

Thesis Title	A Study of Supply Chain Trust and Consumer Behavior in Social Commerce: an Extended Theory of Planned Behavior Analysis in Thailand's Digital Marketplace
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ABSTRACT

Social commerce, commonly referred to as s-commerce, has become a subset of e-commerce. This innovative approach not only optimizes the purchasing process but also aligns with the growing trend of merging technology into daily life, it is a significant step towards the development. In recent years, S-commerce has emerged as a main online shopping trend in Thailand, reflecting the country's rapid adoption of digital commerce and social platforms.

This research aims to explore the concept of "trust" from multiple perspectives by adapting the Theory of Planned Behavior model to better understand purchasing characteristics within the S-commerce landscape and testing the hypothesis, also to investigate the influence of various behavioral factors on consumer decisions. Key factors under consideration include customer purchase norms, purchase attitude, and purchase behavior control, and 4 trust factors, which relates to the perceived ease or difficulty of making a purchase, then present 8 hypotheses, found out p-value of 6 hypotheses are higher than 95%, and 2 of hypothesis are lower than 95% means not supported hypothesis, which is trust in retailer to future behavior and trust in e-word of mouth to future behavior.

Addressing existing research gaps, this research integrates additional dimensions of trust, specifically trust in payment methods and trust in logistics providers. Trust in payment methods encompasses the security and reliability

of financial transactions, while trust in logistics providers pertains to the efficiency and dependability of product delivery services.

The findings of this research offer valuable insights into the factors that influence consumer behavior in S-commerce, provide theoretical, managerial, and social value and impact for academics, practitioners, and society. Also, can aid businesses in developing strategies to enhance consumer trust and satisfaction, thereby improving future purchase intentions. For entrepreneurs and businesses interested in entering the S-commerce sector, this study highlights essential considerations for fostering trust and optimizing the customer experience. Ultimately, our research contributes to the broader understanding of S-commerce dynamics and supports the advancement of this rapidly evolving industry.

Keywords: S-commerce, Theory of Planned Behavior, Purchase Intentions, Confirmatory Factor Analysis, Structural Equation Model

