Unveiling the Intent to Use: Exploring Shopee's Appeal in Bangkok, Thailand

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Abstract

Shopee, a marketplace application with a consumer-to-consumer (C2C) concept, has emerged as a dominant player in the Thai e-commerce market. It provides a safe and practical platform for buying and selling a wide range of products, including fashion, gadgets, cosmetics, electronics, home appliances, and shopping vouchers, catering to various daily needs. This research delves into the factors that influence individuals' choices when shopping via Shopee for people living in Bangkok, Thailand. The study focuses on perceived ease of use, perceived usefulness, promotion, and electronic word of mouth (eWOM) as key determinants shaping users' intentions. Employing a quantitative methodology, the primary data collection method involved the distribution of questionnaires to a sample comprising 400 active users of Shopee. Convenience sampling was utilized to select participants. The study rigorously tested hypotheses and conducted detailed data analysis using analytical software and statistical techniques. The analysis demonstrated that perceived ease of use, perceived usefulness, and electronic word of mouth exert significant influences on users' intentions to shop via Shopee with robust statistical support. Conversely, the impact of promotions did not achieve statistical significance. These results offer valuable insights for researchers and practitioners seeking to improve their strategies on the Shopee platform.

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1. Introduction

The surge of the internet and digitization has ushered in a substantial increase in the number of internet users, thereby paving the way for a burgeoning online business and e-commerce market. Today, customers have the convenience of seeking information, making purchases, and even availing after-sales services, all from the comfort of their computers or mobile devices (Camilleri, 2021; Phan, 2021). What's more, a growing trend is the widespread use of applications and websites for online shopping by a significant portion of the population. Within this dynamic arena, Shopee stands out as a prominent e-commerce platform equipped with robust digital marketing capabilities. Shopee's success can be attributed to

its distinctive digital marketing strategy, which has catapulted the company to a prominent position within the e-commerce markets of Thailand, Malaysia, and Indonesia. Moreover, Shopee enjoys widespread recognition and utilization across various social media platforms, further enhancing its reach and impact (Madan et al., 2022; Napawut et al., 2022).

As indicated by research conducted by Karim et al. (2020), Limna, Kraiwanit, and Jangjarat (2023) and Mahakheeta et al. (2023), several determinants impact an individual's inclination toward adopting and using technology. One notable framework in this context is the Technology Acceptance Model (TAM), originally formulated by Davis. The TAM framework aims to elucidate the process of individuals embracing information systems, drawing upon principles grounded in rational behavior theory. Perceived ease of use" relates to users' subjective evaluation of a technology's simplicity and user-friendliness. This assessment reflects the extent to which users believe that a specific technology or system is straightforward to navigate. When a technology is perceived as highly user-friendly, it tends to promote technology adoption because users are more inclined to engage with systems they find easy to use. Conversely, when a system is deemed challenging to use, user engagement tends to decrease. On the other hand, "perceived usefulness" encompasses users' confidence that a technology or system will effectively assist them in achieving their goals and tasks. This factor plays a pivotal role in the adoption of technology, as users are more predisposed to accept and continue using technology when they perceive it as advantageous in fulfilling their objectives. In a study conducted by Phetnoi, Siripipatthanakul, and Phayaphrom (2021), their research delved into the factors influencing the purchase intentions of Thai consumers regarding online shopping platforms and applications during the COVID-19 pandemic. Their findings revealed that both "perceived ease of use" and "perceived usefulness" wielded substantial influence over purchase intention. A conceptual review by Woodeson (2022) confirmed the mediator role of student satisfaction between perceived usefulness and perceived ease of use of TAM and intention to use an English online dictionary. Shaengchart (2023) also validated the relationships between perceived usefulness and perceived ease of use in the TAM and higher education students' intentions to use ChatGPT.

Promotion in marketing involves strategic efforts to raise awareness, generate interest, and persuade target audiences to engage with a product, service, or brand. It encompasses various tactics like advertising, sales promotions, and social media marketing, essential for achieving business goals and staying competitive (Azmi et al., 2022; Helmi, Ariana, & Supardin, 2022). Electronic promotion, a critical marketing endeavor, has the ability to attract both loyal and prospective customers, influencing them to remain loyal rather than defect to competitors. The ease of navigation, the quality of web content, the appeal of products and services, as well as the overall effectiveness and speed of promotional efforts, are key metrics for assessing the efficacy of promotion (Siripipatthanakul et al., 2022). According to Tong et al. (2022), in the face of intense competition, e-commerce platforms are employing diverse promotional tactics to attract consumers. This study, using transaction data from China's largest online retailer, JD.com, establishes a three-tier promotion structure and assesses the influence of various platform promotions on sales and conversion rates. The research reveals that monetary promotions have a more pronounced impact on sales compared to gift promotions. Among monetary promotions, standard promotions exert a greater influence than coupon promotions. Within standard promotions, direct and quantity promotions are found to be more effective than bundle promotions. Additionally, the study identifies that the platforms' business model (reseller or marketplace) and product line length have significant moderating effects on the impact of

quantity promotions on both sales and conversion rates. On the other hand, the moderating effects on direct promotions are observed primarily in relation to their impact on sales. These findings provide valuable insights for e-commerce platforms seeking to enhance their performance by tailoring efficient promotion strategies based on their business model and product line length, ultimately influencing online consumer purchase intentions and behavior.

Word of mouth (WOM) is the exchange of verbal information between individuals, including customers, experts, family, and friends, regarding products or services, and can be either positive or negative. WOM plays a crucial role in business development as it introduces people to new services, assesses service quality, and promotes various options (Limna et al., 2022). Electronic word of mouth (eWOM) is an evolution of traditional face-to-face communication into the digital realm made possible by the Internet. eWOM serves to encourage consumers to share their experiences online (Kim, 2017; Sosanuy et al., 2021). Customers tend to place more trust in the opinions of their friends or fellow customers rather than company advertisements and enjoy a sense of community by conforming to common behavior. Consequently, consumers often prefer informal personal communications over official or corporate sources when making decisions (Limna et al., 2022). In Sosanuy et al.'s (2021) study, the impact of electronic word-of-mouth (e-WOM) and customers' perceived value on the purchase intention of ready-to-eat food was investigated. The findings indicate that e-WOM and customers' perceptions of monetary value, hedonic value, and utilitarian value all play significant roles in influencing the purchase intention for ready-to-eat food. Notably, utilitarian value emerged as the most influential factor, followed by hedonic value, e-WOM, and monetary value, in that order.

This study delves into the determinants of individuals' intentions to shop on Shopee in Bangkok, Thailand, with a particular emphasis on perceived ease of use, perceived usefulness, promotion, and electronic word of mouth (eWOM). Figure 1 provides a visual representation of the study's conceptual framework, and the ensuing section outlines the research hypotheses as follows.
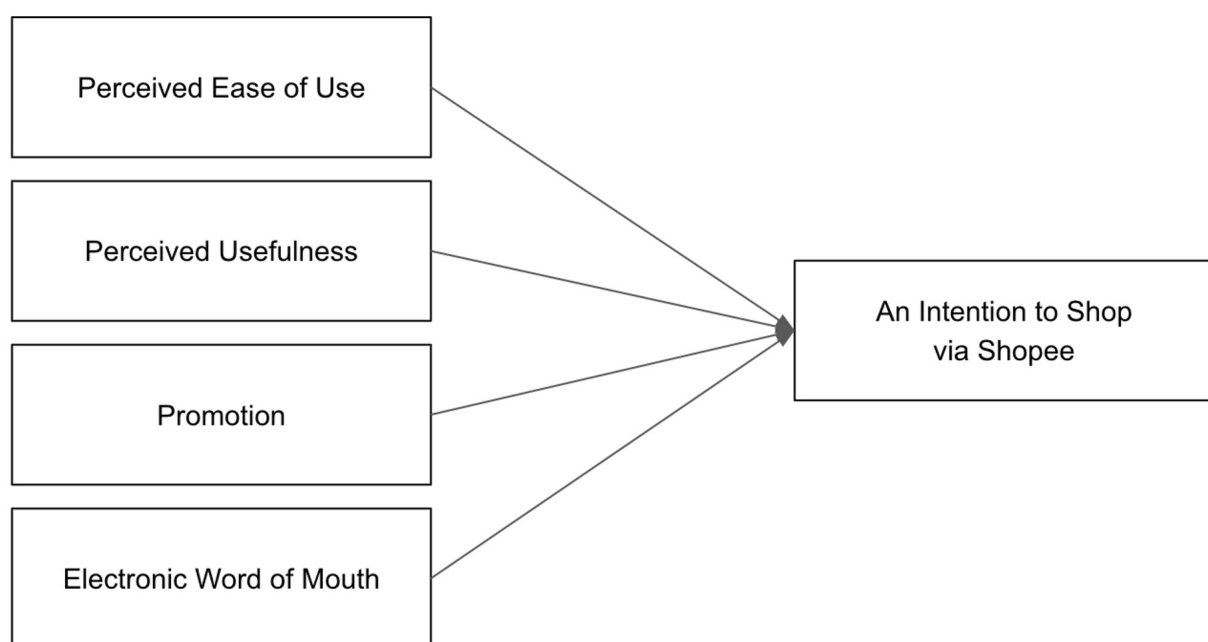

Figure 1. Conceptual Framework

- H1: Perceived ease of use significantly influences intention to shop via Shopee.
- H2: Perceived usefulness significantly influences intention to shop via Shopee.
- H3: Promotion significantly influences intention to shop via Shopee.
- H4: Electronic word of mouth significantly influences intention to shop via Shopee.

2. Methodology

This study employed a quantitative research approach and utilized online closed-ended questionnaires featuring Likert's Rating Scale for data collection. The questionnaires employed a five-point Likert Scale, ranging from 5 (strongly agree) to 1 (strongly disagree), to evaluate the key variables. The questionnaire items were meticulously crafted using established and validated research data, with a focus on ensuring the validity of the measurement instrument, guaranteeing accuracy in measuring the intended concepts (Siripipatthanakul et al., 2023).

Before full distribution, the questionnaire underwent pre-testing with 30 respondents, following the recommendations of Jangjarat et al. (2023) and Sitthipon et al. (2022). Data collection was conducted through an online survey created using Google Forms, disseminated across various online platforms such as Facebook, Line, and Twitter (referred to as "X"). Ethical guidelines were followed, including providing a clear explanation of the study's purpose to potential respondents and obtaining their consent before distributing the online questionnaires.

The study targeted an unspecified number of Shopee users in Bangkok, Thailand, with participants aged over 18. According to Sirisacorn et al. (2023) and Thetlek et al. (2023), the study adhered to standard survey practices with a confidence level of 95%, requiring a minimum sample size of 385 using probability sampling (Stratified Random Sampling) at p=0.5, a sample error of 5%, and a precision level of 95%. The study ultimately collected data from a sample size of 400 respondents who were Shopee users in Bangkok, Thailand, selected through convenience sampling.

For data analysis, analytical software was employed, incorporating various statistical methods for a comprehensive examination. Descriptive statistics were utilized to summarize general characteristics, as well as behaviors, and factors associated with individuals' intentions to shop via Shopee, presented through frequency tables, percentages, and means. Inferential statistics were subsequently applied to test hypotheses and establish relationships between independent and dependent variables, ensuring adherence to specific assumptions.

3. Results

A comprehensive dataset was collected from 400 Shopee users located in Bangkok, Thailand, who willingly participated by filling out online questionnaires. Following data collection, a thorough coding process and rigorous analysis were meticulously undertaken to effectively address the research aims.

Table 1. Reliability Statistic

Cronbach's Alpha	N of Hypotheses
0.926	4

As shown in Table 1, a measure of internal consistency reliability, with a value of 0.926. This value indicates a high level of internal consistency among the four hypotheses. In essence, it confirms that the items within these hypotheses effectively measure the same underlying concepts consistently.

Table 2. Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	0.833[a]	0.693	0.690	0.483

[a] *Predictors: (Constant), H1, H2, H3, H4*

As shown in Table 2, a model summary, the statistics provide valuable insights into the regression model's performance. The coefficient of determination (R^2) for predicting the intention to shop via Shopee is 0.693. This R^2 value signifies that approximately 69.3% of the variability in the intention to use shop via Shopee can be accounted for by the predictors incorporated into the model.

Table 3. Coefficients [a]

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Results
1	(Constant)	-0.108	0.142		-0.757	0.450	
	H1	0.165	0.072	0.146	2.294	0.022	Accepted
	H2	0.500	0.074	0.455	6.736	0.000	Accepted
	H3	0.108	0.068	0.094	1.574	0.116	Rejected
	H4	0.237	0.049	0.215	4.856	0.000	Accepted

[a] *Dependent Variable: The intention to shop via Shopee*

The statistical analysis conducted in this study, as illustrated in Table 3, provides a comprehensive grasp of the factors that affect the intention to shop on Shopee. When scrutinizing the hypotheses, the findings offer compelling insights into what drives users' intentions to shop on Shopee. H1, which suggests that perceived ease of use has a significant impact on the intention to shop on Shopee, received confirmation with a Sig. value of 0.022. H2, indicating that perceived

usefulness exerts a substantial influence on the intention to shop via Shopee, was substantiated with a highly significant Sig. value of 0.000, denoting strong statistical significance. Furthermore, H4, proposing that electronic word of mouth significantly affects the intention to shop on Shopee, was also confirmed with a Sig. value of 0.000, indicating a robust statistical significance. Conversely, H3, which posited that promotions significantly influence the intention to shop on Shopee, was rejected based on the analysis, with a Sig. value of 0.116.

4. Discussions

The analysis revealed that perceived ease of use, perceived usefulness, and electronic word of mouth significantly impact users' intentions, with strong statistical support. The findings of this study are consistent with previous research. For instance, Tahar et al. (2020) indicated that perceived ease of use had a positive effect on the use of e-Filing. Moreover, Kasilingam (2020) affirmed that perceived usefulness, perceived ease of use, perceived enjoyment, price consciousness, perceived risk, and personal innovativeness collectively exerted a significant impact on users' attitudes toward chatbots. Rafique et al. (2020) also indicated that perceived usefulness and perceived ease of use emerged as significant predictors of users' intentions to use these applications. Napawut et al. (2022) highlighted that digital marketers should give careful consideration to content marketing and electronic promotion, as these elements wield significant influence over electronic word of mouth, subsequently impacting customers' intentions to make purchases through Shopee.

In this study, the influence of promotions was not statistically significant. However, Chong and Ali (2022) indicated that price strategies, as well as promotions, are a fundamental aspect of Shopee Indonesia's e-commerce success. They help attract and retain customers, create a competitive advantage, and drive sales growth in a dynamic and competitive market.

5. Conclusions

The analysis of the data yielded compelling insights into the factors influencing users' intentions on the Shopee platform. Notably, perceived ease of use, perceived usefulness, and electronic word of mouth were identified as significant influencers, backed by strong statistical evidence. These factors play pivotal roles in users' decisions to shop on Shopee. Conversely, the impact of promotions on users' intentions did not achieve statistical significance. This suggests that while promotions are commonly used in e-commerce, they may not be as influential as the other factors studied in the context of Shopee users in Bangkok.

These findings have practical implications for both researchers and practitioners. Digital marketers and e-commerce strategists can use this information to refine their approaches on the Shopee platform, focusing on elements like ease of use, usefulness, and fostering positive electronic word of mouth to drive user engagement and purchase intent. In conclusion, this research provides a comprehensive understanding of Shopee's role in the Thai e-commerce market and the factors shaping users' intentions in Bangkok. It offers valuable insights that can inform strategies and decision-making processes within the ever-evolving e-commerce landscape.

In future studies, it is essential to address certain limitations. The reliance on convenience sampling may introduce bias, so employing more diverse and representative sampling methods is recommended. Additionally, incorporating qualitative research methods alongside quantitative approaches can provide deeper insights into user behavior and motivations. Longitudinal research can track changes over time and reveal evolving trends in user intentions. To gain a more holistic understanding, future studies should also consider contextual factors and conduct comparative analyses with other e-commerce platforms. Finally, the integration of behavioral data and experimental studies can offer a richer perspective on the factors influencing users' intentions on platforms like Shopee. By addressing these limitations and pursuing these recommendations, future research can contribute to a more nuanced and comprehensive understanding of the factors that influence users' intentions on the Shopee platform in the context of Bangkok, Thailand, and beyond.

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