

RESEARCH FACTORS AFFECTING THE INTENTION TO BUY CONSUMER PRODUCTS BY LAZADA APPLICATIONS UNDER THE COVID-19 CRISIS IN BANGKOK*

Paveeruk Korwisetpichit
Rangsit University, Thailand
Email: paveeruk.k@gmail.com

Abstract

At the Covid pandemic crisis circumstance. Most of people has stick in their home for both self-protective or Government pandemic protection policy affect to the customer changing behaviors purchasing the consumer product from regular shopping to online-shopping via the popular application which on the market. The research aims to study the behavior and factors affecting the purchasing decision in Lazada application. A survey questionnaire was used with a total 400 samples. This research using the Descriptive statistical concept.

The objectives of is purpose to 1) study the consumer's purchasing behavior on Lazada application during the COVID-19 crisis in Bangkok, 2) investigate the levels of intention to buy products on Lazada application during the COVID -19 crisis in Bangkok, 3) examine the levels of perception of the benefits, enjoyment, convenience price, and value to buy products on Lazada application during the COVID-19 crisis in Bangkok, and 4) study the influencing benefits and the perception of enjoyment, price and value to buy products on Lazada application during the COVID -19 crisis. Data were collected from 400 consumers residing in Bangkok by using a questionnaire as a tool. The statistics used to analyze the data consisted of percentage, mean, standard deviation, analysis of multiple regression equations. The purpose of this research to determine and study about behavior of consumer on the consumer product during COVID-19 crisis. In order to be the benefit to the seller information. According to the research summary: The result show that the highest are female age of 21–30-year-old general employee, the monthly income of more than 12,000baht with education level lower than a bachelor's degree. Moreover, the result shows that the decision of customer is product pricing are the most influent effect

Keywords: Consumer Products; Lazada Application; Covid-19 Crisis in Bangkok

Introduction

From the situation from the beginning of 2020 until 2021, the outbreak of the coronavirus disease 2019 or COVID-19 has entered the third wave. This is a disease that is easily contagious and is very dangerous to the lives of those who are infected. which has increased in number of people infected and died from such diseases from this situation, Thailand must have measures to control the spread of the disease. By requesting cooperation from the public, if it is not necessary, please stay at home and working at home or Work from Home and controlling the opening and closing of various service establishments such as restaurants, department stores, movie theaters, beauty salons, etc., which requires strict and

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urgent measures to control and track the outbreak. Prevention and treatment of disease as well as the hoarding of consumer goods and things necessary for the daily life of the people. The government must therefore have measures to prevent shortages, which will aggravate the suffering of the people. Problems occurring in society and the economy during Covid-19 Affecting daily life that must change in terms of travel Purchasing products which is a fundamental change in the new way of life Also known as the New Normal, there has been an increase in purchasing products online.

COVID-19 outbreak Making it truly a golden age for online trading. Because most people avoid traveling outside the home to reduce the risk of exposure to germs. In addition, ordering products online today has supporting elements that make more convenient, such as paying through the e-Payment system. There are many transportation service providers to choose from. There are a large number of traders in the market, causing competition in quality and price. Consumers can compare and choose products or services from sellers with the same features but at a lower price. And to reach consumers, selling products online to make a profit and stay in business for the long term requires planning a good marketing strategy because at present the online market has many competitors. There are various channels both on specialized websites. e-Marketplace Platform or Social Media channels, every channel has different target groups or customer groups. But there is an opportunity for customers from one place to compare the price or quality of products with another. In order to get the most satisfactory products and prices. Including satisfaction received from merchants such as reliability, trust, packaging. fast transportation and real-time communication with customers, which are all important factors in consumers' purchasing decisions. Moreover, creating honesty in online trading is necessary. Sellers must adapt and change the way they present their products to be modern and in line with the needs of consumers as much as possible. Especially communicating information and experiences to customers or users or using it in public relations. or selling products requires special attention Because online products are products that cannot be touched or touched. Buyers make purchasing decisions based on what they see from communications and details received. And sellers must never stop developing sales formats, such as live selling products instead of just taking pictures of products and posting them for sale.

Online marketing or e-Commerce is starting to play a rapidly increasing role in businesses in Thailand. Online marketing or e-Commerce has the advantage of speed and convenience in using services and conducting various transactions. Because just by having a website or application you can view information or products all over the world and with no limits on the time of use. Able to sell products and services 24 hours a day. If talking about websites or businesses that sell products. online in Thailand It was one of the first websites to have a website: www.Lazada.co.th. Or Lazada, which we have heard so familiarly, is because Lazada is an expanding business of online marketing or e-Commerce with over 100,000 domestic and international online sellers and over 2,500 product brands providing services to the target group is more than 560 million online shoppers across Southeast Asia. In addition, Lazada has various promotions. along with giving away discounts There are many products out there for online consumers. But the important thing that makes Lazada well-known in the online marketing business is investing in promotion on every channel, every advertising media, including applications.

Techanaruedol, A. ., & Thanitbenjasith, P. . (2023). Behavior and Factors Affecting to Decision Making on Buying Korean Artists Concert Tickets of Generation Y in Nonthaburi Province. *Interdisciplinary Academic and Research Journal*, 3(3), 401–414. <https://doi.org/10.14456/iarj.2023.137>

Found that

the results of the study revealed the importance of marketing factors affecting the purchasing decision of Generation Y audiences for Korean concerts in Nonthaburi When considering each aspect, it was found that the first highest level was marketing promotion, followed by products, personnel, process, physical, distribution, and price.

Lei, T. (2023). A Study of the Influence of Consumer Perceived Value on the Purchase Intention of New Energy Vehicle Consumers by Taking the Degree of Involvement as the Moderating Variable. *International Journal of Sociologies and Anthropologies Science Reviews*, 3(2), 197–208. <https://doi.org/10.14456/jsasr.2023.28>

Found that

That is to say, as the degree of involvement deepens the impact of consumers' perceived value on consumers' willingness to purchase new energy vehicles will become stronger.

Pan, S. (2024). A Study of Impact of Consumer-Perceived Value on the Sales and Marketing Performance of Skincare Enterprises in the Context of E-commerce Live Streaming Using Consumer Trust as a Mediation. *International Journal of Sociologies and Anthropologies Science Reviews*, 4(1), 165–174. <https://doi.org/10.60027/ijasar.2024.3588>

Found that

Advancements in technology, particularly the rise of live video in online shopping, have reshaped consumer preferences. Price sensitivity takes precedence over experiential factors, especially in skincare products, where lower live broadcast prices significantly boost consumer engagement and drive purchase decisions.

Li, Z (2023). The Influence of Apparel E-commerce Companies' Corporate Social Responsibility on Customer Spurious Loyalty-The Mediating Role of Perceived Risks <https://doi.org/10.4236/ojbm.2021.95131>. *International Journal of Sociologies and Anthropologies Science Reviews*, 3(1), 19–28.

Found that

the apparel industry e-commerce is developing rapidly; its corporate social responsibility is an attractive and interesting topic because many researchers found corporate social responsibility can affect consumer behavior

From giving opportunities to product sellers Various stores can offer their products. Through Lazada, you will find that can increase of sale product. And Lazada is also increasing in popularity. compared to websites selling other types of products. In addition, product sellers can also manage products, stock lists, and various information by themselves. Lazada will be the manager of logistics (Logistics), transportation, and steps in Payment Including financial transactions as well. This will be convenient the sellers, when the products within the seller's store are systematically separated by category, it will be easier for consumers to order products because in ordering through the application. that online from this phenomenon, Lazada sees that there are many behaviors that the platform expects to be the New Normal after Covid-19 has passed, such as the issue of spending by debiting credit cards or the

increase in payments using e-wallets. Because people are worried about infection. Don't want to use cash It's no different from buying consumer products from an online platform. that good quality is considered Consumers are starting to see convenience and speed. It is also delivered directly to your home. Therefore, it is expected that purchasing products in the next era will definitely be shifted more to the online world.

Research Objectives

1. To study the behavior of purchasing products through the online application Lazada in purchasing consumer products through the online application Lazada under the COVID-19 crisis situation of consumers in Bangkok.

2.To study the level of intention to use the Lazada online application to purchase consumer products through the Lazada online application under the COVID-19 crisis situation of consumers in Bangkok.

3. To study the level of awareness of perceived benefits and enjoyment. Perception of ease price perception and perception of value Buy consumer products through the online application Lazada under the COVID-19 crisis situation for consumers in Bangkok.

4. To study the influence of perceived benefits and enjoyment. Perception of ease price perception and perception of value Buy consumer products through the online application Lazada under the COVID-19 crisis situation for consumers in Bangkok.

How to conduct research

This research uses a survey research method consisting of

1. Population and sample

1.1 The population in this research includes people who have purchased products through the Lazada online application during the COVID-19 crisis and are in Bangkok. The exact population is unknown.

1.2 The sample group of this research includes people who have purchased products through the Lazada online application during the COVID-19 crisis and are in Bangkok.

1.3 Sample group selection method. The researcher has selected the sample without relying on probability. non-probability sampling using the Purposive Sampling method from the population who had experience using the Lazada online application to purchase products, numbering 400 people.

Literature Review

Online Shopping Behavior During the COVID-19 Crisis

The COVID-19 pandemic has significantly altered consumer behavior, particularly in the context of online shopping. With physical stores closed and social distancing measures in place, consumers have increasingly turned to online platforms for their purchasing needs. This shift has been marked by a substantial increase in online transactions across various sectors, including essential goods, electronics, and fashion.

E-commerce Growth in Bangkok

In Southeast Asia, the e-commerce landscape has seen accelerated growth during the pandemic. Platforms like Lazada have reported substantial increases in both the number of users and transaction volumes. This trend aligns with the broader global surge in e-

commerce, driven by necessity and the convenience offered by online shopping. Lazada, in particular, has become a significant player in the region, providing a wide range of products and efficient delivery services that cater to the needs of consumers confined at home.

Consumer Trust and Online Shopping

Consumer trust in online shopping platforms is a critical factor influencing purchasing behavior. During the COVID-19 pandemic, trust has become even more crucial as consumers rely heavily on these platforms for their essential needs. Studies have shown that trust in e-commerce platforms is influenced by several factors, including website quality, perceived security, and previous shopping experiences. The role of trust is particularly important in the context of non-probability sampling, where specific demographic groups are targeted based on their online shopping behavior and experiences.

Non-Probability Sampling and Purposive Sampling in E-commerce Research

Non-probability sampling methods, such as purposive sampling, are commonly used in social science research where the objective is to study specific characteristics of a population. Purposive sampling involves selecting participants based on particular criteria that align with the research objectives. In the context of this research, purposive sampling is employed to select individuals who have used the Lazada online application during the COVID-19 crisis. This method is advantageous in situations where the population is not easily accessible or when conducting preliminary research to identify trends and patterns within a specific subgroup.

Research Methodology in Online Consumer Studies

Survey research methods are widely used in studying online consumer behavior. Surveys allow researchers to collect data on a wide range of variables, including demographic information, purchasing habits, and consumer satisfaction. This method is particularly effective in e-commerce research, where large sample sizes can provide insights into consumer preferences and behaviors (Bryman & Bell, 2015). In this study, the survey method is used to gather data from a sample of 400 individuals in Bangkok who have purchased products through the Lazada online application during the COVID-19 crisis.

Conclusion

The existing literature underscores the importance of understanding consumer behavior in the context of e-commerce, especially during unprecedented events like the COVID-19 pandemic. The use of non-probability sampling and purposive sampling methods provides a focused approach to studying specific consumer groups, offering valuable insights into their online shopping experiences and behaviors. This research contributes to the broader understanding of e-commerce dynamics in Southeast Asia and highlights the critical role of consumer trust in shaping online purchasing decisions.

Conceptual Framework

Research Objective

To investigate the factors influencing online shopping behavior among consumers who have used the Lazada application during the COVID-19 crisis in Bangkok.

Key Concepts and Variables

1. Consumer Trust: Trust in the Lazada platform, influenced by factors such as website security, user interface quality, and previous shopping experiences.
 - Independent Variable (IV): Consumer Trust
2. Online Shopping Behavior: The purchasing actions of consumers, measured by frequency of purchases, types of products bought, and customer satisfaction.
 - Dependent Variable (DV): Online Shopping Behavior
3. COVID-19 Impact: The effect of the pandemic on consumer behavior, including perceived risk, changes in lifestyle, and economic factors.
 - Moderating Variable (MV): COVID-19 Impact

Proposed Relationships

1. Consumer Trust : Online Shopping Behavior: Higher levels of consumer trust in the Lazada platform are expected to lead to increased online shopping activity.
2. COVID-19 Impact : Online Shopping Behavior: The impact of the COVID-19 crisis may modify the strength or direction of the relationship between consumer trust and online shopping behavior.

Population and Sample

- Population: Individuals who have purchased products through the Lazada online application during the COVID-19 crisis and are located in Bangkok. The exact population size is unknown.
- Sample: 400 individuals from the population, selected using non-probability sampling and the Purposive Sampling method.

Conclusion

This conceptual framework sets the foundation for understanding how consumer trust in Lazada influences online shopping behavior during the COVID-19 crisis, moderated by the broader impacts of the pandemic. It guides the research design, ensuring that the survey method captures the essential variables and their interactions effectively.

Variables of the research

This research is quantitative research and uses a survey method using a questionnaire (Questionnaire survey) to study factors that influence behavior and intention to buy consumer products through the online application Lazada, which There are variables in the research as follows: The researcher's research conceptual framework has defined independent variables and dependent variables as follows.

1. There are 5 independent variables

- 1.1 Perception of benefits
- 1.2 Perception of enjoyment received
- 1.3 Perceived ease of use
- 1.4 Perception of price

1.5 Perception of value

2. There is 1 Dependent variable

Behavioral intention to purchase consumer products through the online application Lazada under the COVID-19 situation of consumers in Bangkok. This research is quantitative research and uses a survey method using a questionnaire (Questionnaire survey) to study the factors that influence behavior and intention to purchase consumer products through the online application Lazada, which has the following research variables: The researcher's research conceptual framework has defined independent variables and dependent variables as follows.

2.1 There are a total of 5 independent variables:

- 2.2.1 Perception of benefits
- 2.2.2 Perception of enjoyment
- 2.2.3 Perceived ease
- 2.2.4 Perceived of price
- 2.2.5 Perception of value

2.2 There is 1 Dependent variable :

Behavioral intention to purchase consumer products through the online application Lazada under the COVID-19 situation of consumers in Bangkok.

3. Research tools

The tool used in this research is a structured questionnaire to be used to collect data on factors affecting intentions to purchase consumer products through LAZADA online applications. under the COVID-19 crisis situation for consumers in Bangkok It is divided into 3 parts, with the steps to create it as follows.

3.1 Study concepts, theories, and various research documents related to factors affecting the intention to purchase consumer products through the LAZADA online application under the COVID-19 crisis situation of consumers in Bangkok.

3.2 A questionnaire was created in accordance with the conceptual framework and objectives of the research.

3.3 The questionnaire created by the researcher was presented to the advisor to consider checking for accuracy and making additional suggestions. Revised and edited to make it easy to read and understand, consistent with the research objectives.

3.4 Take the questionnaire that has been developed and improved. Then the experts 3 people, check the content validity (Content Validity) of the questionnaire, including checking the correctness and appropriateness of the content and language used.

3. 5 Reliability tests By finding the confidence value of the questionnaire. The method is as follows: Take a questionnaire that has been considered for content validity by experts to study in the pretest stage and try it out with a sample of 30 people to find the confidence value. Use the method to find the alpha coefficient by calculating the Cronbach's Alpha value. The criterion with the higher value is used. The alpha value of 0.70 indicates the level of stability of the questionnaire. It will have a value between $0 \leq \alpha \leq 1$. Values that are very close to 1 indicate high confidence. The entire alpha coefficient was obtained equal to 0.747 for perceived usefulness. Perception of ease of use the enjoyment side, price side, and behavioral intention have alpha coefficient values of 0.792, 0.775, 0.797, 0.788, 0.801, and

0.800, respectively, indicating that the questionnaire has sufficient confidence to be studied with groups. Real examples are possible.

3.6 The completed questionnaire was then used on the actual sample. The questionnaire used to collect data for this research consisted of each section as follows:

Part 1: Questionnaire of respondents' information Contains questions about gender, age, and educational level. Average monthly income and occupation, 6 items.

Part 2: Questions about consumer behavior in purchasing consumer products through the online application Lazada, COVID-19 crisis situation in Bangkok.

Questionnaire for respondent's information, 5 questions

Part3 : Questions about factors affecting intentions to purchase consumer products through the Lazada online application during the COVID-19 crisis in Bangkok. A total of 26 questions, 6 areas, consisting of:

- Perception of benefits, 7 items
- Perception of enjoyment, 4 items
- Perception of ease, 4 items
- Perception of Price, 4 items
- Perception of Value, 4 items
- Purchase intention, 3 items

The tool used in Part 3 of the research was determined by the researcher to be in the form of an opinion level or a score level. The answer is a rating scale with 5 levels, which defines the meaning of each level as follows.

Assign 5 points to equal the most agree.

Assign 4 points to equal to very much agree.

Assign 3 points to equal medium agree.

Assign 2 points to equal little agreement.

Assign 1 point to equal the least agreement.

3.7 Data collection

in collecting data, the following steps are performed.

Step 1 : In collecting data for this research Questionnaires were collected from a group of people who used and are currently using the Lazada online application to purchase consumer products. During the COVID-19 situation, the researcher conducted 400 online questionnaires via QR Code.

Step 2 : Bring the received questionnaires to check the completeness of each questionnaire. and record the answer code from the questionnaire to continue processing using ready-made programs

3.8 Data analysis

The researcher will use the collected questionnaire data to perform statistical analysis using quantitative data analysis methods. which consists of

3.8.1 Descriptive statistical analysis using percentage, mean and standard deviation to present and explain the general information of the respondents. Including information about the behavior of purchasing consumer products through the Lazada online application in order to understand how consumers have different purchasing behavior through the application.

3.8.2 Using Reference statistics or inferential statistics using multiple regression analysis to analyze the relationship between the dependent and independent variables used in the study. and test assumption

Research Results

1. Research on Factors affecting the intention to purchase consumer products through the online application LAZADA under the COVID-19 crisis situation of consumers in Bangkok. The researcher collected data from a sample of 400 people. The results were presented in 6 parts.

2. General information of the respondents

2.1 This study had a total of 400 respondents and all of them had experience in purchasing products through the application channel. Accounting for 100.0 percent, general information details of the respondents are as follows.

2.2 Respondents had experience purchasing products through the Lazada online application. It was found that all respondents had used it. Accounting for 100.0 percent

2.3 Gender of the respondents: It was found that the majority of respondents were female. accounting for 74.0 percent and males accounting for 26.0 percent.

2.4 The age of the respondents found that the majority of respondents were between 21-30 years old, accounting for 34.5 percent, followed by those between 41-50 years old, accounting for 32.3 percent, and those between 31-40 years accounting for 22.0 percent. The least number was between 51-60 years of age, accounting for 9.5 percent, and 61 years of age and over, there were no respondents in this age range.

2.5 The educational level of the respondents found that the respondents Most of them have an education level lower than a bachelor's degree. accounting for 62.5 percent, followed by bachelor's degree level accounting for 25.8 percent and the least is higher education level accounting for 11.8 percent.

2.6 The average monthly income of the respondents was found that most of the respondents had an average monthly income of more than 12,000baht, accounting for 94.8 percent, followed by an average monthly income of 5,000-8,000 baht, accounting for 3.0 percent, the lowest was the average income is between 8,001-12,000baht, accounting for 2.3 percent, and the income is not more than 5,000 baht. There were no respondents.

2.7 Occupation of the respondents: It was found that the majority of respondents were general employee, accounting for 42.5 percent, followed by government service/enterprise employees. Accounting for 33.5 percent, they operate their own businesses. Accounting for 12.5 percent of students/students Accounted for 10.0 percent, the least did not have a career, accounted for 1.5 percent, and agricultural occupation There were no respondents.

3. Data on consumer behavior in purchasing consumer products through the online application Lazada under the COVID-19 crisis situation of consumers in Bangkok.

Contains reasons for purchasing Frequency of use via online applications, time period, frequently purchased consumer products and order amount Results of behavioral analysis of using the online application Lazada to purchase consumer products under the COVID-19 crisis situation as follows:

3.1 Reasons for purchasing products through the application of the respondents found that

Respondent Arranged from highest to lowest as follows:

1. The product is cheap. Accounting for 30.7 percent
2. Don't want to leave the house. Accounted for 16.

- 3 Percent 3. Easy to find products Accounting for 15.1 percent
4. Products have special discounts. Accounting for 13.0 percent
5. Products are complete. Accounting for 12.1 percent
6. The product has quality. Accounting for 5.4 percent
7. Accepting credit cards. Accounting for 3.9 percent
8. There is good advertising and public relations accounting for 1.9 percent
9. New and modern products Accounting for 1.6 percent

3.2 The frequency of using application services by respondents was found to be

Frequency of application use by respondents found that: Most respondents used the application sometimes (49.8%). A smaller percentage used the application 2-3 times per month (21.5%). The smallest percentage used the application 2-3 times per week (20.0%). the least frequent use was daily (8.8%).

3.3 Findings on the timing of consumer goods purchases through the application by respondents found that: Most respondents purchased consumer goods through the application on Saturdays and Sundays from 6:01 PM to 10:00 PM, accounting for 54.5%. A smaller percentage purchased consumer goods through the application on weekdays from 6:01 PM to 10:00 PM, accounting for 15.8%. the smallest percentage purchased consumer goods through the application at an uncertain time, accounting for 29.8%⁸

3.4 findings on the most frequently purchased product categories through the Lazada online application by respondents found that: The most frequently purchased product category was food, accounting for 38.0%. The second most frequently purchased product category was shoes and leather goods, accounting for 14.6%. The third most frequently purchased product category was clothing, accounting for 11.8%. The fourth most frequently purchased product category was sports and music, accounting for 10.7%. The fifth most frequently purchased product category was stationery, accounting for 9.8%. The sixth most frequently purchased product category was lingerie, accounting for 8.8%. The seventh most frequently purchased product category was jewelry, accounting for 6.3%.

3.5 Findings on the total value of consumer goods purchases through the application by respondents found that: The majority of respondents had total purchase values between 500 and 1,000 baht, accounting for 37.8%. The second highest total purchase value was between 1,501 and 2,000 baht, accounting for 35.3%. The smallest total purchase value was less than 500 baht, accounting for 12.0%. The third highest total purchase value was between 1,001 and 1,500 baht, accounting for 11.5%. The smallest total purchase value was more than 2,000 baht, accounting for 3.5%.

4. Information about the results of the analysis of factors influencing the purchase of consumer products. Through the Lazada online application

Factors affecting the purchase of consumer products through the Lazada online application in the COVID-19 crisis situation in Bangkok in this study, there were a total of 5 variables as follows.

1. Perception of benefits
2. Perception of enjoyment
3. Perception of ease
4. Perception of price
5. Perception of Value

The results of the analysis of factors affecting the intention to purchase consumer products through the online application Lazada in the overall COVID-19 crisis situation in Bangkok are as follows.

4.1 level on factors affecting the purchase of consumer products through the Lazada online application Overall, the average is at the highest level. with an average of 4.72. For the results considered in each aspect, it was found that the average was at the highest level in every aspect, with an average between 4.66 - 4.80. Sorting the average scores from highest to lowest included perception of value (4.80, SD = 0.26) Perceived enjoyment (X = 4.77, SD = 0.28) Perceived usefulness (X= 4.66, SD = 0.32) and price perception (X = 4.66, SD = 0.27)

4.2 level of perceived benefits factors

Overall, the mean score was the highest, with an average of 4.74. For the results of the individual item analysis, it was found that the mean score was the highest in all aspects, with a mean score ranging from 4.69 to 4.86. The scores were ranked from highest to lowest, with the top 3 items being: Item 7: Shopping during the COVID-19 situation through the Lazada online application is beneficial (X = 4.86, SD = 0.40)Item 4: Shopping for consumer goods through the Lazada online application helps you avoid travel, save time, and reduce the risk of exposure during the COVID-19 crisis (X = 4.76, SD = 0.47)Item 2: You can get information about consumer goods (product information such as product name, usage details, size, price, shipping, delivery time, comparison of similar products, diversity, product reviews from users of that product, and product tracking) (X = 4.75, SD = 0.47)The lowest item was: Item 3: Shopping for consumer goods through the Lazada online application has a variety of products, both domestic and imported (X = 4.69, SD = 0.52)

4.3 Level of perception of enjoyment factors

Overall, the average is at the highest level. with an average of 4.77. For the results considered in each item, it was found that the average was at the highest level in every aspect. with an average between 4.73 - 4.80, sorting the average scores from highest to lowest, with the top 3 items that received the highest scores being item 8, feeling fun and enjoyable when purchasing products through the Lazada online application, and item 11, Buying products through the Lazada online application is equally interesting (and item 10, feel excited when purchasing products through the online application Lazada (X = 4.73, SD = 0.49)

4.4 level of perceived of ease factors

Overall, the average is at the highest level. with an average of 4.66. For the results considered in each item, it was found that the average was at the highest level in every aspect. With an average between 4.59 - 4.71, sort the average scores from highest to lowest, with the first 3 items that received the highest scores being item 12: able to use the Lazada online application and understand the steps for using it. Clear work (There is a menu to search. Categorization clear usage So that users can access other pages (with recommended stores (Method of use: very additional (X = 4.59, SD = 0.61)

4.5 level of perception of price factor

Overall, there is an average at the highest level with an average of 4.75. For the results considered in each item, it was found that the average was at the highest level in every aspect. with an average between 4.71 - 4.80, sorting the average scores from Descending, with the top 3 items that received the highest scores being item 18, having high expectations for purchasing. Products when paying for purchases through online applications and item 19, purchasing consumer products Through the Lazada online application, you will lose a lot of

money ($X = 4.67$, $SD = 0.74$; Worth the money you pay (Some Lazada online apps are expensive and there was a price comparison ($X = 4.61$, $SD = 0.72$))

4.6 level of perception of value factor

Overall, there is an average at the highest level with an average of 4.80. For the results considered in each item, it was found that the average was at the highest level in every aspect. with an average between 4.76 - 4.86, sorting the average score from Descending, with the top 3 items that received the highest scores being item 23: Using the service to buy products through The Lazada online application is valuable to you (Through the Lazada online application, it is worth the money you pay (use ($SD = 0.50$))

5. Information about the results of behavioral analysis of intentions to use the online application Lazada found that

5.1 Behavioral intention to purchase products through the online application Lazada

There was an average of 4.67 for the results of considering each item. The average score is between 4.61 - 4.79. Arrange the average scores from highest to lowest with the first 3 items that received the highest scores including the most. Item 24: Planning to buy. (Install the Lazada application and apply for membership) Consumer products through the Lazada online application during the COVID-19 crisis situation (Lazada apps and sign up for membership) consumer products through the Lazada online application during the COVID-19 crisis situation (Install the Lazada application and apply for membership) Consumer products through the Lazada online application during the COVID-19 crisis situation ($X = 4.61$, $SD = 0.58$)

Summary of research

The results of the analysis are summarized in 4 parts as follows.

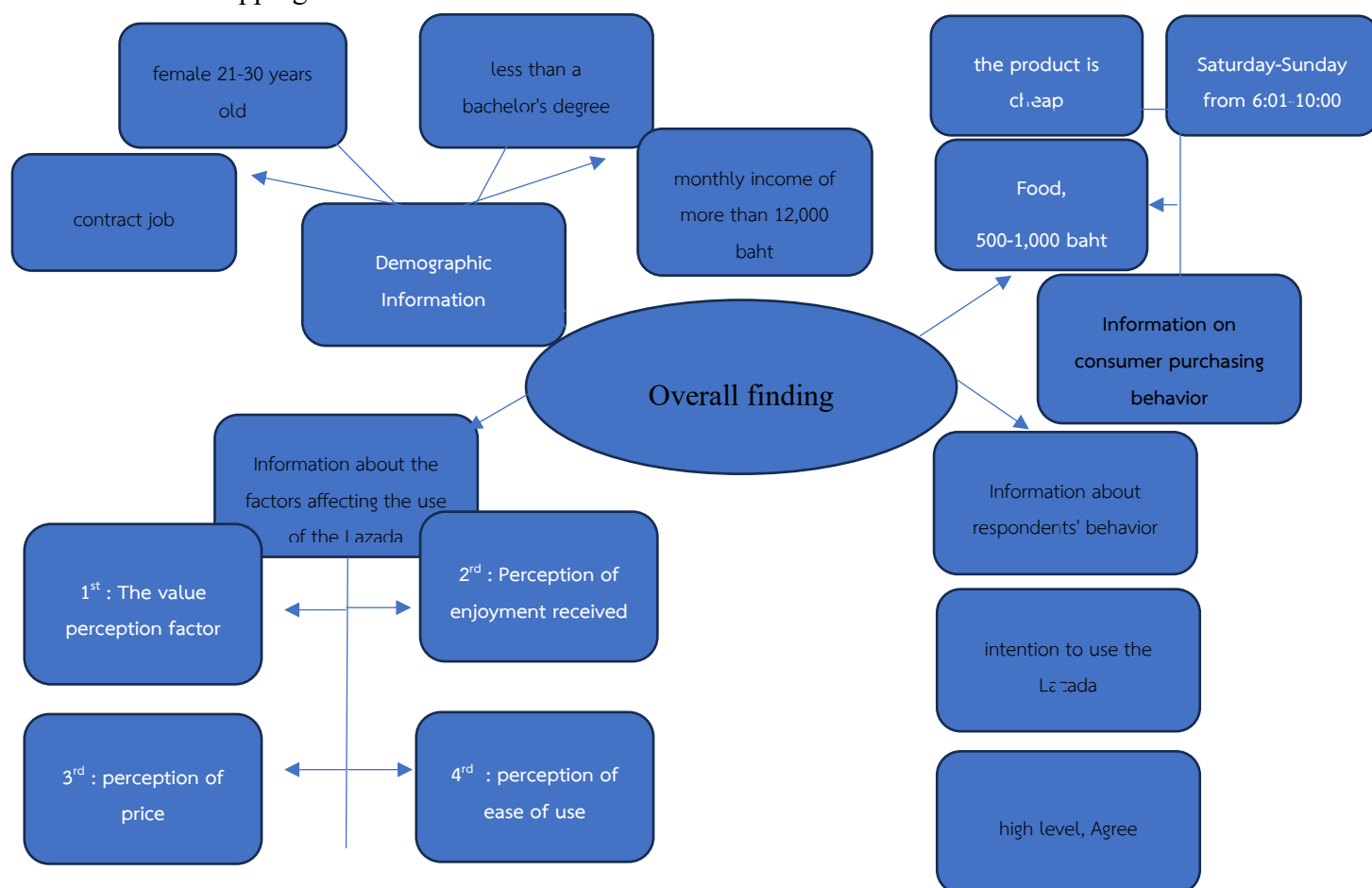
Part 1: Demographic Information Results of general data analysis of respondents who have purchasing experience. Consumer products through the Lazada online application under the COVID-19 crisis in Bangkok found that the majority are female. They are between 21-30 years old, have less than a bachelor's degree, have an average monthly income of more than 12,000 baht, and have a contract job.

Part 2: Information on consumer purchasing behavior through the Lazada online application under the COVID-19 crisis in Bangkok. It was found that most of the reasons for Choose the reason for purchasing the product through the Lazada online application because the product is cheap. The frequency of using the application service sometimes the time period for purchasing consumer products through the Lazada online application is on Saturday-Sunday from 6:01-10:00 p.m. The type of product that is frequently purchased is food, with the amount of each purchase mostly between 500-1,000 baht.

Part 3: Information about the factors affecting the use of the Lazada online application. It was found that the factors resulting from the analysis of the behavior of buying consumer products through the Lazada online application under the COVID-19 crisis situation in the district. Bangkok found that the value perception factor in the most overall the variable tested was perception of enjoyment received. Overall, it was at the next highest level. The third variable was perception of price, the fourth variable was perception of usefulness, and the fifth variable was perception of ease of use. Overall, it is at the most agree.

Part 4: Information about respondents' behavior and intention to use the Lazada online application. The results of the behavioral analysis of intentions to use the online application Lazada to purchase consumer products under the COVID-19 crisis situation in Bangkok found that, overall, it was at a high level. When considering each item, it was found that All questions are at a very much agree.

Mind Mapping



Discussion

From the research results, it was found that the factors influencing behavior and intention to use app channels Lazada online application When purchasing consumer products under the COVID-19 crisis in Bangkok, there are 2 factors: perception of price and perception of enjoyment The perception of value Perceived ease of use and perceived of benefits had no influence on behavior and intention to use. Lazada online application under the COVID-19 crisis in Bangkok

1. Perception of Price

This research found that the price factor plays an important role in behavioral intentions. Using the Lazada online application to purchase consumer products under the COVID-19 crisis in Bangkok in other words Behavioral intention to use the application in Purchasing consumer products Under the COVID-19 crisis situation.

2. Perception of enjoyment

This research found that the perceived enjoyment factor plays an important role in behavior. Intention to use the online application Lazada to purchase consumer products under the COVID-19 crisis situation in Bangkok. In other word Behavioral intention to use the app Application for purchasing consumer products Under the COVID-19 crisis situation.

Summary of research results

Summary of the results from the hypothesis testing found that of the 5 factors, there were only 2 factors that had influence. The factors that influenced the behavior and intention to use the Lazada online application to purchase consumer products within the country. Under the most critical COVID-19 situation in Bangkok is price perception and perception of enjoyment.

Suggestions

Results from research on Factors affecting the intention to purchase consumer products through the LAZADA online application under the COVID-19 crisis situation of consumers in Bangkok. The researcher has the following suggestions:

1. The factors that consumers value most are price awareness and perception of enjoyment Due to the use of online shopping applications Can see the product and understand the details. Stimulates indirectly by having sellers put pressure on you, making you feel less worried and creating enjoyment. Therefore, entrepreneurs should pay attention to detailed information about price, size, color, shape of the product, and demonstration of use. And it's important to compare product prices with other places. As well as if you can't find it, there should be something. nearby to present It may increase the channel of interaction between buyers and sellers immediately, not in a traditional way. Leave a message to increase your purchasing decision. indicating care It creates interaction, making consumers interested in purchasing the product immediately or next time.

2. The results of the research reveal Perceived enjoyment of using the application Can make consumers have behavioral intentions for this reason, entrepreneurs should take advantage of It offers variety, interest, color, price, comparison, value, and ease of use. Product novelty to attract the attention of consumers and lead them to purchase products through the online application Lazada.

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