are visible to all and defined as the set of features provided by social commerce websites that help consumers to share feedback with other consumers. On the contrary, Kim and Park (2013) and Rashid et al. (2019) explain that referrals and recommendations are personalized on-line social activities that allow consumers to share information with friends to make buying decisions. In addition, social commerce constructs assist sellers in improving their social presence, social support with friends on social commerce podiums, and the development of trust, which support consumers' buying intentions to be rising, especially during a COVID-19 pandemic.

2.6 Trust

According to Blau (1964 cited in A. Leeraphong and A. Mardjo, 2013), trust can reduce uncertainty and is an essential factor for e-commerce. Trust has been shown to reduce consumers' fears of unreliability and risks of being cheated. Trust in the online environment is a significant factor because the online interactions between the buyer and the seller are complex and diverse, while the result of the interaction has the possibility of insincere and unpredictable behavior (D. Gefen and D. Straub, 2003). Moreover, A. Leeraphong and A. Mardjo (2013) found that an online

shopping context, consumers are delicate and likely to lose if they provide the seller's email address, shopping information, and credit card information. The vulnerability for email addresses is about the spam email sent to the buyers. For their shipping information, they worried about their privacy. They may not want other people to know what they are shopping for. For their credit card information, they worried about credit card fraud. Moreover, they will worry about the quality and service they buy after they complete an on-line purchase transaction.

H5: There is a casual significant relationship between Perceived Behavior Control and Online Purchase Intention a Furniture through Online Shopping Platforms During the Covid-19 Pandemic.

4. Research Methodology

The purpose of this research is to determine factors affecting the purchase intention of furniture toward online shopping platforms. Moreover, this study will also determine the impact of customer purchase intention. Since this study is quantitative research, there are several types of analysis with this study such as Cronbach's Alpha, Multiple Linear Regression, and Descriptive Data Research

In this study, The term "Target Population" refers to a group of people relevant to a particular study. According to Mugenda & Mugenda (2003) article, a population is a group of humans or objects with the same characteristics and behavior related to the research. The target population of this study is 437 people who live in Thailand and who have experience in using online shopping platforms to purchase furniture.

The researcher applied a non-probability sampling method by convincing random people to collect information from respondents who have on-line purchased furniture through online shopping platforms in Thailand and selecting people who are knowledgeable about the factors that influence customer purchases in Thailand.

In this study, the data collected was both primary and secondary data. Primary data is a type of data that researchers collect directly through interviews, surveys, experiments, etc., from primary causes such as target populations. For primary data, the data collection of the questionnaire survey was from people who live in Thailand and who have experience in shopping via online shopping platforms. The researcher applied a non-probability sampling method by using a purposive sampling technique for data collection. Respondents are selected according to the needs of this study, and those who do not meet the criteria are rejected. The collection period was May-August 2022. Also, the secondary data

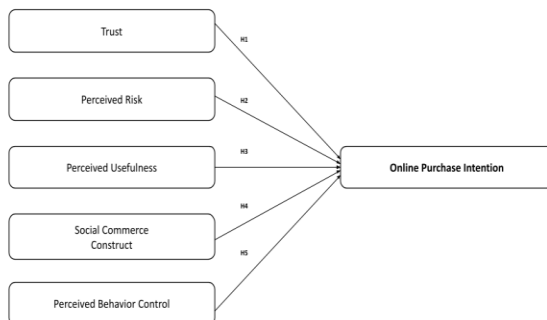


Figure 2-1: The Conceptual Framework of Determinant Factors Influencing The On-line Purchase Intentions of Furniture through Online Shopping Platforms During The Covid-19 Pandemic in Thailand.

3. Hypotheses Development

H1: There is a casual significant relationship between Trust and Online Purchase Intention a Furniture through Online Shopping Platforms During the Covid-19 Pandemic.

H2: There is a casual significant relationship between Perceived Risk and Online Purchase Intention a Furniture through Online Shopping Platforms During the Covid-19 Pandemic.

H3: There is a casual significant relationship between Perceived Usefulness and Online Purchase Intention a Furniture through Online Shopping Platforms During the Covid-19 Pandemic.

H4: There is a casual significant relationship between Social Commerce Construct and Online Purchase Intention a Furniture through Online Shopping Platforms During the Covid-19 Pandemic.

referred to the previous research articles by others was applied in this research for the structure of the study, developing the conceptual framework, hypothesis, sample size, analysis of the data, conclusion, and recommendation.

Table 4-1: The analysis of demographic factors using the frequency percentage

Measure	Items	%
Gender	Male	62.2
	Female	34.8
	Other	3.0
Age (Years)	18 - 25 years old	11.9
	26 - 35 years old	58.8
	36 - 45 years old	23.3
	46 - 55 years old	5.3
	Over 56 years old	0.7
Online shopping platform in Thailand	Shopee Application	34.6
	Lazada Application	17.4
	Facebook Marketplace	16.7
	JD Central	7.6
	IKEA Website	11.9

NocNoc Application/
Website 7.8

Home Pro Application/
Website 3.7

Other 0.5

Spend per time on average		
Less than 1,000 Baht	16.7	
1,001 – 10,000 Baht	51.7	
10,001 – 20,000 Baht	19.0	
20,001 – 30,000 Baht	7.3	
30,001 – 40,000 Baht	2.1	
Over 50,000 Baht	3.2	

5. Summary of the Study

The purpose of the study to research the relationships of five factors that are relevant which are trust, perceived risk, perceived usefulness, social commerce construct, and perceived behavior control that influence on-line purchase intention furniture through on-line shopping platforms during the Covid-19 Pandemic in Thailand.

The main objective of this study was to examine the effect of factors that influence customer online purchase intention on furniture of on-line shopping platforms with a focus on five factors: trust, perceived risk, perceived usefulness, social commerce construct, and perceived behavior control during the Covid-19 Pandemic in Thailand. The research question in this study uses descriptive research design and focuses on people who have behavior shopping online.

The study is based on a descriptive research design and focuses on people who like to purchase furniture through online shopping platforms. The sample size was chosen based on the investigation findings, with 437 people filling out the data-gathering questionnaires.

The questionnaire used was closed-end questions with the pilot test for consistency and reliability. We use the raw data analyzed with the statistical program for Jamovi; the results are shown in the figures and table. The demographic question uses descriptive statistics to run and analyze the data of frequencies, means, and standard deviations. Moreover, inferential analysis of correlations and regressions was employed in the study for the variable question.

In this research, we use five variables to test the hypothesis using Multiple linear regression, and the result shows that the four variables are significant. According to the results from testing, For hypothesis 1, trust has a significant influence on online purchase intention with a level was 0.001. Hypothesis 3 shows that Perceived Usefulness significantly influences online purchase intention with a level of 0.003. Hypothesis 4 shows that Social Commerce Construct significantly influences online purchase intention with a level of 0.001. And hypothesis 5 shows that Perceived Behavior Control significantly influences online purchase intention with a level of 0.001. It shows that H1, H3, H4, and H5, the hypothesis, were less than 0.05, meaning that the null hypothesis was rejected. The variables failed to reject statistically significant values of H2. Hypothesis 2 shows that perceived risk does not significantly influence online purchase intention, with a level of 0.136. Then, the researchers summarized that perceived risk had no significant effect on online purchase intention of furniture through online shopping platforms during the Covid-19 pandemic.

6. Conclusion / Discussion

In conclusion, the data indicate that social commerce construct and perceived behavior control are

The strongest variables that substantially influence online purchase intentions of furniture through on-line shopping platforms during the Covid-19 pandemic in Thailand. Perceived usefulness and trust also impact online purchase intentions, respectively. However, perceived risk has no significant influence on on-line purchase intentions of furniture through on-line shopping platforms during the Covid-19 pandemic in Thailand. The present study offers a strong theoretical base to understand online purchase intention in a crisis like The COVID-19 pandemic.

The theoretical framework manifested in this study provides a profound contribution to e-commerce and behavioral online purchase intention research streams. This study empirically tests trust, perceived usefulness, social commerce construct, and perceived behavior control as the substantial variables to measure online purchase intention in shopping platform settings during COVID-19. The present study offers a strong theoretical base to understand online purchase intention in a crisis like the COVID-19 pandemic. This study contributes to the existing literature in a variety of ways. Firstly, Kim and Park (2013), along with Rashid et al. (2019), social commerce constructs assist sellers in improve their social presence, social support with friends on social commerce podiums, and the development of trust, which support consumers' buying intentions to be rising, especially during a COVID-19 pandemic. In addition, If online sellers take steps to enhance consumers' perceived control in a service innovation context, it is similar to more consumers will decide to purchase. Thus Chen & Ching (2013), in the context of e-commerce, websites or applications that are easy to use and can provide useful information will increase online purchase intention. Leeraphong and A. Mardjo (2013) found that they were concerned about credit card fraud for their credit card information. They also worry about the quality and service they buy after they complete an online purchase transaction.

7. Recommendations

The result of this research shows that there is a relationship between independent variables and dependent variables. There are four significant variables: trust, perceived usefulness, social commerce construct, and perceived behavior control influencing the customer's online purchase intention.

According to this situation, individual behavior will change to using online platforms more than usual. As a result of this situation, people need to stay at home and transition to behavioral shifts; thus, for the recommendation about the elements that influence online purchase intention, especially furniture. To begin, online platforms should create and improve their platform, structure of system and service, and provide review and ratings from other users to customers to establish a standard for the product and service that would encourage customers to continue purchasing furniture online. Therefore, the management team of online shopping platforms must consider the relevant factors that might be the important details used to develop and improve the service to satisfy customer needs and make the platform effective and efficient.

7. Further Study

Further study should be conducted on a larger sample and population to increase the generalizability of the research. However, the results of this study show that the factors that influence purchase intention depend on trust, perceived risk, perceived usefulness, social commerce construct, and perceived behavior control. In addition, other related factors that bring impact purchase intention should be added. Therefore, the researcher suggests the necessity for sellers, entrepreneurs, managers or marketers, including those who want to learn more to understand the important factors of purchase intention that positively affect the selling product for re-consumption.

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