Factors Influencing Consumers Behavior Towards Chinese Products on E-Commerce Platform in Thailand

Yihan Ke

A Thesis Submitted in Partial Fulfillment of Requirements for

degree of Doctor of Philosophy in Business Administration and Digital Innovation

May 2025

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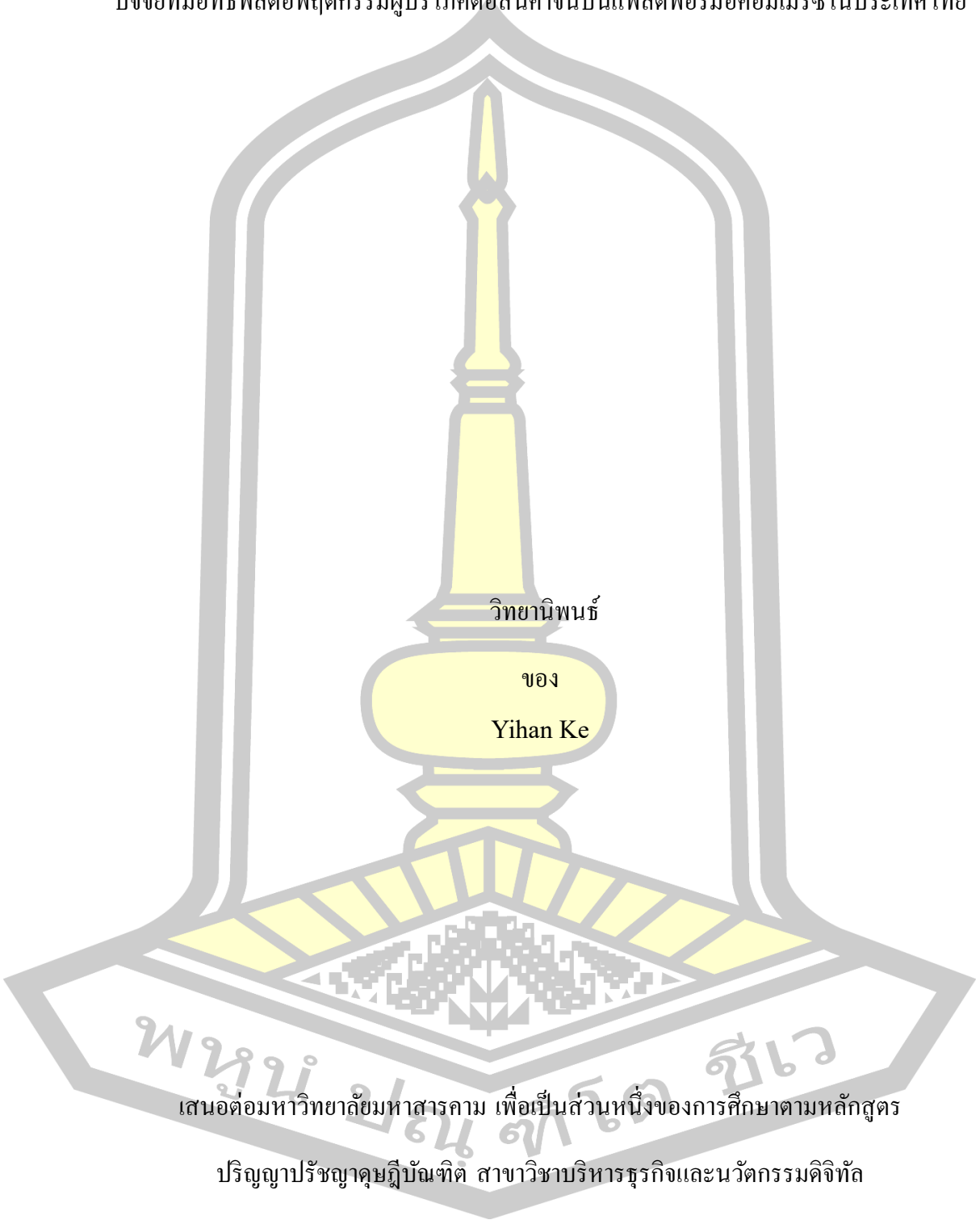

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ของ

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ABSTRACT

The rapid growth of e-commerce in Thailand has reshaped consumer purchasing behavior, particularly concerning Chinese-branded products on leading platforms such as Shopee and Lazada. This study investigates the key factors influencing Thai consumers' purchasing decisions regarding Chinese-branded smartphones. By employing a machine learning model, the research identifies determinants such as product attributes, brand reputation, pricing strategies, and consumer reviews that significantly impact purchasing choices. The study utilizes data collected from 300 students across six regions in Thailand. It applies analytical methods such as Association Rule Mining (ARM), Artificial Neural Network (ANN), Support Vector Machine (SVM), and Decision Tree (DT) techniques to examine consumer behavior patterns. The findings reveal that detailed product descriptions, competitive pricing, and social influence are crucial in consumer decision-making. Mobile commerce and digital payment methods have also become pivotal in shaping Thailand's e-commerce landscape. The insights derived from this study provide strategic recommendations for businesses aiming to enhance market positioning, improve customer engagement, and develop targeted marketing strategies to boost sales of Chinese-branded smartphones in Thailand.

Keyword : E-commerce, Consumer Behavior, Artificial Neural Network, Thailand, Shopee, Lazada, Decision-Making Factors, Chinese Products

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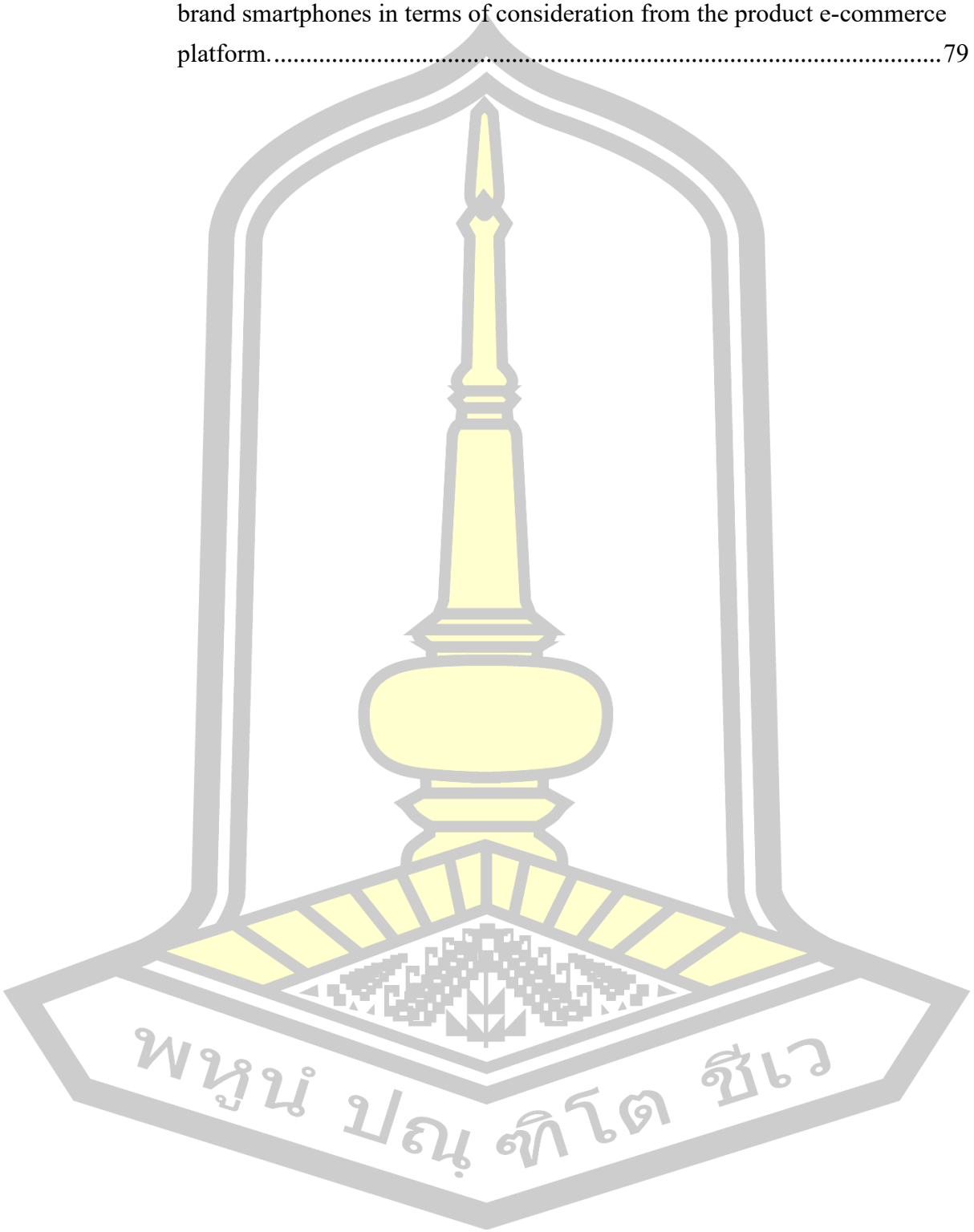

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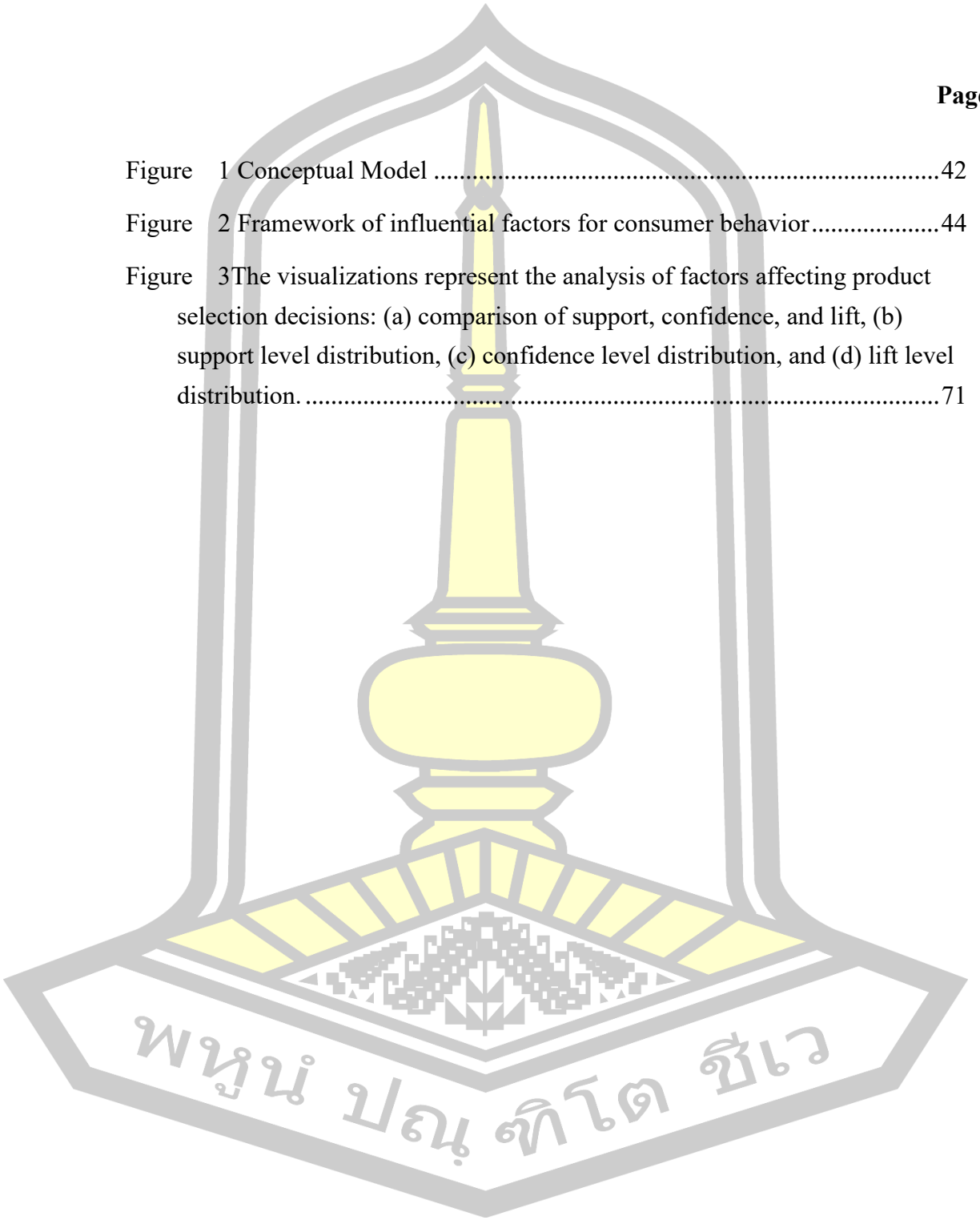


Chapter I

Introduction

1.1 Research Background

In recent years, Thailand has witnessed a dramatic surge in online shopping consumption, fueled by technological advancements and the widespread adoption of digital platforms. This growth is exemplified by the dominance of e-marketplaces like Shopee and Lazada, which collectively commanded around 90% of all e-marketplace searches in Thailand by 2020 (Lucknanit, 2021). These platforms have become integral to the daily lives of Thai consumers, offering a diverse range of products and services with unprecedented convenience.

The rapid evolution of Thailand's e-commerce landscape underscores its transformative impact on consumer behavior and market dynamics (Sengupta, 2023). As digital commerce continues to expand, businesses are increasingly compelled to adapt their strategies to capitalize on these trends (Techsauce, 2022). This transformation is not only reshaping retail practices but also challenging traditional business models, prompting companies to innovate and embrace digital technologies (Kantar, 2020). Against this backdrop, understanding the factors driving consumer preferences and purchasing decisions on platforms such as Shopee and Lazada is crucial. This study aims to explore these factors, with a particular focus on leveraging Artificial Neural Network (ANN) models to uncover insights into consumer behavior towards Chinese products on Thai e-commerce platforms. By integrating advanced analytical techniques, this research seeks to provide actionable insights that can inform strategic decisions and enhance competitiveness in Thailand's dynamic online marketplace.

The rapid expansion of Thailand's e-commerce market has been propelled by advancements in technology and changing consumer behaviors, particularly the widespread adoption of online shopping platforms. As of recent years, online

shopping platforms have emerged as the predominant channel in Thailand, commanding a significant 45% share of the market, followed by retailer websites at 11%, and social media channels at 10% (Leesa-nguansuk, 2021). This shift underscores the growing preference among Thai consumers for digital transactions and the convenience offered by e-commerce platforms.

Thailand's unique emphasis on mobile e-commerce reflects its alignment with local consumer habits, contributing to sustained market growth. Projections indicate that mobile e-commerce is set to increase by 12% through 2023, reaching an estimated market value of $15.8 billion (Leesa-nguansuk, 2021). This trend highlights the integral role of mobile applications in shaping Thailand's digital economy and enhancing accessibility for consumers.

The surge in online traffic to leading e-commerce platforms such as Shopee, Lazada, and others underscores their dominance in the market. These platforms have not only capitalized on the preference for mobile transactions but have also leveraged strategic innovations to cater to diverse consumer needs (Buii, 2021). Shopee, for instance, has emerged as Thailand's most visited e-commerce platform, demonstrating its effectiveness in capturing market share and engaging with a broad audience (Digital Research Intelligence, n.d.).

In light of these developments, understanding the dynamics of Thailand's e-commerce sector becomes imperative for businesses seeking to thrive in the digital marketplace. This study aims to explore the factors influencing consumer behavior on leading e-commerce platforms in Thailand, with a focus on leveraging Artificial Neural Network (ANN) models to uncover underlying patterns and insights (Techsauce, 2022). By integrating advanced analytical techniques, this research aims to provide actionable recommendations that can inform strategic decisions and foster sustainable growth in Thailand's evolving e-commerce landscape.

The e-commerce landscape in Southeast Asia, particularly in Thailand, has grown highly competitive, marked by a fierce rivalry between two major platforms,

Shopee and Lazada. A recent report by Bank of America highlights the intensifying competition as both platforms strive for dominance in Thailand's rapidly expanding e-commerce market, which has experienced significant growth in recent years (Bank of America, 2021).

The Chief Business Officer of Lazada (Thailand) Co., Ltd., highlighted the competitive nature of Thailand's e-commerce sector, citing the market's value nearing 300 billion baht in 2020 (Lazada, 2020). This figure reflects the escalating adoption of online shopping among Thai consumers, driven by convenience and a growing variety of available products and services.

In 2024, Thailand's e-commerce market has seen robust expansion, with Lazada and Shopee aggressively increasing their market share in the now estimated 300 billion baht industry (Bank of America, 2021). This growth underscores consumers' increasing reliance on online platforms for diverse shopping needs, further intensifying the competition between these industry giants.

As more individuals embrace e-commerce platforms, the dynamics of consumer behavior and market trends evolve rapidly. This study aims to explore the factors influencing consumer preferences and choices between Lazada and Shopee in the Thai market. By employing advanced analytical methods, including Artificial Neural Network (ANN) models, this research seeks to uncover insights that can inform strategic decisions for businesses navigating Thailand's competitive e-commerce landscape (Techsauce, 2023).

The Thai economy has undergone significant transformations in recent years, resulting in substantial economic growth over the past two decades. These reforms have led to increased income levels, greater access to finance, urbanization, and improvements in the rural consumer market. These factors, coupled with a desire for a better standard of living, have sparked a boom in the Thai consumer market, making it one of the world's largest. As Thailand's reputation as a regional hub for manufacturing and sales grows, many multinational corporations have flocked to the

country. These companies cater to both domestic and international markets, further driving the Thai economy's growth (World Bank, 2021; Asian Development Bank, 2022).

However, the increased competition has not gone unnoticed. China, in particular, has made significant inroads into the Thai consumer market with its competitive prices and a vast range of products. The influx of Chinese-branded smartphones has significantly impacted Thailand's retail sector, dramatically altering customer behavior in this segment (McKinsey & Company, 2023). Thai trade with China has changed significantly in terms of volume and product variety, raising questions about the sustainability and future growth of the Thai consumer market. The impact of Chinese competition on the local industry has become a key concern, prompting further analysis and discussion on how to address these challenges (Bank of Thailand, 2024).

This research focuses on identifying the various factors that influence consumer behavior when shopping online. By understanding the characteristics that affect purchasing decisions, we aim to help businesses better understand their customers and tailor their marketing strategies accordingly. With the rise of e-commerce, online shopping and delivery have become increasingly crucial for businesses of all sizes, from small and medium-sized enterprises to large corporations.

In our study, we concentrate on the online shopping experiences of consumers in Thailand, particularly on the two most widely used platforms in the country - Shopee and Lazada. Our goal is to provide insights that will help businesses optimize their online presence and enhance their customers' shopping experiences.

1.2 Statement of the Problem

The surge of e-commerce in Thailand has profoundly transformed the consumer electronics sector, particularly with the proliferation of Chinese-branded smartphones. These smartphones have gained significant market share due to competitive pricing

and diverse features offered through platforms like Shopee and Lazada. However, understanding the nuanced factors influencing Thai consumers' purchasing behavior remains critical for e-commerce platforms and smartphone manufacturers striving to maintain and expand their market presence.

Despite their popularity, the decision-making process of Thai consumers regarding Chinese-branded smartphones is complex and influenced by multiple interrelated factors. These include perceptions of product quality, brand reputation, pricing strategies, consumer trust, after-sales service, and the effectiveness of marketing efforts. Additionally, cultural norms and social influences shape consumer preferences and purchasing decisions in this context.

Existing research often relies on traditional statistical methods that may not fully capture the intricate, non-linear relationships among these variables. This gap underscores the need for advanced analytical approaches capable of uncovering deeper insights into consumer behavior. Artificial Neural Network (ANN) models present a promising methodology for analyzing large datasets and revealing hidden patterns and correlations.

This study aims to utilize ANN models to comprehensively examine the factors driving Thai consumers' behavior towards Chinese-branded smartphones on e-commerce platforms. By leveraging the analytical power of ANN models, the research seeks to provide a rigorous analysis of the determinants influencing consumer preferences and purchasing decisions. The findings will offer practical implications for e-commerce businesses and smartphone manufacturers, guiding the development of targeted marketing strategies and enhancing customer engagement strategies.

Moreover, this research contributes to the academic discourse on consumer behavior in the digital era, particularly within emerging markets like Thailand. It aims to provide theoretical insights and empirical evidence that can inform strategic decision-making in the competitive landscape of e-commerce and consumer

electronics.

In conclusion, this study addresses a significant gap in understanding consumer behavior towards Chinese-branded smartphones in Thailand's e-commerce environment. Through the application of ANN models, it endeavors to uncover actionable insights that can support businesses in improving market performance and sustaining growth amidst dynamic market conditions.

1.3 Scope of Study

The present research study aims to explore the purchasing behavior of consumers in Thailand with respect to Chinese-branded smartphones. Specifically, the focus is on smartphones sold on the Lazada and Shopee e-commerce platforms. The rationale for selecting these categories lies in their widespread popularity among diverse consumer segments within Thailand.

1.3.1 Area

This study was conducted in selected districts of Thailand to gain a comprehensive understanding of consumer buying behavior. The country was divided into six regions: northern, western, central, eastern, southern, and northeastern. From each region, a university was chosen that represented its overall characteristics. In each university, 50 students were selected to represent the student population of the university.

1.3.2 Time

The time range of e-commerce data used in this research is from 2018-2022, and the collection time of interview data is from 2022-2023, the researcher is striving for research work with the latest data.

1.3.3 Classification of Chinese-branded smartphones

According to the sales data on the Lazada and Shopee e-commerce platform, the selected Chinese-branded smartphones in this research, which are sold in Thailand, are divided into well -known and unknown. Among them, well -known brands include

Xiaomi, Huawei, OPPO, vivo, Infinix, Realme; unknown brand also occupies a small amount of market share.

1.3.4 Other

The study's objective is to provide insights into the factors that influence consumer behavior regarding Chinese-branded smartphones. The data collected will be analyzed to identify the drivers behind consumer purchase decisions, including product features, quality, price, brand reputation, and other factors. Ultimately, the results of this study will be used to inform product development and marketing strategies for Chinese-branded smartphones in Thailand, which will benefit both consumers and manufacturers.

The main focus of this research is to analyze and evaluate the various factors that significantly impact Thai consumers' behavior towards Chinese products that are available on e-commerce platforms in Thailand. The study aims to provide insights and valuable information to marketing researchers and professionals who are involved in the industry. By conducting an in-depth analysis of the factors that drive Thai consumers to purchase Chinese smartphones, marketers can develop more effective advertising and promotional strategies that cater to their target audience's specific needs and preferences. This study will also help identify the key challenges and opportunities in the market and provide recommendations to address them. Ultimately, the findings of this research will benefit the industry as a whole and enable businesses to enhance their competitiveness and expand their customer base.

1.4 Objectives

The study aims to achieve the following objectives:

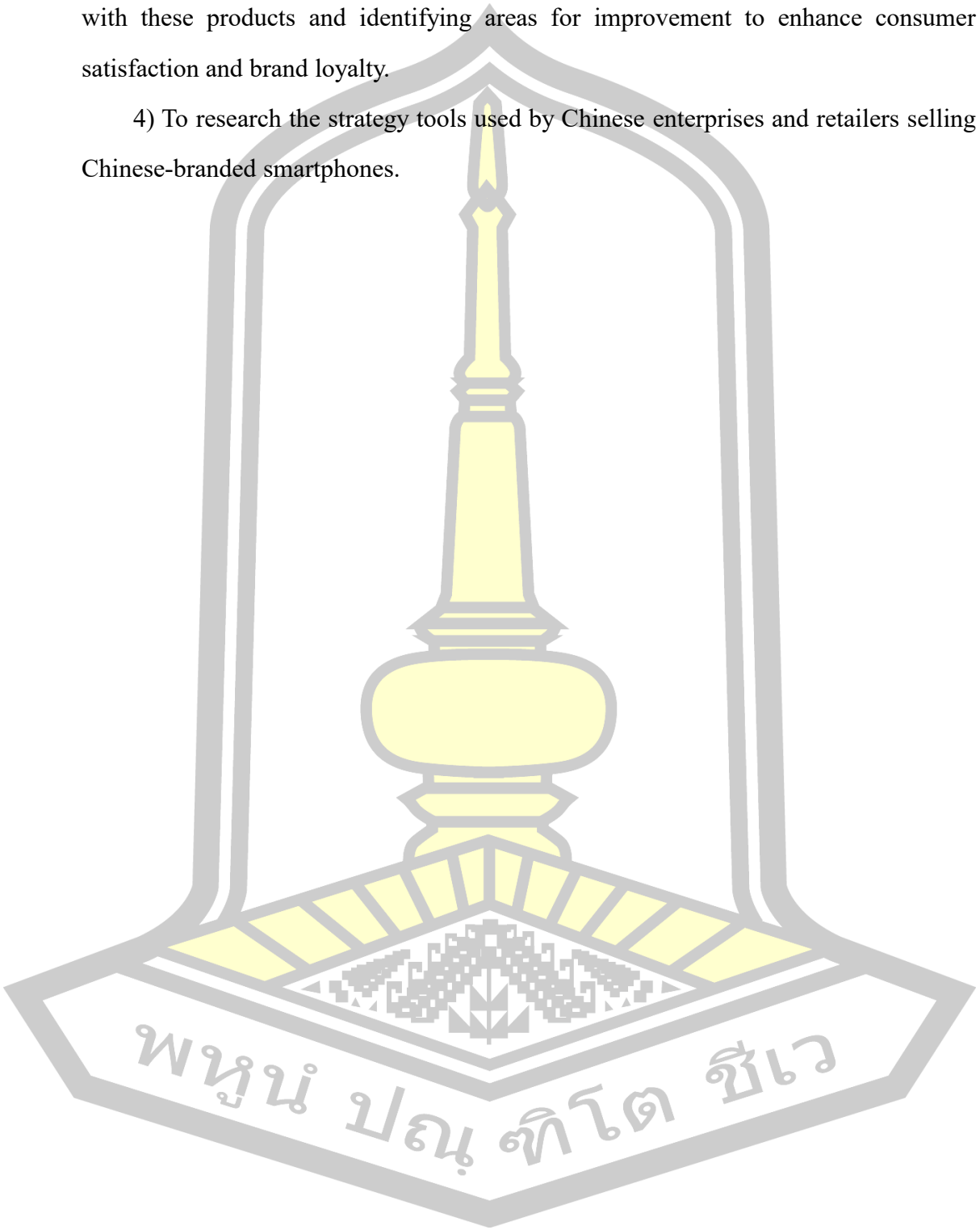
1) To identify the key factors influencing consumers' decision-making when purchasing Chinese-branded smartphones.

2) To analyze consumers' buying behavior toward Chinese-branded smartphones.

3) To measure the satisfaction level of consumers towards Chinese branded

smartphone. This involves assessing the level of satisfaction consumers experience with these products and identifying areas for improvement to enhance consumer satisfaction and brand loyalty.

4) To research the strategy tools used by Chinese enterprises and retailers selling Chinese-branded smartphones.



Chapter II

Literature Review

2.1 Introduction

This chapter offers a complete and thorough evaluation of the numerous studies related to consumers, their behavior, and Chinese brands. This review aims to identify any possible shortcomings or gaps in the current research. Much research and articles have been conducted and published in this area. Thus, this review also incorporates studies from Thailand and other international sources to provide a comprehensive overview of the subject matter. The primary objective is to gather all the relevant information and present it coherently and in detail for the reader's better understanding.

The literature review for this research topic has been organized into three distinct sections. Each section focuses on a specific aspect of the research topic and provides a detailed analysis of the existing literature.

The first section of the literature review explores the various factors influencing consumer buying behavior. This section examines factors that impact a consumer's purchasing decisions, such as price, quality, brand reputation, and marketing campaigns. It provides an in-depth analysis of the impact of these factors on consumer behavior and the different strategies companies can use to influence consumer buying decisions.

In the second section of the literature review, the focus shifts to studies related to consumer behavior. This section delves into the various patterns, motivations, preferences, and attitudes that drive consumer behavior. It examines how consumers make decisions, what factors influence their choices, and how companies can use this information to develop effective marketing campaigns. Finally, the third section of the literature review examines the trade relationship between Thailand and China and how it impacts consumer behavior in Thailand. This section provides insights into the

economic ties between the two countries and how they affect the consumer behavior of Thai consumers. It also analyzes the potential implications of changes in this trade relationship for consumer behavior in Thailand.

Overall, this literature review provides a comprehensive and detailed analysis of the existing literature in this field. By identifying any gaps in the research and providing insights that will help guide future research, this chapter serves as a valuable resource for researchers and practitioners in this area.

2.2 Studies Related with Consumer Purchasing Behavior

The advent of technology has significantly transformed the way consumers purchase products. People have been accustomed to physically visiting brick-and-mortar stores to buy products and bring them home for decades. However, the emergence of e-commerce websites has revolutionized shopping by allowing customers to search for products online and purchase them from the comfort of their homes. This has made the purchasing process quick, easy, and available 24/7, providing consumers with greater flexibility and convenience than ever before. The rise of online purchasing has profoundly impacted the e-commerce industry, leading to intense competition among online marketers. With the ease and convenience of online shopping, more and more consumers are turning to e-commerce websites to make their purchases, which has significantly boosted the e-commerce industry. Moreover, digitalization has changed not only the way people buy products but also their tastes and preferences and their pre-purchase and post-purchase behavior. Customers now have access to a wide range of products from all over the world, and they can easily compare prices and purchase items from multiple vendors without leaving their homes. This has led to a shift in consumer behavior, with customers becoming more informed and discerning in purchasing decisions.

Consumer behavior is a complex concept that economists often explain by combining various fields such as sociology, psychology, economics, and management

(Singh & Sailo, 2013). In simple terms, consumer behavior refers to people's mental, emotional, and physical activities when selecting, purchasing, using, and disposing of products and services to satisfy their needs and desires (Wilkie, 1994, cited in Rai, 2013, p. 75). This involves the entire process of product search, selection, purchase, and feedback after purchase. It is essential to note that a customer's buying experience significantly influences their future behavior and repurchase intentions (Rita et al., 2019). To understand and predict the future behavior of online customers, economists have identified several steps that customers go through before making a final purchasing decision. These steps include problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. In the problem recognition stage, customers realize they need or want a product or service to fulfill that. In the information search stage, customers seek information to help them make informed decisions. Evaluating alternatives involves comparing and contrasting different products to find the best fit. In the purchase decision stage, customers decide and complete the purchase. Finally, in the post-purchase evaluation stage, customers provide feedback on their experience with the product, which can influence their future behavior and repurchase intentions. In conclusion, understanding consumer behavior is critical for businesses to succeed in today's competitive market. By understanding and predicting customer behavior, businesses can tailor their marketing strategies to meet the needs of their customers and improve their overall customer experience.

In their book published in 2018, economists Kotler and Armstrong outlined a five-stage process for online purchasing, which starts with identifying the need or desire to purchase a product (2018). This stage is commonly known as the 'need recognition' stage. In today's digital age, customer decisions are greatly influenced by online product reviews and content easily found online. During this stage, customers typically search for a product based on online reviews and feedback from others, which can be found on various social media platforms or e-commerce websites. This

feedback and information help customers to determine the products that best suit their needs and desires and to compare alternatives before making a purchasing decision. Overall, the need recognition stage is crucial in online purchasing as it sets the foundation for the rest of the journey.

After customers become aware of a particular product, they move on to the next stage of product evaluation: determining whether the product is the right solution for their needs. Customers typically turn to online reviews during this stage to gain insights into the product's quality and performance. They read reviews carefully, looking for clues about the product's strengths and weaknesses and comparing it with other available options. In addition to evaluating the product's features, customers consider their preferences, such as price, brand reputation, and other factors influencing their buying decisions. This evaluation stage is critical for customers, as it helps them narrow their options and select the best product that meets their needs. Once customers have evaluated the product thoroughly, they make a final decision about whether to purchase it. This decision is based on careful consideration of the product's usefulness and the availability of other options in the market. After purchasing the desired product, customers enter the post-purchase phase, where they provide feedback on their experience with the product. In recent years, customers have become increasingly vocal about their experiences, using various online platforms to share their feedback with a global audience. They might write detailed comments on an e-commerce website, post reviews on social media, or provide feedback through other channels. Overall, the product evaluation process involves several stages, and customers pay close attention to every step to make an informed decision. By taking a careful and thoughtful approach, customers can ensure that they choose the product that best meets their needs and expectations.

The field of online consumer behavior has been gaining increasing attention from researchers and marketers. It has been argued that psychological aspects play a crucial role in understanding the behavior of online consumers. According to Barmola

and Srivastava (2010), the same product can be purchased by two customers for different reasons, used differently, and evoke different emotions. Therefore, marketers need to know about consumers' behavior, routines, tastes, wants, and desires to identify trends and changes and adapt accordingly. Understanding consumers' behavior can help marketers keep customers satisfied and interested, translating to increased sales and revenue. In summary, understanding the psychological aspects of purchasing is critical for online marketers to be successful in the highly competitive online marketplace.

Consumer choice is a term used to describe customers' decision-making process while purchasing a product or service (Danish et al., 2019). In today's market, with rapidly changing customer preferences and increasing competitors, it is becoming increasingly challenging for businesses to maintain customer satisfaction. In order to meet these challenges, businesses need to deeply understand their customers' needs and preferences and provide them with superior services, including high-quality websites, customer service, and delivery service (Rita et al., 2019). According to economists, maintaining customer satisfaction in online shopping is one of the biggest challenges for marketers. With the rapid advancement of technology, customers are constantly defining their preferences and developing their tastes, which requires businesses to be agile and quickly adapt to new trends. This is because quickly adopting new trends brings customers vast amounts of different products. To achieve customer satisfaction, businesses must provide high-quality e-services that positively affect customers' purchase intention, purchase evaluation, and post-purchase feedback. Studies have shown that the quality of e-service is a crucial factor that improves customer satisfaction in the online environment Gounaris et al. (2010). Therefore, businesses need to focus on delivering high-quality e-service to cater to the needs of their customers and maintain their loyalty in the long run.

The behavior of consumers during and after their online purchases is strongly linked to the impact of online product reviews. The process of purchasing a product

online is complex, and consumers' perspectives about the product are significantly influenced by their attitudes and personalities. How customers perceive and interact with these reviews varies depending on their preferences, making it important for businesses to understand their different search behaviors when it comes to product reviews. Customers with different attitudes and preferences toward product reviews have different search behaviors and tend to look for reviews on different platforms. For example, customers who prefer following reviews in social media posts, such as video or photo reviews, will look for that content on platforms like Instagram and YouTube. On the other hand, customers who prefer to read product recommendations in the form of comments will look up reviews on e-commerce platforms. Understanding customers' various search behaviors is crucial for businesses, as it helps them tailor their marketing strategies to reach their target audience effectively. By providing relevant product reviews on the right platforms, businesses can improve their online visibility and increase their chances of attracting more customers to their products.

In today's digital age, customers have various platforms to voice their opinions about products and services. It is observed that customers who are satisfied or dissatisfied with a product tend to respond to comments on e-commerce websites. They may share their experiences, offer recommendations, or provide constructive feedback to help others make informed decisions. Additionally, some customers take to social media platforms to share their opinions by posting pictures or videos and recommending products to their friends and followers. This behavior of online consumers highlights the importance of engaging with customers across multiple platforms, tracking their reviews, and connecting with them to build solid and loyal relationships. Marketers who proactively engage with customers and act upon their feedback can enhance their brand reputation, improve customer satisfaction, and increase sales.

When it comes to purchasing a product, many factors can influence a customer's

buying intention. These factors often depend on the type of product in question and the individual customer's preferences. For example, for some products, price may be the most critical factor, while quality, durability, or even after-sales service may be more influential for others. Several factors are widely considered to be the most prominent in the case of Chinese branded products. First and foremost, the country of origin is crucial for many customers. A product from China can significantly impact a customer's perception of its quality and reliability. This is because China has long been associated with manufacturing and is often viewed as a key player in the global supply chain. Another critical consideration for many customers when purchasing Chinese-branded smartphones is the price. Customers seeking a cost-effective option will often be drawn to Chinese products, as they are often significantly cheaper than products from other countries. This is due to China's low labor costs, which allow products to be produced and sold at a lower price point. Finally, the quality of the product is another vital factor that is often given significant weight when making a purchase decision. Customers want to ensure that their product is high quality and will meet their needs. In the case of Chinese branded products, quality can be a concern for some customers due to the prevalence of counterfeit goods in the market. However, many Chinese brands have been working hard to combat this issue and are now producing high-quality products that are both reliable and affordable for customers.

According to Kotler et al. (2021) and Sumarwan (2021), a buyer can be an individual, group, or organization that purchases, uses, and disposes of goods, services, ideas, or experiences to satisfy their needs and wants. However, the decision-making process of customers varies depending on their purchase choices. In the purchase behavior process, buyers typically go through three stages, namely promotional activities, buyer responses, and buyer behavior, as highlighted by Kotler et al. (2021) and Sumarwan (2021). During the first stage, a company's marketing actions aim to provide stimuli that can influence customer perceptions of the product

or service. The second stage involves the analysis of all the inputs received from the buyer, which is based on an assessment and decision-making of individual buying behavior. This process changes based on the activities and incentives offered in marketing activities. The last step involves purchasing decisions that are influenced by the antecedents with the power to sway customer buying behavior. This final stage marks the point where the buyer decides to purchase the product or service.

A study by Maulana and Alisha (2020) found that product innovation significantly affects customer buying behavior. Customers tend to compare products from different vendors before making a purchase decision. This highlights the importance of innovation in maintaining a competitive edge in the global market. Innovation is also crucial for organizational growth and future success, enabling businesses to stay afloat in the ever-changing global economy. According to Javadi et al. (2012) and Lim et al. (2016), family, friends, and media suggestions play a vital role in shaping consumer behavior. The more people recommend e-buying to each other, the more popular this purchasing method becomes. Electronic word of mouth (e-WOM) is an effective medium for disseminating information about reference groups and is used by other customers to determine their behavior during the buying process. In addition to e-WOM, online customer reviews (OCR) also significantly shape consumer behavior. Handayani and Usman defined OCR as word-of-mouth communication that can assist merchants and buyers. OCR provides merchants free product marketing, while customers get information about potential purchases without visiting the vendor. This helps to improve efficiency and effectiveness in the buying process.

Positive reviews can have a significant impact on customers' purchasing behavior, as they can encourage customers to buy products and help boost the shop's reputation. Several researchers have investigated the factors influencing customers' perception of internet shopping, including perceived benefits, ease of use, web security, and enjoyment. These factors were studied by Abd Aziz and Abd Wahid

(2018), Yulihasri et al. (2011), and Marza et al. (2019), who found that customers who have already experienced the benefits of internet shopping are more likely to continue using e-commerce platforms. In other words, the more customers perceive the ease and benefits of making transactions, the more likely they are to buy from online stores. Moreover, mood is also an essential factor that can significantly affect customers' perceived benefit and purchase intention, as demonstrated by the research conducted by Zhang et al. (2012). Overall, these studies suggest that positive reviews, perceived benefits, ease of use, perceived web security, perceived enjoyment, and mood all play essential roles in shaping customers' perceptions and behaviors regarding online shopping.

Online purchasing has become increasingly popular due to the convenience it offers. It allows customers to purchase products or services from the comfort of their homes without visiting stores or establishments physically. This has been supported by studies conducted by Baubonienė & Gulevičiūtė (2015), who found that convenience is one of the primary reasons why customers prefer online shopping. Additionally, the assurance of customer data security is a significant factor that encourages customers to shop online. Novitasari and Sari (2019) have highlighted that customers feel more secure about sharing their personal information online when they know their data is protected. Besides convenience and security, the quality of products and services online businesses offer is also crucial. Customers are more likely to purchase from an online store if the product or service quality is high. Studies by Shahnaz & Wahyono (2016), Luthfiana & Hadi (2019), and Novitasari & Sari (2019) have all highlighted the importance of quality when it comes to customer purchase behavior. Another crucial factor that influences customer purchase behavior is trust. Bhatti et al. (2021) have found that customers are more likely to purchase if they trust that they will not be exposed to any dangers. Trust is positively associated with customer purchase intention, impulsive purchase intention, prior online purchasing experience, brand orientation (Ling et al., 2010), and brand awareness (Adika &

Subandrio, 2021).

The comprehension of customers regarding a product or service is an essential aspect of purchasing decisions, as it aids in determining the product's value. According to research conducted by Hertanto and Sulhaini in 2020, customers' knowledge of a product or service is equally significant as it enables buyers to make informed purchasing decisions. Promotions and discounts are also crucial factors in influencing a product's price, as they significantly impact customer purchasing behavior. Studies by Baubonienė and Gulevičiūtė (2015), Wijaya and Teguh (2012), Luthfiana and Hadi (2019), Hertanto and Sulhaini (2020), and Pratama and Yoedtadi (2021) have shown that the better the pricing and great deals, the more likely customers are to buy. Research by Andrian in 2019 indicated that the more products sellers could offer, the higher the chances of customers purchasing. Additionally, studies conducted by Batubara et al. (2021) revealed that a memorable slogan could create a lasting impression on customers. Therefore, customers are more likely to recognize the messages and information conveyed through a tagline, which may influence their purchasing behavior.

2.3 Studies Related with E-Commerce Platforms

2.3.1 E-commerce in the world dimensions

Electronic commerce, commonly known as 'e-commerce,' refers to the buying. Selling goods and services through an Internet website (Jain et al., 2021). 'commerce' refers to any transaction involving exchanging goods or services, while 'electronic' emphasizes that the activity is conducted online through a digital network (Khan, 2016). An e-commerce website provides a vast range of digital goods to customers worldwide. These customers can read detailed descriptions of the products, view high-quality product images, and, if they decide to make a purchase, pay electronically via credit card, debit card, or electronic fund transfer (Jain et al., 2021). Thanks to the widespread use and availability of the internet, consumers can now

purchase products from anywhere in the world, transcending geographical boundaries and quickly accessing the global market.

E-commerce has brought about several advantages in the international market. One of the most significant ones is expanding the number of participants in the value chain (Le Tan, 2017). With e-commerce, businesses can cater to customers from different parts of the world, which increases their reach and, consequently, their earning potential. Additionally, e-commerce offers open market access, meaning companies can trade with other businesses without restrictions. This has helped improve market efficiency, leading to increased competition and better prices for customers. Furthermore, e-commerce has made it easier for customers to purchase products online. They can easily switch between different e-commerce websites, compare the prices and features of items, and find product substitutes. This has made buying more convenient, faster, and more efficient. With the ability to compare prices, customers can find the best deal, which has led to increased price transparency in the market. E-commerce has been a game-changer in the international market, benefiting businesses and customers alike (Khan, 2016).

The history of e-commerce can be traced back to the early 1960s when companies first discovered Electronic Data Interchange (EDI) and began utilizing it in their business operations (Lukman et al., 2023). The primary purpose of EDI was to facilitate document sharing with other organizations, and it quickly became popular among businesses due to its efficiency. In 1979, American scientists developed a universal standard for sharing documents electronically across different organizations, further boosting EDI's popularity (Lukman et al., 2023). The emergence of e-commerce platforms like Amazon and eBay revolutionized the retail industry. According to Lukman et al. (2023), consumers rapidly embraced these electronic commerce sites and began ordering vast amounts of products online. This led to a significant shift in consumer behavior as people started preferring online shopping over traditional brick-and-mortar stores. The convenience of shopping from the

comfort of their homes, the availability of a wider variety of products, and the ability to compare prices quickly were some factors that contributed to the success of e-commerce platforms. Today, e-commerce has become an integral part of the retail industry, and it continues to proliferate as consumers increasingly rely on online shopping for their everyday needs.

Nowadays, electronic commerce or e-commerce is becoming increasingly popular, and it involves a wide range of trading types that can occur between different parties. Although e-commerce is usually perceived as individuals ordering products from businesses, it is not limited to this scenario. The various types of e-commerce transactions include business-to-business (B2B), business-to-consumer (B2C), consumer-to-business (C2B), consumer-to-consumer (C2C), business-to-administration (B2A), and consumer-to-administration (C2A) (Jain et al., 2021). Business-to-business electronic commerce refers to trade and transactions between two or more companies. In contrast, consumer-to-consumer electronic commerce includes all the buying and selling goods or services between individuals. Business-to-consumer e-commerce is the most common and widely used type, where companies offer their products online, and consumers purchase them through specific websites. This type of e-commerce represents the traditional retail experience we are all familiar with (Jain et al., 2021). In summary, e-commerce is not limited to individual customers buying from businesses. It encompasses a broad range of trading types that can occur online, including transactions between businesses, consumers, and government entities.

In the world of e-commerce, various types of trading occur between different entities. One such type is consumer-to-business trading, which involves exchanging services between customers and companies. This type of e-commerce is becoming increasingly popular, especially with the rise of crowdsourcing companies. Customers can offer their services to companies in exchange for payment (Jain et al., 2021). Additionally, some customers sell their already-used items to businesses, another

example of consumer-to-business trading. Another type of e-commerce is business-to-administration, which involves transactions between firms and government entities. This type of trading is essential for businesses to comply with regulations and laws. Examples of such transactions include taxation, legal documents, and other government-related paperwork. Lastly, there is consumer-to-administration e-commerce, which refers to transactions between government entities and consumers. This type of e-commerce is becoming more prevalent as governments worldwide provide online services to their citizens. Examples of such services include purchasing insurance, booking appointments, making payments, and other government-related transactions.

The emergence of e-commerce has revolutionized the way we shop. With the rise of mobile devices, people can now search, compare, and purchase products and services with just a few taps on their smartphones. According to a recent study by Statista (Chevalier, 2022a), mobile devices have become the most popular means of accessing retail websites and making purchases, accounting for more than 63 percent of global orders in 2022. In contrast, desktop devices accounted for only 35 percent of orders, while tablets accounted for a mere 2 percent (Chevalier, 2022a). Additionally, the study found that 73 percent of global traffic share came from smartphones, with desktop devices accounting for 25 percent and tablets just 2 percent (Chevalier, 2022a). This can be attributed to people today spending more time on their smartphones, carrying them wherever they go. As a result, they would prefer to use their smartphones to browse and purchase products online as it is the most convenient and efficient way of doing so, especially during their free time.

Overall, these findings underscore the growing importance of mobile devices in e-commerce, highlighting the need for retailers to prioritize mobile optimization to stay competitive in today's digital landscape.

2.2.2 E-commerce in Thailand

Over the past few years, the Internet economy in Southeast Asia has exhibited

tremendous potential, with a significant increase in the sector's market value. Among the various market segments, e-commerce has held the highest market share, followed by online travel and online media. Thailand emerged as the second-largest internet economy in the region after Indonesia in 2022. This growth is unsurprising as Thailand has demonstrated high internet penetration rates and a flourishing e-commerce market over the years, contributing to its rising market value of approximately 720 billion baht in 2022. Furthermore, the market is projected to grow approximately six percent annually. Multiple industries, such as insurance, transportation, arts, entertainment, and recreation, have jumped on the e-commerce bandwagon, contributing to the sector's constant growth. The retail and wholesale industries were the most significant contributors to the sector's growth, as reported by the latest statistics and facts in 2022 (Statistics & facts, 2022).

1) The thriving e-commerce market in Thailand

The COVID-19 pandemic has significantly impacted consumer behavior in Thailand, leading to a surge in the popularity of online shopping, regardless of income level. In fact, over 50% of the Thai population has used or purchased products and services through e-commerce channels. With the estimated tripling in e-commerce spending per person in 2023, it is clear that online shopping is here to stay. The e-commerce platforms in Thailand offer a wide range of products and services, making shopping online a convenient and attractive option for consumers. Competitive pricing and promotions make it an appealing alternative to traditional brick-and-mortar stores.

Within the e-commerce sector, fashion products have emerged as the most popular among Thai consumers. Specifically, the apparel segment has generated the highest revenue in 2022. However, in recent years, Thai consumers have begun turning to e-commerce platforms for personal and household care, beverages, and food purchases.

Regarding online payment methods, consumers in Thailand tend to prefer paying

directly through the website or banking application. Cash on delivery (COD) has lost popularity since the pandemic, and the rise of digital payments, including QR payments and e-wallets, has slowly diverted the Thai market from being a cash-based society. With these options, consumers can enjoy a seamless and secure online shopping experience, making it a more attractive option than ever before.

2) Leading e-commerce platforms in Thailand

Thailand's e-commerce market has been proving its success with its increasing competitiveness. As a result, many online shopping platforms are expanding their customer base. Among Thai online shoppers, platforms like Shopee and Lazada are the most popular due to the vast range of products, promotions, simple platform structure, and timely delivery. On the other hand, Facebook has emerged as the most preferred sales channel for online social sellers. With the rise of Thailand's social commerce scene, Thai merchants are increasingly promoting and selling their products through Facebook pages, Instagram accounts, LINE SHOPPING, and more. TikTok's Thai user base has grown exponentially within the last two years, and the penetration of TikTok Shop is expected to expand in the upcoming years. Grab, traditionally known as a ride-hailing provider, has also launched GrabMart, offering grocery delivery in limited cities in Thailand. These developments indicate the growing demand for online shopping among consumers and the efficient response of e-commerce suppliers in Thailand. As the e-commerce market in Thailand continues to flourish, consumers can expect even more options and benefits from various online shopping platforms.

3) Shopee Mall in Thailand

Shopee, a prominent e-commerce platform, recently launched a new project called Shopee Mall. This project aims to shift its focus from C2C sales to B2C sales to offer customers a more reliable shopping experience. The platform has used C2C sales for several years but now prioritizes B2C sales to increase online shoppers' confidence in product reliability (Techsauce Team, 2018). Shopee Mall is an online

marketplace with official retail stores from thousands of leading brands. The platform guarantees that all products sold on Shopee Mall are 100% genuine. In addition, the platform offers a 100% money-back guarantee if the product does not meet the quality standards set by Shopee Mall. The launch of Shopee Mall marks a significant milestone for Shopee as it looks to enhance its reputation as a trusted online marketplace. The platform's commitment to offering genuine products and a money-back guarantee is a testament to its dedication to providing customers with a safe and satisfactory shopping experience.

4) Lazada Mall (LazMall) in Thailand

Lazada is an online shopping platform established in August 2018 to provide its customers with the finest online shopping experience possible (IH Digital, 2020). The platform is known for its curated selection of top-rated online brands, authorized brand distributors, and leading international and local brands, all carefully selected to ensure quality and authenticity (Lazada, 2021). To cater to the different types of products available on the platform, Lazada has categorized them into four types: Electronics, Fast-moving consumer products (FMCF), Fashion, and General merchandise. Each product type has different commission costs associated with it. For instance, Electronics and FMCF products will attract a commission cost ranging from 3% to 5%, while Fashion and General merchandise products will have a commission cost of 5% (Splitdragon, 2020). Lazada offers a seamless online shopping experience, providing customers with a wide range of products at competitive prices and a reliable and efficient delivery service.

2.4 Studies Related with Key Factors That Interact to Customer Behavior on Online Shopping

2.4.1 A mobile website options

The online shopping experience has evolved with new technologies and the ever-increasing demand for convenience. One such technology is the online platform

store, which allows customers to purchase products from anywhere, anytime, using any device. The platform is designed with a responsive layout, ensuring it works seamlessly across all devices, including desktop computers, laptops, tablets, and smartphones. The online platform store provides customers easy access to various products, including applications and mobile websites. With just a few clicks, customers can browse different product categories, search for specific items, add them to their cart, and complete the purchase process. The platform is user-friendly, with a simple and intuitive interface that makes it easy for customers to navigate and find what they want. In summary, the online platform store is a game-changer in the world of e-commerce, providing customers with a convenient and hassle-free way to shop for their favorite products. Its responsive design, user-friendly interface, and accessibility from any device make it the perfect choice for customers who value convenience and flexibility (PinnacleCart Content Team, 2015).

2.4.2 Photos and image

Online shopping platforms have become increasingly popular, allowing customers to browse and purchase products from the comfort of their own homes. While this provides convenience and accessibility, it also means that customers cannot physically touch, see, or try the product before purchasing it. Therefore, the product image is a crucial element that can influence online shoppers to purchase. A good quality product image can provide customers with detailed information about the product from different angles and points of view. It can help the customer to see the product's features, texture, color, size, and other essential details that cannot be conveyed through words alone. Therefore, it is essential to have high-resolution images that provide clear and precise product details to help customers make informed decisions. To further enhance the online shopping experience, more options for the product image should be included, such as zoom, viewing angles, and multiple images (PinnacleCart Content Team, 2015). This will help customers to get a better understanding of the product and make more informed purchase decisions. Research

has shown that the quality of the product image can significantly impact the purchasing decisions of online customers. Therefore, online retailers must invest in high-quality images that accurately represent their products and provide customers with the information they need to make informed decisions (Sudaryanto, Ari, Nurul, Deasy, & Anifatul, 2019).

2.4.3 A detailed product description

In today's world of online shopping, retailers must offer their products to customers in a way that allows them to visualize and understand what they are purchasing quickly. Rather than relying on customer support to provide detailed descriptions, it is essential to have a strong product description that provides a comprehensive view of the product. This description should include essential details such as the manufacturer's date, expiration date (if applicable), size, weight, practical uses, and any available warranty information. By providing a detailed product description, online retailers can help ensure customers have a positive shopping experience and are more likely to purchase confidently. (PinnacleCart Content Team, 2015).

2.4.4 Customer reviews of the product

In today's digital age, online shopping has become increasingly popular due to its convenience. However, one of the drawbacks of online shopping is that customers cannot physically examine the product they are interested in purchasing. Therefore, they rely heavily on the experiences of others who have already used the product. This is where product reviews come into play. Product reviews are written by customers who have already purchased and used the product. These reviews give insight into the product's quality, performance, and features. They also provide recommendations on whether or not to purchase the product. According to the PinnacleCart Content Team (2015), product reviews effectively promote your product and convince potential customers to make a purchase. Online reviews significantly impact consumer purchasing decisions. According to Kate (2020), better online reviews can influence

over 90% of consumers' decisions to purchase a product. This is because consumers trust the opinions and experiences of others who have already used the product. Therefore, having positive reviews can significantly increase the chances of your product being purchased by potential customers.

2.4.5 Brand or product's self-factor, advertising via influencer marketing and social media influencers

In recent years, influencer marketing has emerged as a highly innovative and popular way for brands to connect with their customers online. This form of marketing is highly effective in reaching a large segment of consumers in a relatively short period and is significantly more cost-effective than traditional marketing methods. According to a report by Influencer Marketing Hub (2021b), influencer marketing delivers 11 times the return on investment over all other forms of digital marketing. Furthermore, the effectiveness of influencer marketing as a marketing strategy has been substantiated by several studies. For instance, Chen and Yuan (2019) found that 94% of marketers implementing influencer marketing consider it a highly effective strategy. This marketing approach offers a cost-effective way for brands to promote their products and services and enables them to tap into the power of word-of-mouth marketing. Influencer marketing is particularly effective in spreading electronic word-of-mouth (eWOM) as it enhances consumers' brand attitudes and purchase intentions (Djafarova & Rushworth, 2017). Consumers who obtain brand or product information through internet celebrities and social media will likely conduct price comparisons before purchasing. In this regard, platforms such as Lazada and Shopee have an advantage in pricing strategies, making them a preferred choice for many consumers.

2.5 Other Related Theories

2.5.1 Types of customer

Understanding the type of customer is an essential aspect of any business that

aims to succeed. It involves grouping customers based on their demographics, preferences, behaviors, and other characteristics that define their shopping habits. By doing so, businesses can tailor their marketing strategies and product offerings to meet the needs of their target audience. This not only helps increase sales but also improves the overall customer experience. According to Beach (n.d.), having a deep understanding of shoppers' profiles can help businesses identify potential opportunities and challenges, allowing them to make informed decisions to stay ahead of the competition.

1) Impulsive customers make purchases on a whim without any pre-planning or forethought. They are often swayed by their emotions and feelings when deciding to buy a product or service. This type of customer is known for making unplanned purchases based on irrational thinking, which many businesses leverage to increase sales. Impulsive buying is a behavior that is commonly observed in the market, with companies utilizing various tactics to capitalize on this customer behavior and boost their sales. As a result, this type of customer is highly coveted by marketers and salespeople who aim to appeal to their impulsive tendencies with targeted marketing campaigns and persuasive selling techniques.

2) According to the Five Main Types and Selling Techniques, discount customers are inclined to purchase a product when it is available at a reduced price or on markdowns. This group of customers tends to be frequent visitors to the business and usually prefers to buy the regular product only when it is available at a discount or when a low-cost alternative is available. In other words, these customers are price-sensitive and motivated to buy a product primarily due to the discount offered.

3) Customer behavior is a complex subject that businesses must understand to succeed in their respective industries. One way to segment customers is by their purchasing behavior. There are five main types of customers: need-based customers, loyal customers, wandering customers, discount customers, and impulse customers. In this context, let us focus on the first three types. Need-based customers purchase

products based on their specific needs. They may have a particular problem or goal they want to solve. As a result, they tend to buy products that cater to those particular requirements. These customers are less likely to be influenced by advertising and more focused on finding products that fulfill their needs. Furthermore, they are more likely to become repeat customers if they are satisfied with the product. Loyal customers are committed to a brand or product. They keep coming back to the same brand or product and make frequent purchases. This type of customer represents a significant portion of a company's customer base and contributes most to sales revenue. Loyal customers have a positive experience with the brand or product, which creates a sense of loyalty and trust. They are likely to recommend the brand to others and are less likely to switch to another brand. Wandering customers are customers who are still determining what they want to buy. They tend to browse through the store without a specific need in mind. This type of customer generates the most significant amount of traffic to the store but makes fewer purchases. They may be attracted to the store for reasons other than a particular product, like the social interaction of the shopping experience. Businesses often target this type of customer to increase product traffic.

2.5.2 Purchasing decision

In today's world, online shopping has become a norm for many consumers. However, online sellers need help to effectively represent their products on the online platform, as consumers need help physically seeing the product. Therefore, good quality product images are necessary to give consumers an idea of what the product looks like and influence their purchase decision. According to Nicolaides (2018), 93% of consumers consider the product's visual appearance a critical factor that makes them decide to shop online. Moreover, brand image plays a significant role in consumers' buying decisions. Research conducted by Sudaryanto et al. (2019) found a positive, significant relationship between brand image and purchasing decisions. This implies that a good brand image can improve purchasing decisions. In other words,

the better the brand image of a product, the more likely consumers are to buy it. Furthermore, product images are the main factor influencing consumers' purchase decisions. The research by Fayossy (2017) and Nanji (n.d.) involved 1000 surveys on online shopping in 7 days. The results showed that consumers quickly search for all the information they need online to decide to buy through the online platform. They found that people make decisions quickly based on three main factors: product images, information, and review scores. Specifically, 29% of consumers base their decision on product details, 27% on the product image, and 18% on the product's review score. In summary, it is essential for online sellers to effectively represent their products on the online platform through high-quality product images and a positive brand image, as these factors can significantly influence consumers' purchasing decisions.

2.5.3 Product and shipping description

Product descriptions are an essential aspect of marketing that provides information about a product to the consumer. The primary goal of a product description is to provide a detailed account of the product's features, highlighting its worth to the consumer. It is crucial to ensure that product descriptions are written in a way that directly appeals to the target audience, thus making it easier for them to understand the product's benefits (Henneke, 2021). Product descriptions have become increasingly important in recent years as they help consumers make informed purchase decisions. Research shows that over 20% of purchase failures occur due to unclear or incomplete product descriptions. This highlights the significance of providing accurate and comprehensive descriptions to the consumer. Shipping is another critical aspect of e-commerce that is vital to the consumer's purchasing decision. Customers expect quick and reliable shipping as it builds trust and confidence in the brand. A survey found that shipping is a critical factor in the consumer's decision to shop with an e-commerce brand again, with 87% of online shoppers identifying it as a crucial consideration. In summary, product descriptions

and shipping are crucial elements that contribute significantly to the consumer's online shopping experience. By providing detailed and accurate product descriptions and reliable shipping, brands can establish customer trust and enhance their shopping experience (MH&L Staff, 2016).

2.5.4 Product name

According to a research study conducted in Mexico on better branding, brand names are crucial in influencing consumer choice. The study highlights that including hints about the key benefits of a product in its brand name can positively affect consumer behavior. This is because consumers associate the brand name with the benefits they can expect from the product. From a marketing perspective, the psychology of naming and its influence on purchasing behavior is well-documented (Hillenbrand et al., 2013). The product name can make a significant difference in determining the success or failure of a product. Changing the product name is an easy way to increase sales. For instance, a famous ice cream brand introduced a new product - ice cream dipped in chocolate - named "Snack-a-Bites." However, the product could have performed better in the market. After changing the name to "Dips," the product sales turned around dramatically, becoming a continued success. Therefore, companies should pay close attention to the naming of their products since it significantly impacts consumer behavior and can determine the success or failure of the product in the market (Johnson, 2020).

Chapter III

Methodology

3.1 Introduction

In this chapter, we will provide a comprehensive overview of the methodological assumptions we have adopted as a framework to develop the research design and data collection for this thesis. The data we collect will be instrumental in the analysis section, where we aim to address our main research question through four sub-questions. Additionally, we will elaborate on the relationship between the different chapters of this thesis and how they are interconnected through our line of argumentation. By detailing our methodology and line of reasoning in this section, we will be able to provide a clear and concise understanding of our research approach to the readers.

The study seeks to comprehensively understand consumer behavior toward Chinese-branded smartphones using descriptive and inferential research methods. Descriptive research is one of the methods employed in this study, which focuses on describing the characteristics of a particular population. In this specific study, the aim is to gain insight into the behavior of consumers towards Chinese-branded smartphones. At the same time, descriptive research doesn't necessarily answer questions such as 'when,' 'why,' and 'how,' but it does provide information on 'what' the characteristics of the population are. On the other hand, inferential research is another method that this study employs. This research method draws inferences from sample data about an entire population. In this case, the study aims to determine the population's behavior towards Chinese-branded smartphones. Using inferential research methods, the study can make assumptions that apply to the entire population based on the collected sample data. The study aims to provide a detailed and comprehensive analysis of consumer behavior toward Chinese-branded smartphones using descriptive and inferential research methods. Combining these two methods will

help provide a holistic understanding of the population's behavior toward Chinese-branded smartphones, which will be incredibly useful for marketers, policymakers, and researchers.

3.2 Population and Sample

3.2.1 The description of sample

Sampling is a crucial process in research that involves selecting a representative population group to determine the entire population's various parameters or characteristics (Merriam-Webster.com, 2018). Purposeful sampling is a commonly used technique in quantitative research, as it helps to identify and select information-rich cases for the most effective use of limited resources (Patton, 2022). This sampling strategy targets individuals or groups who possess prior knowledge or experience with a particular phenomenon of interest. When identifying individuals, it is essential to consider their availability and willingness to participate, as they can provide articulate, expressive, and reflective opinions and experiences. According to experts such as Bernard and Spradley, the quality of the data collected during the sampling process is highly dependent on the availability and willingness of the individuals to communicate their experiences and opinions effectively (Cresswell and Plano Clark, 2011). Therefore, researchers must be strategic when selecting the participants to ensure that the data collected is comprehensive and accurate (Palinkas, Horwitz, Green, Wisdom, Duan, and Hoagwood, 2015).

3.2.2 The description of population

The population of a study is defined by Aaker (2010) as all elements and characteristics that are the subject of the study.

In-depth interviewees were recruited by personal connections. The questionnaire was created by “Questionnaire SurveyMonkey" and distributed through online channels. All respondents were considered as target respondents. Details on the characteristics of the sample are as follows:

• Online consumers who have brought Chinese-branded smartphones on E-commerce platforms as Lazada and Shopee

• University students

• Age of 18 and 25 years old

• All gender

• All marriage status

• Residence in Thailand

• Social Economic Status (SES): every social, economic status

This will allow us to have certain target group and to collect information and data.

3.3.3 Sample design and size

The research under discussion pertains to the population of consumers who have purchased any of the selected Chinese-branded smartphones. To ensure a representative sample, a multi-stage random sampling technique was employed. In the first stage, Thailand was divided into six regions, namely the northern, western, central, eastern, and northeastern. In the second stage, a sample was selected from each of these regions, with a focus on undergraduate students, considering each region's population density. This approach was adopted to ensure that the sample is diverse and representative of the population under consideration. Using this sampling method, the study aims to collect data that accurately reflects the opinions and attitudes of the consumers who have purchased Chinese-branded smartphones in Thailand.

To determine the appropriate sample size, the standard deviations of the main variables were calculated using data obtained from the pilot study. The formula proposed by Aday and Cornelius in 2006 was used, with the highest standard deviation being applied. The statistical equation used to determine the sample size is as follows:

$$\text{Sample size(n)} = \frac{sd^2}{e^2}$$

The given formula helps calculate the sample size required for a particular significance level and acceptable error rate. It involves the following variables: n, Z, SD, and e. The variable n represents the size of the sample being considered. Z is the value of the standard normal variable at a given level of confidence, which is typically 1.96 for a 95% significance level. SD represents the population's standard deviation, with the standard deviation of the variable with the greatest variance being used in this calculation. e represents the acceptable error, which is typically assumed to be 0.11. Using these variables, the formula for calculating the sample size is as follows: n = (Z * SD / e)^2. Plugging in the values for Z (1.96), SD, and e (0.11), we get n = (1.96 * SD / 0.11)^2 =308.6 (Rounded to 300). Once we have calculated n using this formula, we can round it to the nearest whole number to arrive at the final sample size required for our desired significance level and acceptable error rate.

3.3 Research Instruments

3.3.1 Research approach

The research approach can be categorized into two types, the deductive approach and the inductive approach, which can be used independently or in combination, as Sekaran (2003) stated. The deductive research approach is based on existing theories that allow the data to be tested to formulate one or more research questions and their objectives. This approach is mainly used in scientific research, as Saunders, Lewis, and Thornhill pointed out in 2009 (2009). According to Bell et al. (2019), this approach best represents the relationship between theory and research. The researchers possess theoretical knowledge related to the field of study, which enables them to create one or several hypotheses that will be translated into operational terms and related to concepts or models within an analysis. The hypotheses are then tested by collecting data, and the results are compared to the existing theories. The deductive

approach is more structured and precise than the inductive approach, as the research question is formulated based on existing theories, and the hypotheses are tested through empirical data.

The inductive research approach involves gathering data through observations or experiments to answer a specific problem (Saunders et al., 2009). The main objective here is to thoroughly comprehend the nature of the issue at hand and then use the data collected to provide a theoretical framework that can be used as the research outcome. This approach is commonly used to create empirical generalizations and establish valid general results requiring significant data. The ultimate goal of the inductive approach is to formulate conclusions based on the information obtained rather than testing pre-existing hypotheses or assumptions. By allowing the data to guide the research process, the inductive approach can provide valuable insights into previously unknown phenomena and help researchers develop new theories and models to explain them (Bell et al., 2019).

Saunders et al. (2009) suggest that researchers should choose between the deductive and inductive approaches based on the amount of literature available in the research area. If a significant amount of existing literature defines a theoretical framework and hypotheses, it is more logical to use the deductive approach. This is because the deductive approach starts with a theory and then tests it against empirical data. On the contrary, the inductive approach is better if the research area is relatively new and there is not much literature available. This approach involves starting with empirical data and then developing a theory based on the patterns and trends observed in the data. By doing so, the researcher can fill the gap in the existing literature and contribute to developing a theoretical framework.

There is considerable research available on e-commerce marketing in Thailand. However, there is still a lack of comprehensive information on the influence of specific mainstream e-commerce platforms, particularly with regard to their impact on consumer behavior towards Chinese products in Thailand. To address this gap, it is

crucial to conduct more research that not only focuses on online consumers but also on the platforms themselves. We have adopted an inductive approach in our study, utilizing a case study with a qualitative research strategy. This approach is ideal for exploring the relationship between theory and research. Our study aims to provide a more detailed understanding of the influence of mainstream e-commerce platforms on consumer behavior towards Chinese products in Thailand. By deriving insights from our research, we hope to contribute to developing effective marketing strategies that cater to the unique needs of the Thai market.

3.3.2 Research tools

The research presented in this thesis has been conducted using primary and secondary data. While we have gathered the primary data through consumer questionnaires, some information about the Chinese products we selected was obtained from secondary data sources. The questionnaires were designed to collect vital information related to the research objectives, and they were structured in a way that made them easy to understand and answer quickly. We chose this data collection method because it allowed us to gain first-hand, in-depth information about the case study. This approach was in line with the chosen inductive method and was deemed the most appropriate for exploring subjective relationships and behaviors, as these are unique to each individual. Moreover, we were provided with additional documents, such as briefs, emails, and messages, which were received or sent by the interviewee to understand better the subjects they mentioned during the questionnaires. Overall, the combination of primary and secondary data sources and the different data collection methods employed have enabled us to understand the research topic comprehensively and achieve our research objectives.

To achieve the research objectives, a comprehensive approach was taken, which involved designing two well-structured questionnaires. These questionnaires were intended to gather crucial information from consumers about their buying behavior toward Chinese-branded smartphones. The first questionnaire was explicitly created

to capture data related to the consumers, and it was divided into six segments to ensure that all relevant aspects were covered. The first segment of the questionnaire focused on gathering consumer demographic information to help researchers better understand their backgrounds and preferences. This included questions about age, gender, income level, education level, and other relevant factors. The second segment of the questionnaire contained questions about the possession of Chinese-branded smartphones and marketing incentives to determine the consumers' level of exposure to such products and what motivates them to purchase them. This segment aimed to understand the purchasing behavior of consumers towards Chinese-branded smartphones. The third segment of the questionnaire discussed influencing factors that may impact consumers' buying behavior. This included questions related to factors such as brand reputation, quality of products, price, and other factors that may influence consumer buying behavior. The fourth segment of the questionnaire examined consumer buying behavior, including questions about the frequency of purchases, the amount spent on Chinese-branded smartphones, and the types of products purchased. The fifth segment of the questionnaire delved into perception factors that may influence consumers' decision-making processes. This involved questions about product design, packaging, advertising, and other consumer perception factors. Finally, the sixth questionnaire segment aimed to understand consumer satisfaction levels with Chinese-branded smartphones. This included questions about the quality of the products, customer service, and overall satisfaction levels. Overall, these questionnaires were designed to comprehensively understand consumer behavior toward Chinese-branded smartphones. This would be crucial in developing effective marketing strategies to increase sales and revenue.

The survey questionnaire consisted of multiple sections designed to elicit different information from the respondents. The first two sections used open-ended questions to gather honest opinions and consumer insights. This approach allowed the respondents to express their thoughts and feelings in their own words without any

preconceived notions or limitations. The remaining sections of the survey were statement-based, using a Likert scale with five response options ranging from 'strongly agree' to 'strongly disagree.' These sections aimed to understand consumer perspectives on specific topics related to the product or service being evaluated. Cronbach's Alpha test was used to ensure the reliability and consistency of the data collected. This test is a statistical measure of internal consistency, which assesses how well the different questions in the survey measure the same underlying construct or concept. By measuring the consistency of responses across different questions, the test helps to ensure that the survey results are reliable and accurate.

1) Electronic questionnaire

The researcher in this study aimed to collect primary data using a self-made questionnaire created with Google Forms. The data was collected over two months, and 400 valid responses were gathered. Before data analysis, the researcher exported the collected data to an Excel file and conducted a thorough data-cleaning process. Several ambiguous and incomplete responses were identified and removed from the dataset during this process. To create the questionnaire, the researcher relied on secondary data and insights from in-depth interviews. The questionnaire was distributed using a convenience sampling method through various online channels, such as Facebook and Line messaging applications, leveraging the researcher's connections. By using this method, the researcher was able to reach a diverse pool of potential respondents, enabling them to gather a broad range of perspectives and insights. Overall, by taking these steps, the researcher could gather high-quality data that is well-suited to their research goals. The questions were mainly closed-end. To measure a level of an agreement of attitudes toward the importance of factors influencing the consumers to purchase Chinese-branded smartphones on E-commerce platforms. The Likert scale was applied with the following corresponding measurement:

Strongly Agree = 5

Somewhat Agree = 4

Neural = 3

Somewhat Disagree = 2

Strongly Disagree = 1

2) Source of data

The research in question was conducted to ensure the accuracy and reliability of the findings. To achieve this, a comprehensive approach to data collection was employed, which involved gathering data from both primary and secondary sources. To collect the preliminary data, structured questionnaires were used to survey consumers of selected Chinese-branded smartphones sold in Thailand. The questionnaires were designed to collect pertinent information about the consumers, such as their preferences, purchasing patterns, and opinions on the products. This information was used to gain insights into consumers' behavior in relation to the Chinese-branded smartphones. Meanwhile, secondary data were sourced from various reputable and published sources such as journals, magazines, government reports, books, dailies, periodicals, articles, research papers, websites, association publications, manuals, academic studies, and company annual reports. This approach to data collection ensured that the research work was thorough and well-informed. Furthermore, secondary data was mainly collected from many sources by exploring credible sources in marketing websites and research, journal papers, and Thai government organization-published data, such as Thailand Business News, Electronic Transactions Development Agency (ETDA), and CIO World magazine. The sources were carefully selected to ensure that the data obtained was reliable and could be used to draw accurate conclusions. Overall, the comprehensive approach to data collection employed in this research ensured that the findings were robust, reliable, and credible.

3) The In-Depth Interviews

The interviews were conducted by one-on-one telephone interviews, with a total of five respondents. Details on the characteristics, as mentioned above.

3.4 Conceptual Framework of Influential Factors for Consumer Behavior towards Chinese-Branded Smartphones

3.4.1 Consuming decision model and framework

Understanding the various factors influencing consumer behavior is crucial for marketing, business, and digital innovation professionals. This knowledge helps experts identify the needs and wants of consumers, how they gather information about products and ultimately make purchasing decisions. Experts in the field have developed consumer behavior models to understand these behavior patterns better. These models provide a framework for analyzing and predicting consumer behavior throughout the purchase process, from initial awareness to final conversion. By mapping out these stages, businesses can effectively connect with consumers and tailor their marketing efforts to suit their needs. One of the most recent models focuses specifically on the behavior of consumers toward Chinese-branded smartphones. This model provides insights into the specific factors that drive consumer behavior regarding these products, helping businesses make informed decisions on how best to market their products to this demographic. This model provides:

- A detailed breakdown of the decision-making process.
- Taking into account factors such as cultural background.
- Personal values.
- Social influences.

By implementing this model, businesses can gain valuable insights into their target audience's preferences, behaviors, and characteristics. With a more nuanced understanding of their customers, companies can develop more effective marketing strategies that resonate with their audience and drive engagement. This can increase brand awareness, customer loyalty, and tremendous success in the marketplace. By leveraging data and analytics, businesses can stay ahead of the competition and adapt to changing market conditions with greater agility and precision.

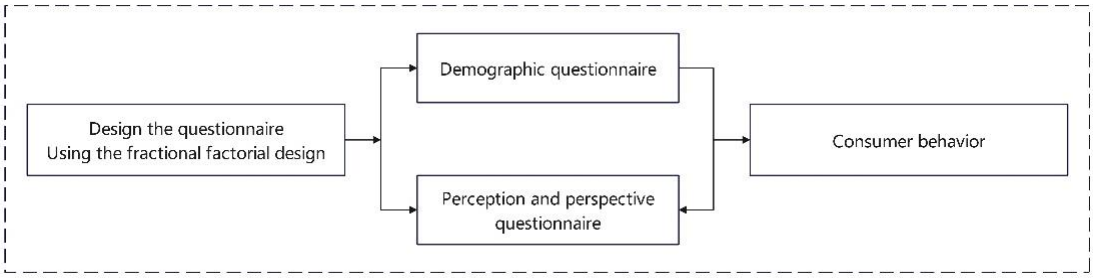


Figure 1 Conceptual Model

The consumer decision-making process is complex and multi-step, involving several stages. It all starts with the consumer recognizing a need or want for a product or service. This need could arise from various factors, such as a desire for a new product or replacing an old one. Once the need is identified, the consumer embarks on an information search to gather information about the various products and brands that meet their requirements. The information search can be carried out through different channels such as advertisements, recommendations from friends and family, social media, online reviews, and other sources of information. Consumers compare and evaluate the options available to them based on price, quality, features, and benefits. After evaluating the different options, the consumer makes a purchase decision based on their perceived value and the overall experience. This decision could be influenced by various factors such as personal preferences, brand loyalty, perceived quality, and the availability of alternatives. Finally, the consumer evaluates their decision and experience with the product or service after the purchase. If the experience is positive, it could lead to repeat purchases and positive word-of-mouth recommendations. On the other hand, a negative experience could lead to dissatisfaction, negative reviews, and a switch to alternative brands or products.

When consumers embark on an information search, they develop perceptions about Chinese brands that can be either positive or negative. Various factors, such as news articles, social media, word of mouth, and personal experiences, shape these perceptions. Once consumers have formed these perceptions, they evaluate the products and brands based on several attributes, such as price, quality, durability,

availability, offers, and discounts. During this evaluation process, consumers may compare Chinese brands against non-Chinese brands and use this comparison to make their final choice. Factors like price and quality are often considered crucial in this decision-making process. Consumers may choose Chinese brands if they perceive them as high quality but lower in price than their non-Chinese counterparts. Alternatively, they may opt for non-Chinese brands if they perceive them to be more reliable. Ultimately, choosing between Chinese and non-Chinese brands is a complex process involving several factors, including the consumer's perceptions, evaluation of available products, and overall brand image.

After a customer makes a purchase, their post-purchase behavior is shaped by their experience with the product. This behavior can either be positive, indicating that the customer is satisfied with the product, or harmful, indicating that the customer is dissatisfied. If customers are happy with the product, they are likelier to continue purchasing from the same brand. This is because they trust the brand and have confidence in the product's quality. Additionally, satisfied customers may also recommend the product to others, leading to new customer acquisition for the brand. On the other hand, if customers are dissatisfied with the product, there is a high chance that they will switch to a different brand. This could be a non-Chinese brand or another Chinese brand. Dissatisfied customers are unlikely to repeat their purchases from the same brand, as they have lost trust in the brand and its product quality. Therefore, brands must focus on delivering high-quality products that meet customer expectations. This will help not only retain existing customers but also attract new ones.

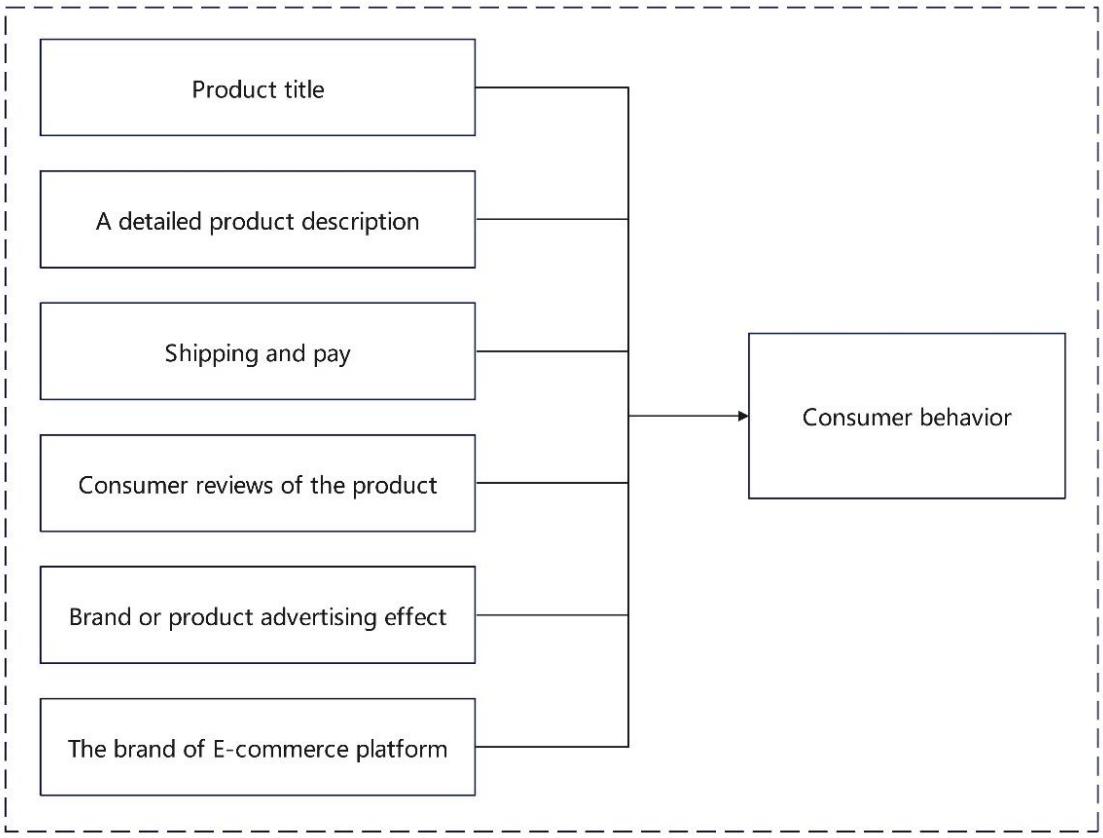


Figure 2 Framework of influential factors for consumer behavior

3.4.2 Description of influential factors

A. Product title: Product title or Name that has been shown in online shopping platform to give the first description of the product for the customer to understand what product has been sell.

B. A detailed product description: In-depth details of the product such as size, waterproof or not, etc. Beautiful and detailed pictures can show that the more product information.

C. Shipping and pay: The customer always likes to receive the product quickly; fast shipping can help them make buying decision. The safe pay will help them establish the trust to the seller.

D. Customer reviews of the product: Customer reviews of the product will show the satisfactory of customer after the purchase.

E. Brand or product advertising effect: In the era of e-commerce live reels,

influencers are one of the important channels for customers to obtain product information or brands, which affects customers' purchasing behavior.

F. Brand with/without Shoppe Mall/LazMall: Brand or store that has been selected by shopee as B2C from the business that has been showing with Shoppe Mall, verified by Shopee that they are credible and selling genuine products.

3.5 Data Collection

Research methods are crucial for collecting, processing, and analyzing data, and there are two main types of research methods: quantitative and qualitative. According to Bell et al. (2019), these two methods differ in collecting and analyzing data (Saunders et al., 2009). The quantitative method uses numerical data and presents it as numbers and statistics. It is employed when data can be measured or analyzed in numbers (Bell et al., 2019; Saunders et al., 2009). On the other hand, the qualitative method uses non-numerical data and is usually presented in words. This method is used when the goal is to conduct in-depth research, and it is impossible to measure or use numbers to translate information (Saunders et al., 2009). The qualitative method is used primarily to understand better human behavior and functions (Ghauri and Grønhaug, 2005). In our study, we have decided to use a quantitative research method. We focus on exploring the factors influencing consumer behavior on E-commerce platforms in Thailand, particularly regarding Chinese-branded smartphones. We aim to conduct an in-depth data analysis of underlying processes and establish hypotheses that test specific functional relationships. We want to determine the factors that significantly impact consumer behavior and the interrelationships between these factors. By doing so, we can better understand the factors that influence consumer behavior and provide insights that can help improve the e-commerce industry in Thailand.

These following steps are part of our research:

1) Finding the main factor that is a part of what affect customers want to

shopping on online E-commerce platforms. List two different categories from top sale categories product in online shopping platform, Lazada and Shopee.

A. Fashion product in 2023, such as Tops, Bottoms, Dresses, Outerwear, Shoes, Accessories, Swimwear, Lingerie, Activewear, Beauty like makeup, fragrances, and skincare.

B. Consumer electronics in 2023, such as Oppo, Xiaomi, OnePlus, Huawei, Lenovo, Vivo, Haier, Hisense, Televisions, Refrigerators, Washing machines, Computers, Laptops, Tablets.

2) The research aims to investigate customers' considerations and perceptions when buying Chinese-branded smartphones from various E-commerce platforms. The study uses surveys and questionnaires to gather data on the factors customers deem good or bad (high or low) in online shopping. The data will be collected using a random pattern generated by the DOE method from the Minitab program to ensure that the sample is representative of the population. Open-end and close-end questions will be incorporated to allow customers to express the value they associate with purchasing Chinese-branded smartphones. This approach will help to obtain more precise and accurate data, which can be analyzed to draw meaningful insights and conclusions.

• The survey is based on pictures of E-commerce platform applications that show the application when customers must make the decision to purchase a product.

• Different in factor that show in the survey is base to design of questionnaires.

• 2 Part of the survey as demographic questionnaire.

3) Analysis of the data by using the Minitab program, finding the best optimal solution for consumer behavior and the main factor that affects consumer behavior.

3.6 Data Analysis

In the study, we gathered data from respondents, which was then analyzed using SPSS software for Windows. To better understand the data's characteristics, we

employed descriptive statistics to summarize and describe its various aspects. This helped us to identify patterns and trends in the data. Additionally, we utilized different statistical tools such as percentages, Chi-square test, mean score, Coefficient of correlation, one sample t-test, one sample Independent t-test, and ANOVA to conduct a more in-depth data analysis. We utilized factor analysis to investigate further the factors that influence consumer behavior. This enabled us to identify the underlying factors that play a significant role in shaping consumer behavior. We found that several factors, such as social influence, product quality, and price, significantly impacted consumer behavior.

To present our findings effectively and clearly, we used tables and charts to visualize the data. Specifically, we used Table 1 and other relevant charts to communicate the information gathered from the data analysis. Using tables and charts allowed us to present complex data in a user-friendly format, making it easier for readers to understand and interpret the results. Our analysis provided valuable insights into consumer behavior and helped us better understand the factors influencing consumer decision-making.

1. Demographic Factors	1. Gender 2. Age 3. District 4. Area 5. Education 6. Occupation 7. Monthly income 8. Marital status
2. Influencers in the Buying decision	1. Self 2. Family 3. Friends 4. Society

3. Sources of Information	1. Advertisement 2. Friends 3. Family 4. Society 5. Dealers
4. Incentives received by the consumers	1. Price incentives 2. Free gifts 3. Additional extended guarantee and Warranty 4. Cost reduction for future purchase
5. Influencing Factors	1. Product type 2. Quality 3. Price 4. Variety 5. Brand image 6. Credit facilities 7. Exchange 8. Low maintenance cost 9. Retail schemes 10. Previous experience 11. After sales service 12. Guarantee and warranty 13. Advanced features 14. Durability
6. Buying Behavior	1. Need recognition 2. Information search 3. Evaluation of alternatives 4. Selection

	5. Repeated purchase 6. Preference for domestic brands 7. Rational thinking before purchasing 8. Time of purchase 9. Replacement of durables
7. Perception	1. Reasonable price 2. Superior quality 3. After sales service 4. Availability 5. Variety 6. Technological upgradation 7. Durability 8. Warranty and guarantee 9. Offers and discounts 10. Exchange value 11. Value for money 12. Low maintenance cost 13. Advertising 14. Purchase plan 15. Prime choice 16. Recommendation to others 17. Banning of Chinese-branded smartphones
8. Satisfaction	1. Price 2. Quality 3. After Sales Service 4. Availability 5. Variety

	6. Durability 7. Offers and Discounts 8. Country of Origin 9. Adoption of New Technology 10. Brand image 11. Energy efficiency 12. Guarantee and warranty 13. Advertisement 14. Exchange Value 15. Value addition 16. Advanced features 17. Low maintenance cost 18. Value for money
9. Promotional tools of Chinese brands	1. Advertisement 2. Direct marketing 3. Publicity 4. Personal selling 5. Sales promotion

Table 1 List of the variables used in the study

3.6.1 Analysis using fractional factorial design with Minitab

Analysis using Fractional Factorial Design with Minitab Studying the 6 factors influencing the consumer behavior on an online platform (Lazada and Shopee), choosing from the selected fractional factorial design with 6 factor and fraction of 1/8 by resolution III to improve the process. There are 6 factors which are the following below.

• A = Product title (Clear product title, Vague product title)

• B = A detailed product description (Detailed description, less detailed description)

• C = Shipping and pay (fast and safe, time consuming and unsafe)

• D = Customer reviews of the product (Good, Bad)

• E = Brand or product advertising effect (Great, No)

• F = The brand of E-Commerce platform (Preferred, Dislike)

3.3.5 Design Factor for Design of analysis (DOA)

• Factor 1

Good: Product title could help the customer clearly understand what they are searching for and help them clarify what they are looking at if the Product title is clear enough.

Bad: Product title could cause a misunderstanding if it is written as vaguely as "Electronic device". People will tend to be unsure that does this shop really sell the product that they are searching for.

• Factor 2

Good: A detailed product description explain about how the product works and how to operate them and what is their specification which this helps the amateur user to help decide what to buy that would be worth for what they paid.

Bad: A detailed product description doesn't ensure the customer that this product is what they think it would be and some customers like to know about the product detail description as well, so that they can know what to expect from each product.

• Factor 3

Good: Shipping and pay means that the customer is satisfied with the efficient and fast shipping service, the pay method is safe, and they are happy about it.

Bad: Shipping and pay that there is a problem with the seller, could be a fraud product or bad shipping experience up to the product is damaged might be the reason why they give low ratings.

• Factor 4

Good: Customer reviews of the product can affect the decision of the buyers since being able to know if the product is same as it shown on image about the

product description, they wanted is essential to many customers.

Bad: Bad customer reviews like bad after-sale service will make customers hesitate to buy the product because the customer reviews are more objective and realistic.

• Factor 5

Good: Great brand or product advertising effect via the influencer means that the product has a wider dissemination ability and is more easily accepted by consumers.

Bad: Low brand or product advertising effect can indicate that the market recognition of this product may not be enough. Consumers need to spend more time testing the product and finally choose to accept it or not.

• Factor 6

Good: A brand name with the Shoppe Mall/Laz Mall logo will be trusted by many users because it guarantees the product that is 100% authentic and it is processed through Shoppe Mall/Laz Mall.

Bad: Without the insurance of the Shoppe Mall/Laz Mall users will have a hard time figuring and trusting the shop that it is authentic or not.

3.6.2 Trustworthiness of research

In qualitative research, trustworthiness is a crucial factor for assessing the quality of research. According to Bell et al. (2019), trustworthiness refers to a set of criteria qualitative research writers suggest to determine the research quality. Since qualitative research is interpretive, the researcher is never wholly objective, and there is always a possibility of bias. Therefore, it is essential to consider the different aspects of trustworthiness to ensure that the research is credible and reliable. The five aspects of trustworthiness suggested by Wallendorf and Belk (1989) are credibility, transferability, dependability, confirmability, and integrity. Credibility refers to the extent to which the research findings are plausible, coherent, and convincing. Transferability refers to the extent to which the research findings can be applied to other settings and contexts. Dependability refers to the extent to which the research

process is consistent and reliable. Confirmability refers to the extent to which the data supports the research findings and is not influenced by the researcher's biases or preconceptions. Integrity refers to the extent to which the researcher is honest, transparent, and truthful in the research process. Hence, these aspects of trustworthiness are essential in ensuring that the research process is high quality and the results are reliable.

1) Credibility

A critical aspect of research is the adequacy and believability of the constructions of the studied reality (Wallendorf and Belk, 1989). This means that the results presented in the research should be true to the collected data. In other words, the findings should be presented in a reliable and valid way. As described in the methodology chapter, the data collected in this research were analyzed systematically and rigorously to ensure the believability and validity of the findings. To further ensure the validity of the findings, respondent validation was conducted. The findings were sent to the respondents for their feedback and input. This process helps to minimize the possibility of errors or biases in the findings. It is also important to note that the relationship between the authors and the interviewees could influence the collected data. To address this issue, the authors established a rapport with the interviewees while maintaining a professional distance. This helped to ensure that the data collected were as accurate and unbiased as possible.

2) Transferability

The aspect referred to here is the transferability of research results to other contexts, persons, settings, or time (Saunders et al., 2009). This is an important consideration when conducting research, as it allows researchers to determine whether the findings of a study can be applied to other situations or populations. In addition, Denzin and Lincoln (2008) suggest another parameter to consider: the applicability of the findings to other samples or populations. Throughout this research, we have made a conscious effort to emphasize the research context and provide sufficient detail to

enhance our results' transferability. By doing so, we hope that our findings can be helpful to others in a variety of contexts and settings.

3) Dependability

Dependability, in the context of research, refers to the extent to which the interpretation of a social phenomenon is constructed in a way that avoids instability. As defined by Wallendorf and Belk (1989), it raises the question of whether the same result would be obtained if the study were replicated. This is particularly relevant in the case of E-commerce marketing, as it is an emerging strategy that is likely to change in the next few years. Therefore, there is a high probability that the results of any study conducted in this area would differ over time due to the evolving nature of the field.

4) Confirmability

Confirmability is a critical aspect of research methodology that pertains to tracking and verifying the researcher's interpretations by following the data. As Wallendorf and Belk (1989) point out, this is a fundamental requirement for establishing the credibility and trustworthiness of research findings. In this study, all the interpretations and conclusions have been derived solely from the data collected during the research process. The data analysis section of the research report provides a detailed account of the analytical processes and techniques employed to derive these interpretations. However, it is essential to note that the research data analysis is not entirely objective and is subject to the researcher's subjective interpretation. While every effort has been made to minimize any biases or preconceptions that may have influenced the interpretation of the data, some degree of subjectivity may have crept into the analysis. As such, the authors of this research acknowledge the potential limitations and biases that may affect the confirmability of the study's findings and encourage further research to build upon and refine the conclusions presented here.

5) Integrity

A critical aspect of conducting a study is ensuring the accuracy of the data

collected. In this regard, it is crucial to assess the extent to which the interpretation of the data was affected by any dishonesty, evasion, misinformation, or misrepresentation by the informants involved in the study. As Wallendorf and Belk (1989) emphasize, the credibility of the data is essential to ensure the validity and reliability of the study's findings. In this study, all respondents were provided with comprehensive information about the study, its objectives, and the data that would be collected. Additionally, all respondents were assured of anonymity to protect their privacy and ensure their safety. The interview setting was kept private to facilitate an open and honest discussion, and the respondents were made to feel comfortable and at ease throughout the interview process. These measures were implemented to ensure that the respondents provided accurate and reliable data, which would be critical to the success and credibility of the study's findings.

3.7 Validity Test

The concept of validity in research is of utmost importance as it ensures that the measurement tool being used accurately assesses what it intends to measure. Content validity is a specific type of validity that aims to evaluate the extent to which a measurement tool correctly measures its intended construct. Unlike other types of validity that rely on statistical analysis, content validity is evaluated by systematically scrutinizing the content of the measurement instrument. In a particular study, content validity was established by developing a questionnaire that contained relevant questions for accurately measuring the behavior domain under investigation. The researcher consulted with experts from various fields, including marketing, business, and digital innovation, to ensure content-related validity. These experts provided valuable feedback on the questionnaire, which was then used to make final modifications to the questionnaire's content. The experts thoroughly evaluated the final questionnaire to ensure that it accurately and comprehensively covered the content domain being investigated. Therefore, the content validity of the questionnaire

was validated, and it was deemed a reliable tool for measuring the intended construct. The study's results and conclusions can be relied upon as the research instrument was thoroughly evaluated to ensure it accurately measured the construct under scrutiny.

3.8 Ethical Considerations

Ethical considerations are a crucial aspect of any research study. In this study, ethical issues were critical because the questionnaires were based on personal opinions (Patton, 2015). These questionnaires could affect the people interviewed as they were required to evoke their feelings and thoughts, especially when providing information to understand the individual and the issue being studied better (Bell et al., 2019). To ensure that the participants were appropriately informed and protected, they were given thorough information about the study before deciding whether or not to participate. The researchers followed the guidelines of Cooper and Schindler (2011) to explain the study to the participants and obtain their informed consent. This was essential in establishing an open and honest dialogue with the participants. Effective communication and open information sharing with the participants were critical to the study's ethical framework, as suggested by Crane (1997)

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Chapter IV

Research Results

The research on the factors that influence consumer behavior on e-commerce platforms in Thailand embarks on a comprehensive exploration to uncover the intricate dynamics of consumer choices in the digital marketplace. Specifically, this study seeks to: 1) pinpoint the pivotal elements that shape consumers' decision-making processes when purchasing smartphones branded in China, illuminating the psychological and practical influences at play. 2) delve into the intricacies of consumers' buying behavior concerning these Chinese-branded smartphones, revealing the motivations and patterns that govern their purchasing habits. 3) evaluate the satisfaction levels among consumers with these products, striving to unveil insights that highlight both the strengths and weaknesses in their experiences. Furthermore, the study will uncover actionable insights to enhance consumer satisfaction and foster unwavering brand loyalty. 4) it will examine the strategic tools Chinese companies and retailers deploy to distribute these smartphones, shedding light on the marketing and operational techniques that drive success in this competitive landscape.

4.1 Pinpointing the Crucial Elements Shaping Consumer Choices in Acquiring Chinese-Branded Smartphones

4.1.1 Overview of the Sample Data

The overview of the sample data is meticulously categorized into two segments: 1) a comprehensive analysis of the demographic characteristics and backgrounds of the respondents and 2) an exploration of the pivotal factors that sway consumers in their decision to opt for smartphones from Chinese brands.

General information	Meaning of data	Percentage
Gender	Male	55.19

	Female	44.81
Age	19 – 25 years	100.00
Marital Status	Single	100.00
Education	Bachelor's degree or equivalent	100.00
Field of Study	Science and Engineering	36.38
	Humanities and Social Sciences	24.75
	Other	38.87
Monthly Income	Less than 5,000 THB	2.22
	5,001 – 10,000 THB	58.66
	10,001 – 15,000 THB	33.41
	More than 15,001 THB	5.71
Current Residence	Eastern region	12.12
	Northern region	25.24
	Central region	53.21
	Northeastern region	9.43
Have you ever purchased a mobile phone online	Yes	100.00

Table 2 Results of the analysis of the questionnaire data.

In our survey, a notable majority of respondents identified as male, comprising 55.19%, while females constituted 44.81% (see Table 2). The age profile was strikingly uniform, with all participants falling within the vibrant age bracket of 19 to 25. This youthful demographic painted a picture of a dynamic group eager to engage with modern trends and technologies. When delving into marital status, it was remarkable that all respondents were married, representing a unifying thread in their personal lives. As for educational attainment, every participant held a bachelor's degree or an equivalent qualification, highlighting a high level of academic achievement within this group.

Exploring their fields of study revealed a diverse spread of interests: 36.38% ventured into the realms of Science and Engineering, 24.75% immersed themselves in Humanities and Social Sciences, and the remaining 38.87% pursued various other disciplines. Turning to financial discussions, a small proportion—2.22%—earned less than 5,000 baht per month, whereas a significant 58.66% fell into the mid-income range, earning between 5,001 and 10,000 baht. Meanwhile, 33.41% found themselves with monthly incomes spanning between 10,001 and 15,000 baht, leaving a mere 5.71% in the higher earnings category of over 15,001 baht. Geographically, the respondents hailed from varied regions: 12.12% from the picturesque Eastern region, 25.24% from the scenic Northern area, a substantial 53.21% from the bustling Central region, and 9.43% from the more tranquil Northeastern region. Finally, when asked whether they had ever purchased a mobile phone online, every single respondent answered enthusiastically 'yes,' brilliantly reflecting the digital perceptive and modern purchasing habits of this engaged group.

4.1.2 Apply Association Rule Analysis/SVM/Decision Tree for Consumer Behavior

1) Association Rule Analysis

This study applies Association Rule Mining (ARM) using the Apriori Algorithm to identify key patterns and relationships influencing consumer behavior in online shopping. The analysis aims to uncover factors that significantly impact purchasing decisions, enabling businesses to refine their marketing strategies. The Apriori Algorithm operates in three major phases:

A. Frequent item generation–Identifies itemsets that frequently co-occur.

B. Rule Generation–Extracts association rules from frequent itemsets.

C. Rule Evaluation – Assesses rules using Support, Confidence, and Lift.

Support (S) measures the frequency of itemset occurrence in the dataset and is defined as Eq. (1).

$$S(X) = \frac{|T(X)|}{N} \quad (1)$$

where $|T(X)|$ = Number of transactions containing itemset X and N Total number of transactions.

Confidence (C): Measures the probability of Y occurring given X and is defined as Eq. (2).

$$C(X \Rightarrow Y) = \frac{S(X \cup Y)}{S(X)} \quad (2)$$

where $S(X \cup Y)$ = Support of itemset (X, Y) and $S(X)$ = Support of itemset X.

Lift (L): Evaluate the strength of the association between X and Y, which is defined as Eq. (3).

$$L(X \Rightarrow Y) = \frac{S(X \cup Y)}{S(X) \times S(Y)} \quad (3)$$

where Support of itemset 0059, A lift value L $>$ 1 indicates a strong positive correlation, L = 1 suggests no association, and L $<$ 1 implies a negative correlation.

Parameter Settings: To ensure a robust analysis, the following thresholds were applied:

• Minimum Support (Smin: 0.05): In this analysis, we set a threshold, capturing only those frequent itemsets that make their presence felt in at least 5% of the transactions. This criterion ensures we focus exclusively on the most significant combinations, filtering out the noise and highlighting patterns that reflect consumer behavior.

• Minimum Confidence (Cmin: 0.7): A steadfast guardian of predictive reliability, this threshold ensures that the rules we forge build a solid foundation of certainty, elevating the trustworthiness of our insights and guiding decisions with unwavering accuracy.

• Minimum Lift (Lmin: 1.2) identifies and selects rules that exhibit significant and impactful correlations, ensuring that the relationships drawn are relevant and

meaningful in their context.

2) SVM Analysis

Support Vector Machine (SVM) is a supervised learning algorithm widely used in classification problems, including consumer behavior analysis. It is particularly effective in high-dimensional spaces and when the number of dimensions exceeds the number of samples. SVM aims to find an optimal hyperplane that maximally separates different classes within a dataset.

SVM works by finding a hyperplane that best separates data points belonging to different classes. The hyperplane is defined as Eq. (4).

$$f(x) = w^T x + b = 0 \tag{4}$$

where x is the input feature vector (consumer behavior factors), w is the weight vector (defining the orientation of the hyperplane), and b is the bias term (shifting the hyperplane).

For a given dataset (x_i, y_i) where $y_i \in \{-1,1\}$ (i.e., consumer behavior labels), SVM optimizes the hyperplane by maximizing the margin (distance between the hyperplane and the nearest data points, called support vectors) while minimizing classification errors.

The optimization problem for SVM is defined as Eq. (5).

$$\min_{w,b} \frac{1}{2}\|w\|^2 \tag{5}$$

Subject to the constraints is calculated by Eq. (6).

$$y_i(w^T X_i + b) \geq 1, \ \forall i \tag{6}$$

This ensures that all training samples are correctly classified while maximizing the margin. The RBF kernel is defined as Eq. (7).

$$K(x_i, x_j) = \exp(-\gamma \|x_i - x_j\|^2) \tag{7}$$

where $K(x_i, x_j)$ is a similarity between data points x_i and x_j, $\|x_i - x_j\|^2$ is the Education distance between two feature vectors, γ = hyperparameter that determines

the influence of each training sample. The function exponentially decreases as the distance between points increases, ensuring closer points have a more substantial influence.

Updated SVM Model with RBF Kernel

The objective function in SVM remains and is defined as Eq. (8) and (9).

$$\min_{w,b} \frac{1}{2}\|w\|^2 + C\sum_{i=1}^{n} \xi_i \tag{8}$$

$$y_i(W^T\phi(x_i)+b) \geq 1-\xi_i, \quad \xi_i \geq 0, \quad \forall i \tag{9}$$

where $\phi(x_i)$ maps the input features into a higher-dimensional space using the RBF kernel, C is a regularization parameter controlling the trade-off between margin maximization and misclassification, $\xi_i =$ Slack variable allowing some misclassifications. Using the RBF kernel, the feature mapping $\phi(x_i)$ is implicit, meaning the SVM algorithm does not compute the transformation explicitly but uses the kernel function directly.

3) Decision Tree Analysis for Consumer Behavior

Decision Tree (DT) is a robust supervised learning algorithm for classification and regression tasks. In consumer behavior analysis, decision trees help understand how different factors influence purchasing decisions on e-commerce platforms. For this analysis, the Decision Tree model will predict whether a consumer will purchase a product based on key influencing factors, such as price, brand perception, product reviews, advertisements, and payment methods.

Entropy and Information Gain (Splitting Criteria)

A decision tree selects the best feature to split the data using Entropy (H) and information Gain (IG). Entropy measures impurity or randomness in the dataset and is defined as Eq. (10).

$$H(S) = -\sum_{i=1}^{c} p_i \log^2 p_i \tag{10}$$

where S is a set of samples, c is a number of classes, and p_i = Probability of class i. If entropy is 0, the dataset is pure (i.e., all consumers behave the same way). If entropy is 1, the dataset is evenly split across different behaviors.

Information Gain Calculation:

Information Gain measures the reduction in entropy after splitting on a feature, and defined as Eq. (11).

$$IG(S,A) = H(S) - \sum_{v \in V} \frac{|S_v|}{|S|} H(S_v) \tag{11}$$

where S is the original dataset, A is an attribute used for splitting, V is a possible values of attribute A, S_v is a subset of S after split. The feature with maximum Information Gain is selected for splitting.

Gini Implurity (Alternative Splitting Criteria)

Another approach is Gini Impurity, which measures the likelihood of misclassification is calculated by Eq. (12).

$$Gini(S) = 1 - \sum_{i=1}^{c} p_i^2 \tag{12}$$

where p_i = Probability of class i. A lower Gini score indicates a better split.

The results of our study present a detailed comparison among three distinct methodologies: Association Rule Analysis, Support Vector Machines (SVM), and Decision Trees (DT). This comprehensive comparison is encapsulated, where each method is evaluated across several criteria, highlighting its strengths and weaknesses. The analysis delves into each technique's unique characteristics, providing insights into its performance and applicability in various scenarios. Through this comparative framework, we aim to identify the most effective approach for our specific research objectives.

Data List	Association rule analysis/SVM/DT		
	Support	Confidence	Lift
1. The decision to buy products online is influenced by factors such as the product name, size, color, special features, and attractive or eye-catching appearance.	0.30/0.45/0.38	0.95/0.92/0.89	1.22/1.18/1.15
2. Products with unique features such as size, color, or special features that have made a purchase decision based on an interesting or catchy product name influence online shopping decisions.	0.34/0.40/0.33	0.93/0.94/0.90	1.20/1.22/1.17
3. Consider the product name. Have you ever decided to purchase a product based on an interesting or catchy name? This factor influences the decision to buy products online.	0.32/0.35/0.37	0.93/0.91/0.92	1.20/1.19/1.20

Table 3 Results of analysis of factors affecting product selection decision.

The results in Table 3 highlight the key factors that significantly affect consumers' decisions when purchasing high-value products online. Among these factors, the reputation of the product name plays a crucial role, as well-respected brands often instill a sense of trust and credibility in potential buyers. Additionally, the specific features of the products, such as their size, color, options, and any unique attributes, are vital in drawing customers' interest; these details not only cater to individual preferences but also enhance the overall usability of the product. Furthermore, the product's visual appeal and eye-catching design are critical components that attract attention in an online marketplace, as a compelling aesthetic can significantly influence the desire to purchase. Notably, the reliability of this analysis is exceptionally high, with a value of 0.95, indicating strong consistency in these findings.

Data List	Association rule analysis/SVM/DT		
	Support	Confidence	Lift
1. Product descriptions that include information such as product dimensions and weight and reduce the risk of	0.33/0.35/0.30	0.97/0.91/0.89	1.23/1.24/1.20

purchasing the wrong product are factors influencing online shopping decisions, with detailed product descriptions providing confidence in purchasing decisions.			
2. Product descriptions that include information such as product dimensions and weight, and product descriptions reduce the risk of purchasing the wrong product. Product descriptions with illustrations or videos are an influential factor in online purchasing decisions, and detailed product descriptions provide confidence in purchasing decisions.	0.32/0.38/0.33	0.96/0.92/0.88	1.22/1.23/1.18
3. Detailed product descriptions with information such as product dimensions and weight, product descriptions with illustrations or videos, and detailed product descriptions to help reduce the risk of purchasing the wrong product are factors influencing online shopping decisions, where detailed product descriptions provide confidence in purchasing decisions.	0.43/0.45/0.42	0.96/0.93/0.90	1.22/1.25/1.22

Table 4 Results of analysis of factors affecting purchasing decisions from product details and descriptions.

In Table 4, we examine the various factors that affect consumers' decisions when engaging in online shopping. Notably, choosing to purchase based on product details and descriptions emerged as the most significant contributor. It was discovered that comprehensive product descriptions, which encompass critical information such as precise dimensions, weight specifications, and additional details that alleviate concerns about ordering the wrong item, play a pivotal role in shaping online shopping choices. Such thorough descriptions instill confidence in consumers, enabling them to make more informed purchasing decisions. The reliability of this finding is notably high, with a value of 0.97, indicating a strong correlation between detailed product descriptions and consumer trust in online shopping.

Data List	Association rule analysis/SVM/DT		
	Support	Confidence	Lift
1. Shipping options from e-commerce platforms and shipping speed are important for online shopping decisions, and online payment before delivery when shopping online is an influential factor in purchasing decisions, which affects the payment method is important for purchasing decisions.	0.55/0.60/0.58	0.97/0.95/0.93	1.20/1.25/1.22
2. Shipping Options from E-commerce Platforms Shipping speed is essential for purchasing decisions, and the Cash on Delivery (COD) payment method is an influential factor in purchasing decisions, which influences the payment method is important for purchasing decision.	0.55/0.59/0.57	0.96/0.94/0.92	1.19/1.23/1.21
3. Shipping options from e-commerce platforms and cash on Delivery (COD) payment methods influence the purchasing decision and affect the speed of online shopping delivery.	0.55/0.62/0.61	0.96/0.96/0.61	1.27/1.30/1.27

Table 5 Results of analysis of factors affecting purchasing decisions from Shipping and payment

According to the findings presented in Table 5, the analysis highlights several key factors influencing consumers' purchasing decisions, particularly concerning the Shipping and Payment dimensions. Among these, the variety of shipping options offered by e-commerce platforms significantly impacts the decision-making process for online shoppers. Consumers place a high value on prompt shipping, recognizing that delivery speed is critical to their overall satisfaction and likelihood of completing a purchase. Furthermore, the study emphasizes the importance of online payment methods. Specifically, the option to pay before the delivery of goods emerges as a significant factor in shaping purchasing behavior. This preference affects how consumers pay and shows the broader influence of payment methods on their decision-making. Notably, the reliability of these findings is underscored by a

high-reliability coefficient of 0.97, indicating strong consistency in the responses related to these critical aspects of online shopping.

Data List	Association rule analysis/SVM/DT		
	Support	Confidence	Lift
1. Reading customer reviews carefully before making a purchase decision, affecting the purchase decision with customer ratings, and writing reviews regularly after shopping influence the purchase decision, which affects the feeling that customer reviews on the shopping website are reliable.	0.50/0.52/0.51	0.96/0.93/0.91	1.31/1.28/1.26
2. Customer ratings influence purchasing decisions. Regular post-purchase reviews and the perception that customer reviews on shopping websites are trustworthy are factors that influence purchasing decisions, which leads to reading customer reviews carefully before making a purchase decision.	0.50/0.53/0.50	0.94/0.94/0.92	1.34/1.30/1.25
3. Reading customer reviews carefully before making a purchase decision and writing reviews regularly after shopping influences the decision to purchase a product, which affects the feeling that customer reviews on the shopping website are reliable.	0.54/0.55/0.54	0.93/0.92/0.90	1.27/1.29/1.27

Table 6 Results of analysis of factors affecting purchasing decisions from product reviews.

The analysis presented in Table 6 highlights several key factors that significantly impact consumer purchasing decisions. Among these, product reviews emerge as the most influential element. Specifically, it was found that thoroughly reading customer reviews prior to making a purchase profoundly affects decision-making. Shoppers tend to rely heavily on these evaluations to inform their choices. Additionally, customer ratings play a crucial role; the overall product assessment, as reflected in these ratings, directly influences consumers' willingness to buy. Furthermore, the

ongoing practice of writing and submitting reviews after a shopping experience contributes to this dynamic. Regularly shared feedback helps build a sense of community and trust among buyers, reinforcing the perception that customer reviews on shopping websites are credible and trustworthy. Notably, the reliability of these influences has been quantified with an impressive value of 0.96, indicating a strong correlation between these factors and consumers' final purchasing decisions. This high reliability underscores the importance of product feedback in the overall shopping experience.

Data List	Association rule analysis/SVM/DT		
	Support	Confidence	Lift
1. Brand or product advertising influences purchase decisions. Irrelevant ads and clicks on brand or product ads seen on social media or websites are factors that influence purchase decisions, which in turn influences interest in brand or product ads (when seen on online platforms such as Facebook, Instagram, and YouTube)	0.50/0.52/0.50	0.96/0.94/0.92	1.31/1.32/1.30
2. Brand or product advertising influences purchasing decisions, and advertising unrelated to purchasing decisions is a factor that influences buying decisions, which in turn influences interest in brand or product advertising (when seen on online platforms such as Facebook, Instagram, and YouTube).	0.56/0.58/0.55	0.94/0.91/0.90	1.29/1.31/1.28
3. Brand or product advertising influences purchasing decisions, and clicking on brand or product ads you see on social media or websites is often an influential factor in these decisions, which in turn influences interest in brand or product ads (when seen on online platforms like Facebook, Instagram, and YouTube).	0.53/0.55/0.53	0.94/0.93/0.91	1.29/1.30/1.29

Table 7 Results of analysis of factors affecting purchasing decisions from the attractiveness of the brand or product advertising effect.

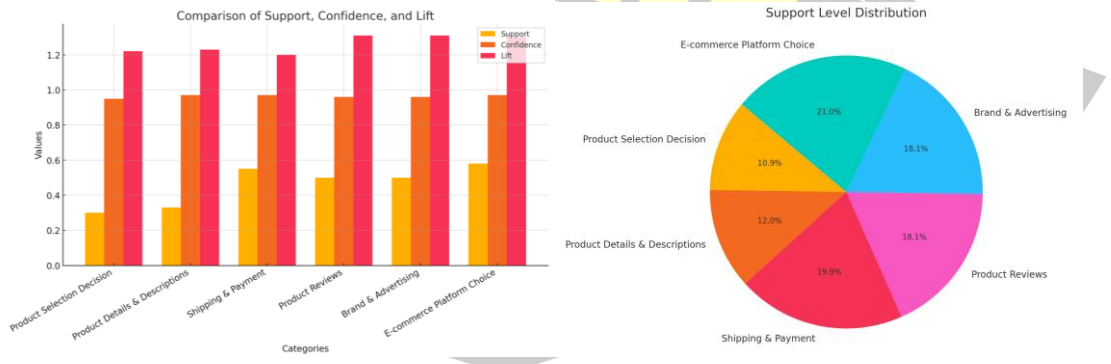
According to the findings presented in Table 7, a thorough analysis was conducted on the various factors that shape consumer purchase decisions, mainly focusing on the appeal of brand and product advertisements. The study revealed that the effectiveness of brand or product advertising significantly influences consumers' purchasing choices, scoring the highest in terms of value. Specifically, the presence of irrelevant advertisements alongside the inadvertent clicks on brand or product ads encountered on popular social media platforms and websites emerged as critical factors affecting these decisions. This dynamic suggests how consumers engage with ads—particularly when they come across them on platforms such as Facebook, Instagram, and YouTube—can significantly impact their interest and subsequent purchasing behavior. The findings were backed by a robust reliability value of 0.96, indicating a high level of consistency in the results. Overall, the data highlights the vital role that targeted and relevant advertising plays in enhancing consumer engagement and driving sales.

Data List	Association rule analysis/SVM/DT		
	Support	Confidence	Lift
1. Brand influences the choice of an e-commerce platform, and after-sales service influences the choice of an e-commerce platform. These factors influence the purchase decision, affecting the website design, which is essential for the choice of e-commerce platform.	0.58/0.62/0.60	0.97/0.95/0.93	1.30/1.32/1.30
2. Brand influence on e-commerce platform selection, website design, and after-sales influence is essential. These factors influence purchasing decisions, which affect website design, which is important for e-commerce platform selection.	0.53/0.56/0.54	0.96/0.94/0.92	1.29/1.31/1.28
3. Brand influence on e-commerce platform selection is essential, website design influence on e-commerce platform selection is significant, and user experience	0.52/0.55/0.53	0.96/0.93/0.91	1.29/1.30/1.27

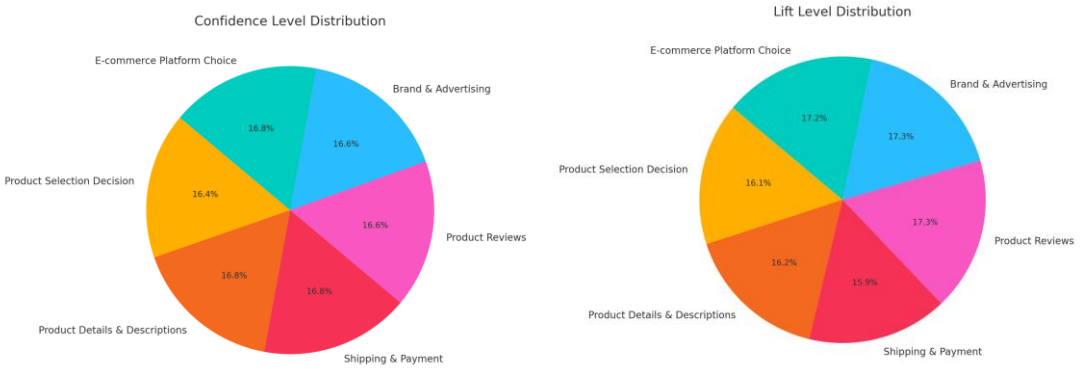
influences e-commerce platform selection. These factors influence purchasing decisions, which affect website design, which is essential for e-commerce platform selection.			

Table 8 Results of analysis of factors affecting purchasing decisions from consideration of the product e-commerce platform.

Table 8 provides a detailed analysis of the various factors that impact consumers' decisions to purchase products online. One of the most significant findings is related to the influence of the brand on the choice of an e-commerce platform. Customers tend to gravitate towards platforms featuring reputable brands, demonstrating that brand recognition drives traffic and sales. Furthermore, the provision of after-sales service emerges as another critical factor influencing consumers' decisions regarding which e-commerce platform to utilize. A robust after-sales service can enhance customer trust and satisfaction, ultimately swaying their choice towards a particular website. These elements dictate the preferences for e-commerce platforms and directly impact website design. A well-designed website that reflects brand alignment and facilitates excellent after-sales support is essential in attracting potential buyers. The overall reliability of the data presented in this analysis is evidenced by a high-reliability value of 0.97, indicating a strong confidence level in the findings and their implications for e-commerce strategies.



(a) (b)



(c) (d)

Figure 3The visualizations represent the analysis of factors affecting product selection decisions: (a) comparison of support, confidence, and lift, (b) support level distribution, (c) confidence level distribution, and (d) lift level distribution.

4.2 Analyzing Consumer Buying Behavior towards Chinese-Branded Smartphones

The research findings in section 2 delve into the intricacies of consumer behavior regarding purchasing Chinese-branded smartphones, highlighting several pivotal factors that drive decisions to buy these devices through online platforms. The analysis reveals the following key influencers:

4.2.1 Product name and features: Consumers are significantly swayed by smartphones' product names and distinctive features. Unique characteristics—such as screen size, vibrant color options, and innovative functionalities—are crucial in attracting buyers. Additionally, engaging and memorable product names can capture consumer attention, enhancing their likelihood of purchase. This aspect garnered a high confidence value of 0.95, underscoring its critical impact on online purchasing behavior.

4.2.2 Product descriptions: Comprehensive product descriptions shape consumer confidence. Detailed information regarding the smartphone's specifications, including precise dimensions, weight, and unique functionalities, reduces the anxiety associated with online shopping and mitigates the risk of selecting an unsuitable product. This

clarity reassures buyers and aids them in making informed decisions, as evidenced by a confidence value of 0.97.

4.2.3 Customer reviews: The influence of customer reviews cannot be overstated. Prospective buyers often read reviews and examine product ratings to gauge previous customers' experiences before finalizing their purchase decisions. Additionally, the inclination to leave reviews after purchasing is essential in establishing a trustworthy feedback community, effectively influencing potential customers. This element's reliability is further substantiated with a confidence value of 0.96, indicating its strong effect on buying behavior.

4.2.4 Brand advertising and marketing: The impact of strategic brand advertising extends beyond direct promotional efforts. Consumers are often drawn to brands through engaging advertisements that may not explicitly promote a product but succeed in piquing consumer interest across various online platforms, including social media giants like Facebook, Instagram, and YouTube. This indirect yet potent influence assists in shaping purchasing decisions, as reflected in a confidence value of 0.96.

4.2.5 E-commerce platform selection: The choice of an e-commerce platform is considerably affected by the brand's reputation and the quality of its after-sales service. Shoppers often prioritize platforms that provide reliable brands and ensure robust customer support post-purchase. Furthermore, the design and user-friendliness of the website itself play a decisive role in this selection process. This multifaceted consideration is backed by a confidence value of 0.97, emphasizing its significance in guiding consumer purchasing choices.

4.3 This Section Aims to Evaluate Consumer Satisfaction with Chinese-Branded Smartphones

This entails a comprehensive analysis of the degree of satisfaction consumers report when using these devices and identifying key areas that require enhancement to

boost overall consumer satisfaction and foster greater brand loyalty. The research findings, presented in Section 3, specifically address the assessment of consumer contentment with Chinese brand smartphones and are thoroughly summarized in Table 9. This table highlights various factors contributing to consumer satisfaction, including performance, design, pricing, and customer service, providing a detailed overview of consumer sentiments towards these products. By understanding these dimensions, we aim to pinpoint areas for potential improvement that could elevate the consumer experience and strengthen brand allegiance.

No.	Statement	Import		
		$\bar{x}$	S.D.	Level
1	How important is the product title when you select a product online?	3.90	0.96	Much
2	Do you consider product titles when choosing a merchant?	3.60	0.89	Much
3	Do you prefer product names that include product characteristics such as size, color, or special features.	3.54	0.92	Much
4	Have you ever decided to buy a product based on a product name that seemed interesting or catchy.	3.64	0.98	Much
	Total	**3.67**	**0.94**	**Much**

Table 9 Results of the analysis of consumer satisfaction towards Chinese brand smartphones, product purchasing decision

The analysis of consumer satisfaction regarding Chinese brand smartphones revealed noteworthy findings, as detailed in Table 9. Overall, the results indicate that consumer satisfaction and product purchasing decisions are considerably high, with a mean score of 3.67 and a standard deviation of 0.94. When evaluating individual aspects of satisfaction, each criterion was rated highly. The average scores were

prioritized from highest to lowest, reflecting varying elements influencing purchasing behavior.

4.3.1 The aspect considered most important was the impact of product titles when consumers select products online, receiving an impressive average score of 3.90, coupled with a standard deviation of 0.96. This suggests that product titles capture consumers' attention and are a decisive factor in their purchasing choices.

4.3.2 Following closely, the question of whether an appealing or catchy product name has ever influenced a consumer's decision to buy yielded an average score of 3.64, with a standard deviation of 0.98. This underscores the persuasive power of clever marketing and its role in attracting potential buyers.

4.3.3 Lastly, considering product titles when choosing a retailer yielded a mean score of 3.60, alongside a standard deviation of 0.89. This indicates that consumers focus not only on the products themselves but also on how these items are presented within the context of the store or platform where they intend to purchase.

No.	Statement	Import		
		$\bar{x}$	S.D.	Level
1	How important are detailed product descriptions when you shop online?	3.24	0.96	Moderate
2.	A detailed product description should include information such as product size and weight.	3.04	0.94	Moderate
3.	Detailed product descriptions help you feel confident in your purchasing decision.	3.58	0.83	Much
4.	Do you like product descriptions that include illustrations or videos?	3.69	0.88	Much
5.	Detailed product descriptions reduce the risk of purchasing products that do not meet your needs.	3.60	0.91	Much
Total		**3.43**	**0.90**	**Moderate**

Table 10 Results of analysis of consumer satisfaction towards Chinese brand smartphones. Deciding to buy from product details and descriptions.

According to the findings presented in Table 10, an analysis was conducted to assess consumer satisfaction levels regarding Chinese brand smartphones. The overall average satisfaction related to product details and descriptions was identified as

moderate, with a mean score of 3.43 and a standard deviation of 0.90. When examining the individual components of consumer satisfaction, three particular aspects received high ratings, showcasing distinct consumer preferences. The highest-rated item pertained to product descriptions incorporating visual elements such as illustrations or videos, which garnered a mean score of 3.69 with a standard deviation of 0.88. This indicates that consumers greatly appreciate visual aids that enhance their understanding of the product. The second notable aspect with a high rating was the perception that detailed product descriptions significantly mitigate the risk of purchasing items that may not fulfill consumers' needs. This item achieved a mean score of 3.60 and a standard deviation of 0.91, signifying that comprehensive descriptions play a crucial role in consumers' decision-making. Lastly, the third high-ranking factor was the belief that thorough product descriptions instill confidence in their purchasing choices. This aspect received a mean score of 3.58 with a standard deviation of 0.88, underscoring the importance of clarity and detail for consumers when they buy smartphones from Chinese brands.

No.	Statement	Import		
		$\bar{x}$	S.D.	Level
1.	How important are the shipping options provided by the e-commerce platforms you use?	3.60	0.94	Much
2.	How important is the speed of delivery in your decision to purchase products online?	3.74	0.90	Much
3.	Do you prefer the cash-on-delivery (COD) payment method when purchasing products online?	3.46	0.85	Moderate
4.	Do you like to pay online before shipping when purchasing products online?	3.72	0.85	Much
5.	How important is the payment method in the purchasing decision?	3.90	0.96	Much
Total		**3.68**	**0.90**	**Much**

Table 11 Results of the analysis of consumer satisfaction towards Chinese brand smartphones regarding delivery and payment.

The analysis presented in Table 11 reveals significant insights into consumer satisfaction regarding Chinese brand smartphones, explicitly focusing on delivery and

payment. Overall, consumer satisfaction in these areas is rated highly, with a mean score of 3.68 and a standard deviation of 0.90, indicating consistent positive feedback across respondents. Upon examining individual aspects of consumer satisfaction, all components were consistently rated at a high level. The items were ranked according to their average scores, starting with the most valued feature:

1) Importance of payment methods: This aspect scored the highest, with an average rating of 3.90 and a standard deviation of 0.96. This indicates that consumers greatly emphasize the variety and convenience of payment methods available during their purchasing decisions.

2) Speed of delivery: Following closely, the speed of delivery received an average score of 3.74 with a standard deviation of 0.90. This suggests that consumers value timely delivery when purchasing products online, as it affects their overall satisfaction with the buying experience.

3) Preference for online payment before shipping: Lastly, the preference for making payment online before the product is shipped received an average rating of 3.72, with a standard deviation of 0.85. This reflects a substantial inclination among consumers toward the security and efficiency of online transactions, which ultimately influences their purchasing choices.

No.	**Statement**	**Import**		
		$\bar{x}$	**S.D.**	**Level**
1	Do you read customer reviews carefully before making a purchase decision?	3.60	0.91	Much
2.	How important do customer ratings influence purchasing decisions?	3.63	0.92	Much
3.	Do you regularly leave reviews after shopping?	3.66	0.90	Much
4.	Do you feel that customer reviews on sales websites are trustworthy?	3.63	0.92	Much
Total		**3.63**	**0.92**	**Much**

Table 12 Results of the analysis of consumer satisfaction towards Chinese brand smartphones regarding product reviews.

According to the findings presented in Table 12, an analysis of consumer satisfaction regarding Chinese brand smartphones revealed a notably high level of satisfaction in terms of product reviews. The overall average satisfaction score was recorded at 3.63, with a standard deviation of 0.92, indicating consistent positive user feedback. When breaking down the individual components of consumer behavior, it was observed that all categories received high ratings. The evaluations were ranked according to their average scores, starting with the highest. The first item, which inquired about the frequency of shoppers leaving reviews post-purchase, achieved an impressive average score of 3.66, accompanied by a standard deviation of 0.90. This suggests that consumers value their experiences and are willing to share them, reflecting a strong engagement with the review process. Following closely, the question regarding the perceived trustworthiness of customer reviews on sales websites also garnered a high satisfaction level, achieving an average score of 3.63, with a standard deviation of 0.92. This indicates that consumers feel confident in the authenticity and reliability of the reviews they encounter. Lastly, the inquiry about whether consumers take the time to read customer reviews thoroughly before making their purchasing decisions received a high average score of 3.60, with a standard deviation of 0.91. This highlights the importance of customer reviews in the decision-making process, as buyers carefully consider the insights shared by others before investing in a product.

No.	**Statement**	**Import**		
		$\bar{x}$	**S.D.**	**Level**
1.	You are interested in brand or product advertising. When seen on online platforms such as Facebook, Instagram, and YouTube).	3.69	0.88	Much
2.	To what extent do brand or product advertisements affect your purchasing decisions?	3.60	0.89	Much
3.	Have you ever felt distracted by advertisements irrelevant to your interests? Your purchasing decision.	3.68	0.92	Much
4.	You often click on brand or product advertisements on social media or websites.	3.54	0.92	Much
Total		**3.63**	**0.90**	**Much**

Table 13 Results of the analysis of consumer satisfaction towards Chinese brand smartphones in terms of the attractiveness of the brand or product advertising effect.

In Table 13, the analysis of consumer satisfaction regarding Chinese brand smartphones revealed notable insights into the impact of brand attractiveness and advertising effectiveness. Overall, consumer satisfaction scores were impressive, with an average rating of 3.63 and a standard deviation of 0.90, indicating high user contentment. Upon examining individual components of this analysis, it became evident that each item also scored highly, reflecting a strong positive correlation with consumer engagement. The items were ranked according to their average scores, highlighting preferences and perceptions about advertising strategies. The first item, which assessed interest in brand or product advertisements viewed on popular online platforms such as Facebook, Instagram, and YouTube, yielded an exceptionally high average score of 3.69 with a standard deviation of 0.88. This suggests that consumers are significantly drawn to advertisements encountered on these social media sites, finding them compelling and relevant to their interests. The second item focused on consumers' feelings toward irrelevant advertisements and their potential to distract from purchasing decisions. This survey yielded an impressive score of 3.68 and a standard deviation of 0.92, indicating that respondents generally perceive a considerable distraction from ads that do not align with their interests. However, they can still navigate these distractions effectively during their decision-making processes. Finally, the analysis investigated the overall impact of brand and product advertisements on purchasing decisions, which received a score of 3.60 and a standard deviation of 0.89. This suggests that consumers recognize and acknowledge that strategic advertising influences their choices, affirming the effectiveness of tailored marketing approaches in shaping purchase behavior.

No.	**Statement**	**Import**		
		$\bar{x}$	**S.D.**	**Level**
1.	How important does the brand influence in choosing an e-commerce platform?	3.60	0.94	Much

2.	How important is website design in influencing the choice of an e-commerce platform?	3.66	0.88	Much
3.	How significant is the after-sale influence on choosing an e-commerce platform?	3.52	0.92	Much
4.	How important does word of mouth influence choosing an e-commerce platform?	3.43	0.91	Moderate
5.	How important is the user experience when choosing an e-commerce platform?	3.61	0.93	Much
Total		**3.56**	**0.92**	**Much**

Table 14 Results of the analysis of consumer satisfaction towards Chinese brand smartphones in terms of consideration from the product e-commerce platform.

The findings in Table 14 reveal insightful results regarding consumer satisfaction with Chinese brand smartphones, explicitly focusing on factors related to product selection on e-commerce platforms. Overall, consumer satisfaction is rated highly, with a mean score of 3.56 and a standard deviation of 0.92, indicating a strong agreement among respondents regarding their positive experiences. When evaluating individual factors contributing to this satisfaction, each item also reflects high importance. The rankings of these factors, organized from highest to lowest average score, provide a clearer picture of consumer priorities:

1) Website design: Respondents rated the significance of website design in influencing their choice of an e-commerce platform at a notably high level, with an average score of 3.66 and a standard deviation of 0.88. This suggests that an aesthetically appealing and user-friendly website significantly impacts purchasing decisions.

2) User experience: The influence of user experience on the selection of e-commerce platforms follows closely, receiving an average score of 3.61 and a standard deviation of 0.93. This highlights the importance of seamless navigation, practical search functionalities, and overall satisfaction during the shopping process.

3) Brand influence: Lastly, the role of brand reputation in driving platform choice was also rated highly, with an average score of 3.60 and a standard deviation of 0.94. This indicates that consumers value the credibility and recognition of the

brands they consider. These findings underscore the crucial elements that significantly affect consumer satisfaction when selecting e-commerce platforms for purchasing Chinese smartphone brands.

Based on extensive research into consumer satisfaction levels with Chinese-branded smartphones, several key areas for enhancement have been identified that could significantly elevate consumer satisfaction and foster brand loyalty.

1) Product descriptions: Consumers value detailed and comprehensive product descriptions when purchasing. Essential factors include specifications like size, weight, battery life, camera quality, and usage features. Clear, concise, and thorough information reduces the likelihood of buyers feeling uncertain about their choices. For instance, specifying dimensions in both metric and imperial units can cater to a broader audience. Enhancing the quality and clarity of product descriptions is essential; the current satisfaction rating stands at (X = 3.58).

2) Shipping speed and payment Options: The speed of shipping and the variety of payment options available play a crucial role in influencing consumer purchase decisions, particularly in online shopping. Many consumers prefer the assurance of multiple secure payment methods, including credit cards, digital wallets, and pay-on-delivery options. Additionally, minimizing delivery times can substantially improve customer satisfaction, as evidenced by a current rating of (X = 3.74). Emphasizing prompt delivery and seamless payment transactions can significantly enhance the consumer experience.

3) Customer reviews: The impact of customer feedback cannot be underestimated. Consumers often seek out reviews and ratings to inform their purchase decisions. The presence of reliable and trustworthy customer reviews can either reinforce or undermine consumer confidence in a brand. Fostering a robust system for collecting and verifying reviews, alongside promoting transparent and honest user feedback on

sales platforms, is imperative. This area currently has a satisfaction rating of (X = 3.60) and represents an opportunity for improvement.

4) Brand advertising: Engaging and relevant advertising campaigns on popular online platforms such as Facebook, Instagram, and YouTube are essential for attracting consumer attention. Advertisements should be visually appealing and resonate with the target demographics interests and preferences. Incorporating relatable themes and user-generated content can create a deeper connection with potential buyers, ultimately influencing their purchasing decisions more effectively. This aspect currently has a satisfaction score of (X = 3.69).

By focusing on these critical areas for enhancement, brands can significantly boost consumer satisfaction and foster long-term loyalty, leading to sustained purchasing decisions and a more substantial market presence.

4.4 Analyzing the Strategic Tools Employed by Companies and Retailers in China for Distributing Chinese-Branded Smartphones

Examining the factors influencing purchasing behavior for Chinese-branded smartphones reveals that companies and retailers in China have adopted a range of strategic tools to enhance sales and marketing efforts. These strategies not only attract new consumers but also work to cultivate long-lasting customer relationships. Below are specific tools and methods they employ:

4.4.1 Targeted advertising and digital marketing on online platforms: Companies increasingly harness the power of social media platforms such as Facebook, Instagram, and YouTube to deliver engaging advertisements that resonate with their target demographics. By creating visually appealing and relatable content, these ads capture the attention of potential buyers, prompting them to consider purchasing. Furthermore, digital content marketing is pivotal in this strategy, showcasing products emphasizing unique features and authentic user experiences. This might include

detailed customer testimonials and comprehensive reviews, which help bolster customer confidence and foster long-term loyalty toward the brand.

4.4.2 Strategic selection of e-commerce platforms and emphasis on after-sales Services: The rapid evolution of e-commerce platforms, combined with enhancements in product branding and after-sales support, significantly affects the decision-making process of smartphone purchases. Retailers that cultivate a user-friendly and aesthetically pleasing online presence, complete with efficient after-sales service, stand to attract a greater volume of customers. Companies must prioritize the development of seamless and reliable user experiences across their websites and mobile applications to facilitate smooth transactions and encourage repeat visits.

4.4.3 Leveraging customer feedback and data for continuous improvement: Businesses increasingly use customer data from reviews and feedback to refine their product offerings and service quality. Potential buyers often consult reviews before purchasing, as positive testimonials enhance brand trustworthiness. Encouraging existing customers to share their experiences helps build credibility among new consumers and provides invaluable insights into areas for product enhancement. By paying close attention to customer suggestions—whether that involves integrating new functionalities or rectifying existing shortcomings—companies demonstrate a commitment to consumer satisfaction and product excellence.

4.4.4 Innovative promotions and strategic discounting initiatives: Implementing creative promotions and strategic discounting can profoundly influence customer motivation and the likelihood of making impulsive purchases. For instance, providing limited-time offers on Chinese-branded smartphones can effectively lure in new customers while simultaneously rewarding the loyalty of existing ones. Establishing loyalty programs that feature special incentives for repeat buyers can strengthen consumer retention and foster a sense of community around the brand, encouraging ongoing engagement.

4.4.5 Product development focusing on new technologies and user-centric features: To convey the value of their products, brands must invest in developing cutting-edge technologies and innovative features tailored to consumer preferences. This could involve introducing functionalities that simplify daily tasks and ensuring smartphones are fitted with modern, user-friendly applications. Creating aesthetically pleasing designs that differentiate the devices from competitors can enhance market appeal. By prioritizing form and function, companies position their products as desirable choices in a competitive landscape.

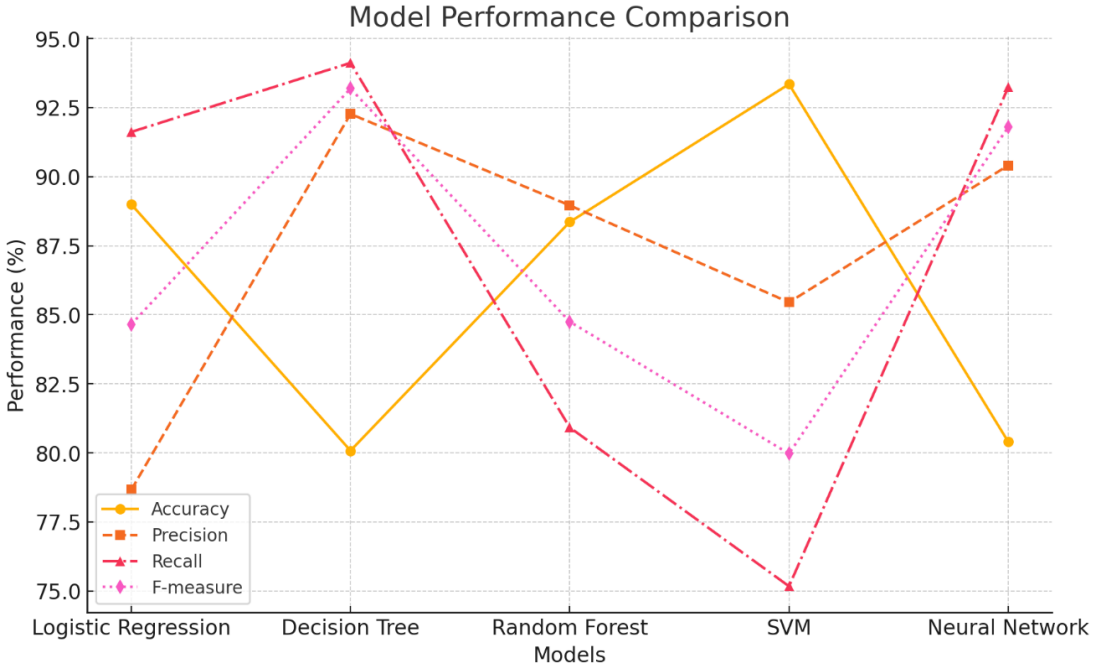
Table 15. Analysis of the performance of consumer models on Chinese brand smartphones in terms of product e-commerce platform consideration.

No.	Model	Performance			
		Accuracy	Precision	Recall	F_measure
1.	Logistic Regression	89.00	78.66	91.62	84.65
2.	Decision Tree	80.08	92.27	94.12	93.19
3.	Random Forest	88.36	88.96	80.92	84.75
4.	Support Vector Machines	93.35	85.45	75.17	79.97
5.	Neural Network	80.40	90.41	93.24	91.80

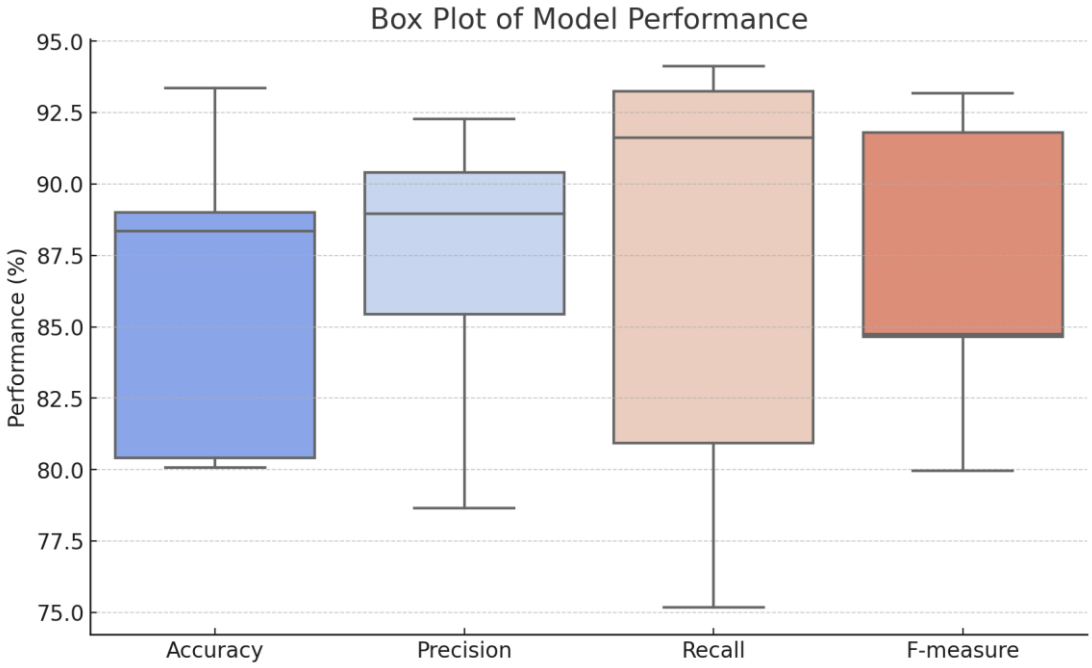
Table 15 provides a comprehensive overview of the evaluation metrics for five distinct machine learning algorithms: Logistic Regression, Decision Tree, Random Forest, Support Vector Machine (SVM), and Neural Network. These models were assessed based on four crucial performance indicators: Accuracy, Precision, Recall, and F-measure.

The data presented in Table 15 reveal that the Support Vector Machine (SVM) model stands out with the highest accuracy rate of 93.35%. This remarkable score positions SVM as the most dependable algorithm for achieving correct classifications across the examined datasets. High accuracy is a vital characteristic, particularly in consumer behavior analysis on e-commerce platforms, as it denotes the model's robust ability to differentiate between various consumer categories effectively. However, it is important to note that while SVM excels in accuracy, it displays a lower recall rate of 75.17% compared to its counterparts. This lower recall suggests that despite the model's adeptness at correctly classifying a significant portion of the dataset, it might overlook some positive instances, resulting in a proportion of false negatives. In practical terms, this could mean that certain relevant consumer behaviors or fraud cases may go undetected. On the other hand, SVM maintains a respectable precision rate of 85.45%, indicating that whenever it predicts a positive case, the likelihood of that prediction being accurate is relatively high. This balance between precision and recall highlights a critical trade-off: SVM favors scenarios where the overarching goal is maximizing correct classifications rather than capturing every

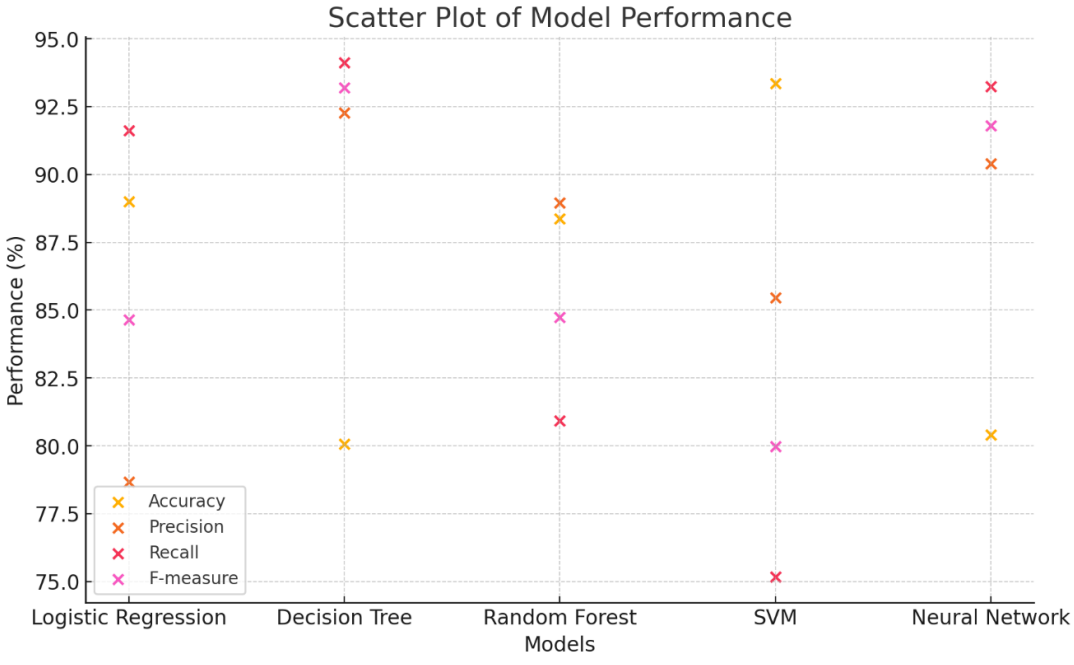
relevant instance. This characteristic makes SVM particularly beneficial in applications such as e-commerce fraud detection systems or targeted marketing initiatives. In these contexts, the cost of false positives—instances where non-fraudulent behavior is incorrectly classified as fraudulent—can be more manageable than the consequences of false negatives, where genuine threats or consumer opportunities are not identified. Thus, the high accuracy of the SVM model renders it a compelling choice for such applications. Fig. 4 .1 visually represents these models' comparative performance, further illustrating each algorithm's strengths and weaknesses about the key performance indicators discussed.



(a)



(b)



(c)

Figure 4.1 Model performance evaluation, (a) line chart, (b) box plot, (c) scatter plot.

Chapter V

Discussion of Results and Recommendations

In recent years, Thailand has witnessed a dramatic surge in online shopping consumption, fueled by technological advancements and the widespread adoption of digital platforms. This growth is exemplified by the dominance of e-marketplaces like Shopee and Lazada, which collectively commanded around 90% of all e-marketplace searches in Thailand by 2020. These platforms have become integral to the daily lives of Thai consumers, offering a diverse range of products and services with unprecedented convenience.

The research on Factors Influencing Consumer Behavior on E-Commerce Platforms in Thailand aims to: 1) identify the key factors influencing consumers' decision-making when purchasing Chinese-branded smartphones. 2) To analyze consumers' buying behavior toward Chinese-branded smartphones. 3) To measure the satisfaction level of consumers towards Chinese branded smartphones. Moreover, it will identify the reasons for improvement to increase consumer satisfaction and brand loyalty, and 4) study the strategic tools used by companies and retailers in China that distribute Chinese branded smartphones.

The study seeks to comprehensively understand consumer behavior toward Chinese-branded smartphones using descriptive and inferential research methods. Descriptive research is one of the methods employed in this study, which focuses on describing the characteristics of a particular population. In this specific study, the aim is to gain insight into the behavior of consumers towards Chinese-branded smartphones. In summarizing the study results, the results will be divided into the following order:

5.1 Discussion of Results

Results of the study according to the objectives of the research

5.1.1 To identify the main factors influencing consumers' purchase of Chinese branded smartphones. The research results can be summarized as follows:

1) The study focused on factors influencing consumer behavior towards Chinese-branded smartphones on e-commerce platforms among Thai university students. The sample consisted entirely of respondents aged 19 to 25, with 55.19% male and 44.81% female. All respondents held a bachelor's degree or equivalent, with 36.38% studying in Science and Engineering, 24.75% in Humanities and Social Sciences, and 38.87% in other fields. In terms of income, 2.22% earned less than 5,000 baht, 58.66% earned between 5,001 and 10,000 baht, 33.41% earned between 10,001 and 15,000 baht, and 5.71% earned more than 15,001 baht. Geographically, 12.12% of respondents were from the Eastern region, 25.24% from the Northern region, 53.21% from the Central region, and 9.43% from the Northeastern region. Notably, all respondents reported having purchased a mobile phone online, highlighting the relevance of e-commerce platforms in their purchasing behavior. The findings underscore the importance of demographic and economic factors in shaping Thai university students' preferences and decisions regarding Chinese-branded smartphones.

2) The decision to purchase Chinese-branded smartphones among Thai university students on e-commerce platforms is influenced by several key factors, including product name, features such as size, color, and unique characteristics, as well as the attractive or eye-catching appearance of the product, with a reliability value of 0.95. Research indicates that these students primarily rely on online information, with platforms like Shopee being popular for purchasing smartphones. The factors driving their purchasing decisions are product attributes, marketing promotions, and the ease of the purchasing process. Understanding these drivers is crucial for e-marketers aiming to tailor their strategies to meet Thai university students' evolving needs and preferences, thereby enhancing their online shopping experience and satisfaction with Chinese-branded smartphones. This aligns with the

broader context of B2 C e-commerce in China, where understanding consumer behavior is essential for designing effective e-marketing strategies.

3) The study explores factors influencing Thai university students' behavior toward purchasing Chinese-branded smartphones on e-commerce platforms in Thailand. Detailed product descriptions, including specifications such as dimensions, weight, and features, significantly enhance consumer confidence in purchasing decisions, with a reliability value of 0.97. These descriptions reduce the risk of purchasing the wrong product, positively influencing online shopping behavior. However, perceived financial risks and non-delivery risks negatively affect attitudes toward online shopping. Domain-specific innovativeness and subjective norms positively impact online shopping behavior, while a positive attitude toward online shopping further strengthens purchase intentions. Information quality, user interface quality, and security perceptions on e-commerce platforms significantly affect information satisfaction and relational benefits, influencing site commitment and purchase behavior. These findings highlight the importance of clear product information, user-friendly interfaces, and robust security measures in shaping Thai university students' purchasing decisions for Chinese-branded smartphones on e-commerce platforms.

4) This study investigates the factors influencing consumer behavior towards Chinese-branded smartphones on e-commerce platforms in Thailand, focusing on Thai university students. The analysis highlights that shipping options, particularly shipping speed and online payment methods, significantly impact purchasing decisions, with a reliability value of 0.97. The research employs a quantitative approach, targeting 385 respondents aged 20–29 in Thailand. Findings reveal that Thai university students perceive shipping fees as a critical component of their online shopping experience, influencing their satisfaction and purchase intentions. Specifically, the study concludes that the transparency and affordability of shipping costs before purchase contribute to deliberate satisfaction and positively affect online

buying decisions. However, respondents remain neutral regarding whether shipping fees entirely dictate their evaluation and choices. To address this, the study proposes a flexible shipping cost model, allowing consumers to pay a portion of the shipping fee, which could enhance purchase willingness and boost e-commerce platform revenue. This model was validated over nine months on a leading e-commerce platform, demonstrating a 9% increase in sales post-implementation. This study's theoretical and empirical contributions address gaps in the existing literature on consumer behavior towards Chinese-branded smartphones in the Thai e-commerce market, offering insights for academia and industry practitioners.

5) Factors influencing consumer behavior towards Chinese-branded smartphones on e-commerce platforms in Thailand, particularly among Thai university students, highlight the significant role of product reviews, ratings, and web quality in shaping purchasing decisions. Research indicates that Thai students carefully read customer reviews and consider ratings before purchasing Chinese-branded smartphones, as these elements enhance the perceived reliability of the e-commerce platform, with a reliability value of 0.96. Product reviews are particularly influential during the consideration set stage, where Bayesian updating of prior perceived quality better explains how consumers integrate review information compared to alternative methods. Additionally, the monetary value of a one-unit increase in the mean number of reviews underscores the importance of review volume and quality. Managers are advised to make review metrics (count, mean, and variance) accessible early in the search process and encourage satisfied customers to write reviews, as ratings significantly reduce search costs and support decision-making. While eWOM, celebrity influencers, and discounts influence online purchases, product ratings and web quality remain critical, albeit with a modest effect, in driving purchasing decisions for Chinese-branded smartphones among Thai university students. These findings emphasize the need for e-commerce platforms to

prioritize transparent and accessible review systems to enhance consumer trust and decision-making.

6) This study investigates the factors influencing consumer behavior towards Chinese-branded smartphones on e-commerce platforms in Thailand, focusing on Thai university students. The attractiveness of brand or product advertising significantly impacts purchase decisions, particularly in the context of Chinese smartphone brands. Advertisements on online platforms such as Facebook, Instagram, and YouTube play a crucial role in shaping consumer interest, with irrelevant ads and clicks on brand-related content further influencing decision-making. The reliability of advertising effectiveness in driving purchase decisions is notably high, with a value of 0.96, underscoring the importance of strategic marketing in this segment. Additionally, this research explores potential gender-based differences in purchasing behavior, considering the varying social, psychological, and cultural factors that may affect how male and female students respond to advertising. The study employs the theory of rough sets to analyze consumer behavior patterns and derive actionable insights for marketers. The findings aim to provide implications for enhancing the appeal of Chinese-branded smartphones among Thai university students, ultimately contributing to improved market strategies and business sustainability in the competitive e-commerce landscape. Future research directions are also suggested to further explore the dynamics of consumer behavior in this rapidly evolving market.

7) This study investigates the factors influencing Thai university students' purchase behavior towards Chinese-branded smartphones on e-commerce platforms, utilizing Structural Equation Modelling (SEM) to analyze empirical data collected from respondents across five Thai universities. The findings reveal that brand perception and after-sales service significantly influence the choice of e-commerce platforms, affecting purchase decisions and website design preferences. The reliability value of 0.97 underscores the robustness of the analysis. Cultural dimensions such as uncertainty avoidance and collectivism significantly impact perceived product quality,

perceived risk, and purchase intention. Specifically, trust and perceived risk are critical factors influencing purchase intention for one brand, while perceived usefulness and benefits are significant for others. This study contributes to understanding consumer behavior in the context of Chinese-branded smartphones by applying the technology acceptance model to explore purchase intentions among Thai university students. The focus on real-world e-commerce platforms provides practical insights, though future research using fictitious platforms could yield more objective findings. This research highlights the importance of brand reputation, after-sales service, and cultural factors in shaping the purchasing decisions of Thai students in the competitive market of Chinese-branded smartphones.

5.1.2 To analyze consumers' buying behavior toward Chinese-branded smartphones.

The growing popularity of Chinese-branded smartphones among Thai university students can be attributed to several key factors influencing their purchasing decisions on e-commerce platforms. Product attributes, including design, features, size, color, and unique characteristics, play a significant role in shaping consumer preferences, with a confidence value of 0.95. Thai students, who are often tech-savvy and value innovation, are drawn to smartphones that blend functionality and aesthetic appeal. Additionally, detailed product descriptions on e-commerce platforms, such as dimensions and weight, reduce the risk of incorrect purchases and enhance consumer confidence, as indicated by a confidence value of 0.97. This transparency is crucial for online shoppers who rely on accurate information to make informed decisions. Furthermore, customer reviews, ratings, and the reliability of posted reviews on e-commerce sites are critical in influencing purchasing behavior, with a confidence value of 0.96. Thai university students often seek peer validation and trust user-generated content to assess the quality and performance of Chinese-branded smartphones before purchasing.

Brand advertising and marketing strategies also significantly impact the purchasing decisions of Thai university students. Chinese smartphone brands widely use platforms like Facebook, Instagram, and YouTube to showcase their products, attract consumer interest, and build brand awareness, with a confidence value of 0.96. These platforms resonate well with the younger demographic, active social media users often influenced by visually appealing advertisements and influencer endorsements. Moreover, the choice of the e-commerce platform itself is a crucial factor, as brand reputation, website design, and after-sales services influence consumer trust and satisfaction, with a confidence value of 0.97. Thai students prefer platforms that offer seamless navigation, secure payment options, and reliable customer support, further enhancing their overall shopping experience and encouraging repeat purchases of Chinese-branded smartphones.

Similarly, for Thai university students, the combination of advanced technology, attractive pricing, and effective online marketing strategies makes Chinese-branded smartphones a preferred choice. However, continuous improvement in product design, quality control, and pricing strategies is essential to sustain and grow this market segment. Future research could expand the sample to include students from various regions in Thailand to gain a more comprehensive understanding of their preferences and behaviors, thereby providing valuable insights for Chinese smartphone brands aiming to strengthen their presence in the Thai e-commerce market.

5.1.3 To measure the satisfaction level of consumers towards Chinese branded smartphone.

1) This study investigates the factors influencing consumer behavior, specifically among Thai university students, towards Chinese branded smartphones purchased through e-commerce platforms in Thailand. The research focuses on three key independent variables: price perception, product quality, marketplace, and their impact on customer satisfaction. The findings reveal that all three factors positively and significantly affect consumer satisfaction, with an overall high level of

satisfaction reported ($\bar{x}$ = 3.67; S.D. = 0.94). Price perception emerged as a critical factor, as Thai university students are susceptible to pricing, particularly given the competitive pricing strategies of Chinese smartphone brands. Product quality also played a significant role, as consumers increasingly associate Chinese brands with high-quality features and innovative technology. Additionally, the marketplace, whether official stores or unauthorized platforms, significantly influenced satisfaction levels, highlighting the importance of purchasing from legitimate sources.

The study employed a purposive sampling technique, targeting 400 Thai university students who had purchased Chinese-branded smartphones through e-commerce platforms. Data were collected via personal questionnaires, and multiple linear regression analysis was used to examine the relationships between the variables. The results indicated that purchasing from official stores significantly enhanced customer satisfaction compared to unauthorized platforms like the black market. This underscores the importance of brand authenticity and the risks associated with counterfeit or illegally distributed products. Thai university students, who are often budget-conscious yet tech-savvy, prioritize both affordability and reliability, making official channels more appealing due to guarantees of product quality and after-sales support.

The research has practical implications for Chinese smartphone companies aiming to strengthen their market presence in Thailand. To enhance customer satisfaction and loyalty, companies should focus on competitive pricing strategies, emphasize product quality in marketing campaigns, and expand their official distribution networks. Additionally, raising awareness about the risks of purchasing from unauthorized platforms is crucial to combat illegal trade and protect brand reputation. For Thai university students, the findings highlight the importance of making informed purchasing decisions by choosing official stores or authorized outlets. This study contributes to understanding consumer behavior in the context of

Chinese branded smartphones and provides actionable insights for marketers and consumers in Thailand's growing e-commerce landscape.

2) The analysis of consumer satisfaction towards Chinese-branded smartphones among Thai university students reveals a moderate level of satisfaction ($\bar{x}$ = 3.43; S.D. = 0.90), particularly when purchasing decisions are based on product details and descriptions on e-commerce platforms. This study highlights the importance of understanding user satisfaction and loyalty in Chinese smartphones, as these devices are frequently updated and highly competitive in the mobile communications market. A scientific evaluation method was developed to assess these factors, combining group decision-making and the TOPSIS (Technique for Order Preference by Similarity to Ideal Solution) technique. This framework allows respondents to express their opinions using simple symbols or leaving specific questions unanswered, which are then integrated into an intuitionistic fuzzy information system. By ranking user satisfaction levels using TOPSIS and projection measures, the study provides a structured approach to evaluating consumer behavior. The findings emphasize the need for Chinese smartphone brands to leverage e-commerce platforms effectively, ensuring that product descriptions and details align with the expectations of Thai university students, who represent a key demographic in the market.

Furthermore, this research extends the post-acceptance model of IS continuance to explore the factors influencing brand loyalty among Thai university students toward Chinese-branded smartphones. The study investigates the relationships between expectation confirmation, perceived benefits (functional, experiential, and symbolic), user satisfaction, and brand loyalty. Data collected from 400 valid smartphone users indicate that expectation confirmation significantly impacts perceived benefits and user satisfaction, positively influencing brand loyalty. Notably, perceived benefits, such as the perceived usefulness of smartphones, play a crucial role in shaping brand loyalty, although their effects vary across Chinese

brands. These findings suggest that Chinese smartphone manufacturers should focus on enhancing the perceived benefits of their products, particularly in terms of functionality and user experience, to foster loyalty among Thai university students. By addressing these factors, Chinese brands can better position themselves in Thailand's competitive e-commerce market and cater to the evolving preferences of young, tech-savvy consumers.

3) This study investigates the factors influencing consumer behavior towards Chinese-branded smartphones among Thai university students on e-commerce platforms. The analysis reveals that overall consumer satisfaction is at a high level ($\bar{x}$ = 3.68; S.D. = 0.90), with a focus on delivery and payment experiences. Key determinants such as ease of use, security and privacy, information presentation, convenience, and service quality were examined to understand their impact on customer satisfaction. Pearson correlation analysis highlights that security and privacy (SP) are the most significant factors influencing satisfaction, followed closely by service quality (SQ). These findings underscore the importance of secure transactions and reliable service in fostering positive consumer experiences, particularly among tech-savvy university students who prioritize trust and efficiency in online purchases.
The study explores how utilitarian value, hedonic value, and salesperson performance influence mobile payment adoption and consumer satisfaction. Using a structural equation model, the research analyzes 400 valid responses from Thai university students who are users of Chinese-branded smartphones. The results indicate that utilitarian value (e.g., cost-effectiveness and functionality) and hedonic value (e.g., enjoyment and user experience) significantly enhance customer satisfaction, positively affecting their intention to continue using mobile payment services. These insights provide valuable guidance for Chinese smartphone brands and e-commerce platforms to optimize their offerings, ensuring secure, convenient, and enjoyable shopping experiences that align with the preferences of Thai university students. By

addressing these factors, brands can achieve sustainable growth and broader adoption in Thailand's competitive e-commerce market.

4) The analysis of consumer satisfaction towards Chinese-branded smartphones among Thai university students reveals a high level of overall satisfaction ($\bar{x}$ = 3.63; S.D. = 0.92). This study highlights the significant role of brand strength in influencing purchasing decisions, particularly in the context of e-commerce platforms. It underscores the growing importance of digital marketing in promoting and positioning Chinese smartphone brands in Thailand. Additionally, the research identifies that celebrity trust positively impacts brand credibility, with consumer ethnicity as a moderating factor, while age and gender do not exhibit significant influence. These findings suggest that Chinese smartphone brands can leverage digital marketing strategies and celebrity endorsements to enhance their appeal among Thai university students, particularly by tailoring campaigns to resonate with diverse ethnic backgrounds.

The study further explores the factors shaping consumer behavior, emphasizing the impact of reference groups, external factors, and brand image on purchasing decisions. Specifically, reference groups are found to positively influence consumer choices (H1) and contribute to latent external factors (H2), which in turn enhance the brand image (H3) and directly affect purchasing decisions (H4). Brand image is also shown to have a direct relationship with consumer purchasing decisions (H5), while customer satisfaction positively correlates with these decisions (H6). Reference groups emerge as the most dominant factor in shaping purchasing behavior (H7). Additionally, the research examines the role of product attributes (PA) and consumer inertia in driving repeat purchase intention (RPI), with satisfaction partially mediating the PA-RPI relationship. Social influence (SI) moderates the link between consumer inertia and RPI, indicating that peer and societal pressures are crucial in reinforcing repeat purchases. These insights provide valuable implications for Chinese

smartphone brands aiming to strengthen their market position among Thai university students through targeted marketing and enhanced customer satisfaction strategies.

5) The analysis of consumer satisfaction towards Chinese-branded smartphones among Thai university students reveals that the attractiveness of brand image and product advertising significantly influences their purchasing decisions. The study, conducted in Thailand, indicates that consumer satisfaction with Chinese-branded smartphones is high ($\bar{x}$ = 3.63; S.D. = 0.90), highlighting the effectiveness of marketing strategies in capturing the attention of young, tech-savvy consumers. Key factors driving satisfaction include innovative product features, competitive pricing, and the perceived value of Chinese smartphones compared to other global brands. For instance, Thai university students value high-resolution cameras, long-lasting batteries, and ample storage capacities and prioritize functionality and affordability. These findings underscore the importance for Chinese smartphone manufacturers to align their product offerings with the preferences of Thai consumers, particularly in the e-commerce space, where competitive pricing and promotional campaigns play a critical role in shaping purchasing behavior.

The study emphasizes the role of product innovation in enhancing customer satisfaction and fostering brand loyalty among Thai university students. Attributes such as advanced camera technology, sleek design, and user-friendly interfaces are identified as major predictors of satisfaction. The research also highlights the moderating effect of user experience on the relationship between satisfaction and brand loyalty, suggesting that positive experiences with Chinese-branded smartphones can significantly strengthen brand commitment. This is particularly relevant in e-commerce platforms, where detailed product descriptions, customer reviews, and after-sales services influence purchasing decisions. As the first study to explore these dynamics in the Thai market, it provides valuable insights for Chinese smartphone manufacturers aiming to expand their presence in Southeast Asia. Future research

should investigate the role of experience as an independent variable and its impact on long-term brand loyalty in the rapidly evolving e-commerce landscape.

6) The analysis of consumer satisfaction among Thai university students towards Chinese-branded smartphones on e-commerce platforms reveals a high level of overall satisfaction ($\bar{x}$ = 3.56; S.D. = 0.92). Key factors such as perceived brand leadership—encompassing quality, value, innovativeness, and popularity—positively influence consumer satisfaction, significantly impacting repurchase intention. Notably, value and popularity also exert a direct influence on repurchase intention. Gender differences were observed, with quality having a more substantial impact on satisfaction for male students, while popularity played a more significant role for female students. Quality was a more critical factor in driving satisfaction, whereas, for university students, innovativeness had a more significant influence on both satisfaction and repurchase intention. These findings underscore the importance of tailoring marketing strategies to align with the demographic preferences of Thai university students when promoting Chinese-branded smartphones on e-commerce platforms.

The study proposes a model based on self-regulatory process theory, focusing on six dimensions of mobile website quality: website visual appeal, smartphone visual appeal, brand trust, website information quality, response time, and security. Data from 293 Thai university students were analyzed using multiple regression, revealing that website information quality, visual appeal, smartphone visual appeal, and security significantly enhance consumer satisfaction. In contrast, response time and brand trust were found to have insignificant effects. Higher satisfaction levels were associated with an increased likelihood of purchasing Chinese-branded smartphones through mobile commerce websites. These results emphasize the critical role of e-commerce platform quality in shaping consumer behavior and satisfaction, particularly among Thai university students, and provide valuable insights for Chinese smartphone brands aiming to optimize their online presence in the Thai market.

5.1.4 Study the strategic tools used by companies and retailers in China that distribute Chinese branded smartphones.

The research on the factors influencing the purchasing behavior of Chinese-branded smartphones reveals that companies and retailers in China selling Chinese-branded smartphones have employed various strategic tools to promote sales and marketing. These tools help companies and retailers attract and retain consumers, as outlined below.

Advertising through online platforms like Facebook, Instagram, and YouTube, with engaging content and customer reviews, is crucial in attracting consumers and building brand trust. The design and after-sales service of e-commerce platforms significantly influences consumer choice, focusing on user-friendly experiences. Companies leverage customer data and reviews to improve products and services, fostering trust and satisfaction. Special promotions and discounts, including loyalty programs, can accelerate purchase decisions and strengthen brand loyalty. Developing innovative products and features that meet consumer needs and stand out in design is key to offering more excellent value, staying competitive, and mapping the internationalization strategies of Chinese digital platform firms. The rise of Chinese digital platform firms, now competing with US giants, has sparked interest in their capacity to become global competitors. The authors compiled a database of Chinese firms' overseas operations, finding that Tencent and Alibaba are the key offshore investors. Their globalization strategies include investing in firms with valuable technology or content and following Chinese customers abroad. Despite equity investments in foreign Internet companies, Chinese firms still lag behind US platforms in market share and presence. Their investments are mainly concentrated in nearby countries. Although possessing advanced technologies, Chinese platform firms have a smaller foreign presence than their US counterparts, raising questions about the need for new theories to explain the globalization of emerging market multinationals. This study examines international brands' strategies to succeed in

China's rapidly changing online market. It begins by exploring how China became the world's largest e-commerce market, focusing on the Chinese government's role in expanding the internet and how economic growth has impacted consumer behavior. Chapter 2 reviews leading markets and platforms, examining their strengths and attractiveness for international companies and the decision-making process for entering the Chinese market, focusing on the role of commercial partners. Chapter 3 focuses on marketing strategies specific to China, leveraging trends such as KOL collaboration, live streaming, social commerce, and gamification. The final chapter assesses the sustainability and repeatability of these strategies for brands entering the Chinese market.

5.2 Recommendations

5.2.1 Expanding the geographic scope of the study

One of the primary limitations of this study is the geographical scope of the sample. While the current research provides valuable insights into the purchasing behavior of Thai consumers regarding Chinese brand smartphones, it mainly focuses on specific regions. Given Thailand's diverse economic, cultural, and technological landscape, further research should include a broader geographical representation, particularly in the Southern and Northeastern regions. These areas exhibit different consumer behaviors due to variations in economic development, cultural influences, and exposure to digital technologies.

With its high tourism activity and international exposure, the Southern region of Thailand may have consumers who are more inclined to brand-conscious purchasing decisions or those influenced by the influx of foreign tourists. Additionally, the region's economic reliance on tourism, fishing, and trade may contribute to different purchasing power and preferences compared to urban centers such as Bangkok. In contrast, the Northeastern region (Isan), which is predominantly agricultural and has a lower average income, might exhibit price-sensitive consumer

behavior with a stronger preference for affordable yet durable smartphone options. A comparative analysis of these regions will help uncover regional disparities in purchasing decisions and offer insights for localized marketing strategies.

Understanding how local economic conditions, technological infrastructure, and social influences shape consumer preferences will allow smartphone brands to adapt their marketing strategies accordingly. For example, marketing efforts can focus on affordability, basic functionality, and installment payment options in regions with lower smartphone penetration rates. In contrast, regions with higher income levels may respond better to features like 5G connectivity, camera quality, and premium design.

5.2.2 Longitudinal studies on brand loyalty and consumer pretention

Most consumer behavior studies, including this one, focus on cross-sectional data, providing a snapshot of purchasing decisions at a given time. However, longitudinal research is essential for understanding how brand loyalty and purchasing behavior evolve. Conducting a long-term study on consumers who repeatedly purchase or continuously use Chinese brand smartphones can yield valuable insights into consumer retention strategies.

Brand loyalty in the smartphone market is highly dynamic, influenced by product innovation, software updates, customer service, and brand perception. A long-term study tracking customer satisfaction, switching behavior, and repeated purchases can help identify which aspects of a brand's strategy contribute to customer retention. It can also assess how changes in pricing, promotional campaigns, technological advancements, and brand reputation influence continued customer engagement with a specific brand.

Some consumers may initially choose a Chinese smartphone due to affordability but later switch to another brand due to concerns about durability, after-sales service, or lack of updates. On the other hand, some consumers may develop long-term loyalty due to consistent positive experiences, brand familiarity, and ecosystem integration

(such as smart home compatibility). Examining these patterns can help brands develop strategies to enhance customer satisfaction, improve after-sales services, and strengthen long-term brand equity.

Longitudinal studies can explore how emerging trends such as artificial intelligence (AI), foldable screens, and 5G connectivity impact consumer retention. Smartphone brands can proactively adjust their product development and marketing strategies by continuously analyzing consumer sentiment and preferences to sustain a loyal customer base.

5.2.3 Expanding the study to different consumer segments

Another area for future research is exploring different consumer demographics to analyze the varying factors that influence purchasing decisions. Consumers from diverse age groups, income levels, and educational backgrounds have distinct preferences, expectations, and decision-making processes when purchasing smartphones. Expanding the study to include a more heterogeneous sample would provide a comprehensive understanding of how consumer segments interact with Chinese smartphone brands.

1) Age groups:

Young consumers (18-25) may prioritize design, social media compatibility, camera quality, and gaming performance. Due to peer influence and online reviews, they are more likely to be early adopters of new technology and brand-conscious.

Middle-aged consumers (26-45 years old) often consider functionality, work-related features, battery life, and ecosystem compatibility (such as smartwatches and laptops). Brand reputation, long-term durability, and software support may also influence their purchasing decisions.

Older consumers (46+ years old) may prioritize user-friendly interfaces, durability, call quality, and affordability over cutting-edge specifications. They are likelier to stick with a brand they trust rather than frequently upgrade to newer models.

Understanding age-specific preferences can help companies develop age-targeted marketing campaigns and product variations suited to different generational needs.

Income Levels:

Low-income consumers prioritize affordable pricing, installment payment options, and basic functionality. They are less likely to upgrade frequently and may rely on brand incentives such as trade-in programs and discounts.

Middle-income consumers may seek a balance between cost and premium features, considering camera performance, brand perception, and software longevity. High-income consumers are more likely to purchase flagship models or switch brands based on innovation, brand image, and exclusive features.

By analyzing purchasing behaviors across different income levels, brands can optimize product differentiation strategies and develop pricing models that cater to diverse economic groups.

2) Education levels:

Highly educated consumers may conduct in-depth research on product specifications, technological advancements, and long-term value before purchasing. Expert reviews, tech forums, and product testing results are more likely to influence them.

Less educated consumers may rely more on word-of-mouth recommendations, retail promotions, and immediate affordability, making brand visibility and retail presence crucial for influencing their decisions.

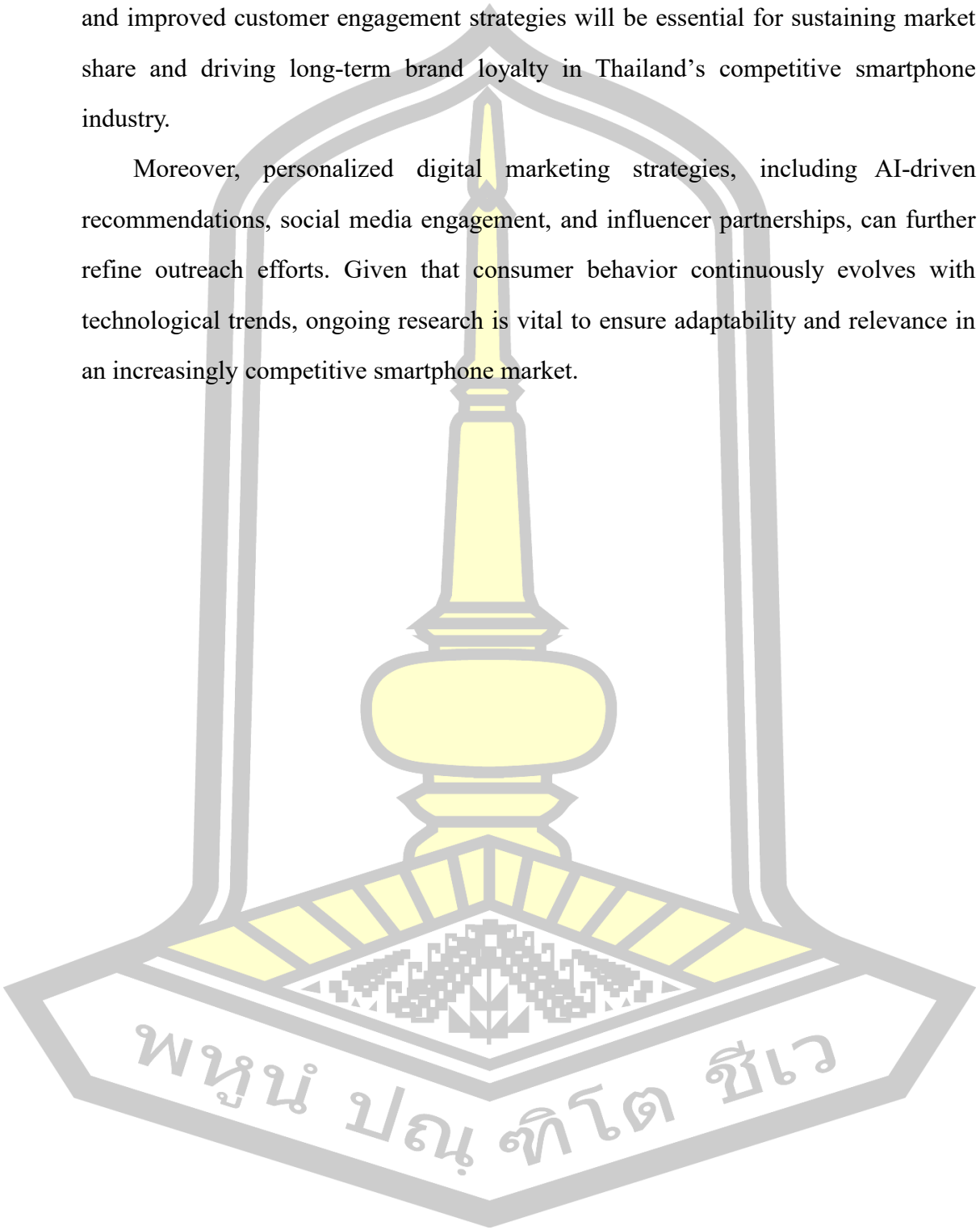
Understanding how education levels shape purchasing decisions will allow brands to tailor their communication strategies, leveraging channels such as in-depth online reviews, influencer marketing, or promotional materials, depending on the target audience.

5.2.4 Implications for future marketing strategies

By incorporating a broader geographic, temporal, and demographic scope in future research, companies can develop highly targeted marketing campaigns that

resonate with different consumer segments. Localized branding, pricing flexibility, and improved customer engagement strategies will be essential for sustaining market share and driving long-term brand loyalty in Thailand's competitive smartphone industry.

Moreover, personalized digital marketing strategies, including AI-driven recommendations, social media engagement, and influencer partnerships, can further refine outreach efforts. Given that consumer behavior continuously evolves with technological trends, ongoing research is vital to ensure adaptability and relevance in an increasingly competitive smartphone market.



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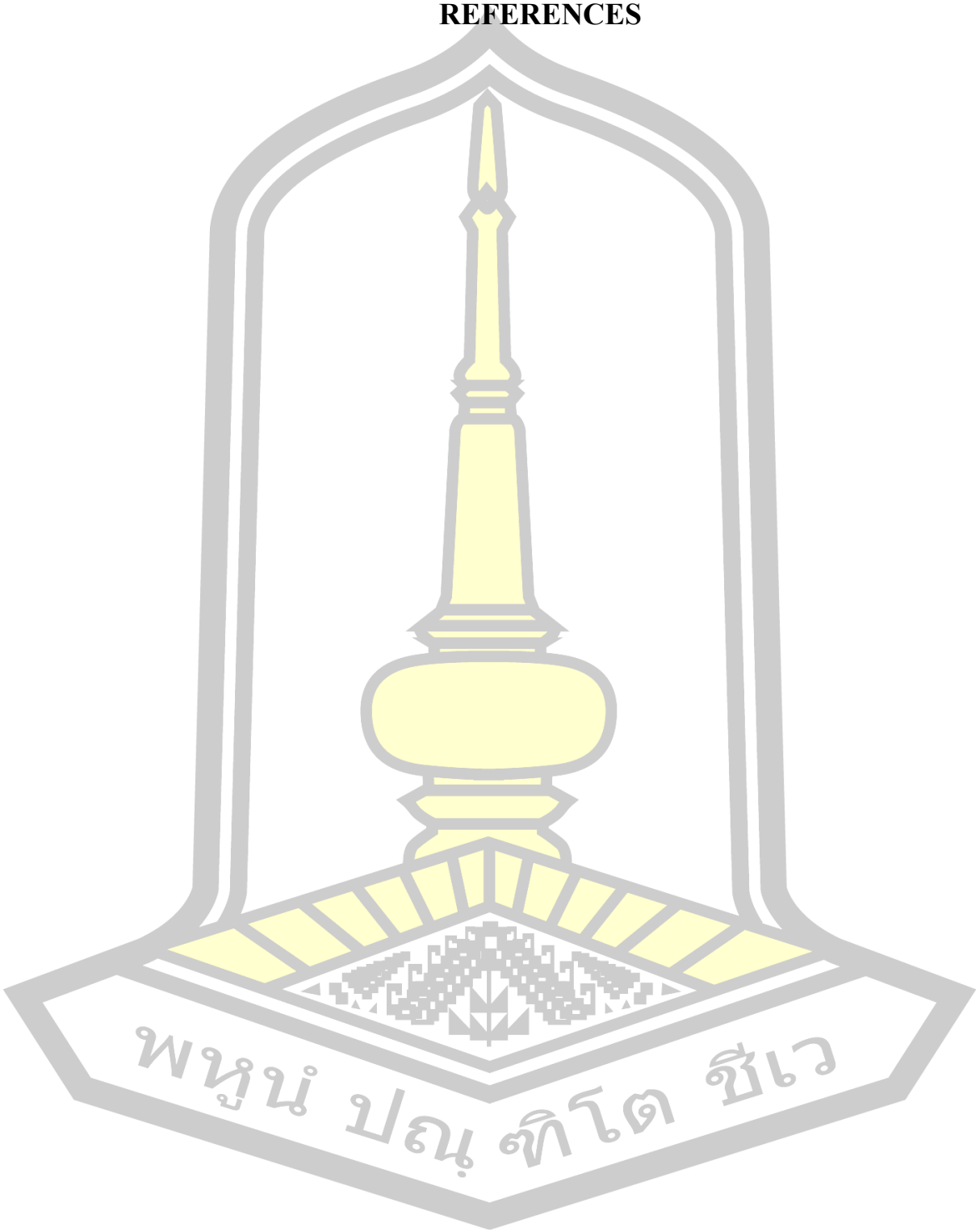

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