THE LAZY ECONOMY IN A DEVELOPING COUNTRY

Wanlop Singharat [*], Tanpat Kraiwanit [**], Yarnaphat Shaengchart [*]

[*] Faculty of Economics, Rangsit University, Pathum Thani, Thailand
[**] *Corresponding author,* Faculty of Economics, Rangsit University, Pathum Thani, Thailand
Contact details: Faculty of Economics, Rangsit University, 52/347 Phahon Yothin Road, Muang Eke, Pathum Thani 12000, Thailand

OPEN ACCESS

Abstract

The evolution of technology encourages lazy behaviour or addiction to convenience. Consumers are willing to pay for products and services that help them to live a more comfortable life thanks to changes in their behaviour. They want to save time and energy for something else; even if a job is beneficial to them, they would prefer someone else to do it (Komin, 2019). The lazy economy is an intriguing economic trend in today's world as the market for hyper-convenience is rapidly expanding (Chou, 2019). This study investigated the factors affecting the lazy economy in Thailand. A quantitative approach was employed. An online questionnaire was used to collect data from a convenience sample of 636 participants in Thailand. Binary regression analysis was performed for the data analysis. For online shopping, the lazy economy could be described as being a student, using Facebook, and using Twitter. For catering, the lazy economy could be described by score and education. The development of comprehensive and consistent related laws is required in the next phase to share resources, strengthen community cooperation, create a sense of security and peace of mind, and reduce the gap in the consumption of goods and services in the lazy economy.

Keywords: Technology, Lazy Economy, Thailand

Authors' individual contribution: Conceptualization — W.S. and T.K.; Methodology — W.S. and T.K.; Software — W.S. and Y.S.; Validation — W.S. and T.K.; Investigation — W.S., T.K., and Y.S.; Resources — W.S., T.K., and Y.S.; Writing — W.S., T.K., and Y.S.; Supervision — T.K.

Declaration of conflicting interests: The Authors declare that there is no conflict of interest.

1. INTRODUCTION

The digital economy is distinguished by rapid technological advancements and the convergence of economic and digital power (Botta & Wiedemann, 2019). Technology has become increasingly important in people's lives. Social media applications, such as Facebook and Line, play an essential role because they allow users to send personal information, documents, videos, and photos electronically (Siripipatthanakul, Limna, Sriboonruang, et al., 2022). In this era, the digitisation of the marketplace results in changes in consumer behaviour towards and expectations of the product and service platform as well as the integration of various channels, such as Shopee. Consumers expect retailers to provide limitless, consistent, and personalised services, with digitalisation enhancing the customer experience (Ciucan-Rusu et al., 2022; Napawut et al., 2022; Siripipatthanakul, Limna, Siripipattanakul, et al., 2022). Furthermore, the digital economy is growing stronger and becoming more prevalent. In Thailand, it was worth approximately US$16 billion in 2019 and is expected to grow to US$50 billion by 2025. The Thai online economy's annual growth rate has significantly increased, with a rate of 29%. In 2019, the number of internet users increased to 47 million from 38 million in 2018. In 2019, electronic commerce in Thailand generated US$5 billion in gross merchandise volume with an annual growth rate of 54%. Food delivery applications generated US$1 billion in gross merchandise volume with an annual growth rate of 39%. Over the last decade,

mobile technologies and applications based on smartphones have spread widely and rapidly throughout the world (Limna, Kraiwanit, & Siripipatthanakul, 2022; Limsuwan, 2020).

As people's lives get busier as they take on many tasks and responsibilities, such as working, socialising, parenting, etc., the growth of technology, which has been evolving to simplify and accommodate human life, is another factor that encourages individuals to become used to the ease they have obtained. As a result, it promotes laziness and convenience addiction (Komin, 2019). This results in a shift in consumer behaviour in which consumers are more willing to spend on things and services that make their lives more comfortable (Chandrasekhar et al., 2019). They want to save time and energy for something else; even if a task is advantageous for them, they would rather someone else undertake it. This trend results in a new economic concept, sometimes described as the "lazy economy". This term has been defined and mentioned in various publications (SCB, n.d.; Supcharoen, 2019). It is an economic phenomenon that reflects an increase in convenience-driven consumption (People's Daily Online, 2023). Basically, the lazy economy is a business model in which enterprises produce hyper-convenient products and services to reduce user effort. The majority of these companies are online-to-offline (O2O) firms in which clients purchase anything they want via their cellphones or computers to fulfil offline demands (Pandey, 2023).

The lazy economy has expanded quickly because it can satisfy people's varied and growing consumption needs. The desire for an effective, relaxing, and high-quality lifestyle has sped up the growth of the lazy economy. In the past several years, particularly after the COVID-19 pandemic, the lazy economy has gained momentum (Daxue Consulting China, 2021). The epidemic compelled people to remain indoors and rely on technology. Hence, if you previously purchased groceries in-person, you would have switched to delivery services such as Foodpanda, Uber Eats, or Grab Food to avoid contracting the disease. According to Pandey (2023), two of the countries where there is a high demand and supply of lazy businesses are China and India, which have the largest populations in the world. This should not come as a surprise, as both countries have abundant human resources, which translates into cheap labor costs. The at-home service platform Urban Company, food delivery firms such as Zomato and Swiggy, and errand-running services such as Dunzo are some of the major players in India's lazy economy, while in China, there is the e-commerce platform Meituan, the online grocery market Freshippo, and the errand-running app UU Paotui.

Growing customer demand for convenience creates possibilities for businesses to focus on products and services that streamline the purchase process and save consumers time and effort (Adhimursandi et al., 2021). The leading online marketplace in China, Taobao, reports that in 2018, the product category that provides convenience to people's lives, such as a self-cleaning robot, an automatic cooking machine, a hands-free drink holder, etc., increased by 70% compared to the previous year, accounting for US$2.31 billion (Chou, 2019). These businesses are attempting to optimise the customer journey so that customers

are needed for the least amount of activity (Evans, 2019). As a result, several companies that continually satisfy the aforementioned requirements have been founded (Marketingoops, 2019; Positioning, 2019). For instance, in the fashion sector, Stitch Fix is a personal stylist service that helps individuals pick clothing based on their style (based on a survey) and sends it to the customer's home; if they like the items, they may retain them and pay for them (Pithers, 2019). On the contrary, if the products do not fit them or they do not like them, they can return them (Pithers, 2019). Even the real estate industry has productized its offerings in response to the current market. Sansiri, a real estate company in Thailand, has introduced "Sansiri Smart Home", which enables customers to command items in and around their homes using voice control via Google Assistant. The company believes that automation and hands-free technology are two of the products that will attract convenience-oriented consumers (Daily News, 2019).

The lazy consumer market is being observed and is an opportunity for new business. This is because individuals nowadays tend to be more comfort-oriented and dependent on technology (Techsauce, 2019). As a result, it is essential to analyse the lazy economy in the context of Thailand, since there is a potential increase in lazy businesses in the nation and the expansion of the digital economy has exploded in recent years. Since the notion of the "lazy economy" may be novel, there are few studies on it. This study consequently aims to analyse the factors affecting Thailand's lazy economy to fill a gap in the field.

The research question is as below:

RQ: Do score, gender, education, student, income, savings, Facebook, Twitter, Line, YouTube, and Instagram have an impact on Thailand's lazy economy?

The data were collected from Thai residents over the age of 18 and analysed using a binary regression. The findings show that the lazy economy in terms of online shopping could be described by being a student, using Facebook, and using Twitter, while the lazy economy in terms of catering could be described by score and education. The results could assist entrepreneurs in enhancing their products and services to adjust to consumer behavior in the digital era, which might result in customer pleasure and loyalty and then lead to outstanding business performance.

The structure of this paper is divided into six major sections. Section 1 is an introduction. Section 2 reviews the relevant literature. Section 3 is the methodology that has been used to conduct the research. Section 4 reveals the results. Section 5 discusses the findings of the study. Finally, Section 6 concludes the research, and provides recommendations, limitations, and perspectives for future studies.

2. LITERATURE REVIEW

One undeniable fact over the last several years is the emergence of startups, which have led to innovation in many industries. As customers gain more purchasing power, businesses must develop products and services that can assist them or meet their different needs and expectations (Hyytinen et al., 2015; Limna & Kraiwanit, 2022). With the continued penetration of mobile Internet and

smart technology into people's lives, the Internet generation has emerged as a significant consumer group with high spending power and demand. The market demand for online ordering, ranking, and payment through mobile phones is increasing (Zhong & Zhang, 2021). In addition, human necessities, such as food and electronic gadgets, can easily be found and purchased online in the digital era of the 21st century. Consumers benefit from digitisation by receiving higher-quality products and having more personalised demand options. This demonstrates how online shopping has surpassed traditional methods of shopping. Online shopping, which is considered to be one of the most convenient, viable, and preferred modes of transportation in metropolitan and urban areas, is gradually spreading to non-metropolitan and rural areas. Retailers are striving to make their online store environment more entertaining and appealing to attract customers (Aryani et al., 2021). In addition, the rapid expansion of the Internet, the advent of the "lazy economy", and the introduction of "big data" have altered markets and led to the development of new types of convenient catering businesses. With the advancement of technology, unmanned containers and restaurants have emerged, such as Amazon Go in the United States, McDonald's Future Restaurant 2.0, unmanned vending machines everywhere in Japan, Alibaba's unmanned restaurants, and JD JOY'S smart restaurants, among others (Zhong & Zhang, 2021). As a result of laziness or a desire to save time while shopping, some consumers prefer online shopping to buying in physical stores (Meiryani et al., 2022).

It is undeniable that the spread of the COVID-19 pandemic forces technology to become an essential new normal aid. Even if some individuals do not comprehend or avoid integrating their lives into the digital realm, they are compelled to do so when circumstances demand it. For example, individuals will be required to work from home by using Internet applications for meetings, seminars, and shopping. Many people have already begun to develop an addiction to the rapidly evolving technology that evokes classroom and conference room atmospheres (SCB, n.d.). Before the COVID-19 pandemic, businesses that offered "hyper-convenient services" to customers were considered "lazy" (Chou, 2019); nonetheless, these services were necessary during the epidemic. For example, Uber Eats might have been considered lazy pre-COVID-19 but became a vital necessity during the pandemic. Eventually, in the post-COVID-19 period, such services became widespread as individuals became accustomed to their ease.

Thawirotchanaphimuk and Kraiwanit (2020) explored the obstacles and factors influencing the improvement of Thai startups' potential to reach unicorn status using Omise and aCommerce as case studies because they were the most likely companies to become unicorns. Both startups had four similar significant variables that increased their chances of becoming unicorns, specifically business knowledge scores, customer behaviour in a mobile-first era, increasing goods and services, and repurchasing. Insufficient funds could limit a startup's ability to compete with large corporations. However, many startups have adopted technology to increase their number of users and expand the market rapidly. It has been suggested that the government should update and relax laws and regulations to boost fundraising among Thai startups. Limna,

Siripipatthanakul, Siripipattanakul, et al. (2022) discovered that using telemedicine during the COVID-19 pandemic would save both patients' and healthcare workers' time in healthcare consultations because they could use telemedicine from anywhere using devices. Furthermore, the use of telemedicine made healthcare consultations easier for both patients and healthcare workers during the COVID-19 pandemic because they did not need to travel to a hospital or clinic. In addition, Limsuwan (2020) investigated the co-creation of value and value perception of delivery services through the mobile phone application experience in Thailand's lazy economy society. Co-creating value is important in the virtual environment. Mobile applications are valuable tools that allow customers to order food deliveries via their mobile phones. Furthermore, co-creating value can be useful in explaining the differences in perceived value among individual customers. This study also highlighted the co-creation of value as being important to a perceived high value when purchasing food via mobile applications.

3. RESEARCH METHODOLOGY

This study is quantitative and employs the survey. This study is a quantitative research using closed-ended questionnaires to collect the data. The questionnaire was divided into three parts: 1) demographic information; 2) a personal perspective on the lazy economy in Thailand; and 3) a 10-multiple choice question (MCQ) to test literacy in the lazy economy. The first section of the questionnaire requests participants' personal information, such as their gender, level of education, occupation, income, savings, and most frequently used social media platforms (Facebook, Twitter, Line, YouTube, and Instagram). This section examines the demographic information of the research samples. The second section consists of questions on participants' perspectives on Thailand's lazy economy, scored on a 5-point Likert scale, with scores of 1 indicating the least agreement and 5 indicating the greatest agreement. The last section is a test to determine if a participant understands the concept of the "lazy economy". Questionnaire questions were developed based on reliable and valid research data. Furthermore, the questionnaire was pre-tested on 30 respondents to obtain a dedicated questionnaire, as recommended by Limna, Kriwanit, and Siripipattanakul (2022). Furthermore, the validity of the measurement instruments was evaluated. Testing was performed to determine the dependability and accuracy of the measurement instruments. According to Kaewnaknaew et al. (2022), it is crucial to recognise that the validity of an instrument refers to how well it measures the researcher's conceptual framework. The questionnaire then was completed by 636 selected samples of Thai individuals over the age of 18 who are currently residing in Thailand. It was necessary to collect a minimum of 385 cases at $p = 0.5$ through convenience sampling with a sample error at the 5% confidence level of 95% (Napawut et al., 2022). Hence, the sample size in this study is sufficient. The independent variables are scores obtained from the test in the last section of the questionnaire (score), gender (1 = male and 0 = female), education, occupation (1 = student and

0 = other occupations), income, savings, Facebook, Twitter, Line, YouTube, and Instagram. *Gender* and *occupation* are dummy variables, which only have two categories. Then *gender* is converted to its values of 1 = male and 0 = female, while *occupation* is converted to 1 = student and 0 = other occupations. The independent variable is a *lazy economy* in Thailand, measured by participation in any lazy businesses such as Lazada, Shopee, Grab Food, and Foodpanda. The dependent variable was divided into two categories: for *shopping purposes* and *catering purposes.* Hence, the examination was separated into two parts for two variables, each variable for a test. The data were analysed by binary regression analysis. According to Chicco et al. (2021) and Gomila (2021), binary regression is a regression model in which the target variable is binary, meaning that it can only take one of two values, 0 or 1. Given that the output is modelled as readmitted (1) or not readmitted, it is the most commonly used regression model in readmission prediction (0). Therefore, binary regression was used to analyse the data.

For additional inquiry, an in-depth interview or focus group interview may be conducted. This may explain why people join in activities organized by a lazy business. By conducting interviews with experts in the digital economy or related fields, it is possible to gain a comprehensive understanding of the lazy economy in Thailand and their ability to contribute to the country's sustainable digital economy.

4. RESULTS

4.1. Online shopping

Table 1 shows the omnibus test of the model's performance using the independent variables.

Table 1. Omnibus test of the model's performance using all the independent variables: Online shopping

		Chi-square	*df*	*Sig.*
Step 1	Step	38.506	11	0.000
	Block	38.506	11	0.000
	Model	38.506	11	0.000

Table 1 indicates that the Chi-square is 38.506, with a df equal to 11. Therefore, the dependent variable can be explained by all the independent variables at the significance level of 0.11.

Table 2 shows the model summary using all the independent variables.

Table 2. The model summary using all the independent variables: Online shopping

Step	*-2 log-likelihood*	*Cox & Snell R-square*	*Nagelkerke R-square*
1	707.894ª	0.159	0.185

Note: a. Estimation terminated at iteration 4 because the parameter estimates changed by less than 0.001.

According to Table 2, the model can explain approximately 18.5% of the variation in the result with a significance value of 0.11. The pseudo-R-square values (Cox & Snell R-square and Nagelkerke R-square) were used to determine the explained variation rather than the R-square, as their values are employed when the outcome variable is nominal or ordinal and the R-squared coefficient cannot be used as a measure of goodness of fit (Freese & Long, 2014). In general, the Nagelkerke R-square, a modified version of the Cox and Snell R-square, is commonly employed for interpretation as the Cox & Snell R-square cannot achieve a value of 1 (Hasan, 2020).

Table 3. Classification table for back-testing (including all the independent variables): Online shopping

			Predicted		
	Observed		*Online shopping*		*Percentage correct*
			No	*Yes*	
Step 1	*Online shopping*	No	12	7	63.15
		Yes	162	455	73.74
	Overall percentage				73.4

Note: The cut-off value is 0.500.

In Table 3, the classification indicates that the model with all the independent variables can predict the lazy economy in Thailand with an accuracy rate of 73.4% of cases when there is a cut-off value of 0.500 or when the scope of acceptance is 50%.

Table 4 shows the variables in the model using all the independent variables.

Table 4. Variables in the model using all the independent variables: Online shopping

	Variable	*B*	*S.E.*	*Wald*	*df*	*Sig.*	*Exp(B)*
Step 1ª	*Score*	0.092	0.092	1.911	1	0.167	1.096
	Gender	0.243	0.243	1.561	1	0.212	1.276
	Education	0.206	0.122	2.825	1	0.093	1.228
	Student	0.748	0.254	8.650	1	0.003	2.112
	Income	0.021	0.141	0.023	1	0.881	1.021
	Saving	0.121	0.118	1.053	1	0.305	1.129
	Facebook	0.497	0.237	4.405	1	0.036	1.644
	Twitter	0.708	0.226	9.842	1	0.002	2.031
	Line	-0.248	0.250	0.988	1	0.320	0.780
	YouTube	-0.077	0.254	0.091	1	0.763	0.926
	Instagram	0.433	0.259	2.790	1	0.095	1.542
	Constant	-3.440	0.703	23.935	1	0.000	0.032

Note: a. Variable(s) entered in Step 1: score, gender, education, student, income, saving, Facebook, Twitter, Line, YouTube, and Instagram.

The predictive regression equation of Model 1 from Table 4 can be described by the following equation:

Model 1

$$P = \frac{1}{1 + e^{-z}} \qquad (1)$$

where, *P* is the probability of access to rail transport services, and

$$Z = 3.440 + 0.748(student) + 0.497(Facebook) + 0.708(Twitter) \qquad (2)$$

The significance level of each independent variable is presented in Table 4. It shows that the dependent variable (the *lazy economy*) could be described by being a student, using Facebook, and using Twitter. Conversely, score, gender, education, income, saving, Line, YouTube, and Instagram are not significant. When an individual is a student, the lazy economy in Thailand will increase by 2.112. When using Facebook, the lazy economy in Thailand will increase by 1.644. Finally, when using Twitter, the lazy economy in Thailand will increase by 2.031.

4.2. Catering

Table 5 shows the omnibus test of the model's performance using the independent variables.

Table 5. Omnibus test of the model's performance using all the independent variables: Catering

		Chi-square	df	Sig.
Step 1	Step	25.241	11	0.008
	Block	25.241	11	0.008
	Model	25.241	11	0.008

Table 5 indicates that the Chi-square is 25.241, with a df equal to 11. Therefore, the dependent variable can be explained by all the independent variables at the significance level of 0.11.

Table 6 shows the model summary using all the independent variables.

Table 6. The model summary using all the independent variables: Catering

Step	-2 log-likelihood	Cox & Snell R-square	Nagelkerke R-square
1	850.388ᵃ	0.139	0.152

Note: a. Estimation terminated at iteration 3 because the parameter estimates changed by less than 0.001.

Table 6 displays the pseudo-R-square values, both Cox & Snell R-square and Nagelkerke R-square, which may be used to determine the explained variation (Hasan, 2020). In general, the Nagelkerke R-square, a modified version of the Cox and Snell R-square is employed for interpretation. Hence, this model explains 15.2% of the variance in the dependent variables at the significant level of 0.11.

Table 7. Classification table for back-testing (including all the independent variables): Catering

Observed			Predicted		
			Catering		Percentage correct
			No	Yes	
Step 1	Catering	No	251	98	71.9
		Yes	142	145	36.6
	Overall percentage				62.26

Note: The cut-off value is 0.500.

In Table 7, the classification indicates that the model with all the independent variables can predict the lazy economy in Thailand with an accuracy rate of 62.26% of cases when there is a cut-off value of 0.500 or when the scope of acceptance is 50%.

Table 8 shows the variables in the model using all the independent variables.

Table 8. Variables in the model using all the independent variables: Catering

	Variable	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1ᵃ	Score	-0.148	0.058	6.507	1	0.011	0.862
	Gender	0.027	0.171	0.025	1	0.875	1.027
	Education	0.279	0.115	5.861	1	0.015	1.321
	Student	-0.094	0.213	0.192	1	0.661	0.911
	Income	0.099	0.120	0.676	1	0.411	1.104
	Saving	-0.060	0.102	0.349	1	0.555	0.941
	Facebook	0.073	0.211	0.121	1	0.728	1.076
	Twitter	0.317	0.198	2.564	1	0.109	1.373
	Line	0.238	0.218	1.194	1	0.275	1.269
	YouTube	0.179	0.220	0.658	1	0.417	1.196
	Instagram	0.349	0.221	2.495	1	0.114	1.417
	Constant	-0.879	0.646	1.852	1	0.174	0.415

Note: a. Variable(s) entered in Step 1: score, gender, education, student, income, saving, Facebook, Twitter, Line, YouTube, and Instagram.

The predictive regression equation of Model 2 from Table 8 can be described by the following equation:

Model 2

$$P = \frac{1}{1 + e^{-z}} \qquad (3)$$

where, *P* is the probability of access to rail transport services, and

$$Z = -0.879 - 0.148(score) + 0.279(education) \qquad (4)$$

The significance level of each independent variable is presented in Table 8. It shows that the dependent variable (the *lazy economy*) could be described by score and education. Conversely, gender, student, income, saving, Facebook, Twitter, Line, YouTube, and Instagram are not significant. When there is an increase of one unit in score, the lazy economy in Thailand will decrease from 1 to 0.862 (1 – 0.862 = 0.138). When there is an increase of one unit in education, the lazy economy in Thailand will increase by 1.321.

5. DISCUSSION

This study investigated the factors that affect the lazy economy in Thailand. For online shopping, the lazy economy could be described as being a student, using Facebook, and using Twitter. For catering, the lazy economy could be described by score and education. The findings corresponded to the research by Limna et al. (2021), which showed that Facebook advertising was used to support and promote coffee shop brands. Consequently, artificial intelligence (AI) was beneficial for data analytics, mainly from Facebook. As reported by Hutchinson (2022), Twitter is gradually developing its approach to eCommerce and the integration of product listings into the app, as is the case with every social platform. It has already tried out a Shop module for Professional profiles, as well as product displays within individual tweets. Moreover, according to Grigoreva et al. (2021), the ability and willingness to purchase goods and services online are the main trends in changing consumer behaviour, while smartphones and tablets are the main means of obtaining information, choosing a product or service, and paying for a purchase today. Generation Z is determined to consist of digital consumers who boldly shop online. Yang (2021) indicated that, with the popularity of the Internet and the in-depth development of e-commerce, online shopping has broken through time, space, and geographical barriers, attracting widespread attention from a variety of social groups. Moderate online shopping can not only save time and money but also provide some entertainment. Furthermore, Hamari et al. (2016) investigated people's motivations to participate in collaborative consumption. Collaborative consumption involves peer-to-peer-based activities, with obtaining, giving, or sharing access to goods and services being coordinated through the community based on online services.

People had a favourable impression of the activity and spoke highly of it. Moreover, Li (2021) concluded that three primary types of contactless delivery services can meet the needs of consumers in the post-pandemic era, specifically deposit-in, contracted delivery, and fixed-distance delivery. During the pandemic, the contactless distribution service was the standard configuration of the logistics industry. As a result, many consumers have used a distribution service, making it a hotspot, and an increasing number of scholars are researching and analysing contactless distribution services. With the gradual stabilisation of the domestic epidemic, the scope of people's lives has gradually expanded, and consumers' traditional "lazy economy" has recovered as they hope to reach out and obtain what they want without leaving their homes. That is the polar opposite of contactless delivery services.

6. CONCLUSION

A binary logistic regression analysis was performed to investigate the factors affecting the lazy economy in Thailand. For catering, the lazy economy could be described by score and education. The findings may assist business owners improve their products and services to respond to customer behaviour in the digital age, which could lead to customer satisfaction and loyalty, resulting in high business performance. For research implications, this study added to the existing literature on the factors that affect the lazy economy. Hence, the findings of this study may aid academics in broadening their research by incorporating more potential elements. The measurements could be used to guide future research on the factors that affect the lazy economy. As policy recommendations, businesses must adapt significantly because more people will be offering services, and customers will have equal access through simple and easy social media; thus, the development of related laws that are comprehensive and consistent is required in the next phase to share resources, strengthen community cooperation, create a sense of security and peace of mind, and reduce the gap in the consumption of goods and services in the lazy economy. Moreover, since customers have become more powerful in the purchasing decision-making process, businesses must develop goods and services that can assist customers in solving problems or meet the needs of each group of customers who have different requirements, such as products and services that make life easier or offer quick solutions. Regarding academic recommendations, there should be a case study of lazy economic successes and failures for new entrepreneurs or startups to reduce the risk when offering products and services. The drawback to this research is that it solely considered Thailand's context. Thus, it is proposed that further sampling be undertaken in other countries for future research. In addition, this study was based on a self-administered questionnaire. Thus, qualitative research, such as interviews, may give ideas for future studies.

REFERENCES

1. Adhimursandi, D., Suharno, S., & Kuleh, Y. (2021). Understanding the convenience of mobile banking adoption for banking customers in the millennials generation. *International Journal of Multicultural and Multireligious Understanding, 8*(12), 510–521. https://doi.org/10.18415/ijmmu.v8i12.3259
2. Aryani, D. N., Nair, R. K., Hoo, D. X. Y., Hung, D. K. M., Lim, D. H. R., Chew, W. P., & Desai, A. (2021). A study on consumer behaviour: Transition from traditional shopping to online shopping during the COVID-19 pandemic. *International Journal of Applied Business and International Management (IJABIM), 6*(2), 81–95. https://doi.org/10.32535/ijabim.v6i2.1170
3. Botta, M., & Wiedemann, K. (2019). The interaction of EU competition, consumer, and data protection law in the digital economy: The regulatory dilemma in the Facebook Odyssey. *The Antitrust Bulletin, 64*(3), 428–446. https://doi.org/10.1177/0003603X19863590
4. Chandrasekhar, N., Gupta, S., & Nanda, N. (2019). Food delivery services and customer preference: A comparative analysis. *Journal of Foodservice Business Research, 22*(4), 375–386. https://doi.org/10.1080/15378020.2019.1626208
5. Chicco, D., Warrens, M. J., & Jurman, G. (2021). The coefficient of determination R-squared is more informative than SMAPE, MAE, MAPE, MSE and RMSE in regression analysis evaluation. *PeerJ Computer Science, 7*, Article e623. https://doi.org/10.7717/peerj-cs.623
6. Chou, C. (2019, January 15). 'Lazy economy' takes off on Taobao. *Alizila.* https://www.alizila.com/lazy-economy-takes-off-on-taobao/
7. Ciucan-Rusu, L., Vasile, V., Stefan, D., Comes, C.-A., Stefan, A.-B., Timus, M., Oltean, A., Bunduchi, E., & Popa, M.-A. (2022). Consumers Behavior determinants on online local market platforms in COVID-19 pandemic — A probit qualitative analysis. *Mathematics, 10*(22), Article 4281. https://doi.org/10.3390/math10224281
8. Daily News. (2019, December 18). *Sæn sīri chī prayochn̒ cāk Google Assistant kạb p̄hlitp̣hạṇṯh̒ k̄hxng tn* [Sansiri utilizes the advantage of Google Assistant to their product]. https://www.dailynews.co.th/it/747581
9. Daxue Consulting China. (2021, June 21). *7 industries boosted by the lazy economy in China.* https://daxueconsulting.com/lazy-economy-china/
10. Evans, N. D. (2019, January 24). Introducing the "lazy economy" business model and implications for CIOs. *CIO.* https://www.cio.com/article/3336182/introducing-the-lazy-economy-business-model-and-implications-for-cios.html
11. Freese, J., & Long, J. S. (2014). *Regression models for categorical dependent variables using Stata* (3rd ed.). Stata Press.
12. Gomila, R. (2021). Logistic or linear? Estimating causal effects of experimental treatments on binary outcomes using regression analysis. *Journal of Experimental Psychology: General, 150*(4), 700–709. https://doi.org/10.1037/xge0000920
13. Grigoreva, E. A., Garifova, L. F., & Polovkina, E. A. (2021). Consumer behavior in the information economy: Generation Z. *International Journal of Financial Research, 12*(2), 164–171. https://doi.org/10.5430/ijfr.v12n2p164
14. Hamari, J., Sjöklint, M., & Ukkonen, A. (2016). The sharing economy: Why people participate in collaborative consumption. *Journal of the Association for Information Science and Technology, 67*(9), 2047–2059. https://doi.org/10.1002/asi.23552
15. Hasan, N. (2020). *Logistic regression using SPSS.* https://sites.education.miami.edu/statsu/wp-content/uploads/sites/4/2020/07/Logistic-Regression-Webinar.pdf
16. Hutchinson, A. (2022, March 9). *Twitter launches live test of new profile shops to display products in-app.* SocialMediaToday. https://www.socialmediatoday.com/news/twitter-launches-live-test-of-new-profile-shops-to-display-products-in-app/619978/
17. Hyytinen, A., Pajarinen, M., & Rouvinen, P. (2015). Does innovativeness reduce startup survival rates? *Journal of Business Venturing, 30*(4), 564–581. https://doi.org/10.1016/j.jbusvent.2014.10.001
18. Kaewnaknaew, C., Siripipatthanakul, S., Phayaphrom, B., & Limna, P. (2022). Modelling of talent management on construction companies' performance: A model of business analytics in Bangkok. *International Journal of Behavioral Analytics, 2*(14), 1–17. https://ijbmcjournals.org/wp-content/uploads/2022/01/IJBA-Vol-2_1_14.pdf
19. Komin, V. (2019, December 29). *The growth of lazy economy create a new opportunity for business* [Post]. LinkedIn. https://www.linkedin.com/pulse/growth-lazy-economy-create-new-opportunity-usiness-vipavee-komin/
20. Li, W. (2021). Study on the influence of contactless delivery service on the repurchasing consumption for Sichuan consumers in the post-COVID-19. *Learning & Education, 10*(8), 107–108. https://doi.org/10.18282/l-e.v10i8.3077
21. Limna, P., & Kraiwanit, T. (2022). Service quality and its effect on customer satisfaction and customer loyalty: A qualitative study of Muang Thai Insurance Company in Krabi, Thailand. *Journal for Strategy and Enterprise Competitiveness, 1*(2), 1–16. https://so07.tci-thaijo.org/index.php/STECOJournal/article/view/912
22. Limna, P., Kraiwanit, T., & Siripipattanakul, S. (2022). The relationship between cyber Security Awareness, Knowledge, and Behavioural Choice Protection among security awareness, knowledge, and behavioural choice protection among mobile banking users in Thailand. *International Journal of Computing Sciences Research, 7*, 1133–1151. https://doi.org/10.25147/ijcsr.2017.001.1.123
23. Limna, P., Kraiwanit, T., & Siripipatthanakul, S. (2022). The growing trend of digital economy: A review article. *International Journal of Computing Sciences Research, 6*, 1351–1361. https://doi.org/10.25147/ijcsr.2017.001.1.106
24. Limna, P., Siripipatthanakul, S., & Phayaphrom, B. (2021). The role of big data analytics in influencing artificial intelligence (AI) adoption for coffee shops in Krabi, Thailand. *International Journal of Behavioral Analytics, 1*(2), 1–18. https://ijbmcjournals.org/wp-content/uploads/2021/09/ijba-vol-1_2_8_2021.pdf
25. Limna, P., Siripipatthanakul, S., Siripattanakul, S., & Auttawechasakoon, P. (2022). The UTAUT model explaining intentions to use telemedicine among Thai people during the COVID-19 pandemic: A qualitative study in Krabi, Thailand. *International Journal of Computing Sciences Research, 7*, 1468–1486. https://doi.org/10.25147/ijcsr.2017.001.1.111
26. Limsuwan, P. (2020). Co-creating values and values perception of delivery services through mobile phone application experience in lazy economy society. *Educational Research (IJMCER), 2*(5), 251–257. https://www.ijmcer.com/wp-content/uploads/2020/09/IJMCER_BB02502510257.pdf

27. Marketingoops. (2019, September 9). *The lazy economy: When human laziness builds a new economy — Huge business opportunities.* https://www.marketingoops.com/reports/behaviors/lazy-consumer-lazy-economy/

28. Meiryani, M., Dhiwayani, J. A., Lusianah, L., & Lesmana, T. (2022). Business technology is creating jobs on economic growth in Indonesia. In *Proceedings of the 8th International Conference on Education and Training Technologies* (pp. 34–41). Association for Computing Machinery. https://doi.org/10.1145/3535756.3535762

29. Napawut, W., Siripipatthanakul, S., Phayaphrom, B., Siripipattanakul, S., & Limna, P. (2022). The mediating effect of E-WOM on the relationship between digital marketing activities and intention to buy via Shopee. *International Journal of Behavioral Analytics, 2*(2), 1–13. https://ssrn.com/abstract=4047441

30. Pandey, K. (2023, February 25). A deep dive into the growing lazy economy. *Jumpstart.* https://www.jumpstartmag.com/a-deep-dive-into-the-growing-lazy-economy/

31. People's Daily Online. (2023, February 7). *Lazy economy brings more new opportunities to migrant workers in China.* http://en.people.cn/n3/2023/0207/c90000-10204533.html

32. Pithers, E. (2019, May 13). Could stitch fix solve your wardrobe crisis? *Vogue.* https://www.vogue.co.uk/article/katrina-lake-stitch-fix-interview

33. Positioning. (2019, September 9). *5 Xr mā rǣng! Keāa krasǣa Lazy Economy koy ngein lūkkĥā "mnus'y rạk s̄bāy"* [Five hot businesses! Sticking to the lazy economy trend, stealing customers' money "human loving comfort"]. https://positioningmag.com/1245819

34. SCB. (n.d.). *Lazy economy — A comfortable lazy life.* https://www.scb.co.th/en/personal-banking/stories/business-maker/lazy-economy-pleasure.html

35. Siripipatthanakul, S., Limna, P., Siripipattanakul, S., & Auttawechasakoon, P. (2022). The relationship between content marketing, e-promotion, E-WOM and intentions to book hotel rooms in Thailand. *Asia Pacific Journal of Academic Research in Business Administration, 8*(2), 35–42. https://www.researchgate.net/publication/361362233_The_Relationship_Between_Content_Marketing_E-Promotion_E-WOM_and_Intentions_to_Book_Hotel_Rooms_in_Thailand

36. Siripipatthanakul, S., Limna, P., Sriboonruang, P., & Kaewpuang, P. (2022). Applying the TPB and the UTAUT models predicting intentions to use telemedicine among Thai people during the COVID-19 pandemic. *International Journal of Computing Sciences Research, 7*, 1362–1384. https://doi.org/10.25147/ijcsr.2017.001.1.107

37. Supcharoen, K. (2019, October 28). World lazy economy: New opportunity for AI tech, hardware development. *Detekt.* https://www.detektdesign.com/stories/world-lazy-economy/#

38. Techsauce. (2019, September 10). *Extreme laziness, the business market is growing! CMMU reveals "Lazy People's Market" is an opportunity for new business.* https://techsauce.co/tech-and-biz/lazy-consumer-cmmu-business

39. Thawirotchanaphimuk, P., & Kraiwanit, T. (2020). Kār phạt'hnā ṭhurkic s̄tār'th xạph s̄ū radạb yū ni khxr'n k̄hxng ṭhurkic thịy [Thai Startup business potential to unicorn]. *Pathumthani University Academic Journal, 12*(2), 102–116. https://so05.tci-thaijo.org/index.php/ptujournal/article/view/242821

40. Yang, J. (2021). An empirical analysis of psychological factors based on EEG characteristics of online shopping addiction in e-commerce. *Journal of Organizational and End User Computing (JOEUC), 33*(6), 1–17. https://doi.org/10.4018/joeuc.286767

41. Zhong, X., & Zhang, Y. (2021). Research on the Innovation contribution of unmanned convenience stores in the business model of the catering industry. In *Proceedings of 2nd International Conference on Management, Economy and Law (ICMEL 2021)* (pp. 77–81). Atlantis Press. https://doi.org/10.2991/aebmr.k.210909.010