FACTORS INFLUENCING GENERATION Y’S ONLINE PURCHASE INTENTION TOWARD XYZ ONLINE STORE IN THAILAND

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Abstract: Electronic commerce is an essential tool and increasing growth in businesses, most of businesses run their operations via an online. Online purchasing is a part of human life as a providing more conveniences and efficiencies of a vendor and a consumer when people compare to traditional purchasing. For generation Y has the high commitment in various channels of purchasing and this generation perceived online shopping was more sage and capable. This study aimed to determine factors influencing generation Y’s online purchase intention toward XYZ online store in Thailand. The researcher collected 400 questionnaires, all questionnaires were distributed in Thailand via Google form to respondents who are intended to online purchase via XYZ online store in past 3 months and generation Y who ages between 18-38 years old in 2018. The results of hypotheses testing showed that generation Y considers quality, brand image, convenience, promotion and trust had a significant influence to online purchase intention. Moreover, the result presented that trust has the strongest significant influencing on online purchase intention. All variables are referred to XYZ Online Store’s website including application.

Keywords: Quality, Brand Image, Convenience, Promotion, Trust, Online Purchase Intention, Online Store and Generation Y

INTRODUCTION

Internet is a powerful tool of social dynamics and economic growths (Dalberg Survey Report, 2013) and electronic commerce rapidly comes up with the increase of fresh technologies and modernization. Nowadays, Internet uses speedily increases the number of information technologies and internet access. In 2018, there were 7.634 billion of total population around the world and the internet users were 3.956 billion.

From previous data we can see that every region continues to grow. The top three of retail E-commerce sales are Asia-Pacific, China and Japan and the highest proportion is Asia-Pacific, Its Asia’s estimated sales was around $1,892.07 billion in 2018 and it is growing faster than others.

The E-commerce landscape in Thailand includes many businesses such as online stores, logistics and payment & E-wallet. All of them are connected to complete the online transactions.

Thailand has an increasing number of E-commerce every year. In 2017, the value of Thai E-commerce was $2.9 billion and expected growth rates will be 14.5% per year which will impact to market value to $5.8 billion in 2022 and $11.1 billion in 2025. In Thailand, the E-commerce is divided into B2B, B2C, C2C and B2A. However, Thailand E-commerce could not be successful, if they are no great facilities such as internet network, internet banks and logistics because they work and support each other.

OBJECTIVES

1. To study factors influence Generation Y’s online purchase intention toward XYZ Online Store
2. To examine the factor significant influencing Generation Y’s online purchase intention toward XYZ Online Store

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