

**FACTORS INFLUENCING SHOPPER'S BEHAVIORAL INTENTION TO
PURCHASE SMART PHONES: AN EMPIRICAL ANALYSIS OF YOUTUBE
USER GENERATED CONTENT**

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Proposal Title Factor Influencing Shopper's Behavioral Intention: An Empirical
Analysis of YouTube User Generated Content

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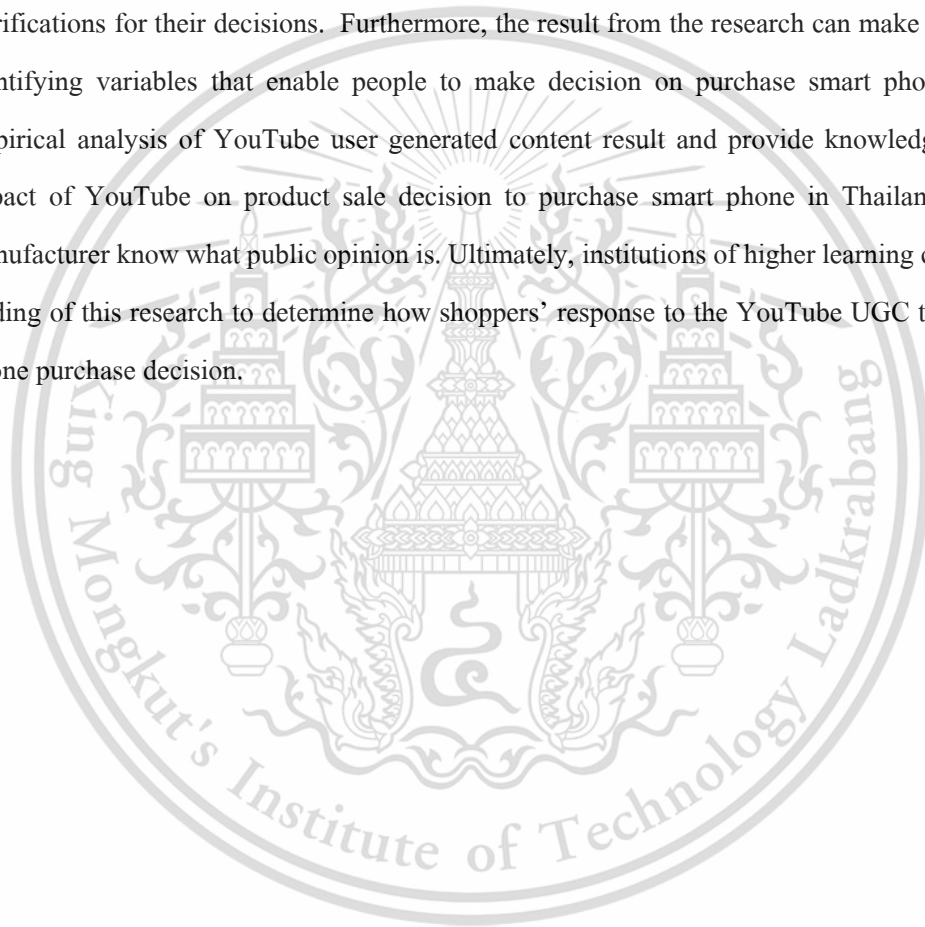
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ABSTRACT

Visual technology is a vital component of persuasive communication, in today's technology-driven world, visual perception plays an integral role in persuading consumers towards a particular course of action. This dissertation (1) study the components of User Generated Content, Perceived Credibility and Perceived Usefulness that influence purchase of smart phones by Thai YouTube users; (2) analyze the influence of User Generated Content, Perceived Credibility and Perceived Usefulness on purchase decisions of Thai YouTube users; and (3) develop the structural model of the shoppers' behavioral intentions to purchase smart phones based on YouTube User-Generated Content. YouTube is one of the largest UGC sites where users are allowed to upload, download and share any content including those targeted at particular consumers towards influencing purchase decisions. The study was underpinned by two critical theories which include Technology Acceptance Model (TAM), and Source Credibility Theory, to understand how UGC on YouTube was applicable in influencing purchase decisions of smart phones in Thailand. The independent variables were UGC, perceived credibility, and perceived usefulness. The study adopted a quantitative descriptive survey research design. A questionnaire, designed using a 5-point Likert scale that ranged from strongly disagree (1) to strongly agree (5), was used to collect data from a sample size of 442 YouTube users in Thailand. The data was analyzed using descriptive statistics, skewness & kurtosis, correlation analysis, CFA and Structural Equation Modeling. The

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findings revealed that user generated content on YouTube has a positive effect on perceived credibility, perceived usefulness, and behavioral intention to purchase smart phones. It also showed that perceived usefulness and perceived credibility have a positive effect on behavioral intention to purchase smart phones. Ultimately, the study also found that UGC on YouTube has an indirect and significant effect on behavioral intention to purchase smart phones mediated for both perceived usefulness and perceived credibility. The study recommends that future studies should consider different social media platforms where UGC are available to test for consistency and incorporate a mixed method of research involving qualitative data that will allow respondents provide clarifications for their decisions. Furthermore, the result from the research can make emphasis on identifying variables that enable people to make decision on purchase smart phone from the empirical analysis of YouTube user generated content result and provide knowledge about the impact of YouTube on product sale decision to purchase smart phone in Thailand, also help manufacturer know what public opinion is. Ultimately, institutions of higher learning could use the finding of this research to determine how shoppers' response to the YouTube UGC toward smart phone purchase decision.



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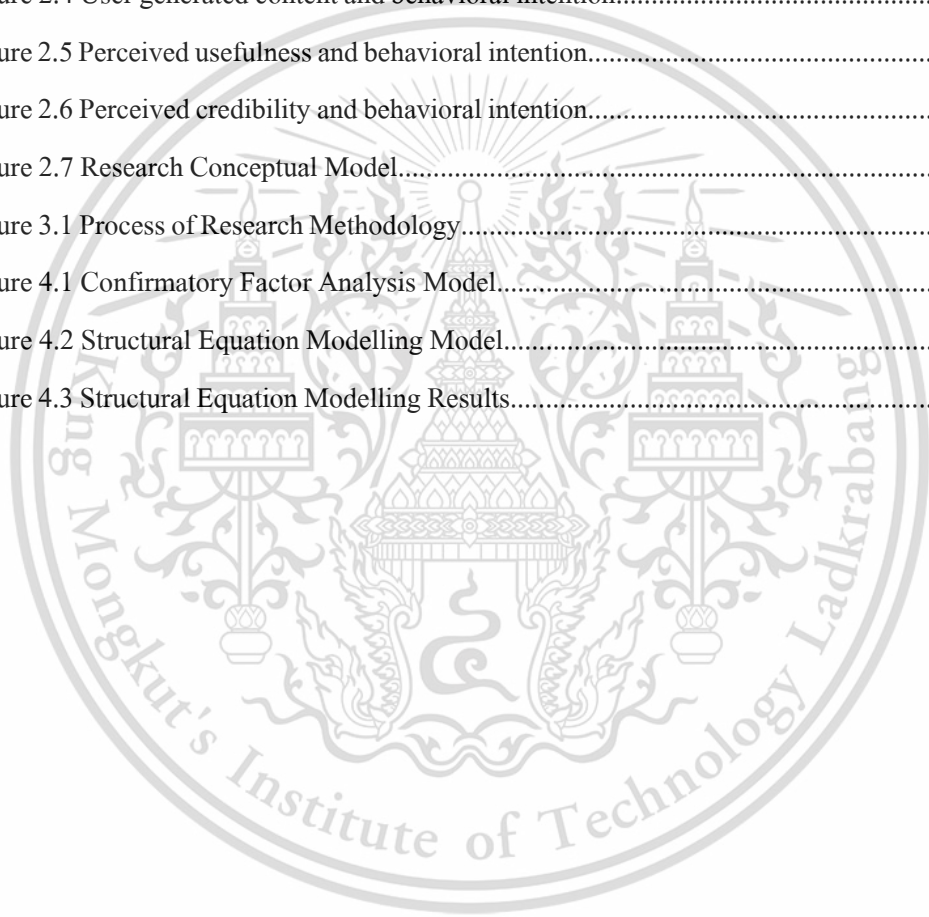


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CHAPTER 1

INTRODUCTION

1.1 Background Information

Social media broadly encompasses online networks such as Line, Twitter, Pantip, Facebook, TikTok, LinkedIn, Pinterest, Twitch, and WeChat), wikis (such as Wikipedia), bookmarking sites (e.g. Del.icio.us and Digg), virtual worlds (e.g. Second Life), multimedia sharing (e.g., YouTube and Instagram), and blogs (TMZ) (Onat Kocabiyik, 2021). The swift development and acceptance of social media globally enhanced its application in commerce. Thus, firms and startups are designating resources towards finding out ways and means of profitably applying social media towards enhancing their business operations. Prior literature has attempted to categorize social and have sought to evaluate the various characteristics, applications, and effects of social media. However, a majority of the prior literature were concerned with virtual communities and social networking sites, with fewer research being centered on YouTube which is one of the largest sources of User-Generated Content (UGC).

YouTube has been classified as a multimedia sharing site that enables users the ability to upload, view, and share videos whether the content is original or from other sources. The multimedia site also allows for content uploaded to be rated by using the thumb up or thumb down feature as well as adding comments on the comments section underneath the video content (Park & McMahan, 2020). Information from Nielsen (information, data and market measurement firm) also reveals an interesting figure that 89% of campaigns advertised on YouTube significantly increased sales for offline channels. It increased offline sales by as much as 5.5% and generated more than 1 times the Return on Ad Spends (ROAS). Data for Thailand show that there are more than 650 channels on YouTube and over 1 million Thai subscribers to the various channels. In addition, YouTube Thailand is in the top 10 for most watched videos globally, with over 65 per cent of users doing so on mobile devices. YouTube has 42.80 million subscribers in Thailand in early 2022, according to Google advertising resource. The value of YouTube advertising has been it rise from 2.93 billion baht in 2018 to 5.14 billion baht in 2021 (Statista Research Department, 2021), and this has been aided to a great extent by development in smart phones technology.

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Similarly, the 2018-2019 report by TNT and Digital Advertising Association of Thailand Research informed that YouTube is Thailand's most popular and preferred video platform, with 62% of Thais using the Internet spending half of their time on the site. Other findings suggest that YouTube is one of Thais' favorite sites; 81 percent of Thais say it is the first place they go for video; 61% prefer it to television, but only 11% prefer television over YouTube. Rural residents are more likely to watch YouTube and spend more time doing so than city dwellers (TNT and Digital Advertising Association of Thailand Research, 2019).

Video shared on YouTube can have significant impacts and have gone on to shape thoughts, opinions, and cultures online and offline especially for content that are user-generated in the Thai society (Cheah, 2017). Studies have shown that most Thai users use YouTube learn new things, relax, and to listen to music. Because users consider YouTube vital for relaxation, they form a personal connection with the platform and everything it stands for. They further considered the platform to be a friend and companion whether indoors or outdoors. It further adds that YouTube promotes shared interests among friends when users share content with friends or learning activities together from watching YouTube videos. Content creators have also added to the economy and society; they connect with their followers using their content and at the same time use the platform as a viable and sustainable means of earning income (Cheah, 2017). User-generated content creation on YouTube is unlimited in subject and scope; they could be about individuals, cultures, events, history, products, and so on. Comprehension of processes that influence consumers' online purchasing decisions is of growing interest, increasing to 19.9% in 2016 and projected to further increase by 17.5% in 2017 (Helversen et al., 2018).

The growth of the internet is built on the premise that buying and selling activities can occur anywhere with digital internet access; the availability of mobile devices make it even more easier with gadgets like smart phones that are voice and fingerprint activated allowing for seamless online transactions in making purchases, UGC on social media such as on YouTube can provide explicit reviews that highlight the benefits and cons of products and services of interest to the interested users' (Grewal & Stephen, 2019), thereby exerting some influence on purchase behavior.

The study is centralized on user-generated content (UGC) which comprise information about products on YouTube and how it influences YouTube users towards purchasing a mobile phone. Potential consumers (buyers) rely in greater context on UGC than Producer Generated Content (PGC) because other users share their opinions from personal experiences; they share both positive and negative aspects of their product. Thus, for smart phones, UGC can reveal information

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about their experience with the newly launched device, comparing it with earlier versions of the same product or competitors. This can be observed clearly when Apple launches new smart phones, there is discussion about what sets it apart from previous versions, and comparisons with Android devices, whether purchasing the new mobile phone is value for money.

The lack of commercial interest by such users removes any conflict-of-interest issues and this allows them to provide an unbiased assessment of a product or the quality of service that is under consideration. This would be unlike the PGC which would be more focused on the positive characteristics while downplaying or skipping the negative aspects entirely because of their vested commercial interest. Research highlights that this is a global view of PGC which has made UGC more reliable and trusted unlike the doubts and mistrust with which PGC is viewed. This is one of the distinguishing properties of UGC and users' have come to regard it as being impartial, credible and certainly more beneficial than PGC when viewing content about a product on YouTube (Park & McMahan, 2020).

In addition to the points raised so far, the quantity of YouTube content posted about products/services that are user generated (UG), including views, likes and comments also impact its credibility, efficacy and utility of UGC on the platform. Endorsements by other subscribers' and the ratings they give to products have an essential role in evaluating the reliability and trustworthiness of UGC available on social platforms (Nosita & Lestari, 2019; Assaker, 2019).

The research investigates the credibility and usefulness of UGC about smart phones based on the number of views, likes and comments (reviews) posted on YouTube. These metrics are important because the number of views measures the reach of the UGC showing the potential number of users that are potentially being influenced. The views, likes and comments show engagement with the UGC. The views can range from agreement, disagreement, and further questions which will lead to more clarity helping potential customers, in this instance, buyers of smart phones, to make a decision to purchase the product or not especially in evaluating the credibility or usefulness of the product to the consumer. Furthermore, the study investigates the effects of perceived credibility and perceived usefulness on consumer and responses to content generated by YouTube users and the behavioral intentions to purchase smart phones. This study is emphasized on the methodological recommendations of (Muda & Hamzah, 2021) that analyzed the efficiency of YouTube as a communication channel and a platform to surf the system from the users' perspective because social media are dominated by UGC (such as on WhatsApp, YouTube, WeChat, Facebook, Twitter etc.), and utilized by end users on these social media platforms.

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YouTube users' have been known to use the platform to post about new products and services, giving reviews that increase the profile or affect the sales of such items (ICAT Thailand, 2021), companies have been noted to set aside an annual budget to cover UGC marketing on YouTube (Schwemmer & Ziewiecki, 2018). Singh (2021) notes that iPhone 12 mini may be discontinued due to poor reviews leading to poor sales. Movies have also been known to fail in the cinemas due to bad reviews on YouTube (Ryan, 2021; Wood, 2019) and users' of multinational brand products have used YouTube to praise or criticize features of their products to evaluate if they were worth the price tags. Adıgüzel (2021) also found a similar significant influence of YouTube reviews on purchase of games online.

Djafarova and Rusworth (2017) discovered that users often consider online reviewers more credible compared to using famous celebrities to promote products, as the celebrities are only promoting the product because they have been paid to do so compared to UGC reviewers who do so from personal experience with the product. Park & McMahan, 2020 in support recommend that when it comes to the online shopping context, the perceived source of credibility of UGC creators is now significant to influencing a users' buying behavior. YouTube is one of the useful resources, source of User Generated and Producer Generated contents; it is a video sharing platform that allows subscribers upload videos to share with other YouTube subscribers. Users have the options of watching the video on the page of the creator, sharing on their own page or downloading to watch later. For this study, what is considered paramount is that YouTube UGC allows for comments in the form of discussions in threads under the videos of products being evaluated, which can help others make purchase decision about the product being reviewed.

In terms of its usage, individuals, commercial and non-commercial organizations use the platform to share their ideas, visions, goods and services (Barman, & Martini, 2022; Chen et al. 2022). They can find information on consumer electronics, health-related products, music, sports, cars, and so much more on the platform. Users' also use YouTube to communicate their views and experiences encountered in the use of products and services in video form. Examining the impact of UGC content on the purchase decisions of YouTube users can help in enhancing quality of the content and its perceived usefulness for individuals and organizations. Consumers on the YouTube platform have a critical function in the creation, transmission and perception of content, it becomes paramount to understand the influence of YouTube on the audience and how this affects the decision to purchase an item or its alternative, or not to purchase the product or service entirely

based on user generated content. This research proposed that UGC affects the perceived credibility (PC) and perceived usefulness (PU) of smart phones from UGC on the YouTube platform.

According to the aforementioned discussion, this research was interested in studying the factors influencing shopper's behavioral intention towards purchasing smart phones citing the influence of user generated content with concepts and theories related to purchase behavior and factors that may influence behavior such as i) User Generated Content ii) Perceived Credibility of YouTube UGC iii) Perceived Usefulness of YouTube UGC and iv) Behavioral Intention to purchase by using the structural equation modeling to study the components, and its influence.

1.2 Research Questions

The aim of the study was to find answers to the following research questions:

1. What are the components which consist of User Generated Content, Perceived Credibility and Perceived Usefulness, influences on shoppers' behavioral intention to purchase smart phones based on YouTube in Thailand?
2. What is the influence of User Generated Content, Perceived Credibility and Perceived Usefulness on shoppers' behavioral intention to purchase smart phones based on YouTube in Thailand?
3. What structural models can be presented for shoppers' behavioral intention to purchase smart phones based on YouTube User Generated content?

1.3 Research Objectives

The primary goal of this research was to look into the impact of UGC recommendations on YouTube videos including, likes, views, and comments on the decision of customers to purchase smart phones. Similar researches have been carried out in the past to evaluate the influence of UGC in online spaces (Geng & Chen, 2021; Zhou & Xue, 2021; Adigüzel, 2021; Nosita & Lestari, 2019; Barman & Martini, 2022; Chen et al. 2022), the following research objectives guided the study:

1. To study the components of User Generated Content, Perceived Credibility and Perceived Usefulness that influence purchase of smart phones by Thai YouTube users.

2. To analyze the influence of User Generated Content, Perceived Credibility and Perceived Usefulness on purchase decisions of Thai YouTube users.
3. To develop the structural model of the shoppers' behavioral intentions to purchase smart phones based on YouTube User-Generated Content.

1.4 Research Hypothesis

The following are the research hypotheses that have been proposed to guide the study, they are;

H1: User generated content about smart phones on YouTube has a positive effect on perceived credibility

H2: User generated content about smart phones on YouTube has a positive effect on perceived usefulness

H3: User generated content about smart phones on YouTube has a positive effect on behavioral intention

H4: Perceived usefulness has a positive effect on behavioral intention to purchase smart phones based on YouTube UGC.

H5: Perceived credibility has a positive effect on behavioral intention to purchase smart phones based on YouTube UGC.

H6: User Generated Content has indirect effect on Behavioral Intention to purchase smart phones mediated by Perceived Credibility.

H7: User Generated Content has indirect effect on Behavioral Intention to purchase smart phones mediated by Perceived Usefulness.

1.5 Research Benefits

Most people find it tasking to physically visit stores to evaluate products and services that they hope to purchase or subscribe to, because of this, the only way of reviewing such products are through online sources, and when the user wants to assess multiple independent sources for reviews, YouTube is one of the foremost platforms to achieve this. The video presentations allow consumers to evaluate products, and the UGC ensures that different views can be compared, providing

sufficient data that reduces the errors in decision making when purchasing an item, this study examined the power of digital word-of-mouth and how it affects online shopping for smart phones.

Results from this study will also provide knowledge about the impact of YouTube on decision to purchase smart phones in Thailand. Moreover, it would help phone manufacturers to know what is being said about them in the open market, thus, giving them an opportunity to enhance the viability of their products and services for an improved user experience, all thanks to the information posted by other consumers of the product. It will help firms and startups on how to run their business operations more efficiently to meet customers' needs and ensure satisfaction. In terms of academia, this research provides valuable information that could contribute to existing pool of information on the influence of UGC on purchase decision to purchase their products and services.

1.5.1 Private sector benefits

This research will benefit marketers and social media managers as they analyze user data which can influence purchase decisions of potential customers and in some instances prevent public relations crises for the organization in the process of launching a product in the consumer market. The research also can make emphasis on identifying additional variables that enable people make decisions on purchase, therefore, blog comments, online reviews, social media posts, and other forms of user-generated content can all help brands better supply what their consumers want. The end result there has been an increase in online traffic and sales.

1.5.2 Public sector

The research will improve government function as regulators and policymakers towards the launch of digital products in the Thai market. UGC that highlight defects in products capable of causing harm to users are identified easily and government can investigate such cases and take the appropriate policy decision in the interest of the society and the country in general. UGC can also help government in developing policies that will be in the best interest of general public and society well-being.

1.5.3 General perception of Thai residents

YouTube users have now become some of the world's most creative content creators, and in Thailand, their influence has been on the rise as demonstrated by Cheah (2017). Marketers spend a lot of time and money creating the precise messages and professional graphics that they believe

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customers want to see. Consumers, on the other hand, do not want the perfect marketing message; they want genuine and honest content and reviews. According to Yüksel (2016), 90 percent of consumers feel authenticity is vital when determining which brands, they like and support. UGC is the most authentic kind of material. Generally, UGC is cost effective; firstly, it does not require hiring high-priced marketing staff to generate UGC for the firm. The fans and followers will do it for you for free. Meanwhile it will help you build a sense of community where users can interact with one another about the content and product, and this enhances value and brand image.

1.6 Scope of Research

The study will be limited to the study of user-generated content on YouTube platform about smart phones only. With the high number of social media platforms available to users, YouTube is unique as a video sharing platform where users are not required to pay to post or view most content. User-generated content were researched because they are free to views, likes and comments with no restriction to YouTube users generally.

1.6.1 Scope of content

While YouTube and UGC have created a vast impact on purchase behavior in the general population, the impact of the UGC on the purchase decision has been studied under 4 latent variables and 12 observed variables to better acknowledge the decision to purchase smart phones and how UGC influenced user decision.

The scope of the study consists of 400 sample datasets from 10 different cities in Thailand using stratified random sampling methodology, the age requirement for the respondents to participate in the study was 18 years and above.

1.6.2 Variables

For the empirical study on factors influencing shoppers' behavioral intentions to purchase smart phones through UGC on YouTube, the scope of the research is as follows:

Variables: There are two types of variables employed in this study, independent variables, and dependent variables.

a) The independent latent variables consisted of observed variables:

i) User Generated Content (Geng & Chen, 2021; Zhou & Xue, 2021)

- Views
 - Likes
 - Comments
- ii) Perceived credibility (Zhou & Xue, 2021; Wang & Scheinbaum 2017)
- Message medium
 - Expertise
 - Knowledge and creativity
- iii) Perceived usefulness (Geng & Chen, 2021; Zhou & Xue, 2021)
- Output quality
 - Relative advantage
 - Outcome expectations
- b) The Dependent latent variables, consisted of observed variables
- i) Behavioral intention to purchase (Geng & Chen, 2021; Zhou & Xue, 2021; Khalid et al., 2021)
- Intention
 - Prediction
 - Planning

1.6.3 Scope of Population:

The population size of the study potentially includes all 42.80 million YouTube users in Thailand (Kepios, 2022). They included general population that stratified from 10 different cities in Thailand. These were selected because they were the major cities, which are most densely populated and could be the right representation of the technology acceptance behavior in Thailand. A representative sample of the research respondents was obtained from this population.

The research was implemented in two sections as presented below::

Part 1: This section reviews existing literature related to the current study, from various sources such as peer-reviewed articles, books, magazines, and other credible sources.

Part 2: Scope of timeline: This section involves data gathering and analysis of primary quantitative data from the selected sample respondents. This research was executed from April 2020 to September 2022. The data was collected using a structured questionnaire and was collected during the month of April 2022.

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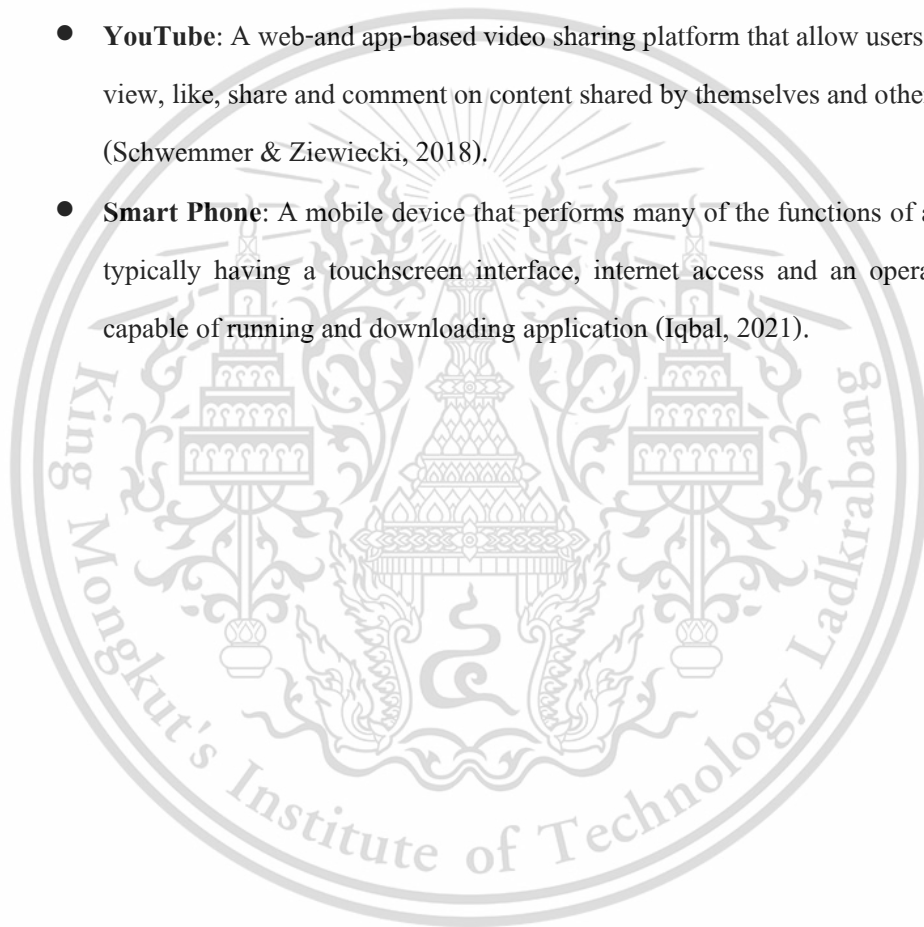
1.7 Definition of Terms

- **Behavioral Intention (BI):** Implies the individual's intention to purchase a product based on the effect of UGC on YouTube (Geng & Chen, 2021). BI consist of 3 observed variables which includes Intention (INT), Prediction (PRD), Planning (PLN)
 - **Intention (INT)** – An aim or determination to do something
 - **Predication (PRD)** – A forecast of projection that something will occur
 - **Planning (PLN)** – Deciding beforehand, what is to be done, when is it to be done, and how it is to be done.
- **Perceived Credibility (PC):** This is defined as the extent to which a YouTube user considers information on the platform to be authentic (Zhou & Xue, 2021). PC consist of 3 observed variables which includes Message Medium (MM), Expertise (EXP), and Knowledge & Creativity (KC)
 - **Message Medium (MM)** - The means in which the message of information is put across.
 - **Expertise (EXP)** – Expert skill or knowledge in a particular field.
 - **Knowledge & Creativity (KC)** – Ability and capacity to create something new.
- **Perceived Usefulness (PU):** This is the perception that a YouTube video is considered beneficial to the user (Zhou & Xue, 2021). PU consist of 3 observed variables which includes Output Quality (PUS), Relative Advantage (RA), and Outcome Expectations (OE).
 - **Output Quality (PUS):** The degree to which the output requirements are fulfilled.
 - **Relative Advantage (RA):** The degree of superiority of a product as compared to the existing one.
 - **Outcome Expectation (OE):** The expected outcomes of a behavior product or service.
- **User Generated Content (UGC):** is any form of content including videos, images, audio and text posted by users on YouTube (Geng & Chen, 2021). UGC consist of 3 observed variables which includes Views, Likes, and Comments.

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- **Views** – the number of times a YouTube video has been observed
- **Likes** – the number of times viewers have responded positively using a like button
- **Comments** – the number of thoughts of viewers expressed in writing on the video
- **Producer/Professional Generated Content (PGC):** These are YouTube contents created by product manufacturers in order to advertise their products through videos, audios and images on YouTube (Geng & Chen, 2021).
- **YouTube:** A web-and app-based video sharing platform that allow users to upload, view, like, share and comment on content shared by themselves and others (Schwemmer & Ziewiecki, 2018).
- **Smart Phone:** A mobile device that performs many of the functions of a computers, typically having a touchscreen interface, internet access and an operating system capable of running and downloading application (Iqbal, 2021).



CHAPTER 2

LITERATURE REVIEW

This chapter outlines the literature review of the study. It starts by the presentation of the theoretical underpinnings; after that, the conceptual review follows, supported by previous literature that are related to the research study, and the graphical presentation of the link between the study's factors, the structure of the model and the hypothesis. The research was organized accordingly in the following order:

- 2.1 Evolution of YouTube
- 2.2 Dynamic from international perspective and Thailand
- 2.3 Technology Acceptance Model (TAM)
- 2.4 Source Credibility Theory
- 2.5 Concepts and Theories of User Generated Content on YouTube
- 2.6 Concepts and Theories of Perceived Usefulness
- 2.7 Concepts and Theories of Perceived Credibility
- 2.8 Concept and Theories of Behavioral intention to purchase online
- 2.9 Conceptual Framework

2.1 Evolution of YouTube

Video sharing websites has evolved since YouTube which was founded by three former Google employees in 2005. With statistics showing that they were hosting an average of over two million videos per day and over 20 million daily active users under a year of production, Google acquired YouTube for \$1.65 billion in 2006, this is quite inadequate considering that in 2020, YouTube ad revenue stood at \$19.7 billion with over 2.3 billion users access on YouTube at least once a month (Iqbal, 2021). Video sharing platforms provide subscribers with low-cost transmission tools compatible with most web and mobile devices and allowing for easy broadcast and sharing of content on YouTube pages (channels), which are convenient to use and allow consumers to share material on their personal accounts as well as connect with other people. YouTube's number of users and videos has skyrocketed, and Time magazine named it the 2006

invention of the year, the statistics today show an even bigger platform for content creators, manufacturers and advertisers.

YouTube has 42.80 million users in Thailand in 2022, according to Google advertising. The numeral show that YouTube 2022 ad reach a equivalent to 61.1 percent of Thailand total population at the start of the year and to put those numeral in perspective, YouTube ad reached 78.5 percent of Thailand's total internet user. (Kepios, 2022).

2.2 Dynamic from international perspective and Thailand

Thailand has experienced a rapid growth in YouTube subscribers. An international report informed that Thailand had the most engaged mobile internet region in the world with 5 hours and 13 minutes per day on mobile internet, ranking in among the top 4 countries in Southeast Asia in mobile internet usage (Leesa-Nguansuk, 2019). YouTube has seen an explosion in terms of usage as Thai users have shifted from the traditional platform of media content which is satellite television into digital spaces such as YouTube. The growth of YouTube has also been attributed to developments of smartphone technology. This has added more flexibility and has led to more authentic content than the normal television shows (Bangkok Post, 2021). YouTube globally has suggested content creators stay engaged, provide users a consistent stream of creative content and explore different content and stay in the content that is easy to assimilate. YouTube creator can better communicate with all groups of customers on YouTube, based on their passions, activities and interests (Kapoor et al., 2018; Lockett, 2018)

Recently people have questioned variations of YouTube in Thailand and the international version of YouTube; it is a source of income for millions of monthly unique users who visit YouTube to access interesting Thai content, enabling marketers to find their target market. Some of the benefits of YouTube according to Schwemmer and Ziewiecki (2018) include;

1. YouTube helps marketers find their target market with accuracy and precision. This is because it can create interactive ads where consumers can interact with them, leading to collecting data and developing new campaigns to attract more consumers.
2. YouTube is a platform that crosses the line between being a direct communication space and being a space for brands to engage with consumers. Many times, you may not be able to differentiate which content belongs to the brand and which content belongs to the normal user.

3. YouTube Ads, Saves Marketers costs because you pay for advertising based on the number of views, which, in addition to being widely popular, also allows us to concretely monitor the success of the campaigns we send out.

2.3 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is an adaptation of the Theory of Reasoned Action (TRA), it was proposed by Davis (1986) and specifically tailored for modeling users' acceptance of information systems or technologies. The model was finalized by Venkatesh and Davis (1996), they found that the variables of the model have a direct influence on behavior intention. In adapting to this research, it is used to evaluate factors that influence consumer attitudes and purchase decision from reviews and recommendations about smart phones on the YouTube platform. TAM assert that what determines the audience's attitude toward the adoption of a technology is the user's behavioral intention to embrace a certain technological innovation, in this instance, user-generated content on YouTube about smart phones. The basic TAM model included and tested two specific variables: Perceived Usefulness (PU) and Perceived Ease of Use (PEU). However, because of the peculiarities of this study, only Perceived Usefulness is considered from the TAM perspective. Perceived Usefulness is defined as the potential user's subjective likelihood that the use of a certain system (e.g: YouTube) will improve his/her action favorably towards a particular action. In other words, it can be understood as the information in the UGC brought by the content developers influences the buying patterns and behavior to purchase online smart phones.

Therefore, this study is built on prior research adopting TAM to justify the consumers' behavioral intention toward purchase of smart phones recommended by YouTube UGC reviews. Beldad and Hegner (2017) implemented and expanded TAM by the adding user evaluations of satisfaction to perceived usefulness as predictors of future intention to repeat purchase. TAM was also specifically designed to address the factors of users' system technology acceptance (Khalid et al., 2021), Kornpitack & Sawmong (2022) notes that the TAM model is the most used framework in predicting information technology adoption. Geng & Chen (2021) postulate that TAM should be able to analyze factors affecting adoption intentions beyond perceptions of convenience and usefulness. In this regard, TAM has altered people's perceptions of digital commodities and the YouTube video viewing experience can be developed in the course of the procedure of user participation by identifying potential customers on YouTube. To attain conviction and minimize

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risks associated with online shopping, users' are progressively searching for knowledge from internet sources including YouTube. Also, Zhou & Xue (2021) informs that suggestions from bloggers are regarded as more trustworthy and invaluable than business advice. Given that YouTube UGC review is a voluntary habit nurtured to increase social engagement, this research assumes that usefulness and credibility are determinants that highlight a consumer's conviction in YouTube usage. The original conceptual framework of TAM that was adopted for this study is presented in the figure 2.1 below.

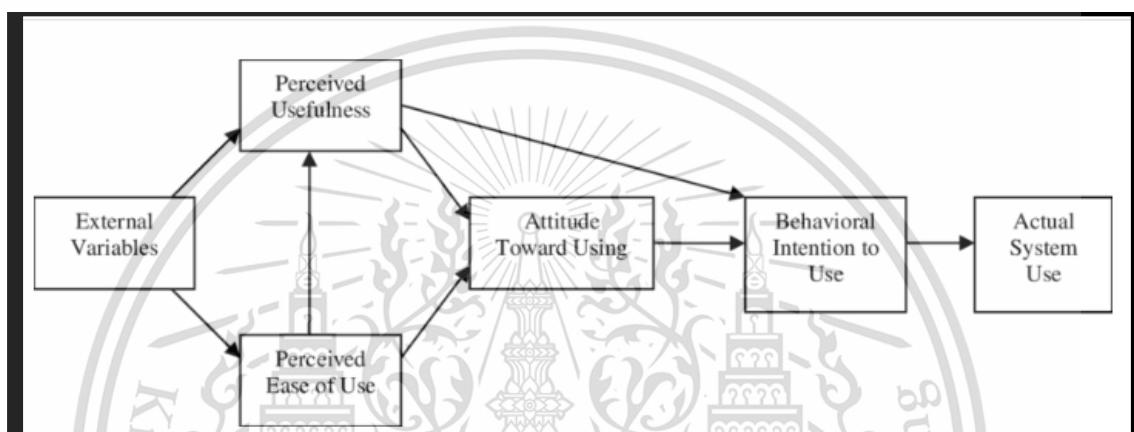


Figure 2.1. TAM Initial Model for Research Conceptual Framework

Source: Davis (1986)

2.4 Source Credibility Theory

Source credibility is a crucial factor in marketing discussions that seek to influence opinion and attract following, this is more critical in online settings. Sinha et al. (2020) stated that online environment raises some concerns for customers in efforts to process and assess. To minimize risks that may be associated with online purchases, consumers tend to depend on sources they consider credible online, this imply that customers are pessimistic about the information from brands about their own products, thus, they seek validation of such information from sources they consider credible and familiar. Literature exist that characteristics of sources affects their credibility and can affect customer's view and behavior towards a product, whether to purchase or not. The term source credibility infers a "communicator's positive characteristics that affect the receiver's acceptance of a message", and it has a substantial persuasive effect on consumers.

Wang and Scheinbaum (2017) opines that Source Credibility theory classify persuasiveness of the information with regard to the perceived credibility of the source. The theory believes that expertise and honesty are crucial influences which validate the perceived credibility of information source, while asserting that source loyalty is “the degree of confidence in the communicator’s intent to communicate assertions he considers most valid”. Consequently, a communicator’s in-depth knowledge, reliability, charisma, and pull embody the psychosomatic construct linked with source credibility. The way a message is received, as well as whether it changes behavior, is influenced by how the messenger is perceived Assaker (2019). By applying the principles of source credibility theory, this research seeks to understand the role of perceived credibility in YouTube UGC about smartphones and the influence it has on purchase decision of the devices by customers.

2.5 Concepts and Theories of User Generated Content on YouTube

Social media in the technology-driven world of today have become channels adopted by retailers running marketing campaigns of their commodities to a broader range of firms have also marketed their products and services via social media to a wider class of audience nonstop 24 hours/per day (OECD, 2007). The emergent media ecosystem and technological advancements have reshaped the media landscape and the role of marketing in new media consumption. Innovative technology enables the public to boost their influence over what platform they expose themselves to; users have more influence over purchasing behavior because of the ability to share information quickly, at any time without geographical limitations. Geng & Chen (2021) testifies that the usefulness of a video is determined by the intended audience, the content and quality of the video, as it is not a suitable medium for all audience members.

Sharifi (2018) views online consumer reviews as favorable and unfavorable statements by probable consumers, current or past consumers about a product or organization, that are available to many people online. UGC is used to depict media content created by members of the platform community with personal experiences in the use of goods and services or at least are directly aware of the situations involving the application of such commodities, well enough to evaluate them. Producers of UGC reviews are usually non-professional people doing so without pay by the manufacturer, and comments are usually disseminated online (Ma et al., 2021). In the case of YouTube, this could be videos uploaded by users’ with direct experience in the application of such

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products or services or could also be videos from others describing their experience with the product or service.

Considering that UGC are information and reviews created and uploaded by internet users, in this case, YouTube subscribers, such consumer reviews have greater relevancy in comparison to expert reviews, because reviewers post positive, or pessimist reviews based on their psychological motivations. Users' can measure product performance using YouTube content shared by users who have used such products. UGC is available for internet users, including to marketers who can observe responses to their products in the comments section. They can evaluate products by monitoring the comments of other YouTube users about the products being reviewed. UGC can also be considered as free marketing for online entrepreneurs, it assists users to identify products and services that satisfy their needs (Geng & Chen, 2021; Chen et al. 2022). Viewers rate products and services, click the "like" button or comment on user experience, at the same time, others can assess the alternatives when deciding for or against a purchase.

It is paramount for most content creators on YouTube to pay attention to their viewers and subscriber base. For creators who have monetized their subscription on YouTube, they contend with creators with similar content to attract viewers to their pages because more views lead to higher ad revenue for the page from YouTube, giving honest and independent review gives credibility on the creator, to maintain the reliability among viewers, content need to be original, truthful and convincing.

For an online entrepreneur, it is an exceptionally cost-efficient advertisement method. YouTube content creators simply communicate their views and knowledge through audio-visual YouTube platform to express the worth of items to public especially those who have the intention to purchase the particular product (Nosita & Lestari, 2019; Assaker, 2019). Based on the above discussion, the following hypotheses are proposed:

H1: User generated content about smartphones on YouTube has a positive effect on perceived credibility.

H2: User generated content about smartphones on YouTube has a positive effect on perceived usefulness

H3: User generated content about smartphones on YouTube has a positive effect on behavioral intention

Figure 2.2 illustrates hypothesis 1 which depicts the relationship of the positive effect of user generated content about smartphones on YouTube and perceived credibility. This relationship exists on the basis that YouTube user generated content positively influences perceived credibility.



Figure 2.2 User generated content and perceived credibility

Source : Geng & Chen (2021); Wang & Scheinbaum (2017)

Figure 2.3 illustrates the constructs showing the relationship to support the study. It shows the relationship between YouTube user generated content and perceived usefulness about smart phones.



Figure 2.3 User generated content and perceived usefulness

Source : Zhou & Xue (2021); Liu & Li (2019)

Figure 2.4 illustrates the constructs showing the relationship to support the study. It shows the relationship between user generated content and behavioral intention to purchase a product/service based on perception of YouTube user generated content.



Figure 2.4 User generated content and behavioral intention

Source : Geng & Chen (2021) Chen et al. (2022)

2.6 Concepts and Theories of Perceived Usefulness

Perceived usefulness is “the degree to which a person believes that using a particular system would enhance his or her job performance”, and this according to Ma et al. (2019) is connected to the expectations that an individual is hopeful of achieving in the end. Accordingly, perceived usefulness may be a consideration that affects the perception of online consumers and how they react to the information provided by others (UGC), it can also progressively produce positive purchase decision (Barman & Martini, 2022; Geng & Chen, 2021). In recognition of the importance of UGC (Park, 2019) stated that users consider content created by others as “user-friendly” particularly when such information easy to assimilate irrespective of the length or resolution of the content.

Nosita and Lestari (2019) in their study on UGC on blogs, they found out perceived usefulness has links aligned to the advantages of blogging and these benefits can prevent losses on time and purchasing the wrong product because of the information accessible on the blogs and the different perspectives when the customer visits different blogs about the same product. This is also applicable to YouTube, where different users generate content on the same product educating users of the platform which would lead to better purchase choice by customers searching for a brand or product (Geng & Chen, 2021).

This research operationalizes perceived usefulness as the usefulness or quality of content being disseminated to other users on the social media platform. This research associate usefulness to terms such as ease of use, actual use, fast, and efficient as outlined by Kornpitack & Sawmong (2022). Thus, UGC on YouTube are based on experiences of users, and this can minimize the perceived risks to online consumers, helping them to make better purchase decisions within shorter time intervals with room for feedback from the comments or review section who can respond to issues raised in the UGC (Geng & Chen, 2021). Based on these assumptions, the following hypothesis is suggested.

H4: Perceived usefulness has a positive effect on behavioral intention to purchase smart phones based on YouTube UGC.

Figure 2.5 shows the relationship between perceived usefulness and behavioral intentions to purchase smart phones based on UGC YouTube videos. It shows the relationship between perceived usefulness and behavioral intention to purchase smart phones based on perception of YouTube user generated content.

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Figure 2.5 Perceived usefulness and behavioral intention

Source : Geng & Chen (2021); Zhou & Xue (2021); Assaker (2019)

2.7 Concepts and Theories of Perceived Credibility

Online consumers today perceive and trust UGC as more credible than PGC (Park & McMahan, 2020), giving credit to YouTube content creators, users tend to consider each other as highly reliable and trustworthy information sources. Ohanian (1990) viewed credibility as positive attributes of a communicator which is used to win influence and create receiver acceptance of the information promoted by the communicator because of the ability of such information to be factual and valuable, allowing users to make better decisions based on such information (Assaker, 2019; Wang & Scheinbaum; 2017). Credibility is built on expertise which comes from knowledge and trustworthiness which comes from the quality of being reliable.

Park and McMahan (2020) in their findings recommended that consumer prefer UGC with regard to trustworthiness over traditional PGC due to the conflict of interest arising from PGC being a promoted effort. This view was also validated by Gao et al. (2021) who found that UGC is increasing in popularity most especially in the tourism and service sector, and hence, it is acknowledged as a marketing strategy in the tourism industry (Sharifi, 2017). In summary, Wang and Scheinbaum (2017) opined that if consumers positively embrace and trust the information irrespective of its source, then, it will be easier to convince consumers into purchasing the items which are the subject of the UGC. With this in mind, the next hypothesis is proposed.

Figure 2.6 shows the relationship between perceived credibility and behavioral intentions to purchase smart phones based on UGC YouTube videos. It shows the relationship between perceived credibility and behavioral intention to purchase smart phones based on perception of YouTube UGC.

It is important to note that the perceived credibility of YouTube UGC is considered crucial to other YouTube users based on the parameters that encourage the purchase decision of users which stems the call to action of the content.

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Figure 2.6 Perceived credibility and behavioral intention

Source : Zhou & Xue (2019); Assaker (2019)

2.8 Concepts and Theories of Behavioral intention to purchase online

Consumers purchase behavior has changed in the last two decades, currently it is possible to have all the information about any product and purchase it without setting foot in any storefront thanks largely to technological developments of the internet and social media applications. Consumers can log into social media platforms like YouTube to seek information about products from UGC including previous customer feedback and experiences from using the same or similar product (Geng & Chen, 2021; Zhou & Xue, 2021). This is because other users experience will serve as guide towards making purchase decisions. Virtually hundreds and thousands of videos exist on YouTube, and more are being uploaded every day to add to the body of UGC reviews on products and services available online. Consumers would normally make purchase decision on products after reading through reviews both from UGC and PGC and analyzing the contents (Park & McMahan, 2020). In the context of the current study, this would be viewing UGC about smart phones and making decisions based on the information of the YouTube video.

Table 2.1: Literature reviews on UGC on YouTube

Authors	Scope
Davis, 1986	Technology Acceptance Model (TAM)
Zhou & Xue, 2021; Assaker, 2019; Wang and Scheinbaum (2017)	Source Credibility Theory (PC)
Geng & Chen, 2021; Nosita & Lestari, 2019	User Generated Content on YouTube (UGC)
Geng & Chen, 2021; Zhou & Xue, 2021; Chen et al. 2022	Perceived Usefulness (PU)

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Table 2.1: (Continue)

Authors	Scope
Geng & Chen, 2021; Zhou & Xue, 2021, Chen et al. 2022	YouTube user's activity Behavioral intention in Online Shopping. (BI)

2.8.1 Behavioral intention to purchase smart phones

The advent of the digital age of today has greatly influenced the use of sophisticated technological devices increasingly in our daily lives. The size, shape and complexity of these devices are also rapidly changing to meet changing consumer tastes and needs (Rahim et al., 2016). The use of these devices has removed barriers with people of various social classes, ages, and income levels all familiar with a wide variety of technological devices and their accessories. One of the indicators of these technological changes is the introduction and development of mobile phones in our daily lives; it has become obvious with limitless uses that go beyond relaxation and entertainment. Today, mobile phone technologies in smart phones are embedded in healthcare products, education, security and many other domains of human existence and considered essential today (Kim et al., 2021; Ain Mohd Paiz et al., 2021; Khalid et al., 2021).

Purchase intent refers to a customer's intention to buy a specific product in the future (Warshaw & Davis, 1985). It demonstrates the consumers' tendency for potential purchasing action, which aids in determining their actual purchasing behavior (Kornpitack & Sawmong., 2021; Rashid et al., 2020). It explains the consumer's product categorization and the formation of their purchasing preference (Li et al., 2021). It refers to a consumer's willingness to purchase a product. The willingness to buy is reflected in the consumer's intention to buy (Yun & Kim, 2021). The traditional five-step process involving knowing the need, searching for accessible information, assessing the alternatives, purchasing the product, and making a post-purchase appraisal can be used to explain consumer intention to purchase and use a product; this applies to both individual product and brand choice (Al-Abdallah et al. 2021).

This traditional purchasing approach is also followed by consumers' intentions to purchase a smart phone, and is evaluated in this study based on user-generated content on the YouTube platform. The UGC content have the ability to influence a customer's purchase decision, what the UGC highlights include the brand name, product quality, product price, recreational capability, function ability, durability, and so on (Geng & Chen, 2021; Trivedi et al., 2021; Zhou & Xue, 2021), which is also true for basic or feature phones. Not minding all these qualities, UGC tends to

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present the product in an unbiased manner, more like a guide to help users in making a choice to purchase by highlighting the qualities that sets the product apart from its competitors or previous versions of the product. Based on these assumptions, the following hypotheses are suggested.

H6: User generated content has indirect effect on behavioral intention to purchase smart phones mediated by Perceived Credibility.

H7: User generated content has indirect effect on behavioral intention to purchase smart phones mediated by Perceived Usefulness.

2.9 Research Conceptual Model

This study adopted the Technology Acceptance Model framework proposed incorporating credibility theory to determine the shoppers' behavioral intention to purchase smart phones in Thailand. Studies conducted by other scholars such as (Geng & Chen, 2021; Zhou & Xue, 2021; Assaker, 2019; Chen et al. 2022) and, found that User Generated Content minimizes risk especially when the information will help potential users of a product in making good choices when shopping. The conceptual model is presented in Figure 2.7

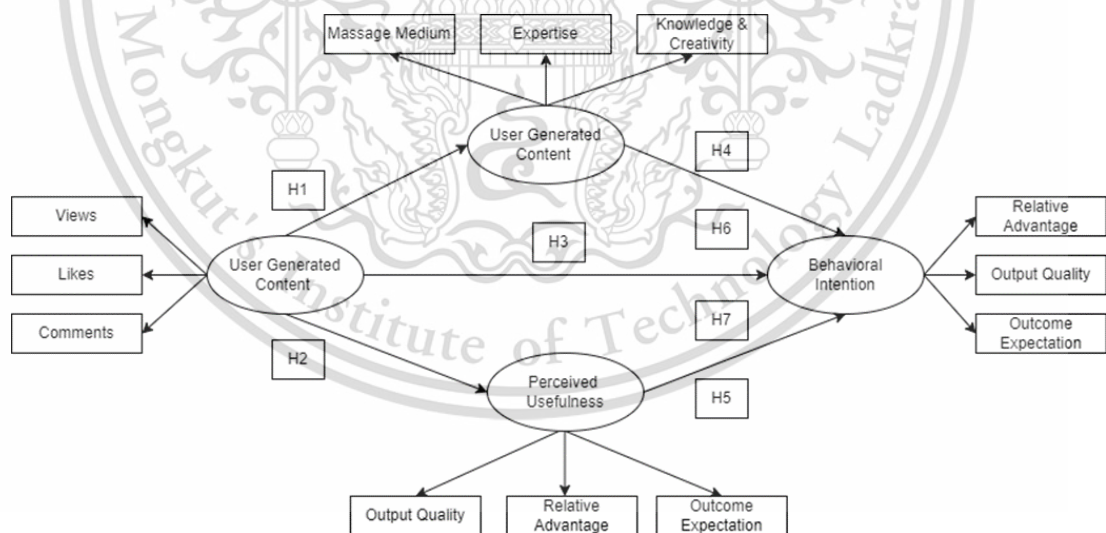


Figure 2.7: Research Conceptual Model

Table 2.2: Summary of the relationship between variables, hypothesis, and researchers

Hypothesis	Relationships	Authors/Relationships
H1	User generated content about smart phones on YouTube has a positive effect on the perceived credibility.	Chen et al. 2022; Geng & Chen, 2021; Zhou & Xue, 2021; Wang & Scheinbaum, 2017
H2	User Generated Content on YouTube about smart phones has a positive effect on the perceived usefulness.	Zhou & Xue, 2021; Liu & Li, 2019; Nosita & Lestari, 2019
H3	User generated content on YouTube has a positive effect on behavioral intention.	Geng & Chen, 2021; Zhou & Xue, 2021;
H4	Perceived usefulness has a positive effect on behavioral intention to purchase smart phones based on YouTube UGC.	Geng & Chen 2021; Assaker, 2019; Liu & Li, 2019; Zhou & Xue, 2021
H5	Perceived credibility has a positive effect on behavioral intention to purchase smart phones based on YouTube UGC.	Zhou & Xue, 2021; Assaker, 2019; Wang & Scheinbaum 2017;
H6	User Generated Content has indirect effect on behavioral intention to purchase smart phones based on YouTube UGC mediated by Perceived Credibility.	Geng & Chen, 2021; Zhou & Xue, 2021; Wang & Scheinbaum, 2017
H7	User generated content have indirect effect toward behavioral intention to purchase smart phones based on mediated by Perceived Usefulness.	Geng & Chen, 2021; Zhou & Xue, 2021

CHAPTER 3

RESEARCH METHODOLOGY

Chapter 3 discusses the methods and techniques to be applied in conducting the present research. The sections discussed will include the research design applied, research methodology, research technique, population and sample size, data collection techniques and analysis as well as the software applied in the data analysis. The research on variables that affect shoppers' behavioral intentions towards user-generated content in Thailand aims to investigate the factors affecting shoppers' intention to be influenced by UGC in their smart phones purchase intentions. The research was designed to adopt the TAM model incorporating two additional variables; user generated content, and the perceived credibility. The study employed (quantitative) research and considered primary data collection from a sample size of 442. Structural Equation Modeling (SEM) was applied to analyze the study data. Secondary sources such as peer-reviewed articles, books, and relevant dissertations to the study were also reviewed. These sources provided insight into each of the identified study variables and the proposed hypotheses.

3.1 Research Design

Research design comprehensively includes all the processes that are adopted in research including identification, selection; processing and analyzing the data, to achieve the stated research objectives of evaluated the stated research hypothesis. This research employed the quantitative survey design of YouTube users in Thailand, where the primary data was collected from the representative sample and analyzed using statistical methods and techniques. The justification for using YouTube to perceive characteristics of UGC on purchase decision about smart phones stems from the understanding of the unique position occupied by YouTube in the social media landscape in Thailand.

3.2 Statistics for Data Analysis

The research employed three types of statistical tests. The first analysis was the descriptive statistics which evaluated the demographic characteristics of the respondents. The metrics

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evaluated include Mean, Standard Deviation, Frequency, Percentages. The other analysis was the evaluation of the model and variable items. These were evaluated by conducting the Confirmatory Factor Analysis (CFA) where reliability and validity tests were done. The last analysis was the evaluation of the hypothesis, which was conducted using Structural Equation Model. This was used to evaluate whether the findings of the study could be representative of the whole population under a 95% confidence level. AMOS was applied to analyze the relationship of the variables using Structural Equation Models (SEM) and based on the conceptual framework of the study.

3.3 Population and Sample

The study population will include YouTube subscribers who log into YouTube at least once a month in Thailand. YouTube has 42.80 million users in Thailand in 2022, according to Google advertising (Kepios, 2022).

Before participating in the survey, respondents were required to answer three eligibility screening questions to determine their country of residence (must be Thailand), age (must be above 18) and YouTube usage. Those who responded to be below 18 years of age or non-residents of Thailand, or do not have YouTube accounts, or have a YouTube account but use it less than once a month were deemed not eligible to take part in the survey, they received a “thank you” message of ineligibility to continue, while those who answered yes to all of the pre-screening questions continued to the main survey section with questions identifying demographic data in the first section of the questionnaire and the main research variables that identified the impact of UGC on perceived credibility, perceived usefulness, and behavioral intention to purchase smartphones based on UGC on YouTube.

Theoretically, stratified random sampling technique is applied in conducting this research study. This is a sampling technique in which samples were obtained from 10 randomly selected technology districts in Thailand, and a minimum of 40 respondents in each district using SEM rule with 12 observed variable studies multiply 20 equal 240 but in this research will add another 160 participants due to each strata limitation of at least 40 respondents from each district, to qualify for analyzing using structural equation modeling. To reduce sampling bias, clear parameters were set in choosing participants. Only YouTube users who log into the platform at least once a month, are over 18 years of age, and reside in Thailand were selected to participate as respondents. The 10 districts covered by the research in the following areas: Bangkok, Chonburi, Nakhon Ratchasima,

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Petchabun, Chiang Mai, Chiang Rai, Khon Kaen, Udon Thani, Phuket, and Songkhla. These were selected because they were the major cities, which are most densely populated and could be the right representation of the technology acceptance behavior in Thailand. To ensure evenness across the selected cities, 40 respondents were selected from each of the 10 cities bringing the total sample to 400. The 10 cities were selected because they are considered a part of Thailand's dense population area and important strategic location district and true representation of tech friendly people using digital platforms such as YouTube to purchase consumer electronics i.e., smart phones (National Statistics Office of Thailand, 2022; Ministry of Commerce of Thailand, 2022). Additionally, 10 city are equally important due to the online behavior that are no different from the city dweller according to Hunt 2019. Thus, will contain a good sizable sample for study.

Table 3.1: Study Areas in Thailand

S/No.	Provinces	Sample Size
1	Bangkok	43
2	Chonburi	47
3	Nakhon Ratchasima	43
4	Petchabun	46
5	Chiang Mai	45
6	Chiang Rai	43
7	Khon Kaen	42
8	Udon Thani	43
9	Phuket	47
10	Songkhla	43
	Total	442

3.4 Research Method

The quantitative methodology was employed to carry out the study on variables that affect shoppers' intentions and attitudes towards user-generated content in Thailand. It involves collecting the data from the sample respondents using a questionnaire and then analyzing them using the SEM technique, to answer the research questions. The quantitative technique relied on the previous

literature; particularly credible articles on the same topic were utilized to build the theories and concepts. This chapter presents the methodology that was adopted in conducting the research, geared towards achieving the objectives and answering the questions of the research as stated in chapter one. The procedure of this study is presented in the following steps.

Step 1: This step involves the review of the relevant literature, theories, concepts, articles, online statistics, and academic papers, which helped in building this research study contention. It is an in-depth study, which helped in evaluating and selecting the study variables, identifying the research problem, and specifying the research gap. From the study, the research objectives and research questions were developed, which were answered, helping in solving the research problems identified, and bridging the research gaps. This led to the development of the conceptual framework, which contains a total of four latent variables consisting of three independent and 1 dependent variable with total of 12 observed variables.

Step 2: This step involved quantitative research. The data was collected from the respondents, and then cleaned/filtered, tested for reliability, and, if satisfactory, an analysis was conducted. The analysis uses the Structural Equation Model (SEM) using AMOS v26.

Step 3: This considered the discussion on literature and international aspect of the research, where the secondary data was applied. It involved collecting information, which could support the quantitative method from sources such as referred journals, articles, books, credible online sources, academic publications, and papers. This enabled the development of the objectives, questions, and hypotheses the research attempts to answer.

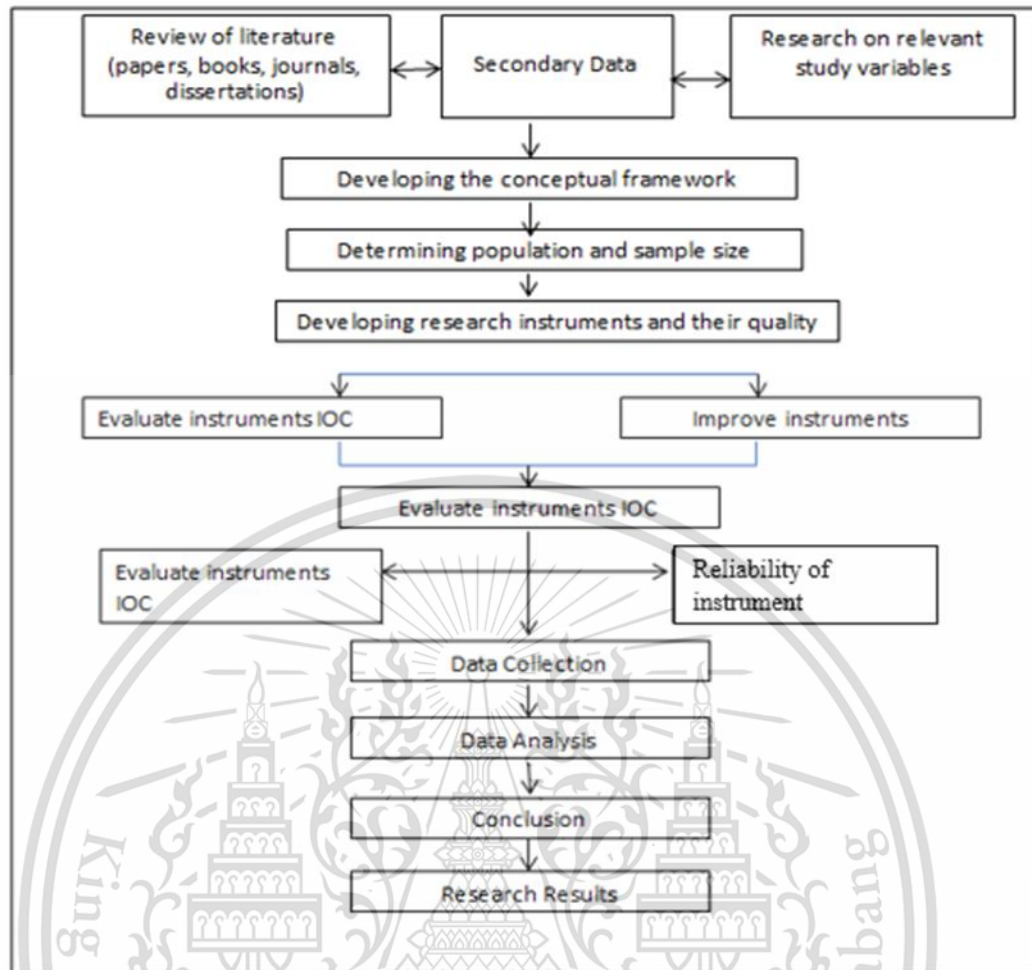


Figure 3.1: Process of Research Methodology

3.5 Research Instrument

7 Step to develop the instrument are as following

1. The preparation of the research questionnaire was developed in reference to previous literature, theories and research conducted in a similar or most-relevant setting.
2. The evaluated models, theories, concepts led to the development of the correlation between dependent variables, and independent variables
3. The questionnaire used to collect data was compliant with the recommended structure. Three experts were consulted to assess the questionnaire's validity and reliability, as well as find the item-objective congruence (IOC) of the questionnaire. The three experts who were consulted for the study include Dr. Vasu Keerativutisest, Dr. Kitti Kaekeaw, and Dr. Bilal Khalid. IOC will help in evaluating the congruence among the

questions contained in the questionnaire, and their ability to tackle the research objectives and questions. The expected level of acceptance was between 0.5 – 1.0 but is lower than 0.5, the questions were improved in order to fit for objectives and questions of study (Turner & Carlson, 2003).

4. The questionnaire was used in English language and also certified by supervisor to ensure the collection of data can be done in its right essence.
5. Cronbach's alpha was used to test the internal consistency or reliability of the collected data. This test is used when the questionnaire used in research has Likert-type questions. For this research, the emphasis is to determine the consistency and reliability of the scale used. The overall IOC score of this research study was 0.90.

3.5.1 The Structure of the Questionnaire and Instruments

The study was organized based on a set of questionnaires. The questions in the questionnaire were adopted from the previously published international studies, concepts, theories and models, and in reference to the research questions. The questions were set to evaluate all the variables of study, including user generate content, perceived credibility, perceived usefulness, and behavioral intention to purchase smart phones based on the UGC on YouTube.

The questionnaire was divided into two sections:

Part 1: Demographic Data – this part was contained 6 questions, which were used to collect personal data of the respondents such as age, gender, educational level, occupation, salary, and current residence location. This was aimed to capture the demographic characteristics of the respondents

Part 2: Latent Variable Questions – this section contained 38 questions, which evaluated the latent variables and their relationships. This section was developed in reference to the previous literature.

3.5.2 Scale development

The scales of each variable derived from previously published international studies. The questionnaire was established with the research questions in mind, and in reference to the conceptual framework. The literature review was also consulted to inform the items designed for each observed variable. The scale development of the latent and observed variables is displayed in Table 3.2 below.

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Table 3.2: Scale Development Table

Latent Variables	Observed Variables	Development of Research Variables	Number of Questions	Form/ Scale
User Generated Content	<ul style="list-style-type: none"> - Views - Likes - Comments 	Geng & Chen, 2021; Zhou & Xue, 2021; Wang & Scheinbaum, 2017	9	Likert
Perceived Usefulness	<ul style="list-style-type: none"> - Output quality - Relative advantage - Outcome expectations 	Zhou & Xue, 2021; Liu & Li, 2019; Nosita & Lestari, 2019	11	Likert
Perceived Credibility	<ul style="list-style-type: none"> - Message medium - Expertise - Knowledge & creativity 	Zhou & Xue, 2021; Assaker, 2019; Wang & Scheinbaum 2017	9	Likert
Behavioral intention to use:	<ul style="list-style-type: none"> - Intention - Prediction - Planning 	Geng & Chen, 2021; Zhou & Xue, 2021; Chen et al. 2022	9	Likert

The model's fitness constructs were analyzed using AMOS software. Although all the measurement scales were obtained from prior studies; however, each of the construct's scale was tested to certify a sufficient level of internal consistency. Findings indicated that the items deployed to evaluate the constructs were considered reliable (> 0.7). The items are scored on a 5-point Likert scale that range from strongly disagree (1) to strongly agree (5). In the Likert scale, the 5-point scale contained the following components:

- '5' – Strongly Agree
- '4' – Agree
- '3' – Neutral (Neither Agree nor Disagree)
- '2' – Disagree
- '1' – Strongly Disagree

The interpretation of the above scales was based on the class intervals, which was obtained as follows.

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$$\begin{aligned}\text{Class Interval} &= (\text{Maximum} - \text{minimum})/(\text{Number of Classes}) \\ &= (5-1)/5 = 0.80\end{aligned}$$

The above calculation shows that the distance between was 0.80, Likert, R. (1932) which was applied in developing the evaluation criteria which is presented in the table below.

Table 3.3: The Variable Explanation Criteria

Level of Average Point	Influence/Behavior	Level of Variable
4.21 – 5.00	Strongly Agree	Strongly Agree
3.41 – 4.20	Agree	Agree
2.61 – 3.40	Neutral	Neutral
1.81 – 2.60	Dissatisfied	Disagree
1.00 – 1.80	Strongly Disagree	Strongly Disagree

3.5.3 User-Generated Content

The questions on the instrument related to user generated content (UGC) were developed and used to inform the research questionnaire. These questions were developed with reference to various researchers such as Geng & Chen, 2021; Zhou & Xue, 2021; Wang & Scheinbaum, 2017; Chen et al, 2022.

Table 3.4: Questions on user-generated content

The variable ‘user-generated content’ is any form of content including videos, images, audio and text posted by users on YouTube.

Question	Researcher	Least → Most				
		1	2	3	4	5
<p>Views</p> <p>If the video about smart phones is viewed by many users, it must be authentic.</p> <p>หากวิดีโอที่เกี่ยวข้องกับสมาร์ตโฟนนั้นมีผู้เข้าชมเป็นจำนวนมาก สามารถสื่อได้ว่ามีความน่าเชื่อถือ</p>	<ul style="list-style-type: none"> - Geng & Chen, 2021 - Zhou & Xue, 2021 - Wang & Scheinbaum, 2017 - Chen et al. 2022 					

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Table 3.4: (Continue)

Question	Researcher	Least → Most				
		1	2	3	4	5
<p>I am satisfied if many people view the UGC video on smart phones.</p> <p>ฉันรู้สึกพึงพอใจถ้าหากวิดีโอที่เกี่ยวกับสมาร์ทโฟนนั้นมีคนเข้าชมเป็นจำนวนมาก</p>						
<p>If the creator of the UGC about smartphones on YouTube has many views, I will believe the claims.</p> <p>หากผู้ที่สร้าง UGC เกี่ยวกับสมาร์ทโฟนบน YouTube นั้นได้รับการเข้าชมเป็นจำนวนมาก ฉันจะเชื่อคำกล่าวอ้างนั้น</p>						
<p>Likes</p> <p>If the video about smart phones is liked by many users, it must be authentic.</p> <p>หากวิดีโอที่เกี่ยวกับสมาร์ทโฟนนั้นมีคนกดถูกใจเป็นจำนวนมาก สามารถสื่อได้ว่าวิดีโอั้นมีความน่าเชื่อถือ</p>						
<p>I am satisfied if many people like the UGC video on smart phones.</p> <p>ฉันรู้สึกพึงพอใจถ้าหากวิดีโอที่เกี่ยวกับสมาร์ทโฟนนั้นมีคนกดถูกใจเป็นจำนวนมาก</p>						

Table 3.4: (Continue)

Question	Researcher	Least → Most				
		1	2	3	4	5
<p>If the creator of the UGC about smart phones on YouTube has many likes, I will believe the claims.</p> <p>หากผู้ที่สร้าง UGC เกี่ยวกับสมาร์ทโฟนบน YouTube นั้นได้รับการกดถูกใจเป็นจำนวนมาก ฉันจะเชื่อคำกล่าวอ้างนั้น</p>						
<p>Comments</p> <p>If the video about smart phones has many comments by users, it must be authentic</p> <p>หากวิดีโอเกี่ยวกับสมาร์ทโฟนนั้นมีผู้แสดงความคิดเห็นเป็นจำนวนมาก สามารถสื่อได้ว่าวิดีโอนั้นมีความน่าเชื่อถือ</p>						
<p>If many people comment positively about the UGC video about smart phones, I am satisfied with the information.</p> <p>ถ้าหากวิดีโอเกี่ยวกับสมาร์ทโฟนนั้นมียอดผู้แสดงความคิดเห็นในเชิงบวกเป็นจำนวนมาก จะทำให้ฉันรู้สึกพึงพอใจ</p>						

Table 3.4: (Continue)

Question	Researcher	Least → Most				
		1	2	3	4	5
<p>If the creator of the UGC about smart phones on YouTube replies upon comments, I will believe the claims.</p> <p>หากผู้ที่สร้าง UGC เกี่ยวกับสมาร์ทโฟนบน YouTube ตอบความคิดเห็นฉันจะเชื่อคำกล่าวอ้าง</p>						

3.5.4 Perceived Usefulness

The questions for this variable were developed into a questionnaire with reference from various researchers such as Geng & Chen 2021; Zhou & Xue, 2021; Assaker, 2019; Liu & Li, 2019.

Instruction: Please answer each of the following questions by ticking (✓) in the blank spaces provided, that matches your opinion. The scale was classified into five levels as follows:

Table 3.5: Questions on perceived usefulness

The variable 'Perceived Usefulness' of UGC on YouTube implies the perception that a UGC YouTube video is considered beneficial to the user.

Question	Researcher	Least → Most				
		1	2	3	4	5
<p>Output quality</p> <p>Purchasing smart phones shown in YouTube UGC enables me to accomplish my shopping activities more quickly.</p>	<ul style="list-style-type: none"> - Geng & Chen 2021 - Zhou & Xue, 2021 - Assaker, 2019 - Liu & Li, 2019 					

Table 3.5: (Continue)

Question	Researcher	Least → Most				
		1	2	3	4	5
การซื้อสมาร์ทโฟนที่แสดงใน YouTube UGC ช่วยให้ฉันทำกิจกรรมการซื้อสินค้าได้รวดเร็วยิ่งขึ้น						
Purchasing smart phones shown in YouTube UGC improved my shopping experience. ประสบการณ์การซื้อสินค้าประเภทสมาร์ทโฟนของฉันดีขึ้นเมื่อได้ดูข้อมูลที่อยู่ใน YouTube UGC						
Purchasing smart phones shown in YouTube UGC increases my overall productivity enabling me to achieve more. การดู/ได้รับข้อมูลจาก YouTube UGC ช่วยทำให้ฉันเลือกซื้อสมาร์ทโฟนได้ถูกใจและประสิทธิภาพตรงตามความต้องการ						
Purchasing smart phones shown in YouTube UGC enhances my effectiveness in my shopping activities (i.e. gain comprehensive knowledge and greater						

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Table 3.5: (Continue)

Question	Researcher	Least → Most				
		1	2	3	4	5
<p>understanding about the phones provided via UGC) การดู/ได้รับข้อมูลจาก YouTube UGC ช่วยทำให้ฉันมีความรู้ และเข้าใจในตัวสินค้าสมาร์โฟนได้ดีก่อนทำการตัดสินใจซื้อ (ความรู้และความเข้าใจที่ดีขึ้นเกี่ยวกับสมาร์โฟน)</p>						
<p>Purchasing smart phones show in YouTube UGC enable to compare alternative products faster การซื้อสมาร์โฟนที่แสดงใน YouTube UGC จะทำให้เปรียบเทียบสินค้าต่าง ๆ ได้เร็วขึ้น</p>						
<p>I would find smart phones shown in YouTube UGC useful in my shopping experience. ฉันพบว่าสมาร์โฟนที่แสดงใน YouTube UGC มีประโยชน์ในการช้อปปิ้งของฉัน</p>						
<p>Relative Advantage Purchasing smart phones shown on YouTube UGC</p>						

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Table 3.5: (Continue)

Question	Researcher	Least → Most				
		1	2	3	4	5
<p>enables me to learn more quickly as compared to other methods.</p> <p>การซื้อสมาร์ทโฟนที่แสดงใน YouTube UGC จะทำให้เข้าใจตัวสินค้าได้เร็วขึ้นเมื่อเปรียบเทียบกับวิธีอื่น ๆ</p>						
<p>Purchasing smart phones presented using UGC on YouTube improves the quality of my product experience.</p> <p>การซื้อสมาร์ทโฟนที่นำเสนอโดยใช้ UGC บน YouTube ช่วยเพิ่มคุณภาพเกี่ยวกับประสบการณ์ใช้ผลิตภัณฑ์ของมัน</p>						
<p>Outcome Expectation</p> <p>If I purchase smart phones shown in YouTube UGC, I will receive a better overall experience.</p> <p>ถ้าฉันซื้อสมาร์ทโฟน โดยตัดสินใจเลือกจากข้อมูลที่แสดงใน YouTube UGC จะทำให้ฉันได้รับประสบการณ์โดยรวมที่ดีขึ้น</p>						

Table 3.5: (Continue)

Question	Researcher	Least → Most				
		1	2	3	4	5
<p>If I purchase smart phones shown in YouTube UGC, my friends will perceive me as competent</p> <p>ถ้าฉันซื้อสมาร์ทโฟน โดยตัดสินใจเลือกจากข้อมูลที่แสดงใน YouTube UGC นั้น จะคู่มือมีความรู้เมื่ออยู่ท่ามกลางหมู่เพื่อน</p>						
<p>If I purchase smart phones in YouTube UGC, I will increase my chances of advancing to the next level</p> <p>ถ้าฉันซื้อสมาร์ทโฟน โดยตัดสินใจเลือกจากข้อมูลที่แสดงใน YouTube UGC จะทำให้ความสามารถของฉันดีขึ้น</p>						

3.5.5 Perceived Credibility

The questions related to the perceived credibility were developed and used to inform the research questionnaire. These questions were developed with reference to various researchers such as Zhou & Xue, 2021; Assaker, 2019; Wang & Scheinbaum 2017; Barman & Martini, 2022.

Table 3.6: Questions on perceived credibility

The variable 'Perceived Credibility' refers to the extent to which a YouTube user considers information on the platform to be authentic.

Question	Researcher	Least → Most				
		1	2	3	4	5
<p>Message Medium</p> <p>I consider message about smart phones shown in YouTube UGC as being credible.</p> <p>ฉันพิจารณาว่าข้อความที่ใช้สื่อสารเกี่ยวกับสมาร์ทโฟนใน YouTube UGC นั้นมีความน่าเชื่อถือ</p>	<ul style="list-style-type: none"> - Zhou & Xue, 2021 - Assaker, 2019 - Wang & Scheinbaum 2017 - Barman & Martini, 2022 					
<p>Messages on smart phones shown in YouTube UGC are detailed enough to my liking.</p> <p>ข้อความที่ใช้สื่อสารเกี่ยวกับสมาร์ทโฟนใน YouTube UGC นั้นมีรายละเอียดเพียงพอที่จะให้ฉันพึงพอใจ</p>						
<p>The messages on smart phones shown in YouTube UGC serve the purpose.</p> <p>ข้อความที่ใช้สื่อสารเกี่ยวกับสมาร์ทโฟนใน YouTube UGC นั้นตอบวัตถุประสงค์</p>						
<p>The messages on smart phones shown on YouTube UGC are just about right.</p>						

Table 3.6: (Continue)

Question	Researcher	Least → Most				
		1	2	3	4	5
ข้อความที่ใช้สื่อสารเกี่ยวกับ สมาร์ตโฟนใน YouTube UGC นั้นค่อนข้างถูกต้อง						
Expertise YouTube UGC creators reviewing smart phones can be regarded as experienced in their fields relate on their topic. ผู้ที่ทำการรีวิวสมาร์ตโฟนใน YouTube UGC สามารถเชื่อ ได้ว่าผู้รวิวนั้นมีความ เชี่ยวชาญในสาขานั้นๆ ของ ตนจึงมาให้ข้อมูล						
YouTube UGC creators provide detailed analysis of the smart phones on offer to enable me make purchase decisions easily. ที่ทำการรีวิว และวิเคราะห์ ข้อมูลของ สมาร์ตโฟนใน YouTube UGC ได้อย่าง ละเอียด ช่วยให้เราตัดสินใจ ซื้อได้ง่ายขึ้น						
Knowledge and Creativity YouTube UGC are creators are knowledgeable in their fields.						

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Table 3.6: (Continue)

Question	Researcher	Least → Most				
		1	2	3	4	5
ผู้สร้าง YouTube UGC นั้นมี ประสบการณ์ในความ เชี่ยวชาญของตน						
The videos about smart phones on YouTube are very creative to my liking. วิดีโอ ที่เกี่ยวกับสมาร์ต โฟนบน YouTube นั้นมี ความคิดสร้างสรรค์จนทำให้ ฉันรู้สึกชอบ						
I consider UGC videos about smart phones on YouTube as educative, thrilling and entertaining. ฉันคิดว่าวิดีโอ UGC เกี่ยวกับ สมาร์ตโฟน บน YouTube นั้นให้ความรู้ ความตื่นเต้น และความบันเทิง						

3.5.8 Behavioral Intention to Purchase

The questions related to the behavioral intention to use was developed with reference to various researchers such as Geng & Chen, 2021; Zhou & Xue, 2021; Chen et al. 2022; Barman & Martini, 2022.

An example of a questionnaire related to Behavioral Intention to purchase is presented below.

Instruction: Please answer each of the following questions by ticking (✓) in the blank spaces provided, that matches your opinion. The scale is classified into five levels as follows:

Table 3.7: Questions on behavioral intention to purchase

The variable 'Behavioral Intention to purchase' implies the person's intention to accomplish an action, which could forecast a given behavior when an entity acts willingly.

Question	Researcher	Least → Most				
		1	2	3	4	5
I intend to use the information from YouTube UGC to make a purchase decision on smart phones immediately. ฉันเลือกใช้ข้อมูลจาก YouTube UGC ที่เพียงพอแล้ว สำหรับการตัดสินใจซื้อสมาร์ทโฟนได้ทันที	- Daugherty et al. (2008) - Lee, Lee & Jeon (2017) - Chiu, Kim & Won, (2018) - Park & McMahan, (2020) - Shulga et. al. (2018)					
I intend to use the information from YouTube UGC to make a purchase decision on smart phones in the future. ฉันตั้งใจที่จะใช้ข้อมูลจาก YouTube UGC เพื่อตัดสินใจซื้อสมาร์ทโฟนในอนาคต						
I will consider using the information from YouTube UGC to make purchase decision on smart phones at some point. ฉันพิจารณาว่าฉันเลือกใช้ข้อมูลจาก YouTube UGC เพื่อตัดสินใจซื้อสมาร์ทโฟนในบางครั้ง						

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Table 3.7: (Continue)

Question	Researcher	Least → Most				
		1	2	3	4	5
<p>Prediction</p> <p>I predict purchasing smart phones shown on YouTube UGC immediately.</p> <p>ฉันคาดว่าจะใช้ข้อมูลที่แสดงบน YouTube UGC เพื่อซื้อสมาร์ทโฟนได้ทันที</p>						
<p>I predict I will consider purchasing smartphone show on YouTube UGC in the future.</p> <p>ฉันคาดว่าจะฉันเลือกใช้ข้อมูลจาก YouTube UGC เพื่อตัดสินใจซื้อสมาร์ทโฟนในอนาคต</p>						
<p>I predict I will consider purchasing smart phones shown on YouTube UGC for various purposes.</p> <p>ฉันคาดว่าจะฉันเลือกใช้ข้อมูลจาก YouTube UGC เพื่อซื้อสมาร์ทโฟน เมื่อมีวัตถุประสงค์ที่หลากหลาย</p>						
<p>Planning</p> <p>I plan to purchase smart phones shown on YouTube UGC immediately.</p> <p>ฉันวางแผนไว้ว่าจะใช้ข้อมูลจาก YouTube UGC เพียง</p>						

Table 3.7: (Continue)

Question	Researcher	Least → Most				
		1	2	3	4	5
แหล่งเดียวก็พอแล้วสำหรับการตัดสินใจซื้อสมาร์ทโฟนได้ทันที						
I plan to purchase smart phones shown on YouTube UGC in the future. ฉันวางแผนไว้ว่าจะเลือกใช้ข้อมูลจาก YouTube UGC เพื่อตัดสินใจซื้อสมาร์ทโฟนในอนาคต						
I plan to purchase smart phones shown on YouTube UGC at some point. ฉันวางแผนไว้ว่าฉันจะเลือกใช้ข้อมูลจาก YouTube UGC เพื่อตัดสินใจซื้อสมาร์ทโฟนในบางครั้ง						

Table 3.8: Structure of the study questionnaire

Variable	Total Questions	Question Number	Form / Scale
Part 1: Demographic Data	5	-	Nominal Scale
Part 2: Latent Variable Questions	38	-	Likert Scale
3.2 User-Generated Content		1-9	
3.2.1 Views	3		
3.2.2 Likes	3		
3.2.3 Comments	3		
3.3 Perceived Usefulness		10-20	

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Table 3.8: (Continue)

Variable	Total Questions	Question Number	Form / Scale
3.3.1 Output quality	6		
3.3.2 Relative Advantage	2		
3.4.2 Outcome Expectations	3		
3.4 Perceived Credibility:		21-29	
3.4.1 Message Medium	4		
3.4.2 Expertise	2		
3.4.3 Knowledge & Creativity	3		
3.5 Behavioral Intention to Use		30 – 38	Likert Scale
3.5.1 Intention	3		
3.5.2 Prediction	3		
3.5.3 Planning	3		

3.5.9 Quality of Instruments

It was important to evaluate whether the instrument used to collect data for the research was in quality standard. To check the quality standard of the instruments, its validity and reliability status was evaluated as discussed in the following sections.

3.6 Quantitative Data Collection

The research study has applied quantitative research approach, where data was collected using primary and secondary sources. The following procedure was adopted in the data collection process.

3.6.1 Primary Data

1. This first section involved getting authentication and consent from the concerned stakeholders, the Program Chair of MBA Program. Asst. Prof. Dr. Singha Chaveesuk and the Human Ethics Research Committee endorsed by KMITL Research Innovation Service division of KMITL university.

2. The second step after getting the relevant permission to collect data was sending the questionnaires to the chosen sample. All the respondents were required to fill out their respective answers in the questionnaire.
3. The third section involved the examination and evaluation of the completeness of the questionnaire, followed by the actual data collection and analysis.

3.6.2 Secondary Data

The secondary data involved the data collected from various sources covering concepts, theories, literature, academicians, books, statistical data, journals and articles, and other publications by national and international researchers. The data collected from secondary sources were used to develop the study, research objectives, and hypotheses, as well as comparing the results of the data analysis in the discussion sections.

3.7 Data Analysis

After the questionnaires were received from all the respondents, the first step in data analysis after collection was cleaning it. This involved checking whether all questions have been answered, removing questions with missing values, and outliers. They were analyzed to evaluate their correctness, validity and reliability. This involved the removal of the missing data, checking for the outliers and removing them, and any values, which seem not to align with the rest of data. The study applied a level of significance of 5%, which implies that the statistical alpha $\alpha = 0.05$. The following analysis procedure was adopted:

1. The first analysis was the calculation of the **descriptive statistics**. The descriptive statistics involves calculating the characteristics of the variables used in the data, i.e. mean, standard deviation, percentiles, skewness, and kurtosis. The purpose of conducting the descriptive analysis was to understand the characteristic behavior of the data, before engaging in advanced statistical analysis.
2. The second analysis of the data was carrying out the diagnostic tests. The diagnostic tests were carried out to ascertain the statistical soundness of the study data. Some of the diagnostic tests included:
 - a) **Normality Test** – which is based on Greene (2008), who argued that the error terms of a liner regression should be normally distributed? The normality tests

were conducted using Skewness and Kurtosis following the recommendations of Hoolland (1998).

- The third analysis was **Multicollinearity Test**. Pearson's Correlation descriptive statistics was carried out to measure the correlation between and among the study variables. The correlation analysis consideration criteria are presented below:

Table 3.9: Levels of Correlation coefficient

Correlation Coefficient (r)	Levels of relationships
$r > 0.8$	Very high
$0.6 < r < 0.8$	Quite high
$0.4 < r < 0.6$	Moderate
$0.2 < r < 0.4$	Quite low
$r < 0.2$	Low

Source: Akram, Ajmal & Munir (2008)

3.7.1 Confirmatory Factor Analysis (CFA)

The Confirmatory Factor Analysis (CFA) was applied to examine the model fitness and accuracy of the scale, in terms of the relationship between the independent variables and dependent variables. The statistical analysis involved the covariance analysis on the variance analysis of all the variables to be used in the overall study, which is in compliance with the SEM to confirm its accuracy and completeness. The congruence evaluation between the conceptual framework and the empirical data were also conducted. The fit indices details are presented in Table 3.10

Table 3.10: Congruence Evaluation Table between the conceptual framework and empirical data

Statistics	Symbol	Objectives	Statistics showing congruence between empirical data and conceptual framework
Chi-squares	X^2	To test the congruence of empirical data and conceptual framework	Ns. ($p > 0.05$)

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Table 3.10: (Continue)

Statistics	Symbol	Objectives	Statistics showing congruence between empirical data and conceptual framework
Relative Chi-square	X^2/df	To test the congruence of empirical data and conceptual framework	$X^2/df < 2.00$
Goodness of Fit Index	GFI	To measure GFI, between 0-1.00	>0.90
Comparative Fit Index	CFI	To Compares the fit of a target model to the fit of an independent, or null, model	>0.90
Normed Fit Index	NFI	Measures NFI between 0 and 1	>0.90
Tucker Lewis index	TLI	To measure TLI, between 0-1.00	>0.90
Root mean square of approximation	RMSEA	To show conceptual framework errors in for of RMSEA between 0-100	<0.05

Source: Wheaton, Muthen, Alwin and Summers (1977)

3.7.2 The Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) was applied to evaluate the main objectives of the study variables that influence shoppers' behavioral intention towards UGC about smart phones on YouTube by integration of Perceived Credibility and User Generated Content to TAM model. SEM is a quantitative research technique, which is suitable for showing the causal relationships among the study variables. The analysis is usually based on the study hypothesis. The analysis involved evaluating the latent variables (independent variables effect on dependent variables) guided by the stated hypotheses. The actual data analysis was carried out using Structural Equation Modeling (SEM) to evaluate the relationship between dependent and independent variables. The data was analyzed using SPSS, Amos version 26 to conduct the statistical analysis.

3.7.3 Validity and Reliability of the Instruments

To evaluate the validity of the instruments, the Item of Congruence (IOC) was used. A team of 3 experts including academicians and executives, who were conversant with YouTube, were requested to measure whether the questions were appropriate, and if any improvements were needed. In addition to this evaluation, there were the instrument calculation for the IOC between each question and variables, questions that have an IOC greater than 0.5 was considered appropriate. The calculation process is presented below.

$$IOC = \frac{\sum R}{N}$$

Where: R = Congruence value of each Questions

N = the number of experts

1 = Congruent

0 = Uncertainty

-1 = Incongruent

The IOC ranges from -1 to +1. Hence, a question was considered good the closer it is to +1. The questions having an IOC, which is less than 0.6, was revised, while those with IOC less than 0.5 was excluded from the questionnaire (Turner & Carlson, 2003). The range of IOC included:

+1 = the questions were found to be congruent with the content

0 = the questions are uncertain if the questions would be congruent with the content

-1 = the questions are found to be incongruent with the content

The consideration criteria for the IOC were as follows:

1. Questions having IOC between 0.5 – 1.00 = Valid and can be used
2. Questions with IOC below 0.5 = To be revised

To assure the consistency and validity of the research instrument, the questionnaire was assessed by three lecturers and my supervisor, all possess abundance of knowledge and expertise in research and YouTube application to consider and review whether all details were simple to comprehend and meet the points or not. The results show that for most of the items, the experts indicated that +1, which implies that the questions were congruent with the content. The average

total IOC was 0.90 which was close to +1. Averagely, the congruency and validity of the questions were confirmed. The result of the IOC is presented in Table 3.11 below.

Table 3.11: IOC Results

Item Number	IOC	Item Number	IOC
Perceived1	1	Planning3	0.67
Perceived2	0.67	Views1	1
Perceived3	0.67	Views2	1
Perceived4	0.67	Views3	1
Perceived5	0.67	Likes1	1
Perceived6	1	Likes2	1
Relative1	1	Likes3	1
Relative2	1	Comments1	1
Outcome1	1	Comments2	1
Outcome2	0.67	Comments3	1
Outcome3	1	Message1	1
Intention1	1	Message2	1
Intention2	0.67	Message3	1
Intention3	0.67	Message4	1
Prediction1	0.67	Expertise1	1
Prediction2	0.67	Expertise2	1
Prediction3	1	Knowledge1	1
Planning1	0.67	Knowledge2	1
Planning2	0.67	Knowledge3	1
IOC Total Score 0.90			

3.8 Reliability of the Instruments

To evaluate the reliability of the instrument, the Cronbach's Alpha was calculated to evaluate the questionnaire, Cronbach's Alpha greater than 0.7 was considered acceptable based on

the recommendations of Gliem and Gliem (2003). Cronbach's Alpha was evaluated using the following criteria.

Table 3.12: Cronbach's Alpha Criteria

Cronbach's Alpha	External Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Gliem & Gliem, (2003)

The formula for developing the Cronbach's Alpha is presented by Gliem and Gliem (2003). The coefficient of alpha ranges from 0 – 1 where, as presented in the above criteria, the higher the Cronbach's Alpha, the better the reliability of the questions. The calculations are presented below:

$$\alpha = \frac{K}{K - 1} \left[1 - \frac{\sum S_i^2}{S_t^2} \right]$$

Where: α = Reliability coefficient

k = The number of questions of the instrument

S_i^2 = Variance of score in each question

S_t^2 = Variance of total score of all respondents

In the interpretation of results, the Cronbach's Alpha coefficient would be considered acceptable if above 0.70. However, if it is below 0.7, it would be necessary to re-evaluate the questions of the questionnaire.

To check the accuracy and internal consistency of the instruments, a pilot study sample (n = 30) was conducted before conducting the actual data for Thailand, (n = 442). The study used SPSS version 26 to conduct Cronbach's tests, which should be above 0.70. The reliability of the questions used in the questionnaire was evaluated using Cronbach's alpha and illustrated in Table

3.13. The overall Cronbach's alpha was found to be 0.965 which indicated that the reliability of the items used in the model was excellent. In addition, the reliability of each item/question used in the question was evaluated and it was all above 0.9. This indicated that for all the questions, their reliability was excellent, and hence confirming the reliability of the questions used in the study.

Table 3.13: Cronbach's Alpha Results

Questions	Cronbach's Alpha
Views1	0.964
Views2	0.963
Views3	0.964
Likes1	0.964
Likes2	0.964
Likes3	0.964
Comments1	0.963
Commenst2	0.964
Commenst3	0.963
Perceived1	0.963
Perceived2	0.964
Perceived3	0.964
Perceived4	0.963
Perceived5	0.964
Perceived6	0.964
Relative1	0.964
Relative2	0.963
Outcome1	0.964
Outcome2	0.964
Outcome3	0.964
Message1	0.965
Message2	0.964
Message3	0.964
Message4	0.964

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Table 3.13: (Continue)

Questions	Cronbach's Alpha
Expertise1	0.964
Expertise2	0.964
Knowledge1	0.964
Knowledge2	0.963
Knowledge3	0.963
Intention1	0.963
Intention2	0.964
Intention3	0.964
Prediction1	0.963
Prediction2	0.964
Prediction3	0.964
Planning1	0.963
Planning2	0.963
Planning3	0.963
Total Cronbach's Alpha 0.965	

3.9 Ethical considerations

In this study, ethical consideration was a critical aspect from the start to the end of the research. First, the researcher sought all the relevant and required permission in concerned stakeholders before collecting the data. The study also ensured that the collected data was only applied for the purpose of the objective stated in this study only. The personal information collected from the respondents were held confidentially and never shared with any third parties. All the information collected from the respondents was maintained with full privacy to ensure their dignity and confidentiality. Also, the researcher was trained and holds the license to conduct the research issued by NIDA Clinical Trials Network, United States.

3.9.1 Conclusions

This chapter has described the methodology that was applied in carrying out the research of the study. The study adopted quantitative research; the study used primary data collected using a questionnaire from the representative sample. The primary data were analyzed using statistical techniques such as descriptive statistics, skewness & kurtosis, correlation analysis, CFA, and SEM. Also, the review of literature was utilized to support the results with international studies based on previous literature, which are related to the topic of study, such as relevant books, articles from referred journals, academic publications, and presentations



CHAPTER 4

RESEARCH FINDINGS

This chapter presents the findings of this research based on the statistical outcomes and with reference to the research objectives. This research findings are organized as follows: Descriptive statistics (Frequency, Percentages, Mean, Standard Deviation); Inferential Statistics (Skewness, Kurtosis, Pearson Correlations, Cronbach Alpha); Model Evaluation (Confirmatory factor analysis) Hypothesis Evaluation (Structural equation modeling). The analysis performed for each hypothesis are presented below.

Objective 1: To study the components of User Generated Content, Perceived Credibility, and Perceived Usefulness that influence purchase of Smart Phones by Thai YouTube Users

- Normality Test and Pearson Correlations
- Multicollinearity, Reliability and Validity Test
- Confirmatory Factor Analysis & Structural Equation Modelling

Objective 2: To analyze the influence of User Generated Content, Perceived Credibility, and Perceived Usefulness on Purchase Decisions of Thai YouTube Users.

- Normality Test and Pearson Correlations
- Multicollinearity, Reliability and Validity Test
- Confirmatory Factor Analysis & Structural Equation Modelling

Objective 3: To develop the structural models of the shopper's behavioral intention to purchase smart phones based on YouTube User Generated Content.

- Confirmatory Factor Analysis & Structural Equation Modelling

4.1 Demographic Characteristics

This section conducted the descriptive statistics analysis of the demographic characteristics of the respondents. The demographic evaluated included age, gender, education level and number of hours the respondents spend on YouTube. Considering gender, majority respondents were female (56.6%) while men were the least (43.4%). Considering the age variable, the majority were aged 31 – 40 years (34.8%) followed by age-group 41-50 years (30.3%) while the least age group

as 51-60 years (8.6%). The other variable was the hours the respondents spent watching YouTube videos. The majority indicated 1-2 hours daily (45%) followed by 2-3 hours daily. The least indicated 3-4 hours daily (2.7%). A summary of the demographic characteristics is presented in Table 4.1.

Table 4.1: Demographic Characteristics of the Respondents

Demographics	Variables	Frequency	Percent
Gender	Male	192	43.4
	Female	250	56.6
Age	18 - 30 years	116	26.2
	31 - 40 Years	154	34.8
	41 - 50 Years	134	30.3
	51 - 60 Years	38	8.6
Education	High School or Lower	35	7.9
	Certificate / Diploma	155	35.1
	Bachelor's Degree	203	45.9
	Post-Graduate or Higher	49	11.1
YouTube hours	Less than an hour	84	19
	1-2 hours	199	45
	2-3 hours	147	33.3
	3-4 hours	12	2.7
	Total	442	100

4.2 Descriptive Statistics

The descriptive statistics of the variables were investigated. The observed variables for each latent variable descriptive statistics were calculated in terms of their maximum value, minimum value, mean and standard deviation.

4.2.1 User Generated Content Descriptive Statistics

The descriptive statistics for the user generated content indicates that the mean responses ranged between 3.9299 to 3.7798 with an average of 3.8660. The standard deviation for the three observed variables ranged between 0.66542 to 0.72931 with an average of 0.69435. For all the cases, the minimum was 1.33 while the maximum was 5. The results are summarized in Table 4.2 below.

Table 4.2: User Generated Content Descriptive Statistics

Observed Variables	Minimum	Maximum	Mean	Standard Deviation
Views	2	5	3.9299	0.66542
Likes	1.33	5	3.8884	0.68832
Comments	1.33	5	3.7798	0.72931
Average	1.55	5	3.8660	0.69435

4.2.2 Perceived Usefulness Descriptive Statistics

The descriptive statistics for the perceived usefulness indicates that the mean responses ranged between 3.7074 to 3.8654 with an average of 3.8013. The standard deviation for the three observed variables ranged between 0.65137 to 0.74344 with an average of 0.69309. For all the cases, the minimum was 1.5 while the maximum was 5. The results are summarized in Table 4.2 below.

Table 4.3: Perceived Usefulness Descriptive Statistics

Observed Variables	Minimum	Maximum	Mean	Standard Deviation
Output Quality	2	5	3.8311	0.65137
Relative Advantage	1.5	5	3.8654	0.74344
Outcome Expectations	1.67	5	3.7074	0.68446
Average	1.723333	5	3.8013	0.69309

4.2.3 Perceived Credibility Descriptive Statistics

The descriptive statistics for the perceived credibility indicates that the mean responses ranged between 3.6097 to 3.8043 with an average of 3.7210. The standard deviation for the three

observed variables ranged between 0.71717 to 0.76192 with an average of 0.74257. For all the cases, the minimum was 1 while the maximum was 5. The results are summarized in Table 4.4 below.

Table 4.4: Perceived Credibility Descriptive Statistics

Observed Variables	Minimum	Maximum	Mean	Standard Deviation
Message Medium	1.25	5	3.6097	0.74828
Expertise	1.5	5	3.8043	0.71717
Knowledge & Creativity	1.0	5	3.7489	0.76192
Average	1.25	5	3.720967	0.742457

4.2.4 Behavioral Intention to Use Descriptive Statistics

The descriptive statistics for the behavioral intention to use indicates that the mean responses ranged between 3.7496 to 3.8333 with an average of 3.7931. The standard deviation for the three observed variables ranged between 0.70685 to 0.71772 with an average of 0.71633. For all the cases, the minimum was 1.33 while the maximum was 5. The results are summarized in Table 4.5 below

Table 4.5: Behavioral Intention to Use Descriptive Statistics

Observed Variables	Minimum	Maximum	Mean	Standard Deviation
Intention	1.33	5	3.7496	0.71033
Prediction	1.33	5	3.7964	0.70685
Planning	1.33	5	3.8333	0.71772
Average	1.33	5	3.7931	0.71633

4.3 Normality Test and Correlation Analysis

This section conducted the normality tests and the correlation of the variables in the model.

4.3.1 Normality Test

Normality tests are conducted to determine the probability that the samples used in the study is drawn from a normally distributed population. The normality tests are presented in Table 4.3, where all the observed variables are tested. The observed variables tested were for user generated content 3 observed variables (views, likes, comments), perceived usefulness 3 observed variables (perceived usefulness, relative advantage, outcome expectation), perceived credibility 3 observed variables (message medium, expertise, knowledge & creativity), behavioural intention to purchase 3 observed variables (intention, prediction, planning).

Table 4.6: Normality Tests

Variables	Skewness	Kurtosis	Normality Satisfied?
User-Generated Content			
● views	-0.318	-0.227	Yes
● likes	-0.158	-0.309	Yes
● comments	-0.154	-0.331	Yes
Perceived Usefulness			
● Output Quality	-0.003	-0.558	Yes
● Relative Advantage	-0.142	-0.509	Yes
● Outcome Expectation	-0.176	-0.122	Yes
Perceived Credibility:			
● Message Medium	-0.339	-0.017	Yes
● Expertise	-0.189	-0.278	Yes
● Knowledge & Creativity	-0.323	0.12	Yes
Behavioural intention to use			
● Intention	-0.082	-0.198	Yes
● Prediction	-0.077	-0.238	Yes
● Planning	-0.12	-0.385	Yes

The skewness and kurtosis technique were applied in evaluating whether the observed variables were normally distributed. Hooland (1998) asserts that for the distribution to be normally distributed, kurtosis should not exceed 1.5 and skewness should not exceed 0.75 in absolute values.

From the skewness and kurtosis results presented in the Table 4.2, none of them exceeded the set threshold. As a result, the variables were considered to follow a normal distribution.

4.3.2 Multicollinearity Test

Correlation analysis was used to evaluate the relationship existing between the observed variables as a test for multicollinearity. Multicollinearity is a situation where two or more predictors are highly linearly related. The correlation of concern was the observed variables which belonged to the same latent variable. If the correlation coefficient is greater than 0.8, the variables are considered to be suffering from multicollinearity problem (Shrestha, 2020). Pearson's moment correlation was carried out. From the results in Table 4.3 below, the correlation coefficients for user-generated content ranged between 0.715 and 0.76; the correlation coefficients for perceived usefulness ranged between 0.675 and 0.793; the correlation coefficients for perceived credibility ranged between 0.449 and 0.705; while the correlation coefficients for behavioural intention to use ranged between 0.520 and 0.728. None of this correlation exceeded 0.8 hence the conclusion that multicollinearity was not a problem in the study.

Table 4.7: Correlation Analysis

	views	likes	comments	Perceived Usefulness	Relative Advantage	Outcome Expectancy	Message Medium	views	likes	comments	Perceived Usefulness	Relative Advantage
views	1											
likes	.767**	1										
comments	.715**	.740**	1									
Perceived Usefulness	.675**	.697**	.757**	1								
Relative Advantage	.610**	.654**	.678**	.793**	1							
Outcome Expectation	.516**	.483**	.534**	.573**	.538**	1						
Message Medium	.449**	.477**	.514**	.547**	.465**	.584**	1					
Expertise	.555**	.551**	.538**	.620**	.609**	.527**	.564**	1				
Knowledge & Creativity	.568**	.578**	.596**	.641**	.611**	.567**	.596**	.705**	1			
Intention	.520**	.523**	.556**	.621**	.558**	.581**	.537**	.573**	.581**	1		
Prediction	.582**	.539**	.549**	.628**	.571**	.596**	.587**	.606**	.666**	.789**	1	
Planning	.572**	.546**	.567**	.646**	.589**	.558**	.572**	.611**	.645**	.778**	.728**	1

4.4 Model Evaluation

The proposed model was evaluated using several techniques, including the confirmatory factor analysis (CFA), reliability analysis and validity analysis. The CFA was used to test the hypothesis that a relationship between observed variables and their underlying latent constructs exists. The CFA was conducted for the four latent variables of the study, which were User-Generated Content (UGC), perceived usefulness (PU), perceived credibility (PC) and Behavioural intention to use (BI). The results for CFA analysis are presented in the graph below.

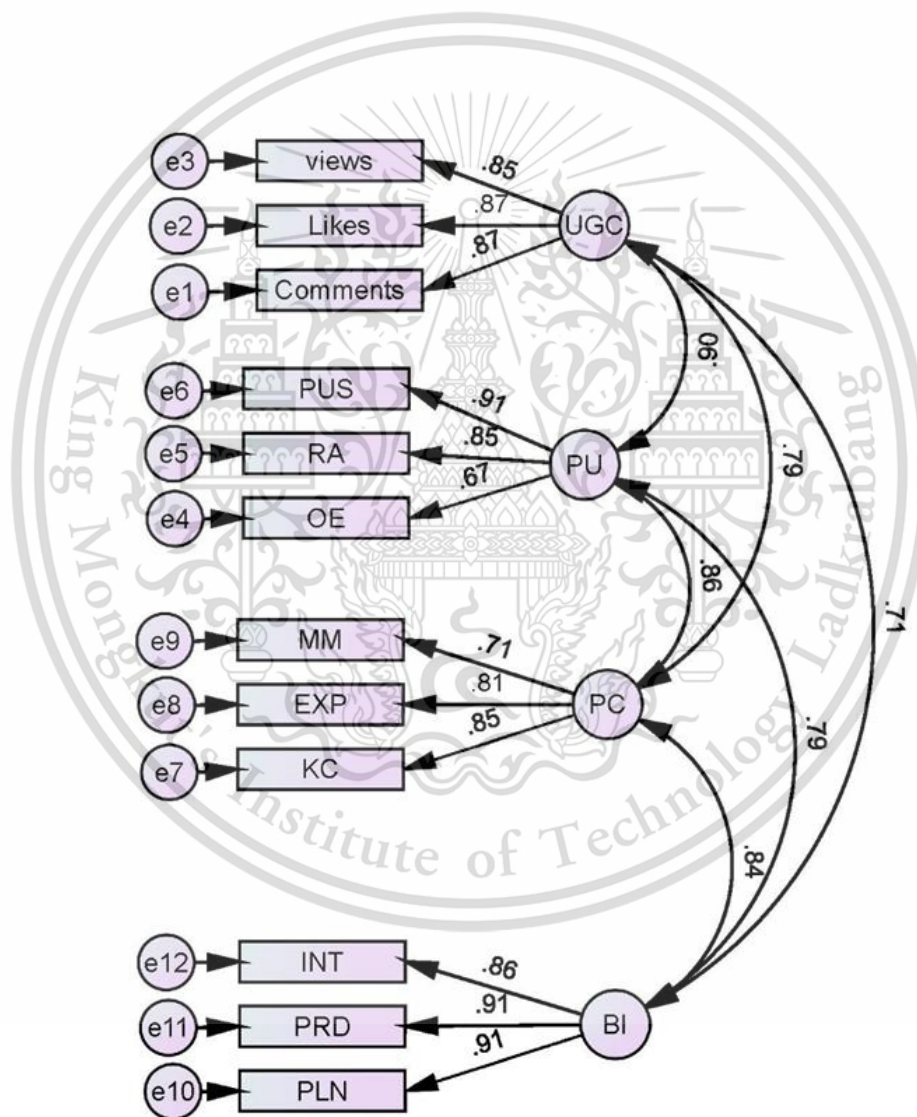


Figure 4.1: Confirmatory Factor Analysis Model

$X^2=155.084$, $df=48$, $CMIN/DF = 3.231$, $NFI = 0.964$, $RFI = 0.951$, $IFI = 0.975$, $TLI =$

0.966 , $CFI=0.975$, $GFI=0.944$, $AGFI = 0.909$, $RMR = 0.018$, $RMSEA = 0.071$.

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The results indicated that the chi-square $\chi^2=155.084$, $df = 48$ and $CMIN/DF = 3.231$ which was below 5.0 indicating acceptable model fit (Marsh & Hocevar, 1985). The $NFI = 0.964$, $RFI = 0.951$, $IFI = 0.975$, $TLI = 0.966$, $CFI=0.975$, $GFI=0.944$, $AGFI = 0.909$. All these fitness tests were >0.90 indicating good levels of fitness between the model and the data (Bentler, 1990; Cole, 1987; Marsh, Balla & McDonald, 1988). Additionally, $RMSEA = 0.071$ and $RMR = 0.018$, which suggested a reasonably good model data fit (Jöreskog & Sörbom, 1993). Since the model fitness with the data was satisfactory based on the result, it was considered suitable to evaluate the hypothesis using the model.

Before conducting the hypothesis evaluation, the model was evaluated for reliability and validity. The reliability of the constructs was evaluated using Cronbach's alpha and convergent reliability (CR) while the validity of the constructs was evaluated using the average variance extracted (AVE) and factor loadings.

Table 4.8: Validity and Reliability Evaluation

Latent variables	Observed Variables	Validity		Reliability	
		Factor Loadings	AVE	Cronbach's alpha	CR
User-Generated Content (UGC),	Comments	0.867	0.740	0.895	0.895
	Likes	0.868			
	Views	0.846			
perceived usefulness (PU)	Outcome Expectancy	0.668	0.665	0.665	0.837
	Relative Advantage	0.849			
	Perceived Usefulness	0.91			
perceived credibility (PC)	Knowledge & Creativity	0.852	0.631	0.831	0.836
	Expertise	0.812			
	Message Medium	0.712			
Behavioural intention to use (BI)	Planning	0.906	0.799	0.922	0.922
	Prediction	0.915			
	Intention	0.86			
	Planning	0.906	0.799	0.922	0.922

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The required threshold for composite reliability and Cronbach's alpha is that between 0.6 – 0.7 is considered acceptable, while above 0.7 is considered good. The required threshold for AVE and factor loadings is 0.5 (Hair et al., 2014). For the user generated content (UGC), the factor loadings ranged between 0.846 – 0.867, AVE = 0.740, Cronbach's alpha = 0.895 and CR = 0.895. The factor loadings for perceived usefulness (PU) ranged between 0.668 – 0.91, AVE = 0.665, Cronbach's alpha = 0.837 and CR = 0.854. The factor loadings for perceived credibility (PC) ranged between 0.712 – 0.852, AVE = 0.631, Cronbach's alpha = 0.831 and CR = 0.836. The factor loadings for behavioural intention to use ranged from 0.86 – 0.915, AVE = 0.799, Cronbach's alpha = 0.922 and CR = 0.922. From the results presented in the table above, the Cronbach's Alpha and CR values are greater than the threshold value of 0.7 and the AVE values are greater than the threshold value of 0.5. Therefore, the reliability and convergent validity of the instruments used are confirmed.

4.5 Structural Equation Modelling

The Structural Equation Modelling (SEM) was conducted to investigate the factors influencing shoppers' behavioural intention to purchase smart phones after watching UGC on YouTube. SEM was used to study the hypotheses, testing the relationship among the four variables under study. The variables included user generated content (UGC) with 3 observed variables (views, likes and comments); perceived credibility of YouTube UGC (PC) with 3 observed variables (message medium, expertise, knowledge and creativity); perceived usefulness of YouTube UGC (PU) 3 observed variables (usefulness, relative advantage, outcome expectations); and behavioral intention to purchase (BI) with 3 observed variables (intention, prediction, planning).

The following model was developed based on the based on the literature review.

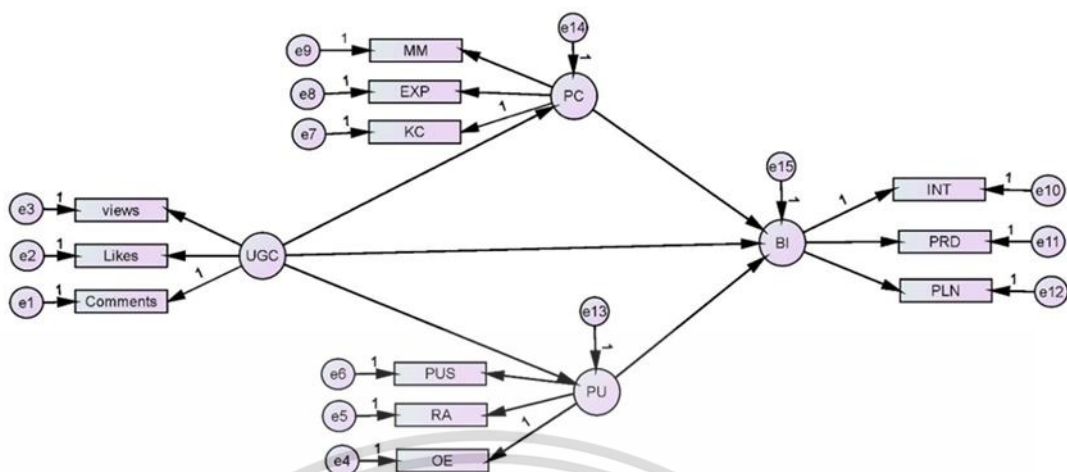


Figure 4.2: Structural Equation Modelling Model

The SEM was conducted, and the results are presented in the following model output.

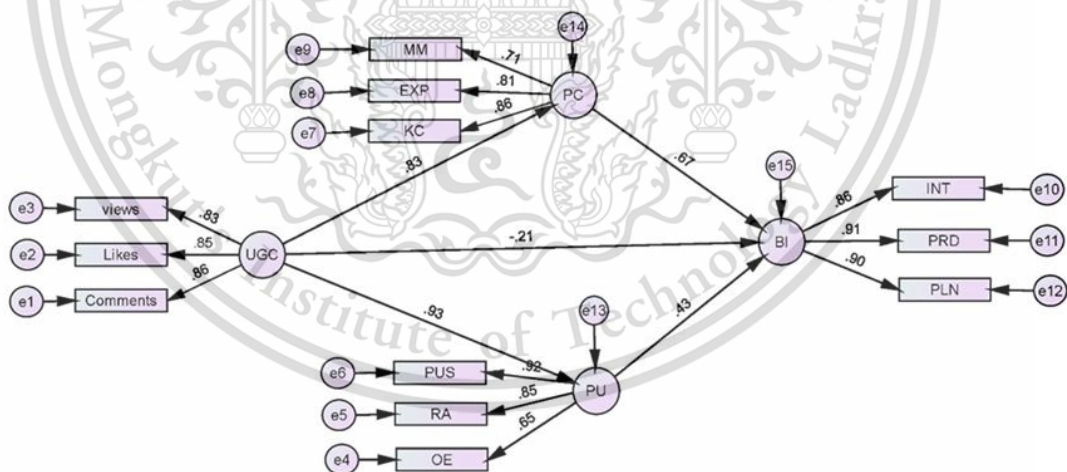


Figure 4.3: Structural Equation Modelling Results

$\chi^2=193.593$, $df = 49$, $CMIN/DF = 3.951$, $NFI = 0.956$, $RFI = 0.940$, $IFI = 0.966$, $TLI = 0.955$, $CFI=0.966$, $GFI=0.934$, $RMR = 0.025$, $RMSEA = 0.082$.

The model fitness of SEM was first evaluated. The results indicated that $\chi^2=193.593$, $df=49$, $CMIN/DF = 3.951$ which was considered within the acceptable limit of below 5.0 according to Schumacker & Lomax (2004). The results for $NFI = 0.956$, $RFI = 0.940$, $IFI = 0.966$, $TLI = 0.955$, $CFI=0.966$, $GFI=0.934$, which were above 0.9 threshold (Bentler, 1990; Cole, 1987; Marsh, Balla & McDonald, 1988). The results also indicated that $RMSEA = 0.082$ which was <0.10 as recommended by López & Iglesias (2010) and Norzaidi, Chong & Salwani (2008). These results satisfied the data-model fitness criterion. The relationship between the latent variables is summarized in the table below.

Table 4.9: Structural Equation Modelling Results

	Paths	β	S.E.	C.R.	P-value	Decision
Hypothesis	Direct Effects					
H1	UGC \rightarrow PC	0.834	0.048	17.804	***	Accept
H2	UGC \rightarrow PU	0.926	0.045	14.491	***	Accept
H3	UGC \rightarrow BI	-0.211	0.17	-1.269	0.204	Reject
H4	PC \rightarrow BI	0.668	0.086	7.684	***	Accept
H5	PU \rightarrow BI	0.434	0.201	3.125	0.002	Accept
	Indirect Effects					
H6	UGC \rightarrow PC \rightarrow BI	0.57	0.829	12.829	**	Accept
H7	UGC \rightarrow PU \rightarrow BI	0.511	0.27	9.161	***	Accept

*** = 0.01 significance level, ** = significance at 0.05,

UGC = User-Generated Content, PU = perceived usefulness, PC = perceived credibility,

BI = Behavioural intention to use

The result in the table above presents the direct paths and indirect paths. From the results, the path between user generated content (UGC) and perceived credibility (PC) was significant and positive ($\beta = 0.834$, $p = 0.000$); the path coefficients between user generated content (UGC) and perceived usefulness (PU) were significant and positive ($\beta = 0.926$, $p = 0.000$). However, the path

coefficient between User Generated Content (UGC) and behavioral intention to use (BI) was non-significant and negative ($\beta = -0.211, p = 0.204$) which means the negative opinion of potential customers behavior towards purchasing smart phones using YouTube UGC. Additionally, the path coefficients between perceived credibility (PC) and behavioural intention to use (BI) was significant and positive ($\beta = 0.668, p = 0.000$); the path coefficient between perceived usefulness (PU) a behavioural intention to use (BI) was significant and positive ($\beta = 0.434, p = 0.002$). In addition to this to the direct effects discussed previously, the indirect relationship was also conducted. The indirect path between UGC to BI though PC as a mediator was positive and significant ($\beta = 0.57, p = 0.008$) indicating that perceived credibility is a significant mediator between user generated content (UGC) and behavioural intention (BI). As well, the indirect path between UGC to BI though PU as a mediator was positive and significant ($\beta = 0.511, p = 0.019$) indicating that perceived usefulness is a significant mediator between user generated content (UGC) and behavioural intention to use (BI).

4.6 Hypothesis Evaluation

This study was guided by the hypothesis of the study, to determine the relationship between the variables of the study. The summary of the results for each hypothesis and whether accepted or not is presented in the table below.

Table 4.10: Hypothesis Evaluation Summary

Paths				β	Accept/Reject
Direct Effects					
H1	UGC	→	PC	0.834	Accept
H2	UGC	→	PU	0.926	Accept
H3	UGC	→	BI	-0.211	Reject
H5	PC	→	BI	0.668	Accept
H4	PU	→	BI	0.434	Accept
Indirect Effects					
H6	UGC ---> PC	→	BI	0.571	Accept
H7	UGC ---> PU	→	BI	0.511	Accept

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Table 4.10: (Continue)

Paths	β	Accept/Reject
*** = 0.01 significance level, ** = significance at 0.05, UGC = User-Generated Content, PU = perceived usefulness, PC = perceived credibility, BI = Behavioural intention to use		

Hypothesis 1

H1 proposed that “User generated content about smart phones on YouTube has a positive effect on perceived credibility”. This hypothesis was accepted confirming that user generated content on YouTube such as views, likes, and comment has a positive and significant influence on the perceived credibility of the products and services advertised there. The statistics indicates that if user generated content improves by 1-unit, perceived credibility would improve by 0.862 units.

Hypothesis 2

H2 proposed that “User generated content about smart phones on YouTube has a positive effect on perceived usefulness”. This hypothesis was supported which implied that if likes, comments and shares activities on YouTube significantly influences perceived usefulness, outcome expectancy and relative advantage of the products and services show there.

Hypothesis 3

H3 proposed that “User generated content about smart phones on YouTube has a positive effect on behavioral intention to purchase”. This hypothesis was not supported, which implied that views, likes and comments activities on YouTube do not have a direct influence on the intention, prediction and planning to use the products and service shown.

Hypothesis 4

H4 proposed that “perceived usefulness has a positive effect on behavioral intention to purchase smart phones”. This hypothesis was supported which meant the customers perceived usefulness of products and services significantly influences the intention, prediction and planning to use the products and service shown on YouTube UGC.

Hypothesis 5

H5 proposed that “perceived credibility has a positive effect on behavioral intention to purchase smart phones” which implied that the perceived credibility of the products and services on YouTube influences the intention, prediction and planning to use them.

Hypothesis 6

H6 proposed that “User generated content on YouTube about smart phones has an indirect and significant effect on behavioral intention mediated through perceived credibility”. The results confirmed this hypothesis that perceived credibility mediated the effects of user generated content on behavioral intention to purchase smart phones from being an insignificant to a significant effect.

Hypothesis 7

H7 proposed that “User generated content on YouTube has an indirect and significant effect on behavioral intention to purchase smart phones mediated through perceived Usefulness” this hypothesis was confirmed from the fact that including perceived usefulness as a mediator changed the effect of user generated content on behavioral intention to purchase smart phones from insignificant to significant effect.



CHAPTER 5

CONCLUSIONS AND DISCUSSIONS

The purpose of this study was the factors influencing shoppers' behavioural intention to purchase smart phones based on UGC on YouTube. The research was guided by three objectives: 1) to study the component of User Generate Content, Perceived Credibility and Perceived Usefulness; 2) to analyze the influence of User Generate Content, Perceived Credibility and Perceived Usefulness; and 3) to develop the structural model of the shopper behavioural intentions toward YouTube User-Generated Content.

This structure is organized as follows. First section is the conclusion of the study, where the findings of the data analysis results are discussed. The second section is the discussions of the research results. In this section, the results are discussed following each of the hypothesis stated. The discussion is done with reference to the previous literature. The last section is the limitations and future research where the limitations encountered in the process is discussed, and a proposition for the future researchers are highlighted.

5.1 Conclusions

From the research results of this study, several conclusions were developed. Regarding the demographic statistics, the majority gender was female (56.6%). The results also indicated that the majority age group was 31-40 years, and majority respondents indicated that they spent 1-2 hours watching YouTube videos. Normality and multicollinearity tests were confirmed to be satisfactory. First the result of study the components of User Generated Content, Perceived Credibility and Perceived Usefulness that influence purchase of smart phones by Thai YouTube users found that

5.1.1 User Generated Content consisted of 3 observed variables which were Views, Likes and Comments. 5.1.2 Perceived Credibility consisted of 3 observed variables which were Message Medium, Expertise and Knowledge & Creativity. 5.1.3 Perceived Usefulness consisted of 3 observed variables which were Output Quality, Relative Advantage and Outcome Expectation. 5.1.4 Behavior Intention consisted of 3 observed variable which were Intention, Prediction and Planning.

In addition, the analysis result of the influence of User Generated Content, Perceived Credibility and Perceived Usefulness on purchase decisions of Thai YouTube user found that user generated content significantly and positively affected perceived credibility (PC)(H1) and perceived usefulness (PU)(H2), but not behavioral intention to purchase smartphones based on UGC on YouTube (BI)(H3). Behavioral intention to purchase smartphones was found to be influenced by perceived usefulness (H4) and perceived credibility (H5). The results also indicated that the relationship between user generated content and behavioral intention to use was significantly influenced by perceived credibility (H6) and perceived usefulness (H7). To recapitulate the development from the structural model of the shoppers' behavioral intention to purchase smart phone based on YouTube User-Generated Content found that the CFA testing for model fitness indicated that $\chi^2=155.084$, $df = 48$, $CMIN/DF = 3.231$, $NFI = 0.964$, $RFI = 0.951$, $IFI = 0.975$, $TLI = 0.966$, $CFI=0.975$, $GFI=0.944$, $AGFI = 0.909$, $RMR = 0.018$, $RMSEA = 0.071$, the results which were considered satisfactory confirming that the proposed model fitted the data. The structural equation modelling was the main analysis focused on evaluating the research objectives and testing the set hypothesis of the study. SEM was run to investigate the factors influencing shoppers' behavioral intention under an empirical analysis of the YouTube user generated content. The results indicated that user generated content significantly and positively affected perceived credibility (PC)(H1) and perceived usefulness (PU)(H2), but not behavioral intention to purchase smartphones based on UGC on YouTube (BI)(H3). Behavioral intention to purchase smartphones was found to be influenced by perceived usefulness (H4) and perceived credibility (H5). The results also indicated that the relationship between user generated content and behavioral intention to use was significantly influenced by perceived credibility (H6) and perceived usefulness (H7).

5.2 Discussions

This research was conducted with reference to the previous research that helped to determine the research gap, and study variables, and on the basis of various theoretical models such as technology acceptance model and the source credibility theory. The relationship between the study variables has been investigated through the empirical tests, and the results presented in the previous chapter. This section discusses the findings of these relationships, with reference to the previous research findings.

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5.2.1 User generated content effect on perceived credibility

The results of the hypothesis tests indicated that user generated content on YouTube has about smartphones has a positive and significant influence on perceived credibility. In other words, the aspects of the user generated content including the views, likes and comment activities in the YouTube videos enhances the perceived credibility of the people towards the decision to purchase the smart phones. For instance, “If the creator of the UGC on YouTube has many views, I will believe the claims” and that “I consider products/services shown on YouTube UGC are being credible”. These results are similar to previous studies such as Geng & Chen, (2021) who indicated that the user generated content has a significant influence to promote the purchase intention of buyers. The positive and negative likes and comments left behind by the user or former customers concerning the company, their products or services significantly influence the views and perceptions of the future viewers or potential customers (Zhou & Xue, 2021; Geng & Chen, 2021).

5.2.2 User generated content effect on perceived usefulness

The results supported the hypothesis that the user generated content about smartphones on YouTube has a significant and positive relationship with perceived usefulness. In other terms, if there are positive user generated content such as views, likes and comments regarding a YouTube video then the associated content of the video is considered or perceived usefulness in Thailand. The viewers will consider the smart phone shown in the YouTube video to be useful, if they are associated with positive views, likes, comments, and enhances their effectiveness in shopping activities (i.e. gain comprehensive knowledge and greater understanding about products and services provided via UGC). These results are supported by previous researches such as Zhou & Xue, 2021 who indicated that the online consumers generally rely on the content which has been generated by other consumers regarding the product of service in question, to assist in the process of decision making. Similarly, Zhou et al., 2018 indicated that the potential customers heavily rely on the content generated by others regarding the brand and products because they consider that the previous users generated content does not have commercial interests.

5.2.3 Perceived usefulness effect on behavioral intention

The results of the study supported the hypothesis that perceived usefulness has a positive and significant influence on behavioral intention to purchase smart phone after watching UGC on YouTube. The findings implied that the aspects such as perceived usefulness, relative advantage

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and outcome expectations associated with products and services offered social media and bearing positive user generated content has an influence on consumers intention, prediction and planning activities to use the smartphones. The aspects of perceived usefulness considered in this case include faster shopping activities, great shopping experience, and overall productivity. If these aspects are inherent, then the consumer may intend, predict or even plan to purchase the associated smartphone. These findings are in line with other previous researches. For instance, Geng & Chen (2021) indicated that perceived usefulness is a critical factor that greatly influences the online consumers to respond to the information provided by others regarding concerned company, products or services, which influences their attitude and resultant purchase or non-purchase of the concerned products of services. The current potential customers consider the information provided by other as “user friendly” and “useful” and is considered easier to understand and genuine in determining the quality of the products of services.

5.2.4 Perceived credibility effect on behavioral intention

The research supported the hypothesis that perceived credibility has a positive and significant influence on behavioral intention to purchase smart phones after watching UGC on YouTube. Perceived credibility in this research included message medium (YouTube in this case), expertise such as experience and analysis of details, and knowledge & creativity such as knowledge and the educative, thrilling and entertaining ability of the video contents. The research implied that if these aspects are positive, then the concerned user would intend to purchase, predict to purchase or plan to purchase the smart phone being discussed. These findings are supported by Assaker (2019) findings who indicated that the current generation of online consumers perceive and consider that content that has been generated by other users regarding the products or services is more credible, as compared by the content provided by the sellers. The users who are involved in generating UGC consider and view each other as very important sources of credible information. Credibility in this case is considered to comprise of the expertise and trustworthiness of the shared information.

5.2.5 Mediating Effect of Perceived Credibility and perceived usefulness

In addition to investigating the direct effects of perceived credibility and perceived usefulness on behavioral intention to purchase smart phones, this research also analyzed their mediating effect between the two variables on the effect of user generated content on behavioral

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intention to purchase smart phones. The research found that user generated content has insignificant direct influence on the behavioral intention to purchase smart phones. This implied that independently, user generated content (views, likes and comments) did not significantly influence users' intention, prediction and planning to purchase the smart phone. However, when perceived credibility and perceived usefulness were included as mediators, the user generated content change from insignificant to significant influence on behavioral intention to purchase the smart phone. This confirmed the two hypotheses of the mediation effect of perceived credibility and perceived usefulness. It implied that user generated content first influenced the perceived credibility and perceived usefulness of the smart phones, which in turn influenced the potential customers intention, prediction or planning to purchase the smart phones (Geng & Chen, 2021).

5.2.6 User Generated Content Effect on Behavioral Intention

An interesting finding that was discovered is that user generated content aspects such as views, likes and comments activities on YouTube do not have a direct influence on the intention, prediction and planning to use the products and service shown. This implied that on their own, YouTube video views, likes and comments activities does not influence the behavior intention of the users in terms of purchase behavior.

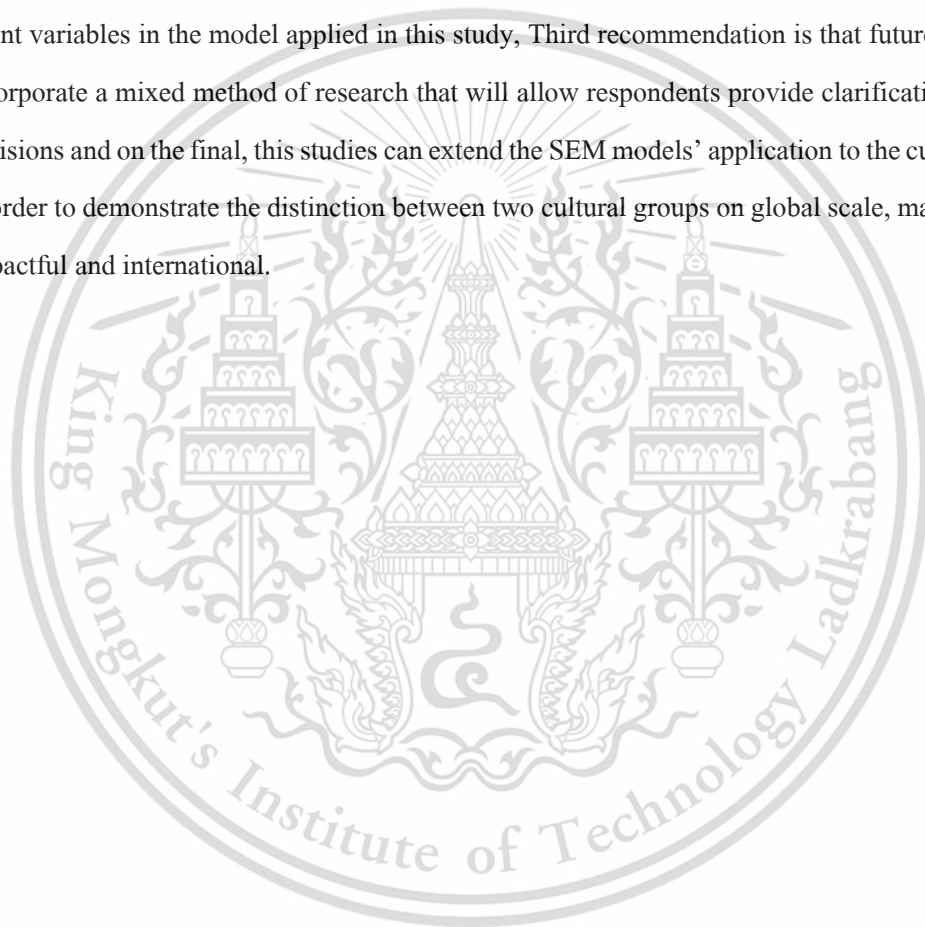
5.3 Limitations

The study is considered to have been conducted successfully from start to the end. However, a few imitations of the study could be highlighted. The research focused on the factors affecting shoppers' behavioral intention to purchase smartphones in Thailand, with the focus on the YouTube user generated content. The first limitation is within the scope of the study, from the fact that the study's focus was on one social media channel – YouTube. There are other many social media channels that shoppers use to and learn about the user generated content. Therefore, this research acknowledges that the findings of this research should clearly be applied within the scope of this research. The second limitation of the study is with regard to the variables used in the study. The study focused more on the user generated content on YouTube, and added two more variables (perceived credibility and perceived usefulness). Therefore, the study had a total of four latent variables, which are considered not exhaustive. Another limitation was the non-application of

qualitative responses to provide more insight into decisions that influence buyers of smart phones from UGC on YouTube.

5.4 Future Research

Based on these limitations, this study advocates for three future research recommendations. First recommendation is that future studies should study different social media platforms which user generated content is found. Second, the future studies could be proposed by including more latent variables in the model applied in this study, Third recommendation is that future studies can incorporate a mixed method of research that will allow respondents provide clarifications for their decisions and on the final, this studies can extend the SEM models' application to the cultural aspect in order to demonstrate the distinction between two cultural groups on global scale, making it more impactful and international.



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THESIS APPROVAL LETTER



ประกาศคณะบริหารธุรกิจ

เรื่อง ผลการพิจารณาหัวข้อและเค้าโครงวิทยานิพนธ์

คณะบริหารธุรกิจ สถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง โดยความเห็นชอบของ คณะกรรมการพิจารณาหัวข้อและเค้าโครงวิทยานิพนธ์ ขอประกาศรายชื่อหัวข้อ และเค้าโครงวิทยานิพนธ์ หลักสูตรบริหารธุรกิจมหาบัณฑิต สาขาวิชาบริหารธุรกิจอุตสาหกรรม (นานาชาติ) ซึ่งได้รับอนุมัติเมื่อวันที่ ๓๐ พฤศจิกายน พ.ศ. ๒๕๖๔ ให้ดำเนินการดังนี้

นายอนุภัทร อีรกุลวานิช รหัสประจำตัว ๖๓๖๑๑๐๑๑ ให้ทำวิทยานิพนธ์ เรื่อง "FACTORS INFLUENCING SHOPPER'S BEHAVIORAL INTENTION TO PURCHASE SMART PHONES: AN EMPIRICAL ANALYSIS OF YOUTUBE USER GENERATED CONTENT"

โดยมี รองศาสตราจารย์ ดร.สุดาพร สวม่วง เป็นอาจารย์ที่ปรึกษาวิทยานิพนธ์

ทั้งนี้ ให้นักศึกษาค้นคว้าและเขียนวิทยานิพนธ์ โดยปรึกษากับอาจารย์ที่ปรึกษาวิทยานิพนธ์ให้เสร็จสิ้น ภายในเวลาที่กำหนด ในระเบียบสถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง

ประกาศ ณ วันที่ ๒๘ มีนาคม พ.ศ. ๒๕๖๕

(รองศาสตราจารย์ ดร.สุดาพร สวม่วง)

คณบดีคณะบริหารธุรกิจ

๒๘ มี.ค. ๒๕๖๕ ๑๒:๐๐:๐๐ Non-PKI Server Sign-LN

Signature Code : RQBEA-DcAQQ-A5ADk-ANQA0



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Appendix B

RESEARCH INSTRUMENT

Disclaimer Statement

The purpose of this research is to empirically investigate factors influencing shopper's behavioral intention to purchase Smart Phones in Thailand. Therefore, we ask for your cooperation to provide us with the complete information for every question detailed in the questionnaire. You can answer every question as truthfully and as accurately as possible for your perception. There is no right or wrong answer.

The information collected during the study will only be used to accomplish the research requirements, and all responses provided on this survey will remain confidential. This questionnaire is divided into 4 parts:

- Part 1 Questions on the demographics data.
- Part 2 Questions about extended TAM model on YouTube of respondents
- Part 3 Questions about the user-generated content on YouTube of respondents
- Part 4 Questions about the perceived credibility of respondents

Please respond to all the statements in the questionnaire with your most accurate and complete knowledge.

Instruction: please choose the level of opinion and tick ✓ in the column that the best suit your satisfaction and please fill out all the questions to complete the questionnaire (คำชี้แจง: โปรดจกเลือกระดับความคิดเห็นและทำเครื่องหมาย ✓ ที่ตรงกับความพึงพอใจของท่านมากที่สุดและโปรดกรอกให้ครบทุกคำถาม)

5 = strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree

5 = เห็นด้วยมากที่สุด, 4 = เห็นด้วย, 3 = เฉยๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

Part 1 Questions on the Demographics Data/ Personal Information

ส่วนที่ 1 คำถามเกี่ยวกับข้อมูลประชากร/ ข้อมูลส่วนตัว

Note: Please tick ✓ the appropriate answer in the square below.

หมายเหตุ: โปรดทำเครื่องหมาย ✓ คำตอบที่เหมาะสม ในช่องด้านล่าง

1. Gender/เพศ

Male/ชาย

Female/หญิง

Other (Please Specify.....) (อื่นๆโปรดระบุ)

2. Age

18 - 20 Years/ปี

21 - 30 Years/ปี

31 - 40 Years/ปี

41 - 50 Years/ปี

51 - 60 Years/ปี

Older than 60 Years/มากกว่า 60ปี

3. Education Level/ระดับการศึกษา

Junior High School or Lower
/มัธยมต้นหรือต่ำกว่า

High School/ Diploma
/มัธยมปลายหรือประกาศนียบัตร

Bachelor Degree/ปริญญาตรี

Post-Graduate or Higher/สูงกว่าปริญญาตรี

4. Occupation/อาชีพ

Student/นักเรียน

Company Employee/พนักงานบริษัท

Government Officer/ข้าราชการ

Self-Employed /ธุรกิจส่วนตัว

Unemployed/ว่างงาน

Other (Please Specify.....)

5. Monthly Income/รายได้ต่อเดือน

Less than or Equal to 10,000 Baht/น้อยกว่า
น้อยกว่า 10,000 บาท

More than 10,000 Baht – 20,000 Baht
มากกว่า 10,000 บาท-20,000 บาท

More than 20,000 Baht – 30,000 Baht
มากกว่า 20,000 บาท – 30,000 บาท

More than 30,000 Baht – 40,000 Baht
มากกว่า 30,000 บาท – 40,000 บาท

More than 40,000 Baht
มากกว่า 40,000 บาท

6. YouTube Usage Frequency per day/ความถี่ในการใช้ YouTube ต่อวัน

Less than an Hour/น้อยกว่า ชั่วโมง

1 - 2 Hours/ชั่วโมง

2 - 3 Hours/ชั่วโมง

3 - 4 Hours/ชั่วโมง



Part 2: Questions about TAM model on YouTube of respondents

ส่วนที่ 2 คำถามเกี่ยวกับแบบจำลอง TAM บน YouTube ของผู้ตอบแบบสอบถาม

Note: Please tick ✓ the appropriate answer in the square below.

หมายเหตุ: โปรดทำเครื่องหมาย ✓ คำตอบที่เหมาะสมในช่องด้านล่าง

Perceived Usefulness		5	4	3	2	1
Output Quality						
1.	Purchasing smartphones shown in YouTube UGC enables me to accomplish my shopping activities more quickly. การซื้อสมาร์ทโฟนที่แสดงใน YouTube UGC ช่วยให้คุณทำกิจกรรมการซื้อสินค้าได้รวดเร็วยิ่งขึ้น					
2.	Purchasing smartphones shown in YouTube UGC improved my shopping experience. ประสบการณ์การซื้อสินค้าประเภทสมาร์ทโฟนของคุณดีขึ้นเมื่อได้ดูข้อมูลที่อยู่ใน YouTube UGC					
3.	Purchasing smartphones shown in YouTube UGC increases my overall productivity enabling me to achieve more. การดู/ได้รับข้อมูลจาก YouTube UGC ช่วยทำให้คุณเลือกซื้อสมาร์ทโฟนได้ถูกใจ และประสิทธิภาพตรงตามความต้องการ					
4.	Purchasing smartphones shown in YouTube UGC enhances my effectiveness in my shopping activities (i.e. gain comprehensive knowledge and greater understanding about the smartphones provided via UGC)					

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Perceived Usefulness		5	4	3	2	1
	การดู/ได้รับข้อมูลจาก YouTube UGC ช่วยทำให้ฉันมีความรู้ และเข้าใจในตัวสินค้าสามารถโฟนได้ดียิ่งขึ้นก่อนทำการตัดสินใจซื้อ (ความรู้และความเข้าใจที่ดีขึ้นเกี่ยวกับสมาร์ตโฟน)					
5.	Purchasing smartphones shown in YouTube UGC enable to compare alternative products faster. การซื้อสมาร์ตโฟนที่แสดงใน YouTube UGC จะทำให้เปรียบเทียบสินค้าต่างๆ ได้เร็วขึ้น					
6.	I would find smartphones shown in YouTube UGC useful in my shopping experience. ฉันพบว่าสมาร์ตโฟนที่แสดงใน YouTube UGC มีประโยชน์ในการช้อปปิ้งของฉัน					
Relative Advantage						
7.	Purchasing smartphones shown on YouTube UGC enables me to learn more quickly as compared to other methods. การซื้อสมาร์ตโฟนที่แสดงใน YouTube UGC จะทำให้เข้าใจตัวสินค้าได้เร็วขึ้นเมื่อเปรียบเทียบกับวิธีอื่นๆ					
8.	Purchasing smartphones presented using UGC on YouTube improves the quality of my product experience. การซื้อสมาร์ตโฟนที่นำเสนอโดยใช้ UGC บน YouTube ช่วยเพิ่มคุณภาพเกี่ยวกับประสบการณ์ใช้ผลิตภัณฑ์ของฉัน					
Outcome Expectations						
9.	If I purchase smartphones shown in YouTube UGC, I will receive a better overall experience.					

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Perceived Usefulness		5	4	3	2	1
	ถ้าฉันซื้อสมาร์ทโฟน โดยตัดสินใจเลือกจากข้อมูลที่แสดงใน YouTube UGC จะทำให้ฉันได้รับประสบการณ์โดยรวมที่ดีขึ้น					
10.	If I purchase smartphones shown in YouTube UGC, my friends will perceive me as competent. ถ้าฉันซื้อสมาร์ทโฟน โดยตัดสินใจเลือกจากข้อมูลที่แสดงใน YouTube UGC ฉันจะดูมีความรู้เมื่ออยู่ท่ามกลางหมู่เพื่อน					
11.	If I purchase smartphones in YouTube UGC, I will increase my chances of advancing to the next level. ถ้าฉันซื้อสมาร์ทโฟน โดยตัดสินใจเลือกจากข้อมูลที่แสดงใน YouTube UGC จะทำให้ความสามารถของฉันดีขึ้น					

Behavioral Intention to Use		5	4	3	3	1
	Intention					
12.	I intend to use the information from YouTube UGC to make a purchase decision on smartphones immediately. ฉันเลือกใช้ข้อมูลจาก YouTube UGC ก็เพียงพอแล้วสำหรับการตัดสินใจซื้อสมาร์ทโฟนได้ทันที					
13.	I intend to use the information from YouTube UGC to make a purchase decision on smartphones in the future.					

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	ฉันตั้งใจที่จะใช้ข้อมูลจาก YouTube UGC เพื่อตัดสินใจซื้อสมาร์ทโฟนในอนาคต					
14.	I will consider using the information from YouTube UGC to make a purchase decision on smartphones at some point. ฉันพิจารณาว่าฉันเลือกใช้ข้อมูลจาก YouTube UGC เพื่อตัดสินใจซื้อสมาร์ทโฟนในบางครั้ง					
Prediction						
15.	I predict purchasing smartphones shown on YouTube UGC immediately. ฉันคาดว่าจะใช้ข้อมูลที่แสดงบน YouTube UGC เพื่อซื้อสมาร์ทโฟนได้ทันที					
16.	I predict I will consider purchasing smartphones shown on YouTube UGC in the future. ฉันคาดว่าฉันเลือกใช้ข้อมูลจาก YouTube UGC เพื่อตัดสินใจซื้อสมาร์ทโฟนในอนาคต					
17.	I predict I will consider purchasing smartphones shown on YouTube UGC for various purposes. ฉันคาดว่าฉันเลือกใช้ข้อมูลจาก YouTube UGC เพื่อซื้อสมาร์ทโฟน เมื่อมีวัตถุประสงค์ที่หลากหลาย					
Planning						
18.	I plan to purchase smartphones shown on YouTube UGC immediately. ฉันวางแผนไว้ว่าจะใช้ข้อมูลจาก YouTube UGC เพียงแหล่งเดียวก็พอแล้วสำหรับการตัดสินใจซื้อสมาร์ทโฟนได้ทันที					

19.	I plan to purchase smartphones shown on YouTube UGC in the future. ฉันวางแผนไว้ว่าจะเลือกใช้ข้อมูลจาก YouTube UGC เพื่อตัดสินใจซื้อสมาร์ทโฟนในอนาคต					
20.	I plan to purchase smartphones shown on YouTube UGC at some point in. ฉันวางแผนไว้ว่าฉันจะเลือกใช้ข้อมูลจาก YouTube UGC เพื่อตัดสินใจซื้อสมาร์ทโฟนในบางครั้ง					

Part 3 Questions about the User Generated Content on YouTube of the Respondents

คำถามชุดที่ 3 คำถามเกี่ยวกับ User Generated Content บน YouTube ของผู้ตอบแบบสอบถาม

Note: Please tick ✓ the appropriate answer in the square below.

หมายเหตุ: โปรดทำเครื่องหมาย ✓ คำตอบที่เหมาะสมในช่องด้านล่าง

User-Generated Content		5	4	3	3	1
	Views					
21.	If the video about smartphones is viewed by many users, it must be authentic. หากวิดีโอเกี่ยวกับสมาร์ทโฟนนั้นมีคนเข้าชมเป็นจำนวนมาก สามารถสื่อได้ว่ามีความน่าเชื่อถือ					
22.	I am satisfied if many people view the UGC video on smartphones. ฉันรู้สึกพึงพอใจถ้าหากวิดีโอเกี่ยวกับสมาร์ทโฟนนั้นมีคนเข้าชมเป็นจำนวนมาก					

User-Generated Content		5	4	3	3	1
23.	<p>If the creator of UGC about smartphones on YouTube has many views, I will believe the claims.</p> <p>หากผู้ที่สร้าง UGC เกี่ยวกับสมาร์ทโฟนบน YouTube นั้นได้รับการเข้าชมเป็นจำนวนมาก ฉันจะเชื่อคำกล่าวอ้างนั้น</p>					
Likes						
24.	<p>If the video about smartphones is liked by many users, it must be authentic.</p> <p>หากวิดีโอที่เกี่ยวกับสมาร์ทโฟนนั้นมีคนกดถูกใจเป็นจำนวนมาก สามารถสื่อได้ว่าวิดีโอนั้นมีความน่าเชื่อถือ</p>					
25.	<p>I am satisfied if many people like the UGC video on smartphones.</p> <p>ฉันรู้สึกพึงพอใจถ้าหากวิดีโอที่เกี่ยวกับสมาร์ทโฟนนั้นมีคนกดถูกใจเป็นจำนวนมาก</p>					
26.	<p>If the creator of the UGC about smartphones on YouTube has many likes, I will believe the claims.</p> <p>หากผู้ที่สร้าง UGC เกี่ยวกับสมาร์ทโฟนบน YouTube นั้นได้รับการกดถูกใจเป็นจำนวนมาก ฉันจะเชื่อคำกล่าวอ้างนั้น</p>					
Comments						
27.	<p>If the video about smartphones has many comments by users, it must be authentic.</p> <p>หากวิดีโอที่เกี่ยวกับสมาร์ทโฟนนั้น มีผู้แสดงความคิดเห็นเป็นจำนวนมาก สามารถสื่อได้ว่าวิดีโอนั้นมีความน่าเชื่อถือ</p>					

User-Generated Content		5	4	3	3	1
28.	If many people comment positively about the UGC video about smartphones, I am satisfied with the information. ถ้าหากวิดีโอที่เกี่ยวกับสมาร์ตโฟนนั้นมียอดผู้แสดงความคิดเห็นในเชิงบวกเป็นจำนวนมาก จะทำให้ฉันรู้สึกพึงพอใจ					
29.	If the creator of the UGC about smartphones on YouTube replies upon comments, I will believe the claims. หากผู้ที่สร้าง UGC เกี่ยวกับสมาร์ตโฟนบน YouTube ตอบความคิดเห็นฉันจะเชื่อคำกล่าวอ้าง					

Part 4 Questions about the Perceived Credibility of the Respondents

คำถามชุดที่ 4 คำถามเกี่ยวกับ Perceived Credibility ของผู้ตอบแบบสอบถาม

Note: Please tick ✓ the appropriate answer in the square below.

หมายเหตุ: โปรดทำเครื่องหมาย ✓ คำตอบที่เหมาะสมในช่องด้านล่าง

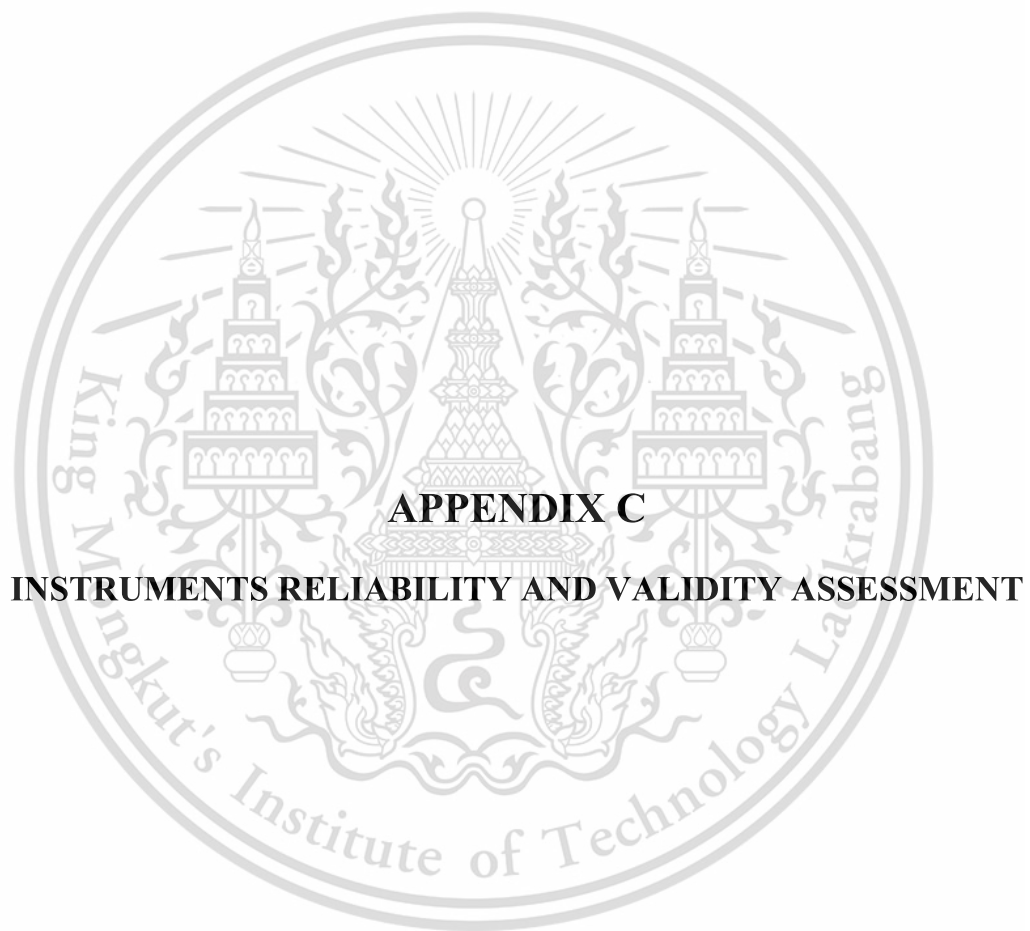
Perceived Credibility		5	4	3	3	1
Message Medium						
30.	I consider messages about smartphones shown in YouTube UGC as being credible. ฉันพิจารณาว่าข้อความที่ใช้สื่อสารเกี่ยวกับสมาร์ตโฟนใน YouTube UGC นั้นมีความน่าเชื่อถือ					

Perceived Credibility		5	4	3	3	1
31.	<p>Messages on smartphones shown in YouTube UGC are detailed enough to my liking.</p> <p>ข้อความที่ใช้สื่อสารเกี่ยวกับสมาร์ทโฟนใน YouTube UGC นั้นมีรายละเอียดเพียงพอที่จะให้ฉันพึงพอใจ</p>					
32.	<p>The messages on smartphones shown in YouTube UGC serve the purpose.</p> <p>ข้อความที่ใช้สื่อสารเกี่ยวกับสมาร์ทโฟนใน YouTube UGC นั้นตอบวัตถุประสงค์</p>					
33.	<p>The messages on smartphones shown on YouTube are just about right.</p> <p>ข้อความที่ใช้สื่อสารเกี่ยวกับสมาร์ทโฟนใน YouTube UGC นั้นค่อนข้างถูกต้อง</p>					
Expertise						
34.	<p>YouTube UGC creators reviewing smartphones can be regarded as experienced in their fields relate on their topic.</p> <p>ผู้ที่ทำการรีวิวสมาร์ทโฟนใน YouTube UGC สามารถเชื่อได้ว่าผู้รีวิวนั้นมีความเชี่ยวชาญในสาขานั้นๆ ของตนจึงมาให้ข้อมูล</p>					
35.	<p>YouTube UGC creators provide detailed analysis of the smartphones on offer to enable me to make purchase decisions easily.</p> <p>ที่ทำการรีวิว และวิเคราะห์ข้อมูลของ สมาร์ทโฟนใน YouTube UGC ได้อย่างละเอียด ช่วยให้ฉันตัดสินใจซื้อได้ง่ายขึ้น</p>					

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Perceived Credibility		5	4	3	3	1
Knowledge and Creativity						
36.	<p>YouTube UGC are knowledgeable in their fields.</p> <p>ผู้สร้าง YouTube UGC นั้นมีประสบการณ์ในวิชาชีพของตน</p>					
37.	<p>The videos about smartphones on YouTube are very creative to my liking</p> <p>วิดีโอ ที่เกี่ยวกับสมาร์ทโฟนบน YouTube นั้นมีความคิดสร้างสรรค์จนทำให้ฉันรู้สึกชอบ</p>					
38.	<p>I consider UGC videos about smartphones on YouTube as educative, thrilling, and entertaining.</p> <p>ฉันคิดว่าวิดีโอ UGC เกี่ยวกับสมาร์ทโฟน บน YouTube นั้นให้ความรู้ ความตื่นเต้นและความบันเทิง</p>					



APPENDIX C

INSTRUMENTS RELIABILITY AND VALIDITY ASSESSMENT

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APPENDIX C

INSTRUMENTS RELIABILITY AND VALIDITY

ASSESSMENT

To evaluate the validity of the instruments, the Item of Congruence (IOC) was used. A team of 3 experts including Dr. Vasu Keerativutisest, Dr. Kitti Kaekeaw , and Dr. Bilal Khalid, who were conversant with YouTube, were requested to measure whether the questions were appropriate, and if any improvements were needed. In addition to this evaluation, there were the instrument calculation for the IOC between each question and variables, questions that have an IOC greater than 0.5 was considered appropriate. The calculation process is presented below.

$$IOC = \frac{\sum R}{N}$$

Where: R = Congruence value of each Questions

N = the number of experts

1 = Congruent

0 = Uncertainty

-1 = Incongruent

The IOC ranges from -1 to +1. Hence, a question was considered good the closer it is to +1. The questions having an IOC, which is less than 0.6, was revised, while those with IOC less than 0.5 was excluded from the questionnaire (Turner & Carlson, 2003). The range of IOC included:

+1 = the questions were found to be congruent with the content

0 = the questions are uncertain if the questions would be congruent with the content

-1 = the questions are found to be incongruent with the content

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The consideration criteria for the IOC were as follows:

3. Questions having IOC between 0.5 – 1.00 = Valid and can be used
4. Questions with IOC below 0.5 = To be revised

To assure the consistency and validity of the research instrument, the questionnaire was assessed by three lecturers and my supervisor, all possess abundance of knowledge and expertise in research and YouTube application to consider and review whether all details were simple to comprehend and meet the points or not.

Perceived Usefulness		Dr. BK	Dr. Vasu	Dr. Kitti	Total Score	The IOC Index
	Output Quality					
1.	Purchasing smartphones shown in YouTube UGC enables me to accomplish my shopping activities more quickly.	1	1	1	3	
2.	Purchasing smartphones shown in YouTube UGC improved my shopping experience.	1	1	0	2	
3.	Purchasing smartphones shown in YouTube UGC increases my overall productivity enabling me to achieve more.	1	1	0	2	
4.	Purchasing smartphones shown in YouTube UGC enhances my effectiveness in my shopping activities (i.e. gain comprehensive knowledge and greater understanding about the smartphones provided via UGC)	1	1	0	2	
5.	Purchasing smartphones shown in YouTube UGC enable to compare alternative products faster.	1	1	0	2	
6.	I would find smartphones shown in YouTube UGC useful in my shopping experience.	1	1	1	3	

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Perceived Usefulness		Dr. BK	Dr. Vasu	Dr. Kitti	Total Score	The IOC Index
Relative Advantage						
7.	Purchasing smartphones shown on YouTube UGC enables me to learn more quickly as compared to other methods.	1	1	1	3	
8.	Purchasing smartphones presented using UGC on YouTube improves the quality of my product experience.	1	1	1	3	
Outcome Expectations						
9.	If I purchase smartphones shown in YouTube UGC, I will receive a better overall experience.	1	1	1	3	
10.	If I purchase smartphones shown in YouTube UGC, my friends will perceive me as competent.	1	1	0	2	
11.	If I purchase smartphones in YouTube UGC, I will increase my chances of advancing to the next level.	1	1	1	3	

Behavioral Intention to Use		Dr. BK	Dr. Vasu	Dr. Kitti	Total Score	The IOC Index
Intention						
12.	I intend to use the information from YouTube UGC to make a purchase decision on smartphones immediately.	1	1	1	3	1
13.	I intend to use the information from YouTube UGC to make a purchase decision on smartphones in the future.	1	1	0	2	0.67

14.	I will consider using the information from YouTube UGC to make a purchase decision on smartphones at some point.	1	1	0	2	0.67
Prediction						
15.	I predict purchasing smartphones shown on YouTube UGC immediately.	1	1	0	2	0.67
16.	I predict I will consider purchasing smartphones shown on YouTube UGC in the future.	1	1	0	2	0.67
17.	I predict I will consider purchasing smartphones shown on YouTube UGC for various purposes.	1	1	1	3	1
Planning						
18.	I plan to purchase smartphones shown on YouTube UGC immediately.	1	1	1	3	0.67
19.	I plan to purchase smartphones shown on YouTube UGC in the future.	1	1	0	2	0.67
20.	I plan to purchase smartphones shown on YouTube UGC at some point in.	1	1	0	2	0.67

User-Generated Content		Dr. BK	Dr. Vasu	Dr. Kitti	Total Score	The IOC Index
Views						
21.	If the video about smartphones is viewed by many users, it must be authentic.	1	1	1	3	1
22.	I am satisfied if many people view the UGC video on smartphones.	1	1	1	3	1
23.	If the creator of UGC about smartphones on YouTube has many views, I will believe the claims.	1	1	1	3	1
Likes						

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User-Generated Content		Dr. BK	Dr. Vasu	Dr. Kitti	Total Score	The IOC Index
24.	If the video about smartphones is liked by many users, it must be authentic.	1	1	1	3	1
25.	I am satisfied if many people like the UGC video on smartphones.	1	1	1	3	1
26.	If the creator of the UGC about smartphones on YouTube has many likes, I will believe the claims.	1	1	1	3	1
Comments						
27.	If the video about smartphones has many comments by users, it must be authentic.	1	1	1	3	1
28.	If many people comment positively about the UGC video about smartphones, I am satisfied with the information.	1	1	1	3	1
29.	If the creator of the UGC about smartphones on YouTube replies upon comments, I will believe the claims.	1	1	1	3	1

Perceived Credibility		Dr. BK	Dr. Vasu	Dr. Kitti	Total Score	The IOC Index
Message Medium						
30.	I consider messages about smartphones shown in YouTube UGC as being credible.	1	1	1	3	1
31.	Messages on smartphones shown in YouTube UGC are detailed enough to my liking.	1	1	1	3	1
32.	The messages on smartphones shown in YouTube UGC serve the purpose.	1	1	1	3	1
33.	The messages on smartphones shown on YouTube are just about right.	1	1	1	3	1

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Perceived Credibility		Dr. BK	Dr. Vasu	Dr. Kitti	Total Score	The IOC Index
Expertise						
34.	YouTube UGC creators reviewing smartphones can be regarded as experienced in their fields relate on their topic.	1	1	1	3	1
35.	YouTube UGC creators provide detailed analysis of the smartphones on offer to enable me to make purchase decisions easily.	1	1	1	3	1
Knowledge and Creativity						
36.	YouTube UGC are knowledgeable in their fields.	1	1	1	3	1
37.	The videos about smartphones on YouTube are very creative to my liking	1	1	1	3	1
38.	I consider UGC videos about smartphones on YouTube as educative, thrilling, and entertaining.	1	1	1	3	1

THE RELIABILITY OF INSTRUMENT

The calculation process is presented below.

$$IOC = \frac{\sum R}{N}$$

Where: R = Congruence value of each Questions

N = the number of experts

1 = Congruent

0 = Uncertainty

-1 = Incongruent

The IOC ranges from -1 to +1. Hence, a question was considered good the closer it is to +1. The questions having an IOC, which is less than 0.6, was revised, while those with IOC less than 0.5 was excluded from the questionnaire (Turner & Carlson, 2003).

To assure the consistency and validity of the research instrument, the questionnaire was assessed by three lecturers and my supervisor, all possess abundance of knowledge and expertise in research and YouTube application to consider and review whether all details were simple to comprehend and meet the points or not.

Case Processing Summary

		N	%
Case	Valid	422	100.0
	Exclude	0	.0
	Total	422	100.0

Reliability Statistic

Cronbach's Alpha	Standardized Item	N of Item
.940	.940	38

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บันทึกข้อความ

หน่วยงาน คณะบริหารธุรกิจ ส่วนสนับสนุนวิชาการ หลักสูตรบริหารธุรกิจมหาบัณฑิต (นานาชาติ)

ที่ อว ๗๐๒๕/๕ ๐๐๙๕

วันที่ ๗ มกราคม ๒๕๖๕

เรื่อง ขอเชิญเป็นผู้ทรงคุณวุฒิตรวจแบบสอบถามเพื่อการวิจัย

เรียน อาจารย์ ดร.วสุ กิรติวุฒิเศรษฐ์

ด้วย นายอนุภัทร อีร์กุลวานิช นักศึกษาปริญญาโท รหัสนักศึกษา ๖๓๖๑๑๐๑๑ ศึกษาอยู่ในหลักสูตรบริหารธุรกิจมหาบัณฑิต สาขาวิชาบริหารธุรกิจอุตสาหกรรม (นานาชาติ) คณะบริหารธุรกิจ สถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง ซึ่งอยู่ในระหว่างการทำวิทยานิพนธ์ เรื่อง "FACTORS INFLUENCING SHOPPER'S BEHAVIORAL INTENTION TO PURCHASE MOBILE PHONES: AN EMPIRICAL ANALYSIS OF YOUTUBE USER GENERATED CONTENT" โดยต้องการรวบรวมข้อมูลเพื่อนำไปประกอบกรทำวิทยานิพนธ์ โดยมี รองศาสตราจารย์ ดร.สุตาพร สวม่วง เป็นอาจารย์ที่ปรึกษา

คณะบริหารธุรกิจ สถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง พิจารณาแล้วเห็นว่าท่านเป็นผู้มีความรู้ความสามารถ ในเรื่องดังกล่าวเป็นอย่างดี จึงขอเชิญท่านเป็นผู้ทรงคุณวุฒิตรวจแบบสอบถามตามที่แนบมาพร้อมนี้ ว่ามีเนื้อหาถูกต้องและเหมาะสมมากน้อยเพียงใด ซึ่งผลการตรวจสอบของท่านจะช่วยให้งานวิจัยของ นายอนุภัทร อีร์กุลวานิช มีความสมบูรณ์ยิ่งขึ้น

จึงเรียนมาเพื่อโปรดพิจารณาให้ความอนุเคราะห์

(ผู้ช่วยศาสตราจารย์ ดร.สิงหะ อวีสุข)

รองคณบดีคณะบริหารธุรกิจ

๐๘/๓๓/๒๕ ๖๕ ๖๖๖๖๖๖๖๖ Non-PKI Server Sign-LN
Signature Code : NAAxA-EMARA-A1AEM-AQgAy



No. กว 7025/ก 97

KMITL Business School
King Mongkut's Institute of
Technology Ladkrabang
1 Chalongkrung Soi 1,
Ladkrabang District,
Bangkok 10520, Thailand

January 7 , 2022

Dear Mr. Kitti Kaekeaw,

Subject: Invitation for the Items of Objective Congruence (IOC) Index Assessment

Mr. Anuphat Thirakulwanich, a MBA student in Industrial Business Administration, KMITL Business School, King Mongkut's Institute of Technology Ladkrabang, is conducting the MBA Research under the topic of "Factors Influencing Shopper's Behavioral Intention to Purchase Mobile Phones: An Empirical Analysis Of Youtube User Generated Content" by applying a quantitative research method, under the guidance of his advisor, Assoc. Prof. Dr. Sudaporn Sawmong.

Regarding your knowledge and expertise in Research, particularly in Research Methodology, we would like to invite you to assess Mr. Anuphat's Research Questionnaire about its content Validity, Reliability, and Objectivity (as attached to this letter). The result of your assessment will help our MBA student, to improve the Research Questionnaire and further to complete his Thesis.

Sincerely yours,

(Assistant Professor Dr.Singha Chaveesuk)

รองคณบดีคณะบริหารธุรกิจ

2022/01/07 Time 11:19:27 Non-PKI Server Sign-LN

Signature Code : NQAxA-DgARg-AzAEQ-AMAAw



Memorandum

Government KMITL Business School, MBA International Program, Tel. 6001

No. อว 7025/e 96

Date January 7 , 2022

Subject Invitation for the Items of Objective Congruence (IOC) Index Assessment

Dear Dr. Bilal Khaild

Mr. Anuphat Thirakulwanich, a MBA student in Industrial Business Administration, KMITL Business School, King Mongkut's Institute of Technology Ladkrabang, is conducting the MBA Research under the topic of "Factors Influencing Shopper's Behavioral Intention to Purchase Mobile Phones: An Empirical Analysis Of Youtube User Generated Content" by applying a quantitative research method, under the guidance of his advisor, Assoc. Prof. Dr. Sudaporn Sawmong.

Regarding your knowledge and expertise in Research, particularly in Research Methodology, we would like to invite you to assess Mr. Anuphat's Research Questionnaire about its content Validity, Reliability, and Objectivity (as attached to this letter). The result of your assessment will help our MBA student, to improve the Research Questionnaire and further to complete his Thesis.

Sincerely yours,

(Assistant Professor Dr.Singha Chaveesuk)

รองคณบดีคณะบริหารธุรกิจ

2022/01/07 Time 11:18:43 Non-PKI Server Sign-LN

Signature Code : RAA5A-DgAQQ-A4ADU-AQwA3



APPENDIX D

CFA ANALYSIS RESULT

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APPENDIX D

CFA ANALYSIS RESULT

The model is recursive.

Sample size = 442

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

Comments

Likes

Views

OE

RA

PUS

KC

EXP

MM

PLN

PRD

INT

Unobserved, exogenous variables

UGC

e2

e3

PU

e4

e5

e6

PC

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e7

e8

e9

BI

e10

e11

e12

e1

Variable counts (Group number 1)

Number of variables in your model: 28

Number of observed variables: 12

Number of unobserved variables: 16

Number of exogenous variables: 16

Number of endogenous variables: 12

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	16	0	0	0	0	16
Labeled	0	0	0	0	0	0
Unlabeled	8	6	16	0	0	30
Total	24	6	16	0	0	46

Result (Default model)

Minimum was achieved

Chi-square = 155.084

Degrees of freedom = 48

Probability level = .000

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

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			Estimate	S.E.	C.R.	P	Label
Comments	<---	UGC	1.000				
Likes	<---	UGC	.945	.040	23.781	***	par_1
Views	<---	UGC	.891	.039	22.804	***	par_2
OE	<---	PU	1.000				
RA	<---	PU	1.379	.088	15.707	***	par_3
PUS	<---	PU	1.296	.078	16.555	***	par_4
KC	<---	PC	1.000				
EXP	<---	PC	.897	.045	20.081	***	par_5
MM	<---	PC	.821	.049	16.674	***	par_6
PLN	<---	BI	1.000				
PRD	<---	BI	.995	.033	29.736	***	par_7
INT	<---	BI	.940	.036	26.060	***	par_8

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Comments	<---	UGC	.867
Likes	<---	UGC	.868
Views	<---	UGC	.846
OE	<---	PU	.668
RA	<---	PU	.849
PUS	<---	PU	.910
KC	<---	PC	.852
EXP	<---	PC	.812
MM	<---	PC	.712
PLN	<---	BI	.906
PRD	<---	BI	.915
INT	<---	BI	.860

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
UGC	<-->	PU	.260	.025	10.462	***	par_9
UGC	<-->	PC	.323	.029	11.046	***	par_10
UGC	<-->	BI	.293	.027	10.798	***	par_11
PU	<-->	PC	.254	.025	10.157	***	par_12
PU	<-->	BI	.233	.023	10.063	***	par_13
PC	<-->	BI	.354	.030	11.718	***	par_14

Correlations: (Group number 1 - Default model)

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	Estimate
UGC <--> PU	.900
UGC <--> PC	.788
UGC <--> BI	.714
PU <--> PC	.856
PU <--> BI	.786
PC <--> BI	.840

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
UGC	.399	.036	11.194	***	par_15
PU	.209	.027	7.725	***	par_16
PC	.420	.039	10.718	***	par_17
BI	.422	.035	12.130	***	par_18
e2	.117	.011	10.729	***	par_19
e3	.125	.011	11.454	***	par_20
e4	.259	.019	13.900	***	par_21
e5	.154	.013	11.681	***	par_22
e6	.073	.008	8.658	***	par_23
e7	.159	.016	10.115	***	par_24
e8	.175	.015	11.462	***	par_25
e9	.275	.021	13.105	***	par_26
e10	.092	.009	9.799	***	par_27
e11	.081	.009	9.215	***	par_28
e12	.131	.011	11.799	***	par_29
e1	.132	.012	10.757	***	par_30

Matrices (Group number 1 - Default model)

Residual Covariances (Group number 1 - Default model)

	IN T	PR D	PL N	M M	E X P	K C	P U S	R A	O E	Vie ws	Li kes	Com ments
INT	.00 0											
PRD	.00 1	.00 0										
PLN	.00 1	.00 0	.00 0									
MM	.01 2	.02 1	.01 6	.00 0								

	IN T	PR D	PL N	M M	E X P	K C	P U S	R A	O E	Vie ws	Li kes	Com ments
EXP	.007	.009	.004	.008	.000							
KC	.018	.006	.002	.006	.007	.000						
PUS	.003	.012	.001	.004	.006	.012	.000					
RA	.008	.020	.008	.029	.010	.004	.010	.000				
OE	.063	.056	.040	.090	.030	.041	.016	.015	.000			
Views	.000	.014	.012	.013	.006	.000	.008	.018	.003	.000		
Likes	.005	.013	.008	.005	.002	.003	.006	.004	.018	.015	.000	
Com ments	.012	.009	.003	.015	.009	.008	.022	.009	.007	.009	.006	.000

Standardized Residual Covariances (Group number 1 - Default model)

	IN T	PR D	PL N	M M	E X P	K C	P U S	R A	O E	Vie ws	Li ke s	Com ments
INT	.000											
PRD	.043	.000										
PLN	.021	.016	.000									
MM	.431	.730	.560	.000								
EXP	.251	.329	.133	.270	.000							
KC	.608	.198	.061	.187	.228	.000						

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	IN T	PR D	PL N	M M	E XP	K C	P U S	R A	O E	Vie ws	Li ke s	Com ments
PUS	.10 2	- .47 0	- .02 9	- .15 2	- .22 5	- .40 8	.0 00					
RA					.33 2	.14 1	.3 42	.0 00				
OE	2.4 68	2.1 80	1.5 58	3.4 27	1.1 79	1.4 90	- .6 29	- .5 31	.0 00			
Views	.00 3	.54 3	.45 6	- .48 6	.24 4	.00 5	- .3 05	- .6 46	.1 29	.00 0		
Likes					.07 4	.08 8	.2 39	.1 54	.7 11	.55 7	.00 0	
Comments	.44 4	- .31 3	.11 5	.51 8	- .30 7	.25 7	.8 13	.2 77	.2 44	- .31 5	- .20 7	.000

Factor Score Weights (Group number 1 - Default model)

	IN T	PR D	PL N	M M	E XP	K C	PU S	R A	O E	Vie ws	Lik es	Comm ents
BI	.1 95	.33 3	.29 5	.01 9	.03 2	.0 40	.03 5	.0 18	.0 08	.006	.00 7	.007
PC	.0 45	.07 7	.06 8	.12 5	.21 6	.2 64	.09 4	.0 47	.0 20	.025	.02 8	.026
PU	.0 14	.02 4	.02 2	.01 6	.02 7	.0 33	.26 9	.1 35	.0 58	.049	.05 5	.052
UGC	.0 07	.01 1	.01 0	.01 0	.01 8	.0 22	.12 2	.0 61	.0 26	.227	.25 8	.242

Total Effects (Group number 1 - Default model)

	BI	PC	PU	UGC
INT	.940	.000	.000	.000
PRD	.995	.000	.000	.000
PLN	1.000	.000	.000	.000
MM	.000	.821	.000	.000
EXP	.000	.897	.000	.000
KC	.000	1.000	.000	.000
PUS	.000	.000	1.296	.000
RA	.000	.000	1.379	.000
OE	.000	.000	1.000	.000

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	BI	PC	PU	UGC
Views	.000	.000	.000	.891
Likes	.000	.000	.000	.945
Comments	.000	.000	.000	1.000

Standardized Total Effects (Group number 1 - Default model)

	BI	PC	PU	UGC
INT	.860	.000	.000	.000
PRD	.915	.000	.000	.000
PLN	.906	.000	.000	.000
MM	.000	.712	.000	.000
EXP	.000	.812	.000	.000
KC	.000	.852	.000	.000
PUS	.000	.000	.910	.000
RA	.000	.000	.849	.000
OE	.000	.000	.668	.000
Views	.000	.000	.000	.846
Likes	.000	.000	.000	.868
Comments	.000	.000	.000	.867

Direct Effects (Group number 1 - Default model)

	BI	PC	PU	UGC
INT	.940	.000	.000	.000
PRD	.995	.000	.000	.000
PLN	1.000	.000	.000	.000
MM	.000	.821	.000	.000
EXP	.000	.897	.000	.000
KC	.000	1.000	.000	.000
PUS	.000	.000	1.296	.000
RA	.000	.000	1.379	.000
OE	.000	.000	1.000	.000
Views	.000	.000	.000	.891
Likes	.000	.000	.000	.945
Comments	.000	.000	.000	1.000

Standardized Direct Effects (Group number 1 - Default model)

	BI	PC	PU	UGC
INT	.860	.000	.000	.000
PRD	.915	.000	.000	.000
PLN	.906	.000	.000	.000
MM	.000	.712	.000	.000
EXP	.000	.812	.000	.000
KC	.000	.852	.000	.000
PUS	.000	.000	.910	.000
RA	.000	.000	.849	.000
OE	.000	.000	.668	.000
Views	.000	.000	.000	.846
Likes	.000	.000	.000	.868
Comments	.000	.000	.000	.867

Indirect Effects (Group number 1 - Default model)

	BI	PC	PU	UGC
INT	.000	.000	.000	.000
PRD	.000	.000	.000	.000
PLN	.000	.000	.000	.000
MM	.000	.000	.000	.000
EXP	.000	.000	.000	.000
KC	.000	.000	.000	.000
PUS	.000	.000	.000	.000
RA	.000	.000	.000	.000
OE	.000	.000	.000	.000
Views	.000	.000	.000	.000
Likes	.000	.000	.000	.000
Comments	.000	.000	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	BI	PC	PU	UGC
INT	.000	.000	.000	.000
PRD	.000	.000	.000	.000
PLN	.000	.000	.000	.000
MM	.000	.000	.000	.000
EXP	.000	.000	.000	.000
KC	.000	.000	.000	.000
PUS	.000	.000	.000	.000
RA	.000	.000	.000	.000
OE	.000	.000	.000	.000
Views	.000	.000	.000	.000

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	BI	PC	PU	UGC
Likes	.000	.000	.000	.000
Comments	.000	.000	.000	.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	30	155.084	48	.000	3.231
Saturated model	78	.000	0		
Independence model	12	4350.755	66	.000	65.921

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.018	.944	.909	.581
Saturated model	.000	1.000		
Independence model	.281	.198	.052	.168

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.964	.951	.975	.966	.975
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.727	.701	.709
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	107.084	73.161	148.620
Saturated model	.000	.000	.000
Independence model	4284.755	4072.124	4504.632

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.352	.243	.166	.337
Saturated model	.000	.000	.000	.000
Independence model	9.866	9.716	9.234	10.215

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.071	.059	.084	.003
Independence model	.384	.374	.393	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	215.084	216.906	337.823	367.823
Saturated model	156.000	160.738	475.122	553.122
Independence model	4374.755	4375.484	4423.851	4435.851

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.488	.411	.582	.492
Saturated model	.354	.354	.354	.364
Independence model	9.920	9.438	10.419	9.922

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	186	210
Independence model	9	10



APPENDIX E
SEM ANALYSIS RESULT

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APPENDIX E

SEM ANALYSIS RESULT

The model is recursive.

Sample size = 442

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

Comments

Likes

Views

OE

RA

PUS

KC

EXP

MM

INT

PRD

PLN

Unobserved, endogenous variables

PU

PC

BI

Unobserved, exogenous variables

UGC

e2

e3

e4

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e5
e6
e7
e8
e9
e10
e11
e12
e1
e13
e14
e15

Variable counts (Group number 1)

Number of variables in your model: 31
 Number of observed variables: 12
 Number of unobserved variables: 19
 Number of exogenous variables: 16
 Number of endogenous variables: 15

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	19	0	0	0	0	19
Labeled	0	0	0	0	0	0
Unlabeled	13	0	16	0	0	29
Total	32	0	16	0	0	48

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 78
 Number of distinct parameters to be estimated: 29
 Degrees of freedom (78 - 29): 49

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Result (Default model)

Minimum was achieved

Chi-square = 193.593

Degrees of freedom = 49

Probability level = .000

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label		
PC	<---	UGC	.862	.048	17.804	***	par_9		
PU	<---	UGC	.656	.045	14.491	***	par_12		
BI	<---	PC	.661	.086	7.684	***	par_10		
BI	<---	UGC	-.216	.170	-1.269	.204	par_11		
BI	<---	PU	.627	.201	3.125	.002	par_13		
Comments	<---	UGC	1.000						
Likes	<---	UGC	.931	.040	23.238	***	par_1		
Views	<---	UGC	.879	.039	22.308	***	par_2		
OE	<---	PU	1.000						
RA	<---	PU	1.415	.093	15.209	***	par_3		
PUS	<---	PU	1.339	.084	16.025	***	par_4		
KC	<---	PC	1.000						
EXP	<---	PC	.891	.045	19.879	***	par_5		
MM	<---	PC	.817	.049	16.588	***	par_6		
INT	<---	BI	1.000						
PRD	<---	BI	1.059	.040	26.254	***	par_7		
PLN	<---	BI	1.065	.041	25.823	***	par_8		
UGC	<---	PC	<---	BI	.571	.0829	12.892	***	par_14
UGC	<---	PC	<---	BI	.511	.283	9.161	***	par_15

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
PC	<---	UGC	.834
PU	<---	UGC	.926
BI	<---	PC	.668
BI	<---	UGC	-.211
BI	<---	PU	.434
Comments	<---	UGC	.864
Likes	<---	UGC	.852

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			Estimate
Views	<---	UGC	.832
OE	<---	PU	.652
RA	<---	PU	.850
PUS	<---	PU	.918
KC	<---	PC	.855
EXP	<---	PC	.810
MM	<---	PC	.711
INT	<---	BI	.858
PRD	<---	BI	.914
PLN	<---	BI	.905

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
UGC	.396	.035	11.187	***	par_14
e13	.028	.006	4.824	***	par_15
e14	.129	.017	7.430	***	par_16
e15	.102	.013	7.938	***	par_17
e2	.129	.011	11.650	***	par_18
e3	.136	.011	12.142	***	par_19
e4	.268	.019	13.960	***	par_20
e5	.153	.013	11.547	***	par_21
e6	.066	.008	7.924	***	par_22
e7	.156	.016	9.786	***	par_23
e8	.177	.016	11.372	***	par_24
e9	.276	.021	13.030	***	par_25
e10	.131	.011	11.796	***	par_26
e11	.081	.009	9.205	***	par_27
e12	.092	.009	9.786	***	par_28
e1	.134	.012	11.282	***	par_29

Matrices (Group number 1 - Default model)

Residual Covariances (Group number 1 - Default model)

	PL N	PR D	IN T	M M	E X P	K C	P U S	R A	O E	Vie ws	Li ke s	Com ments
PLN	.0 07											
PRD	.0 06	.0 07										
INT	.0 06	.0 07	.0 06									

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	PL N	PR D	IN T	M M	E X P	K C	P U S	R A	O E	Vie ws	Li ke s	Com ments
MM	.0 23	.0 28	.0 19	.0 00								
EXP	.0 04	- 01	.0 01	- 07	.0 00							
KC	.0 05	.0 13	- 12	- 07	.0 07	.0 00						
PUS	.0 11	.0 00	.0 14	.0 21	.0 22	.0 17	.0 00					
RA	.0 07	- 06	.0 06	- 01	.0 41	.0 28	.0 06	.0 00				
OE	.0 57	.0 72	.0 78	.1 15	.0 58	.0 71	- 11	- 08	.0 00			
Views	.0 06	.0 08	- 05	- 22	- 03	- 13	- 14	- 23	.0 06	.00 0		
Likes	- 13	- 19	- 10	- 15	- 12	- 16	- 13	- 09	- 15	.02 7	.00 0	
Com ments	.0 07	.0 19	.0 02	.0 01	.0 24	.0 11	.0 11	.0 01	.0 06	.00 2	.00 2	.000

Standardized Residual Covariances (Group number 1 - Default model)

	PL N	PR D	IN T	M M	E X P	K C	P U S	R A	O E	Vie ws	Li ke s	Com ments
PLN	.19 3											
PRD	.19 6	.19 7										
INT	.18 4	.25 0	.17 4									
MM	.80 7	.98 1	.66 8	.00 0								
EXP	.15 2	- 04	.02 3	- 22	.00 0							
KC	.15 8	.42 2	- 40	- 21	.22 3	.00 0						

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	PL N	PR D	IN T	M M	E XP	K C	P U S	R A	O E	Vie ws	Li ke s	Com ments
PUS	.42 7	-.01 8	.54 4	.79 8	.84 4	.62 0	.0 00					
RA	.23 2	-.19 5	.20 3	-.03 6	1.4 34	.92 0	.2 11	.0 00				
OE	2.2 32	2.8 72	3.1 28	4.4 58	2.3 10	2.6 18	-.4 65	-.3 00	.0 00			
Views	.23 2	.31 8	-.21 0	-.83 1	-.12 6	-.44 8	-.5 58	-.8 01	.2 39	.00 0		
Likes	-.49 8	-.71 5	-.37 6	-.53 6	-.43 4	-.53 4	-.4 81	-.2 99	.5 89	.99 4	.00 0	
Comments	-.25 5	-.68 3	-.08 8	-.03 0	-.81 9	-.35 3	-.3 78	-.0 44	.2 24	.07 0	.05 9	.000

Factor Score Weights (Group number 1 - Default model)

	PL N	PR D	IN T	M M	E XP	K C	PU S	R A	O E	Vie ws	Lik es	Comm ents
UGC	.01 1	.01 2	.0 07	.02 4	.04 1	.0 53	.16 6	.0 76	.0 31	.187	.20 8	.215
PC	.06 9	.07 7	.0 45	.13 1	.22 3	.2 84	.01 9	.0 09	.0 03	.053	.05 9	.061
PU	.02 0	.02 2	.0 13	.00 3	.00 5	.0 06	.29 5	.1 35	.0 54	.053	.05 9	.061
BI	.27 7	.31 3	.1 83	.01 8	.03 0	.0 38	.03 4	.0 16	.0 06	.006	.00 7	.007

Total Effects (Group number 1 - Default model)

	UGC	PC	PU	BI
PC	.862	.000	.000	.000
PU	.656	.000	.000	.000
BI	.719	.661	.627	.000
PLN	.766	.661	.627	1.065
PRD	.761	.658	.623	1.059
INT	.719	.661	.627	1.000
MM	.704	.817	.000	.000
EXP	.768	.891	.000	.000
KC	.862	1.000	.000	.000

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	UGC	PC	PU	BI
PUS	.879	.000	1.339	.000
RA	.929	.000	1.415	.000
OE	.656	.000	1.000	.000
Views	.879	.000	.000	.000
Likes	.931	.000	.000	.000
Comments	1.000	.000	.000	.000

Standardized Total Effects (Group number 1 - Default model)

	UGC	PC	PU	BI
PC	.834	.000	.000	.000
PU	.926	.000	.000	.000
BI	.748	.668	.434	.000
PLN	.677	.604	.392	.905
PRD	.683	.610	.396	.914
INT	.642	.573	.372	.858
MM	.593	.711	.000	.000
EXP	.675	.810	.000	.000
KC	.713	.855	.000	.000
PUS	.851	.000	.918	.000
RA	.787	.000	.850	.000
OE	.604	.000	.652	.000
Views	.832	.000	.000	.000
Likes	.852	.000	.000	.000
Comments	.864	.000	.000	.000

Direct Effects (Group number 1 - Default model)

	UGC	PC	PU	BI
PC	.862	.000	.000	.000
PU	.656	.000	.000	.000
BI	-.216	.661	.627	.000
PLN	.000	.000	.000	1.065
PRD	.000	.000	.000	1.059
INT	.000	.000	.000	1.000
MM	.000	.817	.000	.000
EXP	.000	.891	.000	.000
KC	.000	1.000	.000	.000
PUS	.000	.000	1.339	.000
RA	.000	.000	1.415	.000
OE	.000	.000	1.000	.000
Views	.879	.000	.000	.000
Likes	.931	.000	.000	.000
Comments	1.000	.000	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

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	UGC	PC	PU	BI
PC	.834	.000	.000	.000
PU	.926	.000	.000	.000
BI	-.211	.668	.434	.000
PLN	.000	.000	.000	.905
PRD	.000	.000	.000	.914
INT	.000	.000	.000	.858
MM	.000	.711	.000	.000
EXP	.000	.810	.000	.000
KC	.000	.855	.000	.000
PUS	.000	.000	.918	.000
RA	.000	.000	.850	.000
OE	.000	.000	.652	.000
Views	.832	.000	.000	.000
Likes	.852	.000	.000	.000
Comments	.864	.000	.000	.000

Indirect Effects (Group number 1 - Default model)

	UGC	PC	PU	BI
PC	.000	.000	.000	.000
PU	.000	.000	.000	.000
BI	.922	.000	.000	.000
PLN	.766	.661	.627	.000
PRD	.761	.658	.623	.000
INT	.719	.621	.627	.000
MM	.704	.000	.000	.000
EXP	.768	.000	.000	.000
KC	.862	.000	.000	.000
PUS	.879	.000	.000	.000
RA	.929	.000	.000	.000
OE	.656	.000	.000	.000
Views	.000	.000	.000	.000
Likes	.000	.000	.000	.000
Comments	.000	.000	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	UGC	PC	PU	BI
PC	.000	.000	.000	.000
PU	.000	.000	.000	.000
BI	.959	.000	.000	.000
PLN	.677	.604	.392	.000
PRD	.683	.610	.396	.000

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	UGC	PC	PU	BI
INT	.642	.573	.372	.000
MM	.593	.000	.000	.000
EXP	.675	.000	.000	.000
KC	.713	.000	.000	.000
PUS	.851	.000	.000	.000
RA	.787	.000	.000	.000
OE	.604	.000	.000	.000
Views	.000	.000	.000	.000
Likes	.000	.000	.000	.000
Comments	.000	.000	.000	.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	29	193.593	49	.000	3.951
Saturated model	78	.000	0		
Independence model	12	4350.755	66	.000	65.921

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.025	.934	.895	.587
Saturated model	.000	1.000		
Independence model	.281	.198	.052	.168

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.956	.940	.966	.955	.966
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.742	.709	.717
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	144.593	105.540	191.215
Saturated model	.000	.000	.000
Independence model	4284.755	4072.124	4504.632

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FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.439	.328	.239	.434
Saturated model	.000	.000	.000	.000
Independence model	9.866	9.716	9.234	10.215

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.082	.070	.094	.000
Independence model	.384	.374	.393	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	251.593	253.355	370.241	399.241
Saturated model	156.000	160.738	475.122	553.122
Independence model	4374.755	4375.484	4423.851	4435.851

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.571	.482	.676	.575
Saturated model	.354	.354	.354	.364
Independence model	9.920	9.438	10.419	9.922

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	152	171
Independence model	9	10

RESEARCH ETHICAL CERTIFICATION



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