

## THE INFLUENTIAL FACTORS OF THE INTENTION TO USE SHOPEE APPLICATION, COMPARISON BETWEEN BANGKOK AND NAKHON-RATCHASIMA, THAILAND

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### ABSTRACT

This research aims to study the factors affecting the intention to purchase products through the Shopee application of consumers. The case study compares two provinces in Thailand: Bangkok and Nakhon Ratchasima. The study uses the principles of the online marketing mix (6Ps) and the Howard-Sheth consumer behaviour model. Data collection was conducted using online questionnaires, with samples consisting of 400 Shopee application users from Bangkok and 400 Shopee application users from Nakhon Ratchasima. The study found that the online marketing mix factors affecting the intention to use the Shopee application differ between people in Bangkok and those in Nakhon Ratchasima. The research results came out, the accepted components of 6Ps online marketing by the participants from Bangkok was Promotion and Privacy. Meanwhile the Participants in Nakhon-Ratchasima accepted the component of Products and Place. In addition, the component of customers behaviour that was accepted by the participants from Bangkok was Attitude, Subject to norms, Confidence and Perception. While the Participants in Nakhon-Ratchasima only accepts the component of Confidence and Perception. Therefore, the analysis in this journal will discuss the factors impacting the intention to use the Shopee application and include recommendations for applying the research findings and suggestions for future research. Therefore, the data analysis in this journal will discuss the impact of factors affecting the intention to use the Shopee application, including recommendations for applying the research findings and suggestions for future research.

## Keyword

6Ps online marketing, Customer behaviour, Bangkok, Nakhon-Ratchasima

## Significance of the Problem

During Covid-19 pandemic, plenty of the business was negatively affected due to the pandemic (Yota, 2020). Online shopping platforms growth rate raised up very quickly. Shopee managed to raise their installation rate up to 63% (Shivkumar, 2024). Shopee was officially launched in 2015 in Singapore. However, Shopee managed to expand their market into a variety of countries within Southeast Asia. Within 1 year, they managed to have people install their application for more than 300 million people. At present, most of the people are adapting the innovative way of shopping to just click and wait to receive the parcel. That is why Shopee was chosen as a case study. As the people who are thinking of starting to be a seller or a small to medium business owner (SMEs) would benefit from the analysis from thesis paper. Due to the high volume of Shopee applications installed (Ukkharachata, 2020).

As reported, in Quarter 1 of 2024. 96.1% of the internet users was the population in the Middle region. Secondly, the North-Eastern region has 87.5. Thirdly, the North of Thailand has 82.7%. And lastly, the South of Thailand 90.5%. Hence, the statistics show regions of the population that uses technology highest and second highest are the Middle region and North-Eastern region of Thailand. In additional, the highest internet usage and purchasing habits compared in generations. Generation Y have the highest engagement to online shopping for 88.36%. Followed by Generation X at 84.55%, Generation Z at 81.53%, and Baby Boomers at 74.04% (Electronic Transaction Development Agency, 2022). For this thesis paper, Generation Y (also known as Millennials), defined as individuals aged 30-45 OR 24-43 in 2024. It shows that Generation Y is the highest online shopper and tends to use more e-commerce platforms like Shopee and Lazada (Purisan et al., 2024).

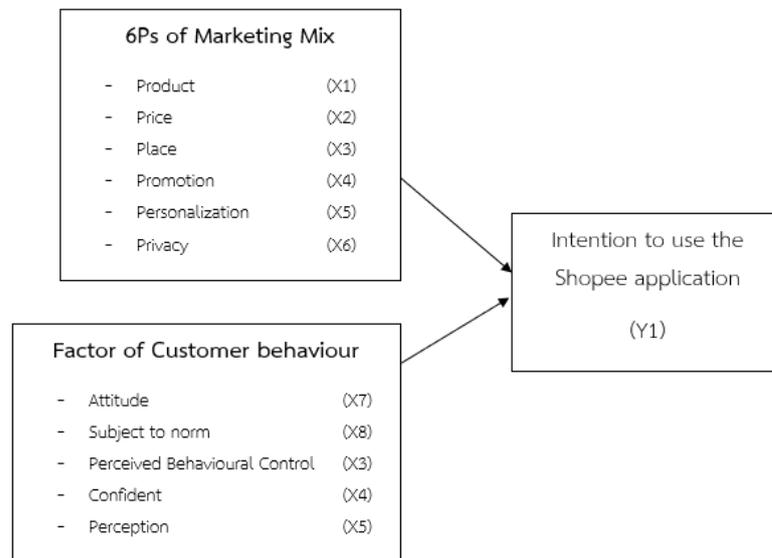
According to Namsreetan (2022) studies about “The causal factors influencing loyalty to buy cosmetic on the Shopee application of consumers in Thailand” shows the demographic population of Thailand who use the Shopee Application. The highest percentage of Shopee user 20% were population in the middle region and 17.75% was the North-Eastern of Thailand (Namsreetan, 2022). Hence, these 2 regions are selected as a case study of their intention to use the Shopee application. In addition, this study will be selecting two of the biggest population sizes from the Middle and North-Eastern region of Thailand. Since Bangkok has the biggest population size in the Middle region, to prevent errors of the study, the comparison has to be made with the biggest population size in the North-Eastern region. The highest population in the North-Eastern region of Thailand is Nakhon-Ratchasima, and there are 2,630,058 people in the province (MGR online, 2023a).

## Research Objective

As mentioned above on the section of research question

1. To study the impact of 6Ps online marketing on the intention to use the Shopee application towards the customers.
2. To examine the impact of customers' behaviour toward the intention to use the Shopee application on the customers.
3. To compare the Shopee application users' behaviour between Bangkok, the Middle region and Nakhon-Ratchasima, and the North-Eastern region. If they have different factors that influence the intention to use the Shopee application.

## Conceptual framework



Picture 1 Conceptual framework diagram

## Definition of Terms

**Products:** refers to the products offered to the customers by the Shopee application.

**Price:** refers to the value exchanged for items within the Shopee application.

**Place:** refers to the Shopee application that sells products to customers.

**Promotion:** refers to the discounts within the Shopee application.

**Personalization:** refers to the personal marketing strategies to each customer by the Shopee application.

**Privacy:** refers to the security of the customers' data that the Shopee application offers.

**Attitude:** refers to the user's attitude towards the intention to use the Shopee application in the Bangkok and Nakhon-Ratchasima provinces of Thailand.

**Subject to norm:** refers to the user's surrounding towards the intention to use the Shopee application in the Bangkok and Nakhon-Ratchasima provinces of Thailand.

**Perceived behavioural control:** refers to the user's behaviour towards the intention to use the Shopee application in the Bangkok and Nakhon-Ratchasima provinces of Thailand.

**Confidence:** refers to the trust towards the intention to use the Shopee application in the Bangkok and Nakhon-Ratchasima provinces of Thailand.

**Perception:** refers to the awareness towards the intention to use the Shopee application in the Bangkok and Nakhon-Ratchasima provinces of Thailand.

**Generation Y:** The population that use the Shopee application aged of 24-45 years old in 2024

## Literature review

### 6Ps of Digital Marketing Mix

The marketing mix refers to the marketing strategies that a company used to drive their business toward their goals, thus the company used this theory for marketing planning too. This theory was written by Jerome McCarthy:

**Product:** refers to the goods or services offered to meet customer needs and wants. As it is the main thing the customers will look at while making purchasing decisions (Phukaew, 2022).

**Price:** refers to the cost customers pay for the product or service, reflecting its values. Study of (Phukaew, 2022) stated that "An appropriate price is better than a cheaper price".

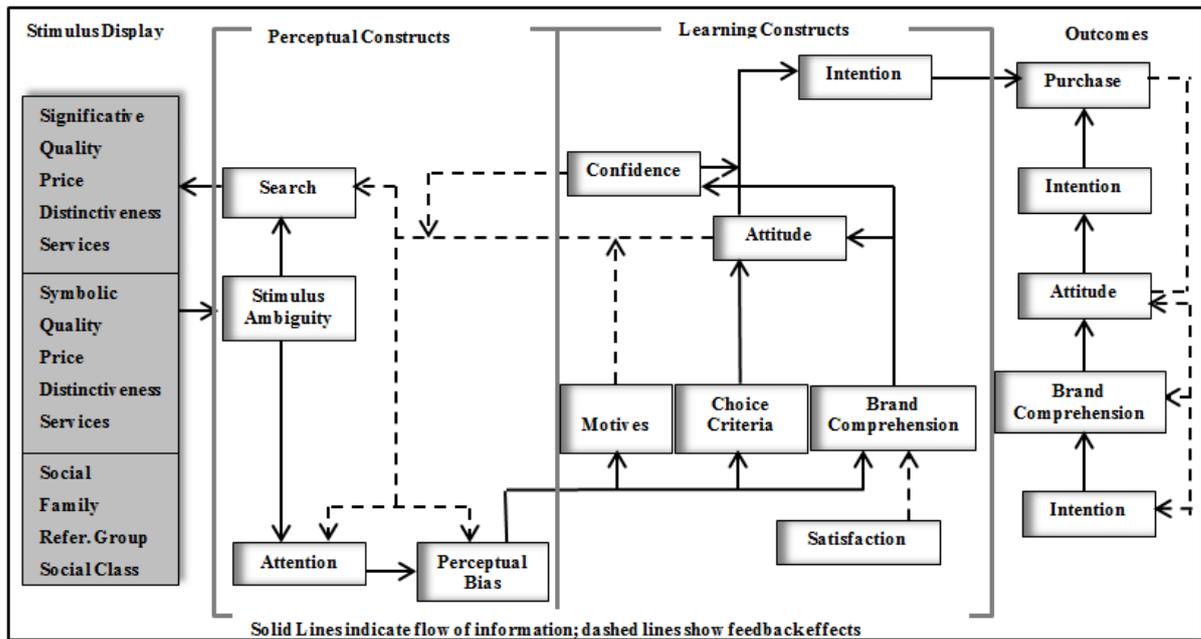
**Place:** refers to the distribution channels and locations where the product is made available to customers. Thus, the customer could choose to purchase at their own convenience. Since, some might prefer to purchase online (Phukaew, 2022).

**Promotion:** refers to the strategies used to communicate with the target audience, including advertising, and sales promotions. It is an element that will attract the customer to give more attention to the products. Promotion helps the customers to decide to purchase faster (Phukaew, 2022). The traditional 4Ps have been expanded to accommodate the evolving digital marketing landscape, resulting in the 6Ps Model, which adds:

**Personalization:** refers to the Customising marketing aspect to individual customer preferences and behaviours. However, this component may seem less important to the customers. But it does affect the satisfaction of the customers while choosing what brands to purchase (Phukaew, 2022).

**Privacy:** refers to ensuring the protection of customer data and building trust by maintaining ethical practices in data usage. This element also does not affect the decision-making process, but it does build trust for the customers (Phukaew, 2022).

### Howard-Sheth Model of Buying Behavior



Picture 2 Howard-Sheth Model of buying behaviour diagram

Source (Howard & Sheth, 1969).

This theory aimed to explain how people make decisions to purchase items. Founded by John Howard and Jagadish Sheth in 1969. It is an old school integration of social, psychological and marketing factors that influenced the customers decision making process. The main purpose of the theory is to understand an individual’s behaviour and what makes an individual behave when the individual wants to purchase things (Howard & Sheth, 1969).

The levels of decision-making process are: 1. Extensive Problem-Solving 2. Limited problem-solving 3. Habitual response behaviour. There are 4 constructs of the theory which are 1) Input stimulus display 2) Perceptual construct 3) Learning construct 4) Outputs.

**Input variables** - refers to the information of a particular product or brand in terms of quality, price, services and availability. This construct has 3 groups of components which are: Significant stimuli, Symbolic stimuli, social stimuli. (Anjali, 2019).

**Perceptual construct** - refers to the imagined information after receiving the products or brands information from the input stage. The components are Sensitivity to information, Perceptual Bias, Search for information (Anjali, 2019).

**Learning construct** - refers to the perception or opinion that the individual has toward brands and products. The components are Motive, Choice Criteria, Brand comprehension, Attitude, Confidence, Intention, Satisfaction (Anjali, 2019).

**Output variables** - refers to the result of the purchasing decision that the individual reacts toward the input variables. The components are Attention, Brand comprehension, Attitude, Intention, Purchase behaviour (Anjali, 2019).

**External variables** - refers to factors that influence the individual to purchase a brand of their preference. It could be the importance of purchase, personality, social class, culture and more (Anjali, 2019).

## Hypothesis

This study chose parts of components of theories mentioned above to create a conceptual framework. Which are: 6Ps of digital marketing and Howard-Sheth Model of Buying Behaviour. However, the hypothesis of this thesis is listed below:

**Table 1 Hypothesis**

H1a: The Products component influence Bangkok customers' intention to use the Shopee application.	H1b: The Products component influence Nakhon-Ratchasima customers' intention to use the Shopee application.
H2a: The Price component influence Bangkok customers' intention to use the Shopee application.	H2b: The Price component influence Nakhon-Ratchasima customers' intention to use the Shopee application.
H3a: The Place component influence Bangkok customers' intention to use the Shopee application.	H3b: The Place component influence Nakhon-Ratchasima customers' intention to use the Shopee application.
H4a: The Promotion component influence Bangkok customers' intention to use the Shopee application.	H4b: The Promotion component influence Nakhon-Ratchasima customers' intention to use the Shopee application.
H5a: The Personalization component influence Bangkok customers' intention to use the Shopee application.	H5b: The Personalization component influence Nakhon-Ratchasima customers' intention to use the Shopee application.
H6a: The Privacy component influence Bangkok customers' intention to use the Shopee application.	H6b: The Privacy component influence Nakhon-Ratchasima customers' intention to use the Shopee application.
H7a: The Attitude component influence Bangkok customers' intention to use the Shopee application.	H7b: The Attitude component influence Nakhon-Ratchasima customers' intention to use the Shopee application.

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H8a: The subject to norm component influence Bangkok customers' intention to use the Shopee application.	H8b: The subject to norm component influence Nakhon-Ratchasima customers' intention to use the Shopee application.
H9a: The Perceived behavioural control component influence Bangkok customers' intention to use the Shopee application.	H9b: The Perceived behavioural control component influence Nakhon-Ratchasima customers' intention to use the Shopee application.
H10a: The confidence component influence Bangkok customers' intention to use the Shopee application.	H10b: The confidence component influence Nakhon-Ratchasima customers' intention to use the Shopee application.
H11a: The Perception component influence Bangkok customers' intention to use the Shopee application.	H11b: The Perception component influence Nakhon-Ratchasima customers' intention to use the Shopee application.

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## Research Methodology

### Population

This thesis aims to study the comparison of two regions of Thailand. Firstly, Bangkok represents the middle region. Secondly, Nakhon-Ratchasima represents the North-eastern region. This paper will be focusing on Generation Y's acceptance and intention to use the Shopee application.

Population will be separated into 2 parts:

1. Generation Y in *Bangkok (Middle part of Thailand)* and the population are the people who actually use the Shopee application.
2. Generation Y in *Nakhon-Ratchasima (North-Eastern part of Thailand)* the population are the people who actually use the Shopee application

### Sampling method

In Case study 1 (C1) in Bangkok, The Middle part of Thailand. And Case study 2 (C2) in Nakhon-Ratchasima, The North-Eastern part of Thailand. Both research tools will be an online questionnaire, this thesis will be randomly taking the sample of the population that used Shopee application in parts of Thailand. Using *W.G. Cochran* (Kongkaem, 2016). The calculation will apply a confidence level of 95% and a significance level of 0.5.

### Data Gathering

The tool used is Online questionnaire for this thesis. Online questionnaire will be sent out to 800 participants in total. This will include 400 participants from Bangkok, representing the Middle region of Thailand, and 400 participants from Nakhon-Ratchasima, representing the

North-Eastern region of Thailand. The survey will be distributed online. Primary data collected using Purposive Sampling will be employed to select participants who have used the Shopee application.

## Analysis of Data

After the survey was collected, the analysis will be using SPSS software to analyse the data. With a confidence level of 0.05 or 95%, In order to do a hypothesis testing. First, the analysis will be using A *descriptive statistical analysis* Which is the basis to analyse mean value and standard deviation (Kunalittipon, 2015). The mean value will be analysed according to the Likert scale. Second, Analysing the factors affecting the customers' intention to use the application. Will be using the *Multiple Regression Analysis (MRA)* method. However, this thesis will be using Multilinear regression to analyse the variable.

## Validity of Hypothesis

The method used was "Enter Multiple Regression" using a significance level of 0.05 or 95%. Where P-value must be less than or equal 0.05 to show the significant value of Hypothesis testing.

## Results

### Descriptive statistics result

The online survey collected approximately 800 participants. After checking the validity, there were 770 surveys that can be used to analyse. And it can be separated into 2 parts of locations which were 385 participants from Bangkok. And 385 participants from Nakhon-Ratchasima. For the better understanding of the data below, the participants in case study 1, Bangkok will be represented by C1. And participants in case study 2, Nakhon-Ratchasima will be represented by C2. The study of the participants in C1, Bangkok. The majority of the study shows there were 233 female participants with a percentage of 60.5%. Also, 326 participants were 21-30 years old. They have an education level of bachelor's degree for 335 participants with an income level of 20,001-30,000 baht for 55.3%. 227 participants are employees of a private company. 76.6% of the participants use the Shopee application more than 8 times. And they mostly purchased household items for 39%. With a payment method of credit cards for 63.6%. As 262 participants spend about 501-1,000 baht per one time use. Additionally, The study of participants in C2, Nakhon-Ratchasima. The majority of the study shows there were 246 female participants with a percentage of 63.9%. Also, 182 participants were 21-30 years old. They have an education level of bachelor's degree for 211 participants with an income level of less than 10,000 baht for 40%. 149 participants are students. 39% of the

participants use the Shopee application more than 8 times. And they mostly purchased fashion items for 42.9%. With a payment method of bank transfer for 26%. As 187 participants spend about less than 500 baht per one time use.

### Enter Multiple Regression result

The analysis of hypothesis testing using “Enter Multiple Regression” towards the intention to use the Shopee application and 6Ps digital marketing. The ideal P-value must be less than 0.05, in order to be significant toward variables. The P-value indicates the analysis of the C1. The analysis indicated that there are 2 components of 6Ps online marketing that affect positively on the intention to use the Shopee application are Promotion (X4) and Privacy (X6). It shows that the hypothesis is valid.

On the other hand, The Enter regression of C2. The p-value of the analysis indicated that there are 2 components that influence that intention to use the Shopee application, which are Promotion (X4) and Products (X1). It shows that the hypothesis is valid.

Table 2 6Ps Online marketing result of C1

6Ps online marketing mix	b	<i>SE<sub>b</sub></i>	$\beta$	t	sig.
Product (X1)	-0.013	0.048	-0.012	-0.267	0.790
Price (X2)	0.034	0.037	0.043	0.927	0.354
Place (X3)	0.050	0.046	0.048	1.098	0.273
Promotion (X4)	0.081	0.040	0.085	2.019	0.044**
Personalization (X5)	0.043	0.044	0.045	0.972	0.332
Privacy (X6)	0.096	0.038	0.113	2.542	0.011**

R = .819 R<sup>2</sup> = .55 SE = 0.372 t= 0.372 a = 0.325 Adjusted R<sup>2</sup> = 0.657 F = 46.955

Table 3 6Ps Online marketing result of C2

6Ps online marketing mix	b	<i>SE<sub>b</sub></i>	$\beta$	t	sig.
Product (X1)	0.217	0.051	0.221	4.276	0.000**
Price (X2)	-0.026	0.039	-0.033	-0.671	0.503
Place (X3)	0.117	0.049	0.116	2.374	0.018**
Promotion (X4)	0.065	0.042	0.073	1.561	0.119
Personalization (X5)	-0.031	0.047	-0.032	-0.645	0.519
Privacy (X6)	0.023	0.042	0.025	0.546	0.585

R = .819 R<sup>2</sup> = .55 SE = 0.372 a = 0.070 Adjusted R<sup>2</sup> = 0.657 F = 46.955

Additionally, The P-value indicates the analysis of the case study 1 in section C1. The Enter regression between intention to use (Y1) the Shopee application and customer behaviour components. The p-value of the analysis indicated that there are 4 component that influence that intention to use the Shopee application, which are Attitude (X7), Subject to norm (X8), Confidence (X10) and Perception (X11) shows that the hypothesis is valid.

Table 4 customers' behavior result of C1

Intention to use (y)	b	<i>SE<sub>b</sub></i>	$\beta$	t	sig.
Attitude (X7)	0.152	0.044	0.169	3.447	0.001**
Subject to norm (X8)	0.073	0.037	0.088	1.981	0.048**
Perceived behavioural control (X9)	0.050	0.046	0.051	1.067	0.287
Confidence (X10)	0.136	0.041	0.155	3.293	0.001**
Perception (X11)	0.129	0.043	0.140	3.039	0.003**

R = .819 R<sup>2</sup> = .55 SE = 0.372 a = 0.325 Adjusted R<sup>2</sup> = 0.657 F = 46.955

Table 5 customers' behavior result of C2

Intention to use (y)	b	SE <sub>b</sub>	β	t	sig.
Attitude (X7)	0.037	0.041	0.044	0.891	0.374
Subject to norm (X8)	0.010	0.035	0.013	0.281	0.779
Perceived behavioural control (X9)	0.163	0.046	0.180	3.577	0.000**
Confidence (X10)	-0.062	0.040	-0.072	-1.562	0.119
Perception (X11)	0.181	0.050	0.179	3.621	0.000**

R = .819 R<sup>2</sup> = .55 SE = 0.372 a = a = 0.070 Adjusted R<sup>2</sup> = 0.657 F = 46.955

### Hypothesis analysis

Table 6 Accepted Hypothesis

H4a: The Promotion component influence Bangkok customers' intention to use the Shopee application.	Accepted
H6a: The Privacy component influence Bangkok customers' intention to use the Shopee application.	Accepted
H7a: The Attitude component influence Bangkok customers' intention to use the Shopee application.	Accepted
H8a: The subject to norm component influence Bangkok customers' intention to use the Shopee application.	Accepted
H10a: The confidence component influence Bangkok customers' intention to use the Shopee application.	Accepted
H11a: The Perception component influence Bangkok customers' intention to use the Shopee application.	Accepted
H1b: The Products component influence Nakhon-Ratchasima customers' intention to use the Shopee application.	Accepted
H3b: The Place component influence Nakhon-Ratchasima customers'	

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intention to use the Shopee application.	Accepted
H10b: The confidence component influence Nakhon-Ratchasima customers' intention to use the Shopee application.	Accepted
H11b: The Perception component influence Nakhon-Ratchasima customers' intention to use the Shopee application.	Accepted
	Accepted

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## Conclusion

### Impact of 6Ps online marketing

The analysis of 6Ps online marketing for the participants in Bangkok (C1) and Nakhon-Ratchasima (C2). The accepted component of the 6Ps online marketing in C1 was "Promotion" and "Privacy". Due to the availability of offline stores in Bangkok, it allowed the participants to go to the store and purchase the item. The reason why they would have intention to purchase from online stores is discounts that would benefit the participants more. As it could show why Promotion affects their intention to use the Shopee application. As shown in an online survey, it shows that the majority of the participants in Bangkok use credit cards as a payment method. That is the reason why the participants accept Privacy components, as they are aware that their personal data is secured in the Shopee application.

Also, there are 2 components that the participants accepted in C2 which are "Products" and "Place". The impact of the Product component. Due to a good quality and variety of categories of product offered in the Shopee application, and the unavailable of the local store. It influences the participant's intention to use the Shopee application. Also, the impact of the Place component. Brand loyalty is the reason why it influences the participants' intention to use the Shopee application. As the participants would think of the Shopee application whenever they would like to purchase anything. That could be the reason why they have an intention to use the Shopee application.

## Impact of Customers' Behaviour

The analysis of customers' behaviour for the participants in participants in Bangkok (C1) and Nakhon-Ratchasima (C2). The accepted component of the Customers' behaviour component in C1 was "Attitude", "Subject to norm", "Confidence" and "Perception". The Attitude component influences their intention to use the Shopee application, as the participants agree that the Shopee application is better than other platforms and it benefits the participants. Also, the Subject to norm component affects their intention to use the Shopee application by having people around them use the Shopee application. As their society would influence each other to use the same shopping application. Additionally, the Confidence component affects the participants' intention to use the Shopee application by feeling confident that the Shopee application is not a fraud. Lastly, the Perception component affects their intention to use the Shopee application by being satisfied with the Shoppe application.

Also, the accepted components of Customers' behavior of the participants in C2 are "Confidence" and "Perception". Overall, the participants agree with the components. The accepted component was Confidence and Perception. The same reason would be the same as the participants in Bangkok. As these components were the same way the participant in both locations accepted.

To compare the factors that influence the intention to use the Shopee application in Bangkok and Nakhon-Ratchasima. As study showed, the components that both locations accepted were Confidence and Perception. Also, the both rejected components of the 2 locations were Price, Personalization and Perceived behavioural control.

## Comparison of the customers' behavior in Bangkok (C1) and Nakhon-Ratchasima (C2)

In 6Ps online marketing, none of the components were both accepted by the participants in C1 and C2. However, there are both rejected components by the participants in C1 and C2. First, the participants in Bangkok rejected the "Product" components, but the participants in Nakhon-Ratchasima accepted the "Product" components. For the instant, this might happen due to the availability of offline stores in Bangkok. As it is easier for the participants to go to the store to purchase items, rather than ordering it online. However, the "Product" does not affect their intention to use the Shopee application. Second, both of the participants both rejected the "Price" component. This could show that no matter how much the price is, if ordering online is more convenient than it does not affect their intention to use the Shopee application. Third, the participants in Nakhon-Ratchasima accepted the "Place" components, but the participants in Bangkok rejected the "Place" components. As the availability of offline stores and other platforms, the "Place" component might not affect their intention to use the Shopee application. Hence, Nakhon-Ratchasima has lesser availability to purchase items offline. That could be the reason why the "Place" component was accepted by the participants in Nakhon-Ratchasima. Fourth, the participants in Bangkok accepted the

“Promotion” components, but the participants in Nakhon-Ratchasima rejected the “Promotion” components. It indicated that when there are discounts or promotions, the participants in Bangkok will have an intention to use the Shopee application. But it does not affect the participants in Nakhon-Ratchasima. It might happen due to the regularity of purchasing non promotions items, that is why “Promotion” does not affect their intention to use the application. Fifth, both of the participants both rejected the “Personalization” component. As it is a strategy that people might not pay attention to, or it might not be personalised enough for them to like it. That is why it does not affect their intention to use the Shopee application. Lastly, the participants in Bangkok accepted the “Privacy” components, but the participants in Nakhon-Ratchasima rejected the “Privacy” components. As mentioned in the personal information of the participants. The majority of the participants in Bangkok use Credit cards. Hence, the participants trust the Shopee application that their credit card data is secured. And it might affect their intention to use the Shopee application. Meanwhile the majority of participants in Nakhon-Ratchasima use Bank transfer. Thus, it might not affect their intention to use the Shopee application. Furthermore, according to (Sriviphat & Panthong, 2023). it shows that the “Privacy” component affected positively on the purchasing decision in the Shopee application.

In the customer behaviour component, there are Confidence and Perception components that were both accepted by the participants. Also, The Perceived behavioural components were both rejected by the participants. First, the participants in Bangkok accepted the “Attitude” components, but the participants in Nakhon-Ratchasima rejected the “Attitude” components. The participants in Bangkok might think that the Shopee application is better than other platforms and it is more beneficial to them, that is why “Attitude” components affect their intention to use the Shopee application. However, the participants in Nakhon-Ratchasima may think otherwise. Second, the participants in Bangkok accepted the “Subject to norm” components, but the participants in Nakhon-Ratchasima rejected the “Subject to norm” components. It could show that many of the people surrounding the participants use the Shopee application. That is why it affected their intention to use the Shopee application. However, The participants in Nakhon-Ratchasima might not be subjective to the norm, that is why it does not affect their intention to use the Shopee application. Third, both of the locations rejected the “Perceived behavioural control” component. Even though having time, resources and willingly to purchase items. It might not affect their intention to use the Shopee application. Fourth, both of the participants accepted the “Confidence” component. It shows that the participants are confident that, if they use the Shopee application they will not get scammed. And they have faith and trust in the Shopee application, which makes them want to use the application. Lastly, “Perception” component was a satisfaction rate questionnaire. Hence, the majority of the participants “Agree” with the components. Which indicates “Satisfied” on the operation of the Shopee application. To clarify, it shows the participants were satisfied with the payment method and overall purchasing process of the Shopee application. That is why they are willing to use the Shopee application.

However, the component that both locations rejected are “Price”, “Personalization” and “Perceived behavioral control”. Even though the  $\bar{x}$  value was high, it does not affect their intention to use the Shopee application. However, it could conclude that even the Shopee application offers a better price, offered better marketing of personalisation and the participants satisfied with the application. It does not mean that it will increase their intention to use the application.

## Recommendation

### 1. Implication of the study

The recommendation is for the market researchers, The Shopee’s marketers and business owner who want to join the Shopee application. All of the 6Ps online marketing factors and Customers’ behaviour components could benefit the Shopee application company and the seller in the application by making use of other factors to the fullest. As the studies are separated into 2 locations. All the rejected and accepted components should be taken to study further to improve their customer and marketing analysis. As the components could help the company to provide services according to customers satisfaction and preferences. For example, The Shoppe application could improve their online marketing on the Products, Price, Place, Personalisation and Perceived behavioural components in Bangkok. And they could improve their online marketing on Price, Promotion, Personalisation, Privacy, Attitude, Subject to norm and Perceived behavioural components in Nakhon-Ratchasima. Hence, the rejected component could be improved more in order to satisfy their customers.

### 2. Recommendation for further study

The researchers could use this study information to increase the intention to use the application. In order to make the people feel like shopping via the Shopee application instead of other platforms.

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