

“The Evolution of E-Commerce in Emerging Markets, Factors Impacting Online Shopping Intention in Thailand”

Sathainpong Imrattanarak
Asst. Prof. Dr. Sirion Chaipoopirutana
Graduate School of Business, Assumption University

Howard Combs
San Jose State University

ABSTRACT

While still in its early stage, e-commerce is growing rapidly in emerging markets. This study explores the online consumer behavior in emerging markets by examining online repurchase intention of Lazada.com in Thailand. One reason that many online retailers are focusing on Thailand is that it is the world's #1 country for accessing the Internet via a smartphone (We Are Social, 2018). Lazada, owned by Alibaba and operated in many countries, is the largest online retailer in Thailand and in southeast Asia.

The anticipated constructs of alternative models compact with key Online purchase intention and the variables such as customer satisfaction, trust, online shopping experience, online shopping habit, net benefit of online shopping and online repurchase intention which lead to the configuration of online purchase intention.

Inferential statistic was used to test the relationship between the variables utilizing seven hypotheses. The results of this study showed a positive relationship between customer satisfaction, trust, online shopping experience, online shopping habit, net benefit of online shopping and online repurchase intention.

This research indicates that Lazada is creating a growing number of loyal shoppers following the model set by global giant Amazon. Recommendations for online retailers in emerging markets are provided along with suggestions for future research.