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# Investigating the factors effecting of continuance intention shopping toward websites and mobile applications in Bangkok Thailand

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**Abstract**---This research aim to: 1) study the factors that effect of continuance intention shopping toward websites and mobile applications 2) compare the factors that effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand. The research found that : 1) The factors that affected to continuance intention shopping toward websites and mobile applications in Bangkok Thailand were customer satisfied on products on services, value delivery, quality website and mobile application design, risk taking of customer, electronic customer reviews and comments, and customer confident respectively, these factors jointly prophesy of 61.2 % at statistical significant level .05. 2) there were not significant deference overall factors that affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand classifier by Age, Marital Status, Occupation, and Monthly income.

**Keywords**---websites, online shopping, mobile applications.

## **Introduction**

Online shopping was growing steadily in Thailand even before the coronavirus pandemic began. But 2020 saw a massive increase in people ordering everything from groceries to clothing to household supplies online. Although consumer habits are complex and the demand for certain goods shifted with the pandemic, the concerns about shopping in person and the high percentage of people with access to the internet created a significant growth opportunity for online retailers. (Paul Srivorakul ,2020).

As a result, the E-commerce industry demonstrated a tremendous increase in terms of new customer acquisition at around 50% for 2020 vs the previous year. From the beginning of the pandemic, aCommerce saw an approximate 120% increase in new “first-time” customers being added in Q2 2020 compared to the previous year. (Paul Srivorakul ,2020).

According to the “economy SEA 2020” report by Google, Temasek, and Bain & Company, online shopping in Thailand registered a 40% growth in usage after 2020 lockdowns compared with the pre-COVID numbers. The report also revised its forecast of Thai 2025 Ecommerce sales up from US\$18bn to US\$24bn – the most significant increase among the ASEAN countries. (Google, Temasek and Bain & Company, 2020)

Different from eCommerce in Indonesia and Vietnam, where there are many local online shopping sites, Top 100 sites Thailand are full of global ecommerce players and lots of entertainment and news websites. Let’s have a check on the best Thailand online shopping sites to know what Thai online shoppers are interested in and what the Thai eCommerce startups landscape is now.

According to trade.gov, before the pandemic hit, Thai retailers generally did a good job adjusting to the digital age. Many retailers created online channels for their customers to do transactions while using data analytics to better understand customer needs. Starting from the beginning of 2020, the enforcement of social distancing, lockdowns, and other measures led consumers to change their behavior to online shopping, social media use, internet telephony for teleconferencing, and streaming of videos and films due to the COVID-19 pandemic. These trends resulted in spikes in online shopping businesses, especially in business-to-consumer (B2C) sales and business-to-business (B2B) e-commerce. According to the Electronic Transactions Development Agency (ETDA), online sales are expected to hit \$49 billion in 2020 (most recent data available), up from \$33 billion in 2017 as a result of the COVID-19 impacts.

The driving factors behind this growth are increased internet and mobile phone use, as well as improved logistics and e-payment systems, which heightened convenience and consumer confidence to shop online. Thailand’s growing e-commerce market is focused on mobile applications, with an estimated mobile commerce market of \$15.8 billion in 2020. The mobile commerce market is expecting a compound annual growth rate of 12 percent to \$25 billion by 2023, driven by rising smartphone penetration (around 40%) and an established preference for mobile over desktop shopping.

Top 10 Thailand's online shopping sites 2021 were 1).Shopee.co.th 51.58 M\$, 2).Lazada.co.th 31.13M\$, 3).Kaidee.com 5.95M\$, 4).Amazon.com, 5).PowerBuy.co.th 4.16M\$, 6).HomePro.co.th 2.59M\$, 7).Advice.co.th 2.39M\$, 8).Central.co.th 2.04M\$ 9).JiB.co.th 1.54M\$, 10).Priceza.com 1.44M\$ (EcomEye (2021).

Although there are abundant researches relating to factors that effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand that are found to influence continuance intention shopping toward websites and mobile applications varied by time and location. Findings of this research are perhaps limited only to Thailand. It has been realized that most studies focus on the demographic aspects rather research based on systematic.

### **Purpose of the Research**

The aim of the research are to:

1. Study the factors that effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand.
2. Compare the factors that effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand.

### **Scope of the research**

1. Scope of the content: this research are to study:  
Explore and compare the factors that effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand
2. Scope of the population:  
Data will collect from 385 customers used to shopping toward websites and mobile applications in Bangkok via accidental random sampling.
3. Scope of Location: the research area are Bangkok Thailand.
4. Scope of time: January 2021- May 2022

### **Hypothesis of the research**

**Hypothesis 1:** the factors that effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand were electronic customer reviews and comments, Value delivery, Quality website and mobile application design, customers confident, Risk taking of customers, and customer satisfied on products on services.

**Hypothesis 2:** There were significant deferent of factors that effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand classifier by demographics profile of the sample.

### **Benefit of the research**

Some benefit of the study are addressed as follow:

1. Have the marketing information to improve the factors that effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand
2. Enhance shopping toward websites and mobile applications business in Bangkok Thailand.
3. It will be an approach for improve marketing factors of related business.

### **Research Methodology**

The purposes of this research were to study; the factors that effect of continuance intention shopping toward websites and mobile applications and compare the factors that effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand. . Research was mixed method, qualitative methodology by in-depth interview of 5 key informants who were managers or executive of ecommerce companies via semi structure questionnaire from marketing factors and integrated relevant research to make questionnaire, and. Data were collected from 385 customers used to shopping toward websites and mobile applications in Bangkok via accidental random sampling. Quantitative methodology, are carried out by questionnaire and analyze via computer software packages, statistic treatments were frequency, percentage, means, standard deviation, One way ANOVA and multiple regression analysis at statistical significance level of .05.

Based on literature review, a theoretical model and research relevance. It is summarized the operational definitions for each factor and propose the framework that uses electronic customer reviews and comments, value delivery, quality website and mobile application design, confident, risk taking, customer satisfied in products and services, which influenced the continuance intention shopping towards continuance intention shopping toward websites and mobile Applications in Bangkok Thailand as figure 1

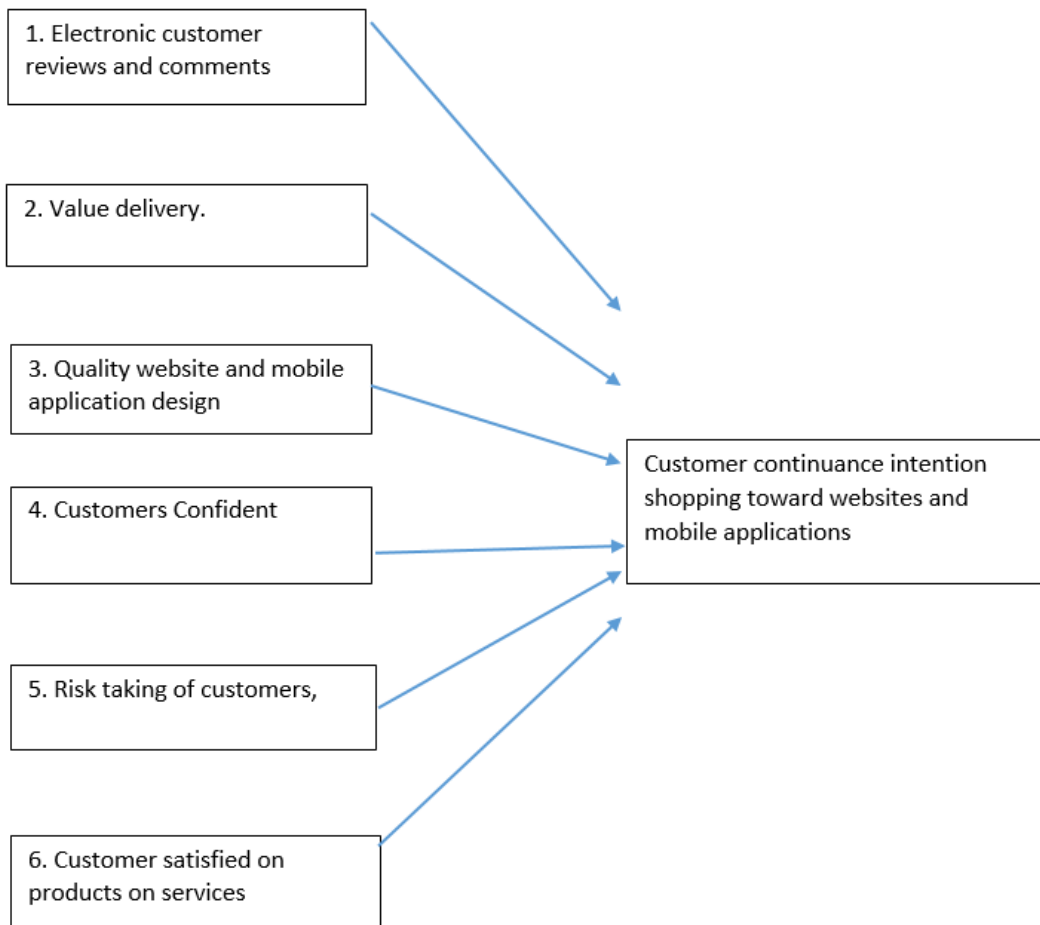


Figure 1. Influenced the continuance intention shopping towards continuance intention shopping toward websites and mobile Applications in Bangkok Thailand

### Operational definitions

1. Electronic customer reviews and comments: any comment and reviews of customer via internet post shopping toward websites and mobile applications
2. Value delivery. Consumer's evaluation benefits or the utility of It consists of whole value embodied in its products and services efficiently that websites and mobile applications promises to deliver of a good value delivery system is a set of core business processes that help deliver distinctive value to consumer ,the value of online shopping is to directly ask the users.
3. Quality website and mobile application design: the website quality is defined as customers' assessments of the features of the websites and is about the extent to which it meets their needs.
4. Customers confident: that customers of website and mobile application have confidence in the integrity and reliability on its.

5. Risk taking of customers: the customers of website and mobile application have think and consider and views to determine of loss by users website and mobile application about a particular online purchase.
6. Customer satisfied on products and services: the level of satisfied after customer purchased in both products and services of website and mobile application

## Conclusion

### Summary of hypothesis testing

Hypothesis 1: The factors that effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand

Ho: the factors effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand were electronic customers reviews and comments, Value delivery, Quality website and mobile application design, customers confident, risk taking of customers, and customers satisfied on products on services.

H1: the factors no effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand were electronic customer reviews and comments, Value delivery, Quality website and mobile application design, customer confident, Risk taking of customer, and customer satisfied on products on services.

Analyze by multiple regression analysis at statistical significance level of .05.

Table 1

Coefficients of factors affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand by Multiple Regression

The factors that effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand	Unstandardized Coefficients		Standardized Coefficients		t	Sig	Durbin-Watson	VIF
	B	Std. Error	Beta					
1.Electronic customer reviews and comments	.661	.365	.616		1.05	.003*	5.5	3.511
2. Value delivery	.792	.572	.742		.38	.011*	6.4	6.323
3.Quality website and mobile application design	.775	.813	.754		1.73	.000*	4.4	5.526
4.Customer confident	.581	.560	.563		.354	.002*	5.3	2.957
5. Customer satisfied on products on services.	.807	.757	.790		.375	.000*	1.3	3.213
6. Risk taking of customer	.672	.182	.660		.085	.001*	3.4	3.451

R square adjust =.612, R square = .626, Durbin-Watson = 3.64,  
Standard error of the estimate = .541 Note \*Statistic Level .05

According to table 1:

1)

Coefficient of Durbin-Watson = 1.3 and 6.4 show that there were not

relationship between Standard error of factor affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand (Oh. K, 2014)

- 2) Coefficient of VIF between (2.055 and 6.322) less than 10, show that there were not relationship between of factor affect (Oh. K, 2014)

Conclusion: The factors that affected to continuance intention shopping toward websites and mobile applications in Bangkok Thailand were customer satisfied on products on services, value delivery, quality website and mobile application design, risk taking of customer, electronic customer reviews and comments, and customer confident respectively, these factors jointly prophesy of 61.2 % at statistical significant level .05

**Hypothesis 2: There were significant deferent of factors that effect of continuance intention shopping toward websites and mobile applications in Bangkok Thailand classifier by demographics profile of the sample**

H0: There were significant deferent of factors affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand classifier by Age, Marital Status, Occupation, Monthly income

H1: There were not significant deferent of factors affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand classifier by Age, Marital Status, Occupation, Monthly income

Compare the factors level affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand classifier by Age, Marital Status, Occupation, Monthly income.

**Step 1. Homogeneity of affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand by variance or homoscedasticity with Lavane's test**

H0: the data of affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand by were homoscedasticity

H1: the data of affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand were not homoscedasticity.

Levene's test is an inferential statistic used to assess the equality of variances for a variable calculated for two or more groups. Some common statistical procedures assume that variances of the populations from which different samples are drawn are equal. Levene's test assesses this assumption. It tests the null hypothesis that the population variances are equal (called homogeneity of variance or homoscedasticity). If the resulting p-value or Signicant of Levene's test is more than some significance level (typically 0.05) Test with ONE WAY ANOVA, If less than 0.05 test with Brown-Forsythe

Table 2

Homoscedasticity test with Levene's test overall factors affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand

Demographic of respondents	Levene Statistic	df1	df2	Sig.
1.Age	.1018	3	381	.089
2.Marital Status	.2196	3	381	.076
3.Occupation	1.002	3	381	.065
4. Monthly income	2.005	3	381	.052

\*Significant Level .05

From table 2 homoscedasticity test with Levene's test overall factors affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand classified by Age, Marital Status, Occupation and Monthly income the significant level Sig = .089, Sig = .076, Sig = .065, Sig = .052 .Which higher than .05 , So used ONE WAY ANOVA as table 3

**Step 2 Compare overall factors affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand classifier by demographics profile of the sample by ONE WAY ANOVA.**

Table 3

Significant deferent of overall factors affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand, classifier by Age, Marital Status, Occupation, Monthly income.

Classified By		Sum of Squares	df	Mean Square	F	Sig.	Test Results
Age	Between Groups	4.5178	3	2.804	1.005	.138	No different
	Within Groups	181.331	381	.487			
	Total	188.130	385				
Marital Status	Between Groups	23.067	3	1.321	1.341	.098	No different
	Within Groups	134.501	381	.621			
	Total	157.456	385				
Occupation	Between Groups	16.213	3	17.456	1.353	.088	No different
	Within Groups	152.904	381	.385			
	Total	190.234	385				
Monthly income	Between Groups	3.431	3	1.052	.326	.642	No different
	Within Groups	82.13	381	.411			
	Total	201.331	385				

Conclusion: there were not significant deference overall factors that affect to continuance intention shopping toward websites and mobile applications in Bangkok Thailand classifier by Age, Marital Status, Occupation, and Monthly income.

## **Discussion**

According to the results of the research found that the factors affected to continuance intention shopping toward websites and mobile applications in Bangkok Thailand were customer satisfied on products on services, value delivery, quality website and mobile application design, risk taking of customer, electronic customer reviews and comments, and customer confident respectively.

### **The researcher would like to discuss as follow:**

1. Customer satisfied on products on services customers satisfaction reflects a person's judgment of a product's perceived performance in relationship to expectations. If performance falls short of expectations, the customer is disappointed. If it matches expectations, the customer is satisfied. If it exceeds them, the customer is delighted, according to (Oliver, R.L. A (1980) customer experience has an influential impact on the purchase behaviors of a product or service by explaining the relations between performance, expectations, confirmation and satisfaction. Satisfaction will be achieved if expectation prior to the purchase can be confirmed after evaluation of the benchmark of the physical product or digital service.

2. Value delivery: customer chooses the websites and mobile applications to deliver the most value, the sum of the tangible and intangible benefits and costs. Value, is primarily a combination of quality, service, and price. According to (M.K.; Robertson, C.J. An, 1999). Websites and mobile applications to the online retailing settings the product customer are interested in and the process of identifying, purchasing and receiving products contributes perceived values to the customers.

3. Quality website and mobile application design, was the third factors affected to continuance intention shopping toward websites and mobile applications, the websites and mobile applications offer better personalization aims to offer tailored communication to users based on their interests, location, usage behavior of customer, ease to users, customers spend more time on website and mobile application and encounter acts as a branding of company. According to (Newman, M.; Landay, J.A. Sitemaps ,2000) website and mobile applications design is conceptualized using three components: information, navigation, and visual design. Information design describes the content by which the informative confirmation on the website can be clearly transmitted. Navigation design refers to the extent to which the website structure is well organized for the users to quickly identify their needed information. Visual design is defined as the utilization of visual elements to help the website users better understand the information posted on the website. This is supported by a study done by Li and Zhang (2002) that finds out that if a website and mobile application designed with quality features, it can guide consumers for successful transactions and attract Quality website design them to revisit the website again. However worse quality website features can hamper online shopping as is has a direct impact on user to shop online (Liang and Lai, 2000)

4. Risk taking of customer, was the fourth factors affected to continuance intention shopping toward websites and mobile applications in Bangkok Thailand. When an online shopper cannot trust a web site mobile applications where customers intends to make a purchase, According to (Seung Hwan Kim and

Framarz Byramjee ,2014)the online shopper would perceive a risk of transactional security and a risk of privacy of personal information. In regard to this perceived risk in online transactions, risk-averse online shopping behavior is a manifestation of increased perceived risk in customer's online transactions.

5. Electronic customer reviews and comments, was the fifth factors affected to continuance intention shopping toward websites and mobile applications in Bangkok Thailand, customer reviews to shoppers are very important, as it turns out ,consumers read online reviews before visiting a business, and consumers trust online reviews as much as personal recommendations. Electronic customer reviews and comments which refers to any positive or negative comments posted by the consumers about a physical product, a service or a company, which can be shared with a general public and institutions through the internet Hennig-Thurau, T.; Gwinner, K.P.; Walsh, G.; Gremler, D.D. (2004), When receive a negative review, here's what you should do: respond promptly, be real and admit your mistakes, correct inaccuracies, ask loyal customers to share their experiences, provide restitution if it's warranted.

6. Customer confident, the sixth factors affected to continuance intention shopping toward websites and mobile applications in Bangkok Thailand. For an online store, the customer interface replaces the atmosphere of the physical store, and thus serves as an online environmental cue, especially during transactions. Therefore if a website is aesthetically pleasing, customized and well organized, consumers may assume that the online store is willing to invest in maintaining relationship with them and consequently may regard the online retailer as trustworthy (Koufaris and Sosa, 2004). In online shopping, navigation time and efforts are similar to the physical effort in locating items in traditional shopping. The important things in site quality during online shopping are the internet connection time, actual time and effort taken for the user to browse the retailer's website and time to download information from the website (Gupta and Chattergee, 1997).

### **Suggestion**

The E =Commerce or online business can increase continuance intention shopping of customers by improve customer satisfied on products on services, value delivery, quality website and mobile application design, risk taking of customer, electronic customer reviews and comments, and customer confident respectively.

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