

Can Information Usefulness Perception Lead Users to Product Purchase Intention through Like, Share, And Live Facebook Video?

Amirhossein Taghipour

Business School of Assumption University, Bangkok, Thailand, amirtg149@gmail.com

Navidreza Ahadi

Kingmongkut's Institute Ladkrabang Technology Ladkrabang, Bangkok, Thailand

navid.bkk@gmail.com

Samart Deebhijarn

Kingmongkut's Institute Ladkrabang Technology Ladkrabang, Bangkok, Thailand

Meghan L. White

College of Education, Grand Canyon University, Arizona, USA, mwhite10101@gmail.com

Ali Jalali

Management School of Assumption University, Bangkok, Thailand, ali19512003@yahoo.com

Abstract

Social media plays a very crucial role in people's lives, especially for online sellers and consumers. Many purchasing websites benefit from the opportunities and exposure they get from their social media resources. Moreover, social media greatly affects consumer buying decisions. Online sellers must observe consumer behavior to develop more effective marketing and sales strategies. In this research, the researchers executed an empirical investigation on consumers' purchasing intentions of fashion accessories on Facebook in Thailand. The researchers studied the advantages and drawbacks of social media. Factors influencing purchases were measured by a questionnaire distributed among 200 online customers of fashion accessory Facebook pages in Thailand. The researchers analyzed the data using ANOVA and MANOVA statistical tests. The results illustrated that *argument quality*, *post popularity*, and *information credibility* have the same influence on *information usefulness*. Facebook live video watching has statistically more influence on purchase intention than "shares" and "likes."

Keywords: *Social Media, Consumer Behavior, Marketing Strategy, E-Commerce, Facebook Business Pages, Purchase Intention, Like, Share, Usefulness, Thailand.*

Introduction

Thailand is in the top 10 worldwide for social media statistics on network usage and consumer adoption growth in 2017, (LEESA-NGUANSUK, 2018). The Internet usage rate and browse time increased significantly after the arrival of 3G and 4G Internet. Similarly, boosts in communication technology and mobile applications helped facilitate the increased access to information as well as faster and more convenient online transactions. Social media became powerful marketing channels. Online business opportunities grew with the increasing number of online users. In Thailand, this is predominantly influenced by the social media platforms Facebook, Instagram, and LINE.

PWC reported that almost half of online shopper purchasing is committed directly from traders via social media. It is projected that one-third to one-half of the total of e-commerce gross-goods value comes from social platforms like Facebook, LINE, and Instagram (Kinasih, 2018). Remarkably, Bangkok has 24 million Facebook users, which makes it the most active city in the world on that application. Furthermore, the largest percentage of Thai e-commerce transactions occurs in the tourism industry such as travel, hotel, and resorts with a 24 percent share. Fashion accessories is the second-largest category with 23.3 percent.

Therefore, In order to boost online sales, the seller should provide as much information to potential consumers as possible. Sellers should give complete product information, including high-quality photographs, communicate the correct scale, product price, and accurate material specifications. Product guarantees should also be offered in case that the customer is not satisfied with the product. If consumers gain confidence in the seller, the Facebook business pages' owners may gain an opportunity to survive and grow for small enterprises, without high costs or any risks from opening oversea branches.

Liking and sharing commercial posts on social media like Facebook can affect other users' attitudes and interest in the advertised products (Bhattacharjee & Premkumar, 2004; Coulter & Punj, 2007). The effective spreading of information becomes a crucial factor in social media marketing success. It compels Internet users to use promotions, and it is vital for recent marketing research.

Through use of the Internet, consumers have gained resources when researching potential purchases. Consumers can Google products and comparing their quality and prices with competitors. Consequently, online sellers need to adapt and follow up on online consumer trends. Knowing Thai consumer behavior with social media use to help inform their purchase decisions can help self-employed businesses develop better communication strategies to reach their target markets.

Thai people used different reaction buttons in Facebook to express their feelings to a type of content which is not an advertised product. They used the following reactions in the corresponding percentages: 5 percent chose to "share," 2 percent commented on the post, 91 percent chose to "like," 12 percent chose to "laugh," 18 percent, chose to "exclaim," and 33 percent chose to "love,"(NORCROSS, 2018).

Table 1. The Internet Users Statistics in Thailand.

Thailand digital statistical indicators:

ITEMS	POPULATION	PERCENTAGE
Population	68.22 Million	-----
Internet users	46 Million	67.4 percent
Growth of Internet users from Jan. 2016 to Jan. 2017	8 Million	21 percent
Daily Internet usage		85 percent
Average daily time spent using the Internet via a mobile phone	6.2 Hours	
Active social media users	46 Million	67 percent
Active mobile social media users	42 Million	62 percent
Jan. 2016 – 2017 active social media users	Up 8 Million	21 percent
Average daily use of social media via any device	3h14m	
Active accounts on social media accessed via mobile		42 percent
Active accounts on top social media sites accessed via mobile, compared to the population		62 percent
The number of Facebook users who use the platform daily, compared to the country's total Facebook users		63 percent
Facebook active user	46 M	2 percent of world users
Facebook top city active user	Bangkok with 24M	1.3 percent of world users
Active e-commerce penetration, percentage of the national population who bought something online in the past month (survey-based)		51 percent of Thailand users
Percentage of the population who bought something online via a mobile phone in the past month (survey-based)		41 percent of Thailand users
Growth of Mobile-commerce (m-commerce) shoppers 2016-2017 growth in the number of people purchasing online via a mobile phone (survey-based)		60 percent of Thailand users
Average e-commerce revenue per user in 2016	USD 212	

("Leading global social networks 2018 | Statistic", 2018)

("Digital in 2017: Global Overview - We Are Social", 2018)

("How Much Time Do People Spend on Their Mobile Phones in 2017?" 2018)

Facebook's top city in terms of active users is Bangkok with 24 million. According to the statistics of e-commerce penetration (table 1), the percentage of the national population who bought something online in the past month is 51 percent and growth of mobile-commerce shoppers since 2016 to 2017 was 60 percent. The most active social media platforms are Facebook with 65 percent of all Thai people, LINE with 53 percent, and Instagram with 44 percent.

Moreover, it is possible that the 2016-2017 Internet-user growth, specifically social media users via mobile devices, which shows a 21 percent growth (table1) in Thailand may allow online sellers to expect more people to post their opinions about products online. For example, Fan & Wu (2012) discovered that when people search for information about cosmetics they want to purchase, they have exponentially more trust for Internet sources which

provide precise and concise information about the products. Besides the precision of information, the credibility of the product information in social media matters greatly to the users.

Online Consumer behavior in Thailand

Thais usually look for promotions on products online in department stores' mobile applications. Moreover, it is inevitable to mention that Thais, like many other people in the world, are still struggling to make purchases online due to intangibility of the products. They feel more comfortable to have a representative to assist them in their purchases.

Objectives

There is little published research that portrays Thai facebook users purchasing behaviors via the facebook business pages. The researchers aims to discover the influence of the factors such as like intention, share intention, and live video watching of a post on the facebook users' purchasing intention. the researchers studied previous research variables, and the researchers added a potential factor of Facebook consumer behavior: watching Facebook live videos. This was incorporated into the research because it allows sellers to better interact with their customers and cosequently attract their intention to purchasing the products advertised on the Facebook page's post.

Theoretical Framework

Argument Quality on Information Usefulness

Argument quality has different aspects such as e-information relevancy, accuracy, and reliability of existing comments or reviews on the Internet. Bhattacharjee and Sanford (2006), defined the argument quality as the persuasive strength which may lead the post reader to take an action. Similarly, the quality of arguments indicates consumers' reactions toward the

usefulness of information. Chang, Yu & Lu, (2015) studied the consumers' argument quality and source credibility and their effects on the consumers' attitudes on the usefulness of information in posts. Argument quality denotes the influential strength of arguments in the post content (Bhattacharjee & Sanford, 2006) and is a crucial factor in receiver insight, which may lead to receiver attention (Coulter & Punj, 2007). Strong arguments create satisfactory perceptive comebacks concerning posts.

H_{1a}: Argument quality has a positive effects on information usefulness.

Post Popularity on Information Usefulness

Furthermore, social media followers of small business pages' opinions are greatly affected by the source credibility, which means that the high Facebook business pages credibility cause a greater positive impact on consumers' opinions. The users are involved in the argument for the purpose of seeking advice, prices, and self-development (Eberle, Berens & Li, 2013; Dijkmans, Kerkhof & Beukeboom, 2015).

Arguments on Facebook posts likely can change other followers and message receivers' actions via reasonable and sensible expressions (Guerrero, Andersen & Afifi, 2011).

In addition, post popularity is tied up with the users' contributions, such as the number of likes and comments, as well as sharing and response comments on posts (Oeldorf-Hirsch & Sundar, 2015). Post popularity directly impacts usefulness and ultimately impacts purchase intentions (Cheung & Thadani, 2012; Agag & El-Masry, 2016).

H_{1b}: Post popularity has a positive effects on information usefulness.

Information Credibility on Information Usefulness

If posts are crammed with incorrect content, unrelated matter and ads, receivers may develop a negative image. When Facebook business page followers are aware of the page

concepts, it likely affects the page usefulness perception to better analyze the posted comments argument quality (Racherla & Friske, 2012).

The positive and negative feedback toward Facebook posts can be generated by almost every user on the Internet; hence, information quality and credibility plays a critical role (Hajli, 2014).

H_{1c}: Information credibility has a positive effects on information usefulness.

Information Usefulness On Like

It is important to understand what motivates people to share and seek so that we can help community administrators to improve their services (Park, Leung, & Konana, 2014). Concerning information sharing, various theories suggest that economic and non-material returns are the primary motivators that drive people to contribute in these environments. We conjecture that the two behaviors are caused by two behavioral intentions—intention to share and intention to seek information (Fishbein & Ajzen, 1975).

The contributors believe that they are part of the community and communal gains outweigh their personal gains. The strong sense of belonging makes people believe that they should contribute to the community without monetary reward (Koh, Hu, & Clemons, 2010).

H_{2a}: Information usefulness has a positive effects on like.

Information Usefulness on Share

Furthermore, social media websites facilitate the dissemination of eWOM information among the huge amount of people (Sohn, 2014) Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International journal of Advertising*, 30(1), 47-75.

In an online environment, the perceived usefulness of the gathered information plays an interesting role in determining whether a user is inclined towards a specific brand or service rather than another (Schiffman & Kanuk, 2007).

Schiffman, L. G., & Kanuk, L. L. (2007). *Purchasing behavior*. Thus, if a user perceives information about a brand positively, the user would be more favorably predisposed to that brand. Similarly, if a user perceives information about a brand negatively, the user would be more unfavorably predisposed to the brand. Brand attitude, one of the most widely examined constructs in consumer behavior, captures this predisposition. Brand attitude refers to an individual's internal evaluation of an object such as a branded product (Faircloth et al., 2001). Faircloth, J. B., Capella, L. M., & Alford, B. L. (2001).

H_{2b}: Information usefulness has a positive effects on share.

Information Usefulness on Live Video Facebook Post

And a function of salient beliefs that individuals retain in their memory and activate during a purchase decision. In essence, a third party forum is a virtual community which provides an interactive platform for online consumers to share their evaluation and recommendation toward a product/service (Cheung, Luo, Sia, & Chen, 2009). Facebook users express "like" or "share" actions once they have an interest in posts consistent with their personal expectations (Hajli, 2014). The posts which receive more "likes" may attract more attention; consequently, these sites are more likely to gain more shares (de Vries, Gensler & Leeflang, 2012). In this research, which investigates users of some fashion accessory Facebook pages, consumers view post comments to decide which products are useful. When the post receivers find the information in the posts useful, they may press "like" or "share." Additionally, they "like," "share," and watch the live video posts only if they find the post interesting or pleasing.

H_{2c}: Information usefulness has a positive effects on live video Facebook post.

Like, share and live video Facebook posts on purchase intention.

Although social media commercial pages are key occurrences in e-commerce literature, few studies have examined the concepts of “like,” “share,” argument quality, and users’ purchasing behavior. Wynne (2018) emphasized direct online interaction via live social media videos to influence the users more. He recommended that social media business page runners not make the page be his/her SOLE crisis response bureau, which means that someone from the business page must respond to the customers when they comment, ask, require some information.

H_{3a}: Like the Facebook post has a positive effects on purchase intention.

(Hajli, 2014) those social medias in where consumers have social interaction, members can get familiar with each other, and they can provide a potential source of trust (Chang, Yu & Lu, 2015). This trust can significantly affect the users’ intention to buy (Munar & Jacobsen, 2014). Consequently, it is vital for small online businesses to have a marketing model adjusted to social media commerce (Huang & Benyoucef, 2013; Tajvidi, Wang, Hajli & Love, 2017).

H_{3b}: Share the Facebook posts has a positive effects on purchase intention.

Online transactions can be considered as an activity in which the process of information retrieval, information transfer, and product purchase have taken place (Munar & Jacobsen, 2014). Innovative consumers are expected to have more favorable attitudes toward online clothes shopping (Hussain, Ahmed, Jafar, Rabnawaz & Jianzhou, 2017).

H_{3c}: Live video Facebook posts has a positive effects on purchase intention.

Methodology

The researchers created an e-survey designed for users who have followed targeted commercial Facebook pages and purchased goods during the last six months. The researchers received data through the analysis of ten Facebook fashion accessory merchant pages in Thailand and measured the data by applying the 5-Likert scale. The researchers chose to use the convenience sampling method. Images and video from March–April 2018 was analyzed from the commercial Facebook pages. This research used adapted questionnaires from previous research to distribute in Thailand. The final survey consisted of 200 respondents.

Conceptual Framework

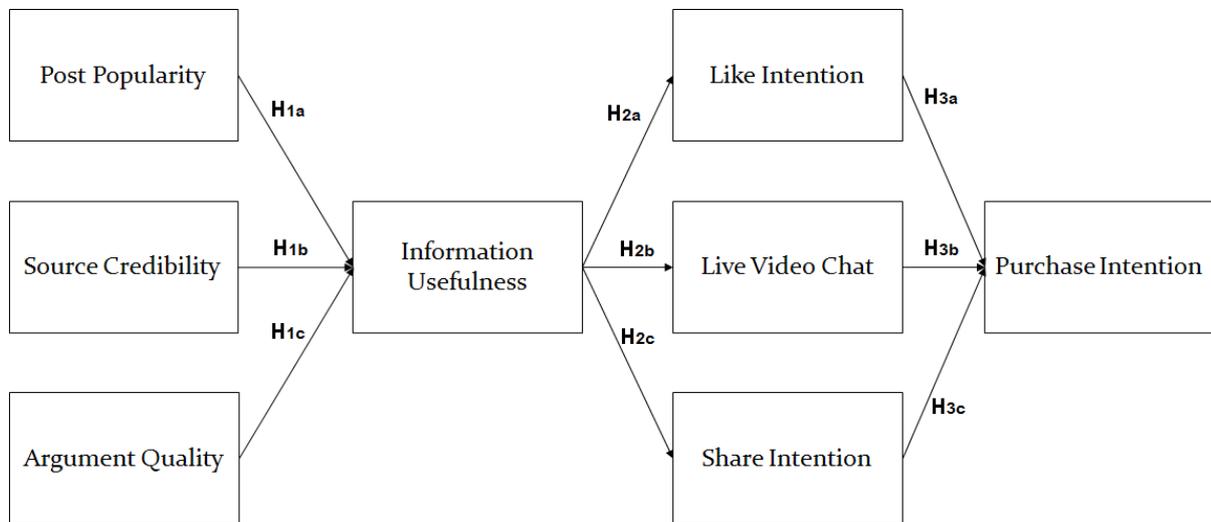


Figure 1 The modified conceptual framework.

Adapted From: Chang, Y., Yu, H., & Lu, H. (2015). Persuasive messages, popularity cohesion, and message diffusion in social media marketing. *Journal of Business Research*, 68(4), 777-782. doi: 10.1016/j.jbusres.2014.11.027; Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47-55. doi: 10.1016/j.chb.2016.03.003

Hence, the researcher concluded that the questionnaire used in this research was reliable and will apply to collect all primary data for this study.

Result

Table 2. The Descriptive Statistics of Facebook business pages post receivers in Thailand.

Questions	Mean	Std.
POP1 I believe that the products with more like are popular.	3.80	.842
POP2 I believe that products with more people watching the live video chat, are popular.	3.34	.817
POP3 I believe that the products with more sharing are popular.	4.02	.746
INC1 I believe that they are considerable.	3.81	.704
INC2 I believe that they are trustworthy.	3.58	.660
INC3 I believe that they are reliable.	3.38	.598
INC4 I believe that they are accurate.	3.78	.821
ARQ1 The product in the post is informative to my regular shopping via Facebook.	3.75	.564
ARQ2 The product in the post is helping to my regular shopping via Facebook.	3.80	.549
ARQ3 The product in the post is valuable to my regular shopping via Facebook.	3.47	.743
INU1 Referring to product posts on Facebook fashion accessories pages can save the time to web searching.	3.32	.678
INU2 Referring to product posts on Facebook fashion accessories pages can increase the speed in transaction and delivering the products.	3.33	.689
INU3 Overall, I find product posts on Facebook fashion accessories pages are useful in my daily life.	3.38	.546
INU4 I believe Facebook fashion accessories pages are generally useful.	3.70	.574
INU5 I believe Facebook fashion accessories pages are generally informative.	3.46	.625
FLIK1 When I find the post informatively useful, I press Like on product posts.	3.20	.913
FLIK2 When I find the post credible, I press Like on product posts.	3.56	.720
FLIK3 When I find the post popular, I press Like on product posts.	4.12	.788
FLIK4 When I press Like on posts, it might lead me to purchase that product.	4.21	.793
FSH1 I am willing to recommend a service that is worth buying to my friends on the community	4.00	.690
FSH2 I like the color range of Etude House skin care products.	3.85	.711
FSH3 I am willing to share my own shopping experience with my friends on Facebook fashion accessories pages or through ratings and reviews Information usefulness.	4.19	.898
FSH4 I want to encourage my Facebook friends to use the products information on the posts.	3.68	.599
FLIV1 Watching the live video affect my purchasing decision.	3.70	.701
FLIV2 When I watch the live video product selling on Facebook, its likely to me to purchase.	3.67	.576
FLIV3 I will likely purchase the product	3.19	.830
PUI1 It is very likely that I will buy the product.	3.47	.795
PUI2 I will purchase the product next time I need a product.	4.16	.554
PUI3 I will certainly try the product.	4.43	.411
Valid N (listwise)		

The researchers discovered about the post popularity; many respondents believe in that the products posts with more sharing are popular (Mean: 4.02, SD: 0.746) on information credibility respondents mainly believe that the posts are considerable (Mean: 3.81, SD: 0.704) On argument quality the product in the post is helping to my regular shopping via Facebook. Information usefulness, I believe Facebook fashion accessories pages are generally useful.

Table 3. Tests of Between-Subjects Effects post popularity, source credibility, argument quality on information usefulness.

Dependent Variable: MeanINU1

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	24.424a	93	.263	1.572	.012
Intercept	572.291	1	572.291	3426.578	.000
MeanPOP1	2.239	10	.224	1.340	.009
MeanINC1	3.260	11	.296	1.775	.007
MeanARQ1	2.359	7	.337	2.018	.001
MeanPOP1 * MeanINC1	3.229	18	.179	1.074	.088
MeanPOP1 * MeanARQ1	2.123	13	.163	.978	.078
MeanINC1 * MeanARQ1	1.725	11	.157	.939	.056
MeanPOP1 * MeanINC1 * MeanARQ1	.109	2	.054	.326	.072
Error	17.704	106	.167		
Total	2411.600	200			
Corrected Total	42.127	199			

a. R Squared = .580 (Adjusted R Squared = .211)

Note. The null hypothesis is accepted the significance 0.072 (shown in table 2), which means that the three factors argument quality, post popularity, and information credibility don't

have any different influence on information usefulness. Consequently, H_1 is rejected. “A three-way between-subjects ANOVA” was conducted to compare the effect of argument quality, post popularity, and information credibility on information usefulness of Facebook fashion accessories pages posts.

Table 4. Tests of Between-Subjects Effects information usefulness on Facebook business pages post’s share, like, and live video watching

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	MeanFLIK1	48.603a	13	3.739	13.159	.000
	MeanFSH1	11.869b	13	.913	3.048	.000
	MeanFLIV1	13.271c	13	1.021	3.562	.000
Intercept	MeanFLIK1	583.938	1	583.938	2055.220	.000
	MeanFSH1	566.508	1	566.508	1891.077	.000
	MeanFLIV1	457.675	1	457.675	1597.089	.000
MeanINU1	MeanFLIK1	48.603	13	3.739	13.159	.000
	MeanFSH1	11.869	13	.913	3.048	.000
	MeanFLIV1	13.271	13	1.021	3.562	.000
Error	MeanFLIK1	52.847	186	.284		
	MeanFSH1	55.720	186	.300		
	MeanFLIV1	53.302	186	.287		
Total	MeanFLIK1	2949.688	200			
	MeanFSH1	3160.500	200			
	MeanFLIV1	2547.000	200			
Corrected Total	MeanFLIK1	101.450	199			
	MeanFSH1	67.589	199			
	MeanFLIV1	66.573	199			

a. R Squared = .479 (Adjusted R Squared = .443)

b. R Squared = .176 (Adjusted R Squared = .118)

c. R Squared = .199 (Adjusted R Squared = .143)

Note. Results show the H_2 null hypothesis is rejected with significance reliability level of .000, which indicates that there is different influence of information usefulness on like, share and video watching intention. The highest mean is allocated to the variable *Facebook post like intention* with mean=3.739, after that *Facebook live video watching* with mean=1.021, and lastly *Facebook post share intention* with mean=0.913.

Table 5. Tests of Between-Subjects Effects Facebook business pages post’s share, like, and live video watching on purchase intention.

Tests of Between-Subjects Effects
Dependent Variable: MeanPUI1

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	101.731a	102	.997	4.600	.000
Intercept	815.584	1	815.584	3761.416	.000
MeanFLIK1	9.777	9	1.086	5.010	.000
MeanFSH1	.787	9	.087	.403	.081
MeanFLIV1	7.031	7	1.004	4.633	.000
MeanFLIK1 * MeanFSH1	3.818	14	.273	1.258	.048
MeanFLIK1 * MeanFLIV1	14.052	21	.669	3.086	.000
MeanFSH1 * MeanFLIV1	6.511	18	.362	1.668	.059
MeanFLIK1 * MeanFSH1 * MeanFLIV1	.961	4	.240	1.109	.019
Error	21.032	97	.217		

Total	2246.111	200			
Corrected Total	122.764	199			

a. R Squared = .829 (Adjusted R Squared = .649)

Note. The H₃ null hypothesis is rejected with significance level of 0.019 (shown in table 2), which indicates that there are differences in influencing variables such as “like,” “share,” and Facebook live video watching on dependent variable purchase intentions. In overall, this means that liking the Facebook commercial post has the highest mean=1.086 which literally means the highest effect on purchase intention of the products. And after, watching the Facebook live video with mean=1.004, and finally sharing the Facebook 1.086book with mean=0.087. The three factors can facilitate the argument that quality, post popularity, and information credibility don’t have any influence difference on information usefulness.

Conclusions

This paper indicated Thai customers’ purchasing behavior on fashion accessory Facebook pages plays a vital role for business and marketing in this new era of technology. Moreover, social media like Facebook is often used for not only communication but also for shopping. Hence, variables such as argument quality, post popularity, and information credibility don’t have any discernable influence differences on information usefulness of the Facebook fashion accessory pages posts which is supported by Bhattacharjee and Sanford (2006); Chang, Yu & Lu, (2015); Eberle, Berens & Li, (2013); Dijkmans, Kerkhof & Beukeboom, (2015); Guerrero, Andersen & Afifi, (2011); Racherla & Friske, (2012); Oeldorf-Hirsch and Sundar (2015); Cheung and Thadani (2012); Agag El-Masry (2016).

Results show that there is an influence difference of information usefulness on “like,” “share,” and live watching intention which is supported by Hajli (2014); de Vries, Gensler and Leeflang (2012).

Furthermore, there are differences in influencing variables such as “like,” “share,” and Facebook live video watching on dependent variable purchase intentions, which means that the three factors argument quality, post popularity, and information credibility don’t influence the

differences on information usefulness supported by Hussain et al. (2017); Wynne (2018); Chang et al. (2015); Tajvidi et al. (2017); Munar and Jacobsen, 2014).

Limitations and Future Research

Future research should explore such Facebook business pages or compare different types of pages. Second, the sample in this research consists of followers of only one page. Future studies should explore several pages across different countries. Third, this research uses an online questionnaire, making it difficult to analyze post popularity and determine why users forward posts. In the future, qualitative research may focus on page popularity. Finally, this research mainly analyzes the popularity cohesion and diffusion effects of posts. Branding positions and profit models should be part of future research. Researchers should also examine any link between like intention toward a post and, and they should analyze the progress from like intention of pages to that of administrators' websites or blogs.

References

- Agag, G., & El-Masry, A. (2016). Understanding consumer intention to participate in online travel community and effects on consumer intention to purchase travel online and WOM: An integration of innovation diffusion theory and TAM with trust. *Computers in Human Behavior*, 60, 97-111. doi: 10.1016/j.chb.2016.02.038
- Allan, S. (2018). The Changing Face of eCommerce in Thailand | Aware Corporation. Retrieved from <https://www.aware.co.th/e-commerce-thailand-changing/>
- Bhattacharjee, & Premkumar. (2004). Understanding Changes in Belief and Attitude toward Information Technology Usage: A Theoretical Model and Longitudinal Test. *MIS Quarterly*, 28(2), 229. doi: 10.2307/25148634
- Chang, Y., Yu, H., & Lu, H. (2015). Persuasive messages, popularity cohesion, and message diffusion in social media marketing. *Journal of Business Research*, 68(4), 777-782. doi: 10.1016/j.jbusres.2014.11.027
- Cheng, Y., & Ho, H. (2015). Social influence's impact on reader perceptions of online reviews. *Journal of Business Research*, 68(4), 883-887. doi: 10.1016/j.jbusres.2014.11.046
- Cheung, C., & Thadani, D. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461-470. doi: 10.1016/j.dss.2012.06.008
- Cheung, R. (2014). The Influence of Electronic Word-of-Mouth on Information Adoption in Online Customer Communities. *Global Economic Review*, 43(1), 42-57. doi: 10.1080/1226508x.2014.884048

Coulter, K., & Punj, G. (2007). Understanding the Role of Idiosyncratic Thinking in Brand Attitude Formation: The Dual Interference Model. *Journal of Advertising*, 36(1), 7-20. doi: 10.2753/joa0091-3367360101

De Vries, L., Gensler, S., & Leeﬂang, P. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, 26(2), 83-91. doi: 10.1016/j.intmar.2012.01.003

Digital in 2017: Global Overview - We Are Social. (2018). Retrieved from <https://wearesocial.com/special-reports/digital-in-2017-global-overview>

Dijkmans, C., Kerkhof, P., & Beukeboom, C. (2015). A stage to engage: Social media use and corporate reputation. *Tourism Management*, 47, 58-67. doi: 10.1016/j.tourman.2014.09.005

Eberle, D., Berens, G., & Li, T. (2013). The Impact of Interactive Corporate Social Responsibility Communication on Corporate Reputation. *Journal of Business Ethics*, 118(4), 731-746. doi: 10.1007/s10551-013-1957-y

E-Commerce - Indonesia | Statista Market Forecast. (2018). Retrieved from <https://www.statista.com/outlook/243/120/ecommerce/indonesia#>

E-Commerce in Southeast Asia: Thailand VS Vietnam VS Malaysia Who is leading the market? – Ecommerce, Facebook, Malaysia, Press Release, Social Media, Vietnam. (2018). Retrieved from <https://www.thailand-business-news.com/asean/malaysia/64590-e-commerce-southeast-asia-thailand-vs-vietnam-vs-malaysia-leading-market.html>

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47-55. doi: 10.1016/j.chb.2016.03.003

Facts, S. (2018). Topic: Social media. Retrieved from <https://www.statista.com/topics/1164/social-networks/>

Fan, M., & Wu, G. (2012). Opinion Summarization of Customer Comments. *Physics Procedia*, 24, 2220-2226. doi: 10.1016/j.phpro.2012.02.326

Forbes Welcome. (2018). Retrieved from <https://www.forbes.com/sites/robertwynne/2014/04/28/winning-social-media-strategies-for-public-relations/2/#12449c3c2ef4>

FUNK, S. (2018). Digital Southeast Asia / Thailand in 2017 - An Overview - My-Thai.org. Retrieved from <http://my-thai.org/digital-southeast-asia-thailand-2017-overview/>

Global time spent on social media daily 2017 | Statista. (2018). Retrieved from <https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/>

Guerrero, L., Andersen, P., & Afifi, W. (2011). *Close encounters*. Thousand Oaks, Calif: SAGE.

Gunawan, D., & Huarng, K. (2015). Viral effects of social network and media on consumers' purchase intention. *Journal of Business Research*, 68(11), 2237-2241. doi: 10.1016/j.jbusres.2015.06.004

Hajli, M. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387-404. doi: 10.2501/ijmr-2014-025

Hajli, N. (2016). Ethical Environment in the Online Communities by Information Credibility: A Social Media Perspective. *Journal of Business Ethics*. doi: 10.1007/s10551-016-3036-7

How Much Time Do People Spend on Their Mobile Phones in 2017? (2018). Retrieved from <https://hackernoon.com/how-much-time-do-people-spend-on-their-mobile-phones-in-2017-e5f90a0b10a6>

Huang, Z., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Applications*, 12(4), 246-259. doi: 10.1016/j.elerap.2012.12.003

Hussain, S., Ahmed, W., Jafar, R., Rabnawaz, A., & Jianzhou, Y. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior*, 66, 96-102. doi: 10.1016/j.chb.2016.09.034

Kinasih, P. (2018). ECOMScape: Thailand Ecommerce Landscape by ecommerceIQ. Retrieved from <https://ecommerceiq.asia/thailand-ecommerce-landscape-ecommerceiq/>

Le, H. (2018). The Ultimate Guide to Thailand E-Commerce Market - Boxme. Retrieved from <http://boxme.asia/blog/thailand-e-commerce-market/>

Leading global social networks 2018 | Statistic. (2018). Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

LEESA-NGUANSUK, S. (2018). Thai love affair with social media endures. Retrieved from <https://www.bangkokpost.com/tech/local-news/1255198/thai-love-affair-with-social-media-endures>

Lenhart, A. (2018). Introduction. Retrieved from <http://www.pewinternet.org/2015/04/09/introduction-teens-tech/>

Lenhart, A. (2018). Mobile Access Shifts Social Media Use and Other Online Activities. Retrieved from <http://www.pewinternet.org/2015/04/09/mobile-access-shifts-social-media-use-and-other-online-activities/>

Most famous social network sites worldwide as of January 2018, r. (2018). Global social media ranking 2018 | Statistic. Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Munar, A., & Jacobsen, J. (2014). Motivations for sharing tourism experiences through social media. *Tourism Management*, 43, 46-54. doi: 10.1016/j.tourman.2014.01.012

NORCROSS, D. (2018). Who are Thailand's 46 Million Facebook Users? Retrieved from <https://www.bangkokpost.com/learning/learning-together/1296218/who-are-thailands-46-million-facebook-users->

Oeldorf-Hirsch, A., & Sundar, S. (2015). Posting, commenting, and tagging: Effects of sharing news stories on Facebook. *Computers in Human Behavior*, 44, 240-249. doi: 10.1016/j.chb.2014.11.024

Oh, S., & Syn, S. (2015). Motivations for sharing information and social support in social media: A comparative analysis of Facebook, Twitter, Delicious, YouTube, and Flickr. *Journal of the Association for Information Science and Technology*, 66(10), 2045-2060. doi: 10.1002/asi.23320

Racherla, P., & Friske, W. (2012). Perceived 'usefulness' of online consumer reviews: An exploratory investigation across three services categories. *Electronic Commerce Research and Applications*, 11(6), 548-559. doi: 10.1016/j.elerap.2012.06.003

Statista. (2018). Global social media ranking 2018 | Statistic. Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Su, K. (2018). We mapped out the fierce e-commerce competition in Thailand and found some interesting trends. Retrieved from <https://e27.co/mapped-fierce-e-commerce-competition-thailand-found-interesting-trends-20170825/>

Tajvidi, M., Wang, Y., Hajli, N., & Love, P. (2017). Brand value Co-creation in social commerce: The role of interactivity, social support, and relationship quality. *Computers in Human Behavior*. doi: 10.1016/j.chb.2017.11.006

Thailand and Asia Social Media Data 2014 by Zocial, inc. (2018). Retrieved from <https://www.slideshare.net/pawoot/for-share-thailand-zocial-award-2014-eng-version>

Thailand remains in top countries for social media. (2018). Retrieved from <https://coconuts.co/bangkok/news/thailand-remains-top-countries-social-media/>

Thailand: number of Facebook users 2022 | Statistic. (2018). Retrieved from <https://www.statista.com/statistics/490467/number-of-thailand-facebook-users/>

Thailand's Ecommerce Landscape: 5 Takeaways from Siam's Online Gold Rush - Techsauce. (2018). Retrieved from <https://techsauce.co/en/e-commerce/thailand-ecomscape-5-takeaways/>

Thailand-digital-numbers-2017 - ASEAN UP. (2018). Retrieved from <https://aseanup.com/thailand-fintech-ecosystem/thailand-digital-numbers-2017/>

Why Southeast Asia Is Leading the World's Most Disruptive Mobile Business Models. (2018). Retrieved from <https://www.acommerce.asia/mobile-commerce-explosive-sales-channel-thailand/>

Wynne, R. (2018). Forbes Welcome. Retrieved from <https://www.forbes.com/sites/robertwynne/2014/04/28/winning-social-media-strategies-for-public-relations/2/#168f6eb22ef4>