

Determinants Influencing Consumers' Intent to Purchase Agricultural Products Online in Thailand

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Abstracts: This research aims to: 1. Study the factors that influence the intention to purchase agricultural products online among Gen X and Y consumers, and 2. Examine the impact of purchasing intentions on the online agricultural product buying behavior of Gen X and Y consumers in Thailand. For this study, a sample of 400 online consumers aged 19 to 54 years was selected. Data was gathered through an online questionnaire and analyzed using multiple regression, with further validation to ensure model consistency. The study revealed that the intention to buy agricultural products online correlates with the actual online purchasing behavior, with a predictive efficiency of 36.7% ($R^2=0.367$). For consumers in the Gen X and Gen Y demographics, their purchasing intentions are shaped by factors related to technology acceptance, perceived benefits from technology, ease of use, attitudes, and elements of the marketing mix such as price and sales promotions. However, aspects of the marketing mix like product and process did not influence the intention to purchase agricultural products online.

Keywords: Online Agricultural Product Purchasing Behavior, Attitude Towards using technology, Consumer Purchasing Intentions, Marketing strategy.

1. INTRODUCTION

In 2018, the Electronic Transactions Development Agency (ETDA) conducted a survey on online purchasing behavior across different generations. The data revealed that 2.9% of online purchasers were Gen Z (newborn to 18 years), 64.4% were Gen Y (19-38 years), and 26.2% were Gen X (39-54 years). In 2018, Thais spent an average of 48 hours per week online, which translates to 7.5 hours daily. By 2019, this number rose to 58.3 hours weekly, averaging 8.3 hours daily, accounting for more than a third of the day. The increasing trade of agricultural products via the internet indicates its growing importance as a platform for commerce. The ETDA's data further underscores this trend in the digital economy era. Their findings show that 64.9% of internet users in Thailand have made online purchases, while 35.1% have never done so. Among those who haven't shopped online, 57.6% cited fear of deception as their primary concern. Additionally, 42.1% refrained from online shopping because they couldn't physically see or touch the product, and 32.2% said they couldn't find the product they wanted online. People often visit online sales websites primarily to read reviews and opinions from previous buyers. Attractive advertisements and recommendations from friends or word of mouth are other significant motivators. Notably, data indicates that Gen Y and Gen Z are particularly influenced to visit websites based on recommendations from bloggers, net idols, and celebrities. This suggests that consumers might place more trust in the opinions of fellow consumers than in traditional advertising claims. [1].

From a generational perspective, Gen X exhibits less online purchasing behavior compared to Gen Y and Gen Z. However, studies on internet usage trends, including online shopping, show a consistent rise among Gen X. They primarily use smartphones for internet access and are spending increasing amounts of time online, as per the Electronic Transactions Development Agency. In contrast, Gen Y, having grown up in the digital age, is highly tech-savvy. They have a penchant for seeking new information and knowledge. Consequently, 86.42% of Gen Y consumers habitually use the internet for commerce, as reported by the Knowledge Management and Development Office in 2017. Overall, the behavior of internet users in Thailand indicates that online media usage trends are continually evolving. Based on the analysis, online purchasing activities in Thailand account for 51.30% of the market,

while online selling activities are at 24.50%. This disparity suggests a moderate engagement with online platforms, with fewer sellers leading to an imbalance in the market. However, when comparing the online product sales percentages for 2017-2018, there's a noticeable acceptance of online selling among the general populace. The increasing value of online purchases, combined with government initiatives promoting online trade, has contributed to a rise in the percentage of sellers [2].

Furthermore, there's a shift in the traditional marketing mix when viewed from the customer's perspective. Unlike the conventional marketing mix, which encompasses Product, Price, Place, and Promotion and is largely manufacturer-centric, the modern approach is evolving due to the increasing similarities in products, services, distribution channels, promotional methods, and pricing strategies. These similarities have rendered the traditional marketing concepts less distinguishable and, as a result, less effective. Consequently, there's a move towards a new marketing paradigm that prioritizes the consumer's perspective over the traditional 4P's of marketing. Research indicates that from the customer-centric marketing mix, the convenience of purchasing and addressing consumer needs have the most significant influence on the intention to use services [3].

Drawing from a review of literature related to technology acceptance, the Technology Acceptance Model (TAM) emerges as a pivotal theory. TAM, developed by Davis in 1989, is an evolution of the Theory of Reasoned Action (TRA) proposed by Ajzen and Fishbein. TAM posits that an individual's acceptance and use of technology in a work context are primarily influenced by two key factors: 1) perceived usefulness and 2) perceived ease of use. These perceptions are crucial as they relate to computer acceptance behavior, tying into attitudes towards computer usage. Furthermore, an individual's attitude towards technology plays a significant role in shaping their intention to adopt and use that technology. The findings align with a study on the purchasing behaviors of Generation B, Generation X, and Generation Y at modern retail stores in the Mueang District, Nakhon Ratchasima Province. This research revealed significant differences in purchasing behaviors among these generations at modern retail outlets, including aspects like purchase dates, product buying times, payment methods, promotional preferences, and comparison of distributor selling prices [4].

Hence, the researcher aims to bridge the gap between farmers and consumers, emphasizing transparency and efficiency in the online trading process for agricultural products. By integrating the technology acceptance theory with the traditional marketing strategy (4P), the researcher seeks to understand the behaviors of different generations. This understanding will serve as a foundation for planning and enhancing online trading practices, as well as tailoring marketing strategies to cater to the unique needs of each generation in today's digital age. This research also offers valuable insights for Thai agricultural traders looking to venture into online distribution. Furthermore, e-commerce businesses, service users, or any interested parties can leverage the findings from this study to devise strategies for their online agricultural product sales, ensuring they are effective, relevant, and instill confidence in their users.

2. LITERATURE REVIEW

2.1 Consumer Purchasing Intentions and Online Consumer Behavior

Based on a literature review, "consumer purchase intention" is defined as the inclination or aspiration of consumers to buy products or services in the future. It can be gauged by their sentiments, emotions, and actions related to the product or service. Such intentions often pave the way for subsequent actual purchase decisions. In line with [5] research on undergraduate students' acceptance of e-learning at Burapha University aligns with this. The study explored the factors influencing purchase intentions that subsequently impact actual usage behavior. The findings revealed that the actual use of e-learning directly stems from the intention to use e-learning and the perceived behavioral control of using it. Indirect factors include the perception of e-learning's usefulness, its ease of use, alignment with peer groups, and overall attitude towards using e-learning. In line with [6] study, he investigated the factors affecting the intention to buy healthy food among consumers in United Kingdom and China. His findings validated [7] Theory of Planned Behavior, which posits that attitudinal factors, perceived behavioral control, and

conformity to reference groups influence the intention to purchase healthy food. Additionally, the study revealed that perceptions of inconvenience and health concerns also play a role in shaping the intent to buy healthy food. In alignment with [8] research on the factors influencing the intention to purchase personalized gift products online, it was determined that perception factors positively impact the buying intention. Personalized gift products can reflect an individual's identity, making recipients feel special and valued. The sense of product ownership and the belief that the product is unique and unparalleled are sub-factors of the cognitive factor. These elements positively influence the intention to purchase such products.

In summary, the inclination to purchase is driven by a positive mindset. Individuals who recognize the utility or benefits of a product are likely to deliberate thoroughly, leading them to make informed purchasing decisions.

2.2 Technology Acceptance and Purchase Intention

Based on the literature review, "technology acceptance" is defined as the recognition and agreement to incorporate technology into daily routines or professional tasks. Factors influencing this acceptance include comprehension, ease of use, and the perceived benefits of the technology. The process often entails individuals or organizations adapting to innovative technologies. Furthermore, upon reviewing previous studies, evidence was found supporting [9] technology acceptance theory. This includes [10] research on the technology acceptance model in the context of marketing competition. The study revealed that attitudes, perceived benefits, and the perceived ease of using technology influence the intention to adopt it, leading to actual technology acceptance behavior. The technology acceptance model plays a crucial role in guiding marketers to select and embrace suitable technology for their products, thereby enhancing marketing strategies for sales efficiency, boosting sales, or fostering customer engagement. This article seeks to shed light on technology acceptance models from both conceptual and empirical perspectives, domestically and internationally, enriching understanding about the drivers of technology adoption, with a particular emphasis on the consumer perspective.

In line with [11] study on the adoption of financial technology, specifically mobile phone payments within the context of Financial Technology startups, it was determined that the perception of ease of use significantly influences the perceived benefit, primarily driven by system quality. This is followed by information quality and the aforementioned ease of use. For users to be more inclined to adopt financial technology, emphasis should be placed on enhancing system security to foster trust. Factors such as system stability, accuracy, and error-free transactions are crucial. Users should always receive transaction confirmations. Furthermore, the perceived benefits combined with the perception of ease of use play a pivotal role in the actual acceptance of the service. Aligned with Thanawan Banhamklang's 2016 study on the adoption of financial transaction technology in the "M-Banking" format, it was discerned that service quality and the perception of ease of use collectively influence the perceived benefits. The user's perception of ease is contingent upon pivotal factors related to the technology for financial transactions. The quality of M-Banking is gauged by its service quality, which includes comprehensible, detailed, and accurate information. Additionally, the stability, speed, and user-friendly interface of the M-Banking system are essential. The competency of the staff in addressing queries and meeting user needs also plays a significant role. Moreover, individual users, based on their experiences, perceive risks differently in various aspects.

2.3 Marketing Mix Strategy and Purchase Intention

Based on the literature review, the Marketing Mix refers to adjustable marketing tools that businesses utilize to cater to the needs and ensure satisfaction of their target customer groups. In line with [12] research on factors influencing the adoption of financial technology within the commercial banking sector, it was highlighted that banks should enhance the stability of their financial technology systems. This involves adopting marketing mix strategies that emphasize the value delivered to customers, cost-effectiveness, convenience, and effective communication. The entire service application process, across various channels, should be user-friendly, intuitive, and swift. Additionally, the transaction interface should be aesthetically pleasing, comprehensive in its service offerings, and

free from disruptions or crashes. From a digital business expert's viewpoint, banks are advised to establish specialized departments for financial technology product development, distinct from traditional banking units, or to collaborate with startups. This ensures rapid product innovations tailored to consumer needs. In alignment with [13] research on the determinants influencing Thai tourists' decisions to buy airline tickets via online applications, it was revealed that marketing mix elements, particularly promotional strategies, play a significant role in their purchasing choices. This finding resonates with the emphasis on technology adoption, sales promotions, and pricing in the marketing mix. Similarly, [14] study on the service marketing mix elements and attitudes influencing private company employees in Bangkok to buy healthy food highlighted the paramount importance consumers place on service personnel, followed closely by the product aspect.

In summary, the marketing mix serves as a malleable set of marketing variables. Through situational analysis, it shapes the foundation for crafting marketing strategies. It encompasses a suite of tools that organizations deploy in tandem to cater to the specific needs of their target audience and to captivate potential customers.

2.4 Online Consumer Behavior

Based on the literature review, online consumer behavior refers to the actions or tendencies of consumers when deciding to buy products or services via online platforms. This encompasses activities such as information searching, product or service comparison, reviewing, placing orders, making payments, and sharing feedback after purchase. Such behavior is intertwined with digital technology, social media, and e-commerce platforms, and is frequently influenced by the convenience, speed, and diverse choices available in online purchasing.

In line with the findings of [15], it's noted that only a handful of researchers have delved into, tested, and observed behavioral patterns in technology usage, particularly in the realm of online consumer behavior, which encompasses consumer personality variables. They highlighted the significance of stimuli, both living and non-living, and responses. Five pivotal variables are identified: Online Cognitions, Online Emotions, Online Entertainment, Flow, and Online Attitudes. The relationship between online perception is intricately linked to website attributes, such as content quality and information accuracy. Online entertainment, on the other hand, correlates with individual preferences. Online emotions encompass feelings of pleasure, emotional arousal, happiness, and obsession. Flow describes the state experienced during immersive online activities, be it gaming or information searching. Lastly, online attitudes pertain to positive perceptions of websites and favorable views on products. Building on this, [16] undertook a study on the determinants influencing the decision to buy products online via e-commerce marketplaces (E-Marketplace). Her findings indicated that the decision to make online purchases through such platforms is statistically significant at a 0.05 level. This is because consumers from diverse backgrounds possess varying perspectives, decision-making approaches, and criteria. Their lifestyles and expectations differ, potentially stemming from their prior experiences with online shopping. As a result, they might have developed trust in the system, valuing its safety, convenience, and user-friendliness, all of which play a crucial role in their inclination to shop via e-commerce marketplaces.

In a related study, [17] explored the interplay between technology acceptance and online consumer behavior in influencing the decision to purchase electronic books among consumers in Bangkok. The research revealed that the actual use aspect of technology acceptance had the most significant impact on e-book purchasing decisions. This was closely followed by online consumer behavior, specifically attitudes towards online media. Other influential factors, in descending order of impact, included ease of use in technology acceptance, online entertainment, online awareness, and the intention to use technology. These factors collectively shaped the e-book purchasing decisions of consumers in Bangkok. However, it's noteworthy that perceptions of technology benefits, perceived risks, attitude towards usage, online emotional responses, and the aspect of flow did not significantly influence the decision to buy electronic books among Bangkok consumers.

In summary, online consumer behavior is deeply influenced by the quality and accuracy of information content. Additionally, online entertainment plays a pivotal role, catering to the emotional stimulation and interests of

consumers. This underscores the importance of meeting consumers' desires and keeping them engaged with relevant and timely content from online media.

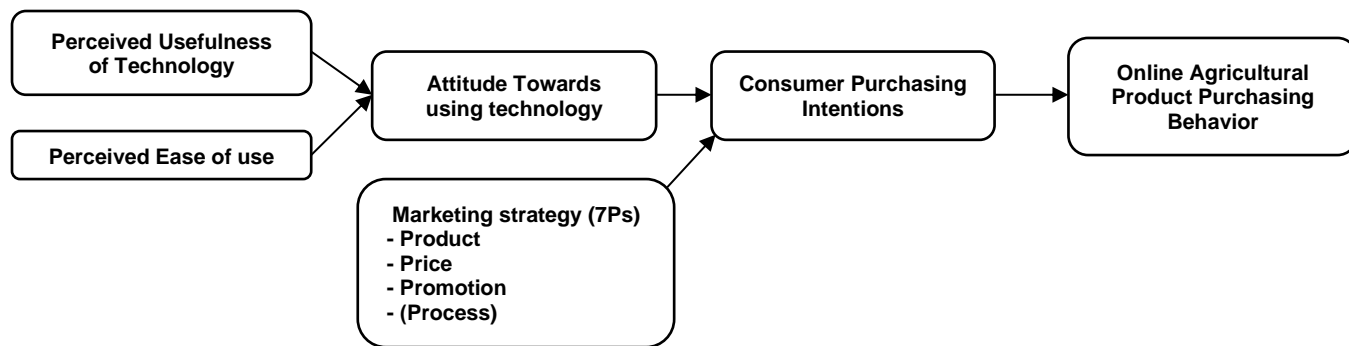


Figure 1 Conceptual Framework

3. RESEARCH METHODOLOGY

This research seeks to explore the factors influencing purchase intention and the behavior of buying agricultural products online. The study was carried out by the researcher in a sequential manner as follows:

3.1 Population and Sample

The target population for this study consists of online consumers from Thailand who have experience purchasing agricultural products online. This group is further categorized by age: those aged 39-54 years (born between 1965-1980) representing Generation X, and those aged 19-38 years (born between 1981-2000) representing Generation Y.

In this study, the sample group consisted of online consumers with experience in purchasing agricultural products online. The sample size was determined based on the criteria set [18], which recommends a ratio of 10-20 samples for each variable being studied. Given that this research involves 40 observables variables, a minimum sample size of 400 was required to ensure an error rate below 0.05 with a 95% confidence level. To account for potential data collection errors, the researcher maintained a sample size of 400, adhering to the set confidence level of 95% and an error threshold of 0.05.

In this study, the researcher employed a sampling technique based on probability theory, specifically the Simple Random Sampling method. This method assumes that every individual in the population has an equal likelihood of being chosen. Such a method can be executed by drawing lots after listing the entire population or by using a random number table to enumerate all population units, as suggested by [18]. For this research, the researcher implemented random sampling via online social networks, targeting individuals who had previously bought agricultural products online.

3.2 Research Instrument

The primary tool utilized in this study is a questionnaire. The process for developing this research instrument involves the following steps:

1. Review theories, documents, and prior research related to the acceptance of technology and online consumer behavior of both Gen X and Gen Y groups. This information is crucial in shaping their intent to buy agricultural products online and serves as a foundation for constructing the research's conceptual framework.

2. Design a questionnaire consistent with the research concept. Once formulated, the questionnaire was submitted to experts for validation. Their input was sought to ensure its accuracy and to gather suggestions for enhancements, ensuring the instrument's precision and appropriateness.

3. The revised questionnaire was administered to a group of individuals with prior online purchasing experience. After distributing 30 sets of questionnaires and analyzing the responses, the reliability of each item was assessed using the Cronbach's Alpha Coefficient method. The obtained Cronbach's Alpha value ranged between 0.7 and 1.0, indicating very high reliability.

3.3 Data Collection

This research is focused on understanding the factors that influence the intention to purchase and the behavior associated with buying agricultural products online. To gather data, the researcher utilized a comprehensive questionnaire, which was distributed to the sample group via Google Forms. This platform was chosen due to its widespread use among the target demographic, ensuring comprehensive coverage of the sample group. Moreover, it allowed the researcher to gather a substantial number of responses in a short timeframe. The data collection period spanned from October 2019 to January 2020.

3.4 Data Analysis

The researcher processed the data gathered from the sample group and conducted a statistical analysis using a pre-established computer software for data evaluation. The following statistical methods were employed in the analysis:

The researcher undertook an analysis to discern the relationship between the primary and dependent variables. For each hypothesis, the study examined if and how the primary and dependent variables are connected, specifically whether they move in the same direction. This relationship was assessed using Pearson's Product Moment Correlation Coefficient. The correlation coefficient between the variables should not exceed +0.80, as suggested by [11]

The research also delved into the relationships of factors influencing purchase intention. The hypothesized model was tested against empirical data using the structural equation model analysis (SEM) to determine if the theoretical structural equation model aligns with both the hypotheses and the empirical data. This led to a multiple regression analysis to further examine the causal relationships between variables. Specifically, the analysis evaluated the impact of causal variables on the online purchase intention of agricultural products among Gen X and Gen Y consumers. Parameters were estimated using Maximum Likelihood Estimates (MLE). Key statistics were employed to verify the alignment of the hypothesized model with the empirical data, as suggested by [12].

4. RESEARCH RESULTS

The structural equation analysis results for the model examining causal factors influencing the purchase intention and online buying behavior of agricultural products among Generations X and Y consumers revealed that;

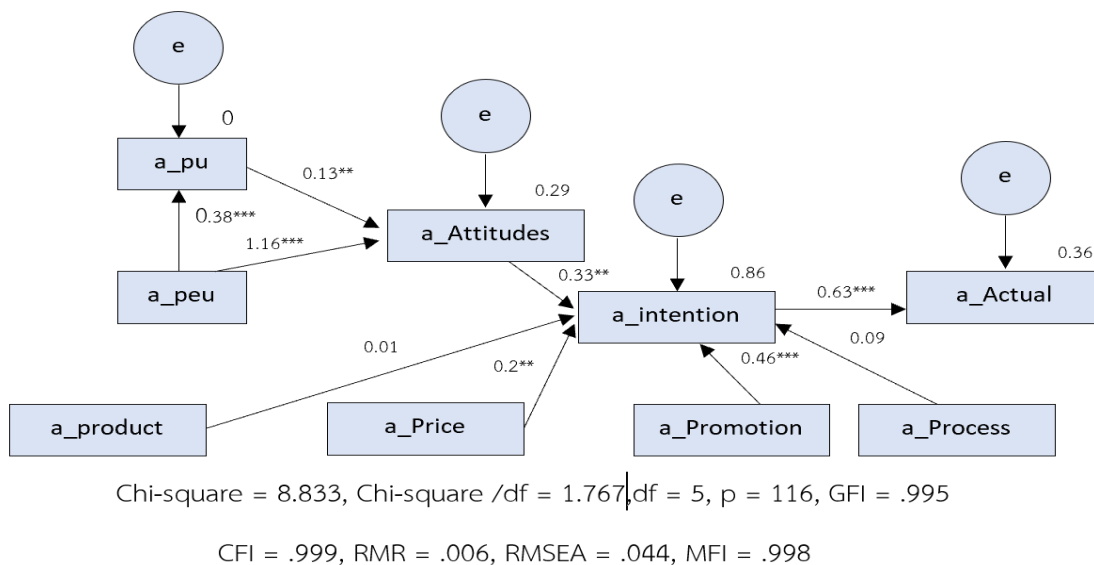


Figure 2 Model Assessing the Determinants Influencing Online Purchase Intentions for Agricultural Products in Thailand.

Table 1. Statistical Values Demonstrating the Fit of the Model Measuring Determinants Influencing Online Purchase Intentions for Agricultural Products in Thailand.

	Chi-Square (χ^2)	df	(χ^2)/df	p-value	GFI	CFI	RMR
CR	8.833	5	1.761	.116	.995	.999	.006

From Table 1 the ratio of chi-square to degree of freedom (χ^2/df) is determined to be 1.761. This is an acceptable value, aligning with empirical data suggesting that a (χ^2/df) value of 2 or less is consistent [11]. Additionally, the GFI (Goodness of Fit Index) is .995, the CFI (Comparative Fit Index) is .999, and the RMR value is .006. When benchmarked against established criteria—GFI should exceed .95, CFI should surpass .97, and RMR should be below .05—it's evident that the measurement model aligns well with the theoretical framework. Thus, it can be concluded that the model, which measures perceived usefulness, perception of ease, attitude, and marketing mix components like product, price, promotion, and process, significantly influences the purchasing intentions and behaviors related to online agricultural products among Generation X and Generation Y. This is consistent with the theoretical model outlined by [13].

Table 2. Summary of Model Fit Indices.

Fit Index	Values indicating consistency	Values considered to be a good fit
χ^2	$.05 < \chi^2 \leq 1.00$	$0.1 < \chi^2 \leq .05$
χ^2 / df	$0 \leq \chi^2 / df \leq 2$	$2 \leq \chi^2 / df \leq 3$
p - value	$p < 0.05$	$0.05 < p$
RMR	$0 \leq RMR \leq .05$	$0.5 \leq RMR \leq .08$
RMSEA	$0 \leq RMSEA \leq .05$	$0.5 \leq RMSEA \leq .08$
GFI	$.95 \leq GFI \leq 1.00$	$.90 \leq GFI \leq 9.5$
CFI	$.97 \leq CFI \leq 1.00$	$.95 \leq CFI \leq .97$
NFI	$.95 \leq NFI \leq 1.00$	$.90 \leq NFI \leq 9.5$

Table 3. Values of Model Fit for Measuring Variable Relationships.

Variable	Regression Weight				Standardized Weight	Regression	R ²
	Estimate	SE	C.R.	P			
Perceived Usefulness ← -	Perceived Ease of use	.242	0.48	5.100	***	.375	0.03
Attitude ← -	Perceived Usefulness	.213	0.89	2.391	.017	.126	
Attitude ← -	Perceived Ease of use	1.269	.072	17.541	***	1.160	2.85
Purchasing Intentions ← -	Attitude	.295	.106	2.788	.005	.327	
Purchasing Intentions ← -	Product	0.14	.060	.231	.817	.015	
Purchasing Intentions ← -	Price	.200	.071	2.832	.005	.196	
Purchasing Intentions ← -	Promotion	.415	.046	9.057	***	.459	
Purchasing Intentions ← -	Process	.088	.060	1.469	.142	.091	.864
Product Purchasing Behavior	Purchasing Intentions	.659	.049	13.537	***	6.33	3.58

From Table 3 in evaluating the measurement model, it was observed that the causal variable 'perceived ease' is related to 'perceived usefulness' with a predictive efficiency of 0.003 (R2 = 0.3%). Additionally, 'perceived usefulness' is associated with 'attitude', and 'perceived ease' also correlates with 'attitude', having a predictive efficiency of 0.285 (R2 = 28.5%). The causal variables 'attitude', 'marketing mix', 'price', and 'promotion' are linked with 'purchase intention'. However, the causal variables in the marketing mix related to 'product' and 'process' do not correlate with 'purchase intention'. The causal variable 'purchase intention' is associated with 'actual purchase behavior', exhibiting a predictive efficiency of 0.358 (R2 = 35.8%).

Table 4. Analysis Results of the Correlation Coefficients between Variables in the Model Measuring the Relationship of Determinants Influencing Consumers' Intent to Purchase Agricultural Products Online in Thailand.

Dependent variable	Causal variable								
	Effect	Process	Promotion	Price	Product	Perceived Ease of use	Perceived Usefulness of Technology	Attitude Towards using technology	Consumer Purchasing Intentions
Perceived Usefulness of Technology	DE	.000	.000	.000	.000	.375	.000	.000	.000
	IE	.000	.000	.000	.000	.000	.000	.000	.000
	TE	.000	.000	.000	.000	.375	.000	.000	.000
Attitude Towards using technology	DE	.000	.000	.000	.000	1.160	.126	.000	.000
	IE	.000	.000	.000	.000	0.47	.000	.000	.000
	TE	.000	.000	.000	.000	1.207	.126	.000	.000

Consumer Purchasing Intentions	DE	.091	.459	.459	.015	.000	.000	.327	.000
	IE	.000	.000	.000	.000	.395	.041	.000	.000
	TE	.091	.459	.459	.015	.395	.041	.327	.000
Online Agricultural Product Purchasing Behavior	DE	.000	.000	.000	.000	.000	.000	.000	.633
	IE	.057	.290	.124	.009	.250	.026	.207	.000
	TE	.057	.290	.124	.009	.250	.026	.207	.633

From Table 4 when examining the overall impact, we find that certain causal variables exert a direct influence on attitudes without any indirect effects. Specifically, 'perception of ease' has a total and direct influence value of .126. Meanwhile, 'perception of usefulness' has both direct and indirect effects on attitude, with a total influence value of 1.207, a direct influence of 1.160, and an indirect influence of .047. For causal variables directly affecting 'purchase intention' without indirect effects, the marketing mix elements—'process', 'sales promotion', 'price', 'product', and 'attitude'—have total influence values of .091, .459, .196, .015, and .327 respectively. These values also represent their direct influence. Upon analyzing the benefits and perception of ease, it's evident that they have an indirect influence without any direct impact. Their total influence values are .395 and .041, respectively, which are also their indirect influence values. Causal variables that exert an indirect influence on actual purchasing behavior, without any direct effects, include the marketing mix elements of 'process', 'sales promotion', 'price', 'product', as well as 'recognition of benefits', 'perceived ease', and 'attitude'. Their combined influence values are .057, .290, .124, .009, .250, .026, and .207, respectively. Their respective indirect influence values are .143, .163, -.114, -.119, .931, -.067, and .648. Meanwhile, 'purchase intention' has a direct influence without any indirect effects, with a total and direct influence value of .633.

CONCLUSION AND DISCUSSION

Based on the data analysis results, it was determined that generational attitudes towards technology acceptance influence both the perceived benefits of using technology and the intentions to use it. Echoing [9] conducted a study on industrial employees in the Thai wholesale and retail sectors. They found that the perceived ease of use influenced the perception of usefulness. Furthermore, the belief in its utility impacted attitudes and behavioral intentions towards technology usage among these employees. The findings align with the research conducted by Punyapha Dan and colleagues on the acceptance of technology influencing the intention to order food via the Wongnai application using the Line man service. Their study revealed that the perception of technological ease of use directly impacts the intention to order food through the Wongnai app. This is in line with the Technology Acceptance Model (TAM), a memory theory that highlights the beliefs and attitudes influencing information technology adoption. The model suggests that perceived benefits and the perceived ease of technology use are beliefs that drive the actual system usage [10].

The study revealed that the marketing mix, especially promotional aspects such as special privileges for members, discounts, and promotional activities, significantly influences the purchasing intentions of Generation X and Generation Y consumers for agricultural products through online channels. This finding aligns with [20] research, which studied the factors influencing Thai tourists' decisions to purchase airline tickets via online applications. Rayasakul found that marketing and promotional mix elements play a crucial role in affecting these purchasing decisions. The findings align with [14] research on the service marketing mix factors and attitudes influencing private company employees in Bangkok to purchase healthy food. Rattakul's study emphasized that consumers prioritize

service personnel the most, followed by product quality and pricing. This aligns with [12] assertion that price represents the monetary value of a product. Customers evaluate a service by comparing its value to its price. If they perceive the value to be greater than the price, they are more likely to make a purchase. Thus, it's essential for the service price to be appropriately set according to the service level and be easily distinguishable for various service tiers. Kotle further defines a product as something that fulfills human needs and desires. It's what sellers offer to customers, who in turn derive benefits and value from it. [21]

SUGGESTIONS

Research on the determinants influencing consumers' intent to purchase agricultural products online in Thailand identified two main factors affecting their purchasing intentions: 1. Attitude towards using technology, which encompasses perceived usefulness and the perceived ease of use of technology. 2. Marketing mix elements, including products, prices, marketing promotions, and service processes. The study also revealed that consumers' purchasing intentions directly influence their online agricultural product purchasing behavior.

Given the diverse online user base spanning multiple generations with varying tech-savviness, entrepreneurs should prioritize enhancing their product ordering systems. It's crucial to provide comprehensive product information, as ease of access varies among users. Attention should be given to designing user-friendly trading channels that are easily navigable, clearly categorized, and straightforward. This not only benefits consumers but also allows merchants to utilize the channels more efficiently. By doing so, consumers are more likely to perceive the platform as convenient and beneficial. Building credibility and attracting customers is paramount for entrepreneurs, especially in the agricultural sector. Given that agricultural products are readily available in many locations, it's essential for businesses to craft a unique image or differentiate their products to stand out in the market.

Entrepreneurs should consistently organize sales activities, such as adjusting prices or offering promotions to clear inventory and attract customers effectively. Additionally, collaborating with sales channel administrators to feature the entrepreneur's sales channel on the main page of the application ensures higher visibility and immediate customer attention. Entrepreneurs should prioritize efficient product delivery, especially for agricultural items with a short shelf life, such as fresh and perishable foods. It's essential to establish a reputation for quality delivery, ensuring customers have confidence in the transportation system. Additionally, the delivery process should be swift, and customers should have the capability to track their products.

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