

**THE EFFECT OF CUSTOMER PERCEIVED VALUE ON ONLINE
PURCHASING INTENTION OF AGRICULTURE PRODUCTS IN THE
SOUTHERN PART OF THAILAND**



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Independent Study Title	The Effect of Customer Perceived Value on Online Purchasing Intention of Agriculture Products in the Southern Part of Thailand
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ABSTRACT

The objective of this study is to effect of customer perceived value which includes functional value, emotional value, social value, economic value, and image value on online purchase intention of agriculture products in the southern part of Thailand. This conducted a study on two important concerns no one had ever had with agriculture products and online purchase intention before. This research relies on a quantitative approach by designing questionnaires to survey opinions using online and offline surveys of people to identify the effect of customer perceived value on online purchase intention of agricultural products in the southern part of Thailand. The questionnaire is based on a review of relevant ideas and previous research. The Cronbach's Alpha Coefficient of the total questionnaire test set is 0.960. The distribution of questionnaires by using two platforms such as online social commerce (i.e., Facebook, Google, and LINE) applications and going to markets and shopping malls which had in the southern regions of Thailand. This study used SPSS software version 29 to do the reliability analysis to investigate the relationship among the selected variables. All of the relationships between customer perceived value (functional value, emotional value, social value, economic value, and image value) have positive correlations with online purchase intention. In conclusion, the result of this study meets the objectives of this study.

Agricultural products can maintain the quality of products to attract more customers from online purchase intention. It had several more chances to sell fresh and trustworthy agriculture products online to create social networks with attractive promotions and campaigns. It can easily

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manage the only purchasing system and maintenance for agricultural products based on this research. It had aware sure that on-time delivery, agriculture packaging and amount, product available timing for agriculture products. In conclusion, online purchase intention can be influenced by many factors functional value, emotional value, social value, economic value, and image value) in southern parts of Thailand.

This study applied a quantitative study that gathered information by questionnaire survey. This study revealed that the customer perceived value (functional value, emotional value, social value, economic value, and image) is affected by online purchase intention in southern parts of Thailand. It can able to considered for future research the other products from southern parts of Thailand for online purchase intention, the agriculture products from other provinces from Thailand, and another online purchasing system to emphasize improving customer perceived value in the southern part of Thailand.



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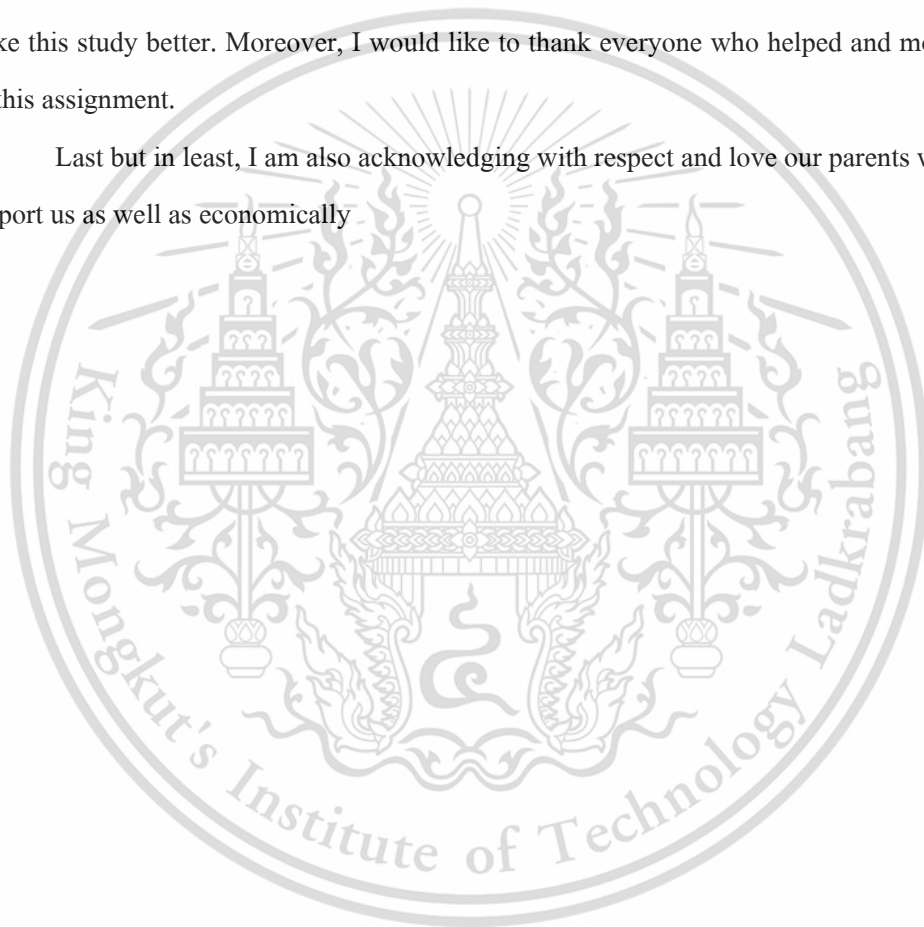


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CHAPTER 1

INTRODUCTION

1.1 Background and Significance

Agriculture is a highly competitive and varied subsector in Thailand. Because agriculture has been an important element of Thailand's growth, the sector, together with the services sector, has provided many work potentials for the Thai people. Thailand has a prosperous agricultural culture because of the country's abundant natural resources, which range from varied crops to farming and fisheries (Manakitsomboon, 2022).

Together with enormous natural resources, there are agricultural methods to engage the populace as the backbone of Thailand's economy. Thailand's agricultural production expands to fulfill local and global market demand. Several agricultural items are available, including rice, corn, longkangs, mangoes, pineapples, durian, cashews, vegetables, and flowers. In the 20th century, cash crops such as rubber, palm oil, coffee, sugarcane, and numerous fruits began to sprout on enormous holdings held by agribusiness (Keyes, 2022).

Arunmas (2018) said that Thailand is the third largest world producer of palm oil and ninety-five percent is occupied locally 85 percent of palm plantations and extraction mills are from the southern part of Thailand Bangkok Post. As per information from the global organic trade guide in 2022, organic packaged food and drinks in Thailand will have a current value increase of 9.2% in 2021, with a registered value of US\$25.5 million. Furthermore, organic fruit/herbal tea leads to growth in organic beverages, with a current value increase of 4.4% in 2021. According to Bangkok Post reporters, the Ministry of Agriculture and Cooperatives was given a budget allocation of 851 million baht to promote organic food items in 2022. The global organic trade guide analyzed that the organic packaged food and beverages in Thailand recorded a current value growth of 9.2 % in 2021 with a registering value of US\$25.5 million. Moreover, organic fruit/herbal teas lead to growth in organic beverages, recording a current value increase of 4.4 % in 2021 (Reporters, 2022).

Thai Oil Palm Production			Thai Palm Oil MPI		
	Oil palm production (thousand tonnes)	Yield per rai (tonnes)		Palm Oil	CPO
2015	12,162.6	2,905	2016	100.00	100.00
2016	11,420.2	2,605	2017	144.17	109.89
2017	14,452.3	2,901	2018	152.32	117.90
2018	15,483.5	2,902	2019	159.11	114.99
2019	16,422.9	2,895	2020	133.41	107.69
2020	16,221.9	2,763	2021	152.73	108.96
2021	16,794.6	2,769	6M21	163.41	111.39
% YoY	3.53	0.22	6M22	171.10	94.33
			% YoY	4.71	(15.32)

Note: MPI as of the base year (2016=100), the revises data in 2019
Source: OAE and OIE

Figure 1.1 Thai Oil Palm Production and Thai Palm Oil MPI

Source: (Office of Agricultural Economics and Krungsri Research, 2022)

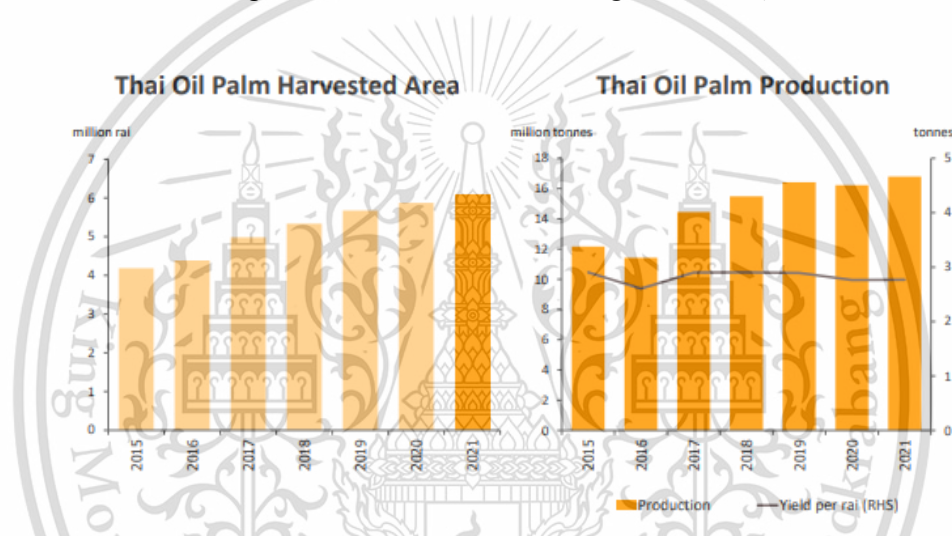


Figure 1.2 Thai Oil Palm Harvested Area and Thai Oil Palm Production

Source: (Sowcharoensuk, 2022)

Sowcharoensuk(2022) stated that rubber is an agricultural crop that is expected to improve in both supply and demand through 2022. It has increased the area under agriculture and has more favorable climatic conditions to get greater pricing. Thailand's rubber sector will increase in three years, from 2022 to 2024, in recognition of a transitional period. It has the potential to expand supply while also increasing competitiveness within the sector with neighboring nations. Because of the pricing effect, it was necessary to be aware of the influence of the fall condition on outputs. According to research, 21.9 million rai were given over to rubber plantations, an increase of 6.6%, and the rubber output was 4.9 million tones, an increase of 3.3%. The southern part of Thailand ranks Top 1 to 5 among Thailand's top 10 rubber harvesting areas.

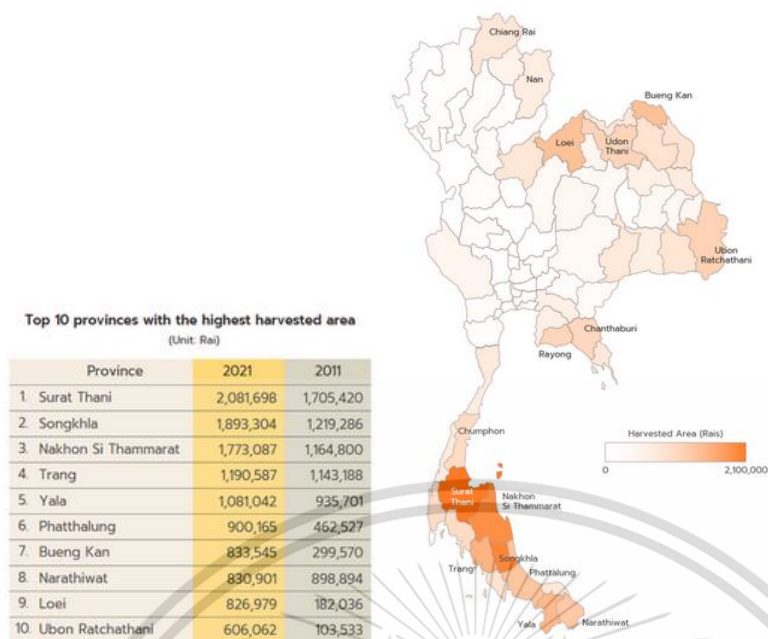


Figure 1.3 Top 10 Provinces with the Highest Harvest Area (Unit Rai)

Source: (Office of Agricultural Economics and Krungsri Research, 2022)

The Thai sugar sector will increase demand to help the economy recover between 2021 and 2023, as it has a part of agricultural products in the southern region of Thailand. It will drive an increase in the number of items supplied across all markets. Sugar demand in the region will climb by 2.0 to 3.0% every year on average (Sowcharoensuk, 2021).

It is probable to change and upgrade traditional agriculture, as well as to set the objective and direction of contemporary agriculture development. People's living standards are improving, as are the numbers and quality of people's desire for brand agricultural goods (Wei, Peng, & Chen, 2020). Because of the world's complex structure and quick change, there is increased demand for any effort to predict change and develop the transformation process (Heinonen, 2017). The effects of the COVID-19 pandemic condition are affecting business trends, with an emphasis on internet business groups, Retail Companies, and the restaurant industry. It has the potential to influence client purchasing behavior (Theppitak, 2020). In 2019, Thailand's GDP is probable to rise by 0.8 percent, with e-commerce accounting for a tiny part of overall retail sales. As per information from Thailand's e-commerce insights in 2019, consistently developing the nation's digital infrastructure, Thailand's mobile-first internet users have a large amount of untapped potential. Due to the COVID-19 epidemic, people's behavior will shift to online purchasing, social media use, and internet telephony in 2020. This tendency influences online shopping firms, particularly business-to-

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consumer (B2C) sales and business-to-business (B2B) e-commerce. Furthermore, Thailand's government is focusing on its Thailand 4.0 agenda, which includes allocating funds to enhance broadband development in all communities across the country (Guide, 2022). Thailand's government is making efforts to drive the use of cards while spending online. It has installed 550,000 electronic data-capture terminals across the country to enable online shoppers to settle invoices via card payments Alongside commercial banks (CIO, 2019). Nguansuk (2021) said Future Shopper Company announced a global study of 28,000 respondents in 17 markets, including 1,025 from Thailand, across the X, Y, and Z generations, in 2021. Many retailers developed internet platforms to facilitate consumer discussion. According to Statista data, the following is a record of online shopping channels in Thailand in 2021.

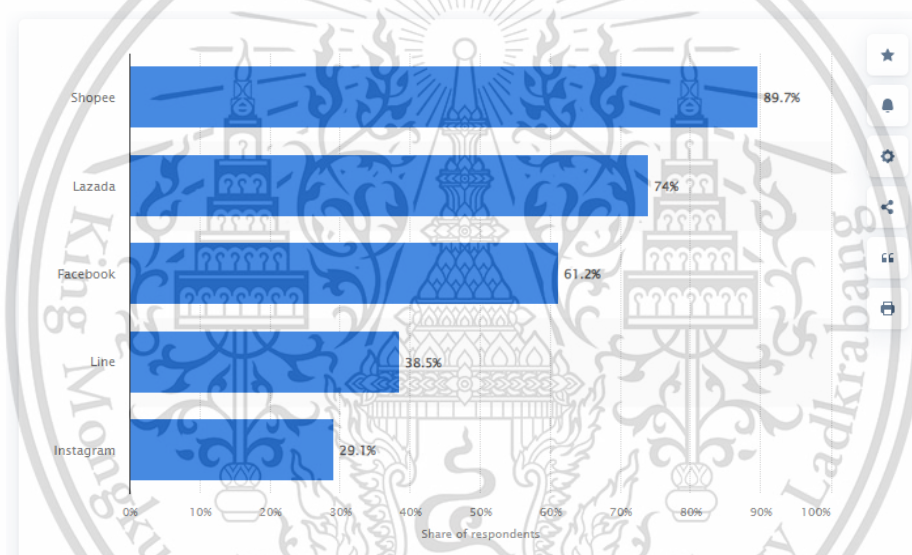


Figure 1.4 Preferred Online Purchasing Channels in Thailand, 2021

Source: Thailand: preferred online buying channels 2021

Thailand had plentiful natural resources and a successful agricultural society from varied products to farming and fishing published by Statista Research Department in 2023. Organic agricultural products are also highly determined by the market demand in Thailand Customers are more likely to purchase organic agricultural products, health and environmental advantages, food safety, and quality control products to support local farmers (Sangkumchaliang & Pakdee, 2021). It's needed to identify the factors that influence which is customers' intention to buy online consumers' in the situation of the development of the internet and e-commerce nowadays (Lohse, Bellman, & Johnson, 2000).

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It wished to combine and conduct a study on these two important concerns no one has ever had with agriculture products and online purchase intention before in the southern part of Thailand. This research objectives to know online purchase intention can be influenced by many factors such as functional value, emotional value, social value, economic value, and image value in southern parts of Thailand.

This research prefers the agricultural products such as rice, corn, longans, mangoes, pineapples, durian, cashews, vegetables, flowers, rubber, palm oil, coffee, sugarcane, and numerous fruits began to sprout on enormous holdings held by agribusiness (Keyes, 2022).

This research aims to study the influence of five values including functional value, economic value, social value, and image value on online purchasing intentions for agricultural products. This case study was conducted using an online and offline survey of people residing in southern Thailand.

1.2 Research Questions

- 1) What is the existing situation of customer perceived value on online purchasing intention of agriculture products in southern Thailand?
- 2) Is there a relationship between functional value, emotional value, social value, economic value, and image value on online purchasing intentions?
- 3) What are the appropriate recommendations for online agriculture product retailers regarding value to increase online purchasing intentions?

1.3 Research Objectives

- 1) To examine the existing situation of customer perceived value on online purchasing intention of agriculture products in southern Thailand
- 2) To explore the relationship between functional value, emotional value, social value, economic value, and image value on online purchasing intentions
- 3) To provide appropriate recommendations for online agriculture product retailers regarding value to increase online purchasing intentions.

1.4 Research Benefits

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1.4.1 Benefits for Agricultural Retailers

- Agricultural retailers directly sell to customers through online
- Verifying online purchasing intent has an impact on agricultural retailers from the southern part of Thailand

1.4.2 Benefits for Online Purchasing Customers

- Online purchases may provide customers with reasonable prices and a convenient time for purchasing
- It may choose from a variety of products and payment methods, making it convenient for online customers.

1.4.3 Benefits for producers' Agricultural products

- To provide recommendations for further research into other types of products to buy online in the southern portion of Thailand
- To provide recommendations for future searches for agricultural products from other provinces of Thailand

1.5 Definition of Terms

1.5.1 Functional Value: The characteristics of agricultural products, such as price, freshness, health, convenience, and quantity, can be purchased online based on the buyer's goal (Wei, Peng, & Chen, 2020).

1.5.2 Emotional Value: Refers to customers' favorable feelings and experiences with online purchasing intentions on agricultural products (Wei, Peng, & Chen, 2020).

1.5.3 Social Value: Refers to the experience of modifications to consider while deciding to buy online agricultural products (Wei, Peng, & Chen, 2020).

1.5.4 Economic Value: Refers to obtaining the advantages, pricing, and items to consider while making an online purchase purpose (Wei, Peng, & Chen, 2020).

1.5.5 Image Value: Refers to local agricultural products with certification information to make online purchases feel more trustworthy (Wei, Peng, & Chen, 2020).

1.5.6 Customer Perceived Value: Refers to those who require purchasing things based on their need (Wei, Peng, & Chen, 2020).

1.5.7 Online purchase intention: Refers to motivating internet purchases (Wei, Peng, & Chen, 2020).



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CHAPTER 2

LITERATURE REVIEW

This chapter reviews the essential concepts and theories from past literature that are relevant to the proposed model concerning the background of online purchase intention. Theories and concepts are organized into the following heading:

- 2.1 Introduction
- 2.2 Customer Perceived Value
- 2.3 Theory of value
- 2.4 Purchase Intention
- 2.5 Online Purchase Intention
- 2.6 Scope of Research – Conceptual Framework
- 2.7 Research Hypotheses
- 2.8 Related Research

2.1 Introduction

Thailand's agricultural production expands to fulfill local and global market demand (Keyes, 2022). Thailand's successful growth required that food production among its neighbors play an essential role. Organic agricultural products are also highly determined by the market demand in Thailand. It is possible to find organic agricultural products at supermarkets and fresh markets. Customers with higher levels of education and incomes are more likely to purchase organic agricultural products, which include a premium price as well as health and environmental advantages, food safety, and quality control of products to support local farmers (Sangkumchaliang & Pakdee, 2021). Thailand country soil type is alluvial and topography can able to supply water and a tropical climate that can give service planting a year. In terms of regions: central Thailand has the largest amount of rice, sugarcane, and fruits. Rubber is the main agricultural plant in southern Thailand. Dry rice and maize are the main crops in the north (Anonymous, 2014).

One of the agricultural products that include palm oil is the least expensive vegetable oil to produce. Other oil crops, such as soy, rapeseed, sunflower, coconut, and olive, have a 6-10 times lower than palm oil. In 2022, the palm oil sector will continue to expand to benefit from a mix of

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expansion in the area. It is expected to increase in both the domestic and foreign markets in 2022 and 2023, owing to the food, oleo chemical, and biodiesel sectors. Thailand's palm oil procedures are 3.8 percent included on worldwide record in 2021 (Sowcharoensuk, 2022).

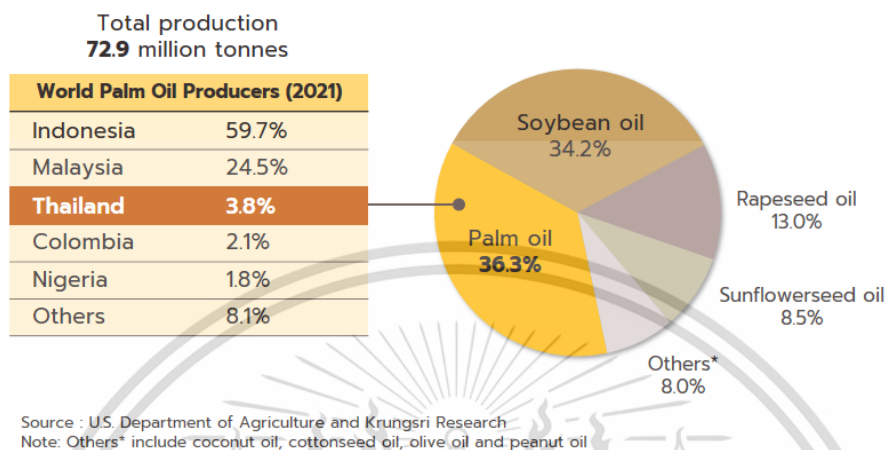


Figure 2.1 World Vegetable Oil Production

Source: (Sowcharoensuk, 2022)

In Thailand, there are three types of e-commerce platforms: business-to-business (B2B), business-to-consumer (B2C), and business-to-government (B2G). B2C accounts for 50 percent of the total, followed by B2B is 27 percent, and B2G is 23 percent. Several reasons are driving Thailand's online retail commerce to grow smartphone usage and e-commerce operators' dominance (Guide, 2022). The E-commerce market is predicted to reach 4 trillion baht in 2025 from 817 billion in the year 2022 while online sales through virtual space which is known as meta-commerce in the future. In 2021, Pakawachrilers, president of the Thai e-commerce association (theca) said “This meta-commerce is expected to be a new shopping trend in coming years with worldwide investment in metaverse reaching US\$20 billion in 2021” (Nguansuk, 2022). Around Thailand, shopping activity peaks in the middle of the week: Wednesday is the most popular day to spend money online, and sales volume drops throughout the weekend (CIO, 2019).

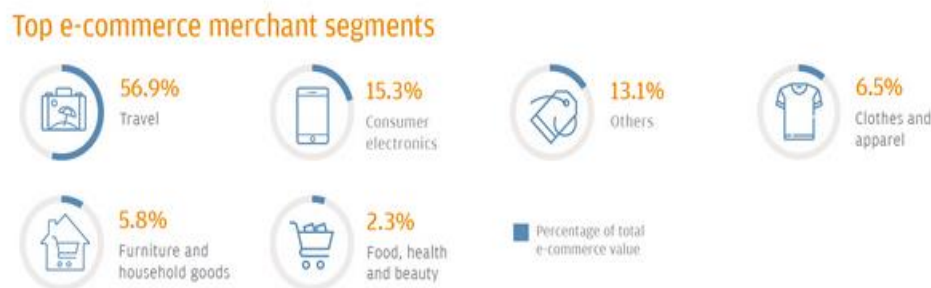


Figure 2.2 Top E-Commerce Merchant Segments

Source: JP Morgan 2019 Payment Trends – Global Insights Report: Data had been provided to JP.Morgan Merchant Services by Degar, Dunn, and Company via ASEAN briefing Thailand E-Commerce Landscape and EDC Analysis

2.2 Customer Perceived Value

In recent years, the concept of customer-perceived value has become the most extensive in marketing literature. It might be considered the major reason to maintain the business, especially in a competitive market. Its ability to impact client attitudes and behavior has become critical for all marketers (Aulia, Inda, & Sulaiman, 2016).

Customer loyalty was measured using both satisfaction and perceived value on a web-based survey of online service customers, indicating that organizations struggling with customer loyalty may need to focus primarily on satisfaction and perceived value. The impact of switching costs on the relationship between customer loyalty and satisfaction, as well as perceived value, is significant. (Yang & Peterson, 2004). Customer satisfaction and consumer loyalty are influenced by customer-perceived value and e-service excellence. Customers with a high perceived value showed a greater association between satisfaction and customer loyalty than those with a low perceived value (Hsin Hsin Chang, 2011).

It is capable of investigating two important factors of customer value that are inherent in the utilization of the product that differentiates it from personal or organizational values.

Following that is the customer's perception, which the vendor is unable to identify. Only the client can determine whether or not a product or service is valuable (Roig, Garcia, & Moliner, 2006). In 2007, Sanchez-Fernandez and Iniesta-Bonilla stated that there are two differences of opinions from two major perspectives or views of perceived value which are one-dimensional construct and multi-dimensional construct.

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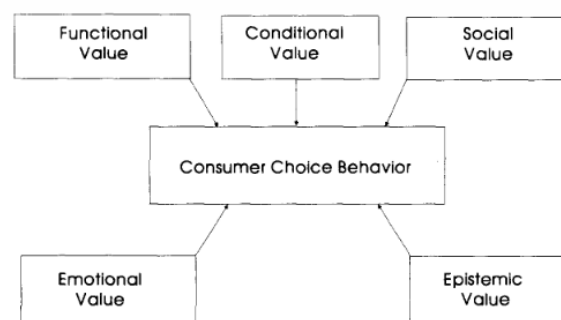
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The evaluation of the product qualities, attribute performance, and the consequences that result from usage make it possible to achieve the customer's objective and purpose in a condition that can be preferred by the customer. Therefore, it can able to identify three levels which are desired attributes, desired consequences, and desired end-states or goals and purposes. The lower level is the desired end-states or goals and purposes and the higher-level ends are achieved (Woodruff, 1997).

2.3 Theory of Value

People make purchasing decisions based on their emotions or previous consuming experiences. On the road of agricultural product brand cultivation from the perspective of consumers, “customer” factories may provide certain inspiration and advice for the present agricultural product brand construction in China. Various features and attribution focus on the basic dimension of consumer perceived value of products, as well as adding new dimensions of perceived value with varying characteristics based on product distinctiveness. The questionnaire's assessment approach primarily uses a five-component scale to exclude unqualified items upon five dimensions of perceived value, product participation, and purchase intention. There are functional value, emotional value, economic value, social value, and image value with increasing descriptive ability was 64.09 % (Wei, Peng, & Chen, 2020).

It had less value of attractive functional value of consumers can be considered from both technical and consumer perspectives. Technical perspective transforms product architecture because of digitalization (Kato, 2021). Sheth articulated in 1991 that specific product, why customers choose one specific product over another, and why customers choose one brand over another. This consumption value theory applies to a wide range of product kinds, including consumer nondurables, consumer durables, industrial items, and services.



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Figure 2.3 The Five Values Influencing Consumer Choice

Source: (Sheth, Newman & Gross, 1991)

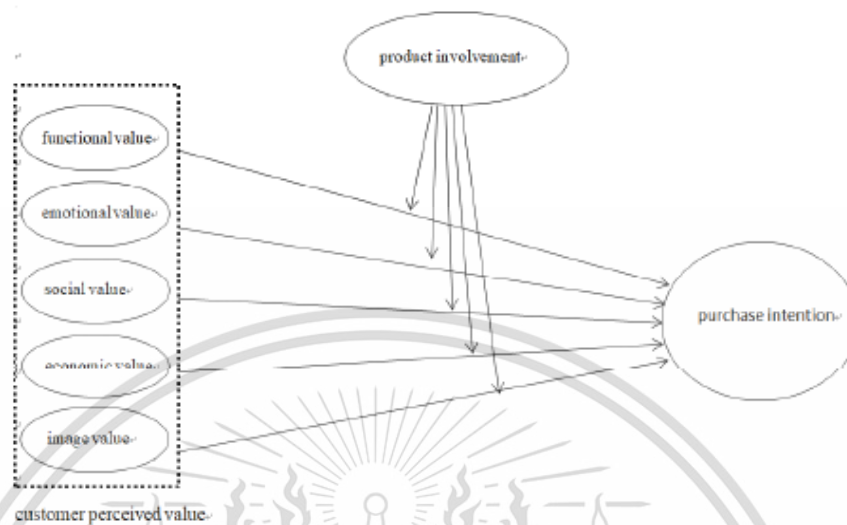


Figure 2.4 Impact model of the perceived value of brand agricultural products on consumers'

purchase intention

Source: (Wei, Peng & Chen, 2020)

Several value theories could be related to purchasing value; however, this study prefers the following.

2.3.1 Functional Value

The perceived value effectiveness generated from an alternative's ability for functional, utilitarian, or physical and emotional value is described as the functional value derived from an alternative's capacity to replicate emotions or effective state (Sheth, Newman & Gross, 1991). It had three types of virtual goods which are functional, emotional, and social qualities. Functional quantities include performance and functionality (Lehdonvirta, 2009). Conditional values are product or brand characteristics that create functional or social value under detailed conditions (Ho & Wu, 2012)

(Wei, Peng & Chen, 2020) stated that the functional values of the final range are as follows:

- Brand agricultural items are more secure, as well as fresher and healthier.
- Furthermore, the flavors of brand agricultural items are superior.
- Agriculture items from the company are greener and more natural.
- It also increases quality dependability.

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- If will buy brand agricultural goods, you may assist in easing food and safety concerns.

2.3.2 Emotional Value

(Sheth, Newman & Gross, 1991), perceived value was consequent from an alternative's ability to imitate feelings or emotional experiences to signify emotional value.

Emotional value might be considered important. Emotional value can influence functional value. Pure recall is powerful and easy-to-affect emotion and behavior by asking respondents to answer images without the presentation choice. During the verification of the importance of emotional value, the objective variable is the asset value of the brand. Finally, the consequence of pure recall tagging is a semantic understanding algorithm (Kato, 2017).

Purchasing brand agricultural products makes people happier and more emotionally stable. It is also a brand agricultural product that makes clients feel calm and excited. It can have a higher degree of confidence and a greater sense of success (Wei, Peng & Chen,2020).

2.3.3 Social Value

It is stated that social value is the relative importance people place on the changes in the value of market prices. The social value is perspective affected by an organization's work. Based on experience can improve confidence (Anonymous, 2022)

Buying brand agricultural products can help to make a good impression in social value. It can help a positive and healthy personal image locally in general (Wei, Peng & Chen,2020).

2.3.4 Economic Value

The value of economics which is placed on economic goods according to the benefit means economic value. It can assess people's willingness to pay for items measured using cash (Banton, 2020). Economic value is the sensible pricing of brand agricultural goods; brand agricultural goods deliver value in proportion to the price; and brand agricultural products are more economical (Wei, Peng & Chen,2020).

2.3.5 Image Value

The image and enterprise brand will have a significant impact on consumers' buying intentions. As a result, the image value of a brand agricultural product may be included in the consumers' perceived value. Brand agricultural products have a strong local cultural environment, brand agricultural products with qualifications information make customers feel trustworthy, and

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brand agricultural products are easy to recognize. It takes greater effort to satisfy social obligations (e.g., charity, disaster relief, etc.) (Wei, Peng & Chen, 2020).

2.4 Purchase Intention

Purchase intention is defined as a customer's willingness to purchase a specific product or service. It had several external and internal components that were dependent variables. Its purpose is to assess purchase intentions by assessing respondents' attitudes toward acquiring a product or service (Team, 2021). The motivating factor that motivates individuals to perform the behavior by Ajzen, 1991. The global commerce market is highly competitive, and various innovative concepts are being developed to attract clients. Because of this principle, there are several options for purchasing things. It may have an impact on product success and client purchase intention (Rezvani et al., 2012).

It is important in the marketing field since marketing is based on consumer intentions or intent marketing, which markets products and services based on the consumer's intentions or intent to accept, obtain, or use a given product or service. However, no product or service was acknowledged. Purchase intentions are measured in the design of marketing activities or promotions. It is simple to organize what kind of material may be used in advertising. A consumer base's purchase intents may be examined to create an integrated map of how to proceed with an advertising campaign (Team, 2021). The level of customer loyalty may represent the feeling or perception of the items that are promoted (Rezvani et al., 2012).

Brand agricultural goods have qualities and signs that distinguish them from conventional agricultural products. The consumer's buying intention is directly affected by the brand image and enterprise (Wei, Peng & Chen, 2020).

It has the potential to improve purchase intent since the factors of perceived quality and obvious information based on packaging with the place of origin are influenced. It will also help to develop good attitudes about the consumption of imported beef. Attitude has a direct impact on increased consumption of imported beef as well as purchase intention. In market distribution, imported beef has a considerable impact on purchasing intention (Mai, Giam & Vien, 2022).

The effect on purchase intention by using searching on the internet is clarifying the structure relationship on purchase intention. It is necessary to know the online store owners to know

the behavioral consequences which are the purchase intention of initial online shoppers rather than the shoppers' attitudes (Patel, Sharma & Purohit, 2021).

2.5 Online Purchase Intention

The evaluation of physical areas to digital environments based on communication platforms as a result, the internet has completely changed company development professionals into "media" for cooperation to exchange knowledge (Verma & Yadav, 2020). Nowadays, the world is changing the company structure, which includes social media to improve communication efficiency, such as websites, social networks, social bookmarking sites, and so on (Curran, 2011).

Companies aiming for the expansion of online selling are directly responsible for the increase in online shopping. At the same time, data on online consumer shopping behavior must be collected to establish marketing strategies for website design, online advertising, market segmentation, product variety, inventory stock on hand, and allocation plane. Consumer behavior online is based on expressed goals (Lohse, Bellman & Johnson, 2000).

It's needed to identify the factors that influence which is customers' intention to buy online consumers' in the situation of the development of the internet and e-commerce nowadays (Lohse, Bellman & Johnson, 2000). It is also difficult to gain market share by recruiting active customers and implementing a plan to persuade and encourage people to participate in educational, marketing, training, networking, and health-related activities (Bunchdall, 2010).

Consumer behavior intention is directly affected by two important factors which are consumers' purchase intention and trust and electronic word-of-mouth communication (eWOM) (Virgilio & Antoneli, 2017). Understanding the impact of belief and satisfaction on the perceived value and purchase intentions of customers of small company online stores in developing nations during the COVID-19 epidemic is to introduce another way of doing business. If the customer's willingness to make purchasing decisions via electronic channels is included in the measurement of e-commerce adoption (García-Salirrosas, et al., 2022). Ming-Yi Chen noted in 2013 that an online shop is described as the consumer's integrated view of features, functionalities, and psychologies that influence their behavior because advances in technology have transformed many aspects of traditional stores. Online store owners need to understand the behavioral consequences of potential online shoppers' purchase intentions rather than the shopper's attitudes.

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There are six factors which are Trust, Business competency, reference group, usefulness and convenience, behavior control awareness and perceived risk are affect the intention to purchase via the e-commerce site Lazada application in Ho Chi Minh City. The investigation of 300 people was implemented to research 50 particular customers to obtain open thoughts about online purchasing intentions via e-commerce. As a consequence, 106 users accessed 10 to 20 times, accounting for 35.33% of the dominating group. The small group, which has 41 respondents, accounts for 13.67% of the total. 80 respondents access accounting 5 to 10 times (26.67%), whereas 73 respondents access accounting more than 10 times (24.33%). It has a significant impact on online shipping in terms of successfully reaching customers, providing amazing competitive advantages, and building customer trust based on a desire to experience (Hoang & Viet, 2020).

The characteristic of game applications in online purchasing is stimulating to scholars and practitioners. More knowledge about how gamification influences and improves customer purchase intention on online shopping platforms is required. It was collected data from 322 online customers who used flash games to measure their buying intention following playing games. The end conclusion was that gamification's incentives, absorption, and autonomy favorably boost the experience of enjoyment, which has a psychological impact on customers' online purchase intentions. Those researchers use a theoretical model developed utilizing cognitive evaluation theory (Xu, Chen, Peng, & Anser, 2020).

The theoretical model of online purchase intent achieves an essential goal in consumer behavior. It can comprehend customer-dominant reasoning and assist in approaching the analytical framework to investigate the consumer's online purchasing intention. It's based on the analytical framework, the influence of expectation in social media platforms, and buying intention to know. The findings of this study can assist both consumers and businesses by understanding and implementing customer expectations on social media platforms to provide greater support for purchase decisions (Virgilio & Antoneli, 2017).

Practitioners have begun to use electronic word of mouth (eWOM) for consumer understanding using text analytics, feelings, hashtag analytics, and other machine learning methods to become the primary domain (Verma & Yadav, 2020). Electronic word-of-mouth (eWOM) means the conversation of product or service evaluation amount people meet, talk and text each other in the virtual world (Allensing, Racherla, & Bush, 2014). This theoretical model operates based on

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consumer behavioral intentions on purchasing intentions that are influenced by social media platforms. Confidence in social media platforms and eWOM communication had a mediating influence on online purchase intent (Virgilio & Antoneli, 2017).

2.6 Scope of Research – Conceptual Framework

The theoretical model of online purchase intent operates based on consumer behavioral intentions on purchasing intentions that are influenced by social media platforms. Confidence in social media platforms and eWOM communication had a mediating influence on online purchase intent (Virgilio & Antoneli, 2017). The effect on purchase intention by using searching on the internet is clarifying the structure relationship on purchase intention. It is necessary to know the online store owners to know the behavioral consequences which are the purchase intention of initial online shoppers rather than the shoppers' attitudes (Patel, Sharma & Purohit, 2021).

The customer perceived value of the brand agricultural products has a functional value, economic value, emotional value, social value and image value of five dimensions has been proven that positive effects on the purchase intention of brand agricultural products in China (Wei, Peng & Chen, 2020).

Based on the literature review, the Independent Variables (IV) for this study are separated as functional value, emotional value, social value, economic value, and image value. Dependent Variables (DV) in this study are online purchase intention.

A conceptual framework is provided in Figure 2.5 to know the effect of customer perceived value on online purchasing intention.

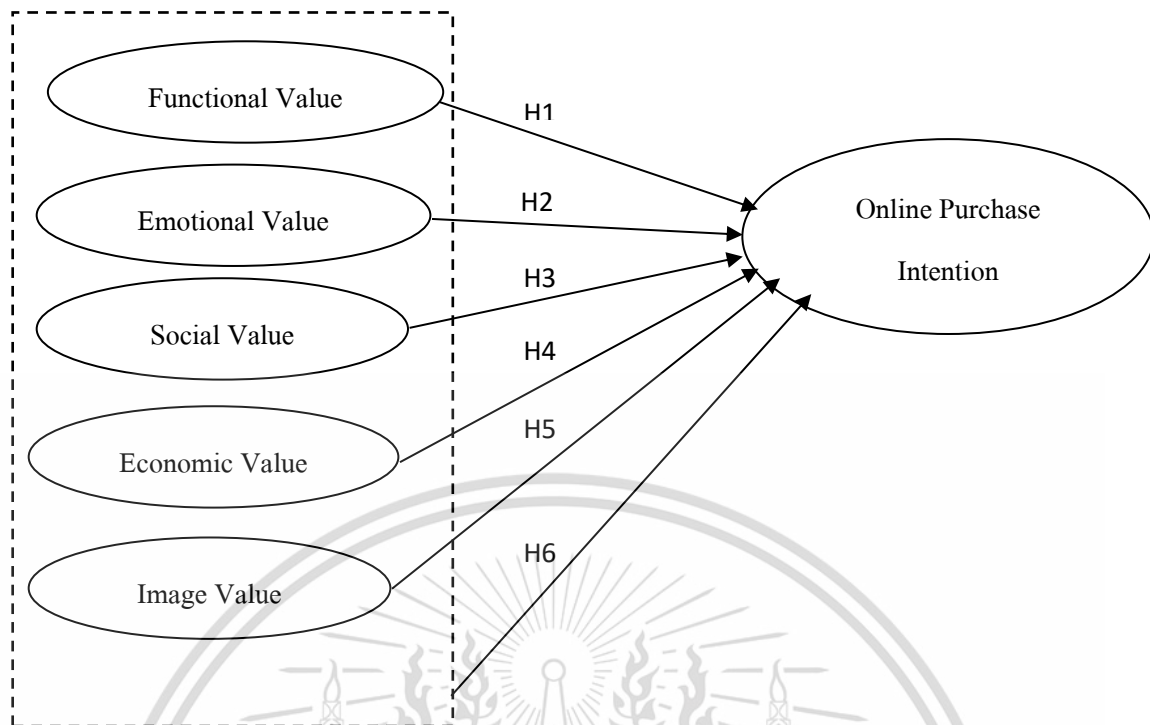


Figure 2.5 Conceptual Framework of Online Purchase Intention

2.7 Research Hypotheses

H1: There is a positive relationship between functional value and online purchase intention

H2: There is a positive relationship between emotional value and online purchase intention

H3: There is a positive relationship between social value and online purchase intention

H4: There is a positive relationship between economic value and online purchase intention

H5: There is a positive relationship between image value and online purchase intention

H6: Functional value, emotional value, social value, economic value, and image value do statically significantly predict online purchase intention.

2.8 Related Research

As per the research result of Le-Hoang in 2020, regarding gender: the number of male respondents is 136, accounting for 45.33% of all respondents. The number of female responses was 163, accounting for 54.67% in total. The findings mention that there is no significant difference between male and female purchasers of products and services via online websites, even though the

number of online shopping women in Ho Chi Minh City is more than the number of online shopping men.

The association between satisfaction and purchase intention that was not included in this study and performed as a new model called the COINT model may be seen in the result in the table below. This model showed the outcome of the relationship between trust and purchase intention in the absence of perceived value and satisfaction. The results are achieved to support the trust positively influencing purchase intention based on this researcher's theoretical framework. It can give the message to understand online consumer behavior in a different situation. Therefore, trust and satisfaction in the value perception and purchase intention of users of online shops in developing countries such as Mexico, Peru, and Colombia (García-Salirrosas, et al., 2022).

The theoretical model employed customer satisfaction (CS) as the mediating variable with six items and intention to purchase organic agricultural products (IPOAP) with ten variables, as shown in the picture below. The findings revealed that differentiated validity signified a valid but modest link between constructs. The findings indicate that product quality characteristics, except IPOAP, have a positive and substantial connection in Vietnam. The variable of perceived product personality and IPOAP had a positive correlation with sociability (Thuy, Diu, Hoan, Ninh, & Nga, 2021)

In 2022, Ma & Chang research results showed that Farmers' markets had a positive influence on customer purchase intentions. It might pay more attention to product expertise and information to address the weak spot. It is eager to pick green products that are ecologically favorable. Farmers sell their green products in marketplaces while also providing useful information and expertise about green items.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This chapter describes the research methodology used to identify the effect of customer-perceived value on the online purchasing intention of agriculture products in the southern part of Thailand. This research will use a quantitative method. The process of this research will be by using questionnaires online.

3.2 Research Methodology

The quantitative tool, questionnaire surveys, is used to help the researcher obtain data from the intended respondents. This tool can be presented in a standardized way to determine the exact goal of the subject's research. The information data from questionnaires can analyze by using the calculation program of selected software (Cumming & Worley, 2005).

3.3 Subjects of Study and Sources of Data

The target study focused on the people who are staying in Thailand's southern region which has a population of 9,492,267 people (Jonjira, 2021), and was conducted using an online survey of people residing in southern Thailand. According to the study, participants from the southern portion of Thailand who have experience purchasing online.

This study used a simple random sampling method, using both online. According to the Taro Yamane method which is a standardized formula $n = \frac{N}{1 + N(e)^2}$ which n is the required sample size from the population of study, N is the whole population of study, e is the sampling error which is usually 0.10, 0.05 or 0.01 for determine the population size. Therefore, based on this method for the calculation to get the sampling result 400 people will be chosen (Projectclue12, 2021) for this study's sample size.

3.4 Research Instruments, Tools, and Other Data Gathering

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This study employed online survey research to collect data from primary sources, persons residing in the southern part of Thailand who had previously purchased items online. The questionnaire is based on a review of relevant ideas and previous research.

The questionnaires (Appendix) use the Likert's scales methodology to group respondents' views into five levels strongly disagree (SD), disagree (D), uncertain (U), agree (A), and strongly agree (SA).

The questionnaire was collected in 4 parts as follows:

Section 1: General information of the respondents (6 items)

Section 2: Levels of opinions on functional value, emotional value, social value, economic value, and image value (20 items)

Section 3: Levels of opinions on online purchase intention (4 items)

Section 4: Additional suggestions

Selected questionnaire questions are taken from related literature as shown in Table 3.1

Table 3.1 Questionnaires for Intention of Purchasing Online

Section	Description	Number of Items
Section 2	<ul style="list-style-type: none"> ● Functional Value ● Emotional Value ● Social Value ● Economic Value ● Image Value <p>(Applied from Fang, Wen, George, & Prybutok, 2016, Bogevska, et al., 2022, Xiao, Guo, Yu, & Liu, 2019, Mamat, Noor, & Noor, 2015, García-Salirrosas, et al., 2022, Carvache-Franco, et al., 2022)</p>	5 3 3 4 3
Section 3	<ul style="list-style-type: none"> ● Online Purchase Intention <p>(Applied Athapaththu & Kulathunga, 2018, Dewi, Mohaidin, & Murshid, 2019, Ling, Daud, Piew, Keoy, & Hassan, 2011)</p>	5
	Total Questions	23

3.5 Instrumentation – Designed, Pilot-Tested, and Analyzed for Reliability and Validity

The questions resulted from related literature (Fang, Wen, George, & Prybutok, 2016, Bogevska, et al., 2022, Xiao, Guo, Yu, & Liu, 2019, Mamat, Noor, & Noor, 2015, García-Salirrosas, et al., 2022, Carvache-Franco, et al., 2022, Athapaththu & Kulathunga, 2018, Dewi, Mohaidin, & Murshid, 2019, Ling, Daud, Piew, Keoy, & Hassan, 2011) and resources, including the use of Likert scale questionnaire techniques for testing the relationship among the selected variables: functional value, emotional value, social value, economic value, image value, and online purchase intention.

The Item Objective Congruence (IOC) Index is used to ensure the basis for screening the item of quality. Regarding the reliability test (Cronbach's Alpha) for questionnaires to guarantee the reliability of the quantitative tools.

3.6 Tools for Quantitative Analysis – Statistical Tools and Treatment of Data

It was quantitative data was analyzed by using the Statistical Program for Social Sciences (SPSS) to compare the data analysis with the result of this study.

3.7 Data Collection

The researcher did questionnaires and distributed them to people who had experienced buying online from the southern part of Thailand. The research collected the questionnaire online and offline.

The target respondents may be separated into two groups: (1) those who utilize online platforms such as online social commerce (i.e., Facebook, Google, and LINE) and (2) those who go to markets and shopping malls while living in the southern region of Thailand and have purchased agricultural products online.

The online tools are used in detail, like the online Google form. An invitation to engage in this study was sent via email and Facebook. Most people had their LINE account, and it was simple to submit a Google application form to take part in the research. Offline surveys will be distributed; the area of markets and shopping centers will be chosen.

3.8 Data Analysis

This study used SPSS software version 29 to do the reliability analysis. This research purpose the reliability values of 6 variables including functional value, emotional value, economic value, social value, image value and online purchased intention to discover. The research objectives, research question, and hypothesis were developed to investigate the relationship among the selected variables.

This study used Pearson correlation, which is descriptive statistics, was used with general information that summarizes all of the dataset's features. It can determine whether there is a substantial connection between two variables (Turney, 2022). Pearson correlation will be used for hypotheses H1 through H5.

Hypotheses H6 used multiple regression. Multiple regressions are a quantitative tool that can be used to analyze the relationship between a single dependent variable and several independent variables (Moore et al., 2006)

Section 1 of the questionnaire's data, it's asking for general information about the people who live in the southern part of Thailand. In sections 2 and 3, the researcher used the five-point Likert scale to estimate the level of values opinion as shown in Table 3.1.

CHAPTER 4

ANALYSIS RESULTS

This chapter presents the findings based on a statistical analysis of data obtained from the survey by using questionnaire items both offline and online to generate frequency distribution tables, means, and results.

The quantitative data analysis used questionnaires for conducting the survey obtained data are processed by using the statistics packages for social science (SPSS) software.

4.1 General Information of the Respondents from Questionnaires Survey

There were 438 respondents to the survey out of a total of 450 surveys that had been distributed. Therefore, the response rate for the survey is approximated to 97.3 %. This part provides the people who have experienced buying online from the southern part of Thailand.

This segment contains Have you ever bought agricultural products by online platform before, gender, age, income, occupation, how often do you buy agricultural products online?

4.1.1 Have you ever bought agricultural products from an online platform before from Respondents

The experience of buying agricultural products on the online platform before the question “yes” or “no” respondents found that “yes” 400 and “no” 38. In percentage 91.3 % for “yes” and 8.7 % for “no”.

4.1.2 Gender of Respondents

The respondents of gender in this study were found 92 males, 301 females, and 7 others. As per percentage, 75.2 for females, 23 for males, and 1.8 for others (did not specify). This study found female respondents are more than other factors respondents.

Table 4.1 Gender of Respondents

Gender	Frequency	Percentage
Male	92	23.0

Table 4.1 (Continue)

Gender	Frequency	Percentage
Female	301	75.2
Other	7	1.8
Total	400	100

4.1.3 Age of Respondents

There are six age groups 56 are 18 to 29 years, 66 people from 30 to 35 years, 190 people from 36 to 40 years, 53 people from 41 to 45 years, 19 people from 46 to 50 years, and finally 16 people from more than 50 years old.

Table 4.2 Age of Respondents

Age	Frequency	Percentage
18-29	56	14.0
30-35	66	16.5
36-40	190	47.5
41-45	53	13.2
46-50	19	4.8
More than 50 years	16	4.0
Total	400	100

4.1.4 Income from Respondents

Regarding the income from respondents, there are 6 groups which are less than 15,000 baht/month (13.3%), 15,001 to 25,000 baht/month (13.7%), 25,001 to 30,000 baht/month (34.7%),

30,001 to 35,000 baht/month (20.3%), 35,001 to 40,000 baht/month (10.3%), and above 40,000 baht/month (7.7%), with percentage presented.

Table 4.3 Income of Respondents

Income	Frequency	Percentage
Less than 15,000 baht/month	53	13.3
15,001 to 25,000 baht/month	55	13.7
25,001 to 30,000 baht/month	139	34.7
30,001 to 35,000 baht/month	81	20.3
35,001 to 40,000 baht/month	41	10.3
Above 40,000 baht/month	31	7.7
Total	400	100

4.1.5 Occupation from Respondents

Occupation of respondents had four divided groups. Based on the data results, students are 28 Farmer is 117, Worker is 167 and other is 88. Therefore, the most occupation from respondents are workers.

Table 4.4 Occupation of Respondents

Occupation	Frequency	Percentage
Students	28	7.0
Farmer	117	29.2
Worker	167	41.8
Other	88	22.0
Total	400	100

4.1.6 How Often Do You Buy Agricultural Products Online from Respondents

The analysis stated how often buying agricultural products online from respondents every week (25.4%), twice a month (25.3%), once a month (23%), and less than once a month (26.3%).

Table 4.5 Often Buy Agricultural Products Online of Respondents

How often do you buy agricultural products online	Frequency	Percentage
Every week	102	25.4
Twice a month	101	25.3
Once a month	92	23.0
Less than once a month	104	26.3
Total	400	100

4.2 Pearson Correlation Analysis of the Factors on Online Purchase Intention

Pearson correlation (r) is defined as measuring the strength and direction of the linear relationship between two variables by the product of standard deviations.

$$r = r_{xy} = \frac{COV(x, y)}{S_x * S_y}$$

Figure 4.1 Pearson Correlation Formula

If the result (r) is positive means a perfect positive correlation, the negative result is a negative correlation but the “zero” result means there is no relationship between the two variables (Jaadi, 2019). As per Table 4.6

Table 4.6 Summary size of Correlation and Interpretation

Size of Correlation	Interpretation
.90 to 1.00 (- .90 to – 1.00)	Very high positive (negative) correlation

Table 4.6 (Continue)

Size of Correlation	Interpretation
.70 to .90 (- .70 to - .90)	High positive (negative) correlation
.50 to .70 (- .50 to - .70)	Moderate positive (negative) correlation
.30 to .50 (- .30 to - .50)	Low positive (negative) correlation
.00 to .30 (.00 to - .30)	Negligible correlation

4.3 Descriptive Statistics Analysis of the Factors on Online Purchase Intention

The agricultural products online purchase intention factors from the southern part of Thailand in detail by measuring by mean score and standard deviations. 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). SPSS software is used to obtain data that are processed and analyzed for conducting the survey.

As per descriptive rating, the lowest score from 1 to 2.59 indicated functional value, emotional value, social value, economic value, and image value do not impact online purchase intention. The point results from 2.60 to 3.39 stated that online purchase intention uncertain factor. The score between 3.40 – 4.19 scores indicates that online purchase intention is affected by those five values. The final result point between 4.20 – 5.00 indicates five values have a positive effect on online purchase intention.

Table 4.7 Interpret the Meaning of Descriptive Rating

Arbitrary Level	Descriptive Rating
1.00 – 1.79	Strongly Disagree (SD)
1.80 – 2.59	Disagree (D)
2.60 – 3.39	Uncertain (U)
3.40 – 4.19	Agree (A)
4.20 – 5.00	Strongly Agree (SA)

4.3.1 Relationship between Functional Value and Online Purchase Intention

This part focuses on testing the relationship between functional value and online purchase intention by Pearson correlation. The following statistical analysis was presented to show the result of the hypothesis in Table 4.8

Table 4.8 Relationship between Functional Value and Online Purchase Intention

Online Purchase Intention	Pearson Correlation	Significant	Conclusion
Functional Value	0.583**	0.00	Accept

** Correlation is significant at the 0.01 level

According to Table 4.8, the relationship between functional value and online purchase intention of the Pearson Correlation is 0.583 which is a positive correlation that is significant at the 0.01 level. Therefore, there is a direct positive relationship between functional value and online purchase intention.

4.3.2 Relationship between Emotional Value and Online Purchase Intention

This part focuses on testing the relationship between emotional value and online purchase intention by Pearson correlation. The following statistical analysis was presented to show the result of the hypothesis in Table 4.9.

Table 4.9 Relationship between Emotional Value and Online Purchase Intention

Online Purchase Intention	Pearson Correlation	Significant	Conclusion
Emotional Value	0.600**	0.00	Accept

** Correlation is significant at the 0.01 level

According to Table 4.9, the relationship between emotional value and online purchase intention of the Pearson Correlation is 0.600 which is a positive correlation that is significant at the 0.01 level. Therefore, there is a direct positive relationship between emotional value and online purchase intention.

4.3.3 Relationship between Social Value and Online Purchase Intention

This part focuses on testing the relationship between social value and online purchase intention by Pearson correlation. The following statistical analysis was presented to show the result of the hypothesis in Table 4.10.

Table 4.10 Relationship between social value and online purchase intention

Online Purchase Intention	Pearson Correlation	Significant	Conclusion
Social Value	0.587**	0.00	Accept

** Correlation is significant at the 0.01 level

According to Table 4.10, the relationship between social value and online purchase intention of the Pearson Correlation is 0.587 which is a positive correlation that is significant at the 0.01 level. Therefore, there is a direct positive relationship between social value and online purchase intention.

4.3.4 Relationship between Economic Value and Online Purchase Intention

This part focuses on testing the relationship between economic value and online purchase intention by Pearson correlation. The following statistical analysis was presented to show the result of the hypothesis in Table 4.11

Table 4.11 Relationship between Economic Value and Online Purchase Intention

Online Purchase Intention	Pearson Correlation	Significant	Conclusion
Economic Value	0.622**	0.00	Accept

** Correlation is significant at the 0.01 level

According to Table 4.11, the relationship between economic value and online purchase intention of the Pearson Correlation is 0.622 which is a positive correlation that is significant at the 0.01 level. Therefore, there is a direct positive relationship between economic value and online purchase intention.

4.3.5 Relationship between Image Value and Online Purchase Intention

This part focuses on testing the relationship between image value and online purchase intention by Pearson correlation. The following statistical analysis was presented to show the result of the hypothesis in Table 4.12.

Table 4.12 Relationship between Image Value and Online Purchase Intention

Online Purchase Intention	Pearson Correlation	Significant	Conclusion
Image Value	0.772**	0.00	Accept

** Correlation is significant at the 0,01 level

According to Table 4.12, the relationship between image value and online purchase intention of the Pearson Correlation is 0.772 which is a positive correlation that is significant at the 0.01 level. Therefore, there is a direct positive relationship between image value and online purchase intention.

4.3.6 Relationship between Customer Perceived Value (Functional Value, Emotional Value, Social Value, Economic Value, and Image Value) and Online Purchase Intention

This part focuses on testing functional value, emotional value, social value, economic value, and image value do statically significantly predict online purchase intention by multiple regression.

Table 4.13 Relationship between Customer Perceived Value (Functional Value, Emotional Value, Social Value, Economic Value, and Image Value) and Online Purchase Intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.002	.142		7.061	.000
	Func	-.245	.064	-.312	-3.826	.000
	Emo	.106	.049	.114	2.158	.032
	Social	-.063	.064	-.077	-.983	.326
	Eco	.012	.058	.012	.199	.842
	Image	.966	.067	1.013	14.405	.000

a. Dependent Variable: Purchase

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.718	5	13.344	135.180	.000 ^b
	Residual	38.892	394	.099		
	Total	105.610	399			

a. Dependent Variable: Purchase

b. Predictors: (Constant), Image, Emo, Social, Eco, Func

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.795 ^a	.632	.627	.31418	1.107

a. Predictors: (Constant), Image, Emo, Social, Eco, Func

b. Dependent Variable: Purchase

The correlation between dependent and independent variables which is defined as R-value must be greater than 0.4 to be able to take future analysis. Based on the result value that came out is 0.795 which is greater than 0.4. Therefore, it indicated a good level of prediction

According to Table 4.13, the overall model testing the relationship between functional value emotional value, social value, economic value, and image does affect online purchase intention at 0.05 (F=135.180). The R-square value which is the total variation for the dependent variables that could be explained by the dependent variable must be greater than 0.5. All the values can explain the deviation of the online purchase intention significantly 63.3 % ($R^2 = .632$). Therefore, it is effective enough to determine the relationship between two dependent and independent variables.

CHAPTER 5

CONCLUSION AND DISCUSSION

This study examined the functional value, emotional value, social value, economic value, and image value effective the agricultural products of online purchase intention in the southern part of Thailand. This chapter summarized findings, suggestions, recommendations, and the need for further study.

5.1 Conclusion

This study used quantitative research methods to meet the objectives of this study exploring the relationship between functional value, emotional value, social value, economic value, and image value on online purchasing intentions and appropriate recommendations for online agriculture products retailers to increase online purchase intentions.

The population of this study focused on the people who are staying in the Southern regions of Thailand. This study used a simple random sampling method, using both online. According to the Taro Yamane method to determine population size, 400 people will be chosen for this study's sample size. There were 438 respondents from 450 people distributing questionnaires. The response rate is approximately 97.3% for this survey. Using 5-point Likert scale was used in the survey. For the majority of the items except for general information parts, the respondents choose from five alternative responses: 5, 4, 3, 2, and 1, where 5 refers to "Strongly Agree" and 1 refers to "Strongly Disagree."

The study analyzed the variables by using the Statistical Package for Social Science (SPSS) software version 29. For examination of hypotheses by using Pearson correlation and Multiple regressions. The result of the SPSS program represented descriptive statistics of general information factors, and examination of hypotheses by using multiple regression analysis. The tests were done at a confidence level of 95 % ($p < 0.001$).

5.2 Summary of Findings

5.2.1 Summary of the Respondents' Profile

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This study identified the independent variables which include general information about buying online platforms with 91.2 % being experienced. It was found that 75.2% of the respondents were female. The most respondents group of age was 47.5 % under age between 36 to 40 years. It was found the salaries income of 25,001 to 30,000 baht/ month was 34.7 %. Among the respondents, 88 % are workers. The majority of the respondents, at the rate of 26.3 % had bought agricultural products online less than once a month.

5.2.2 Results Summary of the Hypotheses Testing

1) Hypotheses 1, which predicts a significant relationship between this study-identified functional value and online purchase intention correlation coefficient is 0.583 with a positive correlation. Therefore, the significant relationship between the functional value is a significant factor in online purchase intention.

2) Hypothesis 2, which predicts a significant relationship between this study-identified emotional value and online purchase intention correlation coefficient is 0.600 with a positive correlation. Therefore, the significant relationship between the emotional value is a significant factor in online purchase intention.

3) Hypothesis 3, which predicts a significant relationship between this study-identified social value and online purchase intention correlation coefficient is 0.587 with a positive correlation. Therefore, the significant relationship between the social value is a significant factor in online purchase intention.

4) Hypothesis 4, which predicts a significant relationship between this study-identified economic value and online purchase intention correlation coefficient is 0.622 with a positive correlation. Therefore, the significant relationship between the economic value is a significant factor in online purchase intention.

5) Hypothesis 5, which predicts a significant relationship between this study-identified image value and online purchase intention correlation coefficient is 0.772 with a positive correlation. Therefore, the significant relationship between the image value is a significant factor in online purchase intention.

6) Hypothesis 6, customer perceived values (i.e., functional value, emotional value, social value, economic value, and image value) have 0.795 which is greater than 0.4 which predicts a significant relationship between this study-identified customer-perceived values and online purchase intention. Therefore, the significant relationship between customer-perceived values (i.e.,

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functional value, emotional value, social value, economic value, and image value) are significant factor in online purchase intention. This is effective enough to determine the relationship between two dependent and independent variables.

5.3 Recommendations

This study met the objectives to know the existing situation of customer perceived value on online purchasing intention of agriculture products in southern Thailand.

This study discovers interesting and useful information based on the findings.

- Agricultural products can maintain the quality of products to attract more customers from online purchase intention.
- It had several more chances to sell fresh and trustworthy agriculture products online
- It can create social networks with attractive promotions and campaigns
- It can easily manage the only purchasing system and maintain for agricultural products based on this research
- It made aware that on-time delivery, agriculture packaging and amount, product available timing for agriculture products
- It may have to specify the shelf life of agriculture products to follow the Thai Agriculture Standard (TAS 9001-2013) standardized for agriculture products on online purchasing intention of agriculture products in southern Thailand

Online selling is based on e-commerce which can able to buy products and services online from sellers through websites or specific application programs passed over the internet. Online selling can reach globally from any place to accept buying any product.

Offline selling could be performed only at specific locations for buying goods and services. It had limited locations to buy for specific areas who are lived in.

In conclusion, online purchase intention can be influenced by many factors functional value, emotional value, social value, economic value, and image value) in southern parts of Thailand.

5.4 Future Research Recommendation

This study was only a quantitative study that gathered information by questionnaire survey.

For more insight, it can be done for qualitative study in the future. This study was the customer
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perceived value (functional value, emotional value, social value, economic value, and image) are affected by online purchase intention in southern parts of Thailand. It can be considered for future research the other products from southern parts of Thailand for online purchase intention, the agriculture products from other provinces from Thailand, and another online purchasing system to emphasize improving customer perceived value in the southern part of Thailand.

Moreover, this study would like to give for future additional research as below values to do image value, economic value, and emotional value for other products, investigate in other provinces in Thailand based on research results.



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APPENDIX A

Questionnaires (English Version)

Study entitled: “The effect of customer perceived value on online purchasing intention of agriculture products in the southern part of Thailand” by Chitsanupong Chaiyo (Master student in Industrial Business Administration, King Mongkut's Institute of Technology Ladkrabang Business School)

Section 1: General information of the respondents

1.1 Have you ever bought agricultural products by online platform before?

Yes No

If you select No, end of the questionnaire.

1.2 Gender

Male Female Other

1.3 Age

18 to 29 years 30 to 35 years 36 to 40 years
 41 to 45 years 46 to 50 years More than 50 years

1.4 Income

Less than 15,000 baht/month 15,001 to 25,000 baht/month
 25,001 to 30,000 baht/month 30,001 to 35,000 baht/month
 35,001 to 40,000 baht/month Above 40,000 baht/month

1.5 Occupation

Student Farmer
 Worker Other

1.6 How often do you buy agricultural products online?

Every week Twice a month
 Once a month Less than once a month

Section 2: Levels of opinions on functional value, emotional value, social value, economic value, image value

Make a mark (X) on the strongly disagree to strongly agree continuum for each item.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Item	1	2	3	4	5
Functional Value					
1. Agricultural products are reasonable to buy online					
2. The agricultural products are fresh and available online					
3. I bought agricultural products online because the quality are good					
4. It is very convenient to buy agricultural products online					
5. There are many agricultural products to buy online at any time					
Emotional Value					
1. Purchasing agricultural products online gives me satisfaction					
2. The service of purchasing agricultural items online is well organized and acceptable level of quality					

Item	1	2	3	4	5
3. You feel good when you buy agricultural products online					
Social Value					
1. I would like to know what agricultural products are a good impression on others					
2. I bought agricultural products online to prove my social status.					
3. Agricultural products assist me in establishing a positive and healthy personal image.					
Economic Value					
1. The reasonable prices are available online for buying agricultural products					
2. The product I bought online was exactly what I expected					
3. The agricultural products that I bought online are the same as those fresh food markets					
4. The agricultural products provide value in line with price for buying online					
Image Value					

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Item	1	2	3	4	5
1. Agricultural products are now officially available for purchase online					
2. Online purchases of agricultural products are trustworthy to buy					
3. The advertisements for agricultural products make it attractive to purchase them online					

Section 3: Levels of opinions on online purchase intention

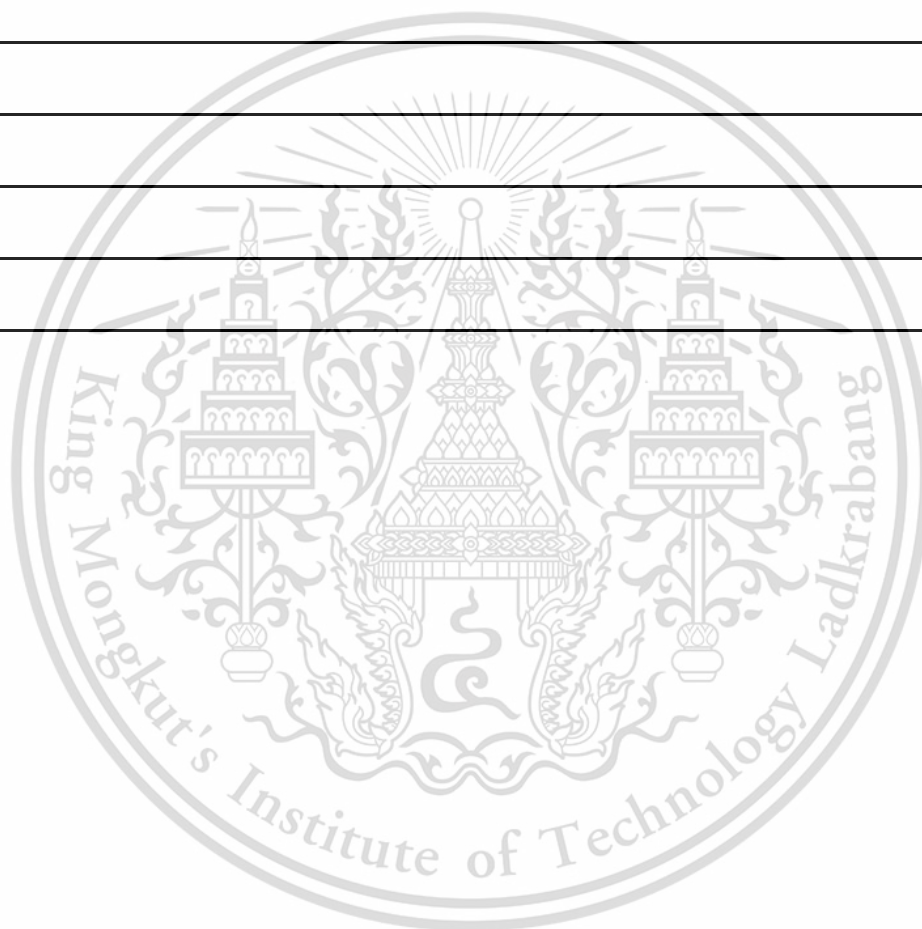
Make a mark (X) on the strongly disagree to strongly agree continuum for each item.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Item	1	2	3	4	5
Online Purchase Intention					
1. I will consider to buy online again when I want to buy agricultural products					
2. I would encourage others to buy agricultural products online					
3. I will recommend to others to buy agriculture products online					
4. I intend to purchase agricultural products via online purchasing channels in the future					

5. If I need to purchase agricultural products in the future, I will most likely come back to buy online					
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Section 4: Additional suggestions (if any)



APPENDIX B

Questionnaires (Thai Version)

หัวข้อการศึกษา: ผลของคุณค่าที่ลูกค้ารับรู้ต่อการซื้อสินค้าเกษตรออนไลน์ในภาคใต้ของประเทศไทยโดย ชัชฌพงษ์ ไซโย (นักศึกษาปริญญาโทบริหารธุรกิจอุตสาหกรรม สถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง)

ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1.1 คุณเคยซื้อสินค้าทางการเกษตรผ่านช่องทางออนไลน์มาก่อนหรือไม่

- เคย ไม่เคย

ถ้าคุณตอบว่า “ไม่” ให้ถือว่าสิ้นสุดแบบการตอบแบบสอบถาม

1.2 เพศ

- ชาย หญิง อื่นๆ

1.3 อายุ

- 18 - 29 ปี 30 - 35 ปี 36 - 40 ปี
 41 - 45 ปี 46 - 50 ปี มากกว่า 50 ปี

1.4 รายได้

- น้อยกว่า 15,000 บาท/เดือน 15,001 ถึง 25,000 บาท/เดือน
 25,001 ถึง 30,000 บาท/เดือน 30,001 ถึง 35,000 บาท/เดือน
 35,001 ถึง 40,000 บาท/เดือน มากกว่า 40,000 บาท/เดือน

1.5 อาชีพ

- นักเรียน เกษตรกร
 ลูกจ้าง อื่นๆ

1.6 คุณซื้อสินค้าเกษตรผ่านออนไลน์บ่อยแค่ไหน

- ทุกอาทิตย์ เดือนละสองครั้ง
 เดือนละครั้ง น้อยกว่าเดือนละครั้ง

ส่วนที่ 2: ระดับของความคิดเห็นต่อคุณค่าด้านการใช้งาน อารมณ์ สังคม เศรษฐกิจและภาพลักษณ์

ทำเครื่องหมาย (X) ลงในแต่ละข้อในระดับต่างๆ ตั้งแต่ไม่เห็นด้วยอย่างยิ่งถึงเห็นด้วยอย่างยิ่ง

1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉยๆ, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง

ประเด็น	1	2	3	4	5
คุณค่าด้านการใช้งาน					
1. สินค้าเกษตรมีความเหมาะสมที่จะซื้อออนไลน์					
2. สินค้าเกษตรมีความสดใหม่และมีจำหน่ายออนไลน์					
3. ท่านซื้อสินค้าเกษตรออนไลน์เพราะสินค้ามีคุณภาพดี					
4. การซื้อสินค้าเกษตรออนไลน์มีความสะดวก					
5. มีสินค้าเกษตรมากมายให้เลือกซื้อออนไลน์ได้ตลอดเวลา					
คุณค่าด้านอารมณ์					
1. การซื้อสินค้าเกษตรออนไลน์ทำให้ท่านพึงพอใจ					
2. การบริการของการซื้อสินค้าเกษตรออนไลน์มีการจัดการที่ดีและมีคุณภาพอยู่ในระดับที่ยอมรับได้					
3. ท่านรู้สึกดีเวลาที่ซื้อสินค้าเกษตรออนไลน์					
คุณค่าทางด้านสังคม					
1. ท่านอยากทราบว่าสินค้าเกษตรชนิดใดที่สร้างความประทับใจแก่ผู้อื่น					
2. ท่านทำการซื้อสินค้าออนไลน์เพื่อเสริมสถานะทางสังคม					
3. สินค้าเกษตรช่วยท่านในการสร้างภาพลักษณ์ที่ดี					
คุณค่าทางเศรษฐกิจ					
1. การซื้อสินค้าเกษตรออนไลน์มีราคาที่เหมาะสม					

2. สินค้าที่ท่านซื้อออนไลน์เป็นไปตามที่คาดหวัง					
3. สินค้าเกษตรออนไลน์ที่ท่านซื้อเหมือนกับสินค้าที่ตลาดสด					
4. สินค้าเกษตรที่สั่งซื้อผ่านช่องทางออนไลน์มอบคุณค่าที่สอดคล้องกับราคา					
คุณค่าด้านภาพลักษณ์					
1. ปัจจุบันสินค้าทางการเกษตรมีการเปิดให้ซื้อผ่านช่องทางออนไลน์เพิ่มภาพลักษณ์ความน่าสนใจให้กับ การซื้อสินค้า					
2. แหล่งซื้อขายสินค้าเกษตรออนไลน์มีความน่าเชื่อถือในการซื้อ					
3. การโฆษณาออนไลน์สำหรับผลิตภัณฑ์ทางการเกษตรทำให้เกิดภาพลักษณ์ความน่าสนใจในการซื้อสินค้าเหล่านี้ผ่านช่องทางออนไลน์					

ส่วนที่ 3 ระดับของความคิดเห็นต่อความตั้งใจซื้อสินค้าออนไลน์

ทำเครื่องหมาย (X) แต่ละข้อในระดับต่างๆ ตั้งแต่ไม่เห็นด้วยอย่างยิ่งถึงเห็นด้วยอย่างยิ่ง

1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉยๆ, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง

ประเด็น	1	2	3	4	5
ความตั้งใจซื้อสินค้าออนไลน์					

1. ท่านจะพิจารณาการซื้อสินค้าออนไลน์อีกครั้งเมื่อท่านต้องการซื้อสินค้าเกษตร					
2. ท่านจะสนับสนุนให้ผู้อื่นซื้อสินค้าออนไลน์					
3. ท่านจะแนะนำให้ผู้อื่นซื้อสินค้าเกษตรออนไลน์					
4. ท่านตั้งใจจะซื้อสินค้าเกษตรผ่านช่องทางออนไลน์ในอนาคต					
5. ถ้าท่านจำเป็นต้องซื้อสินค้าเกษตรในอนาคต ท่านจะซื้อออนไลน์					

ส่วนที่ 4 ข้อเสนอแนะเพิ่มเติม (ถ้ามี)

AUTHOR BIOGRAPHY

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Professional	Professional photographer, Set up new project automation, project, Innovation, and improvement