



เรียนรู้เพื่อรับใช้สังคม

**THE FACTORS INFLUENCING ONLINE BUYING  
AND INTENTION OF ONLINE BUYING: THE  
STUDY OF HUACHIEW CHALERM PRAKIET  
UNIVERSITY THAI STUDENTS**

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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 sampling and snowball sampling were used to conduct the research from students of HCU through a Google online questionnaire, and a total of 412 valid samples were obtained. The study used the methods of descriptive analysis (percentage, frequency, mean and standard deviation), and inferential statistics deploy path analysis and mediation effect analysis.

This study found that there is a significant positive effect of electronic word of mouth on attitude, subjective norm, and perceived behavioral control, but this study found that the effect of electronic word of mouth on online buying intention is not significant. Meanwhile, there are significant positive effect of attitude, subjective norm, and perceived behavioral control on the intention to online buying. At the same time, attitudes, subjective norms, and perceived behavioral control play a fully mediating role between eWOM and online buying intentions.

**Keywords:** Electronic word of mouth, Attitude, Subjective norm, Perceived behavioral control, Intention of online buying

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Li Huang He

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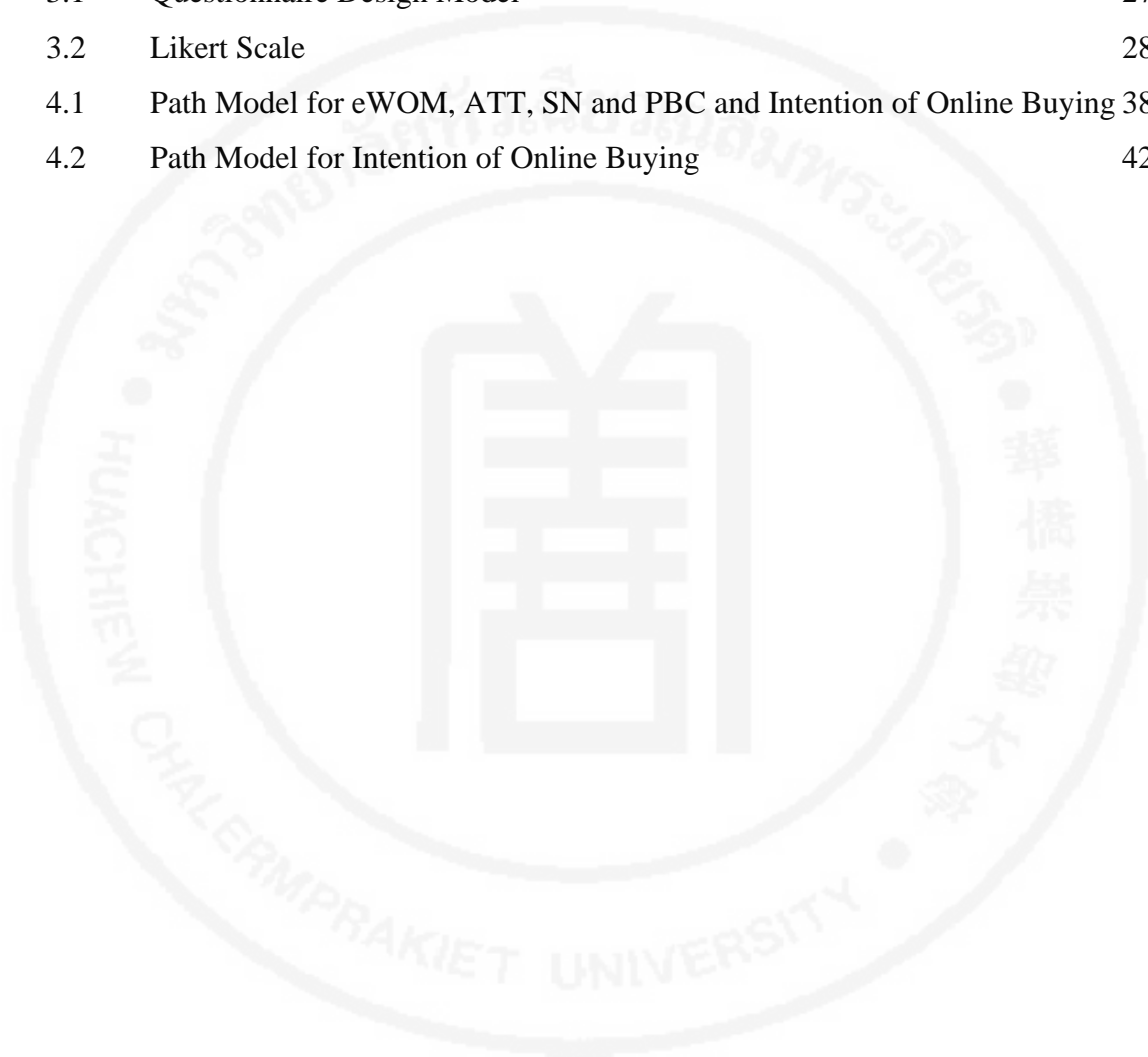
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# Chapter 1

## Introduction

### 1.1 Background

With the rapid development of network technology in today's world, e-commerce and e-marketing have gradually formed and developed rapidly, thus forming new business models and business opportunities (Meng et al., 2021). At the same time, e-commerce, as an emerging business channel, is an advanced technology that sells and buys goods or services through the Internet. Through the network, the buyer and the seller are closely linked together, and the operation here is also very convenient, through a simple click on the online buying page, you can complete the sale and buying. This technology has been popularized in many countries around the world, and such a simple and low-cost business model makes e-commerce grow rapidly, and experts believe that it is the best way to use the Internet for commercial activities in the real world (Helmy Mohamad et al., 2022).

In Thailand, where Lazada group was founded in 2012 with Rocket Internet backing (Lazada IHQ LTD.), Shopee launched in 2015 in several countries, including Thailand (Shopee Careers.), and Lazada and Shopee have founded in Thailand since 2019. With a total market share of 80% to 90% ("Lazada, Shopee lead the pack in e-Commerce race," 2021). The data shows that Lazada and Shopee have become the leaders of e-commerce in Thailand and lead the development of e-commerce in Thailand. In accordance with data surveys, Thai online buying platform Lazada platform has 38.54 million monthly views in 2020, while another Thai online buying platform Shopee has 51.24 million monthly views.

According to sources in the media, 94 percent of Thais have decided to purchase online since 2020, the highest percentage in the world, and more than 88 percent of customers are prepared to continue shopping online when COVID-19 expires. What variables or factors influence their purchasing decisions? What are the key factors that have impact on purchasing decisions? This piqued the researchers' interest, and they decided to look at it further. In today's booming internet, e-commerce has quietly entered the limelight. Electronic word-of-mouth (eWOM) communication is a major channel to increase online website revenue, which directly

influences other consumers' purchasing behavior through consumers' post-use experience combined with non-commercial verbal communication. Electronic Word of Mouth (eWOM) has opened up more opportunities for product promotion and sales, and major merchants have recognized the importance of eWOM to those online shoppers, providing them with a basis for choice and reference when shopping online.

In this study, college students at Huaachiew Chalermprakiet University in Thailand were selected as the respondents, and quantitative analysis was used to explore the effects of eWOM on online intention of online buying and its mechanisms.

## **1.2 Problem Statement**

(1) Firstly, previous studies have neglected the effect of electronic word-of-mouth on online intention of online buying in the Thai cultural context, so what is the effect of electronic word of mouth on the intention to buy online when the consumer is a Thai university student?

(2) Secondly, what are the effects of attitudes, subjective norms, and perceived behavioral control on online purchase intentions?

## **1.3 Objectives**

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

**Objectives 2:** To study the intention of online buying of students at Huaachiew Chalermprakiet University, Thailand.

## **1.4 Research Questions**

**RQ 1:** Are the effects of eWOM, attitudes, subjective norms, and perceived behavioral control on Huachiew Chalermprakiet University students' online buying/shopping intentions positive?

**RQ 2:** What are the mechanisms by which eWOM, attitudes, subjective norms, and perceived behavioral control influence Huachiew Chalermprakiet University students' online buying intentions?

### 1.5 Research Methods

This research is quantitative research. The quantitative research, the tool for collecting data is questionnaire in google form. The sampling method non-probability and purposive sampling, data will be analyzed by SPSS software. It mainly includes descriptive statistical and inferential statistics deploy path analysis path analysis and mediation effect analysis.

### 1.6 Research Site and Sample

**Research site:** Huachiew Chalermprakiet University

**Sample size:** According to an interview with the Huachiew Chalermprakiet University Registry, the institution will have 6,700 students in 2020. According to the Krejcie Morgan Sample size table, the population is around 6700 students, the table shows that the Sample of 6000 students is 361 and that of 7000 students is 364, Huachiew Chalermprakiet University has an enrollment of 6,700 students, the number of students registered is more than 6000, so this research chose the sample number of 7,000 people to collect more accurate data. The chart indicates that 364 persons must be questioned. As a result, the sample size should be set at no less than 364 students.

### 1.7 Limitation

Since the product forms and features of e-commerce were developing and changing rapidly during the period when this study was conducted, the managers of each platform would update and improve the platform systems and functions based on user feedback. Therefore, there are limitations in this study due to time and resource constraints.

Firstly, limited by the selection of the questionnaire sample, the respondents were mainly undergraduate students, and fewer people were already involved in the work. Overall, the selected sample had simple social relationships, lacked social experience, and had limited spending power. Therefore, the results of the questionnaire survey will be affected by these two factors to some extent.

Secondly, regarding the construction of the model. There are more variables that affect online buying intention, and also need to consider the factors of consumers' own

contextual factors and e-commerce platform characteristics. This study has selected the more important variables, but cannot include all of them in the study,



## **Chapter 2**

### **Literature Reviews**

This chapter reviews the concepts and related research on eWOM, attitudes, subjective norms, perceived behavioral control, and online intention of online buying, and how eWOM, attitudes, subjective norms, and perceived behavioral control affect consumers' online intention of online buying. The content of this chapter is analyzed and discussed based on previous academic journals, studies, books, and related articles.

#### **2.1 Online Buying Behavior**

There is a positive association between purchase intentions and actual purchase behavior, and intentions are considered to be an effective predictor of behavioral outcomes because purchase behavior is difficult to measure (Shaouf et al., 2016). Therefore, most studies have explored the influences that affect online purchase intention to determine the potential impact on online purchase behavior. Therefore, in this section, this study will introduce the definition of online purchase behavior and then focus on the meaning of online purchase intention to better explore how electronic word-of-mouth affects online purchase intention.

##### **2.1.1 Definition of Behavior**

Kitchener (1977) believes that behavior refers to human physiological changes or the whole process, which means that whatever people are doing is a behavior, which is a basic ability of people. What we are watching or doing any action is called behavior. Berckmans (1996) added "behavior". Berckmans explain, it can be studied that people hearts or feelings are also a kind of behavior in addition to behavioral expression in actions. The word "behavior" covers both physical and psychological actions of human beings; and these two actions can help people clearly express their thoughts, feelings, feelings, etc. According to the research of Norenzayan (2011), behavior is an action reflected by a series of factors such as people's learning, thinking and sensory feelings, and the results of people brain processing. Moreover, behavior also defined as a kind of conscious behavior.

It means that people's behavior is a kind of conscious behavior, and these behaviors have different definitions according to different environments, such as religious behavior, buying behavior, learning behavior, etc (Blythe, 2013).

When human beings have a clear goal, they will produce behavior. Behavior is the product of human emotion and cognition. Of course, behavior is also a reaction to the environment, and these behaviors have different definitions according to different environments, such as religious behavior, buying behavior, learning behavior, etc. When humans are exposed to a certain environment for a long time or are influenced by a certain environment for a long time, there will be certain corresponding reactions, such as being exposed to a drinking culture for a long time (Ashford et al., 2016). Then this reaction is the generation of such a behavior that he also likes drinking or dislikes drinking (Jiang et al., 2017). The concept of consumer behavior is constantly changing with the development of economy and society and the deepening of research, as well as the different starting points of the background knowledge and experience of different disciplines. Mou and Benyoucef (2021) believes that consumer behavior is the study of how individuals, groups and organizations choose, acquire, use and dispose of products, services, experiences and ideas in order to meet their needs, as well as their impact on consumers and society.

#### 2.1.2 Online Buying

Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. It is complicated by a number of factors. Many aspects, specificities, and traits can significantly impact individual's identity and the consumer's decision-making process, shopping habits, buying behavior, the brands preference (Ramya & Ali, 2016). Buying behavior not only describes the behavior of consumers to buying, but also includes the thoughts, mood and sights of consumers in their brains when they are affected by the external environment. When the buying behavior occurs, the consumer must first have the intention to buy, and then the action will occur (McClure & Seock, 2020). For example, when the consumer has the intention to buy clothes, he or she shows the behavior of buying clothes (Akram et al., 2021). Liao et al. (2021) believe that online shopping is obtained by consumers after collecting information according to their own experience, preferences and external environment, which belongs to the

behavior of consumers to decide whether to buy or not after collecting and processing the information.

The process of buying behavior includes selection, buying and final consumption of goods. As Ramya (2018) stated, there are several factors that could influence buying behaviors, which are psychological factors, social factors, cultural factors, economic factors and personal factors. In this context, stimuli from the outside world and parts of the marketing mix enter the buyer's 'black box,' where they interact with the buyer's attitudes, cognition and decision-making processes to generate a series of buying choices. The mechanism of how buying interact among consumers and outer environment can be very interesting. Therefore, this framework can provide alternative perspectives discussing how buying behavior can be influenced by similar factors like attitudes and social norms etc.

To sum up, consumer behavior refers to the process that consumers will go through when they want to buy goods or services. Specifically, consumer behavior refers to the various actions taken by consumers to acquire, use and dispose of consumer goods or services, including the decision-making process that precedes and determines these actions (Soyer & Dittrich, 2021). Consumer behavior is closely related to the exchange of products or services. To study consumer behavior, we should investigate consumers' use and disposal of products after product acquisition. Attention should also be paid to consumers' intention before obtaining products and services, which is also the focus of this study.

### 2.1.3 Intention of Online Buying

Bleize and Antheunis (2019) believes that purchase intention is determined by consumers' attitude towards a product or brand and external factors, and purchase intention is more easily affected by subjective factors. Taking e-commerce anchors as the research background, Xiao et al. (2019) defines consumers' online buying intention as the fact that e-commerce anchors, with their own attributes, highly restore the offline purchase situation, so as to promote consumers' online purchase intention. Zhu et al. (2019) defines consumers' online buying intention as the self-fit of goods or services felt by consumers in the process of interaction with e-commerce platforms and merchants. The higher the degree of fit, the higher the online buying intention. In the empirical study on the effect of online and offline multi-channel integration quality on



online purchase intention, Scarpi et al. (2014) believes that consumers' online buying intention refers to an individual's conscious plan before purchasing an online commodity or service.

Intuitively, intention of online buying and offline buying behavior are defined and measured differently. intention of online buying, also known as E-shopping, often is a sort of e-commerce that allows customers to buying 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. Offline buying behavior, on the other hand, formulate a more traditional marketing environment where people usually arrive onsite for shopping center and make decision in the offline world. Intuitively, online buying decision making can be more sensitive than offline buying behavior, creating more uncertainty in terms of final purchasing.

Therefore, the online buying intention is based on the possibility of purchasing products or services through the online platform in the online purchase scenario. Compared with the buying intention, it is essentially the same as the expression of the subjective probability of purchase behavior; the difference only lies in the channels of information acquisition. consumers no longer obtain information about products or services only through face-to-face communication with promoters and people around them, but mainly in the website or online community and other platforms, which can be understood as changes in external factors (Vatunyou et al., 2022). Therefore, it can be considered that the online purchase intention studied in this paper is the possibility of purchasing products or services after the network platform (including APP, website, online community, etc.) obtains the information of products or services.

The above contents review what the definition of online buying and offline buying behavior is, explaining the behavior and giving a general description of how corresponding behavior is produced and influenced. Further this research will explain elaborate consumers' buying behavior online and offline with the difference between them.

#### 2.1.4 Differences Between Offline Buying Behavior and Intention of Online Buying

In terms of environment, as stated above with Bleize and Antheunis (2019), intention of online buying will be affected by more factors than offline buying behavior.

Offline advertising and marketing methods will be restricted by explicit laws, including the prohibition of certain commodities. It probably because online buying are more susceptible to fraud than offline buying (Riquelme & Román, 2014). When buying offline, consumers are more likely to perceive a product, while when buying online, they can only know the real product through buying or other consumers' buying experience and usage experience. Meanwhile, compared with offline stores, the marketing of online stores is more extensive.

However, there is greater freedom on the Internet, which is used by merchants to place advertisements or carry out marketing. The evolution of the internet to the Web 2.0 has dramatically changed the way in which consumers and companies interact and carry out transactions. Specifically, it has been noted that e-commerce incorporates the use of online social media in all kinds of commercial activities (Xiang et al., 2016). In this context, the marketing of online stores can be carried out through social media. Compared with offline stores, online store is a marketing channel that can directly influence consumers' buying behavior (Kumar et al., 2016). Because it is now the era of big data. The server will collect the online data of consumers, so as to recommend the contents that consumers search on the internet or watch frequently in daily life (George et al., 2014).

On the other hand, intention of online buying can also induce a higher shipping cost, since online buying require a whole different logistic system. For offline shopping, people can buy substantial products onsite without a delay or extra pay of shipping logistic fees. Therefore, it is easier for online consumers to receive more commodity information than offline shopping, and online buying is more intuitively convenient than offline shopping, even if there's some extra inconvenience of shipping cost and risk induced by online buying.

## **2.2 Electronic Word of Mouth**

This section will elaborate on the definition of electronic word-of-mouth and the types of it, so as to clarify the potential reasons why electronic word-of-mouth influences online purchase intention.

### 2.2.1 Definition of eWOM

Word of mouth refers to the process of face-to-face communication between a messenger and a recipient about a brand, product or service without commercial intent (Haenlein & Libai, 2017). With the rapid spread of information technology, e-commerce platforms, virtual communities, social media, 5G, virtual reality and other information technologies, information about businesses, brands and products has moved from verbal communication to the internet and has become a reality. The development of information technology has changed the way word-of-mouth information is disseminated, making word-of-mouth spread like a virus across networks and communities, and invariably influencing people's lifestyles (Nam et al., 2020). The term "electronic word-of-mouth (eWOM)" was used in the mid-1990s, when the internet was beginning to change the way people communicate with each other (Babić Rosario et al., 2016). Submitter et al. (2021) 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 eWOM.

Due to the convenience of internet platforms, consumers can easily use the relevant platforms, so eWOM is easily accessible and spread. eWOM communication motivation was also studied by Reimer and Benkenstein (2016). Consumers have a need for social connection, as well as a desire for monetary rewards and concern for other consumers, which are considered to be the main motivations for eWOM. eWOM has been shown to spread rapidly across internet platforms, especially now with the convenience of social media and short video platforms. On the other hand, a large number of studies related to the impact of eWOM on consumers have been generated in the fields of advertising, marketing, communication, management, and e-commerce (Chu & Kim, 2018). Studies have shown that electronic word of mouth (eWOM) has a non-negligible impact on product reviews, brand attitudes, buying decisions, consumer loyalty and consumer satisfaction in the past decades (Augusto & Torres, 2018; Kong et al., 2021).

For eWOM, they often employ the given apps and communication platforms (H. Chen et al., 2021). User-generated evaluations about vacation places on the internet have become important sources of information, might reinforce visitors' attitudes and behaviours. Furthermore, there is a misunderstanding between the terms eReferral and

eWOM. The two concepts, according to Oday et al. (2021), are distinct. People with strong social ties are more likely to use eReferral. In terms of a technological perspective, eReferral has two dimensions: reciprocal and client referrals. This research, on the other hand, looks at eWOM as a predictor of customer behaviour. There has been some discussion over the link between eWOM and the TPB core components. Mohammad et al. (2020) discovered that eWOM is a primary source of information for passengers and has a significant impact on their attitudes. According to Amalia et al. (2019), eWOM has a considerable and beneficial influence on the traveler's attitude.

Thanks to the popularity of the internet and the constant updating of information technology, consumers are able to post their own opinions and comments about companies via the Internet, as well as to exchange comments posted by others. Compared to traditional word-of-mouth, eWOM has a much larger reach. Because this type of word-of-mouth information often comes from the active behavior of users, eWOM is a relatively objective and trustworthy source of information, so it has always played the role of a promotional assistant in the social business environment.

Interpersonal influences have received extensive attention in studies of consumer behavior decisions (Sharma & Klein, 2020). Due to the rapid development of digital technology, consumers can obtain word-of-mouth information not only from their close friends, acquaintances, and colleagues, but also from "strangers" with relevant knowledge and experience (Reza Jalilvand & Samiei, 2012). On the other hand, the popularity of Internet platforms (e.g., YouTube, TikTok, Blogs, etc.) provides more effective channels for evaluating and sharing product information, and electronic word-of-mouth platforms can be distinguished by the nature of communication and interaction related to the platform, such as social networks (Facebook), microblogs, online forums, short video platforms (e.g., TikTok) online review platforms, and branded shopping sites (e.g., Amazon). Branded shopping sites such as Amazon (Khwaja et al., 2020), and the above platforms further enhance the efficiency of eWOM sharing (Bilal et al., 2020).

For the purpose of this paper, eWOM is defined as information about a product from product review sites, emails, forums, user-generated materials, social media, and online communities, among others.

### 2.2.2 Types of eWOM

Numerous types of eWOM have also emerged in the context of the rapid development of digital media platforms. Combined with the study by Zniva et al. (2020), electronic word of mouth (eWOM) is divided into three main categories as follows: (1) Social media electronic word-of-mouth (SeWOM). Mainly, eWOM originates from product reviewers who are closely connected with eWOM recipients, i.e., are known to each other (2) Conventional electronic word-of-mouth (CeWOM). Mainly, the reviews can also come from strangers who have no connection with the recipient, and these product reviews can be both positive and negative. (3) Rating-based electronic word-of-mouth (ReWOM) communication. Here, social influence is exerted through normative cues that suggest that individuals are socially pressured to conform to group opinions and expectations (Argo, 2020). A typical manifestation of ReWOM is product ratings, i.e., any signals (e.g., overall ratings) presented on a website that lead consumers to recommend products to choose a particular product based on certain criteria (e.g., product attributes). Overall ratings represent abstract information with little social trace from other consumers and are unknown to the recipient.

Previous studies on eWOM and online buying intention only consider the influence of a single type of eWOM, and cannot fully verify the influence of eWOM on online buying intention. Therefore, this study will consider the above three types of eWOM at the same time, and design the corresponding questionnaire according to the characteristics of the three types of eWOM for the follow-up study.

### 2.3 Attitude

The first important determinant of behavioral intention is attitude. Attitudes can be divided into positive, negative and neutral, as well as strong and weak. The theory of planned behavior holds that attitude refers to an individual's positive or negative feelings towards the object of attitude, and the components of attitude can be regarded as a function of the result of behavior. The function of attitude mainly includes utility function, value expression function, self-defense function and cognitive function. 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 (Shapiro & Angevine, 1969). After obtaining sufficient and correct product

information, consumers have feelings of satisfaction or love for the product, and urgently expect to produce behavior according to their own emotional needs. The above is the formation process of positive consumer attitude. Positive consumer attitude can promote the willingness to buy products and brand loyalty (Kim et al., 2021). All these factors are influenced by customer perceptions. Consumers will have bought intent and eventually create buying behavior only after considering these factors. Consumer attitude refers to customers' feelings or thoughts about enterprises, products, etc., and even their willingness to act (Guerrero et al., 2000). Yang et al. (2017) studied the impact of consumers' skepticism about corporate social responsibility advertising on consumers' attitudes, showing that the more negative the attitude, the lower the willingness to buy.

To a considerable part, consumers favor online shopping because of the ease it provides (Kim, 2005). Consumers prefer online shopping because the procedure from obtaining the things they wish to buying to delivering the goods to them is easy and quick. When this pace becomes an issue, customers will shift from preferring to disliking or rejecting online buying, and they will ponder whether or not to continue doing so. As a result, whether or not shopping is simple and quick becomes one of the elements influencing customers' online purchasing decisions.

#### **2.4 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).

In the era of online buying, this kind of evaluation criteria are the security of online buying information and the score of online buying platform, etc., which are the priorities of consumers. When consumers have consumption behaviors, they will consider the score of online buying platform and whether the network platform can guarantee the safety of consumers' personal information, which are all influenced by subjective norms

With the growing growth of the Internet as a medium for communication, entertainment, and market exchange, it is becoming more significant. As a consequence,

marketers begin to acquire client information, and customers begin to believe that their privacy is at risk. Furthermore, such a breach of personal information will result in online fraud among customers (Sheehan & Hoy, 2000). Because if consumers feel unsafe, they will not choose this online buying platform or switch to a safer online buying platform, the model can be used to determine whether online buying will result in the disclosure of personal information. If consumers feel unsafe, they will not choose this online buying platform or switch to a safer online buying platform, implying that network information security is one of the factors affecting consumers.

## **2.5 Perceived Behavior Control**

Perceived behavior control refers to the behavior of consumers under the influence of external environment when they are engaged in buying behavior. Moreover, consumers are stimulated, they can control themselves or not, and can think reasonably under the interference of external environmental factors (Ye et al., 2021). Specifically, it is an individual's judgment of how easy it is to complete or implement a certain behavior. Ajzen (1991) pointed out that perceived behavior control may change with the change of the situation. The reason to consider perceived behavior control is that it can help predict behavior to a large extent when perceived behavior control is real. Specifically, perceived behavior 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.

Many empirical studies have shown that the enhancement of perceived behavior control will have a significant and positive impact on people's physiology and psychology, which is reflected in the improvement of task performance and the increase of the ability to endure pain and frustrations. self-report of pain and anxiety and psychological benefits (Jalilian et al., 2020). In the study of consumer behavior, perceived behavior controls customers' important variables that affect the pleasure of customer service experience (Zhang & Wang, 2019). Customer perceived control has a significant positive impact on perceived service quality, and then a positive impact on customer satisfaction. Perceived behavior control has a positive impact on customers' positive emotions, and then increases their satisfaction in the context of service failure. Through the situational experiment of online shopping, it is proved that customer

perceived control has a positive impact on service recovery satisfaction and service contact satisfaction (Tian J, et al., 2018; Marquis et al., 2018). Yadav and Pathak (2016) found that if people have higher control over an action, it means that the easier it is for people to complete the action, the stronger their intention to actively implement the action. On the other hand, if you have less control over an action and lower my ability, it will weaken the intention of the action (Al-Swidi et al., 2014). This shows that the perceived behavior control variable is an important antecedent variable to investigate an individual's tendency to act in the future.

## **2.6 The SR Theory**

The effect of electronic word-of-mouth on online buying intentions can be explained by Stimulus (S) - Response (R) theoretical framework (Watson, 1913). Watson argued that complex human behavior can be divided into two parts: internal and external stimuli(S) and responses(R). The human mental process is a "black box", an objective link between stimulus and response, and human behavior is a response to a stimulus (Zhao & Wan, 2017).

External stimuli can be generated through elements such as social environment, technological and economic factors, which serve to evoke consumer awareness and specific emotions. Gatautis et al. (2016) state that positive emotions may induce buying behavior. All stimuli processed in the consumer's consciousness evoke a response of craving or avoidance. A pleasant environment causes consumers to desire and an unpleasant environment causes consumers to avoid. Therefore, it is important that merchants need to design an attractive environmental stimulus that will prompt consumers to buy online. In addition, the variety of products, services and atmosphere in the offline shopping environment are good stimuli for retailers such as restaurants and shopping malls, which help to evoke positive emotions.

Response is the end result and decision of the user based on cognitive and emotional responses, including approach or avoidance behavior (Sherman et al., 1997). In fact, buying decision is an important behavioral outcome (Yadav et al., 2013). However, online buying intention is a subjective tendency of consumers to buying a product, and Zahid et al. (2018) included online buying intention as a response factor



in the S-O-R framework. Thus, online buying intention is a factor of consumer response (R) in the e-commerce environment.

S-R theory is often used as a theoretical basis for studying consumer behavior and exploring the relationship between external stimuli and behavior (Xu et al., 2017). For example, Xu et al. (2017) explored the influence of information incentives and social influence on consumers' intention to buying online. Liu et al. (2019) explored the direct effects of internal shopping motivation and external stimuli on consumers' online buying intentions. There is a strong correlation between electronic word-of-mouth and consumers' online buying intention, making S-R theory an important theoretical mechanism to study the relationship between marketing strategies and consumer behavior.

This study examines the effect of eWOM on online intention of online buying based on the S-R theory. This study maps the key concepts to S-R theory, i.e., electronic word-of-mouth as the stimulus component of the SR theory and intention of online buying as the response component of the S-R theory. However, the impact of eWOM on consumers is not only limited to the emotional level, but also exists at the cognitive level. Therefore, the S-R theory alone cannot fully address the issues raised in this study, and further explanation is needed in conjunction with the theory of planned behavior.

## **2.7 The planned behavior theory**

There is a more advanced theory for factors affecting consumers' buying behaviors, namely "planned behavior theory". The proposed theory tells people 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 (Marcoux & Shope, 1997).

In the theory of planned behavior, behavioral intention maximally influences the occurrence of behavior, which means that behavioral intention is the central element of the entire model. In general, the stronger an individual's behavioral intention is when performing a particular behavior, the higher the likelihood of performing that behavior

(Aitken et al., 2020). However, behavioral intention is generated by a combination of factors, in addition to the individual's behavioral attitudes, the influence of subjective norms, and the influence of some non-personal volitional factors, namely perceptual behavioral control. 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 (Ajzen et al., 2018). Conversely, the more negative the individual's attitude, the more negative the support of the person who is important to the individual or influential to the individual, and the less control the individual has over the perceived behavior, the lower the individual's behavioral intention and the lower the probability of the behavior (Ajzen, 2020). Behavior refers to the actions taken by an individual. In Ajzen's account, behavior consists of four main elements: action, for goal, situation, and time. The intention to act is the central element of the theory of planned behavior and refers to the individual's propensity to adopt a behavior, which is highly correlated with the behavioral action itself. Ajzen believes that the intention to act is a necessary process for the performance of any behavior and therefore can be used to predict the production of the actual behavior (Hagger et al., 2022).

Perceived behavioral control also reflects the individual's past experience and expected obstacles in engaging in similar behaviors. The more resources or machines an individual thinks he owns, the stronger his perceived behavioral control will be to control the execution of this behavior. They are less likely to have a strong intention to perform a behavior if they believe that they lack the ability, resources or opportunity to perform a behavior, or if they find it difficult to perform the behavior due to previous relevant experience (Gupta, 2021). In other words, the execution of a behavior is not only determined by one's intention, but also includes some non-motivational factors, such as time, skills, and the coordination of personal knowledge. Therefore, perceived behavioral control is determined by the resources and opportunities that individuals

need to take the behavior and the importance of the resources and opportunities to the behavior (Ahmed et al., 2020). That is, how easy and difficult it is to take important actions. The higher the perceived behavioral control, the higher the behavioral intention. On the contrary, the lower the cognition of behavioral control is, the lower the behavioral intention is (Kaur & Bhardwaj, 2021).

In addition, Ajzen (2015) also believes that perceived behavioral control can directly affect behavior. If individual behavioral control cognition is very close to actual behavioral control, perceived behavioral control may directly affect behavior (Ajzen, 1991). When individuals believe that the environment lacks resources or opportunities to complete their behavior, their intention for the behavior is relatively less, even if they hold a positive attitude toward the behavior. Therefore, the influence of behavior control cognition on behavior is changed by the behavior intention. Taherdoost (2018) stated that the cognition of behavior control can also directly influence behavior, which is true under two conditions: first, the behavior to be predicted is completely not under the control of will; The other is that behavioral control cognition reflects actual control to a certain extent.

As for the measurement, perceived behavioral control can also be constructed as the sum of product of control belief and perceived facilitation, which is expressed as:

$$PBC \propto \sum_{i=1}^{n_c} cb_i pf_i$$

where is  $cb_i$  control belief and  $pf_i$  is perceived facilitation, and  $n_c$  is the number of control belief.

## 2.8 Review of Related Research

### 2.8.1 The Influence of Electronic Word-of-mouth on Online Buying Intention

A series of empirical studies found that electronic word of mouth (eWOM) affects consumers' intention to online buying products or services (Plotkina & Munzel, 2016); for example, electronic word of mouth (eWOM) promotes consumers' intention to buying cars (Chen & Law, 2016), computers (Aerts et al., 2017), intention to travel to tourist destinations (Jalilvand & Samiei, 2012), and intention to stay in hotels (Teng et al., 2017). Established research has found that eWOM affects online customers' perceptions of product value, sales, and consumer groups (Lee & Cranage, 2014). Therefore, eWOM is considered an important marketing technique for online branding

(Chu & Choi, 2011). Information quality, information readiness, details, and professional information were also the main factors for consumers' preference for eWOM information on shopping sites. In summary, according to S-R theory, in a buying environment, electronic word-of-mouth acts as an external stimulus that influences consumers when they are exposed to it, thus inducing them to make a purchase (Zhou et al., 2021). However, it should be noted that some studies also found the opposite result, that is, eWOM did not significantly affect online buying intentions (Flanagin et al., 2014; He & Bond, 2015; Zainal et al., 2017).

### 2.8.2 The Influence of Electronic Word-of-mouth on Attitude

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). In the context of information exchange, eWOM 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). Bhandari et al. (2021) stated that word-of-mouth communication through recipient's assessment of the sender's sentiment has an indirect effect on the recipient's attitude toward the company. More than 90 percent of consumers use online reviews, blogs, social networking sites, and other forms of eWOM before making a final decision to buying a new product or service. In addition, more than 40 percent of those who participated in this study revealed that their buying decisions were influenced by online reviews (S. Kim et al., 2018). Consumers' intention to buy from e-tailers is positively influenced by positive attitudes toward e-tailers (Delafruz et al., 2019). Therefore, according to the S-R theory and the theory of planned behavior, electronic word-of-mouth serves as an external stimulus to which consumers' attitudes toward online shopping are influenced at the time of exposure.

### 2.8.3 The Influence of Electronic Word-of-mouth on Subjective Norms

Electronic word-of-mouth has a significant effect on subjective behavioral norms. One component of subjective norms is normative beliefs, i.e., individuals' perceptions of important references to others' perceptions of individuals' behavioral performance. But Hung et al., (2021) identified peer influence and external social influence as determinants of subjective norms. Peer influence typically includes word of mouth from friends, colleagues, and family members, while external influences

typically include expert opinion, media coverage, and non-personal information (Ho et al., 2017). 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. Subjective norms significantly influence consumers' intention of online buying (Yuniarty et al., 2020). Also according to S-R theory and theory of planned behavior, electronic word-of-mouth as an external stimulus, which reflects other people's perceptions and experiences of online shopping, will thus subject consumers to perceived high subjective norms when considering purchase behavior (Sahli & Legohérel, 2016).

#### 2.8.4 The Influence of Electronic Word-of-mouth on Perceived Behavioral Control

Electronic word-of-mouth has a significant effect on perceived behavioral control. In their mobile word-of-mouth study, Kitcharoen (2019) found that eWOM affects recipients' perceived behavioral control. In addition, Cheng and Zhou (2010) found that eWOM was positively associated with perceived behavioral control. In the context of destination choice, perceived behavioral control is related to tourists' satisfaction with the destination, the opportunity to travel to the destination, and the individual's confidence in their ability to travel to the destination. H. Lee et al. (2021) found that Gen Y consumers are becoming an important customer group in the luxury hotel industry, and eWOM on social networking sites has a significant positive impact on perceived behavior control. Also combining S-R theory and the theory of planned behavior, this study suggests that consumers' perceived ease of performing online shopping behavior, i.e., their perceived level of behavioral control, is influenced when they end an external stimulus, i.e., electronic word of mouth, which contains a variety of information about online shopping (Z. Chen & Lurie, 2013).

#### 2.8.5 The Influence of Attitude on Online Buying Intention

Intention is an idea to generate a goal, that is set to achieve an action (Persada et al., 2021). Moreover, when an individual is influenced by external factors, his/her intention will be changed due to the knowledge that he/she has learned from the certain stimuli (Lorini & Herzig, 2008). Kingston et al. (2010) explained that it is impossible for people to react or behave suddenly without intention. In other words, the intention is simply a planned behavior. 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). Chung explained that for online buying, consumers are often unable to see the actual products. Therefore, businesses need to enhance consumers' feelings of the goods, or enhance consumers' product fondness, that can improve consumers' buying intention and buying behavior later on. Again combining S-R theory and theory of planned behavior, this study argues that consumers in a shopping environment change their attitudes toward online shopping when they are exposed to external stimuli in the form of electronic word of mouth, which in turn affects their intention to shop online (Huete-Alcocer, 2017; Muda & Hamzah, 2021b; Wu & Wang, 2011).

#### 2.8.6 The Influence of Subjective Norms on Online Buying Intention

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. In most cases, many customers buy some products to impress other. Consequently, the more people's impression has shown, the higher level of customer intention to buy has increased. Thus, the model perpetually embeds 'belief' as a potential source of TPB constructs in extended framework. The attitude towards behavior, subjective norm, and perception of behavioral control dynamically interact to form behavioral intention which further leads to actual behavior. Peña-García et al. (2020) developed a unified theory of technology acceptance and use in which social influences from subjective norms are important determinants of user intentions. Subjective norms also influence users' intention to make online buying (Raman, 2019), play online games, use blogs, and use advanced mobile services. Therefore, combining S-R theory and the theory of planned behavior, this study argues that consumers in a shopping environment change their level of subjective norms about online shopping when they are exposed to the external stimulus of electronic word-of-mouth, which in turn affects their intention to shop online (Bigne et al., 2018).

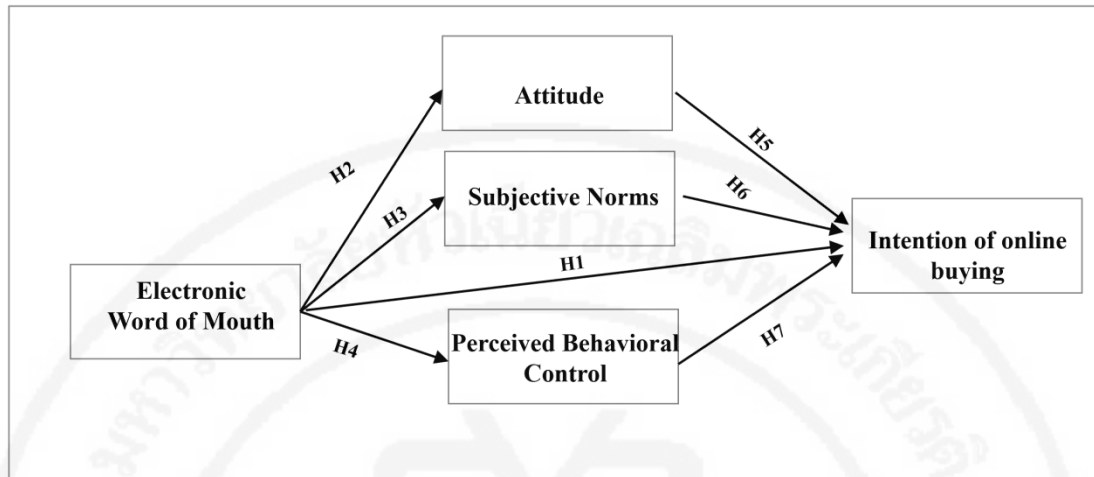
#### 2.8.7 The Influence of Perceived Behavioral Control on Online Buying Intention

Generally speaking, 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. Finally, when individuals have a significant degree

of real control over their conduct, it is assumed that they would carry out their intentions when the chance presents itself. As a result, it is thought that intention is the immediate antecedent of conduct. However, as Ajzen (2020) pointed out, since many activities present challenges in execution that may restrict volitional control, it is necessary to evaluate perceived behavioural control in addition to intention when assessing volitional control in children. For those who believe a behaviour is difficult to control, a measure of perceived behavioural control may serve as a proxy for actual behavioural control and can aid in the prediction of the behaviour under consideration (Sembada & Koay, 2021). Finally, combining S-R theory and the theory of planned behavior, this study argues that consumers in a shopping environment have a change in their perceived behavioral control of online shopping when they are exposed to the external stimulus of electronic word of mouth, which in turn affects their intention to shop online (Al-Gasawneh et al., 2021; Sun et al., 2020).

The above literature is similar to this study in that it is based on the S-R theory and TPB theory, and it examines the factors and mechanisms that influence consumer behavior. Although there is offline buying behavior, the factors influencing buying behavior do not only affect offline buying behavior. In addition, all of the above literature uses questionnaire method, which involves quantitative analysis methods. In addition, their findings provide ideas and references for the questionnaire design of this study, and the methods they used in the data analysis provide meaningful references for the data analysis of this study.

## 2.9 Conceptual Model



**Figure 2.1 Conceptual Model**

## 2.10 Hypotheses

Before model setup, this research provide a framework to develop research hypotheses. The hypotheses are made based on planned behavior theory and SR 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 behavior control has a positive effect on intention of online buying.

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:



$$Y_{IN} = \beta_1 + \beta_2 eWOM + \beta_3 ATT + \beta_4 SN + \beta_5 PBC$$

$$Y_{IN} = \beta_6 + \beta_7 eWOM$$

$$Y_{ATT} = \beta_8 + \beta_9 eWOM$$

$$Y_{SN} = \beta_{10} + \beta_{11} eWOM$$

$$Y_{PBC} = \beta_{12} + \beta_{13} eWOM$$

Where:

IN is intention of online buying.

eWOM is electronic word of mouth

ATT is attitude.

SN is subjective norms.

PBC is perceived behavior control.

### Chapter 3 Research Methodology

The study of “The factors influencing online buying and intention of online buying: The study of Huachiew Chalermprakiet University students”, the objectives are to investigate the intention of online buying of Huachiew Chalermprakiet University (HCU) students and the factors that influencing their intention of online buying. This is quantitative research. There are four parts in this session; population and sample, instrument development, collecting data, statistic and data analysis, as follows.

#### 3.1 Population and Sample

The population for this study is Thai HCU students, who have enrolled at HCU. Because the data of population and samples must be accurate, accurate data can be obtained obtaining the information from the HCU office Register, the number of Thai students, who have enrolled at the HCU in 2020 are 6,700 persons, therefor 6,700 Thai HCU students were the population. Due to Krejcie and Morgan Sample size table (Krejcie & Morgan, 1970) (Table 3.1), the table shows that the population of 6000 students is 361 and that of 7000 students is 364. HCU has 6,700 students, the number of students registered is more than 6000, in order to collect more accurate data, so chose a population size of 7,000. Based on the table for determining sample size, there for 364 is the minimum respondents to collect the data.

**Table3.1 Table for Determining Sample Size of a Known Population (Krejcie, r. v., & Morgan, 1970)**

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357

**Table3.1 (Continued)**

N	S	N	S	N	S	N	S	N	S
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	4	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
98	76	270	159	750	254	2600	335	1000000	384

N is population size; S is sample size

In this research, the sampling method is nonprobability, convenience and snowball sampling were be employed. Initially, the online questionnaire was sent to HCU students via email, Line, Facebook or WeChat and they were asked to fill it out directly. Also, respondents to this study questionnaire were not be asked to forward the questionnaire to their friends for completion.

### 3.2 Instrument Development

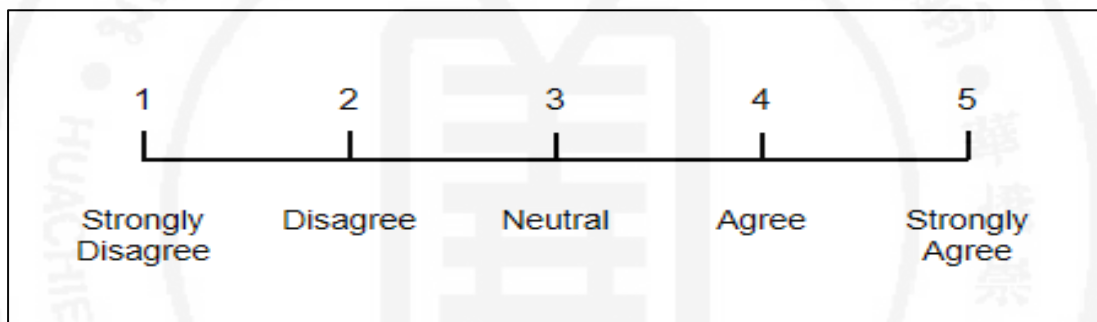
#### 3.2.1 Development Questionnaire

The questionnaires are construct according to the research objectives, literature review, and conceptual framework. Moreover, this research focuses on five variables (i.e., electronic word of mouth, attitude, subjective norm, perceive behavior control, intention of online buying).

The questionnaire will consist of six sections. The first sections are demographic, using nominal and ordinal measurement, such as gender, age, income

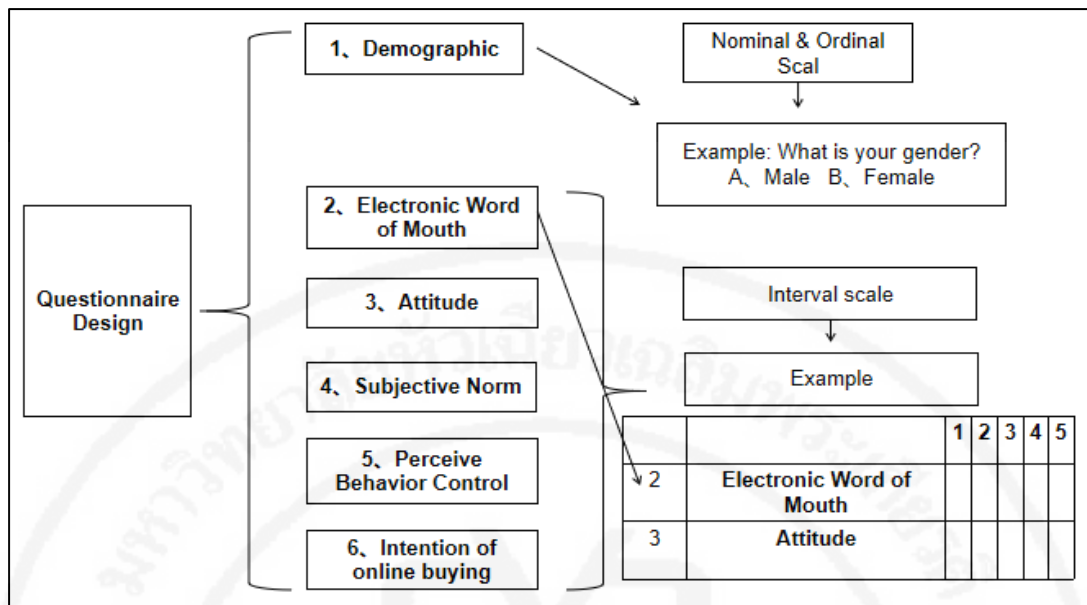
faculty, etc. The all interested variables, the suitable measurement to measure this kind of variables are interval measurement.

The reason to use nominal and ordinal scale used in the first part, because all the question in first part is design in categories question. The others variables (Electronic word of mouth, Attitude, Subjective Norm, Perceive Behavior Control, Intention of Online Buying) in order to better understand the attributes of the entity model and get the attitudes and responses of respondents, interval scale are employed in this session (Figure 3.1). In this study, the 5-point Likert scale is used to measure the influencing 5 factors.



**Figure 3.1 Questionnaire Design Model**

Likert scale is the most appropriate scale to measure psychological response. Moreover, it is convenient for respondents to indicate their agreement to the statement when answering the question. The Likert scale represent have like "strongly disagree, disagree, neutral, agree and strongly agree", as shown in figure 3.2.



**Figure 3.2 Likert Scale (AAPTED FROM DANGI AND SAAT (2021))**

### 3.2.2 Validity and Reliability

Content validity is used for this research in order to ensure the validity of variable, the process of the validity is as follows. The questionnaire draft is submitted to experts to prove the three persons. Item items are evaluated with the item-objective textuality (IOC), with scores ranging from -1 to +1 (item-objective textuality = +1; question= 0; incongruent = -1). The item that had score  $< 0.5$  will be modified, on the other hand, score  $\geq 2$  will be retained. The scores of all items in each variable in this study are  $\geq 2$ . To check and approve the coverage, consistency of the questionnaire in order to ensure that the questionnaires can provide the answer of the research objectives. afterward, the questionnaire will be corrected up on the expert's recommendations.

After revising the questionnaire, the pretest will be conducted. There are about 30 questionnaires will be distributed online via Email, Line, Facebook and WeChat to test the reliability by using Cronbach's alpha coefficient.

The number of questionnaires to pretest is 30 samples, in order to test the internal consistency. Using Cronbach's alpha coefficient. Hair et al. (2016) suggests the Cronbach's alpha greater than 0.60 is acceptable. In other words, the questionnaires are qualified and good enough to collect the data. In this study, the Cronbach coefficients

of eWOM, attitude, subjective norms, perceived behavior control and online buying intention is 0.923.

### 3.2.3 Confidential and Privacy Concern

In addition, the questionnaire are written in English. Afterward, it will translate by Thai and English proficient person in to Thai for the Thai HCU respondents. However, all the questionnaire are construct in Google form, in other to distribute to the Thai respondent easily and speedily.

Regarding to confidential concern, the research institute indicates in the questionnaire that personal data will be collected when respondents fill in the questionnaire, but the data will be strictly kept and will not be used for commercial purposes. All the collected data will only be used for this research. all of the respondents are voluntarily doing the questionnaire, and they are can left or can stop doing the questionnaire, whenever they don't want to, it's not mandatory.

## 3.3 Collecting Data

Due to the time of this study, Thailand is in the midst of the COVID-19, so the survey is designed to contact online.

The online questionnaire, in the Google form, will be distributed to the respondents through online channel for example: Line, Facebook, email, WeChat, in the beginning. Afterwards, the researcher would ask the one who receive and did the questionnaire to pass the questionnaire to their Thai HCU friends. At last, 412 questionnaires were collected at HCU students.

The online questionnaire is self-administered and designed in Google form. Furthermore, all the questions in the questionnaire must be filled.

## 3.4 Statistics and Data Analysis

All the collected data online, transferred to SPSS program in order to analysis the data. The SPSS file is designed up on the question in the questionnaire, so can analysis data by using the SPSS program.

In this study, two types of statistics, descriptive statistics and inferential statistics, are used.

(1) Descriptive statistics are used to describe all variables involved in a comprehensive. In this research the descriptive statistics use is frequency, percentage, mean and standard deviation. For the frequency and percentage will be use in nominal and ordinal data in the demographic. The mean and standard deviation of attitude, subjective norm, perceive behavior control, intention and intention of online buying, will be analyzed in this study.

(2) Inferential statistics are the statistics that refer to population and solve the research objectives, to test the hypothesis as proposed (Huber & McCann, 1982). In this research will use path analysis and mediation analysis. Path analysis lies in the study of the model both directly and indirectly influence relationship, which is used to test the model hypotheses. This method can simultaneously study the effects of eWOM, attitudes, subjective norms, and perceived behavioral control on online buying intentions. The mediation effect analysis is to test the mediating role of attitudes, subjective norms, and perceived behavioral control between electronic word-of-mouth and online purchase intentions.

## Chapter 4 Data Analysis

In this section, this research present demographic information about the participants of this study, specifically gender, grade, income, and frequency of online buying. This research also presents the mean and standard deviation of each variable, specifically eWOM, attitude, subjective norm, perceived behavioral control, and intention to shop online. Then, this research performed descriptive and inferential statistical analysis to further verify both directly and indirectly influence relationship between the variables.

### 4.1 Descriptive Statistical Analysis

#### 4.1.1 Participant Demographic Content

**Table 4.1 Description Statistics (N = 412)**

	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
	Other	10	2.43
		Less than ₱10000 / month	297
Income	₱10000-15000 / month	80	19.42
	₱15001-20000 / month	18	4.37
	Over ₱20000 / month	17	4.13
		Very often	109
Frequency of Online buying	Often	111	26.94
	Sometime	145	35.19
	Rarely	47	11.41



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.

#### 4.1.2 Mean and Standard Deviation of Each Variable

Next, to get a more detailed picture of the mean and standard deviation of the participants' scores on each variable in this study, this research first analyzed the mean and standard deviation of the scores on each variable. Also, this research analyzed the mean and standard deviation of each question item for each variable one by one. They were eWOM, attitude, subjective norms, perceived behavior control, and intention of online buying, respectively.

**Table 4.2 Mean and Standard Deviation of eWOM, Attitude, Subjective Norms, Perceived Behavior Control, Intention of Online Buying (*N* = 412)**

<b>Variable</b>	<b>Mean</b>	<b>Std. Deviation</b>
eWOM	4.28	.56
Attitude	4.26	.62
Subjective norms	3.91	.76
Perceived behavior control	4.07	.75
Intention of online buying	4.04	.69

From table 4.2, the mean value of eWOM is 4.28, and the standard deviation is 0.56. The mean value of attitude is 4.26, and the standard deviation is 0.62. The mean value of subjective norms is 3.91, and the standard deviation is 0.76. The mean value of perceived behavioral control is 4.07, and the standard deviation is 0.75. The mean value of intention of online buying is 4.04, and the standard deviation is 0.69.

The descriptive results of the eWOM are presented in table 4.3, participants paid more attention to negative and positive reviews of online stores with a mean score of

4.52. However, participants rarely stopped buying the product because the online store did not have any ratings and rarely read some online youtuber's recommendations of the product before buying it online. In summary, this means that consumers place most importance on positive and negative eWOM.

**Table 4.3 Descriptive Results for eWOM (N = 412)**

NO	Items	Mean	S.D.
1	The recommendations from many platforms have impact on me buying decision.	4.25	.77
2	Before buying online, I firstly look at some youtuber's recommendations for the product.	4.19	.95
3	Paying attention to the negative and positive buyer reviews on online shop.	4.52	.74
4	Browsing through the star ratings that these buyers give to these products.	4.25	.94
5	Stop buying this product if the online store doesn't have any star rating.	4.19	.98
	Average eWOM	4.28	.56

The descriptive results of the attitude are presented in table 4.4, participants focused most on the negative and positive reviews of a product on TikTok as being valuable to customers. At the same time, the participants also strongly agreed that the information on Twitter/Facebook/Line advice was useful for their shopping decisions. Conversely, participants' attitudes indicating that they liked shopping online scored lower at 4.13. Overall, consumers' attitudes are more likely to come from product-related comments on social media platforms and short video platforms such as TikTok.

**Table 4.4 Descriptive Results for ATT (*N* = 412)**

<b>NO</b>	<b>Items</b>	<b>Mean</b>	<b>S.D.</b>
1	Good idea to blogger to advice or recommend product online.	4.18	.92
2	Beneficial for me to follow the advice/information.	4.39	.79
3	Negative and positive comments on Tiktok about a product are valuable for customer.	4.44	.75
4	Looking at the relevant blog posts on Twitter/Blogger before buying is very useful.	4.19	.90
5	Knowing many new things from reviewers/ influencers/ youtubers about the product I want to buy.	4.23	.83
6	Enjoying shopping online.	4.13	.99
	Average ATT	4.26	.62

The descriptive results of the subjective norms are presented in table 4.5, where the participants most agreed that online shopping has now become common in their daily lives with a mean score of 4.16. However, expressed less agreement that they are seen as a smart online shopper by their friends with a mean score of 3.60. Thus, consumers are more likely to agree that online shopping is becoming commonplace. Relatively few consumers would shop because of the influence of their friends.

**Table 4.5 Descriptive Results for SN ( $N = 412$ )**

NO	Items	Mean	S.D.
1	My friend suggests buying product online.	4.06	.91
2	Following the same bloggers or reviewers.	3.83	1.02
3	My friends thought that I am a smart online shopper.	3.60	1.24
4	Nowadays, buying product online became common in everyday lifestyle.	4.16	.90
	Average SN	3.91	.76

The descriptive results of the perceived behavior control are presented in table 4.6, participants were most likely to agree that they were good enough to find any information or reviews about a product before purchasing it, with a mean score of 4.24. Conversely, participants were less good at being able to purchase products on any type of online platform, with a mean score of 3.95. Thus, consumers are now more likely to look for reviews about product information.

**Table 4.6 Descriptive Results for PBC ( $N = 412$ )**

NO	Items	Mean	S.D.
1	Enabling to buy products online on any type of platforms.	3.95	.97
2	Good at finding information online about the product.	4.03	.90
3	Knowing very well about the source of online information of products.	4.04	.90
4	Good at finding any information or review about the product.	4.24	.92
	Average PBC	4.07	.75

The descriptive results of the intention of online buying are presented in table 4.7, intention of online buying of HCU students is 4.04, the results show that HCU students have higher online buying intention. Participants were more likely to agree that they would make another online purchase in the next week or month, with a mean score of 4.13. Participants were less likely to have to look for a product and buy it after reading a review, with a mean score of 3.80. In summary, the findings indicate that HCU students have a high intention to online buying in the future; therefore, the second research objective in this study was addressed.

**Table 4.7 Descriptive Results for Intention of Online Buying ( $N = 412$ )**

NO	Items	Mean	S.D.
1	After watching reviews, sometimes to look for the product and buy it.	3.80	1.02
2	Buying the products online only I read the consumer review and rating first.	4.08	.86
3	I definitely keep buying products online.	4.23	.87
4	When I need to buy a product, I will go to buy it from online first.	3.98	.97
5	I plan to buy product online in the next week/next month.	4.13	1.04
	Average IN	4.04	.69

#### 4.2 Correlation analysis

Correlation analysis is the study of correlation between two variables, this study uses the pearson coefficient as a measure of correlation between variables, the value of the pearson coefficient before -1-1, a positive value of the pearson coefficient indicates that the variables are positively correlated, and a negative value of the pearson coefficient is negatively correlated

The correlation between the variables will be analyzed below. As shown in table 4.8, the correlation coefficients between eWOM and attitude, subjective norms,

perceived behavioral control, 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 perceived behavioral control 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 4.8 Correlations (N=412)**

	eWOM	ATT	SN	PB	IN
eWOM	1				
ATT	0.699***	1			
SN	0.512***	0.621***	1		
PBC	0.473***	0.583***	0.639***	1	
IN	0.529***	0.633***	0.670***	0.736***	1

\*\*\**p* value < .001

### 4.3 Path Analysis

#### 4.3.1 Intention of Online Buying

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.

$$IN = \beta_1 + \beta_2 ATT + \beta_3 SN + \beta_4 PBC \quad (4.1)$$

$$IN = \beta_5 + \beta_6 eWOM \quad (4.2)$$

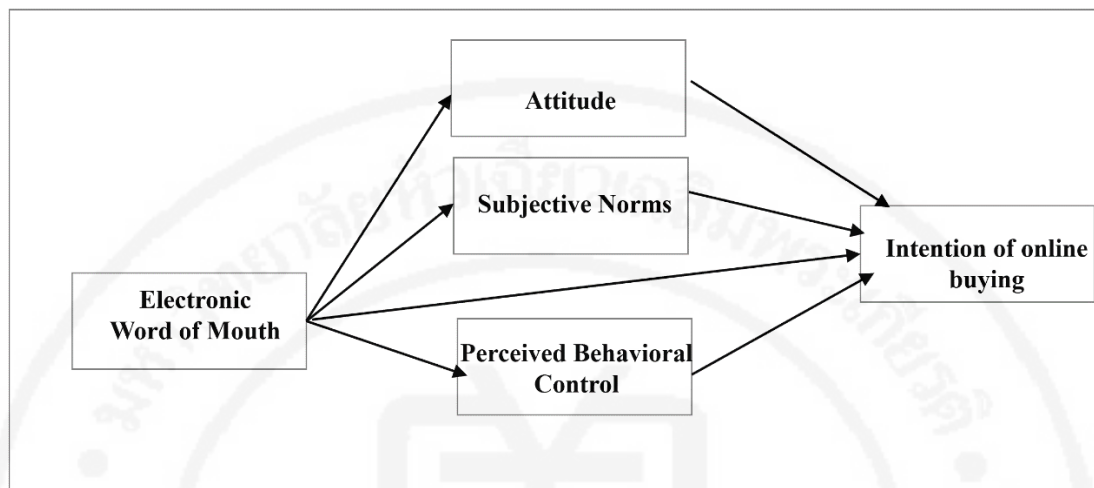
$$ATT = \beta_7 + \beta_8 eWOM \quad (4.3)$$

$$SN = \beta_9 + \beta_{10} eWOM \quad (4.4)$$

$$PBC = \beta_{11} + \beta_{12} eWOM \quad (4.5)$$

Stepwise regression is the most appropriate multiple regression method for performing path analysis. The stepwise multiple regression output provides the standardized coefficients of independent variables that only have statistical significance and excludes those of the non-significant variables. The following figure 4.1 contains

the path diagrams that show the relationship among the independent variables and dependent variable.



**Figure 4.1 Path Model for eWOM, ATT, SN and PBC and Intention of Online Buying**

Table 4.9 demonstrates the results for the coefficients of stepwise multiple regression between the independent variables (eWOM, ATT, SN and PBC) and the dependent variable (ntention of online buying). The results of the analysis pointed out that although eWOM did not have any significant impact on the intention of online buying, eWOM, ATT, SN and PBC did have a statistical significance ( $p < 0.05$ ). eWOM, ATT, SN and PBC each directly affected intention of online buying at 21 percent, 24 percent and 45 percent of variance, respectively. From a combination prospect, eWOM, ATT, SN and PBC were able to sufficiently explain the intention of online buying scores at 63 percent of variance. The variance inflation factor (VIF) is  $1/\text{tolerance}$ , it is always greater than or equal to 1. Values of VIF that exceed 10 are often regarded as indicating multicollinearity. According to table 4.9, the VIF values of eWOM, ATT, SN, and PBC are 0.499,0.396,0.493, and 0.534, respectively. Therefore, it is again shown that there is no multicollinearity problem in this study(Craney & Surles, 2002).

**Table 4.9 Results of the Stepwise Multiple Regression Coefficients for the Intention of Online Buying (N=412)**

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<sup>2</sup> = .635 SEE = .418 F =236.688\*

\*p value < .05

Further analysis of equation 4.1 to determine the possible relationship between eWOM as an independent variable and attitude as is shown in table 4.10, the R-squared is 0.489, implying that eWOM can explain 48.9 percent of variance of attitude.

**Table 4.10 Results of the Regression Coefficients for ATT (N=412)**

Variables	Standardized Coefficients	t-value	Sig
eWOM	.699	19.794	.000*

R = .699 R<sup>2</sup> = .489 SEE = .444 F =392.506\*

\*p value < .05

Further analysis of equation 4.1 to determine the possible relationship between eWOM as an independent variable and subjective norms, as is shown in table 4.11, the R-squared value is 0.263, so eWOM can explain 26.3 percent of the variation in subjective norms.



**Table 4.11 Results of the Regression Coefficients for SN (N=412)**

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

\**p* value < .05

Further analysis of equation 4.1 to determine the possible relationship between eWOM as an independent variable and perceived behavioral control, as is shown in table 4.12, the R-squared value of 0.223 implies that eWOM can explain 22.3 percent of variance in perceived behavioral control.

**Table 4.12 Results of the Regression Coefficients for PBC (N=412)**

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

\**p* value < .05

#### 4.3.2 Path Analysis

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 4.2). Table 4.13 shows both the direct and indirect effects among the variables in the path model established in this research. As hypothesized, eWOM has direct affect ATT, SN and PBC at 69.9, 51.2, 47.3 percent of variance respectively ( $\beta = .699$ ,  $\beta = .512$ ,  $\beta = .473$ ). While ATT, SN and PBC 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 IN through ATT is significant ( $\beta = .150$ ), indicating that eWOM can explain 15 percent of variance of online buying intention through ATT. The indirect effect of eWOM on IN through SN 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 IN through PBC is significant ( $\beta = .214$ ) and most important, indicating that WOM can explain 21.4 percent of variance of online buying intention through PBC.

**Table 4.13 Results of the Causal Effect of the Predictors on IN (N=412)**

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
eWOM → SN → IN		.125*	.125
eWOM → PBC → IN		.214*	.214

\* $p$  value < .05

As a result from tables 4.9, 4.10, 4.11 and 4.12, coefficients “ $\beta_1$ ”, “ $\beta_2$ ”, “ $\beta_3$ ”, “ $\beta_4$ ”, “ $\beta_7$ ”, “ $\beta_8$ ”, “ $\beta_9$ ”, “ $\beta_{10}$ ”, “ $\beta_{11}$ ” and “ $\beta_{12}$ ” could be shown in equations sequentially transformed to:

$$IN = .322 + .216ATT + .246SN + .453PBC \quad (4.6)$$

$$(5.397) \quad (5.804) \quad (11.081)$$

$$ATT = .699 eWOM \quad (4.7)$$

$$(19.794)$$

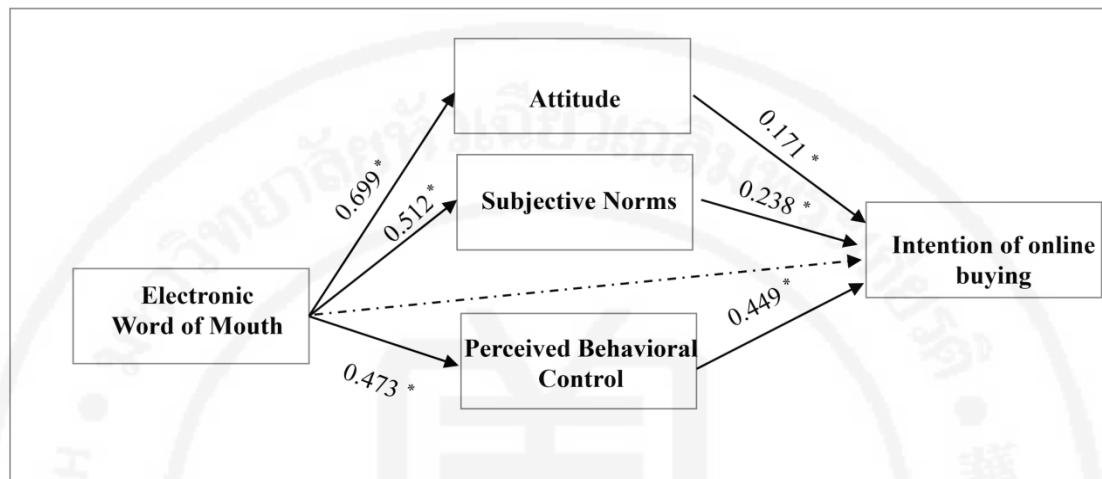
$$SN = .512 eWOM \quad (4.8)$$

$$(12.083)$$

$$PBC = .473 eWOM \quad (4.9)$$

$$(10.856)$$

Finally, the path analysis for investigating the direct and indirect impact of the independent variables (eWOM, ATT, SN and PBC) on the intention of online buying was performed using equations 4.6. The outcomes are illustrated in figure 4.2.



\* $p$  value < .05

**Figure 4.2 Path Model for Intention of Online Buying (N=412)**

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 a full mediator 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 buy online with the mean value 4.04 and standard deviation is .69.

#### 4.4 Mediation Analysis

This study also used Sobel test to verify the mediating role of attitudes, subjective norms, and perceived behavioral control. As shown in Table 4.14, the mediating role of attitudes, subjective norms, and perceived behavioral control was significant ( $P < 0.001$ ). The specific statistics are as follows. ATT plays an intermediary role in the relationship between eWOM and IN (Sobel test statistics: 3.509,  $p < 0.001$ ;

Aroian test:3.504,  $p < 0.001$ ). SN played a mediating role in the relationship between eWOM and IN (Sobel test statistics: 5.036,  $p < 0.001$ ; Aroian test:5.022,  $p < 0.001$ ). PBC played a mediating role in the relationship between eWOM and IN (Sobel test statistics: 7.769,  $p < 0.001$ ; Aroian test:7.753,  $p < 0.001$ ).

**Table 4.14 Sobel Test**

Input		Test statistics	p-value
a1.769	Sobel test	3.509	<.001
a2.690	Sobel test	5.036	<.001
a3.629	Sobel test	7.769	<.001
b1.189	Aroian test	3.504	<.001
b2.216	Aroian test	5.022	<.001
b3.412	Aroian test	7.753	<.001
Sa1.039	Goodman test		
Sa2.057	Goodman test		
Sa3.058	Goodman test		
Sb1.053	Goodman test		
Sb2.039	Goodman test		
Sb3.037	Goodman test		

a = raw (unstandardized) regression coefficient for the association between IV and mediator. a1 = eWOM → ATT; a2 = eWOM → SN; a3 = eWOM → PBC

Sa = Standard error of a.

b = raw coefficient for the association between the mediator and the DV (when the IV is also a predictor of the DV). b1 = ATT → IN; b2 = SN → IN; b3 = PBC → IN

Sb = standard error of b.

## Chapter 5 Conclusion and Discussion

### 5.1 Introduction

The research objectives of this study were firstly, to examine the effects of eWOM, ATT, SN, and PBC on online buying intentions of Huachiew Chalermprakiet University students. Secondly, to examine online purchase intentions of Huachiew Chalermprakiet University students. The research question of this study is whether the effects of eWOM, ATT, SN, and PBC on Huachiew Chalermprakiet University students' online shopping intention are positive? And what are the mechanisms by which eWOM, ATT, SN, and PBC influence Huachiew Chalermprakiet University students' intention of online buying?

In this study, convenience sampling and snowball sampling were used to conduct the research from students of Huachiew Chalermprakiet University through a Google online questionnaire, and a total of 412 valid samples were obtained. The final hypothesis testing results are shown in table 5.1. The results show that all the hypotheses are accepted except hypothesis 1.

**Table 5.1 Summary of Test Results for The Hypotheses**

Hypotheses	Outcome
H1: eWOM has a positive effect on intention of online buying	Rejected
H2: eWOM has a positive effect on ATT	Accepted
H3: eWOM has a positive effect on SN	Accepted
H4: eWOM has a positive effect on PBC	Accepted
H5: ATT has a positive effect on intention of online buying	Accepted
H6: SN have a positive effect on intention of online buying	Accepted
H7: PBC has a positive effect on intention of online buying	Accepted

This section will first state the conclusions of this study, and then discuss the results of this study separately. Finally, the recommendations, limitations, and future research perspectives of this study are also presented in this section.

## 5.2 Discussion

This study found the most impact of eWOM on attitude, explaining 48.9 percent of variance in attitude. This is followed by subjective norms, which eWOM can explain 26.3 percent of variance in subjective norms. The last one is perceived behavioral control, which eWOM can explain 22.3 percent of variance in perceived behavioral control. Lee and Cranage (2014) also found that negative eWOM can influence consumer attitude 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 buying (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, meaning that 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.

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 scores.

Although this study did not find a significant positive effect of eWOM on online buying intention through path analysis, correlation analysis revealed a significant correlation between eWOM and online buying intention. There are also many large literatures showing that eWOM affects online buying intentions (Huete-Alcocer, 2017a). 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 Flanagin

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 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 behavior control play a full mediation role in the relationship between eWOM and online buying intention. 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.

In this study, a mediating effect test was conducted by sobel test, and the results showed that ATT, SN, and PBC had a significant mediating effect between eWOM and IN. In other words, eWOM can enhance consumers' intention to online buying by improving ATT, SN, and PBC and thus. According to S-R theory, eWOM is an external information stimulus that consumers are influenced to react accordingly after being exposed to it. In this study, this is specifically reflected in the response that consumer attitudes, subjective norms, and perceived behavioral control are increased because of eWOM, which in turn shows an increased intentions to online buying. 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 (Wu & Wang, 2011) and are the most important determinants of online buying intentions. 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.

### **5.3 Recommendations**

#### **5.3.1 Recommendations for Future Research**

Future research can be addressed by expanding the range of respondents. For example, the research can cover a wider age range or add a more representative group of young white-collar workers to make the research results more convincing and explanatory and have stronger generalization significance.

Future studies can try to make a breakthrough, for example, to explore whether there are differences in the influencing factors of online buying intention under B2C and B2B.

The limitations of research methods. All the empirical data in this study were collected on the basis of teenagers, students of HCU recollection of past experiences, and the questionnaire survey was selected. In the future research, the author can first consider using the field research method or experimental method to accurately control the interference variables and improve the quality of the research process.

#### **5.3.2 Recommendations for Future Practice**

This study points out the factors that influence consumers' intention to buy online, which has important implications for corporate marketing.



For online business, 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.

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 big 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 attitude, higher subjective norms and perceived behavioral control towards companies and products, which leads to higher online buying intentions.

The company should adopt incentives to encourage consumers to participate in the review, and guide and control the content. Companies should adopt incentives to encourage consumers to participate in reviews, guide and control the content of reviews, increase the quantity and ensure the quality of eWOM if consumers voluntarily do so, and provide targeted incentives for consumers to forward information about their buying products or service experiences through the social media platforms they use. At the same time, platform operators can regularly seek out reputable buyers or opinion leaders to communicate about products or services in order to reduce the probability of negative reviews. The above approach can strengthen consumers' subjective norms and perceived behavioral control, thus enhancing online buying intentions.

The results of this study also help to indirectly promote merchants to improve the quality of their own products and services. The improvement of product quality and service contributes to positive consumer eWOM. This in turn influences consumers'

attitudes, subjective norms, and perceived behavioral control, which in turn promotes consumers' willingness to purchase.

With the rapid development of the network and the dissemination of information on the network, enterprises need to pay attention to the eWOM of their own products. eWOM information will not only affect consumers' willingness to buy products or services, but also have a very important impact on the brand image of enterprises. On the one hand, enterprises can publish eWOM information related to their own products or services in the community, enhance the positive image and attract the attention of consumers, so as to improve the communication effect of eWOM. On the other hand, enterprises can get the most direct and truthful feedback from consumers through negative eWOM information to improve their products.

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## Appendices

### Appendix A Acquire Knowledge to Serve Society



#### Acquire Knowledge to Serve Society

**THE CERTIFICATE OF ETHICAL APPROVAL  
(CERTIFICATE OF EXEMPTION)  
THE ETHICS COMMITTEE OF RESEARCH  
HUACHIEW CHALERMPRAKIET UNIVERSITY**

July 19<sup>th</sup>, 2022

**Project Title** The Factors Influencing Online Shopping and Intention of Online Buying :  
The Study of Huachiew Chalermprakiet University Thai Students

**Principal Investigator** Mr. Li Huang He

**Faculty / Program** Master of Business Administration Program in Digital Business

This is to certify that the research project above has been approved in accordance with the Declaration of Helsinki by the Research Ethics Committee at Huachiew Chalermprakiet University.

**Signature**

(Wirat Tongrod , Ph.D.)  
Chairman of the Board  
Research Ethics Committee  
Huachiew Chalermprakiet University

**Approval Date** July 19<sup>th</sup>, 2022  
**Certificate Number** @.1212/2565

This approval is valid until 18<sup>th</sup> July 2024.

**Appendix B**  
**Ethics Committee Approval Letter**



เรียนรู้เพื่อรับใช้สังคม

**Questionnaires for the study on**  
**The Factors Influencing Online Shopping and Intention of Online**  
**Buying: The Study of Huachiew Chalermprakiet University Thai Students**

My name is Li Huang He — a graduate student at the Master of Business Administration (M.B.A.) in Digital Business at Huachiew Chalermprakiet University in Thailand. As a part of this degree, I am conducting a thesis on the topic “The Factors Influencing Online Shopping and Intention of Online Buying”. The study is designed to explore the factors influencing online shopping and intention of online buying. For the completion of the study, we need the students of Huachiew Chalermprakiet University Thai to answer the questionnaires. The data collection is started from January 26, 2022.

This research is conducted on a strictly anonymous basis with the confidentiality of participants. Your name will not be identified in this report and data collected will be seen only by the researcher and thesis advisor. Your participation is voluntary. If you are willing to answer the questionnaires, please tick to declare that you consent to give the data for this research. The data you provide will be used for this study only.

Further information and questions about this project, please contact me at e-mail address [592091307@qq.com](mailto:592091307@qq.com) and my thesis advisor, Dr. Pimsiri Phutrakul at e-mail address [mercy.hcu@gmail.com](mailto:mercy.hcu@gmail.com)

Regards

(Mr. Li Huang He)

Researcher



เรียนรู้เพื่อรับใช้สังคม

### Consent to Participation in Research

#### **The Factors Influencing Online Shopping and Intention of Online Buying: The Study of Huachiew Chalermprakiet University Thai Students**

I have been given and have understood an explanation of this research project. I understand that I may withdraw myself (or any information I have provided) from this project (before data collection and analysis is complete) without having to give reasons.

I understand that the data collected will be visible only to the researcher and thesis advisor, and my name will not be identified in this report.

I understand that the data I provide will be used only for this study and will not be used for any other purpose, nor will it be released to others without my written consent.

I understand that answering the questions in the questionnaire means that I have read the consent form and volunteered to participate in this research without any enforcement from anyone.

## **Appendix C**

### **English Version of Questionnaire**

Hello, this is a questionnaire used to study the factors influencing online shopping and intention of online buying. It is a secret survey. There is no right or wrong answer to this questionnaire. Please answer according to your real thoughts and situation. The survey results are only for scientific research. We will keep your information and answers absolutely confidential. Please feel free to answer. Thank you for your support and cooperation.

#### **I. Demographic**

1. Your Gender?

A. Male B. Female

2. Your Grade?

A. Freshman B. Sophomore C. Junior D. Senior

3. Your Income?

A. Less than ฿10000 / month

B. ฿10000-15000 / month

C. ฿15001-20000 / month

D. Over ฿20000 / month

4. How often do you shop online?

A. Very often B. Often C. Sometime D. Rarely

As follows: 1-5 in the questionnaire indicate your feelings about this description:  
1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. Please tick the corresponding score.

## II. Electronic Word of Mouth

NO.		1	2	3	4	5
1	The recommendations from many platforms have impact on me buying decision					
2	Before buying online, I firstly look at some youtuber's recommendations for the product					
3	Paying attention to the negative and positive buyer reviews on online shop					
4	Browsing through the star ratings that these buyers give to these products					
5	Stop buying this product if the online store doesn't have any star rating					

## III. Attitude

NO.		1	2	3	4	5
1	I think it is a good idea to have blogger to advice or recommend product online					
2	Beneficial for me to follow the advice/information I get on Twitter/Facebook/Line					
3	Overall, I think negative and positive comments on Tiktok about a product are valuable for customer					
4	I would look at the relevant blog posts on Twitter/Blogger before buying, which I think is very useful					
5	I think I know many new things from reviewers/ influencers/ youtubers about the product I want to buy					
6	I like and enjoy shopping online.					

**IV. Subjective norms**

NO.		1	2	3	4	5
1	Sometimes, my friend suggests me to buy product online when he found it from review					
2	I and my friends normally follow the same bloggers or reviewers.					
3	My friends thought that I am a smart online shopper.					
4	Nowadays, buying product online became common in everyday lifestyle.					

**V. Perceived behavior control**

NO.		1	2	3	4	5
1	I am able to buy products online on any type of platforms.					
2	I am very good in finding information online about the product I want to buy in online paltforms					
3	Before I buy a product online, I know very well about the source of online information of every kind of product.					
4	Before I buy this product, I believe I am good enough to find any information or review about the product.					

**VI. Intention of online shopping**

NO.		1	2	3	4	5
1	After watching reviews, sometimes I have to look for the product and buy it.					
2	I will buy the products online only I read the consumer review and rating first.					
3	In the future, I definitely keep buying products online.					
4	When I need to buy a product, I will go to buy it from online first					
5	I think in the next week/next month I will definitely have another online purchase.					



## Appendix D Thai Version of the Questionnaire

Hello, this is a questionnaire used to study the factors influencing online shopping and intention of online buying. It is a secret survey. There is no right or wrong answer to this questionnaire. Please answer according to your real thoughts and situation. The survey results are only for scientific research. We will keep your information and answers absolutely confidential. Please feel free to answer. Thank you for your support and cooperation.

### I. Demographic

1. เพศ

A. ชาย

B. หญิง

2. กำลังศึกษาในชั้นปี

A. ชั้นปีที่ 1

B. ชั้นปีที่ 2

C. ชั้นปีที่ 3

D. ชั้นปีที่ 4

E. ชั้นปีที่ 5 – 6

3. รายได้ต่อเดือน

A. น้อยกว่า 10,000 บาท

B. 10,001-15,000 บาท

C. 15,001-20,000 บาท

D. มากกว่า 20,000 บาท

4. คุณซื้อปิ้งออนไลน์บ่อยแค่ไหน

A. บ่อยมาก B. บ่อย C. เป็นบางครั้ง D. นานๆครั้ง

1. ไม่เห็นด้วยมากที่สุด 2. ไม่เห็นด้วย 3. ปานกลาง 4. เห็นด้วย 5. เห็นด้วยมากที่สุด กรุณาเลือก

ความคิดเห็นที่ใกล้เคียงความรู้สึกคุณมากที่สุด ในแต่ละข้อ

## II. Electronic Word of Mouth

NO.		1	2	3	4	5
1	ฉันคิดว่าคำแนะนำต่างๆจากหลายๆแพลตฟอร์มมีผลต่อการตัดสินใจซื้อสินค้าออนไลน์					
2	ฉันมักจะหาข้อมูลจากแหล่งออนไลน์ต่างๆเช่น ยูทูป บล็อกเกอร์ ก่อน					
3	ฉันจะอ่านรีวิวก่อนเกี่ยวกับสินค้าทั้งด้านดีและไม่ดีจากผู้ซื้อตัวจริงก่อนซื้อสินค้าทางออนไลน์					
4	การให้ดาวการประเมินความพึงพอใจหลังการซื้อสินค้าทางออนไลน์					
5	ถ้าร้านค้าออนไลน์ไหนยังไม่มีการประเมินหรือรีวิวลหลังการซื้อ ฉันก็เลือกที่จะไม่ซื้อร้านนั้น					

## III. Attitude

NO.		1	2	3	4	5
1	ฉันคิดว่าเป็นสิ่งที่ดี ที่มีพวกบล็อกเกอร์แนะนำสินค้ารีวิวลสินค้าบนโลกออนไลน์					
2	ข้อมูล/ความคิดเห็นต่างๆเกี่ยวกับสินค้าบนโลกออนไลน์มีประโยชน์อย่างมากในการซื้อ					
3	ข้อมูลจากผู้ซื้อที่ทั้งด้านบวกและด้านลบต่างๆก็ล้วนเป็นสิ่งที่มีคุณค่าสำหรับผู้ซื้อสินค้า					
4	ฉันชอบที่จะหาข้อมูลต่างๆที่เกี่ยวข้องกับสินค้าที่ต้องการซื้อจากหลายๆแห่ง					
5	ฉันได้รู้สิ่งใหม่ๆหลากหลายที่ไม่เคยรู้มาก่อนเกี่ยวกับสินค้า จากพวกบล็อกเกอร์ ยูทูปเบอร์					
6	ฉันชอบและสนุกกับการช้อปปิ้งออนไลน์					

## IV. Subjective norms

NO.		1	2	3	4	5
1	เพื่อนของฉันก็รู้จักสินค้ามาจากพวกรีวิวลยูทูป แล้วมาแนะนำให้ฉันซื้อสินค้านั้น					
2	ฉันมักจะซื้อสินค้าและติดตามการรีวิวลสินค้าจากรีวิวลเวอร์ที่มีผู้ติดตามจำนวนมากแนะนำ					
3	เพื่อนๆฉันคิดว่า ฉันเป็นนักช้อปปิ้งออนไลน์ที่เก่งคนหนึ่ง					
4	ในปัจจุบันคนส่วนใหญ่ไม่ว่าจะเป็นเพื่อน พี่น้องของฉันก็ซื้อสินค้าออนไลน์ทั้งนั้น					

### V. Perceived behavior control

NO.		1	2	3	4	5
1	ฉันคุ้นเคยกับการขึ้นตอนต่างๆในชื่อของออนไลน์เกือบทุกแพลตฟอร์ม					
2	ฉันรู้ว่าต้องหาข้อมูลจากแหล่งออนไลน์ใด สำหรับสินค้าประเภทใด					
3	ฉันรู้ว่าร้านออนไลน์ไหนเหมาะกับการหาซื้อสินค้าประเภทใด					
4	การซื้อของออนไลน์เป็นเรื่องที่ง่ายมากสำหรับฉัน					

### VI. Intention of online shopping

NO.		1	2	3	4	5
1	บางครั้งฉันหาซื้อสินค้านั้นๆ หลังจากดูคลิปการรีวิวสินค้าโดยที่ก่อนหน้านี้ไม่ได้ตั้งใจซื้อ					
2	ฉันจะซื้อสินค้าออนไลน์ชิ้นนั้นๆต่อเมื่อได้อ่านการรีวิวจากผู้ซื้อจริงเท่านั้น					
3	ฉันก็จะซื้อสินค้าออนไลน์ต่อไปแน่นอน					
4	ถ้าฉันต้องการซื้อสินค้า ฉันจะไปดูและซื้อที่ออนไลน์ก่อนเป็นอันดับแรก					
5	ฉันคิดว่าในสัปดาห์หน้า/เดือนหน้าฉันยังมีการซื้อสินค้าออนไลน์อีกแน่					

ขอบคุณสำหรับความร่วมมือในการตอบแบบสอบถามของท่าน

**Appendix E**  
**Consent Form for Research Dissemination**



หนังสือยินยอมการเผยแพร่ผลงานวิจัย

**Consent form for research  
dissemination**

เขียนที่ place of writing .....

วันที่ Date .....2022/6/16.....

ข้าพเจ้า นาย/นาง/นางสาว 学生姓名...LI HUANG HE..... รหัสนักศึกษา 学号..... 636077.....

ระดับ 学位 ปริญญาโท 硕士 ปริญญาเอก 博士 หลักสูตร 课程: ...Master of Business...

สาขาวิชา 专业:..... Digital Business.....คณะ 学院: ..... Business Administration.....

Email 电子邮件: ..... 592091307@qq.com.....

ชื่อเรื่อง (คุณวุฒิพนธ์/วิทยานิพนธ์/การศึกษานิพนธ์ 申请检查学位论文/毕业论文/选修)

(ชื่อภาษาไทย) (泰文名称).....

(ชื่อภาษาอังกฤษ) (英文名称). The Factors Influencing Online Buying and Intention of Online Buying: The Study of Huachiew Chalmprakiet University Thai Students.

อนุญาต ให้ศูนย์บรรณสารสนเทศ มหาวิทยาลัยหัวเฉียวเฉลิมพระเกียรติ เผยแพร่งานวิจัยของข้าพเจ้า

สู่สาธารณะ เพื่อเป็นผลงานทางวิชาการ ผ่านระบบฐานข้อมูลงานวิจัย ThaiLIS

Allow Library and Information Centre of Huchiew Chalmprakiet University to disseminate my research through the library's systems.

ไม่อนุญาต **Not allow**

ลงชื่อ.....LI HUANG HE....ผู้วิจัย Researcher  
(.....LI HUANG HE...)