

**THE INFLUENCE OF ELECTRONIC WORD OF
MOUTH TO CONVERT INTENTION INTO ACTUAL
PURCHASE BEHAVIOR**

WANNAPORN BORIPUNT

**DOCTOR OF BUSINESS ADMINISTRATION
UNIVERSITI UTARA MALAYSIA**

April 2015

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH TO CONVERT
INTENTION INTO ACTUAL PURCHASE BEHAVIOR**

By

WANNAPORN BORIPUNT

Thesis Submitted to

Othman Yeop Abdullah Graduate School of Business,

Universiti Utara Malaysia,

in Partial Fulfillment of the Requirement for the Doctor of Business Administration

PERMISSION TO USE

In presenting this dissertation in partial fulfillment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this dissertation in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor or in her absence, by the Dean of Othman Yeop Abdullah Graduate School of Business where I did my dissertation. It is understood that any copying or publication or use of this dissertation parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my dissertation.

Request for permission to copy or to make other use of materials in this dissertation in whole or in part should be addressed to:

Dean of Othman Yeop Abdullah Graduate School of Business

Universiti Utara Malaysia

06010 UUM Sintok

Kedah Darul Aman

ABSTRACT

The proliferation of Internet users has provided a huge opportunity for businesses to anticipate the increasing value of online retail. In Thailand, the number of Internet users shows promise for e-commerce, and yet success in revenues has not emerged. Understanding the behavior in performing the actual transaction will provide valuable information and help to remove the barriers that prevent consumers opting for online shopping. The purpose of the present study is to examine factors that turn consumer intention into actual purchase in the online context among Thai consumers. The theoretical framework in the present study was developed using Technology Acceptance Model (TAM) by incorporating trust, perceived informativeness and electronic word of mouth. Stratified random sampling was employed to select sample among students from selected universities in Thailand. Data were collected using questionnaires. A total of 826 effective samples were collected and the analyses were carried out using both descriptive analysis and structural equation modeling (SEM). The results indicate moderate level of intention and actual purchase in online context. Online purchase intention is found to be a significant determinant of actual online purchase. Perceived usefulness, perceived informativeness and trust are the factors that influence online purchase intention respectively. There were significant indirect influences of electronic word of mouth on purchase intention mediated by direct influences of perceived ease of use, perceived usefulness, trust, and perceived informativeness. The results are also beneficial for both business sector and government sector to understand Thai online consumer behavior and gain clearer picture of the factor driven behind the consumer's need that can be used to spur their demands to buy more online.

Keywords: online purchase, actual purchase, electronic word of mouth, perceived informativeness, Thailand

ABSTRAK

Peningkatan penggunaan Internet telah menyediakan satu peluang yang besar kepada syarikat perniagaan untuk meramalkan nilai runcit yang semakin meningkat dalam perniagaan secara atas talian. Di Thailand, bilangan pengguna Internet menunjukkan kemajuan dalam e-dagang, namun kejayaan dalam meningkatkan pendapatan masih belum dicapai. Memahami tingkahlaku pengguna dalam membuat pembelian akan memberikan maklumat yang berharga dan membantu menghapuskan jurang yang menghalang pengguna untuk membeli secara atas talian. Tujuan kajian ini dijalankan adalah untuk mengkaji faktor-faktor yang mempengaruhi niat pengguna untuk melakukan pembelian secara atas talian di kalangan pengguna Thai. Rangkakerja teori dalam kajian ini telah dikembangkan menggunakan Model Penerimaan Teknologi (TAM) dengan memasukkan elemen kepercayaan, penyampaian maklumat dan penyampaian secara elektronik. Persampelan rawak berstrata telah digunakan untuk memilih sampel di kalangan pelajar dari universiti terpilih di Thailand. Data dikumpul dengan menggunakan kaedah soal selidik. Seramai 826 sampel telah dikumpulkan dan analisis telah dijalankan dengan menggunakan kedua-dua analisis deskriptif dan Pemodelan Persamaan Struktur (SEM). Hasil kajian menunjukkan tahap niat yang sederhana terhadap pembelian sebenar dalam konteks atas talian. Niat untuk pembelian secara atas talian didapati merupakan penentu penting kepada pembelian sebenar. Tanggapan kegunaan, penyampaian maklumat dan kepercayaan adalah faktor-faktor yang mempengaruhi niat pembelian atas talian. Terdapat hubungan signifikan tidak langsung antara penyampaian secara elektronik dan niat pembelian yang dipengantarakan oleh faktor penggunaan yang mudah, tanggapan kegunaan, kepercayaan, dan penyampaian maklumat. Hasil kajian juga memberi manfaat kepada kedua-dua sektor perniagaan dan sektor kerajaan Thai untuk memahami gelagat pengguna atas talian dan mendapatkan gambaran yang lebih jelas daripada faktor yang mempengaruhi keperluan pengguna yang boleh digunakan untuk merangsang permintaan mereka untuk membeli lebih banyak secara atas talian.

Kata Kunci: pembelian atas talian, pembelian sebenar, perbincangan secara elektronik, penyampaian maklumat, Thailand

ACKNOWLEDGEMENT

I would like to express my deep sense of gratitude to the following persons.

My advisor, Assoc. Prof. Dr. Nor Azila bt Mohd. Noor for her valuable guidance and patient throughout my study and dissertation. She is my role model for being advisor. Prof. Dr. Rosli Mahmood, Prof. Dr. Abu Bakar Hamid, Assoc. Prof. Dr. Thi lip Sam and Assoc. Prof. Dr. Filzah Md Isa for their time and all suggestion for my dissertation. All lecturers for giving me knowledge and experience. My family, parents, sisters, brother and my soulmate for their support and encourage to me. Thanks to all my friends for assisting me in each step of my dissertation. All staffs at UUM from the first day until the graduate day. Finally, thank you everyone in my life no matter how bad or good, you are made me into who I am today. God bless you all.

TABLE OF CONTENTS

PERMISSION TO USE	ii
ABSTRACT	iii
ABSTRAK	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	xi
LIST OF ABBREVIATIONS	xii

CHAPTER 1 INTRODUCTION

1.1	Introduction	1
1.2	Research background	1
1.3	Research problem	6
1.4	Research questions	8
1.5	Research objectives	9
1.6	Scope of the study	9
1.7	Significance of the study	10
1.8	Definition of key terms	13
1.9	Organization of the research	14

CHAPTER 2 LITERATURE REVIEW

2.1	Introduction	16
2.2	Overview of electronic commerce	16

2.3	Electronic commerce in Thailand	17
2.4	Theories of online purchase behavior	21
2.5	Traditional consumer behavior	28
2.6	Online consumer behavior	29
2.7	The predictors of online purchase intention and behavior	32
2.8	The selected variables	36
2.9	The theoretical framework	51
2.10	Hypotheses	52
2.11	Summary	64

CHAPTER 3 METHODOLOGY

3.1	Introduction	66
3.2	Research design	66
3.3	Population and sample	67
3.4	Data collection	72
3.5	Questionnaire design	72
3.6	Operationalization of the variables	73
3.7	Pilot test	79
3.8	Data analysis	80
3.9	Summary	89

CHAPTER 4 DATA ANALYSIS

4.1	Introduction	90
4.2	Constructs of the research model	90
4.3	Prerequisite	92

4.4	Descriptive analysis	97
4.5	Structural Equation Modeling	102
4.6	Summary	132

CHAPTER 5 DISCUSSION AND CONCLUSION

5.1	Introduction	133
5.2	Discussion	133
5.3	Overview of the finding	135
5.4	Contributions of the research	143
5.5	Limitation of the study and suggestion for future research	150
5.6	Conclusion	152

REFERENCES	153
-------------------	-----

APPENDIX A: QUESTIONNAIRE	175
----------------------------------	-----

APPENDIX B: SAMPLE CORRELATION	179
---------------------------------------	-----

LIST OF TABLES

Table 1.1	Number of Internet users in Thailand and population statistics	3
Table 1.2	The value of e-commerce transactions in Thailand	4
Table 3.1	Number of university of each part in Thailand	70
Table 3.2	Stratified samples for each university	71
Table 3.3	Reliability test from the pilot test	79
Table 3.4	The recommended values of the fit indices for the final model	88
Table 4.1	Latent and observed variable	91
Table 4.2	Demographic profile of the sample who did not buy online in the last 3 months	93
Table 4.3	Mahalanobis and Cook's Distance	95
Table 4.4	Skewness and Kurtosis	96
Table 4.5	Respondents' profile	97
Table 4.6	Average amount buying products/services online	98
Table 4.7	Type of products/services purchase online	99
Table 4.8	Descriptive analysis of the variables	99
Table 4.9	Frequency and percentage of the level of actual purchase in each item	101
Table 4.10	Frequency and percentage of the level of online purchase intention in each item	102
Table 4.11	Cronbach's alpha for the variables	103
Table 4.12	Regression weights of EWOM	106
Table 4.13	Regression weights of PU	108
Table 4.14	Modification indices and par change of PEOU	110
Table 4.15	Regression weights of PEOU	111

Table 4.16	Modification indices and par change of T	112
Table 4.17	Regression weights of T	114
Table 4.18	Regression weights of INFO	115
Table 4.19	Regression weights of OPI	117
Table 4.20	Regression weights of AP	120
Table 4.21	Standardized regression weights of AP	120
Table 4.22	Fit indices before model revised	122
Table 4.23	Fit Indices after model Revised	124
Table 4.24	Results of hypothesis testing	130
Table 4.25	Squared Multiple Correlation (SMC)	132

LIST OF FIGURES

Figure 1.1	Proportion of business-to-business and business-to-customer e-commerce in Thailand	5
Figure 2.1	Theory of Reasoned Action (TRA)	22
Figure 2.2	Technology Acceptance Model (TAM)	23
Figure 2.3	Theory of Planned Behavior (TPB)	24
Figure 2.4	The final version of TAM	26
Figure 2.5	A typology of electronic word of mouth (EWOM) channels	49
Figure 2.6	The theoretical framework	52
Figure 4.1	The main reason for not buying products/services online	94
Figure 4.2	Default measurement model of electronic word of mouth	105
Figure 4.3	Default measurement model of perceived usefulness	107
Figure 4.4	Default measurement model of perceived ease of use	109
Figure 4.5	Adjusted measurement model of perceived ease of use	110
Figure 4.6	Default measurement model of trust	112
Figure 4.7	Adjusted measurement Model of trust	113
Figure 4.8	Default measurement model of perceived informativeness	115
Figure 4.9	Default measurement model of online purchase intention	117
Figure 4.10	Default measurement model of actual online purchase	118
Figure 4.11	Adjusted measurement model of actual online purchase	119
Figure 4.12	The initial model with standardized estimates	121
Figure 4.13	The revised model with standardized estimates	123
Figure 4.14	Path coefficients resulting from structural equation Modeling	131

LIST OF ABBREVIATIONS

AP	Actual online purchase
EWOM	Electronic word of mouth
INFO	Perceived informativeness
OPI	Online purchase intention
PEOU	Perceived ease of use
PU	Perceived usefulness
T	Trust
WOM	Word of mouth

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter provides an overview of research background, a discussion of the research problems, research objectives, research questions and the scope of the study. The significance of the study and the definitions of key terms are also provided at the end of the chapter.

1.2 Research Background

Buying products/services via websites has become part of life nowadays. The rapid growth of digital markets has occurred through the advancement of technology, especially the accessibility of the Internet. Today, people can connect to the Internet not only from their own desktop but also from many other devices, such as smartphones and tablets, bringing a consequence of which has resulted in the rapid growth of Internet users worldwide. According to Internet World Stats (Miniwatts Marketing Group, 2013), as of December 31, 2012, there were 2.7 billion Internet users around the globe, accounting virtually for 40% of the world's total population. Internet users are potential customers for online business; however, not all Internet users have experience of online buying. Some surf the Internet for information, to chat, and for entertainment. Under this circumstance by turning these Internet users into online consumers would yields tremendous benefits to business operators at large. However, online buying consumer behavior is different from offline behavior.

The contents of
the thesis is for
internal user
only

REFERENCES

- Abadi, H. R. D., Hafshejani, S. N. A., & Zadeh, F. K. (2011). Considering factors that affect users' online purchase intentions with using structural equation modeling. *Interdisciplinary Journal of Contemporary Research in Business*, 3(8), 463-471.
- Ahn, T., Ryn, S., & Han, I. (2004). The impact of the online and offline features on the user acceptance of Internet shopping malls. *Electronic Commerce Research and Applications*, 3, 405-420. doi:10.1016/j.elerap.2004.05.001
- Ajzen, I. (1991). The theory of planned behavior: Some unresolved issues. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall.
- Anderson, J.C. & Gerbing, D.W. (1988). Structural Equation Modeling in Practice: A Review and Recommended Two - Step Approach. *Psychological Bulletin*, 103, 411-423.
- Andreasen, A.R. (1968). Attitudes and customer behavior: a decision model. *Perspectives in consumer behavior*, 498-510.
- Arndt, J. (1967). Word-of-mouth advertising and of informal communication. In D.F.Cox, *Risk taking and information handling in consumer behavior* (pp.188-239). Boston, The United States: Harvard University Press.

- A.T.Kearney Limited. (2000). *Satisfying the Experienced On-line Shopper*. Retrieved December 16, 2014, from <http://www.managementplace.com/fr/atk/satisfy.pdf>
- Bambauer-Sachse, S. and Mangold, S. (2011), Brand equity dilution through negative online word-of-mouth communication. *Journal of Retailing and Consumer Services*, 18, 38-45.
- Bangkok Post. (2014, April 28). *Be careful out there*. Retrieved December 16, 2014, from <http://www.bangkokpost.com/print/406935/>
- Bansal, H.S., & Voyer, P.A. (2000). Word-of-mouth processes within a service purchase context. *Journal of Service Research*, 3(2), 166-177. doi: 10.1177/109467050032005
- Becerra, E.P., & Korgaonkar, P.K. (2011). Effects of trust beliefs on consumers' online intentions. *European Journal of Marketing*, 45(6), 936-962. doi: 10.1108/03090561111119921
- Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological Bulletin*, 107, 238-246.
- Bettman, J.R., Johnson, E.J. & Payne, J.W. (1991), Consumer decision making, in T.S. Robertson and H.H. Kassarian (eds.), *Handbook of Consumer Behavior*, 50-84, Englewood Cliffs, NJ: Prentice-Hall.
- Bigne-Alcaniz, E., Ruiz-Mafe, C., Aldas-Manzano, J., & Sanz-Blas, S. (2008). Influence of online shopping information dependency and innovativeness on internet shopping adoption. *Online Information Review*, 32(5), 648-667.

- Bollen, K.A., & Long, J.S. (1993). *Testing structural equation models*. Newbury Park, CA: Sage.
- Bonera, M. (2011). The propensity of e-commerce usage: the influencing variables. *Management Research Review*, 34(7), 821-837. doi:10.1108/01409171111146706
- Broekhuizen, T., & Huizingh, E.K.R.E. (2009). Online purchase determinants: Is their effect moderated by direct experience? *Management Research News*, 32(5), 440-457. doi:10.1108/01409170910952949
- Butler, P., & Peppard, J. (1998). Consumer purchasing on the internet: Processes and prospects. *European Management Journal*, 16(5), 600-610.
- Cao, X., & Mokhtarian, P.L. (2007). *The Intended and Actual Adoption of Online Purchasing: A Brief Review of Recent Literature*. Retrieved from <http://www.uctc.net/papers/743.pdf>
- Celik, H. (2011). Influence of social norms, perceived playfulness and online shopping anxiety on customers' adoption of online retail shopping: An empirical study in the Turkish context. *International Journal of Retail and Distribution Management*, 39(6), 390-413. doi:10.1108/09590551111137967
- Chang, H.H., & Chen, S.W. (2008). The impact of online store environment cues on purchase intention. *Online Information Review*, 32(6), 818-841. doi:10.1108/14684520810923953

- Chau, P.Y.K., & Hu, P.J.H. (2002). Investigating healthcare professionals' decisions to accept telemedicine technology: an empirical test of competing theories. *Information and Management*, 39(4), 297-311.
- Chen, L. (2009). *Online consumer behavior: An empirical study based on theory of planned behavior* (Doctoral dissertation). Retrieved from ProQuest Dissertations & Theses database. (UMI No. 3355613)
- Chen, Y., & Barnes, S. (2007). Initial trust and online buyer behaviour. *Industrial Management & Data*, 107(1), 21-36. doi: 10.1108/02635570710719034
- Cheung, C.M.K., & Thadani, D.R. (2010). *The Effectiveness of Electronic Word-of-Mouth Communication: A Literature Analysis*. Paper presented at the 23rd Bled eConference eTrust: Implications for the Individual, Enterprise and Society, Bled, Slovenia. Retrieved from [https://domino.fov.uni-mb.si/proceedings.nsf/7d01f166eebae8e3c1257757003c5e98/\\$FILE/24_Cheung.pdf](https://domino.fov.uni-mb.si/proceedings.nsf/7d01f166eebae8e3c1257757003c5e98/$FILE/24_Cheung.pdf)
- Chiu, C. (2009). Understanding relationship quality and online purchase intention in e-tourism: A qualitative application. *Quality & Quantity*, 43(4), 669-675. doi: 10.1007/s11135-007-9147-6
- Chiu, C., Chang, C., Cheng, H., & Fang, Y. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33(4), 761-784. doi: 10.1108/14684520910985710
- Chu, C., & Lu, H. (2007). Factors influencing online music purchase intention in Taiwan: An empirical study based on the value-intention framework. *Internet Research*, 17(2), 139-155. doi: 10.1108/10662240710737004

- Cochran, W.G. (1963). *Sampling Techniques* (2nd ed.). New York: John Wiley and Sons.
- Davis, A., & Khazanchi, D. (2008). An Empirical Study of Online Word of Mouth as a Predictor for Multi-product Category e-Commerce Sales. *Electronic Markets*, 18(2), 130-141.
- Davis, F.D. (1989). Perceived usefulness, perceived ease of use, and end user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- Davis, F.D., Bagozzi, R.P., & Warshaw, P.R. (1989). User acceptance of computer technology: a comparison of two theoretical models. *Management Sciences*, 35(8), 982-1003.
- Dellarocas, C. (2003). The digitization of word of mouth: Promise and challenges of online feedback mechanisms. *Management Sciences*, 49(10), 1407-1424.
- Derbaix, C.M., & Vanhamme, J. (2003). Inducing word-of-mouth by eliciting surprise-a pilot investigation. *Journal of Economic Psychology*, 24(1), 99-116.
- Dholakia, U. M., & Rego, L. L. (1998). What makes commercial Web pages popular?: An empirical investigation of Web page effectiveness. *European Journal of Marketing*, 32(7/8), 724 – 736.
- Dijk, V. G., Laing, A., & Minocha, S. (2005, July 5-7). *Consumer behaviour in multi-channel retail environments: consumer movement between online and offline channels*. Paper presented at the 5th American Marketing Association/Academy of Marketing Joint Biennial Conference, Dublin, Ireland.

- Doh, S.J., & Hwang, J.S. (2008). How Consumers Evaluate eWOM (Electronic Word-of-Mouth) Messages. *CyberPsychology& Behavior*, 12, 193-197.
doi:10.1089/cpb.2008.0109
- Doney, P.M., & Cannon, J.P. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61(2), 35-51.
- Ducoffe, R. H. (1996). Advertising value and advertising on the web. *Journal of Advertising Research*, 36(5), 21-35.
- Eid, R. (2005). International internet marketing: A triangulation study of drivers and barriers in the Business-to-Business context in the United Kingdom. *Marketing Intelligence & Planning*, 23(3), 266-280.
- Eid, R., & Trueman, M. (2002). The Internet: New international marketing issues. *Management Research News*, 25(12), 54-67.
- Engel, J.F., Blackwell, R.D., & Miniard, P.W. (1995). *Consumer behavior*. (8thed.). Chicago: the Dryden Press.
- Eriksson, K., Kerem, K., & Nilsson, D. (2005). Customer acceptance of internet banking in Estonia. *International Journal of Bank Marketing*, 23(2), 200 – 216. doi: 10.1108/02652320510584412
- Escobar-Rodriguez, T., & Carvajal-Trujillo, E. (2014). Online purchasing tickets for low cost carriers: An application of the unified theory of acceptance and use of technology (UTAUT) model. *Tourism Management*, 43, 70-88.

- Fagerstrom, A. (2007). The Impact of Verbal Stimuli in Motivating Consumer Response at the Point of Purchase Situation Online. *Proceedings of the 2007 conference on Human interface: Part II*, 713-719. doi: 10.1007/978-3-540-73354-6_78
- Fam, K.S., Foscht, T., and Collins, R.D. (2004). Trust and the online relationships-an exploratory study from New Zealand. *Tourism Management*, 25(2), 195-207.
- Faqih, K.M.S. (2011, November). *Integrating Perceived Risk and Trust with Technology Acceptance Model: An Empirical Assessment of Customers' Acceptance of Online Shopping in Jordan*. Paper presented at Research and Innovation in Information Systems (ICRIIS) International Conference, Kuala Lumpur, Malaysia. doi:10.1109/ICRIIS.2011.6125686
- Flick K. L. (2009). *Assessing Consumer Acceptance of Online Shopping: Examining Factors Affecting Purchase Intentions* (Doctoral dissertation). Retrieved from ProQuest Dissertations & Theses database. (UMI No. 3353661)
- Fornell, C. R., & Larcker, D. F. (1981). Structural equation model with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Gefen, D. (2000). E-commerce: the role of familiarity and trust. *Omega*, 28(6), 725-737.
- Gefen, D., Karahanna, E., & Straub, D.W. (2003) Trust and TAM in online shopping: an integrated model. *MIS Quarterly*, 27(1), 51-90.

- Gefen, D., & Straub, D. (2003). Managing user trust in B2C e-services. *e-Service Journal*, 2(2), 7-24.
- Gentry, L., & Calantone, R. (2002). A comparison of three models to explain Shop-bot use on the web. *Psychology and Marketing*, 19(11), 945-956.
- Guo, Y., & Barnes, S. (2011). Purchase behavior in virtual worlds: An empirical investigation in Second Life. *Information and Management*, 48, 303-312.
doi:j.im.2011.07.004
- Ha, S., & Stoel, L. (2009). Consumer e-shopping acceptance: Antecedents in a technology acceptance model. *Journal of Business Research*, 62, 565-571.
doi:10.1016/j.jbusres.2008.06.016
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate Data Analysis* (5th ed.). New York, NY: Macmillan.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Harris, L. C., & Goode, M. M. H. (2010). Online servicescapes, trust, and purchase intentions. *Journal of Services Marketing*, 24(3), 230-243. doi:10.1108/08876041011040631
- Harrison, D. A., Mykytyn, Jr., P. P., & Riemenschneider, C. K. (1997). Executive decisions about adoption of information technology in small business: Theory and empirical tests. *Information Systems Research*, 8, 171-195.

- Hart, C., Doherty, N., & Ellis-Chadwick, F. (2000). Retailer adoption of the internet implications for retail marketing. *European Journal of Marketing*, 34(8), 954-974.
- Hassanein, K., & Head, M. (2007). Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping. *International Journal of Human-Computer Studies*, 65(8), 689-708.
- Hausman, A. V., & Siekpe, J. S. (2009). The effect of web interface features on consumer online purchase intentions. *Journal of Business Research*, 62 (1), 5–13. doi: 10.1016/j.jbusres.2008.01.018
- Heijden, H., Verhagen, T., & Creemers, M. (2001). Predicting Online Purchase Behavior: Replications and Test of Competing Models. *Proceeding of the 34th Hawaii International Conference on System Sciences*, 7, 7068-7077. doi: 10.1109/HICSS.2001.927100
- Hennig-Thurau, T., Gwinner, K.P., Walsh, G., & Gremler, D.D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38-52. doi:10.1002/dir.10073
- Hernandez, B., Jimenez, J., & Martin, M. J. (2011). Age, gender and income: do they really moderate online shopping behavior? *Online Information Review*, 35(1), 113-133. doi:10.1108/14684521111113614
- Heu, J.H. (2008). *The study on the factors of the effect on the trust and loyalty in on-line shopping mall* (Master thesis, Chung-Ang University, Seoul).

- Ho, C.F. & Wu, W.H. (1999). Antecedents of customer satisfaction on the internet: An empirical study of online shopping. *Proceedings of the Thirty-second Annual Hawaii International Conference on System Sciences*, 5, 5027-5035.
- Hui, H., & Kejin, H. (2009). Factors Affecting Consumer's Online Purchase Intention in China. *Management and Service Science International Conference*, 1-4. doi:10.1109/ICMSS.2009.5301676
- Hung, K., Chen, A. H., Peng, N., Hackley, C., Tiwsakul, R. A., & Chou, C. (2011). Antecedents of luxury brand purchase intention. *Journal of Product & Brand Management*, 20(6), 457-467. doi:10.1108/10610421111166603
- Israel, G. D. (2009). *Determining Sample Size*. Retrieved May 23, 2013, from University of Florida, Electronic Data of Information Source Web site: <https://edis.ifas.ufl.edu/pd006>
- Jalilvand, M. R., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TBP). *Internet Research*, 22(5), 591-612. doi: 10.1108/10662241211271563
- Jaturavith, W. (2007). *Consumer adoption of the Internet as a shopping medium: the case of Thailand* (Doctoral dissertation, Alliant International University, California, The United States).
- Kalakota, R., & Whinston, A. B. (1997). *Electronic Commerce: A Manager's Guide*. Upper Saddle River, NJ: Addison-Wesley.

- Kamarulzaman, Y. (2007). Adoption of travel e-shopping in the UK. *International Journal of Retail & Distribution Management*, 35(9), 703-719. doi: 10.1108/09590550710773255
- Karakaya, F., & Barnes, N. G. (2010). Impact of online reviews of customer care experience on brand or company selection. *Journal of Consumer Marketing*, 27(5). 447-457.
- Kassim, E. S., Jailani, S. F. A. K., Hairuddin, H., & Zamzuri, N. H. (2012). Information system acceptance and user satisfaction: The mediating role of trust. *Procedia Social and Behavioral Sciences*, 57. 412-418. doi: 10.1016/j.sbspro.2012.09.1205
- Kate, S., Haverkamp, S., Mahmood, F., & Feldberg, F. (2010, June). *Social network influences on technology acceptance: A matter of tie strength, centrality and density*. Paper presented at the 23rd Bled eConference eTrust: Implications for the Individual, Enterprise and Society, Bled, Slovenia. Retrieved from [https://domino.fov.unimb.si/proceedings.nsf/0/ea5e9b00ca2dd37c12577570035e643/\\$FILE/02_tenKate.pdf](https://domino.fov.unimb.si/proceedings.nsf/0/ea5e9b00ca2dd37c12577570035e643/$FILE/02_tenKate.pdf)
- Kim, H., & Song, J. (2010). The quality of word-of-mouth in the online shopping mall. *Journal of Research in Interactive Marketing*, 4(4), 376-390. doi:10.1108/17505931011092844
- Kim, H. Y., & Chung, F. (2011). Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*, 28(1), 40-47. doi: 10.1108/07363761111101930

- Kim, J., Fiore, A. M., & Lee, H. H. (2007). Influences of online store perception, shopping enjoyment, and shopping involvement on consumer patronage behavior towards an online retailer. *Journal of Retailing and Consumer Services*, 14(2), 95-107.
- Kim, J.U., Kim, W.J, & Park, S.C. (2010). Consumer perceptions on web advertisements and motivation factors to purchase in the online shopping. *Computers in Human Behavior*, 26, 1208-1222. doi:10.1016/j.chb.2010.03.032
- Kline, R. B. (2005). *Principles and practice of structural equation modeling*. (2nd ed.). New York: Guilford Press.
- Kotler, P. (2000). *Marketing management*. (10thed.). Upper Saddle River, NJ: Prentice-Hall.
- Kotler, P., Ang, S. H., Leong, S. M., & Tan, C. T. 2004. *Marketing Management: An Asian Perspective*. USA: Prentice Hall.
- Laohapensang, O. (2009). Factors influencing internet shopping behaviour: a survey of consumers in Thailand. *Journal of Fashion Marketing and Management*, 13(4), 501-513.
- Laosethakul, K., & Boulton, W. (2007). Critical Success Factors for E-commerce in Thailand: Cultural and Infrastructural Influences. *The Electronic Journal on Information Systems in Developing Countries*, 30(2), 1-22.
- Lee, H., Fiore, A. M., & Kim, J. (2006). The role of the technology acceptance model in explaining effects of image interactivity technology on consumer

- responses. *International Journal of Retail & Distribution Management*, 34(8), 621-644. Doi: 10.1108/09590550610675949
- Lee, J., & Lee, J.N. (2009). Understanding the product information inference process in electronic word-of-mouth: An objectivity-subjectivity dichotomy perspective. *Journal of Information & Management*, 46, 302-311.
- Lee, J., Park, D.H., & Han, I. (2008). The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic Commerce Research and Applications*, 7, 341-352. doi:10.1016/j.elerap.2007.05.004
- Lee, S. H. (2009). How do online reviews affect purchasing intention? *African Journal of Business Management*, 13(10), 576-581.
- Lee, T.R., & Li, J.M. (2006). Key factors in forming an e-marketplace: an empirical analysis. *Electronic Commerce Research and Application*, 5(2), 105-116.
- Leelayouthayotin, L. (2004). *Factors influencing online purchase intention: The case of health food consumers in Thailand* (Doctoral dissertation, University of Southern Queensland). Retrieved from http://eprints.usq.edu.au/149/1/Thesis_Aug_6_04.pdf
- Lian, J., & Lin, T. (2008). Effects of consumer characteristics on their acceptance of online shopping: Comparisons among different product types. *Computers in Human Behavior*, 24, 48-65. doi: 10.1016/j.chb.2007.01.002
- Liang, T., & Hung-Jen, L. (2002). Effect of store design on consumer purchases: An empirical study of on-line bookstores. *Information & Management*, 39, 431-444.

- Lim, B. C., & Chung, C. M. Y. (2011). The impact of word-of-mouth communication on attribute evaluation. *Journal of Business Research*, 64(1), 18-23.
- Limayem, M., Khalifa, M., & Frini, A. (2000). What Makes Consumers Buy from Internet? A Longitudinal Study of Online Shopping. *IEEE Transactions on Systems, Man, and Cybernetics-Part A: System and Humans*, 30(4), 421-432.
- Lin, C.S., Tzeng, G.H., Chin, Y.C., & Chang, C.C. (2010). Recommendation sources on the intention to use e-books in academic digital libraries. *The Electronic Library*, 28(6), 844-857. doi:10.1108/02640471011093534
- Lin, H.F. (2007). Predicting consumer intentions to shop online: An empirical test of competing theories. *Electronic Commerce Research and Applications*, 6, 443-442. doi:10.1016/j.elerap.2007.02.002
- Lin, L.Y., & Lu, C.Y. (2010). The influence of corporate image, relationship marketing, and trust on purchase intention: the moderating effects of word-of-mouth. *Tourism Review*, 65(3), 16-34. doi: 10.1108/16605371011083503
- Lin, W.B., Wang, M.K., & Hwang, K.P. (2010). The combined model of influencing on-line consumer behavior. *Expert Systems with Applications*, 37, 3236-3247. doi:10.1016/j.eswa.2009.06.056
- Litvin, S.W., Goldsmith, R.E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29, 458-468.
- Lohse, G. & Spiller, P. (1998). Quantifying the effect of user interface design features on Cyberstore traffic and sales. *Proceedings of the SIGCHI*

Conference on Human Factors in Computing Systems, 211-218. doi:
10.1145/274644.274675

Lu, Y., Cao, Y., Wang, B., & Yang, S. (2011). A study on factors that affect users' behavioral intention to transfer usage from the offline to the online channel. *Computers in Human Behavior*, 27(1), 355-364. doi:10.1016/j.chb.2010.08.013

Martin, W.C., & Lueg, J.E. (2011). Modeling word-of-mouth usage. *Journal of Business Research*. doi:10.1016/j.jbusres.2011.06.004

Mathieson, K. (1991). Predicting user intentions: Comparing the technology acceptance model with the theory of planned behavior. *Information Systems Research*, 2(3), 173-191.

Mayer, R.C., Davis, J.H., & Schoorman, F.D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709-773.

Merrilees, B., & Fenech, T. (2007). From catalog to Web: B2B multi-channel marketing strategy. *Industrial Marketing Management*, 36, 44-49. doi:
10.1016/j.indmarman.2006.06.014

Miniwatts Marketing Group. (2013). *Internet Users in the World*. Retrieved April 15, 2014, from <http://www.internetworldstats.com/stats.htm>

Monsuwe, T.P.Y., Dellaert, B.G.C., & Ruyter, K.D. (2004). What drives consumers to shop online? A literature review. *International Journal of Service Industry Management*, 15(1), 102-121. doi:10.1108/09564230410523358

Moon, J., Chadee, D., & Tikoo, S. (2008). Culture, product type, and price influences on consumer purchase intention to buy personalized products

online. *Journal of Business Research*, 61, 31-39. Doi:
10.1016/j.jbusres.2006.05.012

Mourali, M., & Laroche, M. (2005). Antecedents of consumer relative preference for interpersonal information sources in pre-purchase search. *Journal of Consumer Behavior*, 4(5), 307-318.

National Electronics and Computer Technology Center. (n.d.). *Internet User and Statistics in Thailand*. Retrieved May 10, 2014, from <http://internet.nectec.or.th/webstats/home.iir>

Noknoi, C., & Boripunt, W. (2009, January 16-18). *Internet Marketing: Contemporary Opportunity for Thai Entrepreneurs*. Paper presented at the 8th International Marketing Trends Congress, Paris, France.

Nunnally, J. C. (1978). *Psychometric Theory* (2nd ed.). New York, NY: McGraw-Hill

O'Cass, A., & Fenech, T. (2003). Web retailing adoption: exploring the nature of internet users web retailing behavior. *Journal of Retailing and Consumer Services*, 10(2), 81-94.

Ozkan, S., Bindusara, G., & Hackney, R. (2010). Facilitating the adoption of e-payment systems: theoretical constructs and empirical analysis. *Journal of Enterprise Information Management*, 23(3), 305-325. doi:10.1108/17410391011036085

Pallant, J. (2011). *SPSS Survival Manual* (4th ed.). Crows Nest NSW, Australia: Allen & Unwin.

- Pang, C., & Ji, X. (2007). The Influence of Product Knowledge on Online Purchase Intention on Creative Products: An Empirical Study. *Proceedings of the International Conference on Wireless Communications, Networking and Mobile Computing*, 3501-3504. doi: 10.1109/WICOM.2007.866
- Park, D.H., & Kim, S. (2008). The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews. *Electronic Commerce Research and Applications*, 7, 399-410.
- Park, D.H., & Lee, J. (2008). eWOM overload and its effect on consumer behavioral intention depending on consumer involvement. *Electronic Commerce Research and Applications*, 7, 386-398. doi:10.1016/j.elerap.2007.11.004
- Park, D.H., Lee, J., & Han, I. (2007). The effects of on-line consumer reviews on consumer purchasing intention: the moderating role of involvement. *International Journal of Electronic Commerce*, 11(4), 125-148.
- Pavlou, P.A. (2003). Consumer acceptance of electronic commerce: integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101-134.
- Phatthana, W. (2011). *The Application of Technology Acceptance Model 2 (TAM2) E-Purchase Intentions among Health Tourist in Thailand* (PhD thesis, Universiti Utara Malaysia, Malaysia). Retrieved from http://etd.uum.edu.my/2728/1/Wanlapha_Phathana.pdf
- Racherla, P. (2008). *Factors influencing consumers' trust perceptions of online product reviews: A study of the tourism and hospitality online product review*

- systems* (Doctoral dissertation). Retrieved from ProQuest Dissertations & Theses database. (UMI No. 3320030)
- Reichheld, F. F., & Schefter, P. (2000). E-Loyalty: Your Secret Weapon on the Web. *Harvard Business Review*, July-August, 105-114.
- Richins, M.L., & Root-Shaffer, T. (1998). The role of involvement and opinion leadership in consumer word-of-mouth: an implicit model made explicit. *Advances in Consumer Research*, 15(1), 32-36.
- Rotchanakitumnuai, S., & Speece, M. (2003). Barriers to Internet banking adoption: a qualitative study among corporate customers in Thailand. *International Journal of Bank Marketing*, 21(6), 312-323. doi: 10.1108/02652320310498465
- Ruiz-Mafe, C., Sanz-Blas, S., & Aldas-Manzano, J. (2009). Drivers and barriers to online airline ticket purchasing. *Journal of Air Transport Management*, 15, 294-298. doi: 10.1016/j.jairtraman.2009.02.001
- Said, G. R. E., & Galal-Edeen, G. H. (2009). The role of culture in e-commerce use for the Egyptian consumers. *Business Process Management*, 15(1), 34-47.
- Schiffman, L.G., & Kanuk, L.L. (2000). *Consumer behavior*. (7thed.). Upper Saddle River, NJ: Prentice-Hall.
- Sheppard, B.H., Hartwick, J., & Warshaw, P.R. (1988). The theory of reasoned action: A meta-analysis of past research with recommendations for modifications and future research. *Journal of Consumer Research*, 15(3), 325-343. doi: 10.2307/2489467

- Smith, D., Menon, S., & Sivakumar, K. (2005). Online peer and editorial recommendations, trust, and choice in virtual markets. *Journal Interact Market, 19*, 15-37. doi: 10.1002/dir.20041
- Soopramanien, D.G.R., & Robertson, A. (2007). Adoption and usage of online shopping: An empirical analysis of the characteristics of “buyers” “browsers” and “non-internet shoppers”. *Journal of Retailing and Consumer Services, 14*, 73-82. doi:10.1016/j.jretconser.2006.04.002
- Statista. (2014). *Annual B2C e-commerce sales in the United States*. Retrieved July 15, 2014, from <http://www.statista.com/statistics/271449/annual-b2c-e-commerce-sales-in-the-united-states/>.
- Sundaram, D.S., Mitra, M., & Webster, C. (1998). Word-of-mouth communications ; a motivational analysis. *Advances in Consumer Research, 25*, 527-531.
- Tabachnick, B. G., & Fidell, L. S. (2001). *Using Multivariate Statistics*. Boston: Allyn and Bacon.
- Taylor, S., & Todd, P.A. (1995). Understanding information technology usage: A test of competing models. *Information Systems Research, 6*(2), 144-176.
- Tseng, F., & Hsu, F. (2010, July). *The Influence of eWOM within The Online Community on Consumers' Purchasing Intentions-The Case of The Eee PC*. The 2010 International Conference on Innovation and Management, Penang, Malaysia.
- Unal, S., Erciú, A., & Keser, E. (2011). Attitudes towards Mobile Advertising - A Research to Determine the Differences between the Attitudes of Youth and

Adults. *Procedia Social and Behavioral Sciences*, 24, 361–377. doi:10.1016/j.sbspro.2011.09.067

Venkatesh, V., & Davis, F. (1996). A model of the antecedents of perceived ease of used: development and test. *Decision Sciences*, 27(3), 451-481.

Vijayasarathy, L. R. (2002). Product characteristics and internet shopping intentions. *Internet Research: Electronic Networking and Policy*, 12 (5), 411-426.

Weisberg, J., Te'eni, D., & Arman, L. (2011). Past purchase and intention to purchase in e-commerce: The mediation of social presence and trust. *Internet Research*, 21(1), 82-96. doi: 10.1108/106622411111104893

Wilson, E., & Sherrell, D. (1993). Source effects in communication and persuasion research: A meta-analysis of effect size. *Journal of the Academy of Marketing Science*, 21, 101–112.

Wu, P.C.S, & Wang, Y.C. (2011). The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude. *Asia Pacific Journal of Marketing and Logistics*, 23(4), 448-472. doi:10.1108/1355585111165020

Xie, G., Zhu, J., Lu, Q., & Xu, S. (2011). Influencing Factors of Consumer Intention towards Web Group Buying. *Proceedings of the 2011 IEEE International Conference*, 1397-1401. doi: 10.1109/IEEM.2011.6118146

Xu, J. B., & Chan, A. (2010). A conceptual framework of hotel experience and customer-based brand equity. *International Journal of Contemporary Hospitality Management*, 22(2), 174-193. doi: 10.1108/09596111011018179

- Yeh, N., Lin, J.C., & Lu, H. (2011). The moderating effect of social roles on user behavior in virtual worlds. *Online Information Review*, 35(5), 747-769. doi:10.1108/14684521111176480
- Yi, F., & Fan, G. (2011). An Empirical Study on Consumer Purchase Intention Affecting Online Shopping Behavior. *Management and Service Science International Conference*, 1-4. doi: 10.1109/ICMSS.2011.5998965
- Ying, H.L., & Chung, C.M.Y. (2007). The effects of single-message single-source mixed word-of-mouth on product attitude and purchase intention. *Asia Pacific Journal of Marketing*, 19(1), 75-86. doi:10.1108/13555850710720911
- Yoon, C. (2009). The effects of national culture values on consumer acceptance of e-commerce: Online shoppers in China. *Information and Management*, 46, 294-301. doi:10.1016/j.im.2009.06.001
- Zeithaml, V.A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, July, 2-22.
- Zhang, X., Prybutok, V. R., & Koh, C. E. (2006). The Role of Impulsiveness in a TAM-Based Online Purchasing Behavior Model. *Information Resources Management Journal*, 19(2), 54-68.
- Zhu, D.S., O'Neal, G.S., Lee, Z.C., & Chen, Y.H. (2009). The Effect of Trust and Perceived Risk on Consumers' Online Purchase Intention. *Proceedings of the 2009 International Conference on Computational Science and Engineering*, 4, 771-776. doi:10.1109/CSE.2009.338

Zhu, J. J. H., & He, Z. (2002). Perceived Characteristics, Perceived Needs, and Perceived Popularity Adoption and Use of the Internet in China. *Communication Research*, 29(4), 466-495. doi: 10.1177/0093650202029004005