



## The Factor to Create Purchase Intention of Fashion Products Through Online Distribution of Generation Y Consumers in Thailand

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### Abstract

This study is mixed method between qualitative research and quantitative research. The result showed that the performance expectation factor, the expectation of the effort, trust, habit, condition of facilities, social influence, and price value aspect are factors affecting attitude satisfaction and confidence of distribution through online distribution channels of Generation Y in Thailand, and found that attitudes, satisfaction and confidence are factor affecting purchase intentions through the online distribution channels of Generation Y consumers in Thailand. The results of the study were consistent and conflicting with the results of the qualitative research, which entrepreneurs distributing fashion products through online distribution channels, they can be used to formulate strategies that will satisfy Generation Y consumers and gain confidence in purchasing products through online distribution channels, including the intention to purchase products efficiently.

**Keywords:** 1) Purchase Intention 2) Fashion Products 3) Channel of Distribution 4) Generation Y

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## Introduction

Generation Y or Gen Y refers to people who were born between B.E. 2523-2537 (1980-1994), a group of people who recently worked to middle management executives. They have specific characteristics in terms of being high of oneself, having low level of patience, changing jobs frequently, being familiar with technology, socializing via internet or social media, seeing technology changes positively, and having creative ideas. In addition, it is found that behavior of Gen Y consumers tends to change quickly and continually. Therefore, they are not loyal to a specific brand but believe in brands that can respond to being themselves only. A study on Gen Y consumers in Thailand and abroad finds that Gen Y consumers in Thailand have considerable characteristics similar and different from data of western scholars. Familiarity with technologies is something that makes Gen Y consumers in Thailand share the same characteristic with Gen Y consumers in United States of America or western countries. Such familiarity comes from the influence of globalization including advancement in computer and internet, how data are obtained, watching western moves and listening to western songs, making Thai Gen Y consumers have western attitudes and behaviors increasingly (Withawatoran, 2007, p. 2; Asisonthisakul and Rungrang, 2019, online).

With regard to Gen Y consumers' buying behavior, it is found they make quick spending decisions since they earn money easily, so they spend it easily. They view that buying things gives them happiness and mental relaxation. Moreover, it is considered something exciting for Gen Y and helps reduce stress from

their busy lifestyles. Therefore, buying goods plays a vital role in the lives of Gen Y (Van Den Bergh and Behrer, 2011). It is probably said that Gen Y consumers have a different type in buying goods from previous generations (Backewell and Mitchell, 2003). Due to characteristics of Gen Y different from those of other generations, marketers need to seek methods to attract Gen Y consumers since they are a group of people having buying decision power, market potential, and a greater quantity of consumption. According to a study on Gen Y's behavior, it is found that Gen Y consumers can change considerably and are not loyal to a specific brand but believe in goods responding to being themselves. Consequently, online buying behavior among this group of people changes at all times, making business operators need to set strategies how to encourage repeat purchases among consumers, especially Gen Y consumers. Based on such reasons, the researcher would like to study factors playing significant role in online purchase intention for fashion products, especially in Gen Y consumers in order to investigate to which factor they give importance and how different each factor has an influence on online purchase intention by using concept and theory of acceptance and use of technology, concept and theory of attitude, concept and theory of satisfaction, concept and theory of confidence, and concept and theory of online purchase intention to be the data for business operators who sell products online at present and in the future to be able to make a distribution plan of fashion products in an appropriate manner and to use as a guideline to determine marketing strategies correctly consistent with



target group, especially with Gen Y consumers.

### Literature Review

Relevant concepts, theories, and research that the researcher studied consist of theories and details related to variables in the study. The researcher employed UTAUT model, the unified theory of acceptance and use of technology, which was formulated by Venkatesh, Morris, Davis and Davis (2003) by compiling 8 acceptance models, namely, theory of reasoned action (TRA), theory of planned behavior (TPB), technology acceptance model (TAM), model of PC utilization (MPCU), diffusion of innovation technology (DOI), motivation model (MM), social cognitive theory (SCT), and combination of TAM and TPB (Combined -TAM-TPB : C-TAM-TPB), to be the model describing individual acceptance and use of technology. Besides, the “Modified UTAUT or UTAUT2” model was used to describe relationship of variables in conjunction with studying relevant concept of consumer attitude and concept of consumers satisfaction related to prior purchase experience obtained from sellers in electronic commerce (E-Satisfaction), concept of confidence (Conviction), and concept of purchase intention.

However, the principle of the unified theory of acceptance and use of technology 2 (UTAUT2) is to study use behavior motivated and propelled by behavioral intention. There are 7 major factors that influence behavioral intention, i.e. (1) performance expectancy, (2) effort expectancy, (3) social influence, (4) facilitating condition, (5) hedonic motivation, (6) price value and (7) familiarity. There are 3

parameters/variables, i.e. (1) gender, (2) age, and (3) experience, except willingness to use since the sample was a group of consumers who willingly use mobile internet. According to the relationship model between factors in the unified theory of acceptance and use of technology (UTAUT) and the unified theory of acceptance and use of technology 2 (UTAUT2), it was found that elements playing an important role in being factors determining user acceptance and use behavior (Venkatesh, et al., 2003, pp.425-478) had different levels, depending on relationship of each factor that directly or indirectly affects intention and/or behavioral intention. The role of each factor in each model was used as an indicator (Operationalize) by means of indicating points that are similar or different.

Based on studying the concept and theory of acceptance and use of technology, it was found that acceptance of the use of information technology is a study on human behaviors by means of various theories of human behaviors for acceptance of the use of technology, making the researcher able to find factors having direct and indirect relationship levels with intention and/or use behavior in the factor model of the unified theory of acceptance and use of technology, namely, performance expectancy factor, effort expectancy factor, hedonic motivation factor, familiarity factor, facilitating condition factor, social influence factor, and price value factor. However, there was no study on factors of trust and risk factors that are investigated and discovered they have relationship with intention and/or use behavior but are not the factors contained in the factor model of the unified theory of acceptance and use of

technology. Therefore, in this study, the researcher brought factors having both direct and indirect relationship levels with intention and/or use behavior to the factor model of the unified theory of acceptance and use of technology including additionally discovered factors, i.e. trust factor and risk factor, as variables in this study.

## Methods

This study was conducted on the basis of a mixed method research design using quantitative and qualitative research to confirm the data obtained from the quantitative study. Research instruments comprised a questionnaire and questions for an interview. Population in the study included middle management executives overseeing fashion product online distribution and a group of Generation Y consumers in Thailand aged 21-37 years who had behavior and experience in purchasing fashion products online. In 2019, the number of population in this age range in Thailand was 18,214,221 (The National Statistical Office, 2019). The sample size was determined to be 400 persons for the quantitative study and 17 persons for the qualitative study. Convenience sampling technique was used to select the sample participating in the quantitative study. As for the qualitative study, convenience sampling technique was used to select middle management executives overseeing an online distribution channel of products. Data analysis was conducted following the research designs to analyze relationship among variables. Multiple regression analysis was used in the qualitative study. Interview data were

transcribed and organized into categories according to variables reviewed from relevant research studies and theories. Data were summarized and interpreted from the findings in the in-depth interview. Data were examined by comparing data given by each key informant to see whether or not they were consistent before presenting the study results in a descriptive design.

## Results

### 1. Study results from the quantitative study

Opinions given by the respondents were at the strongly agree level towards performance expectancy, effort expectancy, factors of trust, facilitating condition, price value, and risk factors. Moreover, opinions given by respondents were at the agree level towards hedonic motivation, familiarity, social influence, satisfaction factor, confidence factor, and purchase intention of fashion products through online distribution channel. In relation to the analysis of respondents' general information, the majority of the respondents were women aged 31-37 years, single, graduated with a bachelor's degree, with monthly income lower than or equal to 20,000 baht, working as government officials/state enterprise employees/government employees/university employees.

### 2. Hypothesis Test Results

Hypothesis 1 – performance expectancy, effort expectancy, factors of trust, hedonic motivation, and familiarity affect attitude of Generation Y consumers towards online product purchase.



**Table No. 1** shows multiple correlation (R) analysis results of factors that have relationship with and influence on attitude of Generation Y consumers in Thailand towards online product purchase.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.915	0.837	0.835	0.28084

According to Table No. 1, it was found that performance expectancy, effort expectancy, factors of trust, hedonic motivation, and familiarity could explain variance of variables related to attitude of

Generation Y consumers towards online product purchase 83.7%, the other 16.3% occurred from the influence of other variables that were not used in the study.

**Table No. 2** shows variance analysis result (ANOVA) of factors having relationship with and influence on attitude of Generation Y consumers in Thailand towards online product purchase.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.115	5	31.823	403.485	0.000
	Residual	31.075	394	0.79		
	Total	190.190	399			

According to Table No. 2, variance in the multiple regression analysis confirmed that independent variables consisting of performance expectancy, effort expectancy, factors of trust, hedonic motivation, and familiarity had an influence on dependent

variable, namely, attitude of Generation Y consumers towards online product purchase since SIG value of the equation was equal to 0.000 with the statistical significance level of 0.05.

**Table No. 3** Multiple Linear Regression of performance expectancy, effort expectancy, factors of trust, hedonic motivation, and familiarity that affected attitude of Generation Y consumers in Thailand towards online product purchase.

Factors	Attitude				Sig. (p)
	B	S.E.	$\beta$	t	
Constant value	-0.31	0.13		-2.25	0.02
1. performance expectancy	-0.75	0.05	-0.66	-13.00	0.00*
2. effort expectancy	0.78	0.05	0.69	14.15	0.00*
3. factors of trust	0.31	0.41	0.27	7.54	0.00*
4. hedonic motivation	-0.05	0.02	-0.07	-2.80	0.00*
5. familiarity	0.80	0.02	0.89	34.35	0.00*

According to Table No. 3, it can be seen that the factors affecting attitude of Generation Y consumers in Thailand towards online product purchase with the statistical significance level of 0.05 are performance expectancy, effort expectancy, factors of trust, hedonic motivation, and familiarity. The most common factor affecting attitude of Generation Y consumers in Thailand towards online product purchase was familiarity ( $\beta = 0.89$ ), followed by effort expectancy ( $\beta = 0.69$ ), factors of trust ( $\beta =$

0.27), hedonic motivation ( $\beta = -0.07$ ) and performance expectancy ( $\beta = -0.66$ ), which can be written in the form of an equation according to the model as follow:

$$AT = -0.31 + -0.75PE + 0.78EE + 0.31ET + -0.05HB + 0.80HB$$

Hypothesis 2 – performance expectancy, effort expectancy, factors of trust, hedonic motivation, and familiarity affect satisfaction of Generation Y consumers in Thailand with online product purchase.

**Table No. 4** shows multiple correlation (R) analysis results of factors that have relationship with and influence on satisfaction of Generation Y consumers in Thailand with online product purchase.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.843	0.710	0.706	0.36295

According to Table No. 4, it was found that performance expectancy, effort expectancy, factors of trust, hedonic motivation, and familiarity could explain variance of variables related to

satisfaction of Generation Y consumers with online product purchase 71%, the other 29% occurred from the influence of other variables that were not used in the study.



**Table No. 5** shows variance analysis result (ANOVA) of factors having relationship with and influence on satisfaction of Generation Y consumers in Thailand with online product purchase.

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	127.082	5	25.416	192.943	0.000
	Residual	51.901	394	0.132		
	Total	178.983	399			

According to Table No. 5, variance in the multiple regression analysis confirmed that independent variables consisting of performance expectancy, effort expectancy, factors of trust, hedonic motivation, and

familiarity had an influence on dependent variable, namely, satisfaction of Generation Y consumers with online product purchase since SIG value of the equation was equal to 0.000 with the statistical significance level of 0.05.

**Table No. 6** Multiple linear regression analysis of performance expectancy, effort expectancy, factors of trust, hedonic motivation, and familiarity towards satisfaction of Generation Y consumers in Thailand with online product purchase.

Factors	Satisfied				Sig. (p)
	B	S.E.	$\beta$	t	
Constant value	0.53	0.17		2.99	0.00
1. Performance expectancy	-0.72	0.07	-0.65	-9.61	0.00*
2. Effort expectancy	0.72	0.07	0.66	10.13	0.00*
3. Factors of trust	0.12	0.05	0.11	2.39	0.01*
4. Hedonic motivation	0.05	0.02	0.06	1.82	0.06
5. Familiarity	0.67	0.03	0.76	22.14	0.00*

According to Table No. 6, performance expectancy, effort expectancy, factors of trust, hedonic motivation, and familiarity affect satisfaction of Generation Y consumers in Thailand with online product purchase with the statistical significance level of 0.05. The most common factor affecting satisfaction of Generation Y consumers in Thailand with online product purchase was familiarity

( $\beta = 0.76$ ), followed by effort expectancy ( $\beta = 0.66$ ), factors of trust ( $\beta = 0.11$ ) and performance expectancy ( $\beta = -0.65$ ) respectively while hedonic motivation ( $\beta = 0.06$ ) did not affect satisfaction of Generation Y consumers in Thailand with online product purchase with the statistical significance level of 0.05 which can be written in the form of an equation according to the model as follow:

$$SF = 0.53 + (-0.72PE) + 0.72EE + 0.12ET + 0.67HB$$

Hypothesis 3 – performance expectancy, effort expectancy, factors of trust,

hedonic motivation, and familiarity affect confidence of Generation Y consumers in Thailand in online product purchase.

**Table No. 7** shows multiple correlation (R) analysis results of factors that have relationship with and influence on confidence of Generation Y consumers in Thailand in online product purchase.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.853	0.728	0.725	0.45133

According to Table No. 7, it was found that performance expectancy, effort expectancy, factors of trust, hedonic motivation, and familiarity could explain variance of variables related to confidence

of Generation Y consumers in online product purchase 72.8%, the other 27.2% occurred from the influence of other variables that were not used in the study.

**Table No. 8** shows variance analysis result (ANOVA) of factors having relationship with and influence on confidence of Generation Y consumers in Thailand in online product purchase.

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	214.999	5	43.000	211.091	0.000
Residual	80.259	394	0.204		
Total	295.258	399			

According to Table No. 8, variance in the multiple regression analysis confirmed that independent variables consisting of performance expectancy, effort expectancy, factors of trust, hedonic motivation, and

familiarity had an influence on dependent variable, namely, confidence of Generation Y consumers in online product purchase since SIG value of the equation was equal to 0.000 with the statistical significance level of 0.05.



**Table No. 9** Multiple linear regression analysis of performance expectancy, effort expectancy, factors of trust, hedonic motivation, and familiarity that affected confidence of Generation Y consumers in Thailand in online product purchase.

Factors	Confidence				Sig. (p)
	B	S.E.	$\beta$	t	
Constant value	0.18	0.22		0.82	0.41
1. performance expectancy	-0.24	0.09	-0.17	-2.58	0.01*
2. effort expectancy	0.46	0.08	0.33	5.22	0.00*
3. factors of trust	-0.27	0.06	-0.19	-4.14	0.00*
4. hedonic motivation	0.11	0.03	0.11	3.50	0.00*
5. familiarity	0.88	0.03	0.78	23.34	0.00*

According to Table No. 9, performance expectancy, effort expectancy, factors of trust, hedonic motivation, and familiarity affect confidence of Generation Y consumers in Thailand in online product purchase with the statistical significance level of 0.05. The most common factor affecting confidence of Generation Y consumers in Thailand in online product purchase was familiarity ( $\beta = 0.78$ ), followed by effort expectancy ( $\beta = 0.33$ ), hedonic motivation ( $\beta = 0.11$ ), performance

expectancy ( $\beta = -0.17$ ), factors of trust ( $-0.19$ ) respectively which can be written in the form of an equation according to the model as follow:

$$CV = 0.18 + -0.24PE + 0.46EE + -0.27ET + 0.11HM + 0.88HB$$

Hypothesis 4 – facilitating condition and social influence affect attitude of Generation Y consumers in Thailand towards online product purchase.

**Table No. 10** shows multiple correlation (R) analysis results of factors that have relationship with and influence on attitude of Generation Y consumers in Thailand towards online product purchase.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.711	0.505	0.502	0.48706

According to Table No. 10, it was found that facilitating condition and social influence could explain variance of variables related to attitude of Generation Y consumers towards

online product purchase 50.5%, the other 49.5% occurred from the influence of other variables that were not used in the study.

**Table No. 11** shows variance analysis result (ANOVA) of factors having relationship with and influence on attitude of Generation Y consumers in Thailand towards online product purchase.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.115	5	31.823	403.485	0.000
	Residual	31.075	394	0.79		
	Total	190.190	399			

According to Table No. 11, variance in the multiple regression analysis confirmed that independent variables consisting of facilitating condition and social influence had an influence on dependent variable, namely,

attitude of Generation Y consumers towards online product purchase since SIG value of the equation was equal to 0.000 with the statistical significance level of 0.05.

**Table No. 12** Multiple linear regression analysis of facilitating condition and social influence that affected attitude of Generation Y consumers in Thailand towards online product purchase.

Factors	Attitude				Sig. (p)
	B	S.E.	$\beta$	t	
Constant value	0.17	0.19		0.93	0.35
1. Facilitating condition	0.39	0.04	0.34	8.64	0.00*
2. Social influence	0.53	0.04	0.48	12.07	0.00*

According to Table No. 12, facilitating condition and social influence affect attitude of Generation Y consumers in Thailand towards online product purchase with the statistical significance level of 0.05. The most common factor affecting attitude of Generation Y consumers in Thailand towards online product purchase was social influence ( $\beta = 0.48$ ), followed by facilitating condition ( $\beta =$

0.34) respectively which can be written in the form of an equation according to the model as follow:

$$AT = 0.17 + 0.39FC + 0.53SI$$

Hypothesis 5 – facilitating condition and social influence affect satisfaction of Generation Y consumers in Thailand with online product purchase.



**Table No. 13** shows multiple correlation (R) analysis results of factors that have relationship with and influence on satisfaction of Generation Y consumers in Thailand with online product purchase.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.666	0.444	0.441	0.50075

According to Table No. 13, it was found that facilitating condition and social influence could explain variance of variables related to satisfaction of Generation Y consumers with

online product purchase 44.4%, the other 55.6% occurred from the influence of other variables that were not used in the study.

**Table No. 14** shows variance analysis result (ANOVA) of factors having relationship with and influence on satisfaction of Generation Y consumers in Thailand with online product purchase.

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	79.435	2	39.718	158.396	0.000
Residual	99.548	397	0.251		
Total	178.983	399			

According to Table No. 14, variance in the multiple regression analysis confirmed that independent variables consisting of facilitating condition and social influence had an influence on dependent variable, namely,

satisfaction of Generation Y consumers in Thailand with online product purchase since SIG value of the equation was equal to 0.000 with the statistical significance level of 0.05.

**Table No. 15** Multiple linear regression analysis of facilitating condition and social influence that affected satisfaction of Generation Y consumers in Thailand with online product purchase.

Factors	Satisfaction				Sig. (p)
	B	S.E.	$\beta$	t	
Constant value	0.74	0.19		3.78	0.00
1. Facilitating condition	0.09	0.04	0.08	2.10	0.03*
2. Social influence	0.66	0.04	0.62	14.68	0.00*

According to Table No. 15, facilitating condition and social influence affect satisfaction of Generation Y consumers in Thailand with online product purchase with the statistical significance level of 0.05. The most common factor affecting satisfaction of Generation Y consumers in Thailand with online product purchase was social influence

( $\beta = 0.62$ ), followed by facilitating condition ( $\beta = 0.08$ ) which can be written in the form of an equation according to the model as follow:

$$SF = 0.74 + 0.09FC + 0.66SI$$

Hypothesis 6 – facilitating condition and social influence affect confidence of Generation Y consumers in Thailand in online product purchase.

**Table No. 16** shows multiple correlation (R) analysis results of factors that have relationship with and influence on confidence of Generation Y consumers in Thailand in online product purchase.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.676	0.457	0.454	0.63555

According to Table No. 16, it was found that facilitating condition and social influence could explain variance of variables related to confidence of Generation Y consumers in

Thailand in online product purchase 45.7%, the other 54.3% occurred from the influence of other variables that were not used in the study.

**Table No. 17** shows variance analysis result (ANOVA) of factors having relationship with and influence on confidence of Generation Y consumers in Thailand in online product purchase.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134.902	2	67.451	166.992	0.000
	Residual	160.355	397	0.404		
	Total	295.258	399			

According to No. Table 17, variance in the multiple regression analysis confirmed that independent variables consisting of facilitating condition and social influence had an influence on dependent variable, namely,

confidence of Generation Y consumers in Thailand in online product purchase since SIG value of the equation was equal to 0.000 with the statistical significance level of 0.05.



**Table No. 18** Multiple linear regression analysis of facilitating condition and social influence that affected confidence of Generation Y consumers in Thailand in online product purchase with the statistical significance level of 0.05.

Factors	Confidence				Sig. (p)
	B	S.E.	$\beta$	t	
Constant value	0.54	0.24		2.20	0.02
1. Facilitating condition	-0.18	0.06	-0.13	-3.14	0.00*
2. Social influence	1.00	0.05	0.72	17.40	0.00*

According to Table No. 18, analysis of facilitating condition and social influence that affected confidence of Generation Y consumers in Thailand in online product purchase with the statistical significance level of 0.05. The most common factor affecting confidence of Generation Y consumers in Thailand in online product purchase was social influence ( $\beta = 0.72$ ), followed by

facilitating condition ( $\beta = -0.13$ ) which can be written in the form of an equation according to the model as follow:

$$CV = 0.54 + -0.18FC + 1.00SI$$

Hypothesis 7 – price value and risk factors affect attitude of Generation Y consumers in Thailand towards online product purchase.

**Table No. 19** shows multiple correlation (R) analysis results of factors that have relationship with and influence on attitude of Generation Y consumers in Thailand towards online product purchase.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.532	0.283	0.280	0.58598

According to Table No. 19, it was found that price value and risk factors could explain variance of variables related to attitude of Generation Y consumers towards online

product purchase 28.3%, the other 71.7% occurred from the influence of other variables that were not used in the study.

**Table No. 20** shows variance analysis result (ANOVA) of factors having relationship with and influence on attitude of Generation Y consumers in Thailand towards online product purchase

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	53.869	2	26.935	78.440	0.000
Residual	136.321	397	0.343		
Total	190.190	399			

According to Table No. 20, variance in the multiple regression analysis confirmed that independent variables consisting of price value and risk factors had an influence on dependent variable, namely, attitude of

Generation Y consumers in Thailand towards online product purchase since SIG value of the equation was equal to 0.000 with the statistical significance level of 0.05.

**Table No. 21** Multiple linear regression analysis of price value and risk factors that affected attitude of Generation Y consumers in Thailand towards online product purchase.

Factors	Attitude				Sig. (p)
	B	S.E.	$\beta$	t	
Constant value	1.09	0.24		4.47	0.00
1. Price value	0.67	0.06	0.54	10.81	0.00*
2. Risk factors	-0.03	0.05	-0.03	-0.64	0.51

According to Table No. 21, price value and risk factors affected attitude of Generation Y consumers in Thailand towards online product purchase with the statistical significance level of 0.05, price value ( $\beta = 0.54$ ), which can be written in the form of an

equation according to the model as follow:

$$AT = 1.09 + 0.67PV$$

Hypothesis 8 – price value and risk factors affect satisfaction of Generation Y consumers in Thailand with online product purchase.

**Table No. 22** shows multiple correlation (R) analysis results of factors that have relationship with and influence on satisfaction of Generation Y consumers in Thailand with online product purchase.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.321	0.103	0.099	0.63586



According to Table No. 22, it was found that price value and risk factors could explain variance of variables related to satisfaction of Generation Y consumers with online product

purchase 10.3%, the other 89.7% occurred from the influence of other variables that were not used in the study.

**Table No. 23** shows variance analysis result (ANOVA) of factors having relationship with and influence on satisfaction of Generation Y consumers in Thailand with online product purchase.

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	18.469	2	9.235	22.840	0.000
Residual	160.514	397	0.404		
Total	178.983	399			

According to Table No. 23, variance in the multiple regression analysis confirmed that independent variables consisting of price value and risk factors had an influence on dependent variable, namely, satisfaction of

Generation Y consumers in Thailand with online product purchase since SIG value of the equation was equal to 0.000 with the statistical significance level of 0.05.

**Table No. 24** Multiple linear regression analysis of price value and risk factors that affected satisfaction of Generation Y consumers in Thailand with online product purchase.

Factors	Satisfaction				Sig. (p)
	B	S.E.	$\beta$	t	
Constant value	1.09	0.26		7.16	0.00
1. Price value	0.28	0.06	0.23	4.16	0.00*
2. Risk factors	0.13	0.06	0.12	2.17	0.03*

According to Table No. 24, price value and risk factors affected satisfaction of Generation Y consumers in Thailand with online product purchase with the statistical significance level of 0.05. The most common factor affect satisfaction of Generation Y consumers in Thailand with online product purchase was price value ( $\beta=0.23$ ), followed by risk factors

( $\beta= 0.12$ ) which can be written in the form of an equation according to the model according to the model as follow:

$$SF = 1.09 + 0.28PV + 0.13RI$$

Hypothesis 9 – price value and risk factors affecting confidence of Generation Y consumers in Thailand through online distribution channel.

**Table No. 25** shows multiple correlation (R) analysis results of factors that have relationship with and influence on confidence of Generation Y consumers in Thailand in online product purchase.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.105	0.011	0.006	0.85765

According to Table No. 25, it was found that price value and risk factors could explain variance of variables related to confidence of Generation Y consumers in Thailand in online product purchase 1.1%, the other 98.9% occurred from the influence of other variables that were not used in the study.

**Table No. 26** shows variance analysis result (ANOVA) of factors having relationship with and influence on confidence of Generation Y consumers in Thailand in online product purchase.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.240	2	1.620	2.202	0.112
	Residual	292.017	397	0.736		
	Total	295.258	399			

According to Table No. 26, variance in the multiple regression analysis confirmed that independent variables consisting of price value and risk factors did not have an influence on confidence of Generation Y consumers in Thailand in online product purchase since Sig value of the equation was equal to 0.112. Hypothesis 10 – attitude factors affect purchase intention of Generation Y consumers in Thailand through online distribution channel.

**Table No. 27** shows multiple correlation (R) analysis results of attitude factors that have relationship with and influence on purchase intention of Generation Y consumers in Thailand through online distribution channel.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.703	0.494	0.492	0.67173



According to Table No. 27, it was found that attitude factors could explain variance of variables related to purchase intention of Generation Y consumers through online

distribution channel 49.4%, the other 50.6% occurred from the influence of other variables that were not used in the study.

**Table No. 28** shows variance analysis result (ANOVA) of attitude factors having relationship with and influence on purchase intention of Generation Y consumers in Thailand through online distribution channel.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	175.060	1	175.060	387.974	0.000
	Residual	179.584	398	0.451		
	Total	354.644	399			

According to Table No. 28, variance in the multiple regression analysis confirmed that independent variables consisting of attitude factors had an influence on dependent variable, namely, purchase intention of

Generation Y consumers in Thailand through online distribution channel since Sig value of the equation was equal to 0.000 with the statistical significance level of 0.05

**Table No. 29** Multiple linear regression analysis of attitude factors that affected purchase intention of Generation Y consumers in Thailand through online distribution channel.

Factors	Purchase intention through online distribution channel				Sig. (p)
	B	S.E.	$\beta$	t	
Constant value	-0.19	0.19		-0.98	0.32
1. Attitude	0.95	0.04	0.70	19.69	0.00*

According to Table No. 29, attitude factors ( $\beta=0.70$ ) affected purchase intention of Generation Y consumers in Thailand through online distribute channel with the statistical significance level of 0.05, which can be written in the form of an equation

according to the model as follow:

$$DM = -0.19 + 0.95AT$$

Hypothesis 11 – satisfaction factors affect purchase intention of Generation Y consumers in Thailand through online distribution channel.

**Table No. 30** shows multiple correlation (R) analysis results of attitude factors that have relationship with and influence on purchase intention of Generation Y consumers in Thailand through online distribution channel.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.703	0.494	0.492	0.67173

According to Table No. 30, satisfaction distribution channel 66.5%, the other 33.5% factors could explain variance of variables occurred from the influence of other variables related to purchase intention variables of that were not used in the study. Generation Y consumers through online

**Table No. 31** shows variance analysis result (ANOVA) of satisfaction factors having relationship with and influence on purchase intention of Generation Y consumers in Thailand through online distribution channel.

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	235.751	1	235.751	789.188	0.000
Residual	118.893	398	0.299		
Total	354.644	399			

According to Table No. 31, variance in intention of Generation Y consumers in the multiple regression analysis confirmed Thailand through online distribution channel that independent variables consisting of since Sig value of the equation was equal to satisfaction factors had an influence on 0.000 with the statistical significance level of dependent variable, namely, purchase 0.05.

**Table No. 32** Multiple linear regression analysis of satisfaction factors that affected purchase intention of Generation Y consumers in Thailand through online distribution channel.

Factors	Purchase intention through online distribution channel				Sig. (p)
	B	S.E.	$\beta$	t	
Constant value	-0.69	0.15		-4.51	0.00
1. Satisfaction	1.14	0.04	0.81	28.09	0.00*



According to Table No. 32, satisfaction factors (=0.81) affected purchase intention of Generation Y consumers in Thailand through online distribution channel with the statistical significance level of 0.05, which can be written in the form of an equation according to the

model as follow:

$$DM = -0.69 + 1.14SF$$

Hypothesis 12 – confidence factors affect purchase intention of Generation Y consumers in Thailand through online distribution channel.

**Table No. 33** shows multiple correlation (R) analysis results of confidence factors that have relationship with and influence on purchase intention of Generation Y consumers in Thailand through online distribution channel.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.876	0.767	0.767	0.45525

According to Table No. 33, confidence factors could explain variance of variables related to purchase intention variables of Generation Y consumers in Thailand through

online distribution channel 76.7%, the other occurred from the influence of other variables that were not used in the study.

**Table No. 34** shows variance analysis result (ANOVA) of confidence factors having relationship with and influence on purchase intention of Generation Y consumers in Thailand through online distribution channel.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	272.156	1	272.156	1313.138	0.000
	Residual	82.488	398	0.207		
	Total	354.644	399			

According to Table No. 34, variance in the multiple regression analysis confirmed that independent variables consisting of confidence factors had an influence on dependent variable, namely, purchase

intention of Generation Y consumers in Thailand through online distribution channel since Sig value of the equation was equal to 0.000 with the statistical significance level of 0.05.

**Table No. 35** Multiple linear regression analysis of confidence factors that affected purchase intention of Generation Y consumers in Thailand through online distribution channel.

Factors	Purchase intention through online distribution channel				Sig. (p)
	B	S.E.	$\beta$	t	
Constant value	0.14	0.09		1.48	0.13
1. Confidence	0.96	0.02	0.87	36.23	0.00*

According to Table No. 35, confidence factors ( $\beta=0.81$ ) affected purchase intention of Generation Y consumers in Thailand through online distribution channel with the statistical significance level of 0.05, which can be written in the form of an equation according to the model as follow:

$$DM = 0.14 + 0.96CV$$

According to mentioned earlier information, the hypothesis test results can be concluded that performance expectancy, effort expectancy, factors of trust, hedonic motivation, familiarity, facilitating condition, social influence, and price value are factors having an influence on attitude and confidence of Generation Y consumers in Thailand to purchase products through online distribution channel while risk factors do not have an influence on attitude and confidence of Generation Y consumers in Thailand to purchase products through online distribution channel. Furthermore, it is found that performance expectancy, effort expectancy, factors of trust, familiarity, facilitating condition, social influence, price value, and risk factors are factors influencing satisfaction of Generation Y consumers in Thailand to purchase products through online distribution channel while hedonic motivation is the factor does not have an influence on satisfaction

of Generation Y consumers in Thailand to purchase products through online distribution channel.

### 3. Study results from the qualitative study

According to data collection from the interview, the key informants agreed with the finding that risk factors did not have an influence on attitude and confidence of Generation Y consumers in Thailand through purchase products through online distribution channel due to behaviors of Generation Y consumers that they keep themselves up-to-date, not behind the times, they focus on convenience and cheaper price products, they get bored easily but learn new things very quickly and get ready to develop themselves at all times. Moreover, they are the ones who like new products; therefore, they do not refuse to try new products, showing they like to take risks. The key informants gave their opinion that they agreed that hedonic motivation did not have an influence on satisfaction of Generation Y consumers to purchase products online since their satisfaction to buy products depends on their idol or how sellers encourage them to buy. Sometimes, buyers seem to have intention to buy since it is basic products; therefore, they purchase those products online



regardless of hedonic motivation, an element in presenting or selling products. Occasionally, hedonic motivation can disturb or annoy them when deciding to buy products online. As for attitude, satisfaction, and confidence, they are factors influencing purchase intention of Generation Y consumers in Thailand to purchase products through online distribution channel. Most key informants agreed that attitude, satisfaction, and confidence were factors influencing purchase intention of Generation Y consumers in Thailand to purchase products through online distribution channel.

### Conclusion and Discussion

In today's world it cannot be denied that the internet plays a huge role in people's daily living. According to the quantitative study based on hypothesis tests and the qualitative study, it is found that risk factors and hedonic motivation do not have an influence on attitude and confidence of Generation Y consumers in Thailand to purchase products through online distribution channel. However, the qualitative study using the interview with experts in online market was conducted in a point of view different from the quantitative study since characteristics of key informants are different and it is found that actually risk factors and hedonic motivation are factors influencing attitude and confidence of Generation Y consumers in Thailand to purchase products through online distribution channel. This is consistent with a study conducted by Thanarataungthavee and Cunthawong (2016) on factors positively influencing clothing purchase intention of consumers from stores

on Instagram, finding that perceived risk had a positive influence on clothing purchase intention of consumers from stores on Instagram. A research study conducted by Ahmada, Shaarib, Hussinc, Tajudind and Hansarame (2019, p. 43) on the influence of perceived risk on attitude and repurchase intention of Generation Y consumers in Malaysia found that perceived risk on non-delivery products and perceived financial risk had an influence on attitude of online consumers in Malaysia and the study result also indicated that those perceived risks had a huge influence on attitude and repurchase intention of online consumers. A research study conducted by Quintal, Phau, Sims and Cheah (2016, p. 180) on factors influencing repurchase intention of Generation Y consumers between prototypical brands and me-too brands found that perceived financial risk/perceived performance had a negative impact significantly on purchase intention on both prototypical brands and me-too brands while perceived psychological risk had a negative impact significantly on purchase intention for prototypical brands. A research study conducted by Mokwele (2018) on factors influencing digital music consumption among women in South Africa using an accepted model, the unified theory of acceptance and use of technology (UTAUT) to study 2 groups of people, Generation X and Generation Y found that performance expectancy, effort expectancy, familiarity, hedonic motivation, and online risk were antecedent variables of purchase intention among female consumers who use online shopping system. A research study conducted by Swiegers (2018) on

perceived risks and obstacles on online purchase intention: technology experience of Generation Y found that perceived psychological risk and social perception had a significant impact on online purchase intention of consumers who had experience in purchasing clothes and books. Besides, the study also found that perceived financial risks and social perception had an impact on purchase intention of consumers who had no experience in the context of clothes and books.

As for attitude, satisfaction, and confidence, they are factors having an influence on online purchase intention of Generation Y consumers in Thailand. Since attitude is formed when Generation Y consumers would like to use technology and innovation as a channel for making decision to purchase products online as it shows a level of thinking for choosing a channel for product purchase and Generation Y consumers are more likely to have positive attitude towards online distribution channel because consumers themselves prefer convenience, like to try something new while online channel is the most common way making this group of consumers be able to consider, compare or check to seek an option that meet their demands by mainly searching or following information through online channel. Those things are considered a point that forms attitude. As soon as consumers have positive attitude towards online distribution channel, they will have satisfaction when sellers present products that meet their demands by means of characteristics of various factors associated with online channel for presenting products to the maximum capacity. Such satisfaction shapes purchase decision

making of Generation Y consumers quite well. When purchase decision making occurs, consumers shall have confidence when they are responded to product purchase that they really demand. If products received really meet the specification presented by sellers, consumers shall have impression and demand to purchase products from the same seller continuously. Consequently, being able to build customer confidence is important in creating an online market since customer confidence encourages customers to make purchase decision continuously in the future including generating word-of-mouth communication through other consumers as Generation Y people are those who enjoy socializing. Informing nice experience through people they know in social media enables product sellers to have new consumers uninterruptedly. Such of study results are consistent with a research study conducted by Jaipukdee and Tuntiwachakun (2019, p. 90) on environment concern ad consumer behavior of Generation Y towards green brands, which found that the attitude towards the green brands was positively correlated with purchase intention towards the green brands. A study of Trivedi and Yadav (2018, p. 430) on predicting online repurchase intention with e-satisfaction as mediator: a study on Generation Y consumers aimed to study relationship between online purchase intention and other variables, such as safety, personal information disclosure, trust, and convenience of use under e-satisfaction, and it was found that safety, personal information disclosure, trust, and convenience of use were related with online purchase intention.



Furthermore, it was found that e-satisfaction had an effect on the mediator completely between safety and repurchase intention, and between confidence and purchase intention. A research study conducted by Mudaa, Mohdb and Hassanb (2016, p. 295) online purchase behavior of Generation Y consumers in Malaysia found that confidence had a significant role in online purchase intention of Generation Y consumers.

According to the study results mentioned earlier, operators running business related to online sales of fashion goods are able to apply the study results to determine strategies that enable Generation Y consumers to have satisfaction and confidence in purchasing products through online distribution channel including setting

strategies to develop online distribution channel for Generation Y consumers in an efficient manner; for example, bringing outstanding characteristics of this group of consumers to discover and launch products suitable for and consistent with the age range, conducting a study on a business model that is domestically and internationally successful to be used for creating a conceptual framework for a business model for Generation Y consumers, building service impression on customers to encourage repurchase, building online relationship, building convenience, safety, warranty, fair price distribution, segmenting Generation Y consumers as a target group for closely analyzing purchasing power in response to the demands of the target group in a precise manner.

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