

E-Commerce

The topic of this paper is “What are the reasons that Thai consumers aged more than 45 years old are less likely to use E-commerce platforms”. The research questions are 1) How online purchase was done by Thai middle-aged consumers? and how often?, 2) What are the channels that most Thai middle-aged consumers purchase goods online?, 3) What are the barriers that prevent Thai middle-aged consumers from purchasing producers/ services online?, 4) What product category that Thai middle-aged consumers normally (or wish to) purchase online, and 5) What are the strategies that E-commerce platforms can apply in order to overcome bias and reluctance in middle-aged consumers, and attract more users of this age group. Researcher collects data by conducting the online survey. The targets are male and female consumers who are familiar with social media and internet aged more than 45 years. The result shows that the most influencing factor preventing middle-aged consumers from online shopping is fear of fake products and fear that product quality does not match with the photo and description. So asymmetric information is the main barrier for Thai middle-aged consumers.

In my opinion, the research questions are quite interesting since e-commerce plays an important role in our modern world. On the other hand, Most Thai middle-aged people may not be familiar with it. Unfortunately, I am not sure about the methodology and economic theory applied in this study. The author mentions only little about “asymmetric information” in the last part but there is no further explanation of the theory implementation while the methodology is quite ambiguous. This study requires more appropriate criteria and analytic tool to analyse all findings. The presentation slides are easy to read and quite smooth. The researcher can explain the industry background clearly but , in my opinion, this part should be shortened. If researcher transforms summary tables into pie charts or graphs, the result will be more interesting and easier to understand. Since the survey was conducted for the sample of 395 people, researcher should avoid some bias emerging from this group of people. Thus the result is not much convincing with unclear analytic tool and theory.