

Review of: "Unveiling the Intent to Use: Exploring Shopee's Appeal in Bangkok, Thailand"

Pongsakorn Limna¹

¹ Rangsit University

Potential competing interests: No potential competing interests to declare.

The research exploring factors that influence individuals' shopping choices on Shopee in the Thai e-commerce market is thoughtfully structured and pertinent. It addresses key determinants like perceived ease of use, perceived usefulness, promotion, and electronic word of mouth (eWOM) to comprehend user intentions. However, there are a couple of aspects that could enhance the study. It would be valuable to establish a more distinct research gap or problem statement at the outset. This would provide readers with a clearer understanding of the research's significance and relevance. A well-defined research gap helps convey why the study is conducted and what specific questions it seeks to answer. Moreover, there is a notable absence of information regarding validity testing results. In quantitative research, ensuring the validity of research instruments is crucial to ensure that the collected data accurately measures the intended constructs. To bolster confidence in the research findings, it is recommended that the article includes a comprehensive description of the validity tests conducted and their outcomes. This transparency in methodology strengthens the overall credibility of the study.