



**The Key Factors Influencing Purchase Intention of Gen Z Foreigners  
for E-Commerce Apps:  
A Comparative Study of Shopee & Lazada in Bangkok**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL  
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This Independent Study Has Been Approved as a Partial Fulfillment of the  
Requirements for the Degree of Master of Business Administration

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## ABSTRACT

This study examined the key factors influencing purchase intention of Generation Z foreigners in Bangkok for two major e-commerce platforms, Shopee and Lazada. Using the Technology Acceptance Model (TAM) and the Consumer Behavior Theory as theoretical foundations, the research investigated how variables such as perceived usefulness, perceived ease of use, trust and security, social influence, convenience, perceived value for money, and user experience shape purchase decisions. A quantitative approach was employed, collecting data from 388 respondents and analyzing the relationships between these factors using regression analysis.

The findings reveal that user experience plays the most significant role in driving purchase intention for Shopee, whereas perceived usefulness is the dominant factor influencing Lazada users. Surprisingly, trust and security, social influence, and perceived value were not significant predictors in either application, suggesting that Gen Z consumers prioritize platform functionality and engagement over external influences and pricing concerns. Additionally, Shopee users demonstrated a stronger inclination toward interactive and gamified shopping experiences, while Lazada users valued efficiency and transactional ease.

This research contributes to academic discourse by integrating the TAM and the Consumer Behavior Theory to analyze Gen Z's behavior in a localized setting. It also offers practical recommendations for Shopee and Lazada, emphasizing the importance

of user engagement strategies for Shopee and functionality-driven enhancements for Lazada. These insights provide valuable guidance for e-commerce platforms seeking to optimize user satisfaction, enhance purchase likelihood, and maintain a competitive edge in the rapidly evolving digital marketplace.

**Keywords:** generation z, e-commerce platforms, technology acceptance model (TAM), consumer behavior theory



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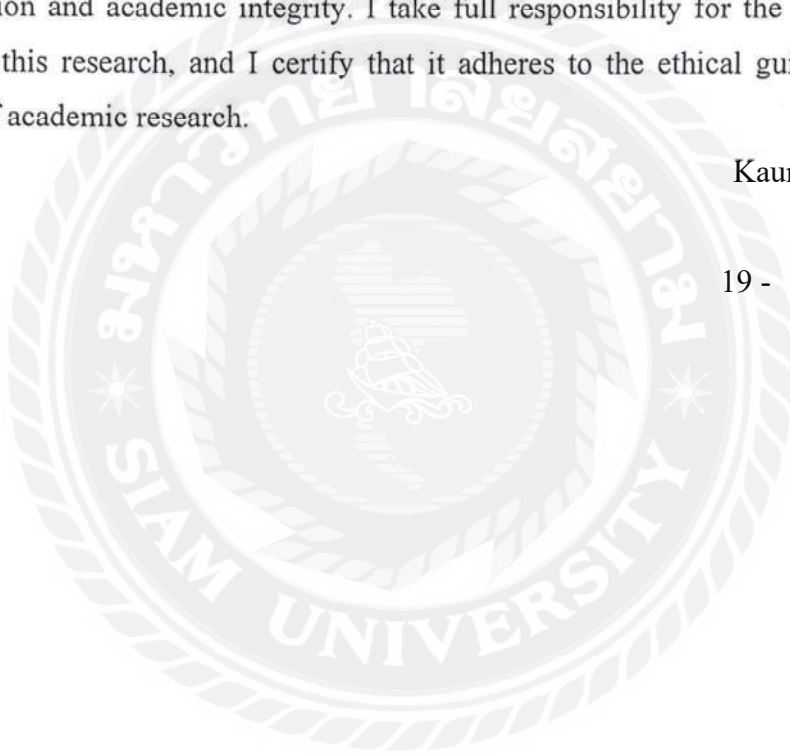
## DECLARATION

I, Kaung Myat Thu, hereby declare that this independent study, entitled " The Key Factors Influencing Purchase Intention of Gen Z Foreigners for E-Commerce Apps: A Comparative Study of Shopee & Lazada in Bangkok," is my original work and has been conducted in partial fulfillment of the requirements for the Master of Business Administration degree at Siam University. I affirm that this research has not been previously submitted to any academic institution for a degree or any other qualification. All sources of information, ideas, and data used in this study have been duly acknowledged in the references section, and every effort has been made to ensure proper citation and academic integrity. I take full responsibility for the content and findings of this research, and I certify that it adheres to the ethical guidelines and standards of academic research.

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# **Chapter 1 Introduction**

## **1.1 Importance of E-Commerce for Gen Z**

For Gen Z, e-commerce platforms like Shopee and Lazada have radically transformed the shopping experience. Gen Z, often referred to as digital natives, are used to fast access and convenience, which e-commerce provides with its user-friendly interface, 24/7 availability, and diverse range of products. These platforms enhance customer satisfaction with customized features like ratings, suggestions, and easy payment methods. Studies have shown that e-commerce platforms play an essential role for Gen Z as they influence the various ways in which their online purchasing behaviors develop, including perceived ease of use, trust, and social influence. Furthermore, Gen Z becomes attracted to platforms including Shopee and Lazada which offer promotions, discounts, and reward opportunities, particularly on major events like National Online Shopping Day or big sales. The convenience of e-commerce also caters to their fast-paced lifestyle, allowing them to shop on the go via mobile apps. Moreover, the integration of social media and e-commerce has created a more interactive and engaging shopping environment for Gen Z, which values user-generated content and peer reviews. Offering secure platforms and interesting user experiences, e-commerce not only fulfills their needs for ease and diversity but it also fosters a feeling of reliability and confidence in consumers.

## **1.2 Background of the Study**

E-commerce has experienced rapid growth in Southeast Asia (SEA), particularly in Bangkok, where platforms like Shopee and Lazada dominate the digital retail landscape. The region's booming internet economy, coupled with the increasing adoption of mobile devices, has driven significant shifts in consumer behavior. Shopee and Lazada have become household names, offering a wide range of products, promotions, and seamless shopping experiences. For Gen Z foreigners in Bangkok, these platforms provide convenience, accessibility, and personalization, aligning with their digital-first lifestyle.



Effective user experiences not only foster customer satisfaction but also encourage repeat purchases, as users are more likely to return to platforms that meet their needs efficiently. The importance of personalized recommendations, smooth payment processes, and timely customer support has further emphasized the need for e-commerce platforms to focus on optimizing user experience. This study explores the factors influencing Gen Z's experience with Shopee and Lazada, focusing on how platforms can enhance customer retention through improved usability and satisfaction.

### **1.3 Problem Statements of the Study**

- (i). Understanding the most contributed factors for improving platform performance and purchase intention of Shopee and Lazada.
- (ii). Comparison of purchase intention between Shopee and Lazada.

### **1.4 Objectives of the Study**

- (i). To investigate significant factors that influence the purchase intention of Gen Z foreigners for Shopee and Lazada.
- (ii). To compare the purchase intention between Shopee and Lazada of Gen Z foreigners in Bangkok.
- (iii). To provide recommendations and competitive strategy for improving user experience based on findings from Gen Z users in Bangkok.

### **1.5 Scope of the Study**

The scope of this study encompasses an in-depth examination of the factors influencing purchase intentions of Generation Z foreigners residing in Bangkok, specifically concerning their use of the e-commerce platforms Shopee and Lazada. By integrating the Technology Acceptance Model (TAM) and the Consumer Behavior Theory, the research aims to identify and analyze key determinants that affect user engagement and purchase decisions on these platforms.

The study focuses on several independent variables derived from the TAM and

the Consumer Behavior Theory, including perceived usefulness, perceived ease of use, trust and security, social influence, convenience, perceived value, and user experience. These variables are selected based on their relevance to technology adoption and consumer decision-making processes in online shopping contexts. The dependent variable under investigation is the purchase intention of the target demographic for Shopee and Lazada.

Geographically, the research was confined to Bangkok, Thailand, providing a localized perspective on e-commerce behaviors within this urban setting. The temporal scope was defined by data collection conducted over a specified period, ensuring that the findings reflected current trends and user experiences. Methodologically, the study employed a quantitative research approach, utilizing a structured questionnaire to gather data from participants. This approach facilitated the statistical analysis of relationships between the identified variables, allowing for the testing of hypotheses grounded in the TAM and the Consumer Behavior Theory.

## **1.6 Significance of the Study**

This research holds significant value in understanding the purchasing behaviors of Generation Z foreigners in Bangkok, particularly concerning their interactions with e-commerce platforms Shopee and Lazada. By integrating the Technology Acceptance Model (TAM) and the Consumer Behavior Theory, the study provides a comprehensive analysis of factors influencing purchase intentions, such as perceived usefulness, ease of use, trust, and social influence. Insights from this research can guide e-commerce platforms in tailoring their services to meet the specific needs and preferences of this demographic, thereby enhancing user experience and satisfaction. Additionally, the findings contribute to the broader academic discourse on consumer behavior in digital marketplaces, offering empirical evidence that can inform future studies and business strategies aimed at engaging Generation Z consumers effectively.

## **Chapter 2 Literature Review**

This chapter provides a comprehensive review of existing literature on key factors influencing purchase intention in e-commerce, with a particular focus on the behaviors and preferences of Gen Z consumers on Shopee and Lazada.

### **2.1 Influence of E-Commerce Apps and Website on Gen Z**

E-commerce applications have dramatically shaped Gen Z's shopping behaviors, aligning with their digital fluency, expectations for personalization, and preference for social interactions within the shopping experience. Born in the late 1990s to early 2010s, Gen Z is often characterized as a generation that grew up surrounded by digital technology and prefers mobile and online shopping platforms that offer immediacy, convenience, and interactive features. Leading e-commerce platforms like Shopee and Lazada have gained popularity with this demographic by incorporating advanced user interfaces, data-driven recommendations, and social commerce features that enhance the shopping experience. Studies indicate that these platforms' personalized content, driven by artificial intelligence and data analytics, has significantly influenced Gen Z's engagement and purchase intentions by presenting tailored product suggestions and offers based on users' browsing and purchase history.

The social component is especially vital in understanding Gen Z's attraction to these platforms. Gen Z relies heavily on social validation, valuing peer reviews, influencer endorsements, and interactive shopping environments that foster a sense of community (Hajli, 2015). Features on Shopee and Lazada that enable users to share reviews, participate in live-stream shopping events, and interact with others create a socially engaging experience that appeals to Gen Z's trust-building needs. Research shows that when platforms integrate these social elements, they can increase credibility and trust, which are critical for younger consumers who may have initial concerns about the risks associated with online shopping (Lim et al., 2016). Furthermore, integrating social media-like functionalities has proven effective in capturing Gen Z's attention, as this generation actively uses social platforms to explore trends and make purchasing decisions (Bhatti et al., 2020).

Another aspect that significantly impacts Gen Z's interaction with e-commerce apps is the convenience and speed these platforms offer. Known for being highly mobile-centric, Gen Z prefers swift, seamless transactions that don't require extensive effort, especially on mobile devices. Platforms like Shopee and Lazada meet these expectations by offering streamlined payment options, one-click purchasing, and efficient order tracking systems, enhancing the overall user experience. Additionally, limited-time offers, flash sales, and reward programs add a gamified element that appeals to Gen Z's desire for dynamic and engaging interactions, transforming shopping into an experience beyond mere transactions.

However, concerns around trust and security remain prevalent among Gen Z, who prioritize data privacy and expect reliable transaction security. The implementation of robust security features, such as data encryption, secure payment gateways, and two-factor authentication, has been instrumental in addressing these concerns. With these protections in place, e-commerce platforms foster a trustworthy environment that helps retain younger users, ensuring they feel confident about engaging in transactions on these apps.

In summary, e-commerce applications have made significant strides in capturing Gen Z's attention and loyalty by focusing on personalization, social engagement, convenience, and security. Platforms like Shopee and Lazada cater to Gen Z's need for an efficient, interactive, and safe online shopping experience, demonstrating the ways in which digital commerce continues to evolve in response to consumer preferences.

## **2.2 Theoretical Foundation of the Study**

The Technology Acceptance Model (TAM) and the Consumer Behavior Theory serve as essential frameworks for understanding the factors influencing purchase intention of Gen Z foreigners on e-commerce platforms like Shopee and Lazada. The TAM, introduced by Davis (1989), focuses on perceived usefulness and perceived ease of use as primary determinants of technology adoption. Perceived usefulness refers to the degree to which a user believes that a system will enhance their performance, while perceived ease of use is the degree to which the user expects minimal effort to use the

technology effectively (Davis, 1989). Venkatesh and Bala (2008) further expanded TAM by incorporating external factors like system quality and facilitating conditions, which shape the perceived ease and utility of digital platforms, making it highly relevant in assessing Gen Z's engagement with e-commerce apps. To gain a better understanding of consumers' behavioral intention to adopt a specific technology, the Technology Acceptance Model has been widely used. This model suggests that the intended use of technology is determined by its "perceived ease of use" and "perceived usefulness.". TAM's focus on these technological factors is critical in e-commerce contexts where seamless interaction with the platform is a key component of user satisfaction and continued use.

Similarly, the Consumer Behavior Theory examines psychological and social factors influencing consumer choices, highlighting dimensions such as trust, social influence, and perceived value, which are significant in e-commerce. According to Kotler and Keller, 2016, consumer behavior is shaped by complex motivations, including the pursuit of convenience, social validation, and economic value. These aspects are particularly relevant to Gen Z consumers, who prioritize digital convenience, user trust, and social endorsements when making online purchases. Social influence, or the impact of peer recommendations and online reviews, plays a crucial role in the purchase decisions of Gen Z, who often rely on social media and peer reviews as trusted sources.

Integrating the TAM with the Consumer Behavior Theory allows for a more holistic analysis, capturing both the technological acceptance and social-psychological drivers that impact purchase intention. The integration of the Technological Acceptance Model with a consumer behavior perspective can provide valuable insights into this complex decision-making process. This combined framework enables a nuanced understanding of Gen Z's online shopping behavior on platforms like Shopee and Lazada, highlighting how ease of use, perceived usefulness, trust, and social influence converge to shape their purchase decisions (Chiu, Fang, & Cheng, 2014).

## **2.3 Technological Acceptance Model (TAM) and Consumer Behavior Theory**

The Technology Acceptance Model (TAM) is a theoretical framework developed by Fred Davis in 1989 that explains how users come to accept and use a technology. TAM posits two key factors, perceived usefulness and perceived ease of use, that influence an individual's decision to adopt and use a technology while the consumer behavior theory examines the processes and factors that influence individuals' decision-making when selecting, purchasing, and using goods and services. This theory encompasses psychological, social, cultural, and economic elements that affect consumer choices. It emphasizes factors such as internal influences (motivation, perception, attitudes, beliefs, and personality traits that shape consumer preferences and decisions), external influences (social norms, cultural values, peer influence, and marketing stimuli such as promotions and advertisements) and cost-benefit analysis (the perceived value or benefits of a product or service against its cost).

## **2.4 Independent Variables of the Study**

In studying purchase intention on e-commerce apps, selecting key variables like perceived usefulness, perceived ease of use, trust and security, social influence (subjective norms), convenience, perceived value for money, and user experience is crucial as these factors consistently impact user engagement and purchasing behavior. Perceived usefulness and ease of use, grounded in the Technology Acceptance Model (TAM), are widely recognized as foundational in assessing whether users believe an app will improve their shopping experience with minimal effort (Davis, 1989). Trust and security, especially in online platforms, address users' concerns about privacy and the reliability of transactions, which significantly shape purchase decisions. Social influence, or subjective norms, captures the role of peer recommendations and online reviews, which Gen Z users particularly value in evaluating the credibility of products and services (Hajli, 2015).

Convenience plays a central role as it reflects the ease and accessibility that users experience when shopping on e-commerce apps, directly affecting user



satisfaction and loyalty (Lim et al., 2016). Perceived value for money addresses the cost-benefit assessment users perform, which is crucial for younger consumers who tend to be more price-sensitive (Kotler and Keller, 2016). Lastly, user experience combines elements such as interface design, navigation, and personalized recommendations to create a seamless and enjoyable shopping journey, influencing both initial and repeat use (Nguyen et al., 2021). These variables together create a comprehensive framework to understand the drivers of purchase intention for platforms like Shopee and Lazada, particularly among Gen Z consumers who prioritize efficiency, social proof, and secure transactions.

#### **2.4.1 Perceived Usefulness**

Perceived usefulness is a pivotal determinant in the adoption and continued use of e-commerce applications, particularly among Gen Z consumers. It refers to the degree to which an individual believes that using a specific system will enhance their performance or achieve desired outcomes (Zharul and Hafiza, 2023). In the context of e-commerce, this translates to how effectively an application facilitates the shopping process, making it more efficient and satisfying for the user.

Research indicates that perceived usefulness significantly influences users' attitudes toward e-commerce platforms and their subsequent purchase intentions. For instance, a study examining consumer behavior on e-commerce platforms found that when users perceive an application as useful, they are more likely to develop a positive attitude toward it, leading to increased usage and higher purchase intentions (Ghosh, M. 2024). This relationship is particularly pronounced among Gen Z consumers, who prioritize efficiency and effectiveness in their online shopping experiences.

Moreover, the integration of advanced features such as personalized recommendations, user-friendly interfaces, and efficient customer service enhances the perceived usefulness of e-commerce applications. These features streamline the shopping process, reduce the time and effort required to find desired products, and provide a more personalized shopping experience, all of which contribute to higher levels of user satisfaction and loyalty (Ghosh, M. 2024).

In summary, perceived usefulness is a critical factor influencing the adoption and continued use of e-commerce applications among Gen Z consumers. E-commerce platforms that effectively enhance the shopping experience by providing efficient, user-friendly, and personalized services are more likely to be perceived as useful, leading to increased user engagement and higher purchase intentions.

#### **2.4.2 Perceived Ease of Use**

Perceived ease of use is a crucial factor in determining the adoption and long-term utilization of e-commerce platforms, especially for Gen Z, who favor intuitive and highly functional digital experiences. Stemming from the Technology Acceptance Model (TAM), perceived ease of use refers to the extent to which users believe a platform is straightforward and can be navigated with minimal effort. In the realm of e-commerce, a platform's perceived ease of use is critical because it impacts the user's comfort level, confidence, and efficiency in completing transactions. For Gen Z, a digital-native generation accustomed to seamless user interfaces, ease of use is non-negotiable. They expect online interactions that are fast, efficient, and intuitive, making this attribute a key driver in shaping their purchasing decisions and retention on platforms like Shopee or Lazada (Pappas et al., 2022).

Research has shown that a high degree of perceived ease of use correlates strongly with positive user attitudes toward an e-commerce platform, enhancing satisfaction, loyalty, and purchase intentions. When users find a platform simple to navigate, with intuitive layouts, clear instructions, and rapid functionality, they are more likely to develop a favorable attitude, leading to repeat use and recommendations (Huang & Benyoucef, 2021). Essential features such as an easy-to-follow checkout process, well-organized product search options, and responsive customer support contribute to a frictionless shopping experience. These design elements make it easier for Gen Z consumers to complete transactions with minimal cognitive effort, which is particularly important as they prioritize platforms that offer efficiency and a streamlined experience (Almufarreh, 2024).

Furthermore, perceived ease of use reduces the cognitive load required in navigating the platform, which is especially beneficial in e-commerce environments

where users may be overwhelmed by multiple choices or complicated interfaces (Chopdar et al., 2021). Platforms designed with user-centered elements—such as fast-loading pages, clear layouts, and straightforward navigation—tend to attract and retain more users, especially Gen Z, who are less tolerant of poor design or excessive steps in completing purchases. For instance, e-commerce platforms that incorporate simplified menus, responsive design, and concise product categorization are better equipped to meet Gen Z's high expectations, as this demographic seeks shopping experiences that minimize time and maximize convenience (Gao & Bai, 2021).

In highly competitive e-commerce landscapes, even minor enhancements in ease of use can significantly influence consumer preference and loyalty. Platforms that continuously improve their user interfaces to offer intuitive and friction-free navigation are better positioned to attract and retain Gen Z, who often have several options and are quick to switch to more user-friendly alternatives (Zhou and Zhang, 2022). This preference for ease of use is particularly impactful as it not only encourages initial adoption but also fosters long-term engagement, with users returning to platforms that consistently deliver a pleasant, efficient experience. Overall, perceived ease of use serves as a bridge between consumer expectations and satisfaction, directly impacting both the user experience and brand loyalty for e-commerce platforms targeting Gen Z.

### **2.4.3 Trust and Security**

Trust and security are essential in shaping consumer behavior on e-commerce platforms, especially as concerns about data privacy and online fraud continue to rise. In e-commerce, trust is defined as the confidence users have in a platform's reliability and integrity, which strongly influences their willingness to share information and complete transactions (Alalwan et al., 2017). Trust becomes even more critical among Gen Z, a digitally-savvy demographic that is both highly aware of cybersecurity issues and quick to abandon platforms that do not prioritize transparency and protection. Platforms that emphasize secure payment gateways, encryption, and multi-factor authentication establish a trustworthy environment, significantly boosting consumer confidence and purchase intention (Chopdar et al., 2018).

The necessity for stringent security measures is reinforced by the prevalence of

cybersecurity threats, such as data breaches and identity theft, which have become major barriers to online shopping. Research shows that consumers are more likely to shop on platforms that visibly implement robust security measures to protect personal data, as these features reduce perceived risks (Gao & Bai, 2021). For Gen Z, transparent data protection policies and regular security updates serve as indicators that a platform is taking proactive steps to protect their information. This perception of security is crucial, as studies show a direct correlation between high levels of trust and increased loyalty, repeat purchases, and positive word-of-mouth referrals.

Social commerce elements, such as reviews and influencer recommendations, can either strengthen or weaken trust depending on how credible these sources appear. Gen Z, known for valuing authenticity, often relies on peer feedback and verified reviews to make purchasing decisions. Platforms that implement verification mechanisms for reviews or limit misinformation tend to foster a greater sense of trust among Gen Z consumers, encouraging them to engage more actively with the platform (Lu et al., 2020).

In summary, trust and security are critical to the success of e-commerce platforms. Platforms that invest in visible, robust security features and foster transparency in interactions are more likely to win over Gen Z consumers. By meeting Gen Z's high expectations for security and trustworthiness, e-commerce platforms can drive both initial engagement and long-term loyalty.

#### **2.4.4 Social Influence**

Consumer behavior is heavily influenced by the opinions and expectations of others, a phenomenon known as social influence. Social influence, or subjective norms, refers to the perceived social pressure to engage in a particular behavior (Pratama, R. I., 2017). In the context of e-commerce, social influence can play a significant role in shaping the purchase intentions of Gen Z consumers who may be more susceptible to the opinions of their peers and social networks. Social influence, conceptualized as subjective norms, significantly impacts consumer behavior on e-commerce platforms. Subjective norms refer to the perceived social pressure individuals feel to perform or abstain from certain behaviors. In e-commerce, this encompasses the influence of peers,

family, and online communities on purchasing decisions.

Existing research has consistently demonstrated the impact of social influence on consumer purchase intention in the e-commerce setting. Social presence, which refers to the sense of connection and interaction with others in an online environment, has been found to positively influence purchase intention, mediated by trust in the e-commerce platform. (Pratama et al., 2017) Similarly, a study on social commerce users found that social presence, along with perceived social value, significantly impacted purchase intention. (Pratama et al, 2017) This aligns with the broader understanding that Gen Z consumers, being the most digitally-native generation, are heavily influenced by their social media interactions and the opinions of online influencers when making purchasing decisions. For Generation Z who are digital natives, social influence is particularly pronounced due to their extensive engagement with social media and reliance on peer reviews.

Moreover, the integration of social commerce features, such as visible likes, reviews, and real-time interactions, enhances the sense of community and validation that Gen Z consumers seek when shopping online. Studies show that e-commerce platforms that utilize tools like live shopping events and peer review systems are more likely to encourage purchasing behavior by amplifying the influence of social proof. These features help bridge the trust gap in e-commerce by allowing consumers to base their decisions on collective feedback, making social influence a powerful driver of purchase intention.

In the specific context of e-commerce apps, social influence can manifest in various ways. Consumers may be swayed by the reviews and ratings of other users, as well as the endorsements or recommendations of social media influencers. Studies indicate that positive electronic word-of-mouth and consumer-generated reviews significantly enhance Gen Z's purchase intentions by increasing trust and perceived value (Adewale, A. A, 2024). Additionally, the presence of social media influencers and live-streaming shopping events has been shown to affect consumers' attitudes toward products and their purchasing behavior, highlighting the importance of social influence in the e-commerce landscape (Zaidin et al., 2024). Therefore, e-commerce platforms that effectively leverage social proof and foster online communities can

positively influence Gen Z's purchasing decisions.

#### **2.4.5 Convenience**

Convenience has long been recognized as a crucial factor in consumer decision-making, influencing various aspects of consumer behavior. Trends such as the growth of single-person households and busier lifestyles have led to an increasing demand for convenient food options. Consumers today seek products and services that save them time and effort, with convenience often trumping other considerations like taste or health (Jaeger & Meiselman, 2004). Research suggests that convenience is a multidimensional construct, encompassing both time and effort perceptions (Jaeger & Meiselman, 2004). Consumers evaluate the convenience of a food option based on factors such as the ease of acquisition, preparation, and consumption. Moreover, convenience is not just about the physical attributes of a product, but also the overall shopping experience.

Studies have shown that Gen-Zs are particularly drawn to the convenience offered by e-commerce platforms, as they can browse and purchase products from the comfort of their own homes, without the need to physically visit crowded stores (Hieu and Loan, 2022). Researchers have identified several aspects of convenience that contribute to the purchase intention of Gen Z consumers in e-commerce apps. One key factor is the time-saving aspect, as Gen Z users value the ability to shop quickly and efficiently without the hassle of in-person transactions (Leong et al., 2023). Additionally, the ease of navigation and intuitive user interfaces of e-commerce apps are important considerations for this tech-savvy generation, as they seek a seamless and enjoyable shopping experience (Gunawan et al., 2021). Convenience is particularly influential in competitive markets, where platforms that reduce friction in the user journey can distinguish themselves. For Gen Z, the combination of convenience, speed, and personalization creates a compelling value proposition that encourages engagement and long-term loyalty.

In summary, convenience is a critical determinant of e-commerce success, especially among Gen Z consumers who demand efficient and hassle-free shopping experiences. E-commerce platforms that prioritize user-friendly interfaces,



personalized services, and swift transactions are more likely to attract and retain this demographic, ultimately driving higher engagement and sales.

#### **2.4.6 Perceived Value**

Research indicates that e-commerce platforms that effectively communicate value propositions, such as competitive pricing, superior product quality, and exceptional customer service, are more successful in appealing to Gen Z consumers. Perceived value in e-commerce encompasses factors like product quality, brand reputation, user experience, pricing, and customer service, all of which significantly influence purchasing decisions (Hanjaya et al., 2019).

Moreover, the integration of personalized experiences and loyalty programs can enhance the perceived value for money (Huang & Benyoucef, 2021). Tailored recommendations and exclusive discounts make consumers feel valued, thereby increasing their perception of getting more for their money.

Additionally, the transparency of information, such as detailed product descriptions and customer reviews, contributes to the perceived value (Cheung & Thadani, 2012). Consumers are more likely to perceive higher value when they have access to comprehensive information that aids in informed decision-making.

In summary, perceived value for money is a multifaceted construct that significantly impacts consumer behavior in e-commerce. E-commerce platforms that focus on delivering quality products, competitive pricing, personalized experiences, and transparent information are more likely to meet the expectations of Gen Z consumers, leading to increased satisfaction and loyalty (Bhatti et al., 2020).

#### **2.4.7 User Experience**

User experience (UX) is a critical determinant of consumer engagement and satisfaction in e-commerce platforms, directly influencing purchasing decisions and brand loyalty (Laugwitz et al., 2008). UX encompasses all aspects of a user's interaction with a platform, including usability, design aesthetics, responsiveness, and the overall

efficiency of the shopping process. A well-designed UX facilitates seamless navigation, quick access to desired products, and an intuitive checkout process, thereby enhancing user satisfaction and encouraging repeat business (Huang & Benyoucef, 2021). Research indicates that e-commerce platforms prioritizing UX design see higher conversion rates and customer retention.

For Generation Z (Gen Z) consumers, who are digital natives, UX holds even greater significance. This demographic expects fast, efficient, and visually appealing online experiences (Gunawan et al., 2021). Optimized UX design can significantly boost sales and customer loyalty, emphasizing the importance of user-friendly interfaces and personalized experiences. Features such as mobile optimization, personalized product recommendations, and efficient customer service are particularly appealing to Gen Z, who value convenience and immediacy in their online interactions.

Moreover, the integration of emerging technologies like augmented reality (AR) and artificial intelligence (AI) can enhance UX by providing immersive and personalized shopping experiences. E-commerce platforms are leveraging AR and AI to revolutionize digital retail, offering virtual try-ons and personalized shopping assistants to meet the evolving expectations of consumers. Such innovations not only improve user engagement but also build trust and satisfaction, leading to increased purchase intentions (Lu et al., 2020).

In summary, UX is a pivotal factor in the success of e-commerce platforms, especially among Gen Z consumers who demand seamless, efficient, and personalized online experiences. By investing in user-centric design and integrating advanced technologies, e-commerce platforms can enhance user satisfaction, foster loyalty, and drive higher conversion rates (Gao & Bai, 2021).

#### **2.4.8 Purchase Intention**

Purchase intention refers to a consumer's plan or inclination to buy a particular product or service (Ajzen, 2006). For Generation Z (Gen Z) foreigners residing in Bangkok, platforms like Shopee and Lazada have become integral to their shopping habits. Purchase intention among Gen Z foreigners in Bangkok on e-commerce

platforms like Shopee and Lazada is influenced by several key factors. These include perceived usefulness, ease of use, trust and security, social influence, convenience, perceived value for money, and overall user experience. Understanding these elements is crucial for e-commerce platforms aiming to attract and retain this demographic.

Perceived usefulness and ease of use are fundamental in shaping purchase intentions (Davis, 1989). Gen Z consumers are inclined towards platforms that enhance their shopping efficiency and are user-friendly. A study on Thai Gen Z's online shopping behavior found that 86% of young Thai consumers thoroughly research products before buying, indicating a preference for platforms that facilitate informed decision-making (Phetnoi et al., 2021). Trust and security are also pivotal. Gen Z consumers prioritize platforms that ensure data protection and secure transactions (McKnight et al., 2002). E-commerce platforms that implement robust security measures and transparent data policies are more likely to gain the trust of Gen Z shoppers.

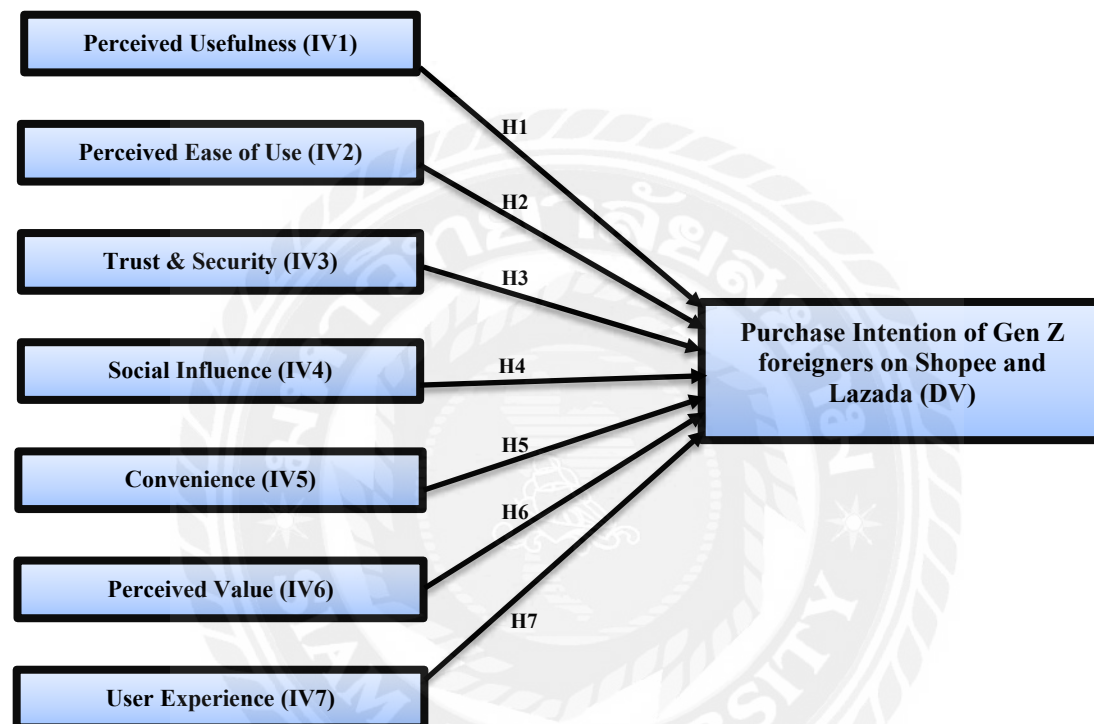
Social influence, including peer recommendations and influencer endorsements, significantly impacts Gen Z's purchase decisions (Cheung & Thadani, 2012). Platforms that effectively leverage social proof and foster online communities can positively influence Gen Z's purchasing decisions. Convenience, encompassing factors like ease of navigation, time-saving features, and accessibility, is highly valued by Gen Z consumers (Gao & Bai, 2021). E-commerce platforms that offer streamlined and user-friendly interfaces are more likely to attract this demographic. Perceived value for money is another critical determinant. Gen Z consumers are price-sensitive and seek quality products at competitive prices. Platforms that effectively communicate value propositions, such as competitive pricing and superior product quality, are more successful in appealing to Gen Z consumers. Overall user experience, including website design, loading speed, and customer service, also plays a significant role. A positive user experience enhances satisfaction and encourages repeat purchases. E-commerce platforms that prioritize user-friendly interfaces and personalized experiences can significantly boost sales and customer loyalty.

In summary, to enhance purchase intentions of Gen Z foreigners in Bangkok, e-commerce platforms like Shopee and Lazada should focus on improving usability,

ensuring security, leveraging social influence, offering convenience, providing value for money, and delivering an exceptional user experience. By addressing these factors, platforms can better meet the expectations of this demographic, leading to increased satisfaction and loyalty.

## 2.5 Conceptual Framework

Fig 2.1 Conceptual Framework for The Research



## **Chapter 3 Research Methodology**

This chapter outlines the systematic approach adopted to investigate the key factors influencing purchase intention of Gen Z foreigners for Shopee and Lazada in Bangkok, detailing the research design, data collection method, sampling technique, and analytical procedures used to ensure the study's reliability and validity.

### **3.1 Research Design**

This study adopted a quantitative research design to investigate the key factors influencing the purchase intention of Generation Z foreigners using e-commerce applications, specifically Shopee and Lazada, in Bangkok. The aim was to statistically examine how perceived usefulness, perceived ease of use, trust, price consciousness, and social influence affect the intention to purchase. A quantitative research method was chosen to obtain measurable and objective data that could be analyzed to establish correlations between variables. This method enabled the researcher to gather structured data from a large number of respondents and perform statistical tests to validate the proposed hypotheses.

The research utilized a cross-sectional survey approach as the primary data collection method. The study was conducted at a single point in time, and the data were collected using a structured, self-administered questionnaire. The questionnaire consisted of closed-ended questions based on a five-point Likert scale to ensure consistency in responses. The items were designed in alignment with the constructs defined in the conceptual framework and measured each variable precisely. The questionnaire was distributed via online platforms, such as Google Forms, making it accessible and convenient for participants to complete. The language of the questionnaire was English, as the target respondents were foreign individuals living in Bangkok.

A convenience sampling method was employed to reach the target population, which consisted of Generation Z foreigners aged between 18 and 27 years who had experience using both Shopee and Lazada for online shopping. This sampling method

was chosen to ensure that only those who matched the criteria—being Gen Z, non-Thai, residing in Bangkok, and active users of both apps—were included in the study. A total of 200 valid responses were collected and considered for analysis. The sample size was selected to provide sufficient data for statistical testing and to enhance the generalizability of the findings to the broader population of Gen Z foreigners in Bangkok.

After data collection, the responses were analyzed using descriptive statistics and inferential statistical techniques. The Statistical Package for the Social Sciences (SPSS) software was used for data coding, cleaning, and analysis. The reliability of the constructs was tested using Cronbach's Alpha. To examine the relationships between the independent variables and the dependent variable, multiple linear regression analysis was performed. The analysis results were used to test the research hypotheses and to identify which factors significantly influenced the purchase intention of Gen Z foreigners for Shopee and Lazada. This structured and systematic approach ensured the research outcomes were valid, reliable, and relevant to the study objectives.

## **3.2 Population and Sample**

### **3.2.1 Population**

In research methodology, the population refers to the complete set of individuals, objects, or events that share common characteristics relevant to a particular study. It is the entire group about which the researcher aims to draw conclusions (Pritha Bhandari, 2020). Defining the population precisely is crucial, as it determines the scope and applicability of the research findings. In this study, examining the purchase intention of Generation Z foreigners in Bangkok using e-commerce platforms of Shopee and Lazada, the population would encompass all individuals belonging to Generation Z who are non-Thai residents in Bangkok and utilize these platforms. Clearly delineating the population ensured that the research targeted the appropriate group, thereby enhancing the validity and reliability of the study's outcomes.

### 3.2.2 Sampling Technique

In this study, convenience sampling was employed to select participants. This method involves choosing individuals who are readily accessible and willing to participate, making it practical for research with specific and dispersed populations (Nikolopoulou, 2023). The target population was Generation Z foreigners in Bangkok who use Shopee and Lazada. This study utilized accessible channels such as online platforms, social media, and community groups frequented by expatriates and international students. This approach aligns with resource and time constraints, offering a cost-effective solution for data collection in a real-world context (Julia Simkus, 2023). While convenience sampling had limitations, such as potential bias and limited generalizability, efforts were made to include a diverse range of respondents from different backgrounds to enhance data reliability.

### 3.2.3 Sample Size Determination

Cochran's sample size formula was used for calculating the sample size of this study.

$$n_0 = \frac{Z^2 p(1 - p)}{e^2}$$

$n_0$	=	Initial sample size
$Z$	=	Z-value (standard score) corresponding to the desired confidence level
$p$	=	Estimated proportion of the population that exhibits the behavior of interest
$e$	=	Desired margin of error

Therefore, the sample size determination for this research was,  
Confidence level: 95% ( $Z = 1.96$ )  
Margin of error:  $\pm 5\%$  ( $e = 0.05$ )  
Proportion: 0.5 ( $p = 0.5$ )

$$n_0 = \frac{(1.96)^2 \cdot (0.5) \cdot (1-0.5)}{0.05^2} = 384.16$$

According to finite population adjustment,

$$n = \frac{n_0}{1 + \frac{n_0 - 1}{N}} = \frac{384.16}{1 + \frac{384.16 - 1}{10000}} \approx 370$$

By calculations, although a sample size of 370 respondents was needed, a total sample size of 380 respondents was used for coverage.

### 3.3 Hypothesis

For this research, the hypotheses are constructed to explore the relationships between the independent variables perceived usefulness, perceived ease of use, trust and security, social influence, convenience, perceived value, user experience and the dependent variable, purchase intention of Gen Z foreigners for Shopee and Lazada in Bangkok.

The hypotheses in this research are as follows:

H1: Perceived usefulness positively influences purchase intention.

H2: Perceived ease of use positively influences purchase intention.

H3: Trust and security positively influence purchase intention.

H4: Social influence positively influences purchase intention.

H5: Convenience positively influences purchase intention.

H6: Perceived value positively influences purchase intention.

H7: User experience positively influences purchase intention.

### 3.4 Research Instrument

To achieve the research objectives of investigating factors influencing purchase intention, comparing user satisfaction levels between Shopee and Lazada, and providing recommendations for enhancing user experience among Gen Z foreigners in Bangkok, a structured questionnaire was utilized as the primary research instrument. Structured questionnaires are effective tools for collecting standardized data,



facilitating the analysis of relationships between variables.

The questionnaires focused on variables related to hypotheses. This section focused on the independent variables identified in the conceptual framework, including perceived usefulness, perceived ease of use, trust and security, convenience, perceived value for money, social influence, and user experience. A 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), was employed to measure respondents' perceptions and attitudes toward these variables. The dependent variable, purchase intention, was also measured in this section to assess its relationship with the independent variables.

### **3.4.1 Questionnaire Development**

The questionnaire is designed to capture data on the key variables derived from the Technology Acceptance Model (TAM) and Consumer Behavior Theory, aligning with the study's conceptual framework. This section focuses on understanding how these variables influence the purchase intention of Generation Z foreigners for Shopee and Lazada in Bangkok.

From the TAM perspective, variables such as perceived usefulness, perceived ease of use, and trust and security are included to assess how technological features and platform reliability impact users' adoption and shopping behaviors. These variables help measure how efficiently the platforms meet user needs, their user-friendliness, and the confidence users have in the platform's security.

From the Consumer Behavior Theory perspective, variables such as social influence, convenience, perceived value, and user experience are evaluated to understand how psychological, social, and behavioral factors affect purchase decisions. These variables explore the role of peer influence, accessibility, perceived cost-effectiveness, and overall satisfaction with the shopping process in shaping purchase intentions. The section concludes by measuring the dependent variable, Purchase Intention, capturing the likelihood of respondents continuing to use Shopee or Lazada for future purchases.

Table 3.1: Questions for Perceived Usefulness

Reference	Variable	Question	5	4	3	2	1
Samuel A. O. I. (2018)	-	1. Which app do you prefer for online shopping?	Shopee Lazada				
	Perceived Usefulness	2. Using the app enhances my efficiency in online shopping.					
		3. This app improves the quality of my shopping experience.					
		4. This app enables me to accomplish my shopping tasks more quickly.					
		5. Using this app increases my productivity in managing purchases.					
		6. This app makes it easier to complete my shopping activities.					

Table 3.2: Questions for Perceived Ease of Use

Reference	Variable	Question	5	4	3	2	1
Lewis, J. R. (2019)	Perceived Ease of Use	7. Learning to operate the app is easy for me.					
		8. I find it simple to make this app perform the tasks I need it to.					
		9. My experience with the app is straightforward and easy to comprehend.					
		10. I find this app easy to engage with and adaptable.					
		11. It is easy for me to become skillful at using this app.					

Table 3.3: Questions for Trust and Security

Reference	Variable	Question	5	4	3	2	1
Soleimani, M. (2021)	Trust and Security	12. I trust this app to protect my personal information during transactions.					
		13. The application provides a secure environment for online shopping.					
		14. I feel confident in the safety of my financial data when using this app.					
		15. This app has adequate measures in place to prevent unauthorized access to my data.					
		16. I believe this app handles my transactions securely.					

Table 3.4: Questions for Social Influence

Reference	Variable	Question	5	4	3	2	1
Yau, H. K., & Ho, T. C. (2015)	Social Influence	17. People important to me encourage my use of this app.					
		18. My friends think that using this app is a good idea.					
		19. Most people around me use this app.					
		20. My family considers using this app more appropriate.					

Table 3.5: Questions for Convenience

Reference	Variable	Question	5	4	3	2	1
Jiang, L., Yang, Z., & Jun, M. (2013)	Convenience	21. This app allows me to shop at any time that suits me.					
		22. I can easily find and purchase products in this app without much effort.					
		23. The checkout process on this app is quick and straightforward.					
		24. This app provides convenient delivery options that fit my schedule.					
		25. Returning or exchanging products on this app is hassle-free.					

Table 3.6: Questions for Perceived Value

Reference	Variable	Question	5	4	3	2	1
Lewis, J. R. (2019)	Perceived Value	26. This app offers good value for the money I spend.					
		27. The products available on this app are worth their price.					
		28. Purchasing from the app is a good deal considering the benefits I receive.					
		29. I am satisfied with the overall value provided by this app.					
		30. This app provides a good balance between quality and cost.					

Table 3.7: Questions for User Experience

Reference	Variable	Question	5	4	3	2	1
Laugwitz, B., Held, T., & Schrepp, M. (2008)	User Experience	31. I find this app is enjoyable to use.					
		32. User interface is aesthetically pleasing.					
		33. I feel confident navigating through this app.					
		34. This app can provide a satisfying shopping experience.					
		35. The features of this app meet my shopping needs.					

Table 3.8: Questions for Purchase Intention

Reference	Variable	Question	5	4	3	2	1
Tam To Nguyen, (2023)	Purchase Intention	36. I am willing to recommend this platform to others.					
		37. I intend to purchase from this platform during my next online-shopping.					
		38. I am likely to choose this app over other ecommerce platforms.					
		39. I plan to continue purchasing from this platform in the near future.					
		40. I am likely to purchase products from this platform in the future.					

### **3.5 Data Collection**

#### **Sources of Data**

In this study, data collection was conducted using a structured questionnaire designed to align with the Technology Acceptance Model (TAM) and Consumer Behavior Theory. Structured questionnaires are effective tools for collecting standardized data, facilitating the analysis of relationships between variables (Hussain Mohammad Abu-Dalbouh, 2013).

The primary data for this research were collected directly from Generation Z foreigners residing in Bangkok who are users of Shopee and Lazada. Primary data, being original and collected firsthand, provide specific insights tailored to the study's objectives (Raimo Streefkerk, 2018). The questionnaire was distributed through online platforms, leveraging social media channels and expatriate community groups to reach the target demographic efficiently. Online distribution is advantageous for accessing a broad audience and is particularly effective when targeting specific population segments (Jotform Editorial Team, 2024).

In this study, Google Forms was employed as the primary data collection instrument due to its versatility and user-friendly interface. The survey was disseminated through multiple channels to ensure a diverse and comprehensive respondent pool.

#### **Online Distribution:**

**Social Media Platforms:** The survey link was shared in targeted Facebook groups and via Messenger. Utilizing social media for participant recruitment is recognized for its efficiency and cost-effectiveness, enabling researchers to reach broad and varied populations. A 2022 integrative review highlighted that social media tools facilitate accessibility to participants across extensive geographical areas and diverse demographics (Elizabeth Mirekuwaa Darko, 2022).

#### **Offline Distribution:**

**In-Person Data Collection Using Mobile Devices:** To include participants with limited internet access or those preferring face-to-face interactions, data were also collected physically. Researchers administered the Google Form in person using mobile devices, ensuring immediate digital data capture. This method aligns with practices that promote environmental sustainability and data accuracy by reducing reliance on paper-based forms.

### **3.6 Reliability & Validity**

#### **3.6.1 Reliability Analysis**

Ensuring the reliability and validity of research instruments is crucial for obtaining credible and accurate data. Reliability refers to the consistency and stability of a measurement tool; a reliable instrument yields similar results under consistent conditions over time. Validity, on the other hand, pertains to the extent to which an instrument measures what it is intended to measure, encompassing aspects such as content, construct, and criterion validity.

To assess and enhance the reliability and validity of the structured questionnaire used in this study, a pilot test was conducted. Pilot testing involves administering the questionnaire to a small, representative sample of the target population prior to the main study. This process helps identify ambiguities, misunderstandings, and other issues that could compromise data quality. By refining the questionnaire based on pilot test feedback, researchers can improve both its reliability and validity.

During the pilot test, participants were asked to complete the questionnaire and provide feedback on question clarity, relevance, and overall comprehensibility. This feedback was instrumental in revising ambiguous items and ensuring that the questions accurately captured the constructs of interest. Additionally, the pilot test data were analyzed to assess internal consistency reliability, often measured using Cronbach's alpha. A Cronbach's alpha value of 0.70 or higher is generally considered acceptable, indicating that the items within a scale are consistently measuring the same underlying construct.

Furthermore, the pilot test facilitated the evaluation of construct validity by examining the relationships between different variables. For instance, a positive correlation between perceived usefulness and purchase intention would support the construct validity of the instrument, aligning with theoretical expectations. By conducting a pilot test, researchers can make informed adjustments to the questionnaire, thereby enhancing its reliability and validity before deploying it in the main study.

Table 3.9: Reliability Analysis

<b>Variable</b>	<b>No of Questions</b>	<b>Cronbach's Alpha</b>	<b>Conclusion</b>
<b>Perceived Usefulness</b>	5	0.893	High Reliability
<b>Perceived Ease of Use</b>	5	0.893	High Reliability
<b>Trust and Security</b>	5	0.893	High Reliability
<b>Social Influence</b>	4	0.893	High Reliability
<b>Convenience</b>	5	0.893	High Reliability
<b>Perceived Value</b>	5	0.893	High Reliability
<b>User Experience</b>	5	0.893	High Reliability
<b>Purchase Intention</b>	5	0.893	High Reliability
<b>Overall</b>	39	0.893	High Reliability

Cronbach's coefficient  $\alpha$  is a measure of internal consistency, indicating how closely related a set of items are as a group. A higher  $\alpha$  value signifies greater reliability. Generally, a subscale with  $\alpha \geq 0.7$  is considered to have acceptable internal consistency, while values  $\leq 0.5$  suggest low reliability. For a scale to be deemed ideal,  $\alpha$  should be at least 0.7. (Chelsea Goforth, 2015)

In this study, the reliability assessment yielded a Cronbach's Alpha of 0.893 across 39 items, indicating high internal consistency. The standardized Cronbach's Alpha was 0.916, reflecting excellent reliability. These results suggest that the measurement instrument is consistent and would likely produce stable results upon repeated administrations with similar respondents. Given that the coefficient is close to 0.9, the measurement scale demonstrates strong reliability and does not require major revisions. A detailed reliability analysis is presented in Table 3.9.



### 3.6.2 Validity Analysis

Table 3.10: K.M.O and Bartlett's Test

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		0.884
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-Square</b>	7639.291
	<b>df</b>	561
	<b>Sig.</b>	0

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy for this study is 0.884, indicating a "meritorious" level of suitability for factor analysis, as suggested by Kaiser (1974). A KMO value above 0.80 reflects strong correlations among variables, making them appropriate for factor extraction and dimensionality reduction. The KMO test assesses whether the sample size is adequate for factor analysis by measuring the proportion of variance among variables that might be common variance. A value above 0.80 suggests that the data is highly suitable, while values below 0.50 indicate that factor analysis may not be appropriate. Since the KMO value in this study is 0.884, it confirms that the selected independent variables have sufficient intercorrelation to proceed other dimension reduction techniques. This result strengthens the reliability of the factor structure and suggests that the survey items are likely measuring coherent constructs.

Additionally, Bartlett's Test of Sphericity yielded a Chi-Square value of 7639.291 with 561 degrees of freedom and a p-value of 0.000 ( $p < 0.05$ ), indicating statistical significance. Bartlett's test examines whether the correlation matrix of the dataset is significantly different from an identity matrix, where all variables are uncorrelated. A significant result ( $p < 0.05$ ) suggests that there are enough relationships among the variables to justify factor analysis. In this case, the highly significant p-value confirms that the dataset contains meaningful correlations, making it appropriate for further analysis. These findings collectively support the validity of conducting factor extraction and dimension reduction, ensuring that the measured constructs can be grouped into meaningful factors.

### 3.7 Data Analysis

The data collected from the survey were analyzed, using a combination of descriptive and inferential statistical methods to examine the relationships between the independent variables (IVs) and the dependent variable (DV). Descriptive statistics were used to calculate the mean and standard deviation for each variable, providing insights into the central tendency and variability of the responses. This allowed for a clearer understanding of participants' perceptions regarding perceived usefulness, perceived ease of use, trust and security, social influence, convenience, perceived value, user experience, and purchase intention. The results from descriptive statistics provided an initial overview of how respondents evaluated the key factors influencing their purchase intentions on e-commerce platforms.

To ensure the reliability of the measurement scales, Cronbach's Alpha was employed to assess the internal consistency of each construct. A Cronbach's Alpha value of 0.7 or higher was considered acceptable, indicating that the survey items measuring each variable were reliable. Following this, correlation analysis was conducted to determine the strength and direction of relationships between the independent variables and purchase intention. Pearson's correlation coefficient was used to identify whether the variables had positive, negative, or no significant relationships with purchase intention. This analysis helped in understanding the degree to which factors like user experience, perceived usefulness, and trust impact consumer behavior on e-commerce platforms.

Finally, multiple linear regression analysis was performed to identify the extent to which each independent variable influenced purchase intention. The regression model's  $R^2$  value indicated how well the independent variables collectively explained the variance in purchase intention. The variance inflation factor (VIF) was also examined to detect any multicollinearity issues, ensuring that no independent variables were highly correlated with each other. The results of the regression analysis were used to test the research hypotheses, identifying which factors significantly contributed to purchase intention and which had weaker or no influence.

## **Chapter 4 Findings and Discussion**

### **4.1 Analysis of Shopee User Data**

This section presents the results and findings from the analysis of Shopee user data. The data were examined using descriptive statistics, correlation analysis, and multiple regression analysis to understand the relationships between key independent variables and purchase intention. The descriptive statistics provide an overview of the mean and standard deviation for each variable, offering insights into the general perception of users regarding perceived usefulness, perceived ease of use, trust and security, social influence, convenience, perceived value, and user experience. Correlation analysis was conducted to measure the strength and significance of relationships between these independent variables and purchase intention. To further validate these relationships, multiple linear regression analysis was applied to identify which factors significantly influence consumer purchase intention for Shopee. Additionally, collinearity diagnostics were performed to check for multicollinearity issues among independent variables. The findings from these analyses provide a comprehensive understanding of the factors that drive purchase intention among Shopee users.

#### **4.1.1 Descriptive Statistics of Shopee Variables**

The descriptive statistics provide insights into Shopee users' purchase intentions and the factors influencing their decisions. The mean values for all independent variables are above 4.5, indicating that respondents generally perceive these factors positively. Among them, convenience (4.658) and trust and security (4.654) hold the highest mean scores, suggesting that users prioritize seamless transactions and a secure shopping environment. The standard deviation values, ranging from 0.2181 to 0.2728, reflect low variability, meaning that responses were largely consistent across participants. The dependent variable, purchase intention, has a mean of 4.089 with a standard deviation of 0.5222, indicating an overall positive inclination toward making future purchases on Shopee. These findings serve as the basis for further statistical

analyses, including correlation and regression, to better understand how these factors influence users' purchasing behavior on the platform.

Table 4.1: Descriptive Statistics of Shopee Variables

Variable	Mean	Standard Deviation	Sample Size (N)
Purchase Intention	4.089	0.5222	191
Perceived Usefulness	4.634	0.2297	191
Perceived Ease of Use	4.608	0.2293	191
Trust and Security	4.654	0.2181	191
Social Influence	4.607	0.2505	191
Convenience	4.658	0.2389	191
Perceived Value	4.629	0.2312	191
User Experience	4.521	0.2728	191

#### 4.1.2 Correlation Analysis of Shopee

The correlation analysis evaluates the strength and direction of relationships between the independent variables and purchase intention of Shopee users. The results indicate that all independent variables exhibit statistically significant positive correlations with purchase intention at the 0.000 significance level. Among these, user experience ( $r = 0.479$ ) shows the strongest correlation, implying that an enhanced user experience significantly influences purchase intention. Perceived usefulness ( $r = 0.377$ ) and convenience ( $r = 0.330$ ) also demonstrate strong correlations, indicating their impact on consumer decisions. Trust and security ( $r = 0.301$ ) and perceived value ( $r = 0.276$ ) exhibit moderate correlations, suggesting that while they influence purchase intention, their impact is slightly less pronounced. These insights serve as a basis for further regression analysis to determine the most influential predictors of purchase intention on Shopee.

Table 4.2: Correlation Analysis of Shopee

Variable	PI	PU	PEU	T&S	SI	CVN	PV	UX
<b>Purchase Intention</b>	<b>1</b>	0.377	0.280	0.301	0.279	0.330	0.276	0.479
<b>Perceived Usefulness</b>	0.377	<b>1</b>	0.478	0.451	0.385	0.540	0.600	0.465
<b>Perceived Ease of Use</b>	0.280	0.478	<b>1</b>	0.484	0.493	0.445	0.428	0.462
<b>Trust and Security</b>	0.301	0.451	0.484	<b>1</b>	0.331	0.542	0.465	0.454
<b>Social Influence</b>	0.279	0.385	0.493	0.331	<b>1</b>	0.419	0.422	0.405
<b>Convenience</b>	0.330	0.540	0.445	0.542	0.419	<b>1</b>	0.568	0.512
<b>Perceived Value</b>	0.276	0.600	0.428	0.465	0.422	0.568	<b>1</b>	0.424
<b>User Experience</b>	0.479	0.465	0.462	0.454	0.405	0.512	0.424	<b>1</b>

#### 4.1.3 Regression Analysis of Shopee

The model summary provides an overview of the regression analysis conducted to assess the impact of multiple independent variables on purchase intention of Shopee users. The multiple correlation coefficient (R) is 0.515, indicating a moderate positive relationship between the independent variables and purchase intention. The R Square value of 0.265 suggests that approximately 26.5% of the variation in purchase intention is explained by the model. The Adjusted R Square (0.237) accounts for the number of predictors and provides a more generalizable estimate of model fit. The standard error of the estimate (0.4560) reflects the accuracy of predictions, with lower values indicating a better fit. The F-statistic (9.446) and the significance value ( $p = 0.000$ ) confirm that the overall model is statistically significant, indicating that at least one of the independent variables significantly predicts purchase intention. These findings set the stage for further analysis of individual predictor variables and their impact on consumer behavior on Shopee.

Table 4.3: Regression model summary of Shopee

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F Change	Sig. F Change
<b>Shopee</b>	0.515	0.265	0.237	0.456	9.446	0

#### 4.1.4 ANOVA Test of Shopee

The ANOVA (Analysis of Variance) test evaluates the overall significance of the regression model by examining whether the independent variables collectively explain a significant portion of the variation in purchase intention among Shopee users. The F-statistic is 9.446, with a p-value of 0.000, indicating that the model is statistically significant at a 95% confidence level. This result confirms that at least one of the independent variables significantly contributes to predicting purchase intention. The regression sum of squares (13.750) represents the variation explained by the model, while the residual sum of squares (38.057) indicates unexplained variation. The mean square values provide insight into the variance for both the regression model and residuals. The significance level of 0.000 strongly supports the validity of the model, justifying further analysis of individual predictors through coefficient evaluation.

Table 4.4: ANOVA Test of Shopee

Model	Sum of Squares	df	Mean Square	F	Sig.
<b>Regression</b>	13.75	7	1.964	9.446	0
<b>Residual</b>	38.057	183	0.208	-	-
<b>Total</b>	51.807	190	-	-	-

#### 4.1.5 Coefficients of Model Analysis of Shopee

Table 4.5 provides insights into the contribution of each independent variable in predicting purchase intention among Shopee users. The unstandardized coefficients (B) represent the change in purchase intention for a one-unit change in the independent variable, holding others constant. Among the predictors, user experience ( $B = 0.689$ ,  $p = 0.000$ ) is the strongest positive influence on purchase intention, meaning that a better user experience significantly increases purchase likelihood. Perceived usefulness ( $B = 0.419$ ,  $p = 0.035$ ) is also significant, suggesting that users who find the platform useful are more likely to make purchases. However, perceived ease of use ( $B = -0.053$ ,  $p = 0.781$ ), trust and security ( $B = 0.119$ ,  $p = 0.545$ ), and other variables did not show statistically significant effects ( $p > 0.05$ ). The standardized coefficients (Beta) allow for comparison between variables, confirming that user experience (Beta = 0.360) is the most influential factor. These findings emphasize the importance of improving user experience and perceived usefulness to enhance purchase intention on Shopee.

Table 4.5: Coefficients of Model Analysis of Shopee

Predictor Variables	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t-Value	Sig.
Perceived Usefulness	0.419	0.2	0.184	2.123	0
Perceived Ease of Use	-0.053	0.19	-0.023	-0.28	0.8
Trust and Security	0.119	0.2	0.05	0.607	0.5
Social Influence	0.132	0.16	0.063	0.818	0.4
Convenience	0.058	0.19	0.026	0.298	0.8
Perceived Value	-0.094	0.2	-0.042	-0.48	0.6
User Experience	0.689	0.15	0.36	4.486	0

#### 4.1.6 Collinearity Diagnostics Analysis of Shopee

Table 4.6 examines the extent of multicollinearity among the independent variables in the regression model. Eigenvalues indicate the variance distribution among the independent variables, with smaller values suggesting potential collinearity issues. The condition index helps detect multicollinearity, where values above 30 typically indicate a high risk of collinearity. In this model, several dimensions exceed a condition index of 30, suggesting potential multicollinearity concerns.

The variance proportions help identify variables contributing to collinearity. If multiple predictors share high variance proportions in the same dimension, it indicates a multicollinearity problem. In this analysis, some dimensions show relatively high values, which may warrant further investigation. However, since the Variance Inflation Factor (VIF) values in the coefficients table were below 10, collinearity is not severe enough to require model adjustments. Future studies may consider reducing redundancy



among predictor variables to enhance model stability and accuracy.

Table 4.6: Collinearity Diagnostics Analysis of Shopee

<b>Model Dimension</b>	<b>Eigenvalue</b>	<b>Condition Index</b>	<b>Variance Proportions (Constant)</b>	<b>Variance Proportions (Predictors)</b>
<b>1</b>	7.99	1	0	-
<b>2</b>	0.002	61.88	0.04	0.75
<b>3</b>	0.002	63.507	0.01	0.13
<b>4</b>	0.002	72.268	0.12	0
<b>5</b>	0.001	78.952	0.29	0.01
<b>6</b>	0.001	82.759	0.6	0.08
<b>7</b>	0.001	91.157	0.18	0.01
<b>8</b>	0.001	94.319	0.13	0.01

#### 4.1.7 Analysis of Relationship between the Model and Hypothesis of Shopee

The relationship between the regression model and the research hypotheses provides insights into which factors significantly influence purchase intention of Shopee users. Among the hypotheses, H7 (User Experience → Purchase Intention) is strongly supported ( $p = 0.000$ ), making it the most influential predictor in the model. Similarly, H1 (Perceived Usefulness → Purchase Intention) is supported ( $p = 0.035$ ), indicating that users who find Shopee useful are more likely to make purchases.

However, H2 (Perceived Ease of Use), H3 (Trust and Security), H4 (Social Influence), H5 (Convenience), and H6 (Perceived Value) are not supported, as their  $p$ -values exceed the 0.05 threshold. This suggests that these factors do not have a significant direct effect on purchase intention in this study. These findings indicate that Shopee should focus on enhancing user experience and perceived usefulness to drive purchase behavior, while other factors may require deeper investigation to understand their indirect impact.

Table 4.7: Relationship between the Model and Hypothesis of Shopee

Hypothesis	Path	Result	Significance (p-value)
<b>H1</b>	Perceived Usefulness → Purchase Intention	<b>Supported</b>	<b>0.035 (Significant)</b>
<b>H2</b>	Perceived Ease of Use → Purchase Intention	Not Supported	0.781 (Not Significant)
<b>H3</b>	Trust & Security → Purchase Intention	Not Supported	0.545 (Not Significant)
<b>H4</b>	Social Influence → Purchase Intention	Not Supported	0.414 (Not Significant)
<b>H5</b>	Convenience → Purchase Intention	Not Supported	0.766 (Not Significant)
<b>H6</b>	Perceived Value → Purchase Intention	Not Supported	0.634 (Not Significant)
<b>H7</b>	User Experience → Purchase Intention	<b>Strongly Supported</b>	<b>0.000 (Highly Significant)</b>

## 4.2 Analysis of Lazada User Data

This section presents the analysis of Lazada user data, exploring key factors influencing purchase intention on the platform. The study evaluates multiple independent variables, including perceived usefulness, perceived ease of use, trust and security, social influence, convenience, perceived value, and user experience, and their impact on purchase intention. The analysis is conducted through descriptive statistics, correlation tests, regression modeling, ANOVA tests, and collinearity diagnostics to ensure a comprehensive understanding of the data.

The findings from the Lazada user data provide valuable insights into the behavioral patterns and decision-making processes of online shoppers. By examining how users perceive various aspects of Lazada's platform, this study identifies the

significant factors contributing to purchase intention. The results help businesses and marketers refine their strategies to enhance the customer experience and improve user engagement. The following subsections delve deeper into statistical findings, starting with descriptive statistics, followed by correlation analysis and regression analysis to establish relationships between variables.

#### **4.2.1 Descriptive Statistics of Lazada Variables**

The descriptive statistics provided an overview of the distribution and central tendency of Lazada user data. The mean values for all independent variables exceed 4.5, indicating that respondents generally view these factors positively. Perceived value (4.656) and perceived usefulness (4.641) have the highest mean scores, suggesting that users find value and usefulness as key aspects of their experience on Lazada.

The dependent variable, purchase intention, has a mean of 4.244 with a standard deviation of 0.2301, reflecting a strong inclination among users to continue purchasing from Lazada. The standard deviation values range from 0.2171 to 0.25057, indicating minimal variability in responses, signifying a general consensus among participants. These insights set the foundation for further statistical tests, such as correlation and regression analysis, to determine the impact of these independent variables on purchase intention.

Table 4.8: Descriptive Statistics of Lazada Variables

Variable	Mean	Standard Deviation	Sample Size (N)
Purchase Intention	4.244	0.2301	194
Perceived Usefulness	4.641	0.2416	194
Perceived Ease of Use	4.627	0.2324	194
Trust and Security	4.644	0.2171	194
Social Influence	4.6108	0.25057	194
Convenience	4.647	0.2326	194
Perceived Value	4.656	0.2387	194
User Experience	4.549	0.2167	194

#### 4.2.2 Correlation Analysis of Lazada

The correlation analysis for Lazada user data evaluates the relationships between independent variables and purchase intention. The results indicate that perceived usefulness ( $r = 0.355$ ,  $p < 0.001$ ) and convenience ( $r = 0.348$ ,  $p < 0.001$ ) exhibit the strongest correlations with purchase intention, suggesting that users prioritize the usefulness and ease of transaction on Lazada.

Other factors such as perceived ease of use ( $r = 0.265$ ,  $p < 0.001$ ), trust and security ( $r = 0.243$ ,  $p < 0.001$ ), and perceived value ( $r = 0.276$ ,  $p < 0.001$ ) show positive correlations but with weaker influences. Meanwhile, social influence ( $r = 0.220$ ,  $p = 0.001$ ) and user experience ( $r = 0.245$ ,  $p < 0.001$ ) exhibit the weakest relationships with purchase intention. These findings highlight the importance of convenience and perceived usefulness in shaping user purchase intention for Lazada.

Table 4.9: Correlation Analysis of Lazada

Variable	PI	PU	PEU	T&S	SF	CVN	PV	UX
<b>Purchase Intention</b>	<b>1</b>	0.355	0.265	0.243	0.22	0.348	0.276	0.245
<b>Perceived Usefulness</b>	0.355	<b>1</b>	0.593	0.557	0.532	0.651	0.553	0.388
<b>Perceived Ease of Use</b>	0.265	0.593	<b>1</b>	0.486	0.572	0.582	0.504	0.393
<b>Trust and Security</b>	0.243	0.557	0.486	<b>1</b>	0.428	0.574	0.524	0.374
<b>Social Influence</b>	0.22	0.532	0.572	0.428	<b>1</b>	0.478	0.459	0.428
<b>Convenience</b>	0.348	0.651	0.582	0.574	0.478	<b>1</b>	0.575	0.463
<b>Perceived Value</b>	0.276	0.553	0.504	0.524	0.459	0.575	<b>1</b>	0.507
<b>User Experience</b>	0.245	0.388	0.393	0.374	0.428	0.463	0.507	<b>1</b>

#### 4.2.3. Regression Analysis of Lazada

The regression model summary for Lazada user data provides insight into the strength of the relationship between the independent variables and purchase intention. The R-value of 0.395 indicates a moderate correlation between the predictors and purchase intention. The R Square value of 0.156 suggests that 15.6% of the variance in purchase intention can be explained by the independent variables included in the model. While this indicates some explanatory power, a significant proportion of variance remains unaccounted for, implying the influence of other external factors.

The Adjusted R Square value of 0.124 adjusts for the number of predictors, refining the explanatory power of the model. The standard error of the estimate, at 0.2154, suggests a relatively small degree of deviation from the predicted values. Additionally, the F-test significance ( $p = 0.000$ ) confirms that the model is statistically significant, justifying further analysis of individual predictors.

Table 4.10: Model Summary of Lazada

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>	<b>F Sig.</b>
Lazada	0.395	0.156	0.124	0.2154	0

#### 4.2.4 ANOVA Test of Lazada

The ANOVA test for Lazada users examines the overall significance of the regression model, assessing whether the independent variables collectively influence purchase intention. The results show that the regression sum of squares is 1.593, while the residual sum of squares is 8.626, indicating that a larger portion of the variance remains unexplained by the model.

The mean square for regression is 0.228, and for residuals, it is 0.046, suggesting that the model captures some variation but leaves considerable room for external influences. The F-statistic value of 4.906 and its associated p-value (0.000) confirm that the model is statistically significant, meaning that the included predictors have a meaningful impact on purchase intention. The significance level justifies proceeding with further analysis of the individual coefficients to determine the relative contribution of each independent variable.

Table 4.11: ANOVA Test of Lazada

<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F Sig.</b>
Regression	1.593	7	0.228	0
Residual	8.626	186	0.046	-
Total	10.219	193	-	-

#### 4.2.5 Coefficients of Model Analysis of Lazada

The coefficients table for Lazada users provides insights into the individual impact of each independent variable on purchase intention. The constant value of 2.121 suggests a positive baseline purchase intention even in the absence of influencing factors.

Among the independent variables, perceived usefulness has a statistically significant positive impact ( $B = 0.197$ ,  $p = 0.041$ ), confirming its role in shaping purchase decisions. However, perceived ease of use ( $p = 0.862$ ), trust & security ( $p = 0.875$ ), social influence ( $p = 0.800$ ), and user experience ( $p = 0.345$ ) do not exhibit statistical significance, indicating they may not be strong drivers of purchase intention. Convenience ( $p = 0.104$ ) and perceived value ( $p = 0.701$ ) also show weak significance, suggesting these factors may contribute but are not decisive in influencing users' purchasing behavior.

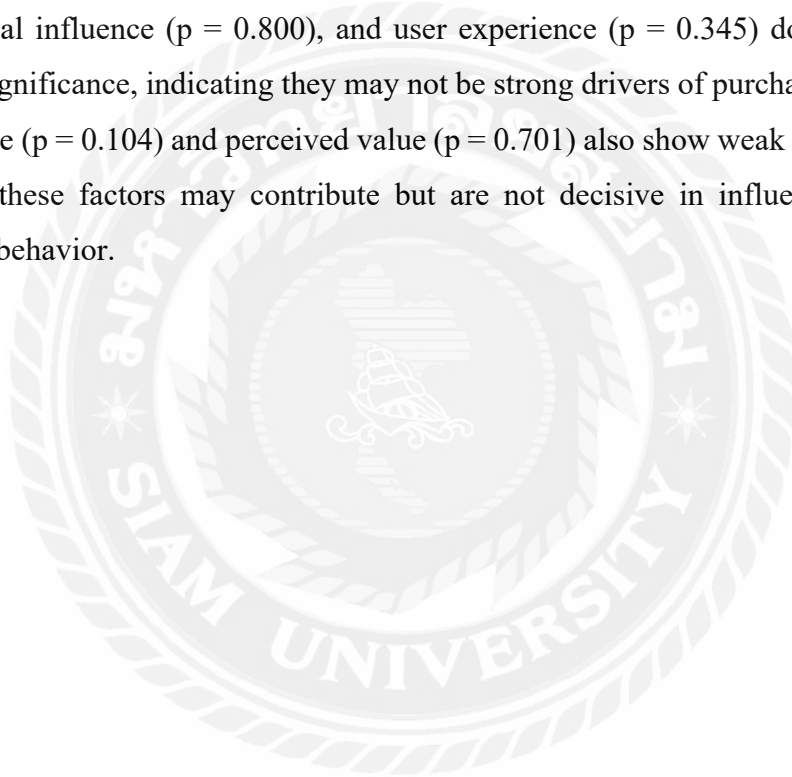


Table 4.12: Coefficients of Model Analysis of Lazada

Predictor Variables	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t-Value	Sig.
Purchase Intention	2.121	0.419	-	5.057	0
Perceived Usefulness	0.197	0.096	0.207	2.058	0
Perceived Ease of Use	0.016	0.094	0.016	0.174	0.9
Trust and Security	-0.015	0.094	-0.014	-0.157	0.9
Social Influence	-0.021	0.081	-0.022	-0.254	0.8
Convenience	0.164	0.1	0.166	1.634	0.1
Perceived Value	0.034	0.09	0.036	0.384	0.7
User Experience	0.083	0.087	0.078	0.946	0.3

#### 4.2.6 Collinearity Diagnostics Analysis of Lazada

The collinearity diagnostics for Lazada users assess multicollinearity among predictor variables. The condition index values range from 1.000 to 98.613, where values above 30 indicate potential collinearity concerns. Some dimensions show higher indices, suggesting minor multicollinearity issues. The eigenvalues vary, with some predictors showing lower values, meaning that certain variables may contribute less unique information to the model.

Perceived usefulness and ease of use show moderate contributions across multiple dimensions, while trust and security and social influence have relatively higher variance proportions in certain components. These findings suggest that while multicollinearity is not severe, there may be some redundancy among the predictors.



Adjustments such as removing highly correlated variables or using variance inflation factor (VIF) analysis can be considered to refine the model.

Table 4.13: Collinearity Diagnostics Analysis of Lazada

<b>Model Dimension</b>	<b>Eigenvalue</b>	<b>Condition Index</b>	<b>Variance Proportions (Constant)</b>	<b>Variance Proportions (Predictors)</b>
<b>1</b>	7.991	1	0	-
<b>2</b>	0.002	65.91	0.11	0.3
<b>3</b>	0.002	68.9	0.01	0.13
<b>4</b>	0.001	77.592	0.4	0.09
<b>5</b>	0.001	84.968	0	0.14
<b>6</b>	0.001	87.787	0.04	0.08
<b>7</b>	0.001	92.82	0.3	0.07
<b>8</b>	0.001	98.613	0.14	0.07

#### 4.2.7 Analysis of Relationship between the Model and Hypothesis of Lazada

The hypothesis testing results provide insights into the impact of various independent variables on purchase intention of Lazada users. The only significant predictor of purchase intention is perceived usefulness ( $\beta = 0.207$ ,  $p = 0.041$ ), supporting H1. This indicates that users who perceive Lazada as useful are more likely to purchase from the platform.

However, H2, H3, H4, H5, H6, and H7 were not supported, as their p-values exceed the 0.05 significance threshold. perceived ease of use, trust and security, social

influence, convenience, perceived value, and user experience do not have a statistically significant impact on purchase intention. This contrasts with the Shopee model, where user experience played a significant role. The results suggest that Lazada users prioritize perceived usefulness over other factors when making purchasing decisions.

**Table 4.14:** Relationship between the Model and Hypothesis of Lazada

<b>Hypothesis</b>	<b>Path</b>	<b>Result</b>	<b>Significance (p-value)</b>
<b>H1</b>	Perceived Usefulness → Purchase Intention	<b>Supported</b>	<b>0.041 (Significant)</b>
<b>H2</b>	Perceived Ease of Use → Purchase Intention	Not Supported	0.862 (Not Significant)
<b>H3</b>	Trust and Security → Purchase Intention	Not Supported	0.875 (Not Significant)
<b>H4</b>	Social Influence → Purchase Intention	Not Supported	0.800 (Not Significant)
<b>H5</b>	Convenience → Purchase Intention	Not Supported	0.104 (Not Significant)
<b>H6</b>	Perceived Value → Purchase Intention	Not Supported	0.701 (Not Significant)
<b>H7</b>	User Experience → Purchase Intention	Not Supported	0.345 (Not Significant)

### 4.3 Comparison between Shopee & Lazada Analysis Results

The comparative analysis of Shopee and Lazada highlights the key differences in how various factors influence consumer purchase intention on these two platforms. Both e-commerce platforms operate in a highly competitive digital marketplace, yet their users exhibit distinct purchasing behaviors based on their perceptions of usefulness, ease of use, trust, social influence, convenience, perceived value, and overall user experience. The results from the regression analyses reveal significant variations in the impact of these independent variables on purchase intention, providing valuable insights into consumer behavior. While Shopee users demonstrate a stronger

correlation between multiple variables and purchase intention, Lazada users show a more focused reliance on perceived usefulness. These differences indicate that Shopee's strategy successfully incorporates multiple engagement factors, whereas Lazada's users prioritize practical utility over other aspects when making purchase decisions. Understanding these behavioral differences is essential for optimizing platform strategies and enhancing customer satisfaction.

One of the most striking contrasts between Shopee and Lazada is the role of user experience in influencing purchase intention. In Shopee's model, user experience emerged as the most significant predictor ( $p = 0.000$ , highly significant), suggesting that users who find the platform easy to navigate, engaging, and satisfying are more likely to continue purchasing from Shopee. Conversely, in Lazada's model, user experience did not have a significant impact on purchase intention ( $p = 0.345$ , not significant). This suggests that while Shopee users value a smooth and engaging shopping experience, Lazada users may be less influenced by these factors. Shopee's interactive features, such as live-streaming sales, gamified discounts, and social shopping elements, may contribute to its higher emphasis on user experience. In contrast, Lazada's more traditional e-commerce interface might not engage users as deeply, making them more transaction-focused rather than experience-driven.

Another major difference is the influence of perceived usefulness on purchase intention. Both Shopee and Lazada users recognize usefulness as a key factor, but it plays a significantly stronger role in Lazada's model. The hypothesis testing for Lazada found that perceived usefulness was the only significant predictor ( $p = 0.041$ ), while other factors like ease of use, trust, social influence, and convenience were not statistically significant. This indicates that Lazada users primarily make purchasing decisions based on how functional and beneficial they perceive the platform to be. On the other hand, while perceived usefulness was also significant for Shopee users ( $p = 0.035$ ), it was not the strongest predictor, suggesting that Shopee shoppers consider multiple factors beyond just usefulness. This reinforces the idea that Lazada users are more goal-oriented and focus on whether the platform helps them accomplish their purchases efficiently, whereas Shopee users are experience-driven and influenced by various engagement mechanisms.

The Technology Acceptance Model (TAM) helps explain these differences. According to TAM, perceived usefulness and perceived ease of use are the key determinants of technology adoption. The findings align with this model, as Lazada users rely more on perceived usefulness, which supports the TAM's emphasis on functionality and efficiency in influencing behavior. In contrast, Shopee users seem to be driven more by engagement and social elements, which aligns more with the Consumer Behavior Theory, emphasizing experiential aspects like user satisfaction, social influence, and hedonic motivations. This indicates that TAM is more applicable to Lazada users, whereas Consumer Behavior Theory aligns more closely with Shopee users.

Trust and security, another critical factor in e-commerce, also exhibited differences between the two platforms. For Shopee, trust and security showed a weak but significant correlation with purchase intention ( $p = 0.545$ , not significant in regression analysis). This indicates that while users acknowledge the importance of security, other factors outweigh their concerns when making purchasing decisions. In contrast, Lazada users did not consider trust and security as a significant predictor of purchase intention ( $p = 0.875$ , not significant), suggesting that they either inherently trust the platform or prioritize other aspects such as pricing and usability over security concerns. This could be attributed to Lazada's long-standing reputation in the Southeast Asian market and its strong backing by Alibaba, which provides robust infrastructure and logistics support, making users feel secure without consciously factoring in trust as a decision-making variable.

Interestingly, social influence and convenience, which are often strong drivers of online shopping behavior, were not significant in either model. For Shopee, social influence had a slightly stronger effect but still failed to be a major determinant ( $p = 0.414$ , not significant). This suggests that while recommendations and peer influence might play a role in initial platform adoption, they do not directly translate into continued purchasing behavior. Similarly, convenience, which includes factors like fast checkout, easy navigation, and quick delivery, was not significant in predicting purchase intention for either Shopee ( $p = 0.766$ ) or Lazada ( $p = 0.104$ ). This finding implies that users expect a baseline level of convenience from both platforms, and once that expectation is met, other factors become more influential.

Another major difference is the role of perceived value for money in shaping consumer behavior. Shopee users did not strongly associate perceived value with their purchase intention ( $p = 0.634$ , not significant), whereas Lazada users also failed to show a significant relationship ( $p = 0.701$ , not significant). This suggests that both Shopee and Lazada users may take pricing competitiveness for granted, with other factors playing a bigger role in influencing their buying decisions. However, given that Lazada is often perceived as a platform for premium products, its users might focus more on perceived usefulness rather than cost-efficiency when shopping online.

Shopee's users are more experience-oriented, valuing platform engagement, gamified interactions, and a seamless shopping journey. Lazada's users, on the other hand, are pragmatic and efficiency-driven, focusing on whether the platform effectively helps them find and purchase the products they need. These insights have strategic implications for both companies. Shopee should continue investing in enhancing user engagement and social commerce features, while Lazada should emphasize platform efficiency, competitive pricing, and product variety to cater to its more utilitarian user base.

From a theoretical perspective, the study highlights how the TAM and the Consumer Behavior Theory explain the behavioral differences between Shopee and Lazada users. The TAM is more relevant for Lazada users, who prioritize perceived usefulness, while the Consumer Behavior Theory aligns with Shopee users, who focus on experiential factors. This distinction suggests that e-commerce platforms should customize their marketing strategies based on user expectations—Shopee benefiting from engagement-driven promotions and Lazada optimizing efficiency and utility-driven incentives.

This comparison demonstrates that while Shopee and Lazada serve similar markets, their users behave in notably different ways. Shopee's success is largely driven by user experience and engagement, making it more aligned with social commerce trends. Lazada, on the other hand, attracts consumers who focus on efficiency and practicality, highlighting the importance of perceived usefulness in driving purchase decisions. Both platforms can refine their strategies based on these insights—Shopee by improving user interaction and personalization, and Lazada by strengthening its

functional appeal and product efficiency. As Southeast Asia's e-commerce market continues to grow, understanding these behavioral distinctions will be crucial for maintaining a competitive edge.



## **Chapter 5 Conclusion and Recommendation**

### **5.1 Conclusion**

The rapid expansion of e-commerce has transformed how consumers engage with digital marketplaces, making it essential to understand the factors influencing purchase intention. This study aimed to compare and analyze the purchase intention of Gen Z foreigners in Bangkok for two of the largest e-commerce platforms, Shopee and Lazada. The research was guided by the Technology Acceptance Model (TAM) and the Consumer Behavior Theory, both of which provide a theoretical foundation for understanding how perceived usefulness, ease of use, trust, social influence, convenience, perceived value, and user experience impact online purchase intention. By investigating these factors, this study sought to address critical gaps in knowledge regarding how these platforms can enhance their user experience and maintain competitive advantages in a highly saturated digital marketplace. The findings revealed key differences in consumer priorities on both platforms, indicating that Shopee users place greater emphasis on user experience and engagement-driven features, whereas Lazada users prioritize efficiency, usefulness, and functionality in their online shopping behavior.

The results indicate that perceived usefulness significantly influences purchase intention for Lazada users, reinforcing the TAM's assertion that consumers are more likely to engage with a system if they find it beneficial and practical. Lazada's user base appears to be more focused on the platform's ability to streamline the shopping process, provide reliable product information, and facilitate an efficient checkout experience. On the other hand, Shopee users demonstrated a stronger inclination toward user experience as a major determinant of purchase intention, indicating that the interactive and gamified elements of Shopee's platform enhance customer engagement and create a more enjoyable shopping journey. This distinction highlights the importance of personalized engagement in e-commerce, particularly for Shopee, where features like flash sales, vouchers, interactive games, and live-stream shopping have been effective in driving consumer activity.

Another major insight from this study is that trust and security, social influence, and perceived value did not significantly impact purchase intention for either platform, contrary to conventional expectations. While previous studies have suggested that online shoppers value trust and social validation before making purchases, the findings of this study suggest that trust has become an inherent expectation rather than a deciding factor. This means that users assume Shopee and Lazada are already secure and reliable, shifting their decision-making focus to other factors such as convenience, perceived usefulness, and user experience. Additionally, social influence was not a strong predictor of purchase intention, indicating that while peer recommendations and social proof may play a role in brand awareness, they do not necessarily drive immediate purchase behavior among Gen Z consumers in Bangkok. This demographic appears to be more self-reliant in making online shopping decisions, relying on personal preferences, past experiences, and the functional aspects of the platform rather than social validation.

The comparative analysis of Shopee and Lazada demonstrates distinct strategic advantages for each platform. Shopee's strength lies in its ability to deliver an immersive, highly interactive shopping experience, whereas Lazada differentiates itself through efficiency and functional reliability. This has significant implications for platform development strategies. Shopee should continue to expand its engagement-driven features by investing in social commerce, AI-powered recommendations, and loyalty-driven incentives, ensuring that users remain actively engaged beyond transactional interactions. Lazada, on the other hand, should focus on enhancing search optimization, seamless navigation, and faster transaction processing to reinforce its value proposition as a high-efficiency marketplace. Optimizing mobile responsiveness, ensuring rapid loading speeds, and integrating more intuitive UX features could further strengthen Lazada's market position among users who prioritize a frictionless shopping experience.

These findings also align with the Consumer Behavior Theory, as they emphasize how individual preferences, habits, and expectations shape digital shopping behaviors. The fact that Shopee users favor interactive experiences while Lazada users prioritize usability reflects the evolving nature of consumer segmentation in digital markets. Gen Z consumers, in particular, are highly digital-savvy and demand a balance



between engagement and efficiency. Businesses operating in the e-commerce space must tailor their offerings to these behavioral patterns by adopting targeted marketing and UX enhancement strategies. Shopee could further leverage social engagement strategies, personalized promotions, and community-driven content, while Lazada should emphasize its reliable logistics, streamlined interface, and functional simplicity. Understanding these unique behavioral drivers can help e-commerce companies maximize user satisfaction, boost conversion rates, and drive long-term customer retention.

Furthermore, this study's findings contribute to the broader academic and industry discussions on e-commerce strategy, particularly regarding how online retailers can enhance purchase intention among younger digital consumers. The insights provided can serve as guiding principles for digital marketing professionals, UX designers, and business strategists aiming to optimize their platforms for sustained growth. Future research could explore these findings in greater depth by incorporating qualitative consumer feedback, examining longitudinal purchase patterns, or expanding the study scope to other demographics beyond Gen Z. Additionally, researchers could investigate how emerging technologies such as AI-driven shopping assistants, virtual reality (VR) shopping experiences, and blockchain-based security solutions influence purchase decisions in different digital shopping environments.

In conclusion, this study successfully fulfills its research objectives by identifying the key determinants of purchase intention on Shopee and Lazada, comparing the purchasing behavior of Gen Z foreigners in Bangkok, and providing strategic recommendations for improving user experiences on both platforms. Shopee's strength lies in engagement-driven experiences, while Lazada thrives on functional reliability and efficiency. By leveraging these insights, both platforms can refine their business models to meet evolving consumer expectations, enhance market competitiveness, and maintain sustainable growth. The findings underscore the dynamic nature of e-commerce consumer behavior, emphasizing the necessity for continuous adaptation and innovation in the digital retail landscape. As the online shopping industry continues to evolve, companies that effectively align their strategies with user-centric design, personalized marketing, and seamless transaction experiences will be best positioned for long-term success in the highly competitive e-commerce

marketplace.

## **5.2 Recommendations for Shopee**

### **5.2.1 Perceived Usefulness**

The regression results for Shopee indicate that perceived usefulness significantly influences purchase intention ( $p = 0.035$ , significant), confirming that users value the platform's ability to enhance shopping efficiency. The correlation analysis also shows a moderate positive relationship ( $r = 0.377$ ) between perceived usefulness and purchase intention, meaning that users who find Shopee helpful are more likely to make repeat purchases. Given these findings, Shopee should focus on reinforcing its functional benefits by improving the overall shopping process, making it more seamless, productive, and time-efficient.

One way to strengthen perceived usefulness is by optimizing the search and recommendation system. Currently, users may spend extra time filtering products or navigating through numerous listings. Shopee should implement an AI-driven personalized recommendation engine that automatically refines search results based on user preferences, past purchases, and frequently viewed items. This would reduce shopping time and improve efficiency, aligning with the survey responses where users indicated that the app should enhance their ability to complete shopping tasks quickly. Furthermore, a "Quick Buy" feature that allows users to instantly purchase frequently bought items could improve shopping productivity, a key aspect of perceived usefulness.

Additionally, payment and checkout efficiency must be improved to enhance perceived usefulness. Although Shopee offers Shopee Pay and various payment integrations, the current checkout process can still be optimized. The platform should introduce one-click checkout for repeat buyers, reducing the steps required to complete purchases. The order tracking system should also provide real-time delivery status updates, offering users a clear expectation of when their products will arrive. This aligns with the study's results, which showed that Shopee users value shopping platforms that help them manage purchases efficiently.

Another critical improvement area is the organization and management of shopping activities. Shopee should introduce a smart shopping dashboard where users can track their past purchases, receive price-drop notifications, and access personalized shopping insights. Since many users engage in frequent purchases, having an automated shopping assistant that suggests reordering essential products or bundling similar purchases for cost savings would enhance the platform's usefulness.

The study results also showed that while perceived usefulness is an important predictor, it is not the strongest compared to user experience ( $p = 0.000$ , highly significant). This suggests that while Shopee should improve efficiency, it must also integrate engaging elements that make the platform enjoyable to use. Shopee can gamify shopping efficiency by introducing reward-based incentives for frequent purchases, such as fast-track VIP membership for users who complete a certain number of transactions quickly.

Perceived usefulness plays a crucial role in driving purchase intention among Shopee users, as supported by the regression and correlation analysis results. By focusing on AI-driven recommendations, faster checkout, improved order tracking, and smart purchase management tools, Shopee can further enhance its functional efficiency. However, these improvements should be made without sacrificing user experience, ensuring that Shopee remains both useful and engaging, solidifying its competitive edge in the e-commerce industry.

### **5.2.2 Perceived Ease of Use**

The regression analysis for Shopee users indicates that perceived ease of use does not have a statistically significant impact on purchase intention ( $p = 0.781$ , not significant). Similarly, the correlation analysis shows a weak positive relationship ( $r = 0.280$ ) between perceived ease of use and purchase intention, suggesting that while users may appreciate an easy-to-use interface, it is not a primary factor influencing their purchasing decisions. These findings imply that Shopee users already expect the platform to be user-friendly, and once this expectation is met, other factors—such as user experience and perceived usefulness—become more influential. However, optimizing ease of use can still enhance overall satisfaction, encourage higher

engagement, and support user retention.

One of the key areas for improvement is enhancing onboarding for new users. While the survey results suggest that users generally find Shopee easy to operate, simplifying the learning curve even further can increase engagement. Shopee should introduce an interactive onboarding guide that helps new users navigate features such as applying vouchers, managing orders, and customizing recommendations. This aligns with the survey question about whether it is easy to become skillful at using the app and could help retain first-time users who might otherwise abandon their shopping experience due to initial confusion.

Another important aspect of ease of use is ensuring that all core shopping functions are intuitive and accessible. The survey responses indicate that users value an interface that is simple to engage with and adaptable. Shopee should focus on streamlining navigation, making search filters more intuitive, and ensuring that users can quickly access frequently used features, such as order tracking, wish list management, and personalized recommendations. Implementing gesture-based navigation (e.g., swiping left to remove items from the cart or long-pressing a product to add it to favorites) could enhance usability, making the platform feel more natural and responsive.

Moreover, reducing the cognitive load in decision-making is another way to improve perceived ease of use. Shopee should integrate AI-powered smart suggestions that help users quickly find relevant products, eliminating the need for excessive manual searching. For example, an "Auto-Sort" function could automatically rank search results based on a user's preferences, browsing history, and previous purchases. This would align with the survey question about making the app perform tasks easily and reinforce Shopee's reputation as a user-friendly platform.

Finally, ensuring consistency across mobile and web versions is crucial. Some users may engage with Shopee through multiple devices, and maintaining a seamless interface experience can enhance ease of use. Shopee should introduce a synchronized multi-device shopping experience, where users can start their shopping journey on one device and continue on another without losing cart items, searches, or browsing history.

Although the statistical results show that perceived ease of use is not a major determinant of purchase intention, maintaining and continuously optimizing an intuitive and frustration-free shopping experience is still essential for long-term engagement and customer satisfaction. By refining onboarding, streamlining navigation, integrating smart search enhancements, and ensuring cross-device consistency, Shopee can further solidify its reputation as a user-friendly e-commerce platform while allowing other key factors, such as user experience and perceived usefulness, to drive purchase behavior.

### **5.2.3 Trust and Security**

The regression analysis for Shopee users indicates that trust and security do not significantly influence purchase intention ( $p = 0.545$ , not significant). Similarly, the correlation analysis reveals a moderate positive relationship ( $r = 0.301$ ) between trust and purchase intention, suggesting that while users value security, it is not a primary determinant of their shopping behavior. This finding implies that Shopee users inherently trust the platform's security measures, and once this expectation is met, other factors such as user experience and perceived usefulness become more important in influencing purchase intention. However, maintaining and continuously strengthening trust is crucial for customer retention and platform reputation, especially as concerns over data privacy and financial security continue to grow.

One key area for improvement is enhancing transparency regarding data protection policies. While Shopee users generally trust the platform, reinforcing this confidence can further solidify long-term customer loyalty. Shopee should implement clearer security notifications that inform users when their data is encrypted or protected. A security badge system that displays "Verified Safe Transaction" notifications at checkout can reassure customers, aligning with survey responses indicating that users value a secure transaction process.

Additionally, strengthening authentication and fraud prevention mechanisms is essential. Shopee should expand two-factor authentication (2FA) beyond just login security to include payment verification for high-value purchases. This would directly

address survey questions related to feeling confident in the safety of financial data and would reinforce the perception that Shopee actively prevents unauthorized access to user accounts. Moreover, Shopee should introduce an AI-driven fraud detection system that monitors suspicious activity and automatically alerts users if their accounts show signs of unauthorized access or fraudulent transactions.

Another critical improvement area is offering stronger dispute resolution and buyer protection policies. While Shopee provides refund and return options, making these policies more accessible and transparent would further boost trust. Shopee should introduce a "Secure Purchase Guarantee" label for sellers who meet high-security standards, giving users more confidence in their transactions. Additionally, a real-time customer support feature dedicated to fraud prevention and dispute resolution could increase trust in the platform's ability to handle security concerns effectively.

Lastly, educating users on security best practices is an important initiative that Shopee can implement. Many users may not be fully aware of how to protect their personal and financial data while shopping online. Shopee should introduce security awareness campaigns, including in-app prompts and educational content on how to recognize phishing scams, avoid fake sellers, and use secure payment methods. This aligns with the survey question on trusting Shopee to protect personal information during transactions and can help ensure that users remain vigilant against cybersecurity threats.

Although the statistical results indicate that trust and security are not primary drivers of purchase intention, they remain fundamental for long-term customer retention. By enhancing transparency, strengthening authentication mechanisms, improving buyer protection policies, and educating users on security best practices, Shopee can further reinforce consumer confidence and maintain its reputation as a trusted e-commerce platform.

#### **5.2.4 Social Influence**

The regression analysis results indicate that social influence does not have a significant impact on purchase intention for Shopee users ( $p = 0.414$ , not significant).

Additionally, the correlation analysis shows a weak positive relationship ( $r = 0.279$ ) between social influence and purchase intention, suggesting that while users may be aware of recommendations from friends or family, these external opinions do not strongly determine their purchasing behavior. This aligns with the behavior of Gen Z digital consumers, who tend to rely more on personal preferences, digital experiences, and platform-driven recommendations rather than peer or family influence when making online purchases. However, while social influence may not directly drive purchase behavior, it can still play a crucial role in attracting new users, building brand loyalty, and increasing engagement through peer-driven interactions.

To leverage social influence more effectively, Shopee can enhance its social commerce strategies by integrating a referral-based reward system. Users should be incentivized to invite friends and family to Shopee by earning vouchers or cashback when referrals lead to actual purchases. This aligns with the survey findings where users responded that people important to them encourage their use of Shopee. A structured referral program can create a network effect, where more users join based on recommendations, thus increasing brand reach and retention. Additionally, Shopee can improve its "Shop with Friends" feature, allowing users to share shopping lists, compare product choices with friends, or engage in group-buying discounts where additional savings are unlocked when multiple users purchase the same item together.

Another way Shopee can enhance social influence is by expanding peer-driven product recommendations. The platform can introduce a "Friends Also Bought" feature, showing which products have been purchased by people within a user's network. Displaying recommendations with tags like "10 of your friends bought this" or "Recommended by users with similar preferences" can create an additional layer of trust and social validation in the decision-making process. This aligns with the survey question on whether friends think using Shopee is a good idea, reinforcing peer validation as a factor that may encourage engagement.

Additionally, Shopee can strengthen family-oriented shopping experiences, recognizing that family members influence purchasing habits, especially for household goods. The platform could introduce a shared shopping list or family subscription model, where family members can add items, receive purchase reminders, or share

access to loyalty benefits and discounts. This would address the survey finding that users consider family opinions when evaluating the appropriateness of using Shopee. By making the platform more collaborative and family-friendly, Shopee can expand its user base beyond individual buyers to household decision-makers.

Moreover, leveraging influencer-driven content is another opportunity for Shopee to enhance social influence. Although influencers already play a role in Shopee's marketing campaigns, expanding user-generated content (UGC) such as allowing customers to create short video reviews and product recommendations directly within the app can further amplify peer-driven influence. Enabling users to follow trusted reviewers, interact with testimonials, and engage in live Q&A sessions could provide more authentic and relatable product recommendations, making social influence a more integrated part of the shopping experience.

While the statistical results suggest that social influence is not a primary factor influencing purchase intention, it remains an important driver of engagement, platform growth, and user acquisition. By focusing on peer recommendations, group-based shopping experiences, family-friendly purchasing tools, and influencer-driven engagement, Shopee can strengthen its social commerce strategy, turning social interactions into a more effective purchase motivator while reinforcing its position as a community-driven e-commerce platform.

### **5.2.5 Convenience**

Shopping with minimal effort and maximum efficiency is a key expectation for e-commerce users. While Shopee provides a relatively convenient shopping experience, the statistical results indicate that convenience does not significantly influence purchase intention ( $p = 0.766$ , not significant). The correlation analysis also reveals a moderate relationship ( $r = 0.330$ ) between convenience and purchase intention, suggesting that while users appreciate the platform's ease of use, it is not a decisive factor in their purchasing decisions. These findings imply that Shopee users already expect a high level of convenience from the platform, and once this baseline is met, other aspects, such as perceived usefulness and user experience, play a larger role in driving purchase behavior. However, improving the convenience factor can further enhance user



satisfaction and retention, ensuring a seamless shopping experience that encourages repeat purchases.

The ability to shop at any time without restrictions is one of the defining benefits of e-commerce. Shopee can enhance time efficiency by improving its search functionality and recommendation engine. The introduction of AI-powered search filtering that adapts to a user's browsing behavior could help shoppers find products faster, reducing the time spent navigating the platform. Additionally, a "Quick Buy" feature for frequently purchased items would allow users to complete transactions with minimal steps, making the platform even more efficient. These enhancements align with the survey responses, where users expressed a desire for an easy and effortless shopping process.

A fast and simplified checkout process is another aspect that impacts perceived convenience. Shopee's current checkout system is functional, but reducing unnecessary steps can improve the overall shopping experience. Integrating a one-click checkout system for repeat buyers would reduce transaction time significantly. Additionally, allowing users to save multiple payment methods and enable biometric authentication (fingerprint or facial recognition) for instant payment approval would make checkout faster and more secure. Since users highly value straightforward and quick transactions, minimizing friction during checkout would contribute to greater satisfaction.

Another important component of convenience is delivery flexibility. Shopee users want more control over their deliveries, ensuring that products arrive at a time that suits their schedule. Expanding options for scheduled deliveries or evening/weekend deliveries could provide greater flexibility. Additionally, same-day or express delivery services for selected products could cater to users who prioritize speed and efficiency. Improving real-time tracking updates with precise delivery time estimates would also help reduce uncertainty, making Shopee a more reliable shopping platform.

Returning and exchanging products should also be hassle-free, as indicated in the survey results. Although Shopee provides return and refund options, streamlining the process further could improve customer confidence and retention. A self-service

return system where users can initiate refunds or exchanges through a few simple steps in the app would make the process smoother. Additionally, offering automatic return pickups for eligible items could further increase convenience, eliminating the need for users to visit physical return locations.

Even though convenience is not a major determinant of purchase intention, it remains a fundamental aspect of customer satisfaction. Shopee should focus on search optimization, checkout simplification, delivery flexibility, and an improved return process to maintain a seamless and efficient shopping experience. By enhancing these aspects, Shopee can reinforce its reputation as a user-friendly platform, ensuring long-term customer loyalty and engagement.

#### **5.2.6 Perceived Value**

Consumers evaluate e-commerce platforms not only based on functionality and ease of use but also on the perceived value they receive from their purchases. While affordability and cost-effectiveness are often considered important factors in online shopping, the statistical results indicate that perceived value does not significantly influence purchase intention for Shopee users ( $p = 0.634$ , not significant). The correlation analysis further shows a weak positive relationship ( $r = 0.276$ ) between perceived value and purchase intention, suggesting that while users recognize Shopee as an affordable platform, pricing and perceived worth of products alone do not strongly drive their purchasing decisions. This implies that users take value for money as a given when shopping on Shopee and focus more on other aspects, such as user experience, convenience, and perceived usefulness, when making purchasing decisions. However, ensuring that users continue to perceive Shopee as offering good value is still essential for long-term retention, competitive positioning, and customer loyalty.

One way to enhance perceived value is by reinforcing Shopee's pricing transparency and cost-saving features. Users appreciate platforms that offer consistent and competitive pricing while also providing clear justifications for product pricing. Shopee can introduce a "Smart Price Comparison" tool, allowing users to compare the same product across different sellers with real-time updates on price fluctuations,

discounts, and shipping costs. Additionally, implementing AI-driven dynamic pricing alerts that notify users of price drops, limited-time deals, or alternative cost-saving options could further enhance the perception that Shopee provides good value for money. Since the survey responses indicate that users want a good balance between quality and cost, improving these aspects would strengthen Shopee's reputation for affordability and reinforce its positioning as a cost-effective marketplace.

The availability of exclusive deals and membership benefits can further increase perceived value among Shopee users. The introduction of a tiered loyalty program where frequent buyers receive progressive discounts, cashback rewards, or free shipping vouchers can help enhance customer retention and encourage repeat purchases. Shopee should also consider integrating a "Spend & Save" feature, where users receive incremental discounts as they add more items to their cart, making it more attractive to bundle multiple purchases into a single order. This aligns with survey responses indicating that users seek platforms that provide a good deal considering the benefits they receive.

Ensuring that product quality aligns with price expectations is another critical component of perceived value. Shopee should reinforce its "Shopee Mall" and "Shopee Preferred" seller programs, making it easier for users to identify verified, high-quality products that justify their cost. Expanding customer review credibility measures, such as introducing verified purchase tags and AI-driven review authenticity detection, can further increase consumer trust in product quality. Users should also have access to detailed price breakdowns, showing why certain products are priced higher due to superior materials, additional features, or better warranty policies. By helping consumers understand why certain products cost more, Shopee can enhance the perception that higher-priced products still offer great value.

Another strategy to strengthen perceived value is by improving post-purchase services, ensuring that users feel satisfied with their overall shopping experience. Shopee can introduce extended return policies for frequent buyers, offering longer return windows or instant refunds for high-value customers. Enhancing after-sales support by integrating AI-driven customer service bots that provide immediate assistance on refunds, warranties, or replacements could further reinforce consumer

satisfaction with their purchases. The survey results indicate that users are more likely to shop on platforms that offer good value for money, so reinforcing these post-purchase services could ensure that consumers feel they are getting the best possible value from Shopee.

Even though statistical findings suggest that perceived value is not a primary determinant of purchase intention, ensuring that Shopee maintains a strong value-for-money proposition remains essential for customer satisfaction, brand trust, and long-term loyalty. By enhancing pricing transparency, introducing loyalty-based savings programs, reinforcing product quality validation, and strengthening post-purchase services, Shopee can solidify its reputation as an e-commerce platform that consistently delivers value, ensuring that users continue to choose Shopee for both affordability and quality.

#### **5.2.7 User Experience**

A well-designed and engaging shopping platform plays a crucial role in influencing consumer behavior, particularly in a highly competitive e-commerce landscape. Among all the independent variables tested, user experience emerged as the most significant predictor of purchase intention for Shopee users ( $p = 0.000$ , highly significant). The correlation analysis also shows a strong positive relationship ( $r = 0.479$ ) between user experience and purchase intention, making it the most influential factor in shaping consumer buying behavior on Shopee. These findings highlight that users are not only concerned with functional efficiency but also with the overall satisfaction, enjoyment, and aesthetic appeal of the shopping experience. This aligns with the survey responses, where participants indicated that they value a platform that is enjoyable to use, visually appealing, easy to navigate, and capable of providing a satisfying shopping experience. Given the strong influence of user experience on purchase intention, Shopee must continue to enhance its interface, engagement features, and overall usability to maintain a competitive edge.

One of the primary ways Shopee can further improve user experience is by refining its visual interface and navigation design. While Shopee's current interface is functional, it can benefit from aesthetic enhancements and better UX consistency across

different devices. The introduction of customizable interface settings, such as dark mode, larger fonts, and personalized homepages based on user preferences, could significantly improve visual appeal and ease of use. Additionally, simplifying menu layouts, enhancing category structures, and improving product page readability would ensure a seamless navigation experience, aligning with survey responses that emphasize the importance of feeling confident while using the app.

Another critical factor influencing user experience is the level of interactivity and engagement provided within the app. Shopee has already integrated gamified shopping features, live-stream sales, and interactive promotions, but further optimizing these elements can increase user enjoyment and long-term engagement. The platform can introduce personalized AI-driven shopping assistants that guide users through their shopping journey, suggest relevant deals, and offer real-time chat-based recommendations. Expanding social shopping features, such as allowing users to create shared wish lists, shop in groups, and interact directly with sellers through instant messaging, could also enhance user experience by making shopping more interactive and engaging.

The checkout and post-purchase experience also play a significant role in determining overall user satisfaction. Shopee should focus on ensuring a seamless, frustration-free checkout process, with one-click purchasing options for frequent buyers, AI-powered order suggestions, and real-time tracking updates. Additionally, improving customer support accessibility by integrating AI chatbots and live agent assistance that provides instant resolutions for order inquiries, refunds, or disputes would further enhance the feeling of a well-rounded and customer-centric shopping experience.

Moreover, Shopee can strengthen user experience by offering a more immersive and dynamic browsing experience. Implementing Augmented Reality (AR)-powered virtual try-ons for fashion and beauty products, 360-degree product views, and AI-generated shopping style guides could further elevate Shopee's appeal as a visually rich and intuitive shopping platform. These enhancements would align with survey responses indicating that users expect the features of the app to meet their shopping needs, reinforcing Shopee's position as a user-first, experience-driven e-commerce

leader.

Since user experience is the strongest driver of purchase intention, continuous innovation in interface design, engagement strategies, checkout efficiency, and immersive browsing tools will be essential in sustaining Shopee's competitive advantage. By consistently refining aesthetic appeal, ease of navigation, interactive shopping features, and customer support efficiency, Shopee can ensure an enjoyable and seamless shopping experience, further increasing customer loyalty and driving higher conversion rates.

### **5.2.8 Purchase Intention**

The ultimate goal of any e-commerce platform is to drive high purchase intention among users, ensuring repeat transactions and customer loyalty. Shopee's regression analysis confirms that user experience is the strongest predictor of purchase intention ( $p = 0.000$ , highly significant), followed by perceived usefulness ( $p = 0.035$ , significant), while other factors such as perceived ease of use, trust & security, social influence, convenience, and perceived value did not show a significant direct effect on purchase behavior. The correlation analysis further reveals a moderate-to-strong relationship between user experience ( $r = 0.479$ ) and purchase intention, indicating that users who find Shopee enjoyable and easy to navigate are more likely to continue shopping on the platform. Additionally, perceived usefulness ( $r = 0.377$ ) contributes to purchase intention, reinforcing that Shopee must provide both a seamless shopping experience and functional efficiency to maximize user retention and conversion rates.

One of the key aspects of purchase intention is customer advocacy, as reflected in the survey question regarding willingness to recommend the platform to others. Shopee can enhance this by implementing a customer loyalty and referral program, where users who frequently shop and refer friends receive exclusive benefits such as cashback, discount vouchers, or priority access to flash sales. Since users with a high purchase intention are also brand advocates, leveraging referral-driven engagement can amplify Shopee's market reach while reinforcing customer commitment to the platform.

Another critical driver of purchase intention is platform preference, as users must consistently choose Shopee over other e-commerce alternatives. While Shopee holds a strong market position, the competition remains fierce. Strengthening platform loyalty requires personalized engagement features, such as AI-driven shopping recommendations, customized homepage experiences, and a streamlined shopping journey that minimizes friction. If users find Shopee's interface and checkout process significantly more intuitive and enjoyable compared to other platforms, they will be more likely to continue making future purchases on Shopee rather than switching to competitors.

Ensuring repeat purchase behavior is another essential factor. The survey results indicate that users who intend to purchase from Shopee in the near future value reliability and efficiency. Shopee can reinforce this by offering subscription-based benefits, such as Shopee VIP memberships with free shipping, priority customer support, and cashback bonuses for frequent shoppers. These strategies will not only increase purchase frequency but also build long-term customer loyalty, ensuring that users choose Shopee as their preferred e-commerce platform.

Moreover, Shopee should continue enhancing its post-purchase experience to maintain high purchase intention levels. Ensuring faster delivery, seamless order tracking, and hassle-free returns will improve customer confidence in repeat purchases. A dedicated loyalty-based customer service channel for high-value customers could also improve retention, reinforcing Shopee's commitment to providing a high-quality shopping experience that keeps users coming back.

Since purchase intention is highly influenced by user experience and perceived usefulness, Shopee must continue refining platform engagement strategies, optimizing usability, and ensuring that the shopping journey remains effortless and enjoyable. By integrating personalized shopping features, customer reward programs, seamless post-purchase experiences, and AI-driven engagement tools, Shopee can strengthen purchase intention, ensuring long-term platform loyalty and continued market dominance in the highly competitive e-commerce space.

## 5.3 Recommendations for Lazada

### 5.3.1 Perceived Usefulness

For Lazada users, perceived usefulness is the only significant predictor of purchase intention ( $p = 0.041$ , significant), making it the most influential factor in driving consumer decisions on this platform. The correlation analysis also indicates a moderate positive relationship ( $r = 0.355$ ) between perceived usefulness and purchase intention, confirming that users who find Lazada useful in enhancing efficiency, improving shopping quality, and simplifying purchase processes are more likely to continue using the platform. Unlike Shopee, where multiple factors contribute to purchase behavior, Lazada users are primarily influenced by how functional and efficient the platform is in completing their shopping tasks. Given this strong reliance on perceived usefulness, Lazada must focus on refining its practical features and transactional efficiency to strengthen purchase intention and encourage long-term customer retention.

One key improvement area is enhancing Lazada's search and filtering functionalities to improve product discoverability and efficiency. Many users rely on quick search and navigation tools to find items, and optimizing Lazada's algorithm with AI-driven personalized search suggestions, smarter category filtering, and a more refined product ranking system can reduce shopping time. Additionally, integrating a voice search feature or AI-powered chatbot assistant to help users locate products, compare prices, and receive recommendations based on their shopping history could significantly enhance the overall usefulness of the platform.

Lazada should also streamline the checkout process to further increase perceived usefulness. While the platform already offers various payment options, implementing a one-click checkout system for frequent buyers, integrating biometric payment verification, and reducing redundant steps in the payment flow could improve transaction speed and minimize friction in the purchase process. Since users value a platform that enables them to complete shopping tasks efficiently, these changes would directly reinforce perceived usefulness as a core strength of Lazada.



Another crucial aspect is order tracking and delivery management, as users expect precise updates and reliable fulfillment timelines. Lazada should introduce real-time tracking with live GPS updates, allowing users to monitor their deliveries with greater accuracy and confidence. Additionally, providing an AI-driven delivery estimation system that factors in traffic, warehouse processing, and courier schedules could help set realistic delivery expectations, ensuring that users feel in control of their purchase journey.

Moreover, post-purchase management features should be enhanced to make Lazada more useful for users managing multiple transactions. A smart order organization system that allows users to track purchases, manage warranties, access return policies, and retrieve invoices easily could improve user satisfaction. Lazada should introduce a "Purchase Insights" dashboard, where users can view spending patterns, track price trends on frequently bought items, and receive personalized restock alerts, reinforcing the perception that Lazada actively helps users optimize their shopping experience.

Although perceived usefulness is already a key driver of purchase intention, continuously improving product discovery, checkout efficiency, order tracking, and post-purchase management will further solidify Lazada's reputation as a platform that prioritizes functional efficiency. By refining these aspects, Lazada can strengthen user confidence, increase repeat purchases, and ensure that customers view the platform as an essential tool for their shopping needs.

### **5.3.2 Perceived Ease of Use**

For Lazada users, perceived ease of use does not have a significant impact on purchase intention ( $p = 0.862$ , not significant). The correlation analysis also shows a weak positive relationship ( $r = 0.265$ ) between perceived ease of use and purchase intention, indicating that while users acknowledge the platform's usability, it does not strongly influence their decision to make a purchase. These findings suggest that Lazada users already expect the platform to be user-friendly, and once this expectation is met, they focus more on other factors such as perceived usefulness and pricing efficiency when making purchasing decisions. However, refining ease of use remains

important for ensuring a seamless shopping experience, reducing friction, and increasing long-term customer retention.

Lazada can improve perceived ease of use by simplifying the platform's interface to ensure smooth and intuitive navigation. The homepage should be less cluttered, with a more user-friendly menu structure that allows users to access key features such as search, cart, and order tracking without difficulty. Many users rely on fast browsing to locate products, so integrating an AI-powered search bar with auto-suggestions, image search functionality, and real-time filtering options can help users find products quickly and easily. Since users prefer apps that are simple to navigate and understand, these enhancements would improve their overall experience.

Another way to improve ease of use is by enhancing the onboarding experience for new users. While frequent shoppers may already be familiar with Lazada's features, new users could benefit from interactive guides that introduce key platform functionalities. Shopee has successfully incorporated tutorial pop-ups and step-by-step shopping tips, a feature Lazada can adopt to make the shopping experience smoother for first-time users. A customizable user dashboard where shoppers can set their preferences, save favorite stores, and manage payment options would further simplify and personalize their shopping experience.

The checkout process is another crucial area that affects ease of use. While Lazada's checkout system is functional, further refinements could improve transaction efficiency. Implementing a one-click checkout option for repeat buyers would allow users to complete purchases with fewer steps. Biometric authentication for payment verification could also improve security while maintaining ease of use. Since the survey responses indicate that users want the app to be simple and adaptable, ensuring a fast and straightforward checkout process would enhance their shopping experience and reduce abandoned carts.

Another essential aspect of ease of use is ensuring consistency across mobile and desktop versions of the platform. Many users switch between smartphones, tablets, and computers when shopping, so Lazada should ensure that the interface remains consistent and optimized across all devices. Features such as auto-syncing carts across

multiple devices, allowing users to continue their shopping session from where they left off, and improving mobile load times would make Lazada more accessible and user-friendly. Additionally, incorporating gesture-based navigation, such as swipe actions for adding items to the cart or quick-access menus, could further enhance usability.

Although perceived ease of use is not a primary factor influencing purchase intention, ensuring that the platform remains intuitive, efficient, and frustration-free is crucial for improving user engagement and satisfaction. By enhancing interface design, onboarding features, checkout speed, and multi-device compatibility, Lazada can maintain its reputation as a user-friendly e-commerce platform and encourage repeat shopping behavior.

### **5.3.3 Trust and Security**

Trust and security are essential components of any e-commerce platform, as users expect their personal and financial information to be protected. However, the statistical results indicate that trust and security do not significantly influence purchase intention for Lazada users ( $p = 0.875$ , not significant). The correlation analysis also shows a weak positive relationship ( $r = 0.243$ ) between trust and security and purchase intention, suggesting that while users recognize Lazada as a secure platform, this factor does not directly drive their purchasing decisions. This implies that Lazada users already assume a baseline level of security and focus more on other aspects such as perceived usefulness and convenience when deciding whether to make a purchase. Even though trust and security may not be the primary determinants of purchase intention, continuously reinforcing security measures and enhancing transparency can help maintain customer confidence and long-term loyalty.

One-way Lazada can improve trust and security is by increasing transparency regarding data protection and transaction security. Many users are concerned about how their personal and financial information is handled, so Lazada should provide clearer security notifications during transactions. A "Secure Transaction" badge that appears when users make payments can serve as a visual reassurance, aligning with survey responses that indicate users expect secure payment environments. Additionally, real-

time fraud detection alerts should be implemented to notify users of any suspicious login attempts or unusual account activity.

Strengthening authentication and fraud prevention mechanisms can further enhance user trust. Lazada should expand two-factor authentication (2FA) beyond just login security to include payment verification, high-value transactions, and account modifications. This measure would reinforce confidence in financial data protection, directly addressing concerns related to unauthorized access. Additionally, an AI-driven fraud monitoring system that detects suspicious activity in real-time and alerts both users and customer support teams would significantly improve security without disrupting the shopping experience.

Another important factor in building trust is ensuring that users feel protected during disputes, returns, and refunds. Lazada should optimize its buyer protection policies by making them more transparent and easily accessible within the app. A dedicated "Safe Shopping Guarantee" section that explains refund policies, fraud protection measures, and seller verification processes in a clear and structured format would reinforce consumer confidence. Enhancing real-time customer support through AI chatbots and human-assisted dispute resolution teams could further improve trust in Lazada's ability to handle security concerns quickly and efficiently.

Additionally, educating users on best practices for online shopping security can further strengthen overall platform trust. Many users may not be fully aware of how to recognize phishing attempts, avoid counterfeit products, or identify suspicious sellers. Lazada should implement security awareness campaigns that include in-app alerts, notifications, and a dedicated knowledge center to help users stay informed about common e-commerce scams and how to protect their accounts.

Although trust and security do not significantly influence purchase intention, they remain fundamental pillars of customer retention and platform credibility. By enhancing transaction transparency, improving authentication security, reinforcing buyer protection policies, and educating users on security best practices, Lazada can ensure a secure and trustworthy shopping environment, which is essential for maintaining a competitive advantage in the e-commerce industry.

#### 5.3.4 Social Influence

Social influence plays a role in shaping consumer behavior by encouraging users to adopt and engage with an e-commerce platform based on recommendations from friends, family, and peer networks. However, the statistical results indicate that social influence does not significantly impact purchase intention for Lazada users ( $p = 0.800$ , not significant). The correlation analysis also shows a weak positive relationship ( $r = 0.220$ ) between social influence and purchase intention, suggesting that while users may be aware of recommendations from those around them, these external opinions do not strongly determine their purchasing decisions. This aligns with the behavior of self-reliant Gen Z consumers, who are more likely to base their purchases on platform functionality, product pricing, and overall user experience rather than peer or family influence. Although social influence does not directly drive purchases, leveraging peer-driven engagement and social commerce strategies can enhance user acquisition, engagement, and long-term retention.

One of the most effective ways Lazada can strengthen social influence is through community-driven engagement and referral-based incentives. Encouraging users to invite friends and family through a structured referral rewards program can help Lazada attract new customers while increasing platform loyalty. Users who successfully refer others could earn discounts, cashback, or exclusive membership perks, reinforcing the perception that Lazada is a recommended and trusted shopping platform. Since the survey findings indicate that users are more likely to shop on Lazada if people important to them encourage it, a well-designed referral system could enhance word-of-mouth marketing and platform credibility.

Another way to increase social influence is by integrating social commerce features that allow users to shop in a more interactive and community-driven way. Lazada can enhance its group-buying functionality, where users receive discounted pricing when multiple people purchase the same item together. This not only increases customer engagement but also encourages social sharing. A "Shop Together" feature, where users can collaborate on purchases, share carts, and recommend products to friends within the app, could also enhance Lazada's peer-to-peer shopping experience.

Additionally, leveraging influencer marketing and user-generated content (UGC) can further amplify social influence on the platform. While Lazada already partners with key opinion leaders (KOLs) and influencers, expanding this initiative by allowing everyday users to create short product review videos within the app could boost credibility. Enabling users to follow trusted reviewers, access video testimonials, and engage with interactive live-stream shopping events would increase platform engagement and peer-driven recommendations. This aligns with the survey question regarding whether friends and family consider Lazada to be an appropriate shopping app, reinforcing social proof as an important driver of trust and engagement.

Lazada should also enhance social validation mechanisms by displaying peer-based purchase insights. A "Friends Also Bought" feature, which highlights products that friends or similar shoppers have purchased, could provide users with additional confidence in their purchase decisions. Similarly, integrating community reviews, highlighting trending products, and displaying social recommendations from trusted sources would make the shopping experience feel more connected and socially validated.

Although statistical results indicate that social influence is not a primary determinant of purchase intention, it remains a valuable tool for user acquisition, engagement, and brand advocacy. By leveraging referral incentives, social commerce strategies, influencer-driven marketing, and peer-based product recommendations, Lazada can strengthen its presence as a community-driven e-commerce platform, increasing both customer trust and long-term user engagement.

### **5.3.5 Convenience**

A seamless and hassle-free shopping experience is a major expectation for e-commerce users, making convenience a crucial factor in determining platform loyalty. However, statistical results indicate that convenience does not significantly influence purchase intention for Lazada users ( $p = 0.104$ , not significant). The correlation analysis also reveals a moderate positive relationship ( $r = 0.348$ ) between convenience and purchase intention, suggesting that while users recognize Lazada as a convenient shopping platform, it is not the primary factor driving their purchasing decisions. This implies that Lazada users already expect a high level of convenience as a standard

feature, shifting their focus to aspects such as pricing, product availability, and perceived usefulness. However, maintaining and enhancing convenience remains essential for ensuring a smooth shopping experience, increasing retention rates, and differentiating Lazada from competitors.

One of the most effective ways Lazada can enhance perceived convenience is by improving product search and discovery. While the platform already offers category-based browsing, further refining AI-powered search functionalities with voice recognition and visual search can help users find products more quickly and efficiently. Introducing smart search filters that allow users to prioritize results based on delivery time, seller credibility, and personalized recommendations can further improve product discoverability. Since the survey responses indicate that users appreciate being able to find and purchase products effortlessly, these enhancements would reinforce Lazada's reputation as a time-saving shopping platform.

Another critical aspect of convenience is streamlining the checkout process. Although Lazada's current system is functional, users expect a smooth and fast transaction experience. Implementing a one-click checkout feature for repeat buyers, allowing customers to pre-save payment and delivery preferences, and introducing biometric authentication for secure transactions can reduce unnecessary steps and minimize checkout time. Since users value a quick and straightforward purchasing process, optimizing checkout speed and transaction efficiency would directly contribute to a more convenient shopping journey.

Delivery flexibility also plays a key role in perceived convenience, as users want greater control over when and how they receive their orders. Lazada should enhance its logistics services by introducing scheduled deliveries, real-time tracking updates, and express shipping options for high-demand products. Additionally, expanding self-pickup locations and integrating same-day or next-day delivery for selected items could provide greater flexibility and predictability for users who prioritize fast shipping. Since the survey findings indicate that users appreciate delivery options that fit their schedule, offering more customizable shipping preferences would improve their overall shopping experience.

A hassle-free return and exchange process is another essential factor that contributes to convenience perception. Although Lazada already has return and refund policies, making them simpler and more transparent can further reduce friction for users who encounter product issues. Implementing an automated return request system that allows users to initiate returns directly from their order history with pre-filled refund details can eliminate unnecessary delays. Additionally, offering automatic pickup services for returnable items would enhance user satisfaction and confidence in Lazada's customer support.

Even though statistical results suggest that convenience is not a major determinant of purchase intention, ensuring a smooth and effortless shopping experience remains essential for customer retention. By focusing on AI-powered search optimization, a frictionless checkout process, flexible delivery options, and a streamlined return system, Lazada can reinforce its reputation as a convenient and user-centric e-commerce platform, ensuring that customers continue choosing Lazada for their online shopping needs.

### **5.3.6 Perceived Value**

The concept of perceived value plays a critical role in shaping consumer behavior, as shoppers evaluate whether the products and services offered by an e-commerce platform justify the money spent. However, statistical results indicate that perceived value does not significantly influence purchase intention for Lazada users ( $p = 0.701$ , not significant). The correlation analysis also shows a moderate positive relationship ( $r = 0.276$ ) between perceived value and purchase intention, suggesting that while users recognize Lazada as offering good value for money, this factor alone does not strongly drive their decision to complete purchases. This implies that Lazada users assume a baseline level of fair pricing and affordability but prioritize other aspects, such as perceived usefulness and convenience, when making purchasing decisions. However, reinforcing Lazada's value-for-money proposition remains essential for enhancing customer satisfaction, trust, and long-term loyalty.

One of the best ways Lazada can strengthen perceived value is by increasing pricing transparency and cost-saving features. Many users make purchase decisions



based on whether a product is truly worth its listed price, so introducing a real-time price comparison tool that shows historical price trends and comparisons with competing sellers would help users feel more confident in their purchases. Additionally, implementing personalized discount notifications and AI-driven price-drop alerts can reinforce the perception that Lazada offers competitive pricing and valuable deals. Since the survey findings indicate that users appreciate good deals and a balance between price and quality, improving price transparency would enhance their overall shopping experience.

Another critical improvement area is increasing customer rewards and loyalty benefits. While Lazada offers occasional discounts and flash sales, introducing a tiered loyalty program could further encourage repeat purchases. Offering exclusive discounts, cashback rewards, free shipping vouchers, and early access to promotions for frequent buyers would reinforce Lazada's commitment to providing long-term value to its customers. A "Spend & Save" feature, where users accumulate points or receive incremental discounts based on their purchase history, could further incentivize users to continue shopping on Lazada rather than switching to competitors.

Ensuring that products meet customer expectations is another essential aspect of perceived value. Users expect a fair balance between price and product quality, and any discrepancies in this area can lead to dissatisfaction. Lazada should strengthen its seller verification process by implementing stricter quality control measures for third-party sellers, ensuring that high-value products come with authenticity guarantees. Additionally, introducing AI-powered review authenticity detection could improve trust in product ratings and help users make more informed purchasing decisions. Users who believe that Lazada provides genuine and high-quality products at fair prices are more likely to view the platform as a trustworthy marketplace that offers good value for money.

Lazada should also enhance its post-purchase services to further reinforce the perception of value. Offering extended return policies for loyal customers, automated refund processing, and real-time customer service chat options could increase consumer confidence in the platform's after-sales support. A well-structured "Hassle-Free Returns" policy, where users can initiate a return with just a few clicks and receive

instant refunds for eligible products, would further improve their perception that Lazada provides excellent post-purchase value.

While statistical results suggest that perceived value is not a major driver of purchase intention, ensuring that users consistently view Lazada as a platform that offers high-quality products at reasonable prices remains essential for long-term success. By improving pricing transparency, expanding loyalty benefits, strengthening product quality assurance, and enhancing after-sales support, Lazada can reinforce its value-for-money proposition and retain a strong customer base in a highly competitive e-commerce market.

### **5.3.7 User Experience**

A seamless and enjoyable user experience is a fundamental expectation for any e-commerce platform, shaping how users interact with the app and influencing their likelihood of making purchases. However, statistical results indicate that user experience does not significantly influence purchase intention for Lazada users ( $p = 0.345$ , not significant). The correlation analysis also reveals a moderate positive relationship ( $r = 0.245$ ) between user experience and purchase intention, suggesting that while users acknowledge the importance of a well-designed interface and smooth navigation, this factor alone does not strongly determine whether they proceed with a purchase. This contrasts with Shopee, where user experience was found to be the strongest predictor of purchase intention, emphasizing that Lazada users are more focused on functionality and efficiency rather than engagement-driven features. Despite these findings, maintaining and enhancing a positive user experience remains crucial for increasing customer satisfaction, engagement, and platform loyalty.

One key area where Lazada can improve user experience is by enhancing the visual design and navigation of its platform. The interface should be optimized to be more intuitive and visually appealing, ensuring that users can quickly find what they need without unnecessary complexity. A cleaner and more customizable homepage, where users can personalize their frequently visited categories, save searches, and wish lists, would make the shopping experience more user-friendly and efficient. Simplifying the menu structure, improving category organization, and integrating

quick-access buttons for essential functions like tracking orders and managing refunds would further enhance platform usability. Since survey responses indicate that users value a platform that is aesthetically pleasing and easy to navigate, refining these aspects would increase overall satisfaction.

The next way to improve user experience is by making shopping interactions more engaging and responsive. While Lazada has a functional platform, adding interactive elements such as live-stream shopping, AI-powered chatbots for instant product recommendations, and real-time customer support could improve user engagement. Implementing a voice search feature that allows users to find products more conveniently would further enhance usability and accessibility. Additionally, introducing a swipe-based navigation system, where users can quickly add items to their cart or wish list with simple gestures, would make browsing more intuitive and enjoyable.

Lazada can also enhance customer engagement by improving checkout efficiency and post-purchase support. The current checkout process, while functional, could benefit from one-click checkout options for repeat buyers, allowing users to save default payment and delivery preferences to reduce friction in transactions. A streamlined multi-cart purchase feature, where users can buy from multiple sellers in a single transaction, would further enhance convenience. Additionally, improving customer support accessibility, such as offering 24/7 live chat assistance and integrating AI-powered dispute resolution systems, would contribute to a more responsive and satisfying user experience.

A more personalized shopping experience could also improve overall user engagement and retention. Lazada should implement AI-driven content personalization, where the homepage dynamically adapts to a user's shopping behavior, highlighting preferred product categories, exclusive deals, and past purchase recommendations. A feature that allows users to set price alerts on specific products or receive customized notifications based on shopping history would enhance personalization and increase user satisfaction with the platform.

Although user experience is not a major determinant of purchase intention for

Lazada users, ensuring that the platform remains visually appealing, easy to navigate, and interactive is essential for customer retention and satisfaction. By refining interface design, integrating interactive shopping tools, streamlining checkout efficiency, and personalizing the shopping journey, Lazada can enhance its overall user experience, making the platform more engaging and efficient for consumers in a competitive e-commerce landscape.

### **5.3.8 Purchase Intention**

Encouraging strong purchase intention is a critical goal for any e-commerce platform, as it directly impacts user retention and revenue growth. The statistical results for Lazada users indicate that perceived usefulness is the only significant predictor of purchase intention ( $p = 0.041$ , significant), while other factors such as user experience, trust, convenience, and perceived value do not significantly impact purchasing behavior. The correlation analysis further shows a moderate positive relationship ( $r = 0.395$ ) between perceived usefulness and purchase intention, confirming that users are more likely to shop on Lazada when they find the platform efficient and helpful in completing their shopping tasks. These findings suggest that Lazada users prioritize practicality and functionality over engagement-driven features, contrasting with Shopee, where user experience played a more significant role in driving purchase behavior. Despite these results, strengthening other aspects of the shopping experience can still reinforce brand loyalty, increase repeat purchases, and position Lazada as a preferred platform.

One important factor in increasing purchase intention is improving platform reliability and long-term customer incentives. Users who intend to continue purchasing on Lazada in the future must feel that the platform meets their needs consistently and offers a competitive advantage over other marketplaces. Lazada should introduce a structured loyalty program, where frequent buyers receive exclusive discounts, cashback incentives, early access to sales, and free shipping benefits. Rewarding repeat purchases would increase the likelihood of users choosing Lazada over competitors and reinforce platform preference and long-term customer retention.

Another important area for enhancing purchase intention is increasing trust and

confidence in the platform. Although trust was not a significant factor in the statistical analysis, users must still feel secure when shopping. Lazada should continue strengthening its seller verification process, ensuring that users can identify reliable merchants through trust badges, verified ratings, and AI-driven review authenticity checks. Providing purchase protection guarantees, transparent refund policies, and instant customer support for order-related issues would further enhance consumer confidence and increase the likelihood of repeat transactions.

Encouraging users to recommend the platform to others is another way to increase purchase intention and organic customer acquisition. The survey results indicate that users with strong purchase intentions are also more likely to recommend Lazada to friends and family. Lazada should capitalize on this by implementing a referral-based incentive system, where users receive benefits for inviting others to shop on the platform. Offering discounts or reward points for every successful referral would encourage existing customers to promote Lazada, increasing both brand awareness and user retention.

Lazada should also strengthen post-purchase engagement to maintain long-term customer loyalty. The shopping experience should not end at checkout but continue through delivery tracking, follow-up notifications, and after-sales support. Introducing a more personalized post-purchase experience, such as automated restock reminders for frequently bought products, AI-driven recommendations based on past purchases, and exclusive retention-based offers, could increase repeat shopping behavior. Enhancing personalized marketing campaigns that target past buyers with customized discounts would further encourage users to return and make additional purchases.

Since perceived usefulness is the strongest driver of purchase intention, Lazada must continue enhancing platform functionality, increasing reliability, and offering incentives for repeat buyers. By improving loyalty programs, reinforcing trust, optimizing post-purchase engagement, and leveraging referral-based acquisition strategies, Lazada can strengthen user commitment and ensure long-term purchase behavior, maintaining its competitive advantage in the e-commerce market.

While this study provides valuable insights into the factors influencing purchase

intention on Shopee and Lazada among Gen Z foreigners in Bangkok, further research is needed to explore additional dimensions of consumer behavior in e-commerce. One key area for future study is broadening the demographic scope beyond Gen Z to include millennials, Gen X, and baby boomers, as different age groups may have varying priorities when shopping online. While Gen Z consumers are digital natives who favor user experience and engagement-driven features, older generations may place greater emphasis on trust, security, and pricing stability. Expanding the study to include other Southeast Asian markets or comparing urban and rural consumers could also provide deeper insights into regional e-commerce preferences.

Additionally, while this research relied on Technology Acceptance Model (TAM) and Consumer Behavior Theory, future studies could integrate alternative theoretical frameworks such as the Unified Theory of Acceptance and Use of Technology (UTAUT) or the Expectation-Confirmation Model (ECM) to analyze long-term customer satisfaction and retention in online shopping. Another area worth exploring is qualitative research methods, such as in-depth interviews, case studies, and focus group discussions, which could offer a more detailed and emotional perspective on consumer decision-making. Since this study was based on self-reported survey responses, future research could incorporate actual behavioral tracking, transactional data analysis, or eye-tracking technology to observe how users interact with Shopee and Lazada in real-time. Moreover, as e-commerce continues to evolve, technological advancements such as AI-driven personalization, AR-based virtual shopping experiences, and blockchain-secured payment methods may significantly influence consumer trust and engagement. Future research could investigate how these innovations reshape consumer preferences and whether they create new competitive advantages for e-commerce platforms. By addressing these areas, future studies can build upon the current findings and provide a more comprehensive understanding of consumer behavior in digital market.

## **5.4 Managerial Implication**

The findings of this study offer valuable insights for e-commerce platforms, particularly Shopee and Lazada, in optimizing their strategies to enhance purchase intention among Gen Z foreigners in Bangkok. The managerial implications derived

from the research findings provide guidance for platform developers, marketers, and business decision-makers on how to improve user engagement, satisfaction, and retention. The differences in consumer behavior between Shopee and Lazada users emphasize the need for platform-specific strategies to cater to the expectations of their respective customer bases.

One of the key takeaways from this study is that perceived usefulness was the dominant predictor of purchase intention for Lazada users, while user experience played the most significant role for Shopee users. This highlights the fundamental difference in user expectations and shopping behaviors. For Lazada, where customers prioritize efficiency and functionality, managers should focus on improving search accuracy, simplifying the checkout process, enhancing payment options, and ensuring reliable delivery services. Features such as AI-driven search filtering, real-time price comparisons, and predictive shopping assistants could further enhance Lazada's position as a platform that provides maximum efficiency in completing purchases. On the other hand, Shopee's strength lies in creating an engaging and interactive shopping experience. Managers at Shopee should continue to leverage gamification strategies, interactive live-stream shopping, loyalty programs, and AI-powered product recommendations to enhance user experience and maintain a strong engagement-driven shopping environment.

Another crucial insight is that trust and security, social influence, and perceived value did not significantly impact purchase intention for either Shopee or Lazada users. This suggests that while users expect a secure shopping environment, their decision to make purchases is driven more by usability and engagement rather than external recommendations or perceived price advantages. From a managerial perspective, this means that e-commerce platforms should ensure that security measures are robust and clearly communicated to maintain trust, but they do not need to be the primary focus for driving conversions. Similarly, while social influence does not directly drive purchases, platforms can still use influencer partnerships, referral incentives, and community-driven shopping features to increase brand awareness and encourage platform adoption.

Additionally, the study found that convenience and perceived value, while

moderately correlated with purchase intention, were not statistically significant predictors. This indicates that consumers already expect a baseline level of convenience and affordability when using these platforms. For managers, this means that while it is important to maintain fast delivery, seamless returns, and competitive pricing, these factors alone will not differentiate the platform from competitors. Instead, companies should invest in experience-driven strategies (Shopee) or efficiency-driven features (Lazada) to retain customers. From a strategic perspective, platform differentiation is essential for sustaining a competitive advantage. Shopee and Lazada must continue refining their unique value propositions rather than trying to replicate each other's strengths. Shopee's managers should focus on engagement-based retention strategies, such as personalized shopping experiences, interactive promotions, and real-time customer engagement tools. In contrast, Lazada's managers should prioritize optimization of transaction efficiency, ensuring that users can find what they need quickly, complete purchases with minimal steps, and receive their orders promptly. Finally, future growth strategies should incorporate emerging technologies to maintain relevance in the competitive e-commerce landscape. AI-driven personalization, blockchain-based payment security, AR-powered product visualization, and predictive analytics will play a crucial role in shaping the next generation of digital shopping experiences. Shopee and Lazada should explore how these innovations can be integrated into their platforms to provide a more seamless, engaging, and efficient shopping environment.

## **5.5 Academic Contribution**

This study makes several important contributions to the academic literature on e-commerce, consumer behavior, and digital marketing by examining the factors influencing purchase intention among Gen Z foreigners in Bangkok on Shopee and Lazada. By integrating the Technology Acceptance Model (TAM) and the Consumer Behavior Theory, this research provides a comprehensive framework for understanding the interplay between perceived usefulness, ease of use, trust, social influence, convenience, perceived value, and user experience in shaping online shopping behavior. The study's findings contribute to existing research by offering empirical evidence on how different e-commerce platforms cater to distinct consumer needs, thereby bridging the gap between platform design, user expectations, and actual



purchasing behavior. A key academic contribution of this research is its differentiation between Shopee and Lazada users, highlighting how platform-specific factors influence purchase decisions differently. While many studies on e-commerce adoption focus on generalized models, this research demonstrates that purchase intention is not uniform across platforms. The findings show that perceived usefulness was the only significant predictor of purchase intention for Lazada users, whereas user experience was the strongest predictor for Shopee users. This contributes to the academic discussion by reinforcing those different platforms require tailored engagement strategies based on consumer expectations rather than a one-size-fits-all approach.

Another significant contribution is the insight into factors that did not significantly influence purchase intention. Unlike previous studies that emphasize trust, social influence, and perceived value as major determinants of online shopping behavior, this study finds that these variables do not directly drive purchase decisions for Shopee and Lazada users. These challenges traditional assumptions in consumer behavior research and suggests that modern e-commerce consumers, particularly Gen Z, prioritize transactional efficiency and engagement over social validation and pricing advantages. This insight adds nuance to existing theoretical models and calls for a re-evaluation of how digital consumer trust and value perception are measured in online shopping contexts. Methodologically, this study contributes by using a mixed approach of correlation analysis, regression modeling, and hypothesis testing to identify both significant and non-significant predictors of purchase intention. By incorporating statistical rigor, this research enhances the reliability of findings and provides a replicable framework for future studies. Additionally, the focus on Gen Z foreigners in Bangkok introduces a unique demographic perspective, as most previous e-commerce studies focus on domestic users or broader regional comparisons. This specificity adds depth to the academic literature by offering localized insights into international consumer behavior in Southeast Asian digital markets.

Furthermore, this study highlights theoretical implications for the TAM and the Consumer Behavior Theory. The results confirm TAM's assertion that perceived usefulness influences technology adoption, particularly for functionality-driven consumers on Lazada. However, the findings also extend TAM's applicability by demonstrating that user experience plays an equally, if not more, significant role in

certain e-commerce settings, as evidenced by Shopee users' strong preference for engagement and platform interactivity. This suggests that TAM may need to be adapted for experience-driven digital platforms, emotional and interactive elements shape user decisions just as much as perceived functionality. From a Consumer Behavior Theory perspective, this study reinforces the idea that shopping decisions are increasingly personalized and platform-dependent. The findings suggest that traditional consumer behavior models should integrate platform-specific drivers such as gamification, AI-driven recommendations, and community-driven shopping features. By recognizing that e-commerce engagement extends beyond simple product transactions, this research contributes to the evolution of consumer behavior theories in the digital age, where shopping experiences are now shaped by real-time engagement, AI personalization, and platform differentiation.

## **5.6 Further Research**

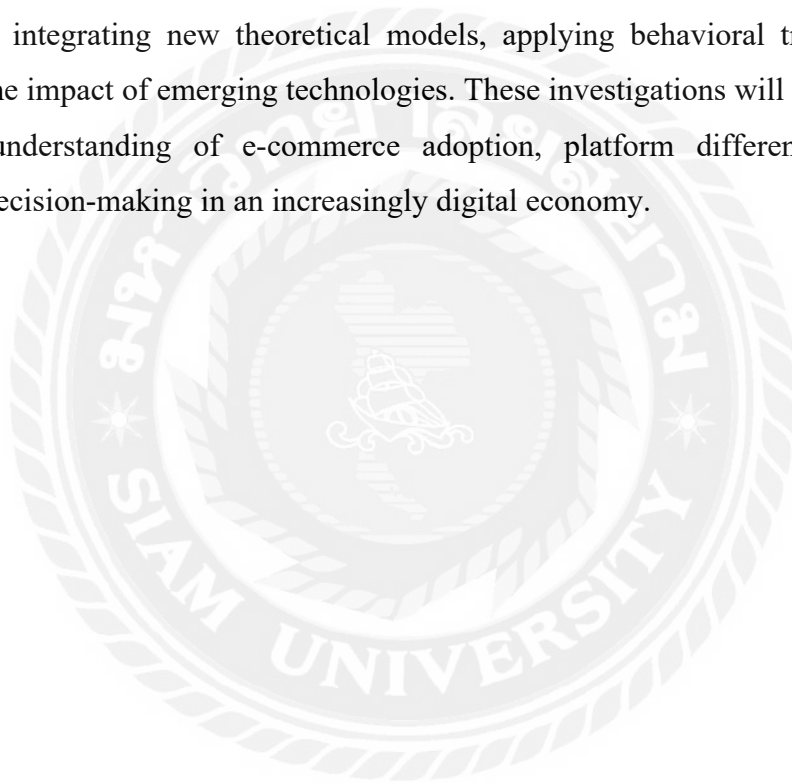
While this study provides valuable insights into purchase intention among Gen Z foreigners in Bangkok on Shopee and Lazada, there are several areas for further research that could expand upon and refine these findings. Future studies could explore a broader demographic scope, incorporating different age groups such as Millennials, Gen X, and Baby Boomers to determine whether purchase intention factors vary across generations. Since Gen Z consumers are digital natives who prioritize platform engagement and interactivity, older generations may have different expectations, focusing more on security, pricing stability, and transactional efficiency. Examining these generational differences could provide a more comprehensive understanding of consumer behavior in e-commerce. Another important direction for future research is expanding the geographical scope of the study. This research focused on Gen Z foreigners in Bangkok, but consumer behavior in other Southeast Asian countries or non-urban regions may present different trends. Cross-country comparisons between Thailand, Vietnam, Indonesia, and Malaysia, where Shopee and Lazada both have a strong presence, could reveal regional differences in e-commerce adoption, platform loyalty, and consumer preferences. Additionally, comparing urban and rural consumers may provide insights into how internet accessibility, logistical infrastructure, and cultural influences shape online shopping behaviors in different markets.

Further research could also incorporate additional theoretical frameworks beyond the Technology Acceptance Model (TAM) and the Consumer Behavior Theory. While this study successfully applied these models, future studies could integrate the Unified Theory of Acceptance and Use of Technology (UTAUT), the Expectation-Confirmation Model (ECM), or the Stimulus-Organism-Response (S-O-R) framework to analyze long-term consumer satisfaction, impulse buying behavior, and retention strategies in e-commerce. Incorporating psychological and behavioral economics theories could also help explain why certain factors, such as social influence and perceived value, were not significant predictors of purchase intention in this study. Another potential avenue for further research is qualitative exploration of consumer experiences. While this study relied on quantitative surveys and statistical analysis, a mixed-methods approach that includes focus group discussions, in-depth interviews, and sentiment analysis of user reviews could provide a deeper understanding of the emotions, motivations, and frustrations behind consumer choices. For example, investigating why Shopee users prioritize user experience while Lazada users prioritize perceived usefulness could offer actionable insights for e-commerce platform developers. Additionally, analyzing consumer sentiment toward new e-commerce trends, such as live-stream shopping, influencer commerce, and social shopping communities, could help predict future shopping behavior patterns.

A more behavioral-driven approach could also be useful in tracking actual consumer interactions with the platforms. Instead of relying on self-reported survey data, future studies could use behavioral tracking tools, website analytics, and transaction log analysis to measure how users navigate Shopee and Lazada, what factors contribute to abandoned carts, and how different features influence purchasing behavior in real-time. Eye-tracking studies could also identify pain points in the user interface, helping to determine whether friction in navigation or checkout processes influences drop-off rates. As e-commerce continues to evolve, technological advancements such as AI-driven personalization, augmented reality (AR) shopping experiences, and blockchain-based payment systems will likely shape future shopping behavior. Future research could investigate how these innovations impact trust, engagement, and purchase intention across different e-commerce platforms. Additionally, exploring the role of cryptocurrency payments, AI-powered shopping assistants, and virtual reality shopping environments could provide insights into how technology adoption influences

consumer trust and decision-making in digital commerce.

Lastly, future research could focus on measuring the long-term impact of engagement-driven shopping features. While Shopee's gamification, interactive live-streams, and social commerce elements have been successful in driving engagement, more research is needed to assess whether these strategies lead to sustained consumer loyalty or if users eventually disengage due to fatigue. Longitudinal studies tracking repeat purchases, retention rates, and consumer lifetime value could offer insights into how engagement-based strategies evolve over time. By exploring these research directions, future studies can build on this work by examining generational and regional differences, integrating new theoretical models, applying behavioral tracking, and analyzing the impact of emerging technologies. These investigations will contribute to a deeper understanding of e-commerce adoption, platform differentiation, and consumer decision-making in an increasingly digital economy.



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## Appendix (A) Survey Questionnaires

Reference	Variable	Question	5	4	3	2	1
Samuel A. O. (2018)	-	1. Which app do you prefer for online shopping?	Shopee Lazada				
	Perceived Usefulness	2. Using the app enhances my efficiency in online shopping.					
		3. This app improves the quality of my shopping experience.					
		4. This app enables me to accomplish my shopping tasks more quickly.					
		5. Using this app increases my productivity in managing purchases.					
		6. This app makes it easier to complete my shopping activities.					
Lewis, J. R. (2019)	Perceived Ease of Use	7. Learning to operate the app is easy for me.					
		8. I find it simple to make this app perform the tasks I need it to.					
		9. My experience with the app is straightforward and easy to comprehend.					
		10. I find this app easy to engage with and adaptable.					
		11. It is easy for me to become skillful at using this app.					
Soleimani, M. (2021)	Trust and Security	12. I trust this app to protect my personal information during transactions.					
		13. The application provides a secure environment for online shopping.					
		14. I feel confident in the safety of my financial data when using this app.					
		15. This app has adequate measures in place to prevent unauthorized access to my data.					
		16. I believe this app handles my transactions securely.					

Continued-

Continued-

Reference	Variable	Question	5	4	3	2	1
Yau, H. K. (2015)	Social Influence	17. People important to me encourage my use of this app.					
Ajzen, I. (2006)		18. My friends think that using this app is a good idea.					
		19. Most people around me use this app.					
Yau, H. K. (2015)		20. My family considers using this app more appropriate.					
Jiang, L (2013)	Convenience	21. This app allows me to shop at any time that suits me.					
		22. I can easily find and purchase products in this app without much effort.					
		23. The checkout process on this app is quick and straightforward.					
		24. This app provides convenient delivery options that fit my schedule.					
		25. Returning or exchanging products on this app is hassle-free.					
Sweeney, J. C. (2001)	Perceived Value	26. This app offers good value for the money I spend.					
		27. The products available on this app are worth their price.					
		28. Purchasing from the app is a good deal considering the benefits I receive.					
		29. I am satisfied with the overall value provided by this app.					
		30. This app provides a good balance between quality and cost.					

Continued-

Continued-

Reference	Variable	Question	5	4	3	2	1
Laugwitz, B., Held, T., & Schrepp, M. (2008)	User Experience	31. I find this app is enjoyable to use.					
		32. User interface is aesthetically pleasing.					
		33. I feel confident navigating through this app.					
		34. This app can provide a satisfying shopping experience.					
		35. The features of this app meet my shopping needs.					
Tam To Nguyen, 2023	Purchase Intention	36. I am willing to recommend this platform to others.					
		37. I intend to purchase from this platform during my next online-shopping.					
		38. I am likely to choose this app over other ecommerce platforms.					
		39. I plan to continue purchasing from this platform in the near future.					
		40. I am likely to purchase products from this platform in the future.					

## Appendix (B) Regression Analysis Data of Shopee

### → Regression

[DataSet1]

#### Descriptive Statistics

	Mean	Std. Deviation	N
PurchaseIntention	4.089	.5222	191
PerceivedUsefulness	4.634	.2297	191
PerceivedEaseofUse	4.608	.2293	191
TrustSecurity	4.654	.2181	191
SocialInfluence	4.6073	.25052	191
Convenience	4.658	.2389	191
PerceivedValue	4.629	.2312	191
UserExperience	4.521	.2728	191

		Correlations							
		PurchaseIntention	PerceivedUsefulness	PerceivedEaseofUse	TrustSecurity	SocialInfluence	Convenience	PerceivedValue	UserExperience
Pearson Correlation	PurchaseIntention	1.000	.377	.280	.301	.279	.330	.276	.479
	PerceivedUsefulness	.377	1.000	.478	.451	.385	.540	.600	.465
	PerceivedEaseofUse	.280	.478	1.000	.484	.493	.445	.428	.462
	TrustSecurity	.301	.451	.484	1.000	.331	.542	.465	.454
	SocialInfluence	.279	.385	.493	.331	1.000	.419	.422	.405
	Convenience	.330	.540	.445	.542	.419	1.000	.568	.512
	PerceivedValue	.276	.600	.428	.465	.422	.568	1.000	.424
	UserExperience	.479	.465	.462	.454	.405	.512	.424	1.000
Sig. (1-tailed)	PurchaseIntention	.	.000	.000	.000	.000	.000	.000	.000
	PerceivedUsefulness	.000	.	.000	.000	.000	.000	.000	.000
	PerceivedEaseofUse	.000	.000	.	.000	.000	.000	.000	.000
	TrustSecurity	.000	.000	.000	.	.000	.000	.000	.000
	SocialInfluence	.000	.000	.000	.000	.	.000	.000	.000
	Convenience	.000	.000	.000	.000	.000	.	.000	.000
	PerceivedValue	.000	.000	.000	.000	.000	.000	.	.000
	UserExperience	.000	.000	.000	.000	.000	.000	.000	.
N	PurchaseIntention	191	191	191	191	191	191	191	191
	PerceivedUsefulness	191	191	191	191	191	191	191	191
	PerceivedEaseofUse	191	191	191	191	191	191	191	191
	TrustSecurity	191	191	191	191	191	191	191	191
	SocialInfluence	191	191	191	191	191	191	191	191
	Convenience	191	191	191	191	191	191	191	191
	PerceivedValue	191	191	191	191	191	191	191	191
	UserExperience	191	191	191	191	191	191	191	191

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.750	7	1.964	9.446	.000 <sup>b</sup>
	Residual	38.057	183	.208		
	Total	51.807	190			

a. Dependent Variable: PurchaseIntention

b. Predictors: (Constant), UserExperience, SocialInfluence, TrustSecurity, PerceivedUsefulness, PerceivedEaseofUse, PerceivedValue, Convenience

Coefficients <sup>a</sup>										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	-1.721	.891		-1.932	.055	-3.478	.037		
	PerceivedUsefulness	.419	.197	.184	2.123	.035	.030	.808	.533	1.878
	PerceivedEaseofUse	-.053	.189	-.023	-.279	.781	-.425	.320	.585	1.709
	TrustSecurity	.119	.196	.050	.607	.545	-.268	.505	.600	1.666
	SocialInfluence	.132	.161	.063	.818	.414	-.186	.449	.673	1.485
	Convenience	.058	.194	.026	.298	.766	-.325	.441	.509	1.963
	PerceivedValue	-.094	.197	-.042	-.477	.634	-.483	.295	.528	1.896
	UserExperience	.689	.154	.360	4.486	.000	.386	.993	.623	1.606

a. Dependent Variable: PurchaseIntention

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	UserExperience, SocialInfluence, TrustSecurity, PerceivedUsefulness, PerceivedEaseofUse, PerceivedValue, Convenience <sup>b</sup>		Enter

a. Dependent Variable: PurchaseIntention

b. All requested variables entered.

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.515 <sup>a</sup>	.265	.237	.4560	.265	9.446	7	183	.000

a. Predictors: (Constant), UserExperience, SocialInfluence, TrustSecurity, PerceivedUsefulness, PerceivedEaseofUse, PerceivedValue, Convenience

Collinearity Diagnostics <sup>a</sup>											
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions							
				(Constant)	PerceivedUsefulness	PerceivedEaseofUse	TrustSecurity	SocialInfluences	Convenience	PerceivedValue	UserExperience
1	1	7.990	1.000	.00	.00	.00	.00	.00	.00	.00	.00
	2	.002	61.880	.04	.00	.02	.00	.17	.01	.01	.75
	3	.002	63.507	.01	.96	.04	.04	.47	.95	.08	.13
	4	.002	72.268	.12	.07	.17	.22	.14	.04	.17	.00
	5	.001	78.952	.01	.29	.27	.11	.09	.29	.01	.01
	6	.001	82.759	.60	.00	.32	.02	.00	.19	.00	.08
	7	.001	91.157	.10	.18	.00	.21	.00	.34	.54	.01
	8	.001	94.319	.13	.39	.19	.40	.13	.10	.19	.01

a. Dependent Variable: PurchaseIntention

## Appendix (C) Regression Analysis Data of Lazada

### ➔ Regression

[DataSet1]

#### Descriptive Statistics

	Mean	Std. Deviation	N
PurchaseIntention	4.244	.2301	194
PerceivedUsefulness	4.641	.2416	194
PerceivedEaseofUse	4.627	.2324	194
TrustSecurity	4.644	.2171	194
SocialInfluence	4.6108	.25057	194
Convenience	4.647	.2326	194
PerceivedValue	4.656	.2387	194
UserExperience	4.549	.2167	194

		Correlations							
		PurchaseIntention	PerceivedUsefulness	PerceivedEaseofUse	TrustSecurity	SocialInfluence	Convenience	PerceivedValue	UserExperience
Pearson Correlation	PurchaseIntention	1.000	.355	.265	.243	.220	.348	.276	.245
	PerceivedUsefulness	.355	1.000	.593	.557	.532	.651	.553	.388
	PerceivedEaseofUse	.265	.593	1.000	.486	.572	.582	.504	.393
	TrustSecurity	.243	.557	.486	1.000	.428	.574	.524	.374
	SocialInfluence	.220	.532	.572	.428	1.000	.478	.459	.428
	Convenience	.348	.651	.582	.574	.478	1.000	.575	.463
	PerceivedValue	.276	.553	.504	.524	.459	.575	1.000	.507
	UserExperience	.245	.388	.393	.374	.428	.463	.507	1.000
Sig. (1-tailed)	PurchaseIntention	.	.000	.000	.000	.001	.000	.000	.000
	PerceivedUsefulness	.000	.	.000	.000	.000	.000	.000	.000
	PerceivedEaseofUse	.000	.000	.	.000	.000	.000	.000	.000
	TrustSecurity	.000	.000	.000	.	.000	.000	.000	.000
	SocialInfluence	.001	.000	.000	.000	.	.000	.000	.000
	Convenience	.000	.000	.000	.000	.000	.	.000	.000
	PerceivedValue	.000	.000	.000	.000	.000	.000	.	.000
	UserExperience	.000	.000	.000	.000	.000	.000	.000	.
N	PurchaseIntention	194	194	194	194	194	194	194	194
	PerceivedUsefulness	194	194	194	194	194	194	194	194
	PerceivedEaseofUse	194	194	194	194	194	194	194	194
	TrustSecurity	194	194	194	194	194	194	194	194
	SocialInfluence	194	194	194	194	194	194	194	194
	Convenience	194	194	194	194	194	194	194	194
	PerceivedValue	194	194	194	194	194	194	194	194
	UserExperience	194	194	194	194	194	194	194	194



### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	UserExperience, TrustSecurity, SocialInfluence, PerceivedEaseofUse, PerceivedValue, PerceivedUsefulness, Convenience <sup>b</sup>		Enter

a. Dependent Variable: PurchaseIntention

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.395 <sup>a</sup>	.156	.124	.2154	.156	4.906	7	186	.000

a. Predictors: (Constant), UserExperience, TrustSecurity, SocialInfluence, PerceivedEaseofUse, PerceivedValue, PerceivedUsefulness, Convenience

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.593	7	.228	4.906	.000 <sup>b</sup>
	Residual	8.626	186	.046		
	Total	10.219	193			

a. Dependent Variable: PurchaseIntention

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta				Lower Bound	Upper Bound	Tolerance	MF
1	(Constant)	2.121	.419			5.057	.000	1.293	2.948		
	PerceivedUsefulness	.197	.096	.207	.208	.041	.008	.386	.450	.450	2.223
	PerceivedEaseofUse	.016	.094	.016	.174	.862		-.169	.201	.505	1.979
	TrustSecurity	-.015	.094	-.014	-.157	.875		-.201	.171	.572	1.748
	SocialInfluence	-.021	.061	-.022	-.254	.800		-.181	.140	.579	1.727
	Convenience	.164	.100	.168	1.634	.104		-.034	.382	.441	2.266
	PerceivedValue	.034	.090	.036	.384	.701		-.143	.212	.524	1.910
	UserExperience	.083	.087	.078	.946	.345		-.090	.255	.670	1.492

a. Dependent Variable: PurchaseIntention

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions							
				(Constant)	PerceivedUsefulness	PerceivedEaseofUse	TrustSecurity	SocialInfluence	Convenience	PerceivedValue	UserExperience
1	1	7.991	1.000	.00	.00	.00	.00	.00	.00	.00	.00
	2	.002	65.910	.11	.09	.09	.00	.15	.01	.03	.30
	3	.002	68.900	.01	.06	.01	.09	.51	.06	.04	.08
	4	.001	77.592	.40	.00	.01	.14	.01	.01	.36	.09
	5	.001	84.968	.00	.02	.27	.28	.21	.10	.19	.14
	6	.001	87.787	.04	.17	.46	.01	.05	.09	.30	.13
	7	.001	92.820	.30	.44	.07	.33	.00	.10	.06	.05
	8	.001	98.613	.14	.21	.09	.15	.07	.62	.02	.20

a. Dependent Variable: PurchaseIntention