

What are the reasons that Thai consumers aged more than 45 years old are less likely to use E-commerce platforms? (Alice)

This paper aims to answer how online purchase was done by Thai middle-aged consumers? And how often?, What are the channels that most Thai middle-aged consumers purchase goods online?, What are the barriers that prevent Thai middle-aged consumers from purchasing product/services online?, What product category that Thai middle-aged consumers normally (or wish to) purchase online? and What are the strategies that E-commerce platform can apply in order to overcome bias and reluctance in middle-aged consumers, and attract more users of this age group?

The author used around 400 respondents of online surveys which is cross-sectional data. The result shows that more middle-aged people had an online purchase experience through e-commerce platforms or website, comparing to the purchase by direct contact to the sellers and then transfer money to them. Moreover, the most influencing factor that prevent the middle-aged consumers from online shopping is the fear of quality and fake products. Asymmetric information is the main barrier that prevent middle-aged adults from purchasing online. Lastly, Thai middle-aged consumers tend to buy home appliances, electronic home products, phone, electronic equipment, clothing and cosmetics, respectively. Therefore, the author suggested marketers should set up user-friendly website.

The questions are not very interesting since I have guessed most of the result correctly, also, there is no anything new here. Furthermore, the author should mention the variables in the regression clearly to convince the readers. The results are not convincing because the number of respondents is too low.