

ABSTRACT

Consumers can access the Internet to find information that can compare product prices online. This gave rise to e-commerce that can help consumers to reduce time in shopping. One of them is JD Central which is the newest e-commerce in Thailand that competes in buying products using media technology. Since its inception, JD Central is still in the process of building a customer base. However, the number of trade transactions and feedback from customers is still low.

This study aims to find out how consumer intentions are in the assessment of informants and the factors in UTAUT 2 that influence the behavioral intention of consumers in purchasing products via JD Central e-commerce in Thailand.

This study aims to determine the behavioral intention of the informants in shopping at JD Central and to determine the factors that influence behavioral intentions.

The results of this study indicate that there are 8 factors related to technology acceptance in making purchases via JD Central. With that, it has 8 factors from the Model Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) and added the trust factor. Some of the factors that have the strongest influence on the utilization of JD Central are performance expectations, effort expectations and facility conditions. Therefore, if JD Central wants to increase consumer purchases of products, it must focus on these three factors because they are the reasons that drive consumer intentions to make purchasing decisions.

Future research can test the model through quantitative methods to strengthen the results of previous studies. The findings of quantitative studies will be more useful than broad in nature, deserving to be investigated quantitatively in future research to provide more generalizable results.

Keywords: UTAUT 2, JD Central, Consumer behavioral intention, Thailand