

FACTORS INFLUENCING ONLINE PURCHASE INTENTION

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Abstract: Nowadays, the popularity of the Internet usage is growing in all businesses, shopping is not excluded. People have changed the way they shop from off line to online. As such, consumer behavior should be explored since the technology especially the Internet has become the mainstream of people lives. Therefore, the research was aimed to determine whether Perceived Usefulness (PU), Perceived Ease Of Use (PEOU), and Perceived Risks (PR) has influenced online purchase intention of customers. These three factors were considered when people would decide to shop online. This descriptive research applied the survey method to collect data. A self-administered online questionnaire was voluntarily distributed to respondents via Google Docs and Line Application. The respondents were recruited with the characteristics of being online shoppers. The researchers used the screening question to ask whether they have tendency or have experienced to shop online prior to proceed to the actual questionnaire. Apparently, there were 111 valid data for analysis. The Multiple Linear Regression (MLR) was applied for hypothesis testing to explore whether Perceived Usefulness (PU), Perceived Ease Of Use (PEOU), and Perceived Risks (PR) influence online purchase intention. The results revealed that all the three factors statistically significant influenced online purchase intention ($R^2 = .46$, Adjusted $R^2 = 0.45$, $F = 30.53$, $p = .000$). To conclude, respondents felt that to make the online purchasing, the usefulness and ease of use are things to consider; even though there is risk for them.

Keywords: Perceived Usefulness (PU), Perceived Ease Of Use (PEOU), Perceived Risks (PR), and Online Purchase Intention
