

-RESEARCH ARTICLE-

BUSINESS INNOVATIONS IN THE DIGITAL ECONOMY THAT AFFECT ONLINE SHOPPING BEHAVIOR AND THE TREND OF FUTURE SERVICE USAGE AMONG CONSUMERS IN BANGKOK, THAILAND

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—Abstract—

This research examines company developments in the digital economy that influence Bangkok customers' online purchasing behavior and future service consumption trends. The sample group for this study consisted of 400 individuals who have bought online in Bangkok. Data were collected via questionnaires and analyzed using frequency %, mean, standard deviation, and multiple regression analysis. According to the study's findings, individual business innovations, including staff, processes, products, and technical level, boost purchase frequency by an average of four times per month. The average cost per trip is approximately 125 Thai Baht. As for the hypothesis testing, it was determined that business innovation products and processes affect online shopping behavior in terms of cost per time with a significance level of .01, and that innovations in technology and products affect online purchase frequency (times/month) with a statistically significant level of 0.1, and that online shopping behavior cost per time and purchase frequency (times/month) are related to the trend of using the service for future purchases and refinancing.

Keywords: Innovation, Behavior, Online Products

1. INTRODUCTION

Currently, commercial competitiveness is intensifying as a result of several causes. In a fast-paced economy, businesses must be prepared to cope with the changes that will occur with resource management, including staff, machinery, raw materials, and money, to be efficient while minimizing operating costs and maximizing revenues. Personnel is considered a crucial aspect in this case. Personnel contributes to the sustainable expansion of organizations (Sirikamonsin, 2022). This results in developing other organizational resources that may be employed to produce and develop new products and services. Various management strategies can be used to create competitive advantages for business, particularly within the departments responsible for marketing, which are regarded as the organization's revenue-generating arm by providing products and services that meet the needs of consumers and result in the highest level of consumer satisfaction (Ploenhad, 2019). Therefore, the firm should pay attention to the marketing agency by promoting creativity and marketing ideas that will assist in meeting consumer needs in an effective manner (J Asasongtham, 2014).

With the quick advancement of electronic science, computers may be utilized as managerial aids. Network communications such as the Internet may act as a link between

various electronic devices, but more crucially, they have contributed to developing a "New Economy" (Kusumali, 2015). Innovations necessitate new tools or knowledge to boost business operations' competitiveness, which is the source of the growth of new sectors in tandem with the Internet and information technology's evolution (Thongrawd, 2019). This is indicated by the phrase "Digital Economy," which refers to an economic system and a society that communicates production, consumption, use, distribution, electronic commerce distribution, or any other socioeconomic activity (Society, 2020). Today's society has become a borderless organization (Jermsttiparsert, 2013). The development of numerous communication equipment technologies, especially networks, has facilitated and accelerated human communication. The signals humans receive from these technologies have allowed them to play a part in daily life, education, entertainment, and various companies. Due to this rapid technical development, trade and commerce systems have evolved in the past.

Historically, commerce was primarily conducted through physical storefronts, necessitating substantial capital expenditures. It likewise targeted a narrow consumer, and its advertising was only effective for residents. However, e-commerce uses the Internet to trade between merchants and consumers. This trade has achieved great success, giving benefits without needing a human merchant. This permits cross-border business without time or location restrictions and direct access to target audiences (Euajarusphan, 2021; Meechunek, 2017; Nillamath, 2015). Thailand's entrepreneurs have reaped the benefits of e-commerce, as seen by the growing number of online storefronts and the increasing use of e-commerce platforms by existing enterprises (Manopramote, 2013). Including the organization of numerous processes in selling things online through e-commerce promotes convenience for consumers to purchase products through online channels rather than visiting a physical store. However, the ongoing expansion of the e-commerce industry has both positive and negative aspects, as it faces tremendous competition and must adapt to survive. (Jaller et al., 2020)

In conclusion, business innovations have grown swiftly and are crucial to understand and implement daily. It is also essential to comprehend the costs associated with the everyday use of consumer gadgets. This research will be valuable for government and corporate institutions involved in improving and developing marketing ideas. Therefore, the researcher recognized the significance and interest in researching "business developments in the digital economy that affect online buying behavior and the trend of future service use among Bangkok customers." This research examines how individuals, procedures, products, and technology influence online buying decisions in the digital era.

2. RESEARCH OBJECTIVES

1. To study business innovation, including personnel, processes, products, and technology that affect online shopping behavior and the future trend of using services among consumers in Bangkok.

2. Study online shopping behavior and future service usage trends.

3. LITERATURE REVIEW

3.1 Innovation

Innovation derives from the Latin word *innovate*, which means to create something new or to utilize knowledge. It refers to the imagination, abilities, and experience in technology or management required to design and generate new market-responsive goods, production methods, and services (Pavapanunkul, 2018; Ritwatthanavanich, 2019). Adopting a new concept or utilizing what is already in use in a new way to produce economic benefits is the definition of innovation in economics, often known as "doing something different by relying on diverse changes that occur around us" or, more simply, utilizing technology to create value. The goal of innovation is always to create new benefits and value. This concept was developed in the early 20th century, as evidenced by the work of industrial economists such as Joseph Schumpeter's 1934 book *The Theory of Economic Development*. It emphasizes inventiveness, scientific inquiry, and technological advancement that result in technological innovation, primarily for economic gain. Prof. Clayton Christensen of Harvard University, who produced the *Theory of Disruptive Innovation*, and Prof. Everett Rogers, who developed the *Diffusion of Innovation Theory* in 1962, created the most well-known theories. The evolution of these theories spans at least fifty years. In the 1950s, academics saw innovation as a distinct phenomenon from research investigations. Innovation is currently viewed as the result of a process, whether it be a problem-solving process in an organization or an interaction process resulting from the organization's engagement with another significant participant. These relationships might be official or informal and involve networks of commercial collaboration and diverse learning processes. This refers to learning that results from multiple variables, including education by using, learning by doing, and learning by sharing. It has both an internal and an external body of knowledge. It relies on how effectively the organization absorbs new information.

3.2 Digital Marketing

Digital marketing represents the evolution of traditional marketing. It is marketing through digital media in which digital channels are used to communicate with consumers while traditional marketing ideas are applied to updated channels of consumer connection. Digital Marketing is described by Wertime (2008) as "the growth of the market in the future when the majority of a company's marketing efforts are conducted through digital communication channels." Digital media is a medium with a user-identifiable code, enabling marketers to engage with clients continuously. Individually, the information collected from each client interaction is a collective learning process that may be advantageous for the following consumer. This real-time information, including direct client feedback, can be utilized by marketers for the future benefit of consumers. Therefore, this is a technique for promoting goods and services via channels. Online

databases can be used to swiftly access consumers, which satisfies the expectations of modern consumers and improves cost-effectiveness (Gardner et al., 2007).

Digital media and digital marketing format Internet use to facilitate adequate information access. Conveniently, it's also a direct communication line with consumers interested in that product, as individuals interested in anything may join together to communicate and share knowledge. Digital one-to-one communication, including consumer data, may be stored in the database for later review. According to the needs of customers, popular digital media has multiple outlets. (Ngoh et al., 2022). Deb Hentetta, Group CEO of P&G Asia, discusses how digital channels are transforming the world and the basics of conducting business through the following five points (Cholsirirungtakul, 2011): Globalization's connection to digital alters how individuals communicate and conduct business. Consequently, communication is seamless and borderless. Local constraints do not impede employment. The workplace uses video conferencing technologies to coordinate meetings and computerized tools to make sales more organized and effective. Through the digital realm, interactions and connections with targeted consumers are revolutionized. Communication between brands and consumers is instantaneous and ongoing. Therefore, the Internet is a tool for group research (Focus Groups) with large-scale online research conducted via websites and social networking networks. This enables access to a broader diversity of consumers and the reception of diverse information; (3) The co-creation of digital systems generates marketing data. Co-Creation is the emergence of new innovations and concepts through an organization's collaboration or between external educational institutions' departments. Academics and businesspeople also alter the original marketing text. Therefore, this user-generated content stems from the concept and customer demand and allows consumers to voice their opinions via the Digital Platform. (4) E-commerce is gaining popularity, as evidenced by the rise of online stores like AppStore and iTunes, as well as well-known e-commerce websites like Amazon, eBay, Lazada, and Shopee. This has led to an increase in the appeal of new brands. (5) The significance and significance of community have evolved. This is due to the impact of social networks on developing long-term relationships between businesses and consumers. Therefore, media can link social responsibility and sustainability to brands and organizations.

In conclusion, the relationship between the five characteristics of connection, interaction, co-creation, commerce, and community generates marketing communication technology with customers that is more effective and meets their demands. The notion of media exposure conduct Klapper (1960, referenced in Chantanasuphaphorn, 2011) describes the process of deciding to receive or receiving news as a four-step procedure, analogous to a filter in the human perception:

The initial stage in selecting a communication channel is selective exposure. An example would be choosing a particular newspaper to purchase or a radio station to listen to. This selection is typically based on the consumer's requirements and interests, as well as the abilities and knowledge of the media provider. Some individuals may favor specific

forms of media. For instance, some people may prefer the radio because they are better at listening than reading. Some individuals may enjoy television because they require visual input.

(2) Selective focus is the next phase. People who want to hear the news are more likely to pay attention to the information or a source they perceive as news. They chose outlets depending on their perspectives and interests, preferring material that reinforces their existing attitudes and avoiding those that contradict their beliefs. This is to prevent Cognitive Dissonance, an imbalanced mental state or discomfort.

The third step is selective perception and interpretation. Even when people are receptive to information, they do not always receive the entire message as intended by the sender. People tend to recognize and interpret multiple meanings based on their interests, attitudes, experiences, beliefs, needs, expectations, motivation, physical condition, emotional and mental state, and motivation. Consequently, each person may interpret only the information consistent with the aforementioned personal qualities, causing certain information to be omitted and distorting the information to have a desirable direction for each individual.

Selective Retention represents the fourth step. Individuals select to remember knowledge pertinent to their interests and supports their needs, attitudes, and other personality characteristics. The knowledge people are uninterested in, disagree with, or violate their preconceived notions is frequently forgotten or not transmitted. Often, the news people choose to memorize is information that will help the existing individual's feelings, thoughts, attitudes, values, and beliefs become more stable, transparent, and resistant to change. This information can be utilized in the future when conflicting emotions or discomforting situations emerge.

3.3 Consumer Behavior

Consumer behavior refers to an individual's actions directly tied to providing, acquiring, and utilizing goods and services. This encompasses the purchasing decision process and the activities consumers do regarding the purchase and use of the product. (Lin et al., 2010)

To study consumer behavior, one must evaluate and discover all the factors that impact consumers' purchasing decisions for goods and services, as well as comprehend the elements that inspire or influence the regulation of consumer purchasing decisions. This will enable marketers to respond to consumers by inducing and persuading them to purchase products and develop loyalty to do so repeatedly (Santiwong, 1994).

The Consumer Behavior Model studies the factors influencing a consumer's purchase choice. This procedure commences with stimulation that generates a need for a product. Regarding the buyer's qualities and personality, there are aspects that makers and sellers cannot forecast. The subsequent step is the buyer's reaction or buying decision. This is known as the SR Theory (Sereerat et al., 2017).

S Sereerat (1998) outlines marketing mix concepts as another paradigm for a service firm in his book. This notion relates to the service industry and focuses on a set of points known as the 7Ps.

Product (Product) is something that satisfies human wants and is provided to clients by the vendor. Customers obtain the product's benefits and value. Products are typically split into two categories: tangible and intangible.

Price (Price) refers to the monetary value of the product. Customers will evaluate the service's pricing concerning its value. If the value exceeds the cost, the client will decide to purchase. The pricing should be commensurate with the quality of service.

Distribution channels (Place) are related to the environment in which services are given to clients, influencing the customers' perceptions of the services' value and advantages. Promotion is the communication of services and products to influence users' attitudes and actions.

People (People) or Employees (Employees) refers to workers' selection, training, and motivation to provide superior customer satisfaction. This encompasses the relationship between service-providing employees and product consumers. Staff must be able to respond to service users with initiative and problem-solving skills to add value to the organization.

Physical characteristics (Physical Evidence and Presentation) comprise generating and displaying physical characteristics to customers by attempting to build both high-quality and aesthetically-pleasing styles to produce customer value. This may be the attire and appearance of personnel, a clean store, or a superior product.

3.4 Post-purchase Behavior

After purchasing and utilizing the product, the buyer will express either happiness or discontent. Marketers must determine customer satisfaction after a purchase (Leecharoen, 2019). The theory involved is consumer satisfaction, which is a function of expectations (Expectation = E) and the performance of the product (Performance = P), leading to happiness after the purchase (Satisfaction = S) according to the equation $S = f(\text{Expectation} = E, \text{Performance} = P) (E, P)$. The basis for consumer forecasts is information sources. Salespeople and other communication channels If the corporation misrepresents the goods in its advertising, Consumers have high expectations, and when those expectations are not realized, they get dissatisfied; the degree of dissatisfaction is proportional to the magnitude of the gap between expectations. and the usefulness of the product. We discover that brand experiences significantly influence brand preference and loyalty. Suppose the purchased brand leaves the buyer dissatisfied. The buyer will have a negative opinion of the brand. and may cease purchasing the product. Conversely, if the customer is pleased with the goods, they will repurchase them. Following are post-

purchase behaviors that marketers must monitor and pay close attention to (Sereerat et al., 2003):

Post-purchase satisfaction refers to the level of contentment a consumer feels after purchasing goods. This can be classified as intense satisfaction, apathy, or displeasure. Consumer expectations are related to consumer satisfaction. ...and perceived product efficacy, i.e., if the product performs less effectively than the consumer anticipates. Consumers will experience discontentment if the product meets expectations. Consumers are pleased if the product outperforms their expectations. Consumers will be ecstatic, and as a result, they will either purchase the goods again or tell others about their satisfaction or dissatisfaction with them.

Customers' expectations will be based on (1) information received from the seller, (2) information from friends or close friends, and (3) information from three other sources. The more significant the disparity between expectations and actual efficiency, the more unsatisfied consumers will become. For customers to be satisfied after purchasing a product, the seller must represent the product's actual performance. It shouldn't be overstated.

Post-purchase behavior: consumer happiness or discontent with the product will affect their subsequent behavior. If buyers are satisfied with a product, it is more probable that they will purchase it again. Alternatively, if consumers are unsatisfied, they can terminate or return the product and may spread the word through the media or file a lawsuit for damages

3. post-purchase utilization and disposal behavior The marketer must observe how consumers utilize and discard the product. If a consumer retains a product without using it, the product may be unsatisfactory. Referrals lack efficacy. However, if consumers sell or trade things with one another, sales of new products will decline. Moreover, if a buyer discards a thing, marketers must understand how people destroy it because specific effects may harm the environment.

Therefore, post-buy behavior refers to a consumer's actions following the purchase or receipt of a service. This product will either satisfy or dissatisfy consumers. If satisfied, there will be buying or taking behavior. The service is repeated or alluded to multiple times. However, if customers are dissatisfied, they may refrain from purchasing or getting services for that product in the future.

4. RELATED RESEARCH

A review of prior research relevant to the issue demonstrates that business Innovations in the digital economy that influence online purchasing behavior are consistent with the findings of [Tangkalayanont \(2011\)](#), who conducted a study on consumer satisfaction and the propensity to purchase eco-friendly products at Po Phak shops.

In Bangkok, it was discovered that consumers of various occupations were satisfied with environmentally friendly products, with a significant level of.

05. This was corroborated by [Wongnitchakul et al. \(2010\)](#) in a study of consumer attitudes and purchasing patterns regarding germinated brown rice products in the Bangkok Metropolitan District. This study indicated that customers valued the marketing mix highly, including quality and quantity-appropriate pricing, venue cleanliness, promotions, and free trials. Modern consumers like to try and purchase germinated brown rice in retail establishments. Consumers obtain the majority of their information through television media. A monthly buying frequency is observed. Uses around 1 unit per purchase (bottle/bag). The budget does not exceed 100 baht, and the consumer influences the purchasing decision.

[Habidin \(2010\)](#) studied Bangkok's demographic characteristics, opinions regarding the marketing mix, and Prantalay food purchasing patterns. This study determined that the marketing mix as a whole, comprising items, prices, distribution, and marketing promotion, influences the purchasing behavior of consumers of frozen food. The researcher has organized the following conceptual framework and research criteria for company developments in the digital economy that influence online shopping behaviors.

5. RESEARCH HYPOTHESIS

1. Business innovation, consisting of personnel, processes, product, and technology, affects the online shopping behavior of consumers in Bangkok.
2. Online shopping behavior of consumers in Bangkok is related to the trend of future service usage.

6. RESEARCH METHODOLOGY

The demographic used in this study consisted of Bangkok customers. The research process consisted of the following steps: Step 1: Using a simple random sampling method (Sample Random Sampling), a total of 10 populations in the vicinity of Suan Sunandha Rajabhat University, the researcher's agency, were sampled using a simple random sampling method (Sample Random Sampling): Dusit District, Pha Nakhon District, Bang Phlat District, Phaya Thai District, Bang Sue District, Khlong San District, Bang Rak District, Pathum Wan District, Din Da Step 2: Using the principle of equitable division from 10 districts and 40 individuals each district, a total of 400 individuals were sampled using quota sampling.

The researcher utilized the questionnaire to collect data. The researcher utilized questionnaires from a survey of the relevant literature and additional research. Three qualified individuals reviewed these questions for accuracy, content structure, and language usage. The questionnaire was administered to non-sample groups with similar characteristics to the sample group of 40 sets. The findings were examined using Cronbach's alpha coefficient approach to determine their reliability. The following

coefficient dependabilities emerged: business innovation, personnel, process, product, and technology. This is an acceptable degree of data gathering reliability (Vanichbuncha, 2001).

7. DATA ANALYSIS

Descriptive and inferential statistics were used as follows:

1. Descriptive statistics were used to describe the characteristics of the sample group for analyzing data from business innovation questionnaires and online shopping behavior, such as frequency, percentage, mean, standard deviation, and interval scale. The researcher has set the criteria for analyzing the average scoring level in each step as follows (Vanichbuncha, 2001).

The average score of 4.21 - 5.00 means that consumers have a very good opinion.

The average score of 3.41 - 4.20 means that consumers have a good opinion.

The average score of 2.61 - 3.40 means that consumers have a moderate level of opinion

The average score of 1.81 - 2.60 means consumers have a low opinion.

The average score of 1.00 - 1.80 means that consumers have the lowest level of opinion.

2. Inferential statistics were used in business innovation hypothesis testing, consisting of personnel aspects, process aspects, products, and technology as factors that affect online shopping behavior. For these statistics, the researcher used Multiple Regression Analysis. and the statistics were used to test the hypothesis of online shopping behavior. It is related to the trend of future service usage among consumers in Bangkok. The hypothesis was tested using a simple Pearson product-moment correlation coefficient statistic (Wanichbuncha, 2001).

8. RESEARCH RESULTS

The results of the analysis of business innovation data consisting of personnel, process, product, and technology by dividing the mean and standard deviation are shown in Table 1.

The results of the data analysis are presented in Table 1. Considering each factor, it was determined that consumers' opinions of business innovations were generally positive if the staff answered their questions quickly and addressed their concerns. The seller provided clear and complete information about the product and was friendly and courteous. Regarding method, consumers' attitudes were favorable if they found placing an order simply if there is a guarantee to exchange or refund the goods if they do not fit the specifications and if the product is delivered quickly.

Table 1: Mean and Standard Deviation of Business Innovations

Business Innovation	Comment level		
	\bar{x}	S.D	Interpret
Personnel			
1. The seller provides clear and complete information about the product.	4.15	.463	Good
2. The seller responded quickly and answered the questions I wanted to know.	4.24	.635	Very good
3. The seller is courteous.	4.10	.629	Good
Total	4.16	.576	Good
Process			
4. Easy to order. You can do it yourself.	4.12	.669	Good
5. It doesn't take long to deliver the product.	3.54	.754	Good
6. There is a guarantee to change or return the product when it does not meet the requirements.	3.65	.695	Good
Total	3.77	.635	Good
Product			
7. Product meets the needs	3.86	.825	Good
8. Able to choose convenient payment methods / check the status	4.05	.606	Good
9. There is a wide selection of products.	4.12	.645	Good
Total	4.01	.692	Good
Technology			
10. Convenient, fast, no need to travel to buy	3.86	.825	Good
11. Can choose a convenient payment method/check status	4.05	.626	Good
12. Can search for the desired product	4.12	.645	Good
Total	4.01	.692	Good
Business innovation total	3.99	.649	Good

When consumers had a large selection of things to pick from and the ability to compare quality and pricing with other owners and products, their evaluations were favorable. Regarding technology, consumers' attitudes were good when they could locate the product they sought, select their preferred mode of payment, and monitor their order status without traveling.

The study of data on online shopping behavior in terms of cost (per time) and frequency of purchase (times/month) is determined by dividing the mean and standard deviation, as shown in Table 2. From Table 2, it was found that consumers had the most expenses per purchase of 30,000 baht and the least of 35 baht, with an average value of 125.45 baht. In frequency, the highest response was 15 times per month, and the lowest was 1 time per month, with an average of 4 times.

Table 2: Minimum, Maximum, Mean, and Standard Deviation of Online Shopping Behavior in Terms of Cost (Per Time) and Frequency of Purchase (Times/Month)

Online shopping behavior	Min	Max	\bar{x}	S.D
1. Cost (per time)	35	30,000	125.45	124.27
2. Frequency of purchase (times/month)	1	15	4.12	3.19

Table 3: Frequency and Percentage of Online Shopping Behavior

Online shopping behavior	Quantity	Percentage
1. The reason you choose to shop online		
Convenient, no need to travel	68	17
Able to compare product quality and price	111	27.7
There is a product warranty, and you can collect money on delivery.	26	6.5
There is a wide variety of products to choose from.	195	48.8
Total	400	100
2. What kind of online products do you buy the most?		
Luxury goods	38	9.5
Recreational products	160	40
There are consumer goods/consumables.	202	50.5
Total	400	100
3. Where do you know the online product information from?		
Television/radio	245	61.2
Newspapers/Journals	93	23.3
Friend/relative	34	8.5
Website	26	6.5
I never received any information from any source	2	0.5
Total	400	100

Most consumers buy because they have a large selection of products, followed by the ability to compare product quality and pricing. The most often purchased items online are consumer goods and consumables, followed by leisure items. The majority of consumers obtain product information via television and radio, followed by newspapers and magazines, and then friends and family.

The findings of the hypothesis-testing examination of inferential data The outcomes of an analysis of company developments in the digital economy that influence online shopping behavior are presented in [Table 4](#).

Table 4: A Stepwise Multiple Regression Analysis Results on Business Innovations in The Digital Economy That Affect Online Shopping Behavior

variable	B	SE	t	Sig.	Tolerance	VIF
Online shopping behavior in terms of expenses (per time)						
Constant	315.36	57.28	5.51**	.000		
Product) X_3 (71.34	14.96	4.77**	.000	.754	1.32
Process) X_2 (35.51	11.91	2.98**	.003	.754	1.32
						1111.32
$R^2 = .055$	Adjusted $R^2 = .051$		SE = 121.09			
Online shopping behavior in terms of expenses (per time)						
Constant	5.23	1.36	3.84**	.000		
Technology) X_4	.97	.26	3.69**	.000	.678	1.47
(
Product) X_3 (1.31	.39	3.37**	.001	.678	1.47
$R^2 = .127$	Adjusted $R^2 = .122$		SE = 2.99			

** statistically significant level of .01.

The outcomes of the analysis of business innovations influencing online buying decision-making are presented in Table 4. With a statistically significant level of 0.01, it was discovered that company innovations in products and processes are a factor that impacts the behavior of online shopping in terms of cost per time. Personnel, company innovation, and technology are not statistically significant determinants of a cost-per-time online shopping habit.

Business innovation analysis affecting online shopping behavior in terms of purchase frequency (times/month) determined, with a statistical significance level of 0.01, that technological innovations and products were a factor that determined online shopping behavior in terms of purchase frequency (times/month). At no level was the process a statistically significant factor in online buying behavior measured by purchase frequency (number of times per month). The outcomes of testing a hypothesis through inferential data analysis are given. The results of a study of Bangkok customers' internet shopping behavior relate to the service's future usage trend, as shown in Tables 5 and 6.

Table 5 presents the findings of an investigation of Bangkok consumers' online purchasing behavior and future service usage trends and purchases. 1. The association between cost-per-time online shopping behavior and future service usage trends for future purchases, the Sig. Value is minor than—01, indicating Bangkok customers' online shopping behavior. The cost per unit of time depends on the future service utilization pattern.

It was statistically significant at the .01 levels, and the correlation coefficient (r) .272 suggests a weak association. And in the same direction, if people have the habit of purchasing things online. Future use of the service will be more likely due to the increased cost per unit of time. The future purchasing of items will increase.

Table 5: Analysis of Online Shopping Behavior of Consumers in Bangkok and Future Service Usage Trends

Online shopping behavior	The trend of using the service in the future		
	Pearson Correlation	Sig.	Level of relationship
1. Cost per time	.272**	.000	low in the same direction
2. Frequency of purchase (times/month)	.188**	.000	low in the same direction

** statistically significant level of .01.

2. The relationship between online shopping behavior in terms of purchase frequency (times/month) and the trend of using the service in the future for future purchases, the Sig. Value is .000, which is less than .01, indicating that the online shopping behavior of Bangkok consumers is related to the trend of using the service in the future for future purchases. It was statistically significant at the .01 levels, and the correlation coefficient (r).188 indicated a modest correlation. And in the same direction, if people have the habit of purchasing things online. More frequent (monthly) purchases will increase the likelihood of future service usage. The future purchasing of items will increase.

Table 6: Analysis of Online Shopping Behavior of Consumers in Bangkok and Future Service Usage Trends about Recommendations or Referrals

Online shopping behavior	The trend of using the service in the future		
	Pearson Correlation	Sig.	Level of relationship
1. Cost per time	.272**	.000	low in the same direction
2. Frequency of purchase (times/month)	.156**	.002	low in the same direction

** statistically significant level of .01.

1. The relationship between cost-per-time online shopping behavior and future service usage trends in the recommendation or word of mouth has a Sig. A value of .000, which is less than .01, indicates that the consumer's online shopping behavior in Bangkok is not significantly related to future service usage trends in the recommendation or word of mouth. The cost per unit of time depends on the future service utilization pattern. It was statistically significant at the .01 levels, and the correlation coefficient (r).272 suggests a weak association. And in the same direction, if people have the habit of purchasing things online. The cost per unit is more. Increased recommendations or referrals will increase the likelihood of future service utilization.

2. The Sig. value for the association between online shopping behavior in terms of purchase frequency (times/month) and the trend of using the service in the future in terms of referrals or referrals is .002, which is less than .01, indicating Bangkok consumers' online shopping behavior. The association between purchase frequency (number of times per month) and future usage of the service is statistically significant at the .01 levels, with a correlation coefficient (r) of .156 suggesting a poor correlation. And in the

same direction, if people have the habit of purchasing things online. Purchase frequency (number of times per month) that is greater will increase the likelihood that the customer will use the service in the future.

9. CONCLUSION

According to the study, certain corporate developments in the digital economy have a statistically significant impact on online purchase behavior. Consumer perspectives on business innovations, people, processes, goods, and technology were substantial when each factor was considered. According to the investigation findings, company innovations influence the cost-per-time of online buying behavior. This may be due to the vast selection of products available online. Individuals can place orders independently, but these orders may take a long time to arrive, encouraging larger purchases. This is congruent with [Wongnichakul \(2010\)](#), who investigated Bangkok consumers' attitudes and purchase patterns about germinated brown rice food products. Cleanliness is an essential feature of the consumer market. Technology and products are corporate advances in the digital economy that influence online shopping purchases (monthly) frequency. This may be due to promotions and discounts on products that satisfy the requirements at specific periods and the convenience of online shopping, which eliminates the need to travel. This is congruent with [Jarunee Habidin \(2010\)](#), who investigated the relationship between marketing mix attitudes and the purchase frequency of frozen Prantalay food in Bangkok.

From the analysis of Bangkok consumers' online buying habits and predicted service use trends, Regarding future purchases, it was discovered that people prefer to shop online. If consumers have a propensity to shop online, the future direction of using the service can be defined in terms of cost per transaction and purchase frequency (times per month). According to [Natthapong's research by Techaratanaset \(2009\)](#), who investigated the service subject, consumers are more likely to use the service in the future if the cost per transaction and purchase frequency (times/month) are higher. Marketing Mix Perspectives Impacting Service Use Behavior brand awareness and overall consumer happiness in Bangkok's P&P Super Drug pharmacy The relationship between recurrent purchase intent and service consumption behavior was discovered. The frequency of use per three months was statistically significant at the.01 levels, with a low correlation in the same direction. In addition, service consumption behavior was associated with recurrent purchase intent. The average cost per purchase of medical supplies was statistically significant at the.05 levels with a weak connection in the same direction.

The study of Bangkok customers' online purchasing habits and future service usage trends in recommendations or referrals revealed that consumers had online buying habits. Cost per use and purchasing frequency (times per month). It relates to the future trend of consumers adopting their services. Suggestions or referrals If consumers have a higher cost per time and buy frequency (times/month), they are more likely to utilize the service in the future. Increased referrals or recommendations This is congruent with the studies conducted by [Saengsawang \(2009\)](#). Bangkok consumers' propensity to return to

MK Suki restaurants was influenced by past behavior. At MK Suki Restaurant, the intention to re-use the service was correlated with the frequency and cost of service utilization. The probability of recommending or telling others about the service and using it again in the future is statistically significant at the level of.01.

10. SUGGESTIONS

Entrepreneurs should prioritize company innovations in all digital economy sectors, including persons, processes, goods, and technology. It must be continuously enhanced and evolved to accommodate market rivalry, as it influences the purchase behavior of distinct client segments. Therefore, it must be simultaneously developed in all aspects.

Suppose the operator wishes to enhance the cost per client. In that case, entrepreneurs should prioritize business innovations in the digital economy by focusing on product development and procedure, offering clear, comprehensive product information, and refraining from misrepresenting product features. In addition to chatting, they should establish a phone interaction mechanism to send merchants messages.

Suppose business owners wish to increase the frequency of their customers' purchases. In that case, they should prioritize business innovations in the digital economy, focusing on technological development and products, such as the ability to specify the date and time of product delivery. If the product is flawed or not as described, it can be returned or exchanged within a specific time frame, etc.

According to the study's findings, most respondents purchase online due to the extensive selection of products. Consumers with the most information about a product are more likely to acquire it. As a result, businesses should concentrate on advertising via television and radio and innovate and produce items that satisfy the fundamental needs of the target market.

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