

A DYNAMIC MODEL OF FACTORS INFLUENCING OF TRUST, ATTITUDE, SUBJECTIVE NORM, AND PERCEIVED BEHAVIOR CONTROL ON E-COMMERCE REPURCHASE INTENTION TOWARDS GENERATION Z IN THAILAND

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ABSTRACT

The purpose of this study is to examine the factors influencing the repurchase intentions of Generation Z consumers on e-commerce platforms based on the TPB model. An online survey was conducted during February and March 2022 through purposive sampling and convenience sampling techniques. The target respondents are Gen Z consumers, aged between 18 to 25 years during the data collection, who have experience of buying products via e-commerce platforms on at least one occasion. Initially 430 questionnaire responses were collected, of which a total of 400 were deemed valid for use in data analysis after data cleaning. Simple Linear Regression and Multiple Linear Regression were applied for hypothesis testing. The results showed that attitude was the most important factor affecting the repurchase decisions of Gen Z consumers, followed by subjective norms. Trust did not show any direct significant impact on repurchase intentions; rather, it was shown to have an impact on consumer attitude. Accordingly, it is suggested that promoting Gen Z consumers awareness, and investing in influencers, are effective strategies to develop a positive attitude towards e-commerce among Gen Z consumers. Moreover, developing a reliable and secure transaction system and prompt delivery system can enhance Gen Z consumers' trust.

Keywords: Perceived Behavioral Control, Attitude, Subjective Norms, Trust, Repurchase Intentions, Theory of Planned Behavior.

1. INTRODUCTION

With the development of the Internet of Things (IoT), using internet has become one of our daily activities, largely removing geographic boundaries, enabling people to interact with each other from any corner of the world (Winseck, 2017), and reshaping various aspects of our lives such as purchasing, selling, eating, entertainment, communication, and transportation. Specifically, the fast development of the Internet has

“incubated and facilitated e-commerce” (Zhu et al. 2020, p. 53; see also Avinash and Akarsha, 2017).

E-commerce is defined as “a way to use the Internet to market and sell goods and services to consumers” (Fruhling and Digman, 2000, p.13; see also Hamid et al., 2022). E-commerce plays an important role in serving suppliers and customers, improving business performance, and fostering competitiveness, especially for modern organizations looking to achieve routine success in global

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business (Kasensap, 2015). In Thailand, e-commerce has grown exponentially in the last year. The pandemic crisis triggered a disruption and transformation of commerce in Thailand (Bangkok Post, 2021), resulting in fierce competition within the Thai market (International Trade Administration, 2021). Sellers have been required to use proactive strategies as many offline brands transform into online stores. E-commerce is one of the major channels where everyone has a great opportunity to conduct business. Although the potential in the e-commerce market is high, there are many competitors playing the field. Currently the major e-commerce players in Thailand are Shopee, Lazada, JIB, JD Central, Kaidee, and HomePro (Export2Asia, 2021; KKP Research, 2021). The most visited platform is Shopee. Among the visitors, Generation Z consumers are the main consumer force, and cannot be ignored.

Generation Z comprises people who were born in 1997-2012, after the millennial or Generation Y (BeresfordResearch; see also Meola, 2022). They have grown with a digital technology lifestyle and are heavily attached to social media and the internet as compared to previous generations (Baby Boomer, Gen X, Gen Y) (Kotler, 2021). More importantly, Gen Z represents a huge opportunity for e-commerce (Vieira et al., 2020) and will be the main consumption force of e-commerce in the next few years (Monaco, 2018). In addition, as e-commerce is sharply growing in Thailand, understanding the main consumption force becomes highly desirable. For this reason, it is important to attempt to understand the Thai Gen Z consumers' post-purchase behavior by studying their online repurchase intentions based on the Theory of Planned Behavior (TPB) model. It is expected that the empirical findings of this study will provide insights for marketers, SME entrepreneurs, and researchers, so that they would profoundly understand the Gen Z consumer group, because understanding their online repurchase intentions will help online businesses to gain more profits (Bao et al., 2016). The TPB model is applied to understand Gen Z consumers' post-purchase

behavior in Thailand with the inclusion of a trust factor. The objectives of this study are:

- 1) to reveal the relationships between the independent variables (perceived behavioral control, attitude towards e-commerce, subjective norms, and trust) and the dependent variable (e-commerce repurchase intentions).
- 2) to examine the relationship between trust and attitudes towards e-commerce.

This paper is structured as follows. Previous studies are discussed in section 2, methodology is explained in section 3, followed by data collection in section 4, and findings in section 5. The conclusion and discussion are available in section 6, while limitations are stressed in section 7. Finally, recommendations are provided in section 8.

2. LITERATURE REVIEW

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is an extension to the Theory of Reasoned Action (TRA). Originally, the Theory of Reasoned Action (TRA) included the Attitudes, Subjective Norms, Intentions to Perform and the Actual Behavior under the condition of trying to perform a certain behavior. In the Theory of Reasoned Action (TRA), it was assumed that the performer has voluntary or willing control over the conduct of interest. Unlike the TRA, The Theory of Planned Behavior (TPB) is a concept that predicts the personal intention to act under specific conditions (Ajzen, 2019). This theory is used to explain the motivational factors impacting the performance of a behavior. The person will decide to take action or not depending on many factors such as attitudes towards the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). The behavior will succeed depending on both intention and ability. There are many areas or fields that apply this theory, such as human behavior, and health. Attitudes towards a behavior relate to the personal level of like or dislike from the individual's evaluation to the behavior (Ajzen, 1991), which can be affected

by a set of behavioral beliefs or experiences. Subjective norms refer to the level of social pressure on an individual regarding how they feel about a certain behavior (Ajzen, 1991), meaning that an individual's decision to behave in a certain context might be influenced by his or her family members, friends, classmates, colleagues etc. Perceived behavioral control is the perception of how easy or difficult it is to perform the behavior or action (Ajzen, 1991), which is affected by a set of control beliefs. Perceived behavioral control was excluded from the TRA, which made TRA less practical when attempting to capture unwilling aspects of behavior. The major difference between the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) is the impacts of behavioral control on intentions and behavior as an additional determinant (Ajzen, 2019).

Repurchase Intentions

Intention in this model comes from the Theory of Planned Behavior. Intention is the immediate antecedent of behavior as it comes from the person's readiness to perform a certain behavior. The intention is influenced by attitudes towards the behavior and subjective norms which are valued due to the importance of the relationships between the action or activity and people who are influenced by the actor and influenced by perceived behavioral control (Ajzen, 2019). Repurchase intention refers to the desire of a consumer to purchase products or services from the same company again (Han et al., 2010).

Wu et al. (2014) implied that repurchase intentions represent the chance of customers coming back to purchase products or services again. Moreover, Chiu et al. (2014) indicate that repurchase intentions relate to the chance that consumers will continue to buy the same or different products from the same online stores. The intention to purchase for the first time is important but the decision to repurchase will help a company to succeed in the long term (Hsu et al., 2015). Accordingly, in this study, repurchase intention is defined as the decision that a Gen Z consumer has made

to buy products from an e-commerce site again. It proposes that repurchase intentions are determined by attitudes toward purchase intentions on e-commerce platforms, subjective norms, and perceived behavioral control.

Attitudes Toward Behavior

A behavior will be perceived as positive or negative depending on an individual's behavioral beliefs (Ajzen, 1991). Moreover, attitude refers to consumers evaluation of favorable and unfavorable experiences in relation to an object or a behavior (Murchison, 1935; Lebdaoui and Chetioui, 2020). In addition, attitude can be referred to as the evaluation of an object or a behavior (Peter and Olson, 2010). Attitudes towards behavior can be defined as an individual's favorable or unfavorable evaluation of related behavior. In this study, attitudes towards behavior are related to attitudes towards purchases on e-commerce platforms. It is proposed that attitudes towards a behavior are also attitudes towards purchasing products or services on an e-commerce platform.

Perceived Behavioral Control

Ajzen (1991) implied perceived behavioral control to be the perception of people about how difficult it is to perform a specific behavior. There is an associated importance of self-consciousness to know what and how one performs the specific action. Perceived behavioral control is influenced by control beliefs. For example, belief in the factors that influence or facilitate performance of the action. Combining the weight of the perceived power and the factor that controls the behavior results in a precise reflection in successful behavior. According to the original theory-TRA, there is no perceived behavioral control in the original model, with TPB differing from TRA through the inclusion of perceived behavioral control (Ajzen, 1991). In this study perceived behavioral control refers to the perceived ability an individual consumer has to perform or control his or her shopping experience on an e-commerce platform.

Subjective Norms

Hogg and Vaughan (2010) implied that subjective norms are related to an individual's beliefs about how others perceive and approve of certain behaviors. Moreover, Ajzen (1991) refers to subjective norms as the perceived pressure from society to perform or not perform a certain behavior. Subjective norms include a set of normative beliefs that focus on the expectations and importance of behaviors according to social norms. Subjective norms can refer to the expectations of the people surrounding the actor or performer taking the action.

Trust

Mayer et al. (1995) implied that trust represents the will of a person or group of people who believe that others will perform an expected action, without an ability to watch or manipulate those performing the action. According to Oxford Languages, trust is "a belief in someone's or something's reliability, fact, or skills". Moreover, trust can be the belief that something or someone is true without the evidence to prove it (Cambridge Dictionary).

Trust may be the combination of three dimensions which are compassion, honesty, and competence (Bao et al., 2016; Chiu et al., 2009; Jarvenpaa et al., 1998; Mayer et al., 1995). On e-commerce platforms, those dimensions are important factors for gaining interest from customers (Bao et al., 2016; McKnight et al., 2002). When those conditions meet with the consumers' expectations, retail stores will be perceived trustworthy (Bao et al., 2016; Mayer et al., 1995). Moreover, McKnight et al. (2002) defined trust as an individual's belief in others regarding trustworthiness, as decided by integrity, benevolence, and competence.

The Relationship Between Attitudes Towards Purchasing Products or Services on E-Commerce Platforms and Repurchase Intentions

Attitudes drive the intent of action (Bagozzi, 1992), as attitude is an evaluation leading to positive or negative feelings toward

a particular object or behavior (Ajzen, 1991; Lee et al., 2015). Attitude is an important factor in the process of consumer behavior (Kraft et al., 2005). Attitude affects the intention to perform certain behaviors in the case of online users (Ajzen, 1991; Davis, 1993). Moreover, there is supporting information that attitudes have a positive impact toward behavior (Lee, 2009; Lee et al., 2012; Rohm et al., 2012; Schilke and Wirtz, 2012; and Yang et al., 2020). According to Wu & Chen (2005), attitudes have a positive impact on behavioral intentions. In addition, Kim & Lee (2019) mentioned that attitude has a significant influence on repurchase intentions. Therefore, attitude is one of the important factors affecting consumer repurchase intentions, due to the emotional relationship between the consumers and the sellers (Heryana & Yasa, 2020). Correspondingly, this study considers the relationship between attitudes toward behavior and behavioral intentions, in reference to the impact of Gen Z consumers' attitudes toward purchasing on e-commerce platforms, on their repurchase intentions.

The Relationship Between Subjective Norms and Repurchase Intentions

Wu & Chen (2005) implied subjective norms were the perceived social pressure of a person to perform an expected behavior. In this research, Gen Z consumers may or may not purchase goods or services on e-commerce platforms, depending on themselves or the influences of significant individuals and the society surrounding them. This study aims to find the relationship between the subjective norms and repurchase intentions of consumers toward purchasing on e-commerce platforms. Hamid et al. (2022) found that there is a relationship between subjective norms and online shopping. People using online shopping are mostly supported by their friends or family to do so. Han et al. (2018) also agreed that subjective norms influence intentions to perform online shopping. Moreover, subjective norms will help the customer continue to purchase products or services again (Al-maghrabi et al.,

2011). Mao & Lyu (2017) support the hypothesis that subjective norms have a relationship with repurchase intentions. Repurchase intentions are determined by attitudes toward purchase intentions on e-commerce platforms, subjective norms, and perceived behavioral control.

The Relationship Between Perceived Behavioral Control and Repurchase Intentions

Ajzen (1991) implied that perceived behavioral control is the perception of people regarding their ability to perform a certain behavior. Ajzen (2002) added perceived behavioral control to the TPB due to the lack of voluntary control over the behavior of interest. The difficulty or easiness of purchasing products online also impacts intentions for shopping online (Ha et al., 2019). According to Wu & Chen (2005), perceived behavioral control has a significant impact on behavioral intentions. Perceived behavioral control has been shown to have significant effects on both actual behavior and intentions (Taylor & Todd, 1995). Moreover, Mathieson (1991) and Gamal (2010) mentioned that perceived behavioral control influences behavioral intentions. In the theory of planned behavior (TPB), perceived behavioral control has an influence toward repurchase intentions (Kim & Lee 2019). Accordingly, Han et al. (2018) suggested that perceived behavioral control is an important factor affecting repurchase intentions on e-commerce platforms. It is hereby proposed that perceived behavioral control has an influence on repurchase intentions.

The Relationship Between Trust and Repurchase Intentions

Trust is a factor that impacts both the behavior and intentions of customers in positive ways (Bao et al., 2016; Curtis et al., 2011; Schurr and Ozanne, 1985). The risk and unpredictability of transactions on

e-commerce platforms is high (Bao et al., 2016; Gefen et al., 2003). Due to a lack of control, online customers must rely on trust for reducing risk and uncertainty, due to its ability to generate opportunism (Bao et al., 2016; Gefen and Straub, 2004; Morrison and Firmstone, 2000). Trust as a factor is more important in the relationship of buyer and seller in the online marketplace than it is in the offline marketplace (Bao et al., 2016; Hoffman et al., 1999). An increase in trust can increase consumers' intentions to purchase (Bao et al., 2016). Hu et al. (2010) implied that if customers lack trust, an intention to purchase will not occur. In conclusion, trust is the factor that helps to reduce obstacles, perceived risks, and uncertainty, between sellers and customers. Trust therefore helps to increase the repurchase intentions of customers for products and services (Teo and Liu, 2007). It is hereby proposed that trust has a significant impact on repurchase intentions.

The Relationship Between Trust and Attitude Towards Purchasing Products or Services on E-Commerce Platforms

As people cannot meet or interact in online shopping, customers do not want to take risks in purchasing products online (Lebdaoui & Chetioui, 2021; Pavlou et al., 2007; O'Cass and Carlson, 2012). Van Der Heijden et al. (2003) implied that trust in sellers has a significant impact on consumers' attitudes toward online shopping. Due to the uncertainty in the online space, trust is the key factor related to attitudes (Lin, 2011). Online customers who have a high level of trust will have a positive attitude and increased intentions to make purchases from online sellers (Jarvenpaa et al., 2000). It is hereby proposed that trust in sellers on e-commerce platforms impacts attitudes toward purchasing on e-commerce platforms.

Based on the previous studies, a research framework incorporating two hypotheses was developed accordingly:

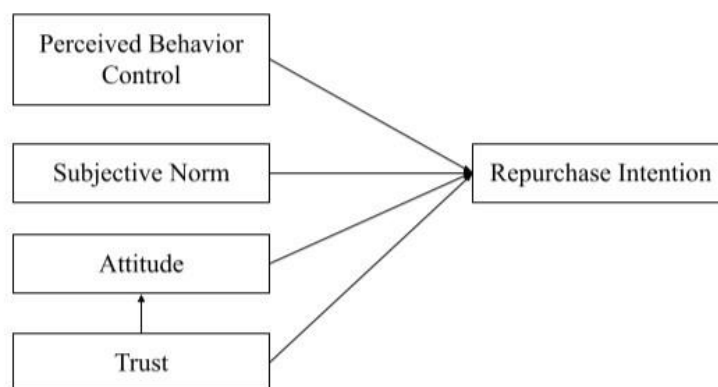


Figure 1. Conceptual framework

Source: developed by authors base on Ajzen (1991), Wu and Chen (2005), and Trivedi and Yadav (2020)

Hypotheses:

Hypothesis 1:

H1o: Perceived behavioral control, subjective norms, attitudes toward purchasing on e-commerce platforms, and trust, do not significantly affect Gen Z consumers online repurchase intentions.

H1a: Perceived behavioral control, subjective norms, attitudes toward purchasing on e-commerce platforms, and trust, significantly affect Gen Z consumers online repurchase intentions.

Hypothesis 2:

H2o: Trust does not significantly affect attitudes toward purchasing on e-commerce platforms.

H2a: Trust significantly affects attitudes toward purchasing on e-commerce platforms.

3. METHODOLOGY

This study was constructed based on the Theory of Planned Behavior (TPB model) which includes attitudes, subjective norms, perceived behavioral control, and trust. A quantitative research methodology was employed accordingly. This study was conducted in Thailand. Therefore, Thai residents who have experienced purchasing via e-commerce platforms were in the consideration of the research. The study defined the target population as Gen Z consumers born between 1997 and 2012 who had experience of buying products or services

on e-commerce platforms. The researchers applied non-probability sampling methods, incorporating purposive sampling and convenience sampling. With purposive sampling, the Gen Z respondents whose ages were under 18 years old were excluded from the study as minors cannot consent and are not fully equipped to make the right decisions in their best interests (Lenhart, 2013). With convenience sampling, Gen Z respondents who were willing and available to answer the questions were invited to participate in the survey that was conducted via a google form. A consent form was provided for the respondents; before proceeding to answer the survey questions, respondents were required to make a decision to either consent or not to consent to participation in the study.

In terms of data analysis, the following statistical techniques were employed, including reliability test represented by Cronbach's Alpha, Simple Linear Regression, Multiple Linear Regression and descriptive analysis. At the first step, reliability was measured by Cronbach's Alpha, meaning that the internal consistency of measurement items was measured. For this purpose, a pilot test was conducted with 30 respondents as recommended by Browne (1995) and supported by Whitehead et al. (2016). At the second step, a large-scale survey was conducted online with a target of at least 300 respondents as suggested by Comrey and Lee (1992) and supported by Robert and Daniel

(2010). This guideline for at least 300 valid questionnaire responses to be collected and used for data analysis was followed. Finally, a total of 430 questionnaire responses were collected. At the third step, data cleaning was carried out to eliminate invalid responses from the data set, and exploratory factor analysis was applied to reduce the large number of variables (factors) into a smaller set. Furthermore, this step establishes the underlying dimensions between the measured factors and latent constructs, thereby allowing the formation and refinement of theory (Taherdoost et al. 2014, p. 375). At the fourth step, descriptive analysis was used to reveal the demographic information of the respondents.

Multiple Linear Regression (MLR) was employed to analyze the relationships between the independent variables (perceived behavioral control, attitudes, subjective norms, and trust) and the dependent variable (online repurchase intentions), and to identify the extent to which the independent variables affected the dependent variable. In addition, Simple Linear Regression (SLR) was applied to analyze the relationship between trust and attitudes.

4. DATA COLLECTION

This study gathered both primary and secondary data. Primary data were collected directly through surveys or online questionnaires from the target population, aged 18-25 years and living in Thailand who had experience purchasing on e-commerce platforms on at least one occasion. Non-probability sampling was applied using convenience sampling, launching the questionnaire links from February through March 2022. Meanwhile, secondary data were collected from the previous studies of other researchers, via research articles, news, and online resources.

5. FINDINGS

The descriptive analysis revealed the main characteristics of the respondents. The respondents to this study were predominantly female (72.00%), most were third-year university students (38.00%), most had a monthly income of 6,001-12,000 baht (56.30%), and were currently living in central Thailand (48.50%). Watching Netflix or Disney Plus was the most common source of

Table 1: Summary of the Hypothesis Testing

Hypotheses	Statistical Technique	Significant value	Standardized Coefficient	Status
H1o: Perceived behavioral control, subjective norms, attitudes toward purchasing on e-commerce platforms, and trust, have no statistically significant influence on Gen Z consumers' e-commerce repurchase intentions.	Multiple Linear Regression			
-trust		1.00	-.00	Accepted
-attitudes toward purchasing on e-commerce platforms		.00	.35	Rejected
-subjective norms		.000	.12	Rejected
H2o: Trust has no statistically significant influence on attitudes toward purchasing on e-commerce platforms.	Simple Linear Regression	.000	.24	Rejected

entertainment for the respondents. In terms of shopping patterns, most of the respondents (80.00%) visited Shopee, while using a mobile app (95.50%) was the primary purchasing channel. Most of the respondents (61.30%) had made 3-6 online purchases in the past 6 months, spending less than THB 500 on each purchase. In addition, the most popular product category was women's fashion.

The results showed that the most important factors affecting the decisions of Gen Z consumers to make return purchases of goods and services were attitudes, followed by subjective norms. Trust did not directly influence the consumer decision-making process. However, trust showed a certain impact on consumer attitudes.

Considering the hypothesis testing, the multilinear regression results revealed that attitudes had the greatest influence on Gen Z consumers' repurchase intentions, followed by subjective norms. Trust did not have any direct effect on repurchase intentions; rather, as trust significantly affects attitude, it can be said that the influence of trust on consumer repurchase intentions will be indirect. This means that the better the online shopping experience (e.g. payment security, interaction with retailers, etc.), the more trust Gen Z consumers will have in the online retailers, products, and other relevant groups, which ultimately leads to increased positive and optimistic attitudes towards online shopping. This undoubtedly increases their tendency to be involved in online shopping (maybe through different means such as live streaming platforms, social media platforms, etc.)

6. CONCLUSION AND DISCUSSION

The purpose of this study was to examine the factors influencing the repurchase intentions of Generation Z consumers regarding e-commerce platforms based on the TPB model.

This study contributes to the existing literature as follows. First, the study enriches

the existing literature, especially regarding emerging markets such as Thailand. Second, the study reveals the factors affecting Gen Z customers' decisions to make return purchases of goods and services. Moreover, this study provides up-to-date evidence to marketers and SME entrepreneurs about factors affecting Gen Z customers' post-purchase decisions and actions, which can help the relevant actors to develop suitable strategies to retain their Gen Z consumers.

In support of previous studies, the results show that positive attitudes, subjective norms, and trust, help Generation Z consumers to purchase products again via both direct and indirect influences. In India, attitudes were found to affect the consumer behavior of Generation Z, in a study concerned with positive attitudes toward online shopping (Chaturvedi et al., 2021). Moreover, in Portugal Generation Z consumers were shown to have interest in the experience of others and may make a decision from their first engagement with a company regarding their future repurchase decision for the product depending on the development of a positive attitude and trust (Vieira et al., 2020). Furthermore, attitude and trust are significant factors affecting the decision to repurchase products through e-commerce platforms (Mohd et al., 2022). This study reveals the relationship between the attitudes, subjective norms, trust, and repurchase intentions of Generation Z consumers in Thailand. Their behavior to purchase products again in the future come from their attitudes which can be positive or negative, the trustworthiness of the seller, and the suggestions or recommendations from those who influence or are important to them. These are the factors that affect the decisions of Generation Z individuals regarding purchasing behavior.

6.1 Theoretical Implications

The results show that both attitudes and subjective norms have significant effects on consumers repurchase decisions. The finding of this study are aligned with those of Gamal

(2010), Ha et al. (2019), and Hamid et al. (2022). Moreover, members of Thai society are likely to be influenced by the surrounding people and community which is the reason why subjective norms have a significant impact on repurchase intentions.

Perceived behavioral control was found to not contribute enough value in the exploratory factor analysis. According to Vieira et al. (2020) and Monaco (2018), the characteristics of Generation Z are intimately connected with the technology field. Most of Generation Z can use or perform actions related to technology.

Trust does not directly show any significant impact on repurchase intentions. This finding is inconsistent with the previous studies of Chiu et al. (2009) Bao et al. (2016), and Ha et al. (2019). However, trust does show a certain impact on consumer attitudes. Trust is not an important factor directly affecting customer decisions to repurchase. Generation Z customers decide to make a repurchase based on attitude rather than trust, but trust influences the customer to perceive a positive attitude.

6.2 Practical Implications

As far as attitude is concerned, it is important to enhance the experiences of Gen Z consumers and to promote their awareness about e-commerce through digital advertising campaigns and omnichannel marketing strategies. Only if they have positive experiences, will their attitudes towards e-commerce platforms be optimistic. In addition, it is recommended that e-commerce platforms and marketers focus on the recommendation engine to promote the products that suit Gen Z consumer preferences. By doing so, the service and product offerings will be more personalized, helping Gen Z customers to develop a positive attitude. Ultimately, they will come back to make future repurchases.

Regarding subjective norms, it is suggested that e-commerce platforms cultivate influencers to influence Gen Z consumers. Thai society is inclined to a collective cultural context, in which individuals are likely to be

influenced by the surrounding people and community. Thus, even if Gen Z consumers are more independent than former generations; they are still deeply influenced by a collectivistic culture. Therefore, marketers of e-commerce platforms should take this as an opportunity to focus on creating Gen Z influencers in order to influence Gen Z consumers' consumption habits in terms of payment methods, brand layout, and price settings, in both online and offline environments.

Regarding trust, a sound supervision system is recommended, specifically regarding the payment system, delivery system, refund system, and review system, which should be given more attention. For instance, a reliable transaction process is highly desirable. Owing to the fact that people tend to be more conscious and even anxious when payment is processed after placing an order, a strong cyber-security infrastructure is necessary to enhance customers' trust in the respective platform. In addition, platforms should try to incentivize Gen Z buyers to provide feedback (such as providing reviews, comments etc.) Positive feedback can be evidence to promote the e-retailers and increase customer confidence. However, negative feedback is not always bad. If the e-retailers can handle or react to the negative feedback properly, promptly, and responsibly, it can be even stronger evidence to strengthen customer confidence and finally win the trust of new customers.

7. LIMITATIONS

There is a significant limitation in the area of research presented in this study. Specifically, there are insufficient previous studies in the context of Thailand. Most studies, such as those by Zhu et al. (2020), and Farrell & Phungsoonthorn (2020), have focused on the Gen Y consumer group. Consequently, there is a lack of previous studies about Gen Z consumers in Thailand, particularly those applying the Theory of Planned Behavior (TPB).

8.FURTHER STUDY

Future study should conduct qualitative analysis through the use of in-depth interviews enabling researchers to obtain further consumer insights. For instance, interviews might reveal various issues related to the challenges and problems consumers encounter during their engagement with online shopping. In terms of further quantitative study, other forms of e-commerce can be taken into consideration, such as live streaming commerce. The success of live streaming largely relies on mutual interactions between the host and visitors through conversation, reviews, product exhibition etc. in real time. To do so, a greater sample size is encouraged, and a comprehensive model should be developed. In this context, the expectation-confirmation model, diffusion of innovation theory, or technology acceptance model, could be employed to conduct a consumer study. Last but not least, generation comparison is another possibility for future study, in which researchers could compare the similarities and differences among Gen Y and Gen Z.

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