

## A Preliminary Comparative Study between Online shopping websites of Thailand and China –case study Weloveshopping.com, Lazada.co.th, Jd.com, and Taobao.com<sup>\*</sup>

การศึกษาเปรียบเทียบระหว่างเว็บไซต์ซื้อสินค้าออนไลน์ของประเทศไทยและจีนในเบื้องต้น  
โดยใช้เว็บไซต์ Weloveshopping.com, Lazada.co.th, Jd.com และ Taobao.com  
เป็นกรณีศึกษา

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### Abstract

This article was compared several main shopping websites in Thailand and China. Taking *Weloveshopping.com* and *Lazada.co.th* in Thailand and *Jd.com* and *Taobao.com* in China are been the case study. The online shopping websites are compared in part of system, websites service, goods and service, logistic, and payment methods. The first object is to compare these websites for showing the important points which are should be adjusted and developed on online shopping websites in Thailand. The second was the webmaster can used this knowledge for increasing the potential and adjusted online shopping websites in Thailand. The article was collected the data by observation and interview the customers who used these websites before and collecting commentary of user from websites and web board. The article was found that data in the system of shopping websites in Thailand is not updated, and refund take long time. Although there are many goods categories, but shopping websites in China are various goods and services more than in Thailand. Logistic remained not respond

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<sup>\*</sup> The purposes of this article are to study and compare China's and Thailand's online shopping websites, to show which parts should be adjust and develop in Thailand's shopping websites including information at the same part of China's online shopping websites, and companies that related with this study and other people who is interesting can use it for adjusting and developing Thailand's shopping websites.

วัตถุประสงค์ของบทความนี้เพื่อศึกษาและเปรียบเทียบออนไลน์ช้อปปิ้งเว็บไซต์ของไทยและจีน เพื่อแสดงถึงส่วนที่ควรปรับปรุงและพัฒนาในเว็บไซต์ช้อปปิ้งออนไลน์ของไทย รวมถึงข้อมูลในส่วนเดียวกันของเว็บไซต์จีน และเพื่อให้บริษัทที่เกี่ยวข้องกับการศึกษาครั้งนี้ และผู้ที่สนใจสามารถนำผลการศึกษานี้ไปปรับปรุงและพัฒนาต่อไป

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demand of consumers, and some clients are not satisfied for delivery from Thailand's post. Moreover, payment methods in Thailand have many methods, but it's not safe and convenient enough.

**Keyword:** online shopping websites, e-commerce, preliminary comparative.

### บทคัดย่อ

บทความนี้เป็นการวิเคราะห์เปรียบเทียบเว็บไซต์ซื้อสินค้าออนไลน์ระหว่างประเทศไทยและประเทศจีน โดยใช้เว็บไซต์ที่เป็นที่รู้จักอย่าง Weloveshopping.com และ Lazada.co.th ในประเทศไทย และเว็บไซต์ Jd.com และ Taobao.com ในประเทศจีนมาเป็นกรณีศึกษา โดยบทความนี้จะเปรียบเทียบเว็บไซต์ซื้อสินค้าออนไลน์เหล่านี้ในด้านระบบของเว็บไซต์ การให้บริการของเว็บไซต์ สินค้าและบริการในเว็บไซต์ การขนส่ง และวิธีการชำระเงิน โดยมีวัตถุประสงค์เพื่อเปรียบเทียบเว็บไซต์ดังกล่าว และชี้ให้เห็นถึงสิ่งสำคัญที่สมควรได้รับการปรับปรุงและพัฒนา และเพื่อให้เจ้าของธุรกิจเว็บไซต์เหล่านี้ของไทยสามารถนำผลของการค้นคว้าและวิจัยไปปรับปรุงและพัฒนาเว็บไซต์ให้มีศักยภาพมากยิ่งขึ้น บทความนี้ใช้วิธีเก็บข้อมูลโดยการสังเกตและสัมภาษณ์ผู้ที่เคยใช้เว็บไซต์การซื้อของออนไลน์ และรวบรวมคำวิจารณ์ของผู้ใช้จากเว็บไซต์และเว็บบอร์ดต่างๆ จากการศึกษาและค้นคว้าพบว่าข้อมูลในระบบของเว็บไซต์ของประเทศไทยยังล้าสมัย การคืนเงินยังมีความล่าช้า ใช้ระยะเวลานาน ประเภทของสินค้าและบริการในเว็บไซต์ของไทยยังมีความหลากหลายน้อยกว่าของประเทศจีน การขนส่งสินค้ายังไม่สามารถตอบสนองความต้องการของลูกค้าได้ และลูกค้าบางท่านยังไม่พึงพอใจในการส่งสินค้าของไปรษณีย์ไทย นอกจากนี้วิธีในการชำระเงินของเว็บไซต์ในไทยมีหลากหลายวิธี แต่ยังไม่สะดวกและปลอดภัยเพียงพอ

**คำสำคัญ:** เว็บไซต์ซื้อสินค้าออนไลน์, เว็บไซต์ซื้อสินค้าออนไลน์ของไทยและจีน, การเปรียบเทียบเบื้องต้น

### Introduction

Internet became a part of everyday life of many people today, because of the advancement of technology, communications equipment and network. This causes people to be able to access the internet. It makes communication so convenience. People used the internet in many targets such as social network, searching information, reading e-books, watching movie, shopping online, financial transactions and etc. One, is so rapidly popular in this century in Thailand, is electronic commerce. One of electronic commerce's form that is blooming are online shopping. Nowadays, there are more than thousand online shopping websites around the world. The competition of the online market is extremely high, especially in Thailand. According to the research of National Electronics and Computer Technology Center, has shown that in 2015 <sup>i</sup> Thailand has about 38 million Internet users. They use the

Internet average 53 hours per week. The percentage of Internet users by using smart phone reached to 82.1%. The first that user use the internet is social network, the second is searching data, and the third is reading e-news and e-book. Online shopping is eighth. The percentage of user who used computer or laptop to bought products and services was 25.8%, and used mobile device was 23.6%. In 2016<sup>ii</sup>, the first that user use the internet still is social network, the second is changed to be Youtube, and searching information is down to the third. Online shopping still is the eighth. The research found that 59% of the user shop goods and service online, and more than half of all internet user bought goods or service online. Besides, one-third of all internet user sold goods and services online. This can point to good tendency for growing up of electric commerce in Thailand.

Thailand's online shopping was divided into three terms; websites, application and social network. For example, *Weloveshopping.com*, *Lwn shop*, *Lazada.co.th*, *Facebook.com*, *Line shop*, *Shopspot* and etc. There are many online shopping websites in Thailand, and they are being popular in this present. Although, online shopping in Thailand is very popular, but there are lots of problems and some section must be developed. And, it is well known that China's online shopping is the largest market in Asia. Examples of online shopping websites in China are 1688.com, Taobao.com, and Tmall.com from Alibaba group, Jingdong.com, Dangdang.com and etc. Furthermore, Bain & Company, that company is about consultant management, expected that shopping websites in China will surpass The United State of America and it becomes to be the largest e-commerce market of the world from the quality of all consumers<sup>iii</sup>.

From online shopping websites in China are advance and well-known, comparison online shopping websites between Thailand and China for finding the differences that make the customers unsatisfied them is main attention of this study.

## Electronic Commerce

Electronic commerce shortly called E-commerce. E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation (Zorayda, 2003: 6). Online shopping is a form of E-commerce. Consumers can directly buy goods and services from the seller over the internet using a web browser. Shopping through the Internet dramatically shrinks the distance between producers and consumers, who can make their purchases directly without involving traditional 'middle-men' such as retailers, wholesalers and distributors. Although, new intermediaries are required (for example network access

providers, electronic payment system, and authentication and certification services), these are far less labour-intensive than traditional channels (Wyckoff, 1997). Consumers shop on the Internet because they find their choices dramatically increased. They have access to much more information when making purchasing decisions. Busy consumers can save time and find shopping more convenient as online merchants serve their needs individually. Better and greater access to information, combined with lower operating cost for many Internet businesses may, in turn, drive reductions in prices or improvements in quality (Margherio et al., 1998).

Mostly types of e-commerce that people have found on online shopping websites are Business-to-Consumer and Consumer-to-Consumer. B2C is an acronym used for "business to consumer". Business-to-Consumer e-commerce is used to describe a transaction conducted over the Internet between a business and a consumer for his/her personal use. B2C include the sale of companies and service providers to private buyer. It is also called the e-retail e-commerce. When a large company provides its products or service for smaller company, while the company may have their fixed customer and services them, it is called B2C model (Ghiasmand et al., 2013: 526). C2C is an acronym used for consumer to consumer. Consumer-to-Consumer e-commerce can be defined as individuals doing business in an online environment, typically utilizing the Internet in one way or another (Sami, 2006: 2).

Online shopping websites will be succeeded, has a lot of customers. It depends on several factors combined. Zeithaml, Parasuraman and Malhotra (2002: 362) found that service quality delivery through Websites is an essential strategy to success. The research of Pagorn (2015: 236) found that consumers, who purchase goods through websites, give precedence to fully details of product, pictures that show many side of product, details about certified, clearly condition about returned or changed goods, contact of seller for convenient communication, easily reach to website on smart phone and web browser, simple step to buy goods and services, able to check state about shopping and delivery, and many payment methods. The research of Pirintha and Prasopchai (2014: 622) found that factor in term of product, payment system and process influenced the goods and services purchasing decision through e-commerce. The research of Supaporn (2011: 91 ) show that the seconds problem when the consumers purchased goods and services online is slowly to receive the products. Improved information and services on the internet to be modern is very important.

### Briefly introduce related online shopping websites

This study is related to Weloveshopping.com, Lazada.co.th, Taobao.com and Jd.com, because it used Weloveshopping.com and Lazada.co.th to be representative of Thailand's online shopping websites, and used Taobao.com and Jd.com to be representative of China's. These websites are retailer shopping websites. Their commerce models are B2C and C2C pattern.

#### **Weloveshopping.com**<sup>iv</sup>

*Weloveshopping.com* is website and application for online shopping, that was found by TRUE Cooperation. TRUE Cooperation is one of large companies in Thailand, there are many line working such as telecom, internet service and television channel. This website's advertisement is to promote and sell products on Facebook and Line. *Weloveshopping.com* is held to be a big C2C pattern of Thailand shopping website. The website is operated more than 8 years. On the website have over 1 million pieces of goods, and over 200,000 stores. Visitors to the site are more than 400,000 people per day. *Weloveshopping.com* has an Internet marketing strategy; it uses Search Engine Optimization, SEO. *Weloveshopping.com* has a slogan "We trust Guarantee", which customers ensure to receive products exactly as ordered. If it's not, it will refund to customers. Consumers can contact website by e-mail and call center. Moreover, webpage of the shop has been shown the phone number for contact.

#### **Lazada.co.th**<sup>v</sup>

Lazada is a subsidiary of Rocket Internet, which is the German web E-commerce that does websites about E-commerce more than 10 years and 200 companies all over the world. It came to Thailand in March 2012 with authorized capital about 100 million baht. In the present, Lazada open website in many countries in South East Asia, that is Indonesia, Malaysia, Philippines, Vietnam and Thailand. *Lazada.co.th* is held to be a big B2C pattern of Thailand shopping website. It has website and application for service to customers. It has more than 20,000 list of product for customers. Most of them are lifestyle and trendy products, which can purchase all of ages. *Lazada.co.th* has promoted on the multi-media such as TV ads and the website, for example SEO, Affiliate Marketing, Group-buying Deal, discounts when customer pay by credit card, and give the discount coupons. *Lazada.co.th* has a slogan "100% Buyer Protection" and "Satisfaction Guaranteed"<sup>[4]</sup>. Customers will receive products and can send back, if it inconsistent with the conditions. The customers can contact websites via e-mail and the call center, if they want to return products. In April 2016, lazada was purchased by Jack Ma, who is founder and executive chairman of Alibaba group.

### Taobao.com

*Taobao.com* was found by Alibaba Group in 2003, and become the leader of China's online shopping market within 2 years and it has also been the biggest online shopping's retail store. *Taobao.com* has become China's top C2C and B2C pattern. The report in China<sup>vi</sup> showed that Taobao had almost 500 million members at the end of 2014. More than 120 million members use it per day. Taobao has circulating money for trading about 4 million Chinese yuan per day and on website has items about 1 billion pieces. *Taobao.com* includes many websites which are also in Alibaba group, so customers can find many products and services on it. Website *Taobao.com* has shop not only in China but also in the other countries: Thailand, United State of America, Korea and etc. The customers can return goods in 7 days and has certified guarantee. On 11<sup>th</sup> November 2015, Taobao and Tmall can make new sales record; this day had gross sales about 91,200 million Chinese yuan. The customers can contact websites via company's address, hotline, and Alibaba chatting program, which can chat with all sellers who sell products and services in all online shopping websites of Alibaba group.



Figure1: Chatting Program Of Alibaba

### Jd.com

Jd.com, the complete name is Jingdong, Is China's largest self-employed electric business enterprises. Jd.com is one of the most popular and most influential E-commerce sites in the field of E-commerce in China. Jingdong is the company which listed on the stock exchange NASDAQ, moreover, has distribution centers more than five thousand in China. Jingdong bans to sale all of goods that infringed the copyright. If it is detected, the vendors are fined a lot of money. There is this rule, according to build credibility with buyers. Jingdong currently has throughout the country 15 million registered users, 1200 suppliers, online sales of home appliances, digital communication, computers, home department stores, clothing apparel, maternal and child, books, food and other big 1 class of tens of thousands of brand

more than 30 million kinds of quality products. The customers can return goods in 7 days. On the website has a link to English sites for shopping online in order to ship to other countries. In 2015, the Jingdong group market reached about 462 billion Chinese yuan, Net income reached about 181 billion Chinese yuan<sup>vii</sup>. The consumers can contact websites via hotline, and chatting program, and contact to the shop by phone number and chatting program.



Picture 1: Chatting Program Of Jingdong

## Methods

According to this is a qualitative research in order to compare online shopping websites for finding points that be problems and should be adjusted them. This article was content analysis, thus it was collected primary data from observation and interview people who have already bought goods and service online on these websites about their attitude and opinion base on main points which are studied. The points are about system and websites service, goods and services on websites, logistic, and payment methods. Secondary data were collected from commentary on these websites and other web boards such as Pantip.com and BaiduZhidao.com, and from other researches and essays.

The researcher studied about concept, theory, and other researches about e-commerce, shopping online and online shopping websites in order to use it to be the data for interview and observation. Then, researcher studied research methodology about qualitative research, collected data, and data analysis from professor, essays, and textbook. Later, researcher decided the main point that wanted to study for observation and interview. The details of interview are their attitude about online shopping websites in Thailand and China in part of system and websites service, goods and services on websites, logistic, and payment service. Then, participant observation and recording information are the first method for collecting the data. Interview is the second method. The interviewees were ten Thai students who studied in China and they have already bought goods or services on both online shopping websites of Thailand and China. The researchers individually interviewed them. Before

interview the main point that want to studied, researcher talked with the sample about their online shopping' s experience, behavior and little personal information. Moreover, the third method is collected from commentary of customers on these website and other web boards. After that data was compared and analyzed. The researcher wrote down information of Thailand's online shopping websites which are be problem, and data of China's online shopping websites that be advantaged and benefit for study.

## Results

From interview, observation, and reading commentary and information to collect the data and use them to compare and analyze in four issues, the result are the clients, who have already used Thailand and China's online shopping websites, rarely like online shopping websites in china more than in Thailand, because overall online shopping websites in China are easy and convenient for shopping.

### System and websites' service

#### Online shopping websites in Thailand

"The system of online shopping website sometimes does not update information", because there are still some people complain about the information on website. For example, some products are sold out but on the webpage that items are available, and the shop cancel for sale but the product has been on the system. On some websites, the customers can review and give a comment about goods or services, but cannot upload photos. "The system and service are slowly to solve the problem." For instance, return goods and refund. The refund to customers has taken long time to complete no matter the goods are not available or the goods are not correct from order. Website takes long time to check for changing or return goods. Customers complained about to contact websites and after-sale service that was not good.

#### Online shopping website in China

Most of shopping websites' system is updated information all the time. On the web page, products are available or not. For example, *Jingdong.com* shows that the items are available or not, and *taobao.com* shows that how much of this goods are in the stock. When it is sold out or the store cancels to trade it before the customer pay money, the goods in shopping cart will be canceled for payment. The customer can review, comment and upload photo. "The system on shopping websites for searching goods is more advanced than

Thailand”, because purchasers can search goods from photo on website of Taobao.com and mobile application of Taobao.com and Jd.com, scan barcode and QR code and the sound on mobile application of Taobao.com and Jd.com. “The managed system to return goods and refund is convenient and fast for the buyer.” Both on *Taobao.com* and *Jd.com*, most of shops can return products within 7 days if customers are unsatisfied the goods and / or get wrong items and take time no more than 10 days for refunds to bank account of customer after send goods back to the shop. *Jingdong.com* has staff-service to pick up the products at the house, if buyers want to send goods back. On shopping websites in China, “the consumers are simple to contact websites and shops to inquire information”, because there are a variety of methods, but the most popular is chatting, because it is so convenient and most of shops often have staff to answer the question.

### **Goods and Service**

#### **Online shopping website in Thailand**

Online shopping websites not only sell goods but also serve services, for example, one by one tutor and car insurance. Mainly of goods, which are trading on shopping websites in Thailand, are clothes, accessories and fashion items, but they also have other categories of product for sales. “Although, on websites have many categories and many products and services, but it’s not cover all goods and services that people want.” For instance, there are snack, supplementary food, sweet, instance ingredients and etc. in food and beverage section, but there aren’t fresh vegetables and fruits.

#### **Online shopping website in China**

Main of shopping websites in China, such as *Jingdong.com* and *taobao.com*, has been covered all goods and services for customer. These websites have items more than 30 categories and services about 10 kinds. The products range from small pieces to large pieces such as cars, besides the goods range is so huge. For example, “the consumer can buy some fruits, vegetables, foods and beverages on shopping websites”. “Services are rather completed, for example, translation, hire house, laundry, repaired appliance and telephone”. Furthermore, on the shopping websites in this case can also pay cost of utilities and insurance, prepaid telephone charge and game online, booking hotels, air tickets and train tickets, order delivery food and etc.

### Logistic

#### Online shopping website in Thailand

Most goods of Thailand's shopping websites have been delivered by Thailand Post. Sending goods by Thailand Post has postal parcel and express mail service, EMS. On websites also have individual companies such as Kerry Express, CJ Korea and TNT, but these do not prefer to use. Delivered by Thailand Post is not good as expected, because "managing and working are slowly, goods sometimes are damaged and loosed according to transportation and checking parcel". The postal parcel has carried on Monday to Friday, and works half day on Saturday. The delivery by EMS in Bangkok works every day, but other cities work on Monday to Saturday. Although *Lazada.co.th* has serviced to deliver goods by their staff, but this service are limited some area in Bangkok and service on Monday to Saturday. Besides, shopping websites can only sent goods in Thailand. Thus, transportation of Thailand is regarded as not respond demand of consumer.

#### Online shopping website in China

Most delivered of China has used Express delivery, is called kuai-di in Mandarin Chinese. "There are a lot of express delivery companies": Yuantong, Yunda, Zhongtong, etc. "This delivery is held to be moderately fast" because China is so vast, but the customers have received goods not over 7 days after seller has already send goods to express delivery companies. This transport has serviced by land and air in order that the consumer can fast receive the goods. These companies work every day, but sometimes are not working, such as the National Day and Chinese New Year's Day. The delivery of shopping websites in China is not only using express delivery, but also using China Post for EMS. Moreover, "*Jingdong.com* has service to deliver goods by their staff and the customers can receive goods at their center near customer's address". If the customers buy products that *Jd.com* sells and deliver, the customers will receive goods on that day or tomorrow. Online shopping websites in China also have service to transport goods to other countries but not all around the world. Products are transported to other countries by China Post, some express delivery companies and other logistics companies, for instance DHL, SPSR, FBO, UPS and etc. Therefore, delivery of online shopping in China is quite to respond customer's needs.

## Payment Methods

### Online shopping website in Thailand

There are a variety of methods to pay money to the online shopping websites; these are credit card, debit card, counter service, bank counter, online banking services and ATM machine. These methods are generally payment for online shopping, but some of these methods have service charge. *Lazada.co.th* has cash on delivery to facilitate the payment, “the consumers pay money when the goods arrive to hand buyers.” But this method is limited, because this payment is available for customers that selected delivery by the staff, what more *Lazada.co.th* also can pay through PayPal, Line Pay and pay by installments of K-BANK. *Weloveshopping.com* has payment through “wallet by true money” which is an application of True cooperation, who founded *Weloveshopping.com*. From research of ETDA found that top three for payment in 2015 are transferring money on bank counter, ATM, and cash on delivery, which are offline to pay money. Payment service for online shopping website is not covered, such as wallet by true money, because it cannot use on all of shopping website, and inconvenient, because there are many process to do. However, “Thai consumers often pay through Online Banking Payment, Counter Service, ATM and Debit Card. If the clients pay money via these methods, after that there are some problems with products or anything and want to refund. It will take such a long time for arrangement to refund. ”

### Online shopping website in China

The payment to shopping websites in China has several methods. Most of methods are similar to payment in Thailand: credit card, debit card, bank counter. Some store on *taobao.com* and the products that deliver by staff of *Jingdong.com*, the customers can pay by cash on delivery when they receive the goods. At the present, “popular method of payment is paying through Alipay”, which is a finance application, it is similar to wallet by true money of Thailand, but it is more available, because using on several shopping websites and places, for example, supermarket, KFC, 7-11 and etc. It is so simple, convenient and high security. When customer pay via this method, money will be taken to their companies and the shop will receive money when the consumer selected on system that has already received goods. Alipay have already linked to *taobao.com*. When the consumers want to pay money, just fill payment password of yours. “When the customers want to refund, money will be return to your Alipay’s account or your bankcard that you add it on this application.”

## Conclusion and Recommendation

The result of this study show parts that they should be adjusted and the consumers are not satisfied them in Thailand's online shopping websites, and information of China's online shopping websites. The result is from comparison between Thailand's online shopping websites and China's in four parts, that are system and website's service, goods and services, logistic, and payment services. This study found that the system of shopping websites in Thailand is not updated data, and refund take long time while system of China's is often updated data and refund is rather fast. Although there are many goods categories and services to give, but shopping websites in China are various goods and services more than in Thailand, such as fresh fruit and vegetable, translate some document, fill call charge, and etc. Logistic remained not respond demand and satisfied of consumers. Managing and working are slowly. The parcel sometimes is be damaged and loosed. Deviler goods by Lazada staff are limited on service areas. On the other hand, logistic of China's is hardly be problem. Payment service in Thailand has many methods; online and offline payment, but online payment in Thailand is not safe and convenient enough. China has Alipay, is a finance application. Alipay makes people's life in china so easy and convenient.

To make online shopping websites in Thailand to be potential and consumers will be satisfied, the owners and webmasters of online shopping websites should adjust and develop websites. For example, updating information and system of websites, quickly solve customer's problem, and etc. Not only online shopping websites should be adjusted, but related them, for example post and finance application, also should be developed. According to the article is just a preliminary comparative study, it compared four websites in four parts. Therefore, online shopping websites should be studied in other parts or websites for comparison and showing overall of them. The article is some guideline for interesting person such as webmaster of online shopping websites, Thailand's post, and True cooperation in order to adjust and develop websites and services for clients' demands.

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