ปัจจัยที่มีอิทธิพลต่อความตั้งใจซื้อสินค้าออนไลน์ของผู้บริโภคชาวไทยและชาวจีน

Factors Influencing Thai and Chinese Consumers' Online Shopping Intentions

เหยียนห้าวเจีย เฉิง[1] ณธภร กัญนราพงศ์[2] และ สุมาลี สมนึก[3]

Yanhaojia Cheng[1], Nathaporn Gunnarapong[2] and Sumalee Somnuk[3]

บทคัดย่อ

งานวิจัยนี้ศึกษาปัจจัยที่มีอิทธิพลต่อความตั้งใจซื้อของออนไลน์ผู้บริโภคชาวไทยและจีน โดยใช้ข้อมูลจากผู้เข้าร่วม 400 คน (ประเทศละ 200 คน) โดยใช้แบบจำลองสมการเชิงโครงสร้าง (Structural Equation Model: SEM) การศึกษานี้มุ่งเน้นไปที่การทำความเข้าใจว่าความสะดวกในการใช้งาน ความเสี่ยง และความน่าเชื่อถือส่งผลต่อทัศนคติและความตั้งใจในการซื้อของออนไลน์อย่างไร แบบจำลองการยอมรับเทคโนโลยี (Technology Acceptance Model: TAM) ทำหน้าที่เป็นรากฐานทางทฤษฎีในการประเมินว่าตัวแปรเหล่านี้สัมพันธ์กับความเต็มใจของผู้บริโภคในการซื้อของออนไลน์อย่างไร ผลการศึกษาที่สำคัญเน้นย้ำว่าผู้บริโภคชาวไทยมีความเต็มใจในการซื้อของออนไลน์มากกว่าผู้บริโภคชาวจีน ซึ่งส่วนใหญ่ขับเคลื่อนโดยประโยชน์ที่รับรู้ เช่น ความสะดวกสบาย ข้อได้เปรียบด้านราคา และความน่าเชื่อถือในแพลตฟอร์มออนไลน์ นอกจากนี้ งานวิจัยยังตรวจสอบบทบาทของความเสี่ยงที่รับรู้ โดยสังเกตถึงอิทธิพลที่มีต่อทัศนคติของผู้บริโภค โดยเฉพาะอย่างยิ่งเกี่ยวกับความน่าเชื่อถือในการส่งสินค้าและความน่าเชื่อถือในแพลตฟอร์มของผู้ขาย การเปรียบเทียบพฤติกรรมการซื้อของออนไลน์อย่างมีวิจารณญาณระหว่างทั้งสองประเทศ เผยให้เห็นว่าผู้บริโภคชาวไทยตอบสนองต่อกลยุทธ์การตลาด เช่น โปรโมชั่น

---

[1] นักศึกษาบริหารธุรกิจมหาบัณฑิต, คณะบริหารธุรกิจและเทคโนโลยีสารสนเทศ มหาวิทยาลัยเทคโนโลยีราชมงคลตะวันออก

Master of Business Administration Student, Faculty of Business Administration and Information Technology, Rajamangala University of Technology Tawan-ok

[2] อาจารย์, คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยเทคโนโลยีราชมงคลตะวันออก

Lecturer, Faculty of Humanities and Social Sciences, Rajamangala University of Technology Tawan-ok

[3] อาจารย์, คณะบริหารธุรกิจและเทคโนโลยีสารสนเทศ มหาวิทยาลัยเทคโนโลยีราชมงคลตะวันออก

Lecturer, Faculty of Business Administration and Information Technology, Rajamangala University of Technology Tawan-ok

Corresponding author e-mail: nathaporn_gu@rmutto.ac.th

ผลการศึกษาสรุปโดยเน้นถึงบทบาทที่เพิ่มมากขึ้นของโครงสร้างพื้นฐานดิจิทัลในการกำหนดพฤติกรรมของผู้บริโภค โดยเฉพาะอย่างยิ่งในยุคหลังโควิด-19 ซึ่งอีคอมเมิร์ซมีบทบาทสำคัญมากขึ้น ผลการศึกษาชี้ให้เห็นว่าการเพิ่มความ และความสะดวกในการเข้าถึงได้ดีกว่าในขณะที่ผู้บริโภคชาวจีนให้ความสำคัญกับความน่าเชื่อถือและการลดความ เสี่ยงเป็นอันดับแรกไว้วางใจและการลดความเสี่ยงที่รับรู้สามารถช่วยเพิ่มการมีส่วนร่วมในการช้อปปิ้งออนไลน์ในทั้ง สองประเทศได้ ผลการศึกษานี้ช่วยให้เข้าใจพฤติกรรมของผู้บริโภคในตลาดดิจิทัลได้กว้างขึ้น และนำเสนอข้อมูลเชิง ลึกเชิงกลยุทธ์สำหรับธุรกิจที่ต้องการขยายการดำเนินการอีคอมเมิร์ซในเอเชียตะวันออกเฉียงใต้ ผลการศึกษาเน้นย้ำ ถึงความสำคัญของการปรับกลยุทธ์การตลาดเพื่อตอบสนองความต้องการเฉพาะตัวของกลุ่มผู้บริโภคแต่ละกลุ่ม เพื่อ ปรับปรุงยอดขายออนไลน์

คำสำคัญ: ผู้บริโภคออนไลน์ชาวไทยและจีน ความตั้งใจในการซื้อออนไลน์ ปัจจัยที่มีอิทธิพล

Abstract

The research investigates the factors influencing online shopping intentions among Thai and Chinese consumers, utilizing data from 400 participants (200 from each country). Employing Structural Equation Modeling (SEM), the study focuses on understanding how perceived ease of use, perceived risk, and trust impact online purchasing attitudes and intentions. The Technology Acceptance Model (TAM) serves as the theoretical foundation, assessing how these variables correlate with consumers' willingness to shop online. Key findings highlight that Thai consumers show a higher willingness to engage in online shopping than their Chinese counterparts, largely driven by perceived benefits such as convenience, price advantages, and trust in online platforms. The research further examines the role of perceived risk, noting its influence on consumer attitudes, particularly regarding product delivery reliability and trust in vendor platforms. A critical comparison of online shopping habits between the two countries reveals that Thai consumers are more responsive to marketing strategies like promotions and ease of access, while Chinese consumers prioritize trust and risk mitigation. The study concludes by emphasizing the growing role of digital infrastructure in shaping consumer behavior, particularly in the post-COVID era, where e-commerce has become increasingly prominent. The results suggest that improving trust and reducing perceived risks could enhance online shopping participation in both countries. The findings contribute to the broader understanding of consumer behavior in digital markets and offer strategic insights for businesses seeking to expand their e-commerce operations in Southeast

Asia. The study highlights the importance of adapting marketing strategies to meet the unique preferences of each consumer group, thereby improving online sales.

Keywords: Thai and Chinese Online Consumers, Online Purchase Intentions, Influencing Factors

Introduction

The advent of Industry 4.0 has brought significant changes to all industries, affecting both producers and consumers. This has brought opportunities and challenges to all parties involved, so it is imperative to focus on industrial reforms that are in line with the government's economic policy Thailand 4.0. The implementation of economic and social digital policies is essential to drive the country towards digital development. This includes promoting the expansion of digital infrastructure and Internet networks, nationwide high-speed Internet coverage, and the development of e-commerce, electronic documents, e-learning, and online payment systems. These efforts are aimed at making Thailand a leader in the digital economy in the ASEAN region.

China is one of the world's largest e-commerce markets, and the e-commerce network is very mature. With the popularization of mobile Internet, China has more than 700 million Internet users, close to half of the country's total population. China's e-commerce has experienced periods of start-up, rapid development, bursting of the Internet bubble, and rational development. Business models have become more and more diversified and continue to mature

According to research by the Thai Electronics and Computer Technology Center, there were 61.21 million Internet users at the beginning of 2023, and the Internet penetration rate was 85.3%. The study found that about 59% of Internet users purchased goods and services online, and more than half of Internet users purchased goods or services online. This can indicate a good trend in the development of e-commerce in Thailand. With the development of the economy, the upgrading of people's consumption level, and the increasing demand of consumers for the quality and variety of goods. This has created a broad market space for e-commerce. The competition for online marketing among enterprises is very fierce. Online shopping platforms mainly include three aspects, namely websites, applications and social networks. China has Taobao, JD.com, and Douyin; while Thailand has platforms such as Shopee and Lazada. In addition, Thai consumers can also purchase goods through social media platforms such as Facebook and Instagram, similar to China's micro-business. Through social platforms, brands and stores can interact with consumers more

directly and achieve sales growth through social sharing and recommendations. In addition to competition among enterprises, competition among platforms is also extremely fierce.

In recent years, entrepreneurs have obviously turned to online business because it is convenient and requires less investment. Similarly, consumers are increasingly choosing online shopping because it is more convenient, more practical, and usually cheaper than traditional retail stores. The development of technology and extensive e-marketing activities have further promoted the rise of online stores and sales rates. The application of big data and artificial intelligence can better help e-commerce companies analyze and mine user data and provide users with more personalized services; mobile payment allows users to shop conveniently anytime and anywhere, and the use of e-wallets such as WeChat Pay, Alipay, TrueMoney, PromptPay and Rabbit-LINE Pay is becoming more and more popular; supply chain collaboration and logistics optimization improve logistics efficiency, reduce logistics costs, and provide users with better logistics services.

According to data from JPMorgan Chase's 2020 Thailand E-commerce Payment Report, Thailand's B2C e-commerce market has been growing steadily since 2017, with a value of more than $27.7 billion in 2019, and is expected to continue to grow at a compound annual growth rate of 7.7% by 2023. Despite this trend, certain customer groups, such as housewives and the elderly, still prefer physical product inspections and personalized recommendations. Concerns about the security of online payments and the need for installation instructions and maintenance for certain products also affect their purchasing behavior.

According to the survey results of the "e-Conomy SEA Report 2022", it is expected that the GMV value of Thailand's digital economy will reach 1.2 trillion baht (249.5 billion yuan) in 2022. Compared with last year, the growth rate is 17%, and the total value of digital economy products is expected to reach 1.8 trillion baht (378.2 billion yuan) in 2025. Calculated at an average annual growth rate of 15%, e-commerce, online food delivery services and online shopping are the three most used digital services by urban residents in Thailand. For the Chinese market, the national e-commerce transaction volume in 2022 reached 43.83 trillion yuan, a year-on-year increase of 3.5%.

RQ: What is the relationship between the TAM model (perceived ease of use, perceived usefulness, perceived risk and perceived trust), consumer's attitude and intentions to online purchase between Thailand and China?

This study identified the relationship between the TAM model (perceived ease of use,

perceived usefulness, perceived risk and perceived trust), consumer's attitude and intentions to online purchase between Thailand and China

Literature Review

Previous studies in the literature review explain the relationship between the TAM model (perceived ease of use, perceived usefulness, perceived risk, and perceived trust), attitudes, and intentions of online purchases among Thai and Chinese consumers. The academic papers were based on valid sources such as Google Scholar, Scopus Web of Science, etc. The conceptual model was created based on the following assumptions.

The Technology Acceptance Model (TAM MODEL) proposed by Davis, Bagozzi, and Warshaw (1989) states that Perceived Usefulness and Perceived Ease of Use all influence the intention to use technology. It is a theory developed from the concept of TRA. TAM focuses on studying the factors that affect the acceptance or decision to use new technologies or innovations. The main factors that directly affect the acceptance of technologies or innovations by users are intended to be a model for predicting the acceptance of information technology. In addition, the researchers reviewed additional literature and found that from the study of Zhu, Kowatthanakul & Satanasavapak (2020) Proposed that trust influences attitude towards technology use.Trust influences intention to use technology. In addition, from the study of past research on trust, it was found that the perception of risk in online shopping is related to consumer attitudes, and such attitudes have a significant influence on the intention to continue buying. They studied the repeated online shopping of Generation Y customers in Bangkok and found that website security has a significant impact on the trust of Generation Y customers, and the intention to repeat online shopping is positively related to the level of trust in the website of such customers.

Including study of T.Gao, F. Sultan and A. J. Rohm (2010) found that risk acceptance has an influence on technology use. They proposed that risk acceptance influences technology adoption (Mobile Marketing Acceptance). Chu & Chu (2011) proposed that attitude influenced technology use intention. They defined that when humans learn and understand technology until it is accepted, it results in its use in daily life. What is each individual's attitude or interest in using technology?

Research Hypothesis

Research objectives

First, compare the online purchase intention of Thai and Chinese consumers.

Second, establish a model of factors affecting online purchase intention of Thai and Chinese consumers and test its consistency with empirical data.

Third, study the direct impact of factors on perceived usefulness and factors on perceived ease. Risk acceptance factors affect the online purchase intention of Thai and Chinese consumers. Trust factors.

Last, study the factors affecting purchase attitude. The position of online products as a mediating variable between perceived usefulness factors, perceived ease factors, risk acceptance factors and trust factors of Thai and Chinese consumers, and online purchase intention.

Research Methodology

Research Design

Since the exact population is not known for this study, the Cochran formula (Cochran, 1977, cited in Thanin Silpacharu, 2012) was used in determining the sample size. As a result, the sample size was calculated to be 384 samples. However, in order to obtain a suitable sample group for the study, the researcher collected a total of 400 samples, which included 200 Thais and 200 Chinese. To measure the variables, the researcher used a 5-point Likert scale (Thanin Sinlacharu, 2012). The main variables in this survey were rated using a five-point Likert scale ranging from 5 (strongly agree) to 1 (strongly disagree), where 5 represents the highest level of agreement and 1 represents the lowest level of agreement.

The scores obtained will be analyzed to find the average and interpreted in terms of the average opinion level of all the respondents. The width of the scale range was found by dividing the scores into an equal range of 1 to 5 points, with a total of 5 levels, as follows (Sorachai Pisanbut, 2012): an average of 1.00 - 1.80 indicates that the opinion level is at the lowest level, an average of 1.81 - 2.60 indicates that the opinion level is at a low level, an average of 2.61 - 3.40 indicates that the opinion level is at a medium level, an average of 3.41 - 4.20 indicates that the opinion level is at a high level, and an average of 4.21 - 5.00 indicates that the opinion level is at the highest level.

Create online questionnaires at WenJuanXing. By using this platform, researchers can easily design and distribute questionnaires to collect data from a variety of participants. In addition, by going out to recruit random individuals on the street to fill out the questionnaire, researchers can ensure that their data is not biased towards any group, making their research more reliable and trustworthy. The questionnaire has mandatory options to ensure the integrity of the questionnaires received. In addition, the questionnaires are guaranteed to be administered to Thai and Chinese citizens. As the basis of the questionnaire items, user satisfaction, perceived usefulness, perceived ease of use, perceived risk, perceived trust, online purchase attitude and intention were involved.

Population and Sampling

In this study, the researcher adopted the non-probability sampling method, which is a sampling method that does not consider the chance or probability of drawing units from the population. The researcher used a convenience sampling method to distribute questionnaires to 200 Thai consumers who shop online in Bangkok and 200 Chinese consumers who shop online in Guangdong until the total sample size reached 400 people. There is no specified target population for this study. The respondents must be regular Internet users, have adequate knowledge about online activities, and have made any purchases through the Internet. The confidence level for a standard survey is 95%. Therefore, the sample size should exceed 384 instances at p = 0.5, and the sample must be collected using convenience sampling with a sampling error of 5% and a precision of 95%. The total number of study participants is four hundred (400). These individuals were selected through convenience sampling of more than 384 people.

Data Collection

This study used convenience sampling, which is a non-probability sampling technique commonly used to collect large amounts of data. This method ensures that the selected participants meet two main criteria: they are regular Internet users, have adequate knowledge about online activities, and have made any purchases through the Internet. This is important because knowledge about online shopping affects the attitudes and behaviors of the respondents. The participants were from Bangkok, Thailand, and Guangdong, China. Data were collected via a self-administered online survey between March and April 2024.

Data Analysis

SPSS License Version 29 and Partial Least Squares Structural Equation Modelling (PLS-SEM, ADANCO, 2.3.2) were used to analyze the data. Descriptive statistics, including frequency and percentage, were utilized to study the respondent's demographic profile. The mean and standard deviation were used to analyze each questionnaire variable and item. Cronbach's Alpha is a reliability coefficient used to analyze the data and evaluate their consistency and reliability. Factor loadings were computed. The hypotheses were evaluated using PLS-SEM (ADANCO 2.3.2; an inferential statistic) to assess the instrument's reliability.

Research Findings

Descriptive Analysis

Table 1 Respondents' Demographic Information (n=400)

Demographics		Frequency	Percentage
Nationality	Thailand	200	50
	China	200	50
Gender	Male	179	44.75
	Female	221	55.25
Age	Below 20 years old	46	11.50
	20-40 years old	191	47.75
	41-60 years old	120	30.00
	Above 60 years old	43	10.75
Status	Single	165	41.25
	Married	220	55.00
	Divorced/widowed/separated	15	3.75
Education	Below bachelor's degree	194	48.50
	Bachelor's degree	149	37.25
	Higher than bachelor's degree	57	14.25
Occupation	Students	64	16.00
	Business Owner/Entrepreneur	109	27.25
	Private company employees	98	24.50

Table 1 Respondents' Demographic Information (n=400) (Continued)

	Demographics	Frequency	Percentage
	Civil servants/State enterprise employees	53	13.25
	Freelance	72	18.00
	Others (specify)_____*	4	1.00
Salary	Less than 15,000 baht (3000 yuan)	73	18.25
	15,000-30,000 baht (3,001-6,000 yuan)	101	25.25
	30,001-45,000 baht (6,001-9,000 yuan)	121	30.25
	45,001-60,000 baht (9,001-12,000 yuan)	69	17.25
	60,000 baht or more (12,000 yuan or more)	36	9.00
		400	100

According to Table 1, online shopping consumers in Thailand and China. A total of 400 respondents completed the online survey, which was subsequently coded and checked. The data showed that most respondents were female (55.25%), aged 20 to 40 years old (47.75%), married (55.00%), had a bachelor's degree or below (48.50%), were business owners/ entrepreneurs (27.25%), and had an income of 30,001-45,000 Thai baht (6,001-9,000 RMB) (30.25%).

Table 2 Items, Factor Loadings, Cronbach's Alpha and Average Variance Extracted (n=400)

Items	Factor Loadings	Cronbach's Alpha	Average Variance Extracted (AVE)
Perceived Usefulness (POU)		0.986	0.600
1. Online products can be purchased at any location. (Mean=3.73, SD.=1.12)	0.811		
2. Online products can be purchased at any time. (Mean=3.70, SD.=1.13)	0.770		
3. Buying products online, buyers can search for product price information by themselves. (Mean=3.72, SD.=1.11)	0.855		

Table 2 Items, Factor Loadings, Cronbach's Alpha and Average Variance Extracted (n=400) (Continued)

Items	Factor Loadings	Cronbach's Alpha	Average Variance Extracted (AVE)
4. Buying products online has many discounts and promotions. (Mean=3.59, SD.=1.16)	0.764		
5. Buying products online is cheaper than buying products from normal stores. (Mean=3.48, SD.=1.14)	0.703		
6. Online products have a wide variety of products in all categories. (Mean=3.71, SD.=1.11)	0.829		
7. Buying products online saves money. (Mean=3.50, SD.=1.12)	0.671		
Perceived Ease of Use (POE)		0.936	0.694
1. Online shopping becomes simple. (Mean=3.63, SD.=1.25)	0.854		
2. Technology makes shopping more flexible and interactive. (Mean=3.64, SD.=1.13)	0.812		
3. Online shopping categories make shopping more convenient. (Mean=3.60, SD.=1.17)	0.823		
4. Today's technology makes online shopping simple. (Mean=3.78, SD.=1.16)	0.842		
Perceived of Risk Acceptance (POR)		0.890	0.576
1. The online products received meet the specified standards. (Mean=3.35, SD.=1.03)	0.810		

Table 2 Items, Factor Loadings, Cronbach's Alpha and Average Variance Extracted (n=400)
(Continued)

Items	Factor Loadings	Cronbach's Alpha	Average Variance Extracted (AVE)
2. The online products are received correctly and completed as specified. (Mean=3.34, SD.=1.02)	0.735		
3. Online product exchanges are carried out at the specified time. (Mean=3.21, SD.=1.10)	0.678		
4. The online products are delivered accurately at the specified time and place. (Mean=3.32, SD.=1.04)	0.806		
Perceived of Trust (POT)		0.934	0.640
1. Trustworthy online product sellers. (Mean=3.25, SD.=0.98)	0.814		
2. Online product reviews are trustworthy. (Mean=3.15, SD.=1.08)	0.804		
3. Information provided by sellers in online ordering systems is trustworthy. (Mean=3.24, SD.=1.01)	0.765		
4. Online sellers provide up-to-date information. (Mean=3.33, SD.=1.03)	0.717		
5. Shoppers will purchase products online from familiar websites/platforms. (Mean=3.59, SD.=1.11)	0.796		
6. Buyers will purchase products online through convenient websites/platforms. (Mean=3.57, SD.=1.13)	0.820		

Table 2 Items, Factor Loadings, Cronbach's Alpha and Average Variance Extracted (n=400)
(Continued)

Items	Factor Loadings	Cronbach's Alpha	Average Variance Extracted (AVE)
7. Buyers will purchase frequently used items online. (Mean=3.52, SD.=1.18)	0.874		
Online Purchase Attitude (ATT)		**0.967**	**0.682**
1. Online shoppers prefer online shopping to buying from physical stores. (Mean=3.32, SD.=1.14)	0.805		
2. Current technology makes it convenient and quick to buy products online. (Mean=3.62, SD.=1.12)	0.839		
3. Buying products online meets the needs of buyers better than buying them from regular stores. (Mean=3.40, SD.=1.16)	0.826		
4. Buying products online fits the lifestyle of buyers. (Mean=3.40, SD.=1.13)	0.833		
Intention Online Purchase (IPO)		**0.943**	**0.650**
1. Buyers will continue to buy online. (Mean=3.63, SD.=0.92)	0.837		
2. Buyers will buy online more. (Mean=3.66, SD.=1.03)	0.868		
3. Buyers will choose online as their first choice when they want to buy something. (Mean=3.30, SD.=086)	0.790		
4. Buyers will have a strong desire to buy online soon. (Mean=3.38, SD.=0.86)	0.764		
5. Buyers will recommend online shopping to others. (Mean=3.43, SD.=0.97)	0.767		

According to Table 2, the Cronbach Alphas fall somewhere in the range of 0.890 to 0.986 (above 0.7). The AVEs range from 0.576 to 0.694, both greater than 0.5. The factor loadings fall between 0.671 and 0.874 and are greater than 0.7. The range of means is between 3.15 and 3.78. The standard deviations are all smaller than one, ranging from 0.86 to 1.25. Thus, there is a high degree of consensus regarding the interpretations. All values are acceptable.

Table 3 R-Squared (n=400)

Construct	Coefficient of Predictive (R2)	Adjusted R2
Online Purchase Attitude (ATT)	0.45	0.40
Intention Online Purchase (IPO)	0.58	0.57

According to Table 3, the coefficient of predictive (R^2) to accurately predict online purchase attitude is 0.45, which indicates that 45% of the predictors can account for it. The coefficient of predictive (R^2) to forecast Intention online purchase is 0.58, which indicates that around 58% of predictors can adequately describe it. The adjusted R-square value to explain online purchase attitude is 0.40, and the adjusted R-square value to explain Intention online purchase consumers in Thailand and China is 0.57.

Table 4 Variable Overview (n=400)

Variable	Regression Weights		Standardized Regression Weights	
	Estimate (Before)	Estimate (After)	Estimate (Before)	Estimate (After)
POU⟶ATT	0.132	0.123	0.136	0.123
POT⟶ATT	0.434	0.304	0.353	0.257
POE⟶ATT	0.143	0.221	0.164	0.250
POR⟶ATT	0.18	0.159	0.156	0.151
ATT⟶IPO	0.392	0.330	0.375	0.307
POU⟶IPO	0.252	0.247	0.248	0.231
POT⟶IPO	0.191	0.234	0.149	0.184
POE⟶IPO	0.109	0.179	0.120	0.189
POR⟶IPO	0.044	0.035	0.037	0.030

At significance level 0.05   *** means significance level 0.001 (p-value<0.001)

According to Table 4, the impact values of the factor model that affects online purchase intention are shown in Table 4. The variable overview consists of the following parts: regression weights and standardized regression weights. In addition, the researchers analyzed the impact of each latent variable in the factor model on the online purchase intention of Thai and Chinese consumers after adjusting the model.

Table 5 The fit index of the model of factors influencing online shopping intention before and after adjusting the correlation coefficient of the expected error

Index value	Criterion	Before adjustment		After adjustment	
		Statistics	Results	Statistics	Results
χ^2/df	Less than 3	2.889	Pass	1.029	Pass
p-value	More than 0.05	0.000	Fail	0.344	Pass
GFI	Value greater than 0.95	0.814	Fail	0.948	Fail
AGFI	Value greater than 0.95	0.810	Fail	0.923	Fail
CFI	Value greater than 0.95	0.906	Fail	0.999	Pass
SRMR	Value less than 0.05	0.076	Fail	0.044	Pass
RMSEA	Value less than 0.05 or 0.08	0.069	Pass	0.009	Pass

According to Table 5, the fit index of the model of factors influencing online shopping intention before and after adjusting the relationship of the error value found that from the criteria, the researcher adjusted the relationship of the error value and obtained the value χ^2/df, p-value, CFI, SRMR, and RMSEA that passed the criteria. The GFI value was equal to 0.948 and the AGFI value was equal to 0.923, which did not meet the criteria. However, the researchers consulted the literature and found that if the GFI and AGFI values were greater than 0.90, they were considered good, indicating that the model was consistent with the empirical data (Byrne, 2010).

In addition, the researchers also adjusted the model of factors influencing online shopping intention of Thai and Chinese consumers and analyzed the influence relationship between the various latent variables in the model, as shown in Table 6.

Table 6 Total Variable Inference (n=400)

Variable	Regression Weights				Standardized Regression Weights
	Estimate	S.E.	C.R.	p-value	Estimate
POU⟶ATT	0.123	0.068	1.811	0.070	0.123
POT⟶ATT	0.304	0.069	4.400	***	0.257
POE⟶ATT	0.221	0.061	3.605	***	0.250
POR⟶ATT	0.159	0.060	2.638	0.008	0.151
ATT⟶IPO	0.330	0.061	5.451	***	0.307
POU⟶IPO	0.247	0.068	3.625	***	0.231
POT⟶IPO	0.234	0.069	3.371	***	0.184
POE⟶IPO	0.179	0.062	2.900	0.004	0.189
POR⟶IPO	0.035	0.062	0.564	0.573	0.030

*** means the significance level is 0.001 (p-value<0.001).

Table 6 lists the overall variables and their effects. The table shows the relationship between the causes and variables. When the mean of the original coefficient is larger, the predictive power is also more significant. The regression weight results include estimates, standard errors, composite reliability, and p-values. The analysis results of the influence value between the perceived benefits of online product purchases (POU) and the attitude towards online product purchases (ATT) found that the coefficients (estimates) affect the weights (standardized regression weights).
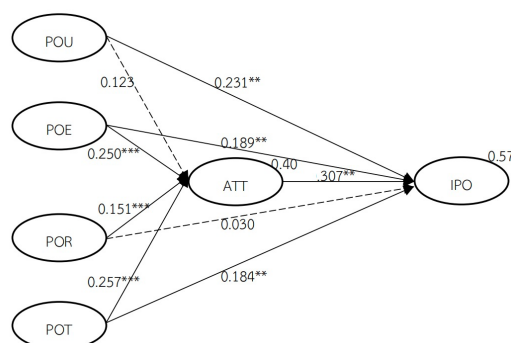
Figure 1 Results of the analysis of the model of factors affecting the online purchase intention of Thai and Chinese consumers after adjusting the model

According to Figure 1, it was found that the value of χ^2/df was 1.029, the p-value was 0.344, the GFI was 0.948, the AGFI was 0.923, the CFI was 0.999, the SRMR was 0.044, and the RMSEA was 0.009, which met the criteria. This indicates that the model of factors influencing the online purchase intention of Thai and Chinese consumers is consistent with the empirical data.

Summary

When studying the online shopping behavior of Chinese and Thai consumers, researchers found that several factors significantly influence the shopping decisions and experiences of consumers in both countries. Here's a summary of the main research findings:

The cultural differences between Chinese and Thai consumers. Chinese consumers typically prioritize the price-performance ratio of brands and products, while Thai consumers prefer the entertainment and experience of shopping. Thai consumers are heavily influenced by local culture and festivals, often combining shopping with social activities.

The payment methods differences between Chinese and Thai consumers. China has a high degree of mobile payment penetration, with Alipay and WeChat payments being widely used. Convenience is a crucial factor for Chinese consumers when choosing online shopping. Although Thailand gradually accepts digital payments, cash payments still dominate, impacting consumers' shopping methods.

The differences of logistics and delivery between China and Thailand. China's logistics system is relatively mature, and fast delivery services enhance consumers' shopping experience. Thailand's logistics infrastructure is still developing, and delivery speed and reliability have a greater impact on consumers.

The influence of social media on both country. Chinese consumers often rely on reviews and recommendations on social media when shopping, especially with the increasing influence of short video platforms. Thai consumers are also influenced by social media but are more inclined to make decisions through word of mouth and recommendations.

The different of consumer psychology between China and Thailand. Chinese consumers are sensitive to promotions and discounts, and their shopping decisions are greatly affected by price fluctuations. Thai consumers pay more attention to the uniqueness and brand image of products, and their response to promotions is not as obvious as that of Chinese consumers.

Conclusion

In general, there are significant differences between Chinese and Thai consumers in online shopping behavior, influenced by factors such as culture, payment methods, logistics, and social media. Understanding these differences is crucial for companies to formulate effective market strategies and optimize user experience. Additionally, based on the data, Thai consumers show a stronger preference for online shopping than Chinese consumers.

References

Akaah, I. P., & Korgaonkar, P. (1998). A conjoint investigation of the relative importance of risk relievers in direct marketing. *Journal of Advertising Research, 28*(4), 38-44.

Arora, N. and Aggarwal, A. (2018). The role of perceived benefits in formation of online shopping attitude among women shoppers in India. *South Asian Journal of Business Studies, 7*(1), 91-110. https://doi.org/10.1108/SAJBS-04-2017-0048

Beaton, D. E., Bombardier, C., Guillemin, F., & Ferraz, M. B. (2000). Guidelines for the process of cross-cultural adaptation of self-report measures. *Spine*, *25*(24), 3186–3191. https://doi.org/10.1097/00007632-200012150-00014.

Byrne, B. M. (2010). *Structural Equation Modeling with Amos: Basic Concepts, Applications and Programming* (2nd ed.). New York: Taylor and Francis Group.

Carmines, E. G. and R. A. Zeller. (1980). *Reliability and Validity Assessment.* London: SAGE Publications.

China Business Intelligence Network News. (2022). Retrieved from http://tradeinservices.mofcom.gov.cn /article/yanjiu/hangyezk/202209/137940.html

Chu, A. Z. C., & Chu, R. J. (2011). The intranet's role in newcomer socialization in hotel industry in Taiwan-technology acceptance model analysis. *The International Journal of Human Resource Management, 22*(5), 1163-1179.

Crotts, J. C., & Turner, G. B. (1999). Determinants of intra-firm trust in buyer-seller relationships in the international travel trade. *International Journal of Contemporary Hospitality Management, 11*(2/3), 116-123.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly, 13*(3), 319-340.

Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science, 35*(8), 982–1003. https://doi.org/10.1287/mnsc.35.8.982.

Demirdogen, O., Yaprakli, S., Yilmaz, M. K. Husain, J. (2010). Customer Risk Perception of Internet Banking - A Study in Turkey. *The Journal of Applied Business Research, 26,* 57-65.

Fornell, C. and D. F. Larcker. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39-50.

Gao, T. (Tony), Sultan, F., & Rohm, A. J. (2010). Factors influencing Chinese youth consumers' acceptance of mobile marketing. *Journal of Consumer Marketing, 27*(7), 574–583. https://doi.org/10.1108/07363761011086326.

Hair, J. F. (2010). *Multivariate Data Analysis: A global perspective*. Pearson Education.

Hair, J. F., W. C. Black, B. J. Babin, and R. E. Anderson. (2014). *Multivariate Data Analysis* (7th ed.). Harlow: Pearson Education.

Hair, J. F., Jr. et al. (2018). *Advanced issues in partial least squares structural equation modeling*. Sage.

Hart, A.O, Nwibere, B.M, Inyang, B.J. (2010). The uptake of electronic commerce by SMEs: A meta theoretical framework expanding the determining constructs of TAM and TOE frameworks. *Journal of Global Business Technology, 6*(1), 1-27.

Hausman, A.V., & Siekpe, J.S. (2009). The effect of web interface features on consumer online purchase intentions. *Journal of Business Research, 62*(1), 5–13.

Hoffman, D., & Novak, T. (1996). Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. *Journal of Marketing, 60,* 50-68.

J. M. Hanse, G. Saridakis, V.Benson. (2018). Risk, trust, and the interaction of perceived ease of use and behavioral control in predicting consumers' use of social media for transactions. *Computers in Human Behavior, 80(*1), 197-206.

Khuong, M. N., & Huong, T. T. (2016). The Influence of Social Media Marketing on Vietnamese Traveller's Purchase Intention in Tourism Industry in Ho Chi Minh City. *Journal of Economics, Business and Management, 4*(4), 280-285.

Kim, S., & Kim. S. (2010). Comparative studies of environmental attitude and its determinants in three East Asia countries: Korea, Japan, and China. *International Review of Public*

Administration, 15(1), 17-33.

Kline, R. B. (2005). *Principles and practice of structural equation modeling* (2nd ed.). Guilford
Press.

Kline, R.B. (2010). *Principles and Practice of Structural Equation Modeling.* The Guilford Press,
New York.

Kotler, Philp., Armstrong, Gary. (1996). *Marketing: an introduction.* Saddle River, N.J.

Lassoued, R., & Hobbs, J. E. (2015). Consumer confidence in credence attributes: The role of brand
trust. *Food Policy, 52*(1), 99–107.

Lim, N. (2003). Consumers' perceived risk: sources versus consequences. *Electronic Commerce
Research and Applications, 2*(3), 216-228.

Littler, D. & Melanthiou, D. (2006). Consumers' Perception of Risk and Uncertainty and Its
Consequences on Behavior Towards Innovative Retail Services: A Case Study of Internet
Banking. *Journal of Retailing and Consumer Services, 13*(6), 431-443.

M. A. Triandewo and K.i Sagy. (2021). The Impact of Perceived Benefits, Perceived Web Quality
and Trust on Attitude Towards Online Shopping on Female Consumer Who Use
Shoppe Application in Jakarta. *International Journal of Business, Economics and Law,
24*(3), 2289-1552.

Madden, T. J., Allen, C. T., & Twible, J. L. (1988). Attitude toward the Ad: An Assessment of
Diverse Measurement Indices under Different Processing "Sets". *Journal of Marketing
Research, 25*(3), 242-252. https://doi.org/10.1177/002224378802500302

Martin, S. S., & Camarero C. (2008). Consumer trust to a web site: moderating effect of attitudes
toward online shopping. *Cyber Psychology & Behavior, 11*(5), 549-554.

Mckechnie, S., Winklhofer, H., & Ennew, C. (2006). Applying the technology acceptance model to
the online retailing of financial services. *International Journal of Retail & Distribution
Management, 34*(4), 388-410.

Mehrabian, A., & Russell, J.A. (1974). *An approach to environmental psychology. Cambridge*, MA: MIT

Menon, S., & Kahn, B. (2003). Corporate sponsorships of philanthropic activities: when do they impact
perception of sponsor brand. *Journal of Consumer Psychology, 13*(3), 316-327.

Morgan. & Hunt. (1994). The Commitment - Trust Theory of Relationship Marketing. *Journal of
Marketing, 58*(3), 20-30.

Pender, N.J. (2002). *Health Promotion in Nursing Practice* (4th ed.). New Jersey : Pearson Education, Inc.

Pender. N. J. (1996). *Health Promotion in Nursing Practice*. Connection: Appleton & Lange.

Peterson, R. A., & Merino, M. C. (2003). Consumer information search behavior and the Internet. *Psychology and Marketing, 20*(2), 99-121.

Pikkarainen, T., Pikkarainen, K., Karjaluoto, H., & Pahnila, S. (2004). Consumer acceptance of online banking: an extension of the technology acceptance model. *Internet research, 14*(3), 224-235.

Richard, M.O., & Chebat, J.C. (2016). Modeling online consumer behavior: Preeminence of emotions and moderating influences of need for cognition and optimal stimulation level. *Journal of Business Research, 69*, 541–553.

Rovinelli, R.J. and Hambleton, R.K. (1977). On the Use of Content Specialists in the Assessment of Criterion-Referenced Test Item Validity. *Tijdschrift Voor Onderwijs Research, 2*, 49-60.

Schumacker, R.E. and Lomax, R.G. (2010). *A Beginners Guide to Structural Equation Modeling*. Routledge, New York.

Shih, C. (2009). *Tapping Online Social Networks to Build Better Products, Reach New Audiences and Sell More Stuff.* Pearson Education.

Szász, L., Bálint, C., Csíki, O., Nagy, B. Z., Rácz, B.-G., Csala, D., & Harris, L. C. (2022a). The impact of COVID-19 on the evolution of online retail: The pandemic as a window of opportunity. *Journal of Retailing and Consumer Services*, 69, 103089. https://doi.org/10.1016/j.jretconser.2022.103089.

Vinay Kumar. (2017). *Study on trust & perceived risk regarding online shopping in Pune: A Factor Analysis See discussions, stats, and author profiles for this publication* at: https://www.researchgate.net/publication/320271873.

Zhu, B., Kowatthanakul, S. and Satanasavapak, P. (2020). Generation Y consumer online repurchase intention in Bangkok: Based on Stimulus-Organism-Response (SOR) model. *International Journal of Retail & Distribution Management*, *48*(1), 53-69.

Zikmund, W.G., Babin, B.J., Carr, J.C. and Griffin, M. (2010). *Business Research Methods*. Cengage Learning, Mason.