

The Factors Influencing Online buying and Intention of Online Buying: The Study of Huachiew Chalermprakiet University Thai Students

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Abstract

The research objectives of this study were first, to examine the effects of electronic word of mouth, attitude, subjective norms, and perceived behavioral control on online buying intentions of Huachiew Chalermprakiet University (HCU) students, and second, to examine online buying intentions of HCU students. In this study, convenience and snowball sampling were conducted from HCU students through a Google online questionnaire, the total sample were 412. The statistics used the descriptive analysis, percentage, frequency, mean and standard deviation. Inferential statistics included path analysis and mediation effect analysis. The results showed that.

This study found that there deployed a significant positive effect of electronic word of mouth on attitude, subjective norm, and perceived behavioral control, but the effect of electronic word of mouth on online buying intention was not significant. Meanwhile, there is a significant positive effect of attitude, subjective norm, and perceived behavioral control on the intention to online buying.

This study verifies the mechanism of the influence of electronic word of mouth through attitude, subjective norm, and perceived behavioral control on consumers' online buying intention in the context of Thai students.

Keywords : electronic word of mouth, Intention of online buying, The planned behavior theory

1. INTRODUCTION

Thailand's e-commerce user penetration rate was 68.3 percent in 2021, and the number of users is expected to reach 43.5 million by 2025 (Statista, 2022). At the same time, the survey also shows that in 2021, the most popular online shopping platform in Thailand is Shopee, accounting for about 75.6 percent of users. In addition to shopping in the e-market, Thais are also familiar with shopping through social commerce channels (Statista, 2021). Therefore, online shopping is becoming more and more popular in Thailand, and it is very important to find the factors that affect consumers' online buying intentions. What variables or factors influence their purchasing decisions? What are the key factors that have an impact on online buying decisions?

2. RESEARCH OBJECTIVE

- 1) To study the effect of electronic word-of-mouth, attitudes, subjective norms, and perceived behavioral control on online buying intention of students at Huachiew Chalermprakiet University, Thailand.
- 2) To study the intention of online buying of students at Huachiew Chalermprakiet University, Thailand.

3. LITERATURE REVIEW

3.1 Intention of online buying

Fu et al. (2020) proposed that buying intention is the consumer's propensity to act on a product, i.e., the likelihood that the consumer will attempt to buy the product. Intention of online buying, also known as E-shopping, often is a sort of e-commerce that allows customers to buy items or services directly from any store over the internet through websites (Ahmed, 2017). It has been one of the major research agendas in marketing sciences with the rapidly growing e-business.

3.2 Electronic word of mouth

Reza Jalilvand et al. (2012) pointed out that consumers' behavior of sharing and evaluating information about brands or products through internet platforms (e.g., social media, short video platforms, blogs, etc.) is electronic word of mouth (eWOM). With the emergence of online platforms, this means of eWOM communication has become particularly important, making it one of the most influential sources of information on the Internet (Abubakar & Ilkan, 2016). eWOM takes a variety of forms, such as online forums, virtual communities, social media platforms, short videos, e-mails, blogs, online malls, and user review sites (Siqueira et al., 2019). On these online platforms, consumers can not only get eWOM from other consumers after using products or services, but also get eWOM from friends and family they trust (Huete-Alcocer, 2017). Litvin et al. (2018) demonstrated that eWOM in online channels not only enables consumers to obtain relevant product information or experience at any time, but also gives consumers the ability to express, share, and forward such information. A series of empirical studies found that eWOM affects consumers' intention to buy products or services (Plotkina & Munzel, 2016).

3.3 Attitude

Consumer attitude may be defined as customers' affection for items, brands, or online buying platforms, as well as consideration of their own economic capabilities before purchasing (Morwitz & Munz, 2021). eWOM also has a significant positive impact on attitude, whether in the retail industry or in the fashion industry, online and offline purchases, eWOM will affect consumers' attitude towards products (Mohammad et al., 2020; Reichelt et al., 2014). Intention is an idea to generate a goal, that is set to achieve a buying action (Peña-García et al., 2020). When consumers see any specific product, they will have a certain attitude towards the product. The more obvious the attitude is, the more likely the customers' intention to buy (Chung et al., 2022).

3.4 Subjective norms

Subjective norms are one of the main factors affecting consumers' intention of buying. Subjective norms represent some rules and judgment standards of the society on a certain aspect, and whether consumers will be subjected to social pressure when making buying (Mehreen et al., 2021).

When consumers have consumption behaviors, they will consider the eWOM of online buying platform and whether the network platform can guarantee the safety of consumers' personal information, which are all influenced by subjective norms. eWOM has a significant effect on subjective behavioral norms (Iriobe & Abiola-Oke, 2019). Schepers and Wetzels (2007) assert in a meta-analysis of technology acceptance models that when considering consumer markets in technology adoption, the subjective norm construct is created by word of mouth. Rejón-Guardia et al. (2020) described that when consumers have buying intention, they will consider whether they can follow social subjective norms, such as green products, or social morality.

3.5 Perceived behavior control

Perceived behavioral control refers to the behavior of consumers under the influence of external environment when they are engaged in buying behavior. Specifically, it is an individual's judgment of how easy it is to complete or implement a certain behavior (Ye et al., 2021). Ajzen (1991) pointed out that perceived behavioral control may change with the change of the situation. Specifically, perceived behavioral control represents an individual's ability to control the opportunities and resources needed when taking a behavior, or reflects his perceived external or internal restrictions on behavior. Electronic word-of-mouth has a significant effect on perceived behavioral control. In their mobile word-of-mouth study, Purwanto and Rofiah (2020) found that electronic word-of-mouth affects recipients' perceived behavioral control. In addition, Halim et al. (2022) found that consumer word-of-mouth communication was positively associated with perceived behavioral control. The more positive the attitude and subjective norm, as well as the larger the perceived control, the stronger the person's desire to engage in the activity should be expected to be.

4. THEORETICAL FRAMEWORK & RESEARCH HYPOTHESIS

4.1 THE PLANNED BEHAVIOR THEORY

The theory suits for studying factors affecting consumers' buying behaviors, namely "planned behavior theory". The proposed theory states that people's behaviors can be predicted by their attitude toward behaviors, subjective norms about behaviors and perception of behaviors (Ajzen, 1991). In the "Planned Behavior Theory", the three influencing factors are "Attitude", "Subjective Norm" and "Perceived Behavior Control", and "Intention" refers to the will and idea generated after being influenced by these factors. Finally, this will form consumer behavior (Ajzen et al., 2018). According to this theory, the three variables of behavioral attitudes, subjective norms and perceptual behavioral control jointly influence individuals' behavioral intentions, and behavioral intentions will only influence the occurrence of behavior if all three conditions are met, i.e., the more positive the attitude held by an individual, the more positive the support of people who are important to the individual or have influence on the individual, and the more control the individual has over the perceptual behavior, then the higher the individual's behavioral, the higher the individual's intention, the higher the probability that the behavior will be produced (Ha et al., 2019; Kaplan, 2018).

4.2 Research hypothesis

The hypotheses are made based on planned behavior theory mentioned above and the additional variable of electronic word of mouth (eWOM). It's hypothesized that:

H1: eWOM has a positive effect on intention of online buying.

H2: eWOM has a positive effect on attitude.

H3: eWOM has a positive effect on subjective norms.

H4: eWOM has a positive effect on perceived behavioral control.

H5: Attitude has a positive effect on intention of online buying.

H6: Subjective norms have a positive effect on intention of online buying.

H7: Perceived behavioral control has a positive effect on intention of online buying.

The conceptual model of this study is shown in figure 1

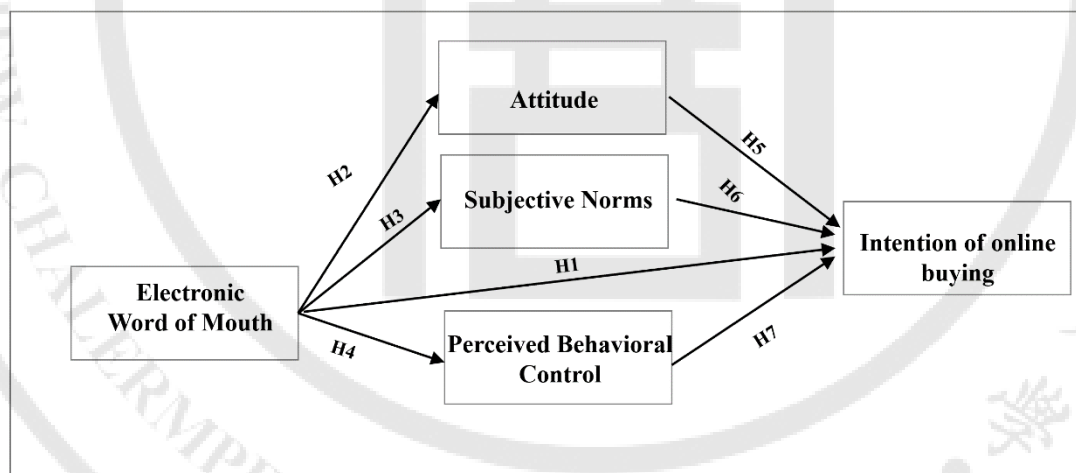


Figure 1 Conceptual model

To further prove the hypotheses, in our next empirical analysis section, path analysis method is employed. Path analysis is a multivariate statistical technique used to examine the relationship between a criterion variable (Y) and a set of predictor variables (X). The model to equations can be expressed as:

$$Y_{IN} = \beta_1 + b_1 eWOM + b_2 ATT + b_3 SN + b_4 PBC$$

$$Y_{IN} = \beta_2 + b_5 eWOM$$

$$Y_{ATT} = \beta_3 + b_6 eWOM$$

$$Y_{SN} = \beta_4 + b_7 eWOM$$

$$Y_{PBC} = \beta_5 + b_8 eWOM$$

Where:

eWOM is electronic word of mouth.
 IN is intention of online buying.
 ATT is attitude.
 SN is subjective norms.
 PBC is perceived behavior control.

5. MATERIALS AND METHODS

This study is a quantitative study. The samples were collected from Thai HCU students. Data collected online in the form of Google online questionnaires. The reliability shows that the Cronbach coefficients of electronic word-of-mouth, attitude, subjective norm, perceived behavior control and online buying intention is 0.923.

6. RESULTS

6.1 Descriptive statistical analysis

As shown in table 1.1, 76.21 percent of the respondents in this study were female. In addition, 42.48 percent of the respondents were in the grade of "junior" and the least number of respondents were in the grade of "other" with only 2.43 percent. At the same time, 72.09 percent of respondents have an income of less than 10,000 baht per month. Also, 4.13 percent of respondents shopped more than 20,000 baht per month. However, with the highest number of respondents shopping "sometime" per month. The number of respondents who shop "often" and "very often" is similar.

Table 1 Description statistics

| | Items | Frequency | Percent |
|----------------------------|--------------------------|-----------|---------|
| Gender | Male | 98 | 23.79 |
| | Female | 314 | 76.21 |
| Grade | Freshman | 79 | 19.17 |
| | Sophomore | 109 | 26.46 |
| | Junior | 175 | 42.48 |
| | Senior | 39 | 9.47 |
| Income | Other | 10 | 2.43 |
| | Less than ฿10000 / month | 297 | 72.09 |
| | ฿10000-15000 / month | 80 | 19.42 |
| | ฿15001-20000 / month | 18 | 4.37 |
| | Over ฿20000 / month | 17 | 4.13 |
| Frequency of online buying | Very often | 109 | 26.46 |
| | Often | 111 | 26.94 |
| | Sometime | 145 | 5.19 |
| | Rarely | 47 | 11.41 |

6.2 Mean and standard deviation of each variable

From table 1.2, the mean value of eWOM is 4.28, and the standard deviation is 0.56, indicating that the respondents extremely agree that they would view the eWOM when buying online. Similarly, the mean value of ATT is 4.26, and the standard deviation is 0.62, indicating that respondents extremely agree that they have a more positive attitude towards eWOM. However, the mean value of SN is 3.91, and the standard deviation is 0.76, meaning that the respondents simply agree that they will be influenced by others to buying online. Similarly, the mean value of PBC is 4.07, and the standard deviation is 0.75, indicating that the respondents agree with them that they are good at online shopping. At last, the mean value of intention of online buying is 4.04 and the standard deviation is 0.69. This means that HCU students agree that they are willing to buying online in the future.

Table 1.2 Mean and standard deviation of eWOM, attitude, subjective norms, perceived behavior control, intention of online buying

| Variable | Mean | Std. Deviation |
|--|------|----------------|
| eWOM on online buying | 4.28 | .56 |
| ATT on online buying | 4.26 | .62 |
| SN on online buying | 3.91 | .76 |
| PBC on online buying | 4.07 | .75 |
| Intention of online buying in HCU students | 4.04 | .69 |

6.3 Correlation analysis

As shown in table 1.3, the correlation coefficients between eWOM and ATT, SN, PBC, and intention of online buying are 0.699, 0.512, 0.473, and 0.529, respectively. Among them, previous studies have shown that if the correlation coefficient between variables exceeds 0.75(Gogtay & Thatte, 2017), there may be a problem of multicollinearity. In this study, the correlation coefficient between PBC and online buying intention is 0.736, which is lower than 0.75, so there is no problem of multicollinearity between variables in this study.

Table 1.2 Correlations

| | eWOM | ATT | SN | PBC | IN |
|------|---------|---------|---------|---------|----|
| eWOM | 1 | | | | |
| ATT | .699*** | 1 | | | |
| SN | .512*** | .621*** | 1 | | |
| PBC | .473*** | .583*** | .639*** | 1 | |
| IN | .529*** | .633*** | .670*** | .736*** | 1 |

* p value < .001

6.4 Path analysis

In this study, intention of online buying is the dependent variable, which are presumed to be under the influence of eWOM, ATT, SN and PBC. The following are the general equations of the multiple regression equations for intention of online buying.

$$IN = \beta_0 + \beta_1 eWOM + \beta_2 ATT + \beta_3 SN + \beta_4 PBC \dots \dots \dots 1.1$$

$$ATT = \beta_5 + \beta_6 eWOM \dots \dots \dots 1.2$$

$$SN = \beta_7 + \beta_8 eWOM \dots \dots \dots 1.3$$

$$PBC = \beta_9 + \beta_{10} eWOM \dots \dots \dots 1.4$$

$$\text{Intention of online buying} = \beta_{10} + \beta_{11} eWOM \dots \dots \dots 1.5$$

As is shown in table 1.4, the R-squared is 0.489, implying that eWOM can explain 48.9 percent of variance in attitude. Moreover, the model passed the F-test ($F=391.786$, $p=0.000 < 0.05$), indicating that the model is valid.

Table 1.4 Results of the regression coefficients for the ATT

| Variables | Standardized Coefficients | t-value | Sig |
|---|---------------------------|---------|-------|
| eWOM | 0.699 | 19.794 | .000* |
| R = .699 R ² = .489 SEE = .444 F = 392.506 Sig of F = .000 | | | |

* p value < .05

As is shown in table 1.5, the R-squared value is 0.263, so eWOM can explain 26.3 percent of variance in subjective norms. And the model passed the F-test ($F=146.010$, $p=0.000 < 0.05$).

Table 1.5 Results of the regression coefficients for the SN

| Variables | Standardized Coefficients | t-value | Sig |
|--|---------------------------|---------|-------|
| eWOM | .512 | 12.083 | .000* |
| R = .512 R ² = .263 SEE = .654 F = 146.010* | | | |

* p value < .05

As is shown in table 1.6, the R-squared value of 0.223 implies that eWOM can explain 22.3 percent of variance in perceived behavior control. Moreover, the model passed the F-test ($F=117.845$, $p=0.000<0.05$), indicating that the model is valid.

Table 1.6 Results of the regression coefficients for the PBC

| Variables | Standardized Coefficients | t-value | Sig |
|--|---------------------------|---------|-------|
| eWOM | .473 | 10.856 | .000* |
| R = .473 R ² = .223 SEE = .662 F = 117.845* | | | |

*p value < .05

Table 1.7 demonstrates the results for the coefficients of the independent variables. The results of the analysis pointed out that although eWOM did not have any significant impact on the intention of online buying, attitude, subjective norms, and perceived behavior control did have a statistical significance ($p < 0.05$). Attitude, subjective norms, and perceived behavior control each directly affected intention of online buying at 21 percent, 24 percent, and 45 percent of variance, respectively. From a combination prospect, attitude, subjective norms, and perceived behavior control were able to sufficiently explain the intention of online buying at 63 percent of variance.

Table 1.7 Results of the stepwise multiple regression coefficients for the intention of online buying

| Variables | Coefficients | t-value | Sig | VIF | Tolerance value |
|--|--------------|---------|-------|------|-----------------|
| eWOM | .076 | 1.793 | .074 | .499 | 2.003 |
| ATT | .216 | 5.397 | .000* | .396 | 2.528 |
| SN | .246 | 5.804 | .000* | .493 | 2.028 |
| PBC | .453 | 11.081 | .000* | .534 | 1.874 |
| R = .797 R ² = .635 SEE = .418 F = 236.688* | | | | | |

*p value < .05

The results of the path analysis showed three indirect effects on eWOM, ATT, SN and PBC and one direct effect on the intention of online buying (figure 1.2). Table 1.8 shows both the direct and indirect effects among the variables in the path model. As hypothesized, eWOM has direct affect attitude, subjective norms, and perceived behavior control at 69.9, 51.2, 47.3 percent of variance respectively ($\beta = .699$, $\beta = .512$, $\beta = .473$). While attitude, subjective norms, and perceived behavior can explain the intention of online buying at 21.6, 24.6, 45.3 percent of variance respectively ($\beta = .216$, $\beta = .246$, $\beta = .453$). But eWOM was non-significant in predicting the intention of online buying.

For indirect effect, the indirect effect of eWOM on intention of online buying through attitude is significant ($\beta = .150$), indicating that eWOM can explain 15 percent of variance of online buying intention through attitude. The indirect effect of eWOM on intention of online buying through subjective norms is significant ($\beta = .125$), indicating that eWOM can explain 12.5 percent of variance of online buying intention through SN. The indirect effect of eWOM on intention of online buying through perceived behavior control is significant ($\beta = .214$) and most important, indicating that eWOM can explain 21.4 percent of variance of online buying intention through PBC.

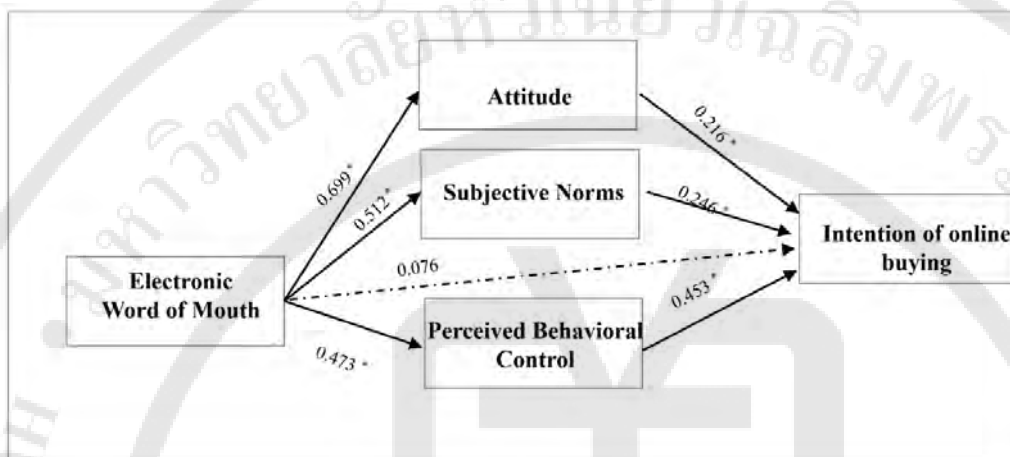
Table 1.8 Results of the causal effect of the predictors on intention of online buying

| Paths | Causal effect | | |
|-----------------|---------------|----------|-------|
| | Direct | Indirect | Total |
| eWOM → ATT | .699* | | .699 |
| eWOM → SN | .512* | | .512 |
| eWOM → PBC | .473* | | .473 |
| ATT → IN | .216* | | .216 |
| SN → IN | .246* | | .246 |
| PBC → IN | .453* | | .453 |
| eWOM → ATT → IN | | .150* | .150 |

| Paths | Causal effect | | |
|-----------------|---------------|----------|-------|
| | Direct | Indirect | Total |
| eWOM → SN → IN | | .125* | .125 |
| eWOM → PBC → IN | | .214* | .214 |

*p value < .05

Finally, the path analysis for investigating the direct and indirect impact of the independent variables (eWOM, ATT, SN, PBC) on the intention of online buying was performed as illustrated in figure 1.2.



*p value < .05

Figure 1.2 Path model for intention of online buying

The PROCESS macro for SPSS (model 4) developed by Hayes used a bootstrapping resampling method based on the estimation of indirect effects for a bootstrap sample of 5000. This method was used in this study to re-test the mediating effects of attitude, subjective norms, and perceived behavioral control because this method avoids the type I error that may arise from the non-normal distribution of indirect effects (Hayes & Montoya, 2017). In this study, the results were considered significant when the 95% CI did not contain zero.

The parallel mediation model of the relationship between eWOM and online buying intention by attitude, subjective norms, and perceived behavioral control was presented in Table 1.9. The total indirect effect of eWOM on online buying intention through attitude, subjective norms, and perceived behavioral control was 0.5538 (95% CI [0.4571, 0.6520]), from which the indirect effects of eWOM on online buying intention through attitude, subjective norms, and perceived behavioral control were -0.1458 (95% CI [0.0548, 0.2380]) and 0.1490 (95% CI [0.0903, 0.2135]) and 0.2590 (95% CI [0.1906, 0.3378]) respectively. Similarly, this analysis found that the direct effect of eWOM on online buying intention was not significant (95% CI [-0.0089, 0.1938]).

These confidence intervals suggested that there were significant indirect effects between eWOM and online buying intention through both mediators.

Table 1.9 Results of Bootstrap test.

| Indirect Effect | Effect Size | Boot SE | Boot 95%CI | |
|------------------------------|-------------|---------|-------------|-------------|
| | | | Lower Limit | Upper Limit |
| Total | .5538 | .0502 | .4571 | .6520 |
| Attitude | .1458 | .0463 | .0548 | .2380 |
| Subjective Norms | .1490 | .0310 | .0903 | .2135 |
| Perceived Behavioral Control | .2590 | .0374 | .1906 | .3378 |

As a result from tables 1.4, 1.5, 1.6 and 1.7, coefficients “β₁”, “β₂”, “β₃”, “β₄”, “β₆”, “β₈”, and “β₁₀” could be determined and equations 1.1, 1.2, 1.3, and 1.4 was sequentially transformed to:

$$IN = .322 + .216ATT + .246SN + .453PBC \dots \dots \dots 1.6$$

| | | | |
|-----------------------------|----------|---------|----------|
| | (5.397) | (5.804) | (11.081) |
| ATT = .996 +.699 eWOM..... | | | 1.7 |
| | (20.563) | | |
| SN = .954 +.512 eWOM..... | | | 1.8 |
| | (12.083) | | |
| PBC = 1.376 +.473 eWOM..... | | | 1.9 |
| | (10.856) | | |

To sum up, this study found that ATT, SN and PBC have a significant positive impact on online buying intention, among which PBC has the most impact on online buying intention. At the same time, eWOM significantly positively affected ATT, SN and PBC. However, the direct impact of eWOM on online buying intention is not significant. Thus, ATT, SN, and PBC are considered as full mediators in this study since the eWOM has no direct effect on the intention to buy at all. Furthermore, this study found that HCU students agree that they have a higher intention to online buying with the mean value 4.04 and standard deviation is .69.

7. DISCUSSION

This study found the most impact of eWOM on attitude, explaining 48.9 percent of the variance in attitude. This is followed by subjective norms, for which eWOM can account for 26.3 percent of the variance. The final one is perceived behavioral control, for which eWOM can account for 22.3 percent of the variance. For consumers, eWOM is the most useful and familiar way for them to learn about a product, so it is very useful in influencing consumers' attitudes (Kunja et al., 2021). Lee and Cranage (2014) also found that negative eWOM can influence consumer attitudes towards restaurants more than positive eWOM. When Thai consumers are exposed to multiple sources of eWOM, the more eWOM they are exposed to and the better the reviews, the more positive their attitude toward online shopping is (Zhou et al., 2021).

At the same time, eWOM has a significant positive effect on subjective norms, with higher consumer ratings of eWOM also implying that consumers pay more attention to what important people think or say about their shopping decisions. The higher their perceived subjective norms, the more frequently consumers are exposed to eWOM, the more social pressure they feel when making shopping decisions, making them believe they should make this buying decision and have a higher intention to shop online (Sahli & Legohérel, 2016).

eWOM has a significant effect on perceived behavioral control, which refers to how easy or difficult an individual perceives it is to perform a particular behavior. It reflects the individual's perception of factors that facilitate or hinder the performance of the behavior. Thus, an individual is motivated to perform a behavior if they believe they have the ability and resources to make decisions based on the information they believe. Thus, eWOM provides consumers with diverse sources of information that make them more motivated to make shopping decisions based on relevant information, which means that they have higher perceived behavioral control (Chen & Lurie, 2013).

Although this study did not find a significant positive effect of eWOM on online buying intention, correlation analysis revealed a significant correlation between eWOM and online buying intention. There is also a large literature showing that eWOM affects online buying intentions (Huete-Alcocer, 2017). However, the impact of eWOM on online buying intention produced contradictory results (Zainal et al., 2017). For example, He and Bond (2015) found that the amount of eWOM communication affects online buying intentions, while Flanagan et al. (2014) found that this relationship was not significant. The different contexts used in the aforementioned studies may be one of the reasons for the contradictory results. On the other hand, the reason for the lack of a significant effect of eWOM on online buying intention in this study may be that the effect of eWOM on online buying intention is indirect, i.e., eWOM indirectly affects consumers' online buying intention by influencing their attitude, subjective norms, and perceived behavioral control. In other words, attitude, subjective norms, and perceived behavioral control all play a role in mediating the relationship between eWOM and online purchasing intent. The last reason may be that the previous studies on the impact of eWOM on online buying intention are more focused on the impact of different types of

eWOM or the characteristics of eWOM (such as credibility) on online buying intention (Muda & Hamzah, 2021). However, this study does not subdivide the specific characteristics of eWOM.

Among the factors influencing online buying intentions, online buying intentions are most influenced by perceived behavioral control, followed by subjective norms and finally by attitude. Previous studies have also found that when consumers have high perceived behavioral control, they have higher buying intentions (Al-Gasawneh et al., 2021). The reason for this is that Thai consumers read eWOM and receive various detailed information about product price, quality, and service, so they feel that their ability to control their online purchasing behavior is enhanced, i.e., perceived behavioral control is increased, which in turn enhances online buying intentions (Sun et al., 2020). Subjective norms affect the intention of online buying, and the more positive subjective norms are, the higher the intention to buying online. Subjective norms are understood as a "personal perception" that is influenced by significant others (including family, friends, colleagues, etc.). Previous research has shown that social influences can have an impact on consumers' buying intentions, specifically, subjective norms as one of the even if they themselves do not like the behavior or its consequences. Thus, eWOM raises the subjective norms of Thai consumers, who have higher intention to shop online with high subjective norms (Bigne et al., 2018). Attitude affects the intention of online buying, the more positive consumers' attitude is, the higher the intention to buying online. Positive reviews also have a positive impact on the attitude of the website. Also, attitude are considered as markers of behavioral intentions and are the most important determinants of online buying intentions (Wu & Wang, 2011). If the respondent's attitude towards behavior is favorable, then buying intention is also high. Further, the higher the consumer's evaluation of eWOM, then a positive attitude is formed, which in turn increases the intention to online buying. determinants of behavioral intentions, consumers can choose to perform a behavior to comply with important instructions.

8. THEORETICAL AND PRACTICAL IMPLICATIONS

This study provides a cross-cultural perspective and has some theoretical implications for further research on Thai consumers' online buying intentions. On the other hand, in the context of diverse media channels on the internet, consumers' buying intentions are a prerequisite for specific buying behavior and a key factor for companies to gain attention, profitability, and social prestige. Therefore, this study points out the factors that influence consumers' intention to buy online, which has important implications for corporate marketing. Online businesses should improve the quality of their products and services and manage reviews well. At the same time, online businesses should provide consumers with diverse review channels, encourage consumers to freely post reviews, and control the quality of reviews so that consumers can learn more about the business through eWOM, thus forming a positive attitude and thus enhancing consumers' buying intentions.

From a practical standpoint, businesses should encourage consumers to participate in reviews in a reasonable way and handle the content of reviews correctly. Faced with a huge amount of information, consumers are good at getting valuable information from it to assist them in their purchasing decisions. Therefore, it is very important to control the content of eWOM. Companies should actively encourage consumers to make reviews and use internet data to select consumers with strong expertise in the product to make reviews and spread the eWOM. Companies can also work directly with consumers who have professional product identification skills (e.g., youtubers, bloggers) to give them new products and ask them to give objective and reliable reviews from a professional point of view based on their own use. At the same time, with multi-channel publicity (YouTube, Tiktok, Blog), consumers will develop positive attitudes, higher subjective norms, and perceived behavioral control towards companies and products, which leads to higher online buying intentions.

9. CONCLUSION

The final hypothesis testing results are shown in table 1.9. The results show that all the hypotheses are verified except hypothesis 1.

Table 1.9 Summary of test results for the hypotheses

| Hypothesis NO. | Hypotheses | Outcome |
|----------------|--|----------|
| 1 | eWOM has a positive effect on intention of online buying | Rejected |
| 2 | eWOM has a positive effect on attitude | Accepted |
| 3 | eWOM has a positive effect on subjective norms | Accepted |
| 4 | eWOM has a positive effect on perceived behavioral control | Accepted |
| 5 | Attitude has a positive effect on intention of online buying | Accepted |
| 6 | Subjective norms have a positive effect on intention of online buying | Accepted |
| 7 | Perceived behavioral control has a positive effect on intention of online buying | Accepted |

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