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# Online Shopping Behavior of Students in the Faculty of Information Technology at Thepsatri Rajabhat University

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## Abstract

This study aimed to explore the online shopping behavior of undergraduate students in the Faculty of Information Technology at Thepsatri Rajabhat University during the 2024 academic year. A total of 243 first- to fourth-year students were selected using convenience sampling. A questionnaire was used as the research instrument, and data were analyzed using frequency, percentage, mean, standard deviation, t-tests, and one-way ANOVA. The findings indicated that the majority of respondents were female (52.70%), with 40.30% majoring in Computer Education. Most students (43.20%) reported a monthly income of less than 3,000 baht. Overall, online shopping behavior during the COVID-19 period was reported at a high level ( $M = 4.22$ ). No significant difference was found based on monthly income and gender. However, a significant difference was observed based on the field of study ( $p < .05$ ).

**Keywords:** Online Business, Shopping Behavior, Online Shopping

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## 1. Introduction

In light of the rapid advancement of internet technology, its role has shed light on the way we lived in the past two years. Because of the COVID-19 pandemic, People's lives had been affected in many ways. A survey from The Electronic Transactions Development Agency (ETDA) in 2021, showed that the COVID-19 pandemic has affected in the following eight ways; 1) Work; it increased unemployment rates, and the work-from-home approach was used dramatically, 2) Education; studying and learning process switched to online platforms, 3) Communication and Information; people spent more time online, 4) Travel and Mobility; travel and mobility were restricted and not widely used, 5) Life at home; there were more family activities and the use of online services increased, 6) Media and entertainment; online content and media were used more, 7) Health and well-being; health consciousness and online physical exercise increased, and 8) Shopping and Product consumption; shopping for products and services switched to online platforms.

The impact on entrepreneurs from the COVID-19 pandemic situation has led to a reduction in monthly income, a decrease in customers, and an inability to conduct business as usual (Siriphattrasophon, 2020). The entrepreneurs learned to adapt to the significant and drastic changes and new business management in order to survive the COVID-19 pandemic (Ruangkam et al. 2021) and benefit from new market opportunities arising from this adaptation. To survive and thrive in the long term after the

end of the COVID-19 pandemic, one approach for entrepreneurs was to shift towards online product sales to increase income and utilize delivery services (Office of Small and Medium Enterprises Promotion, 2020).

This research focuses on the behavior of Generation Z students, who were born between 1997 and 2012 and are considered true digital natives. They have grown up with technology deeply integrated into their daily lives (Slepian et al., 2024). Their unique behavioral patterns and consumption preferences present both opportunities and challenges for retailers adapting to an increasingly dynamic market. This study aims to provide insights that help businesses align their marketing strategies with the evolving buying behavior of this digitally native generation.

## 2. The Objectives of the Study

The current study aims to achieve the following objectives:

1. To investigate the online shopping behavior of students in the Faculty of Information Technology, Thepsatri Rajabhat University.

2. To compare the online shopping behavior when classified by gender, major, and monthly income of students in the Faculty of Information Technology, Thepsatri Rajabhat University.

## 3. Literature Review

Internet technology has played a major role in life, whether for work, communication, or the purchase of products and services via online channels (Phattanasing, K., & Srianchananun, Y., 2024). As a result, everyone has to adapt to accepting technology (Phrakrusutasarabundit, 2024) and communicate mainly through online channels.

The trends in adapting to online business in the New normal era, based on a survey of business owners who adapted their business during the COVID-19 pandemic, reveal that Social Commerce has become the top choice for sales channels due to its low initial costs and ease of management (71.38%). The digital technology in business such as video conferences was employed as a tool for communication during work-from-home periods (44.35%). Websites and/or mobile applications for product payments due to customers being familiar with the use of mobile banking were applied (39.64%).

Business opportunities is the idea that the business owner can apply to support their business and gain more profits from various business channels such as creating new products and services, opening new markets, business management development, and new product manufacturing (Pimonrattanakan, 2017). First, the source of opportunities was originated from a person who gave information, for instance, the person who introduces the opportunity to launch a shop near the community. Second, the opportunity may come from the changes in the environment or circumstance supporting the current business such as the changes in technology and society, turning crisis into opportunity, and the transformation of a new society (Teerathanachaiyakun, 2019).

The business owners need to look for market demand in the scope of economics followed by product management (profits and loss) (Teerathanachaiyakun, 2019). In addition, they need to adapt and implement new innovations into their business in the period of the 'New Normal'. The applied innovations can bring about a better competitive advantage compared to other businesses in the same market (Smith, 2006). As well as, how to help the business survive is one of the challenging factors.

For the roles of business owners in the 'New Normal', the implementation of innovation is a competitive tool for success (Ratchawiang, 2017). It builds the competitive advantage in terms of innovation and it can fix the problems that the business owners are facing. On the other hand, the ability to utilize innovation by the business owners is a key indicator to show their innovative creativities, for example the ability to create innovative product models, innovative processes, and marketing (Hareebin et al, 2016).

Tidd, Bessant, and Pavitt (2001) have discussed the guidelines for fostering a competitive innovation culture among entrepreneurs through the components of organizational innovation as follows:

Business owner's innovative vision: the leader plays a crucial role in determining a new innovative vision.

Appropriate organizational structure: the organization needs to provide a priority in creating new innovation for success and collaborating with new business networks both at the internal and international levels.

Personnel: human resources in the business are utilized as a propeller for driving the business to have a new innovation.

However, the employee must be effective in their job and personnel must be trained regularly to promote their innovative learning.

Appropriate environment for creativity: this would support the employees to have creativity in innovation creation. The appropriate working environment can serve as a stimulus to their creativity.

From this concept, it is clear that evolving innovations will have many effects on organizations and individuals. In the era of the COVID-19 situation, it demonstrated that everyone had to adapt significantly to using innovations in their lives. Consequently, entrepreneurs needed to enhance their capabilities and develop their online service and product delivery methods accordingly.

## 4. Research Methodology

Research Methodology was divided into five steps as the followings:

1. Preparation Stage: This involved studying preliminary information about the students and conducting a preliminary review of documents and research related to online shopping behavior.

2. Research Instrument: This step included the creation of research tools, such as online shopping behavior questionnaires, and assessing the effectiveness of data collection tools by calculating the Cronbach's alpha coefficient, which indicated the reliability of the questionnaire with a value of 0.81.

3. Data Collection: Data was collected through using a convenient sampling method, where the selected sample group responded to the questionnaire online. The sample group consisted of individuals who had experience with online shopping.

4. Data Analysis: Statistical Package was employed to analyze frequencies and percentages, as well as determining the mean, standard deviation, and conducting statistical tests such as the t-test and one-way Analysis of Variance (ANOVA) to analyze the data.

5. Reporting Results: The discussion was presented and the results were administered in tables.

#### 4.1. Research Instruments

The research instrument used in this study was an online questionnaire for data collection. The questionnaire was created based on the objectives of the study and consisted of open and close-ended questions and five-point rating scale questions in the following sections:

Section I: Subjects' general information

Section II: Questions on online shopping behavior

#### 4.2. Population and Subjects

The population was undergraduate students from Thepsatri Rajabhat University, who were accustomed to purchasing products online.

The subjects were selected by purposive sampling method, were 243 first to fourth-year undergraduate students, in the 2024 academic year.

#### 4.3. Data Analysis

Subjects' general information was conducted including gender, major, monthly income, types of product, frequency of purchasing products online, and online platform for purchasing. The data were presented using descriptive statistics, frequency, and percentage.

The received data on online shopping behavior were analyzed by using average and standard deviation. In addition, the class interval was used to denote the width of a class and score.

The t-test was administered to compare the online shopping behavior of students. The students' monthly income was calculated by one-way analysis of variance.

## 5. Research Results

### 5.1. Respondents' General Information

As shown in Table 1, it was found that the majority of respondents were 128 females (52.70 percent) and 115 males (47.30 percent). In total, 98 students were from Computer Education (40.30 percent), 74 students from Digital Technology (30.50 percent), and 71 students from Multimedia Technology (29.20 percent) respectively. There were 105 students (43.20 percent) whose monthly income was less than 3,000 baht followed by 97 students (39.90 percent) who received a monthly income between 3,000-5,000 baht.

**Table 1. Number and Percentage of Respondents**

General Information		Number	Percentage
Gender	Male	115	47.30
	Female	128	52.70
Total		243	100.00
Major	Digital Technology	74	30.50
	Multimedia Technology	71	29.20
	Computer Education	98	40.30
Total		243	100.00
Monthly income	Less than 3,000 baht	105	43.20
	Between 3,000 – 5,000 baht	97	39.90
	More than 5,000 baht	42	16.90
Total		243	100.00

### 5.2. The Analysis of Online Shopping Behavior from Respondents

Table 2 shows the students' online shopping behavior when classified by types of products, frequency of purchasing products online, and online platform used for purchasing. In terms of types of products, there were 97 students (78.23 percent) who purchased clothing and accessories, followed by 60 students (48.39 percent) who purchased products in the health and beauty section. As the frequency of purchasing is concerned, 73 students (58.87 percent) responded to purchasing products 1-2 times per month. The use of the online platform, Shopee was heavily used by 117 students (94.35 percent).

**Table 2. Number and Percentage of Students' Online Shopping Behavior**

Online shopping behavior	Number	Percentage
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Types of products	clothing and accessories	97	78.23
	health and beauty	60	48.39
	Food	51	41.13
Frequency of purchasing	1-2 times per month	73	58.87
	3-4 times per month	38	30.65
	More than 5 times per month	13	10.48
Online platform for purchasing	Shopee	117	94.35
	Facebook	63	50.81
	Lazada	67	54.03
	Instagram	35	28.23

As presented in Table 3, the overall students' online shopping behavior was at the highest level ( $\bar{X} = 4.22$ ). Considering each aspect separately, it was found that marketing promotion was accounted as the highest level ( $\bar{X} = 4.31$ ). Interestingly, the products distribution channel was only ranked at the high level ( $\bar{X} = 4.02$ ).

**Table 3. Mean and Standard Deviation of Students' Online Shopping Behavior**

Online shopping behavior	Mean	S.D.	Level of behavior
<b>Product</b>	<b>4.27</b>	<b>0.69</b>	<b>Highest</b>
1. Products purchased online have a variety of products to choose from.	4.29	0.98	Highest
2. Products purchased online are newly updated.	4.21	0.94	Highest
3. Products purchased online are different from a general store.	4.31	0.95	Highest
<b>Price</b>	<b>4.26</b>	<b>0.69</b>	<b>Highest</b>
4. Price is distinctly labeled	4.18	0.94	High
5. Delivery fee is appropriately proposed when purchasing products online.	4.33	0.90	Highest
<b>Products distribution channel</b>	<b>4.02</b>	<b>0.86</b>	<b>High</b>
6. There are many delivery channels and product delivery is punctual.	3.98	1.06	High
7. Purchasing products online are convenient and available at any place and time.	4.07	1.11	High
<b>Marketing Promotion</b>	<b>4.31</b>	<b>0.67</b>	<b>Highest</b>
8. There are regular marketing promotion activities such as discounts and giveaways.	4.43	0.79	Highest
9. Promotional news is distributed regularly.	4.19	1.00	High
10. Advertisements are distributed thoroughly.	4.32	0.96	Highest
	4.22	0.61	<b>Highest</b>

Table 4 revealed the comparison of students' online shopping behavior in terms of gender. It was found that there was no significant difference at the level of .05.

**Table 4. The Comparison of Students' Online Shopping Behavior in Terms of Gender**

Online shopping behavior	Male		Female		t	p
	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Product	4.22	0.73	4.31	0.65	1.01	0.560
Price	4.29	0.60	4.22	0.76	0.65	0.77
Products distribution channel	4.06	0.84	4.00	0.88	0.421	0.55
Marketing promotion	4.29	0.66	4.33	0.67	0.48	0.237
Total	4.22	0.60	4.22	0.62	0.42	0.483

Table 5 presented the comparison of students' online shopping behavior when classified by statistical analysis of online shopping behavior. Overall, there was a significant difference at the level of .05.

**Table 5. The Comparison of Students' Online Shopping Behavior When Classified by Statistical Analysis of Online Shopping Behavior**

Online shopping behavior	Source of variation	DF	SS	MS	F	p
Product	Between groups	2	10.39	5.19	11.89*	0.000
	Within-groups	240	104.87	0.44		
	Total	242	115.25			
Price	Between groups	2	9.36	4.68	10.57*	0.000

	Within-groups	240	106.32	0.44		
	Total	242	115.68			
Products distribution channel	Between groups	2	6.38	3.19	4.43*	0.013
	Within-groups	240	172.97	0.72		
	Total	242	179.35			
Marketing promotion	Between groups	2	4.91	2.46	5.74*	0.004
	Within-groups	240	102.31	0.43		
	Total	242	107.22			
Total	Between groups	2	7.50	3.75	10.87*	0.000
	Within-groups	240	82.79	0.34		
	Total	242	90.28			

Table 6 presented the comparison of students' online shopping behavior when classified by monthly income. Overall, there was no significant difference at the level of .05. Considering each aspect separately, all aspects had no significant difference at the level of .05.

**Table 6. The Comparison of Students' Online Shopping Behavior When Classified by Monthly Income**

Online shopping behavior	Source of variation	DF	SS	MS	F	p
Product	Between groups	2	0.84	0.42	0.88	0.416
	Within-groups	240	114.41	0.48		
	Total	242	115.25			
Price	Between groups	2	1.05	0.53	1.10	0.334
	Within-groups	240	114.63	0.48		
	Total	242	115.68			
Products distribution channel	Between groups	2	0.94	0.47	0.63	0.531
	Within-groups	240	178.41	0.74		
	Total	242	179.35			
Marketing promotion	Between groups	2	0.47	0.23	0.52	0.593
	Within-groups	240	106.75	0.44		
	Total	242	107.22			
Total	Between groups	2	0.43	0.21	0.57	0.566
	Within-groups	240	89.86	0.37		
	Total	242	90.28			

## 6. Conclusion and Discussion

According to the results revealed, there were remarkable results to be discussed in accordance with relevant theories and related research as follows:

Based on respondents' general information, they drastically shifted their purchasing routine to online shopping. This confirmed the results from previous studies from the Trade Policy and Strategy Office (2021), Ministry of Commerce, Thailand, which reported that consumers were increasingly buying products online, and spending trends were shifting towards online purchases. The sample group consisted of students during the 2024 academic year, in the Faculty of Information Technology who had to engage in online learning. This led to reduced travel with more time spent at their residences. As a result, students became more reliant on online channels for their shopping needs. Moreover, students were a demographic that was accustomed to using information technology, engaging in online social interactions, and utilizing the internet in various ways.

The study of the buying behavior of the sample group revealed that the types of products purchased online mainly included clothing and jewelry. This might be because the sample group consisted of individuals within an age group typically interested in an age range that was interested in fashion and enhancing their image or following fashion trends. This aligned with the research by Srithanasan (2017), which discussed the decision-making process of women when purchasing clothing online. They tend to be satisfied with the distribution channels and product promotions. Since the majority of the sample group were females, they predominantly used online platforms to buy clothing and jewelry. Among the online platforms that the sample group showed interest in for online shopping, the Shopee application was the most preferred. This aligned with the research by Kaewsawang et al., (2021), which stated that choosing to buy products online through the Shopee application was because it offered a wide range of products and various marketing incentives to customers. Regarding the frequency of online shopping, it was found that the majority of the sample group made purchases 1-2 times per month. This corresponds with the research conducted by Khonghuayro (2018).

The result from the comparison of students' behavior when classified by gender revealed that there was no significant difference at the level of .05.

With regard to the comparison of students' behavior classified by majors, there was a significant difference at the level of .05 overall. Considering each aspect separately, all aspects namely, product, price, product distribution channel, and marketing promotion had significant differences at the level of .05. With the use of multiple comparisons, it was found that there were

two groups which had significant differences at the level of .05. From the data, the students majoring in Multimedia Technology had different behavior from students from Digital Technology and Computer Education. The reason behind this was that each major has its own unique characteristics of students affecting the choices of purchasing products online.

The results of comparing online shopping behavior among students from the Faculty of Information Technology, when categorized by their average monthly income, showed that overall, there was a significant difference at the level of .05. When examining various aspects, including products, prices, distribution channels, and marketing promotions, it was found to show no significant differences at the level of .05. However, when considering the academic disciplines, it was found that students in the Digital Technology program and Computer Education program predominantly had an average monthly income of less than 3,000 Baht. Students in the Multimedia Technology program mostly had an average monthly income ranging from 3,000 to 5,000 Baht.

## 7. Recommendation

Based on the findings of this study, the following recommendations are provided to guide future research and business practice:

1. Further investigation on the comparison of online shopping behaviors should be conducted such as consumers' reason and decision making for purchasing.
2. Conducting online shopping behavior is beneficial to business owners as a guideline for developing its own online marketing or promotion.

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