

The Influence of Artificial Intelligence on Online Purchasing Decisions of Consumers in Bangkok

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Received May 6, 2026; Revised July 7, 2026; Accepted July 18, 2026

Abstract

This study analyzes the influence of artificial intelligence on online purchasing decisions of consumers in Bangkok. The objectives were: (1) to study the acceptance of artificial intelligence in online shopping among consumers in Bangkok, (2) to study the online purchasing decisions of consumers in Bangkok, and (3) to study the influence of artificial intelligence on the online purchasing decisions of consumers in Bangkok.

This research employed a quantitative approach. The research instrument used for data collection was a questionnaire. The sample consisted of 385 online consumers in Bangkok, selected through purposive sampling. Data were analyzed using frequency, mean, and standard deviation, together with multiple regression analysis. The research results were found as follows;

1. The research findings indicate that overall consumer acceptance of artificial intelligence in online shopping in Bangkok is high. The aspect with the highest average score is perceived ease of use.

2. The overall online purchasing decision of consumers in Bangkok is at a high level, with evaluation of alternatives having the highest average score.

3. The factors related to exposure to artificial intelligence in online shopping and the independent variables together account for 61% of the influence on online purchasing decisions by consumers in Bangkok. In terms of standardized regression coefficients, Perceived usefulness emerged as the strongest predictor.

Keywords: Online Purchasing Decision; Artificial Intelligence; The Acceptance of Artificial Intelligence

Introduction

The e-commerce market in Thailand is experiencing continuous growth. A report by Cube Insights and Lazada indicates that the market value will increase from 970 billion baht in 2025 to 1.8 trillion baht by 2030, with an average annual growth rate of 14%. The Thai market is moving beyond an era of price-only competition and into an era where customer trust is the deciding factor for brand success. This shift has made official stores on platforms, or "Malls," a key driver of growth, as they address the need for trustworthiness that customers demand. Future growth therefore depends on building a secure trading system and offering quality products, a crucial factor for the sustainable growth of the Thai e-commerce market (Lazada Thailand & Cube Insights, 2026).

Furthermore, insights into modern shopping behavior show that it is complex and utilizes multiple touchpoints simultaneously. Over 71% of shoppers engage in 'showrooming' behavior, browsing products in offline stores before making online purchases. There is also a trend towards increased online purchases in categories where consumer trust is a key factor, particularly from official online stores on platforms (Benjasiriwan, 2026). While AI plays a significant role in the information search process, the final decision-making process remains driven by trust in real user reviews, brand credibility, and platform endorsements. However, AI is still just a tool for gathering information. The final purchasing decision still largely depends on reviews from real users and the credibility of the brand (Srimuang, 2026).

AI is a computer science technology that teaches computers to comprehend and emulate human communication and behaviour. Based on the data provided, AI has created a new intelligent machine that thinks, responds, and performs jobs the same way people do. AI can do highly technical and specialised activities such as robotics, speech and picture recognition, natural language processing, problem-solving, etc. AI is a collection of several technologies capable of executing tasks that need human intelligence. When applied to standard commercial processes, these technologies can learn, act, and perform with human-like intelligence. It simulates human intelligence in machines, saving us time and money in business transactions (Chintalapati & Pandey, 2021).

AI applications in digital marketing can sift through billions of data points on the internet and tell precisely what it needs to know for business. It will describe what price will get the most conversions, when is the best time to post, what subject line will get the most attention, etc. Intelligent marketers stay current with all trends. It simplifies jobs and allows for more creativity and out-of-the-box thinking. It also adds value to the customers who benefit. (Kaličanin et al., 2019). These benefits of AI in marketing empower businesses to deliver personalized experiences, improve operational efficiency, and drive customer engagement, ultimately leading to business growth and success in the highly competitive online shopping industry (Rosenberg, 2018). Additionally, AI technology provides marketing specialists with powerful tools and capabilities to strategize and execute targeted campaigns, resulting in improved customer satisfaction and substantial business growth in the highly competitive online shopping industry (Kumar et al., 2019). With AI-powered tools, these platforms can now collect and analyze vast amounts of data on customer behavior and consumption patterns,

which helps them gain a deeper understanding of their customer base (Bunea et al., 2024). Leveraging this data, e-commerce businesses can significantly enhance the customer experience, increase sales and revenue, and reduce operational costs.

With Thailand's e-commerce market continuously growing, leveraging AI-driven insights, personalized experiences, and data-driven decision-making, these researchers are interested in studying the influence of AI on online purchasing decisions among consumers in Bangkok. This aims to enable marketers to better understand customer needs, improve marketing strategies, and achieve measurable results, ultimately leading to increased revenue and market success.

Research Objectives

1. To study the acceptance of artificial intelligence in online shopping among consumers in Bangkok.
2. To study the online purchasing decisions of consumers in Bangkok.
3. To study the influence of artificial intelligence on the online purchasing decisions of consumers in Bangkok.

Hypotheses

H1: Differences in personal factors lead to significant differences in online purchasing decisions.

H2: Artificial intelligence factors significantly influence consumers' online purchasing decisions in Bangkok.

Literature Review

Artificial intelligence: AI

Artificial Intelligence (AI), a term first coined in 1956, has evolved significantly alongside advances in computing, the commercialization of the Internet, and the development of intelligent agents capable of manipulating symbols, learning, and problem-solving (McDowell Marinchak et al., 2018). AI refers to computer science technologies that enable machines to simulate human intelligence by understanding, learning, reasoning, and performing tasks that typically require human cognitive abilities. These technologies include robotics, speech and image recognition, natural language processing, and automated decision-making, allowing organizations to improve efficiency while reducing operational time and costs (Chintalapati & Pandey, 2021).

In online marketing, AI has become a key driver of personalized customer experiences by enabling businesses to develop marketing strategies tailored to individual consumer preferences and behaviors. AI-powered applications, such as chatbots and virtual assistants, automate customer interactions, including answering inquiries, processing orders, and providing product recommendations without human intervention. Furthermore, AI-driven analytics generate valuable insights into consumer behavior and purchasing patterns, enabling marketers to design more targeted campaigns, enhance customer engagement, improve satisfaction, and increase conversion rates (Loureiro et al., 2021; Verma et al., 2021).

E-commerce

E-commerce, or electronic commerce, refers to any activity or service involving the purchase and sale of goods and services via the internet (Kalakota, 1997). Due to customers' growing need for online services and its potential to provide businesses a competitive edge, businesses are engaging in e-commerce more and more (Tan et al., 2016). Online sales are now easier thanks to the platform economy's success.

Types of eCommerce Business Models

There are several eCommerce business models prevalent in today's digital landscape. Below, we'll delve into the detail of each model, highlighting their unique features, advantages, and drawbacks (Flores, 2025).

- B2C (Business-to-Consumer): This is the most common model where businesses sell products or services directly to consumers. For example, Amazon and eBay.
- B2B (Business-to-Business): In this model, one business sells products or services to another business. An example would be a software company selling business tools to other companies.
- C2C (Consumer-to-Consumer): Here, consumers sell products or services to other consumers. Platforms like eBay and Craigslist facilitate such transactions.
- C2B (Consumer-to-Business): In this reverse model, consumers offer goods or services to companies. An example would be a freelancer selling their skills to businesses.
- D2C (Direct-to-Consumer): Brands or manufacturers sell directly to consumers, bypassing any middlemen. Brands like Warby Parker and Everlane operate on this model.

Understanding these eCommerce models is key for those looking to venture into the online business realm, as each comes with its own set of challenges and opportunities.

The Consumer Decision-Making Process

Understanding why customers make purchases is essential for businesses to effectively sell their products or services. The consumer buying decision process refers to how consumers allocate their resources to acquire products or services from the market, both before and after making a payment (Qazzafi, 2019). Marketers must deeply comprehend their consumers' buying decisions, encompassing both traditional and modern marketing methods. The saying "without customers, there is no business" emphasizes the significance of customers in ensuring a business's survival. In the digital age, various forms of marketing, such as content creation and social media marketing, can influence consumers' purchase decisions. Marketers strive to convey messages that resonate with consumers and spark their interest in buying products. Therefore, businesses and marketers should never overlook the factors that drive consumers' buying decisions. Most marketers recognise that consumers have choices. The study of consumer behaviour includes the attempt to understand how people decide what to buy, so that you can make objective and informed decisions about key marketing variables. Thus, understanding the relative importance of each component of a decision-making process can help consumer marketers to offer products and services with more utility (functional or emotional) than competitors' products and services (Carrapichano, 2021).

The Five-Stage Decision-Making Process model is a hierarchical model, implying that consumers move through steps or stages when they make purchase decisions. This kind of

model is sequential and built on an assumption that consumers move through a series of cognitive (thinking) and affective (feeling) steps, culminating in a behaviour for example, purchase or trial. When consumers plan to buy a certain product, many of them will generally (although not always in a linear fashion) follow the five-stage purchase decision-making process which includes: Problem recognition (unsatisfied need), Information search, Evaluation of expected outcome, Purchase and Post-purchase behaviour (Carrapichano, 2021).

Research Methodology

This research is quantitative research. aims to study the influence of artificial intelligence on online purchasing decisions of consumers in Bangkok.

Research Scope

Content Scope

This study aims to examine the influence of artificial intelligence on the online purchasing decisions of consumers in Bangkok.

Population and Sample Scope

The population used in this research is online consumers in Bangkok, the exact size of which is unknown.

The sample consists of 385 online consumers in Bangkok, calculated using Cochran's (1977) formula for unknown population size, with a confidence level of 95% and a margin of error of no more than 5%. A purposive sampling method was used to select only online consumers residing in Bangkok.

Research Instrument

The instrument used for data collection was a structured questionnaire developed through (1) a review of relevant literature and prior research, (2) concepts related to consumer purchasing decisions., and (3) expert evaluation to ensure content validity. The questionnaire consisted of four sections:

Section 1: General Information Demographic and professional characteristics of respondents, including gender, age, education, income, and occupation. All 5 points

Section 2: The acceptance of artificial intelligence in online shopping,

Measured using items adapted from the acceptance of artificial intelligence competency frameworks. Three dimensions were assessed:

- Perceived Usefulness. All 5 points.
- Perceived Ease of Use. All 5 points.
- Attitude Towards AI. All 5 points.

All items used a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

Section 3: The online purchasing decisions.

Five purchasing decisions were included:

- Problem Recognition. All 4 points.
- Information Search. All 4 points.
- Evaluation of Alternatives. All 4 points.
- Purchase Decision. All 4 points.

- Post-Purchase Behavior. All 4 points.

All items used a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

Validity and Reliability

Content validity was assessed by three experts in academics and professors in marketing. Item-Objective Congruence (IOC) values ranged from 0.67 to 1.00, meeting acceptable standards. A pilot test with 30 similar respondents from a neighboring province was conducted prior to the main data collection. Reliability analysis using Cronbach's alpha yielded the following coefficients:

- The acceptance of artificial intelligence in online shopping = 0.93

- The online purchasing decisions = 0.94

All coefficients exceed the minimum accepted threshold of 0.70, demonstrating strong internal consistency.

Data Collection Procedures

The researchers collected data personally by having a sample group complete online questionnaires via Google Forms, sending the questionnaires through the Line application and printing QR codes. Afterward, they collected data from 385 online questionnaires. The questionnaire was distributed exclusively to online consumers residing in Bangkok. and verified the accuracy of the data.

Data Analysis and Statistical Techniques

Data were analyzed using frequency, mean, and standard deviation, together with t-test, F-test, and multiple regression analysis.

Research Results

Objective 1. The research findings indicate that overall consumer acceptance of artificial intelligence in online shopping in Bangkok is high. The aspect with the highest average score is perceived ease of use.

Table 1. Mean and standard deviation of AI exposure among consumers in Bangkok for online shopping.

(n = 385)			
The acceptance of artificial intelligence	$\bar{X}$	SD	Level
1. Perceived Usefulness	3.97	0.39	High
2. Perceived Ease of Use	4.08	0.41	High
3. Attitude Towards AI	4.02	0.32	High
Total	4.03	0.21	High

Table 1 shows that the overall acceptance of artificial intelligence in online shopping among consumers in Bangkok is high, with an average value of 4.03 (SD = 0.21). When considering each aspect, it was found that the aspect with the highest average score was perceived ease of use, with an average score of 4.08 (SD = 0.41) it is at the high level. Next is attitude towards AI, with an average score of 4.02 (SD = 0.32) it is at the highest level. The

aspect with the lowest average score is perceived usefulness, with an average score of 3.97 (SD = 0.39) it is at the highest level.

Objective 2. The research findings indicate that the overall online purchasing decision of consumers in Bangkok is at a high level, with evaluation of alternatives having the highest average score.

Table 2. Mean and standard deviation of the online purchasing decisions. (n = 385)

The online purchasing decisions	$\bar{X}$	SD	Level
1. Problem Recognition	3.71	0.47	High
2. Information Search	3.93	0.42	High
3. Evaluation of Alternatives	4.21	0.47	Highest
4. Purchase Decision	3.96	0.52	High
5. Post-Purchase Behavior	3.90	0.37	High
Total	3.94	0.21	High

Table 2 shows that the overall of the online purchasing decisions is high, with an average value of 3.94 (SD = 0.21). When considering each aspect, it was found that the aspect with the highest average score was evaluation of alternatives, with an average score of 4.21 (SD = 0.47) it is at the highest level. Next is perceived purchase decision, with an average score of 3.96 (SD = 0.52) it is at the high level. The aspect with the lowest average score is problem recognition, with an average score of 3.71 (SD = 0.42) it is at the high level.

Objective 3. The research findings indicate that the factors related to exposure to artificial intelligence in online shopping and the independent variables together account for 61% of the influence on online purchasing decisions by consumers in Bangkok.

Table 3. A study of the factors of AI exposure in online shopping that affect the online purchasing decisions of consumers in Bangkok.

The acceptance of artificial intelligence	The online purchasing decisions			t	p – value
	(b)	(β)	S.E.		
Constant (a)	1.409		.104	13.564	.000**
1. Perceived Usefulness	.23	.50	.014	15.788	.000**
2. Perceived Ease of Use	.21	.43	.016	13.509	.000**
3. Attitude Towards AI	.21	.47	.014	14.936	.000**
R = 0.78 R² = 0.61 Adjusted R² = 0.61 SEE = 0.13 F = 205.37					

**It is statistically significant at the 0.01 level.

Table 3 presents the results of the multiple regression analysis examining the influence of AI exposure factors on consumers' online shopping decisions in Bangkok. The findings indicate that Perceived Usefulness, Perceived Ease of Use, and Attitude Towards AI jointly explain 61% of the variance in online shopping decisions (Adjusted R² = 0.61), with statistical significance at the .01 level.

In terms of standardized regression coefficients (Beta), Perceived Usefulness ($\beta = 0.23$) emerged as the strongest predictor, suggesting that it plays the most influential role in shaping consumers' online shopping decisions compared to the other variables in the model. This is followed by Perceived Ease of Use and Attitude Towards AI, respectively.

Based on these results, a predictive equation can be formulated to estimate consumers' online shopping decisions using AI exposure factors as independent variables. The model implies that higher levels of perceived usefulness, ease of use, and positive attitudes toward AI are associated with an increased likelihood of online purchasing decisions.

Discussions

1. The research findings indicate that overall consumer acceptance of artificial intelligence in online shopping in Bangkok is high. The aspect with the highest average score is perceived ease of use. The findings indicate that overall consumer acceptance of artificial intelligence (AI) in online shopping in Bangkok is at a high level, with perceived ease of use emerging as the dimension with the highest mean score. This result suggests that consumers place significant importance on the simplicity and convenience of interacting with AI-enabled systems, which may lower barriers to adoption and enhance user engagement. When consumers perceive AI as useful, convenient, and easy to use, they are more likely to accept AI-enabled services and complete online purchases. AI applications that provide personalized recommendations, simplify information searches, and enhance shopping efficiency can increase consumer confidence and improve purchasing decisions. Therefore, businesses should develop user-friendly AI applications that deliver clear value to enhance consumers' online shopping experiences. This finding is consistent with studies on the impact of artificial intelligence on consumer behavior, which found that AI has the potential to create more effective customer interactions on online platforms (Giroux et al., 2022). It also found that AI helps streamline the customer decision-making process when searching for information online on e-commerce websites; such decisions would be more difficult without the assistance of technology (André et al., 2018). It is also consistent with the study by Neramitpanich (2024) which examined the influence of artificial intelligence on consumers' online purchasing decisions of products and services. The study found that the perceived ease of use of AI had the highest average score, at 3.90. From a practical perspective, the findings imply that businesses should prioritize the design of AI systems that are simple, accessible, and user-centric. Ensuring clear navigation, responsive interfaces, and minimal complexity can significantly enhance consumer acceptance and encourage continued use of AI-driven online shopping platforms.

2. The research findings indicate that the overall online purchasing decision of consumers in Bangkok is at a high level, with evaluation of alternatives having the highest average score. The findings reveal that consumers' overall online purchasing decisions in Bangkok are at a high level, with the evaluation of alternatives emerging as the most prominent stage. This suggests that consumers actively compare product attributes, prices, reviews, and platform features before making purchase decisions, reflecting a rational and information-

driven decision-making process. This result aligns with consumer decision-making theories, Kotler & Keller (2012) states that in the evaluation of alternatives stage, consumers consider the various options obtained from their information search. They use decision-making criteria such as price, quality, after-sales service, or special features of the product. In the Comparison stage, consumers compare different products or services to find the option that best meets their needs. It is also consistent with the study by Khangngam and Ployphet (2026) which examined consumer's online purchasing decisions through the application of artificial intelligence marketing in the Bangkok metropolitan area, the results revealed that the overall level of online purchasing decisions was high.

3. The research findings indicate that the factors related to exposure to artificial intelligence in online shopping and the independent variables together account for 61% of the influence on online purchasing decisions by consumers in Bangkok. In terms of standardized regression coefficients (Beta), Perceived usefulness emerged as the strongest predictor, suggesting that it plays the most influential role in shaping consumers' online shopping decisions compared to the other variables in the model. This is followed by Perceived Ease of Use and Attitude Towards AI, respectively. Based on these results, a predictive equation can be formulated to estimate consumers' online shopping decisions using AI exposure factors as independent variables. The model implies that higher levels of perceived usefulness, ease of use, and positive attitudes toward AI are associated with an increased likelihood of online purchasing decisions. It is also consistent with the study by Klangthin (2023) studied the factors of artificial intelligence that influence online purchasing decisions in Buriram Province. The results showed that the influence of artificial intelligence on purchasing decisions depended on the perceived ease of use and perceived benefits in terms of enjoyment and time saving. Convenience did not affect online purchasing decisions.

Conclusion

This study analyzes the influence of artificial intelligence on online purchasing decisions of consumers in Bangkok, aiming to enable marketers to better understand customer needs, improve marketing strategies, and achieve measurable results.

The findings indicate that consumers' online purchasing decisions in Bangkok are at a high level, with the evaluation of alternatives emerging as the most critical stage. This underscores the importance of a rational, information-driven decision-making process, supported by the availability of product information, comparison tools, and user-generated content on e-commerce platforms.

The prominence of perceived ease of use further suggests that, as consumers become more familiar with digital technologies, they increasingly prefer AI systems that are simple, intuitive, and require minimal effort. In addition, the strong influence of perceived usefulness highlights the importance of delivering clear functional benefits to enhance consumer engagement in online purchasing.

Overall, the results imply that businesses should prioritize the development of user-centric AI systems with seamless and accessible interfaces, while also providing clear,

comprehensive, and comparable product information. Strengthening review systems and recommendation features will further support consumers during the evaluation stage and facilitate effective purchasing decisions.

Suggestion

1. The findings indicate that consumers place the highest importance on the perceived ease of use of AI. Therefore, e-commerce platform providers, online retailers, and AI system developers can apply these findings by designing user-friendly AI interfaces, providing clear and comparable product information, and enhancing review and recommendation features to facilitate product evaluation and purchasing decisions.

2. Studies on online consumer purchasing decisions identify the evaluation of alternatives as the most critical stage. Therefore, online marketplace operators and digital marketers can utilize these findings to improve product categorization, comparison tools, customer reviews, price transparency, and personalized recommendations, thereby supporting consumers in making more informed purchase decisions.

3. The findings demonstrate that AI significantly influences all stages of online purchasing decisions, with perceived usefulness having the strongest impact. Therefore, business managers, marketing practitioners, and AI solution developers can use these results to develop AI-driven applications that improve shopping efficiency, enhance product discovery, and deliver personalized information and recommendations, thereby increasing consumer value, purchase intentions, and long-term marketing effectiveness.

Recommendations for Future Research

Future research should further investigate the evaluation of alternatives stage, as it was identified as the most critical process in consumers' online purchasing decisions. In particular, studies should examine the specific factors influencing this stage—such as product information quality, user reviews, price comparisons, and AI-driven recommendations—to better understand how they shape consumer choice. Additionally, comparative or experimental research designs may be employed to explore how different platform features or AI applications can enhance decision efficiency and reduce perceived risk during the evaluation process.

New Knowledge

This study analyzes the influence of artificial intelligence on online purchasing decisions of consumers in Bangkok, The key contributions are summarized as follows:

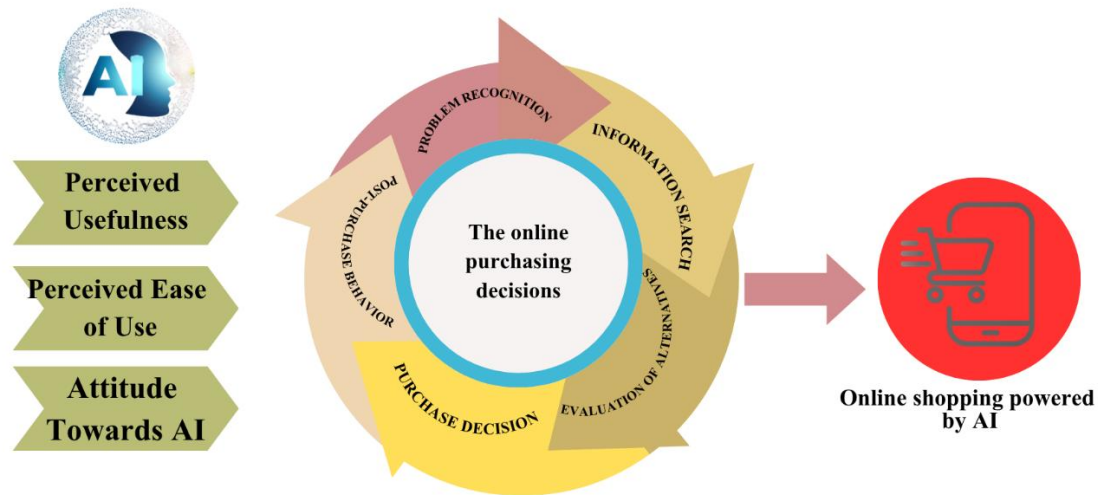


Figure 1 The influence of artificial intelligence on online purchasing decisions of consumers

The findings underscore the significant role of cognitive perceptions and attitudinal factors toward AI in explaining consumer behavior in online shopping contexts. These insights provide important implications for the development of AI-driven marketing strategies and the design of user-centered AI systems that align with consumer expectations.

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